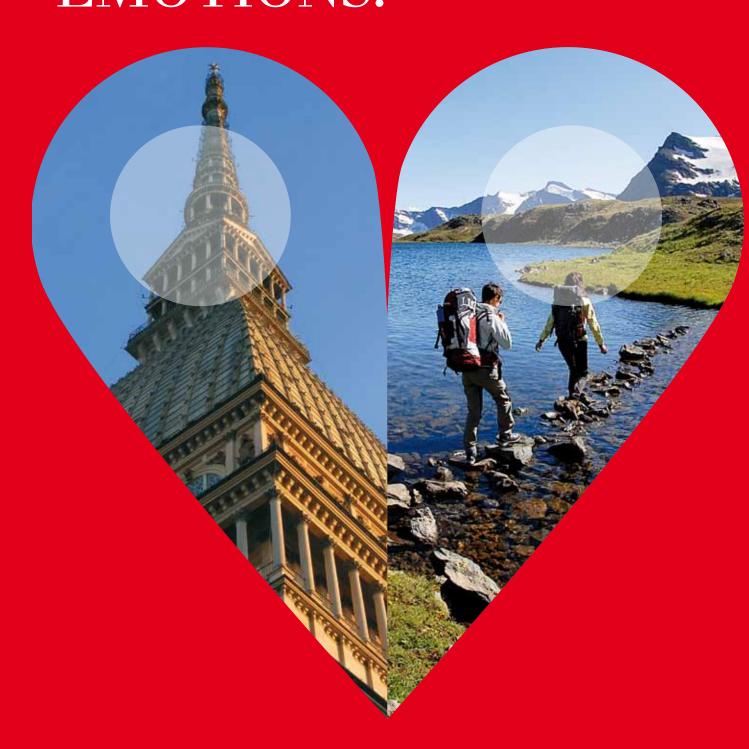


ONE TERRITORY, INFINITE EMOTIONS.





A CITY YOU WOULDN'T EXPECT

www.turismotorino.org/en

Lively and elegant, always in movement, nonetheless **Torino** is incredibly a city set in the heart of verdant areas: gently resting on the **hillside** and enclosed by the winding course of the River **Po**, it owes much of its charm to its enchanting location at the foot of the western **Alps**, watched over by snowy peaks.

The **first Capital of Italia** invites you to discover its ancient and modern **history**, the palaces and museums, the parks and tree-lined avenues, the river and the hills, the restaurants and historic coffee houses, the long colonnaded streets and the multiethnic neighbourhoods, the great events and the many little pleasures which have always made it **unique**, in a balance between the rational Roman town layout, the measured pomp of Piemonte baroque and the originality of the modern and contemporary architecture.

Come to Torino, live it, breathe its spirit... you're sure to be taken completely by surprise!

In the heart. Worn.
In a pocket: **ObjecTo** is the city's merchandising range. Original, symbolic, sometimes humorous, these are the souvenirs that best represent Torino and its many faces.

Not to be missed!

www.objecto.it





HOWMANY MUSEUMS ARE THERE IN TORINO?

You should discover the diversity of Torino through its many amazing museums, testifying to the history, culture, industry and internationality of the city.

Already back in 1824, François Champollion - who deciphered the hieroglyphs - wrote about the **Egyptian Museum** (second only to the one in Cairo) that "the road to Memphis and Thebes passes through Torino".

In the early 1900s, our city was the birthplace of Italian cinema: it was therefore inevitable that here was created the **National Museum of Cinema** in the glorious setting of the *Mole Antonelliana*.

Many buildings bear witness to the love of the House of Savoy for culture: the Royal Armoury, one of Europe's richest, the Savoy Gallery with a collection of Italian and Flemish art, the Museum of Ancient Art at Madama Palace and the National Museum of the Italian Risorgimento in Carignano Palace.

