

TORINO

AND ITS PROVINCE



PRESS KIT

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1. WHAT TO SEE

The province of Torino is one of the largest provinces in Italy with the highest number of municipalities. It is made up of a mountainous part to the west and north along the border with France and the the Aosta Valley, and a flat or hilly part in the southern and eastern areas, and it is crossed mainly by the Po River.

THE CITY OF TORINO

Gently resting on the hills and crossed by the Po, Torino is a lively, splendid city at the foot of the western Alpine region. Defined as *“the city with the most beautiful natural position”* by Le Corbusier, the splendor of the House of Savoy has left indelible marks as its past as the first capital of Italy, which can be admired fully and simply by walking through its squares, elegant Royal Residences and religious buildings and allowing yourself the small pleasures of life in historic cafes. Without forgetting the prestigious museums that make it modern and a city of art and culture thanks to new neighborhoods and innovative buildings.

THE HILLS AROUND THE PO

Beyond the Po, the territory is characterized by a luxuriant hill declared a **UNESCO MaB Biosphere Reserve** and dominated by the Juvarrian Basilica of Superga. Known as Torino’s Hill, it is a large green lung - full of hiking trails - that embraces the city. It is the keeper of lovely towns such as **Moncalieri**, with its Royal castle; **Chieri**, home of the famous rubatà breadsticks - present on the tables worldwide - and of the Freisa wine; the hamlet of Pessione, home of **Casa Martini** where, still today, the Martini brand is produced for the entire world. From Chieri, along the “Route of Colors and Flavors”, there are other noteworthy villages, including **Pecetto**, the village of cherries, and **Marentino**, the village of honey, just to name a couple. On the right bank of the Po, do not miss **Carmagnola** which, after the aegis of the Marquis of Saluzzo and Savoy, became a very important agricultural center thanks to the cultivation of sweet peppers - celebrated annually with the **National Sweet Pepper Fair**.





PINEROLO AND THE WALDENSIAN VALLEYS

Surrounded by the peaks, in the south-western part of the territory is **Pinerolo**, an age-old epicenter of the history of cavalry; armies from all over the world met here to attend the Military Riding School whose history is traced in the Historical Museum of the Cavalry. And the incredible **Fenestrelle Fort** a few kilometers away is an imposing military complex crossed by a covered staircase of over 4000 steps. The surrounding valleys (with **Torre Pellice** in the center) have a **Waldensian heart** that expresses itself both in faith and in its great gastronomic tradition, a cuisine made of herbs and mountain flavors.

THE UPPER SUSA VALLEY AND CHISONE

At the western end, towards France, connected by an efficient highway leading to the Frejus tunnel, the peaks of the **Alps of Val Alta Susa** stand out, the seat of the 20th Torino Winter Olympic Games in 2006. Bardonecchia, Cesana-Sansicario, Clavière, Pragelato, Sauze d'Oulx and Sestriere are perfect locations for lovers of skiing and for summer destinations dedicated to outdoor sports.