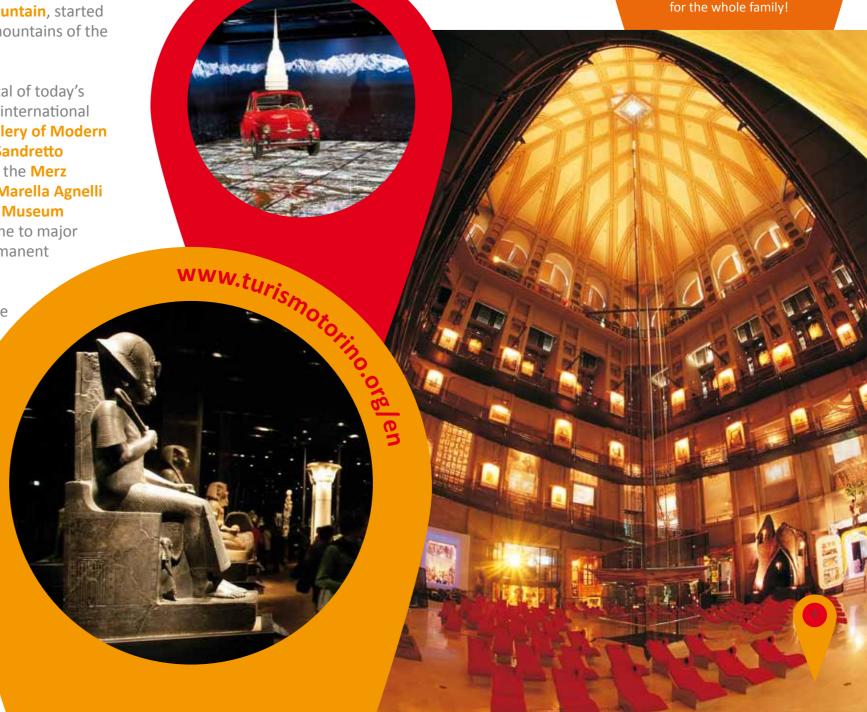
Torino's industrial vocation has found its exhibition centre in the renovated MAUTO-National Automobile Museum which tells of the city's automotive history and the social issues related to it.

On Monte dei Cappuccini, in a panoramic position over the city and the Alps, stands the **National Museum of the Mountain**, started in 1874 to ideally unite the mountains of the entire world.

Torino is also the Italian capital of today's - and tomorrow's! - art, with international institutions such as GAM-Gallery of Modern and Contemporary Art, the Sandretto Re Rebaudengo Foundation, the Merz Foundation, the Giovanni e Marella Agnelli Art Gallery, the Rivoli Castle Museum of Contemporary Art, all home to major exhibitions and precious permanent collections.

But the city itself is a veritable open-air museum, with works by world famous artists such as the igloo by Merz, the "Arte povera" of Penone, the complex of the PAV-Living Art Park... and it is in continual transformation!

Did you know that the museums of Torino are great for children too? You'll find out at the Regional Museum of Natural Sciences, the Borgo Medievale, at Museum A come Ambiente about the environment, the Museum of School and Books for young children, the Museum of Fruit, at the Astronomy Park Infini-To in Pino Torinese: tours, workshops and games for the whole family!



ROYAL RESIDENCES



Relive the atmospheres of bygone times and of Torino as the first Capital of Italia in the glorious **Royal Residences**, home to the life and power of the **House of Savoy**: a "crown of delights" that characterises and encircles the city, forming a *unicum* in Europe, recognised as a **World Heritage Site** by UNESCO in 1997.

Right in the centre, in Piazza Castello, there are the majestic **Royal Palace** - which, with the *Savoy Gallery*, the *Royal Armoury*, the *Royal Library* and the *Archaeological Museum*, form the **Royal Museums of Torino** - and **Madama Palace** with its magnificent baroque facade and the *Museum of Ancient Art* filled with beautiful works.

Not far away is a typical example of Piemonte baroque: the imposing **Carignano Palace**, since 1878 home to the *National Museum of the Italian Risorgimento*.

Along the River Po is **Valentino Castle**, built by Christine of France in the French style and now housing the *Faculty of Architecture of Torino Polytechnic*.

Just a short way from the centre, the hill embraces **Villa della Regina**, surrounded by Italianate gardens with pavilions, fountains and agricultural areas.

The "crown" is completed by a wonderful collection of castles and residences in the surrounding areas.

The incredible **Royal Palace of Venaria** now hosts major events, exhibitions and concerts in its magnificent interiors and spectacular gardens.

A favourite spot of the Savoy family for sumptuous feasts and solemn weddings was the **Stupinigi Hunting Lodge**, modelled on the style of contemporarily built Central European residences.

One of the most ancient of Savoy residences is the monumental **Moncalieri Castle** which was a defensive bulwark in medieval times and transformed by the Savoy into a place for educating the young princes.

Built in the 11th century, **Rivoli Castle** became a courtly residence in the early 1600s, but the subsequent project by Juvarra remained unfinished: the *Museum of Contemporary Art* is therefore housed in an original architectural context.

La Mandria Castle was the favourite of Victor Emmanuel II: the *Royal Apartments*, perfectly preserved, reveal the intimate and family usage made by Rosa Vercellana, known as "la Bela Rosin", his mistress and, later, morganatic wife.

Lastly, just a few kilometres outside Torino, the elegant **Ducal Castle of Agliè** is surrounded by a park with ancient trees and contains precious furnishings and collections; in **Cavour Castle at Santena** the famous statesman initiated and held the most important political meetings; at **Susa Castle** the marriage between the Countess Adelaïde and Otto of Savoy marked the origin of the Savoy dynasty.



PLACES OF WORSHIP

Torino has always been a city imbued with a mystical atmosphere which, even now, can be breathed during the exposition of the *Holy Shroud*, the sacred linen in which the body of Christ was wrapped, now held in the renaissance building of **St John Cathedral**.

Many churches are gems of the history of art, such as **St Lawrence** with the bold dome by Guarini, **St Philip Neri** the city's largest religious building, and the **Great Mother of God** which oversees, imposing and mysterious, the two banks of the River Po.

A triumph of baroque art is to be found in the twin churches of **St Charles** and **St Christina** in Piazza San Carlo, the church of **Corpus Domini** consecrated to the miracle of the Blessed Sacrament, and the **Shrine of the Consolata** which, with the neoclassical **Basilica of Mary Help of Christians** founded by Don Bosco, is the chief church of popular devotion not only by the town's citizens.

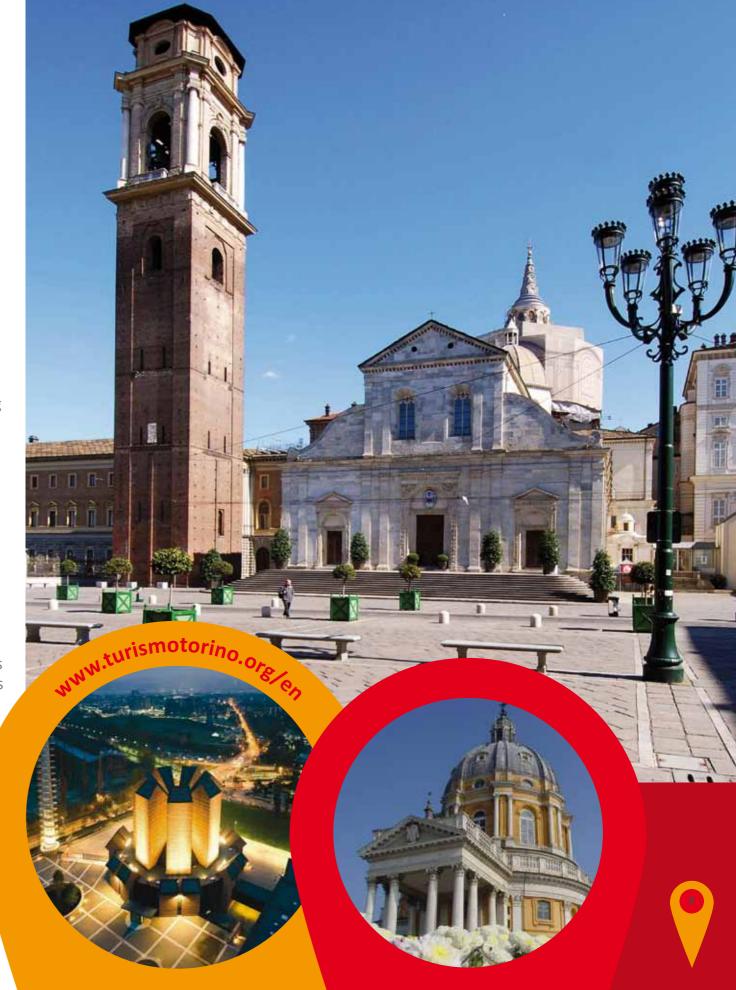
But in Torino also religious architecture is in step with the times, as evidenced by the urban transformation of what is known as "Spina 3", an area in the north-west which was formerly occupied by industrial buildings, now the heart of a futuristic programme of refurbishment: here there has been built the modern and original **Church of the Holy Face**, designed by the Swiss architect Mario Botta.

Lastly, on a panoramic viewpoint that embraces the ring of the Alps, the **Basilica of Superga** by Juvarra dominates the city, a building where the monumental tombs of the Savoy kings are housed in the basement.

The religious vocation of Torino and the entire region can also be seen in the works of the Social Saints who, acting in different fields and using different methods, educated the working classes and the young, founded congregations spread around the world and marked the history of the Church: the saints Giovanni Bosco, Giuseppe Benedetto Cottolengo, Giuseppe Cafasso, Leonardo Murialdo and the blessed Francesco Faà di Bruno, Pier Giorgio Frassati, Giuseppe Allamano and Giulia Falletti di Barolo.

Multiethnic Torino, open to all religions: each religious community has a place here for meditation and prayer, from the **Waldensian Temple** to the **Jewish Temple**, from the various buildings of the orthodox and Eastern churches to the numerous Islamic prayer halls.

A hospitality that has its roots in the distant Middle Ages when the city hosted the pilgrims that, arriving from the Alpine passes of Monginevro, Moncenisio and Gran San Bernardo along the Via Francigena which would lead them to Roma and on to Jerusalem, here found many domus hospitalis, xenodochia and churches to refresh themselves in body and spirit. www.turismotorino.org/viafrancigena/en



THE CAPITAL OF TASTE

www.turismotorino.org/enogast

A trip to Torino also means a journey into taste, to savour with intimate pleasure in a medley of sensations.

Here the **appetisers** come in an infinite variety based on meat, fish, vegetables, eggs, salami and cheeses, all obviously to be served with **"grissini"**, invented in the 17th century for Prince Victor Amadeus II of Savoy.

Any first course has to include "agnolotti", meat filled pasta which is dressed with either gravy from the roast, or butter and sage, ragout sauce or meat broth.

The main courses are always very "important": from mixed fried foods - an incredible cohesion of sweet and savoury ingredients - to "bagna cauda" in which to dip cabbage, "gobbo" cardoon, Jerusalem artichoke, peppers and many other raw vegetables, to mixed boiled meats accompanied by tasty sauces such as bagnet verd and the typical cugnà.

a secret: farms, butchers and delicatessens, patisseries,

chocolate makers and ice-cream parlours will become

safe reference points for the consumer.

www.to.camcom.it/maestridelgusto

Not to be missed is the wide range of high quality handmade **cheeses** coming from our Alpine valleys.

And of course, all of this washed down with the great **red and white wines** of the province... but that's another chapter...

And then not to be missed is **Eataly**, located in the historic former Carpano site next to the Lingotto: a veritable temple of quality and local food, now with branches all over the world.

www.torino.eataly.it

However, a true Torino dinner must be preceded by the fun ritual that takes place late every afternoon in the cafés, wine bars and clubs along the river... the **aperitif!** A cocktail or a glass of *vermouth* to go with sandwiches, cold cuts and local cheeses, pasta and risotto, multiethnic specialities, and the evening is ready to start!

If then, in the middle of the day, strolling beneath the elegant colonnades of the centre, your eye is caught by the inviting windows of the patisseries and the historic cafés, give in to the temptation of "gianduiotti" and chocolates, cakes, small "bignè" and, essential in Torino, the hot drinks like "bicerin", "zabaione" and hot chocolate in a cup.

Also handmade **ice-cream** comes from Torino: in 1937 there was invented the "Pinguino", ice-cream coated in dark chocolate and put on a stick, and today Torino's art of ice-cream is known throughout the world as a benchmark for high quality.



An unmissable chance to taste the original recipe of hot chocolate served at court in the 18th century or the celebrated 19th century "bicerin", in the setting of the renowned historic cafés of Torino.

www.turismotorino.org/en/
merendareale



INDUSTRIAL EXCELLENCE

There's no denying, for a long time Torino meant industry, greyness and immobility... and perhaps that what it was really like. But now the city has dramatically changed and that vocation has become a source of pride to present to the world: the "made in Torino" enterprise is ingenious and innovative, dynamic and vital.

High technology makes it the **automotive** and **car design** realm with *FCA*, *CNH*, *Pininfarina*, *Maserati*, *Giugiaro* and *Bertone*, as well as one of the top Italian centres in the **aerospace industry** with *Alenia Aeronautica*, *SELEX Galileo*, *Thales Alenia Space*, *Altec* and *Argotec*.

Here the **producers of taste** have generated names that have brought the spirit of Torino to the world: from the sweetness of *Guido Gobino, Peyrano, Guido Castagna, Caffarel* and *Giordano Cioccolato* to the aromas of *Lavazza, Caffè Vergnano* and *Costadoro*, the panache of *Martini e Rossi* and the delicacies of *Pastiglie Leone* and of *Galup*.

But it is a city that also loves the beautiful, the **thrill of luxury**, the pleasure of owning a unique product: this is the reason for the success of *Aurora* pens, the *Kristina Ti* label, and *Mattioli* jewellery.

And how can Torino capital of culture be forgotten? Raise your hand if you've never read a book published by *Bollati Boringhieri*, *Einaudi*, *Paravia*, *Loescher*, *Lattes*, *SEI*, *UTET*, the big **publishing houses** that have been offering and spreading knowledge for centuries!

The **Lingotto** merits a chapter of its own, the historic FIAT factory in operation from 1923 to 1982: refurbished by the architect Renzo Piano, it has been turned into a conference centre with a large auditorium and an exhibition space, a raised shopping street, two hotels, a cinema complex and the prestigious *Giovanni* e Marella Agnelli Art Gallery



A CITY OF SPORT, GREEN AND WATER



There are also two museums on the city's football teams: the Juventus Museum inside the Juventus Stadium, which displays 115 years of the history and triumphs of the "black&white" team, and the Grande Torino Museum at Villa Claretta Assandri of Grugliasco, which traces the exploits of a team only defeated by fate.

www.juventus.com
www.ilgrandetorino.net

rismotorino

Torino is the Italian city with largest amount of public park areas: gently resting at the foot of the lush hillside and encircled by the winding course of the River Po and its tributaries, with 320km of tree-lined avenues and numerous parks in and out of town, the city forms a wonderful whole with the surrounding areas.

A very extensive network of trails and paths meanders within the Po Turinoise River

Park and the Nature Park of the Torino Hills, dedicated to bikers, joggers or just walkers.

There is an exciting possibility of riding the large river in a canoe, discovering the city from a different viewpoint. And then it is

relaxing to walk, cycle or even to rest among the colours of **Valentino Park** in the shade of the 18th century castle. **Dora Park**, created where at one time there were heavy industry factories, is an area of 450,000m² of green dedicated to sport and relaxing.

Just a very few kilometres from the centre you can take a carriage ride through the La Mandria Nature Park where numerous species of wild animals freely roam through the extensive glades, ancient trees, flowery meadows and golf courses where the most prestigious international tournaments are held.

The Olympic Winter Games of 2006 resulted in a legacy of groundbreaking sports and entertainment facilities: from the Pala Alpitour to Palaolimpico, the Oval Lingotto, the Olympic Stadium which is "home" for Torino F.C., the successors to an invincible football team of the 1940s. The other half of the city, wearing the black and white livery, supports Italia's most successful team with the highest number of fans in the brand new Juventus Stadium, to be discovered by specific guided tours.

It is worthwhile going
a few kilometres out of town to
Cumiana to visit **Zoom Torino**,
to discover a new concept of biopark.
www.zoomtorino.it



SHOPPING BY DAY...

There's nothing better than to go shopping in a city with **18km of colonnaded streets** and to see yourself in Italian style: just take a stroll to admire the elegance, refinement, attention to detail and the accessories.

The area traditionally devoted to shopping is between **Via Roma**, heart and symbol of the city, and the pedestrian zones of **Via Carlo Alberto** and **Via Lagrange** where the shop windows of all the big names in fashion and jewellery glitteringly shine.

Via Garibaldi is younger and trendier, Via Po is more "intellectual" with the bookshops and stores selling new and used records, while Via Maria Vittoria and Via della Rocca are more sophisticated owing to the art galleries and antique shops.

But just around the corner, in **Borgo Dora**... the new flavours of the world in the many ethnic shops!

The streets and squares of Torino are regularly home to stalls full of local fare, craftwork and curios of all kinds.
But essential ones to visit are in Porta Palazzo, Europe's largest open-air market offering a huge array of languages, colours and fragrances, and the incredible Balôn where you can find antique pens and watches, precious books, carpets from all periods, fine quality furniture, toys, lace, textiles and bijoux jewellery.

There are also two other important and very busy markets loved by Torino's populace: the one of Crocetta (an elegant area of the city) and the Piazza Benefica one in the charming Luigi Martini Garden.



... ENTERTAINMENT BY NIGHT!

When the sunset warms the city and the lights flicker on, it's the moment for organising the evening: a relaxing bit of pampering in one of the fascinating hammam, a cheerful aperitif in one of the many bars in the centre, a delicious dinner of traditional or ethnic foods... and then the Torino night awaits!

Piazza Vittorio Veneto, Borgo Dora and the Roman Quarter - the city's real centre - are home to many trendy spots: here art, food and design make the atmosphere even more sparkling, here you can listen to classical music, pop and jazz all strictly live, you can chat, watch artistic performances, dance until dawn. Torino's movida!

Also **San Salvario** has an irresistible allure, the multiethnic district (between Porta Nuova station and Valentino Park), the focus of a major urban renewal project.

However, if your idea of an evening is more... classic, and you experience a thrill every time the curtain rises, then be enchanted by opera, concerts, dance, great drama and the avant-garde that tread the boards of the many theatres in the city: discover the Regio Theatre where Giacomo Puccini triumphed in 1896 with "Bohème" conducted by Arturo Toscanini; the super modern Auditorium del Lingotto, the maximum in sound quality; the **Auditorium RAI**, built at the end of the 19th century and home to RAI's National Symphony Orchestra; the 18th century Carignano Theatre, a baroque gem where the first tragedies by Vittorio Alfieri were played.

In short, even by night Torino really has something for everyone!

Vermouth, the indispensable ingredient for the most famous cocktails around the world, was created in Torino in 1786 in a distillery in Piazza Castello: Benedetto Carpano flavoured muscat wine with over 30 herbs and spices, according to the rules learnt from the monks, for a drink that had huge success also at court and giving rise to nothing less than an "aristocracy of vermouth connoisseurs".





A BRAND NEW TORINO!

Torino deeply changed.
Its look is now reflecting the image of a dynamic, innovative and ever-changing city: you'll realize this by walking through its squares and streets - widely reserved to pedestrians - and you'll discover its new, young and modern look.

The Royal Residences, heritage of Savoy royal dynasty and completely restored in the last decade, will catch your eye; prestigious museums will deserve your attention; the **innovative infrastructures** - often used for international concerts and events and designed by internationally famous architects - will draw your curiosity!

Nowadays Torino can host you in modern and green spaces, with wide boulevards created in dismissed industrial areas, with efficient connections and hubs like **Porta Susa** Railway station and Torino airport, settling the city among European capitals.

Torino is as good as the greatest towns in the world: you can get lost in the widest Italian industrial park, Parco Dora, and in the next future in the biggest congress centre, within the former Westinghouse, meant to host world size conventions; and don't forget about the new Juventus Stadium and its renewd area Vallette!

Don't be surprised by contemporary churches, bridges, arches and "wrapped-up" buildings...

Torino is always on the move!

The new built

Intesa Sanpaolo bank sky-scraper
has changed Torino skyline, the
town is moving smartly with the new
railway station of Porta Susa, brand
new concert halls and multi-purpose
venues, like "The Oval" in Lingotto,
are making of Torino a place to be...
higher and smarter!



A LAND TO DISCOVER

Also the museums offer authentic treats: at Maglione there is MACAM-Outdoor Museum of Contemporary Art; in Ivrea there is MaAM-Open-Air Museum of Modern Architecture (Olivetti); in Pinerolo the Historical Museum of the Cavalry; in Susa the Diocensan Museum of Sacred Art; and at Torre Pellice and in the Waldensian Valleys there is the history of the Waldensian evangelical church.

Spirituality has also created the beautiful shrines in the Valli di Lanzo, testimonies of faith in the immensity of the mountain scenery, and the Sacred Mount of Belmonte, a UNESCO World Heritage Site since 2003.

Have we left anything out? Maybe yes... so follow us on this wonderful journey to discover the province of Torino!



Small cities of art, rolling hills, crystal clear lakes, the majestic crown of the Alps and ancient traditions: the **province of Torino** offers extraordinary experiences with superb evidence of the past, the pleasure of good food and the taste of fine wines.

Fortresses and castles are a fascinating memory of those who lived in them: the austere Exilles Fort, the 19th century Bramafam Fort at Bardonecchia, the Fort of Fenestrelle which is the largest construction after the Great Wall of China; the Royal Residence of Agliè, the Castle of Masino which houses the ashes of Arduino first king of Italia, the imposing Castle of Ivrea built by Amadeus VI of Savoy, and the elegant Castle of Pralormo.

Our territory is crossed by four routes of the Via Francigena, containing masterpieces such as the Sacra of St Michael, the Abbeys of Novalesa and St Anthony of Ranverso, the Charterhouse of Montebenedetto, the Church of St Lawrence and Baptistery of St John at Settimo Vittone, and the Bell Tower of St Martin at Bollengo.

www.turismotorino.org/viafrancigena/en







ALTA VAL SUSA AND CHISONE PLEASED TO MEET YOU!



Skiing, laughing, walking, eating, relaxing and staying up late... all this and much more can be found at the Alps of Alta Val Susa e Chisone: Bardonecchia, Cesana-Sansicario, Clavière, Pragelato, Sauze d'Oulx and Sestriere, the exceptional settings for the 2006 Olympic Winter Games of Torino.

For those who love **downhill skiing** these are the ideal spots: the ski complexes of **Vialattea**, **Bardonecchia Ski** and **Pragelato Natural Terrain** offer over **500km** of sparkling slopes, avant-garde ski lifts, programmed snowmaking and top quality ski schools.

Right from the first snowfall, the circuits for cross-country skiing are ready, about 100km of peaceful enchanted scenery, particularly along the beautiful trails of Pragelato in the Val Troncea Nature Park.

But there's even more fun in the upper reaches of the mountains! For the most daring there a five **snow-parks**, the only **Olympic Half Pipe** in Europe and areas dedicated to **free-ride**.

And what about the younger kids? For them there are ski schools with specialised instructors, "conveyor-belt" lifts, horserides on the snow, volleyball and five-a-side football on snowy pitches, snow-tubing, fun park, kindergarten and picnic areas.

Even those with special needs will find highly qualified staff for assistance and sporting activities: the offer for the physically impaired means that very many sports can be played, such as tandem ski, uniski, dualski and guided skiing.

And at the end of a day on the slopes, how to relax? By throwing yourself into shopping in the trendy boutiques, enjoying a delicious hot chocolate, giving yourself up to the pampering of a wellness centre, drinking an aperitif in company... to then prepare to live the night to the full in one of the many clubs or in the magic atmosphere of a mountain hut on the slopes.



Did you know that Torre Pellice has a strong tradition in ice-hockey?
The Olympic Ice Stadium regularly welcomes thousands of spectators to watch the matches by Valpe.

www.hcvalpellice.com

THE COLOURS OF NATURE, THE PLEASURE OF SUMMER

www.pngp.it

Are you a fan of nature and sport? Then you're in the right place!

The plains and hills are home to some true gems: the Moraine Amphitheatre of Ivrea contains the Park of Lake Candia where canoeing takes place and the area of the Five Lakes for discovering on foot, cycling or on horseback. The Nature Park of the Lakes of Avigliana*, at the mouth of the Val Susa, includes two beautiful glacial basins, ideal for water skiing, sailing and power-boating.

But it is particularly the mountains that offer unforgettable impressions: the blue of the sky and the waterways, the green of the meadows, pastures and woods, and the blinding white of the glaciers in the incredible natural areas that reach the highest peaks... from the **Orsiera-Rocciavrè Nature Park*** to Gran Bosco of Salbertrand*,

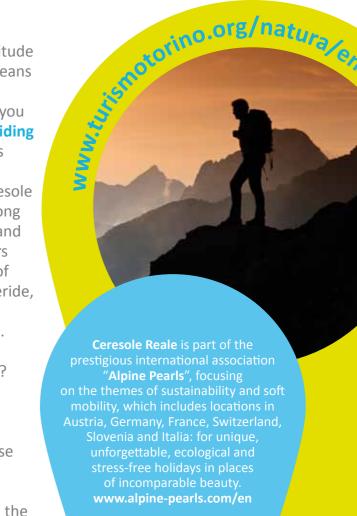
the Val Troncea Nature Park* and the Gran Paradiso National Park.

*Alpi Cozie Parks

Here you will find **golf** courses at high altitude in Sestriere, Clavière and Pragelato; by means of mountaineering and climbing you can conquer the peaks of the body and soul; you can gently float through the air by paragliding and hang-gliding, face the raging torrents with rafting and canyoning or even go windsurfing at 1600m on the lake of Ceresole Reale. For cycling enthusiasts there are long cycle tracks, legendary mountain climbs and easy mountain-bike paths... but real riders cannot miss out on the Alpi Bike Resort of Alta Val Susa, a unique experience of freeride, downhill, cross country, all mountain and enduro, together with a skill park for kids.

And for those simply want to go **trekking**? Paths and trails for everyone, from the challenging Alpine crossing of the **Great** Traverse of the Alps to hiking and tourist trails mainly for younger walkers and those with disabilities.

There's no doubt about it, the summer in the province of Torino is a riot of emotions!





ALL THE TASTE OF TRADITION



Restrained, simple, and delicious.

In the cuisine of the province of Torino each recipe comes from the authenticity of local products that reveal their past of peasant culture.

The restaurants offer a great variety of dishes: the tasty soups and traditional "polenta", savoury salamis, and main courses based on mushrooms, chestnuts, potatoes and cabbage, with fish from lake and stream, and delicious fresh and matured cheeses, through to fresh fruit and a wide assortment of desserts.

All the while accompanied by the aromas and flavours of some 25 DOCG and DOC wines including Carema, Doux D'Henry, Freisa, Bonarda, Cari, Erbaluce, Ramie, Caluso Passito or unpasteurised artisan beer. And to end, how can you not treat yourself to the liqueurs and spirits of Alpine herbs? A sip of Genepy Occitan or of Chiaverano "Grappa"... and you'll be back on form!!!

A "scrumptious" suggestion for journeying around the territory: take the themed itineraries! The Royal Route of Torino wines: 600km from Canavese to Val Susa passing through the hills around Torino and Pinerolo; the Fruit Route of Pinerolo: 50km among apples, kiwi, berries, juices and jams; the Roads of Colours and Flavours on the Torino Hills, between Superga and Chieri; the Path of Plaisentif: the pastures and bergeries of Usseaux; the Paths of Cheese of Andrate: the dairy product on the Mombarone massif.

Here also the wine and food tradition is art! This is assured by the Taste Museum of Frossasco, the Museum of Mint and Medicinal Plants of Pancalieri, the Martini Museum of the History of Œnology at Pessione di Chieri, and the Carpano Museum of Torino.

And if you're still not satisfied, we suggest a *merenda sinoira*... what is it?

Come and find out!!!





How can you find the local specialties?
The "Paniere dei Prodotti Tipici della
Provincia di Torino" is a brand created to
mark food products belonging to
the historic tradition of the territory
and handcrafted using the raw
materials of the area.

TORINO YOUR GATE TO













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WAITING FOR YOU IN TORINO!



NEED MORE INFORMATION?

Ask us and we'll be ready to help: about museums and exhibitions, Royal Residences, castles, fortresses and abbeys, events and shows, winter and summer sports, restaurants and historic cafés.



NOT SURE WHICH ACCOMMODATION TO CHOOSE?

Our staff are at your disposal to help you find the place best suiting your needs.





WANT TO ORGANISE YOUR STAY?

We can provide you with the means necessary for making everything more convenient and simple: the Torino+Piemonte Card, guided tours and excursions.

As well as tickets for shows and transport.

Hello, I'm Toret!

Walking in the city centre, you might come across me and get yourself photographed with me: I'm Toret, Torino's official mascot. But do you actually know what "toret" are (in the local dialect, my name means "bull calf")? They're green and there are over seven hundred of them: they're the cast iron public water fountains that have been present in Torino since the 1930s and are made up of a small bull's head, symbol of the city, from which gushes a clear stream of water ready to quench your thirst in any moment. Looking forward to meeting you!!!



A SOUVENIR?

Here you can find beautiful ones, ideal for you to remember your trip or as a gift for someone else.



SO, WE LOOK FORWARD TO SEEING YOU!

And remember that our offices are open year-round, ready to welcome you and provide all the assistance possible.





- Piazza Castello/via Garibaldi
 - Piazza Carlo Felice
- Torino Airport (interactive totem)
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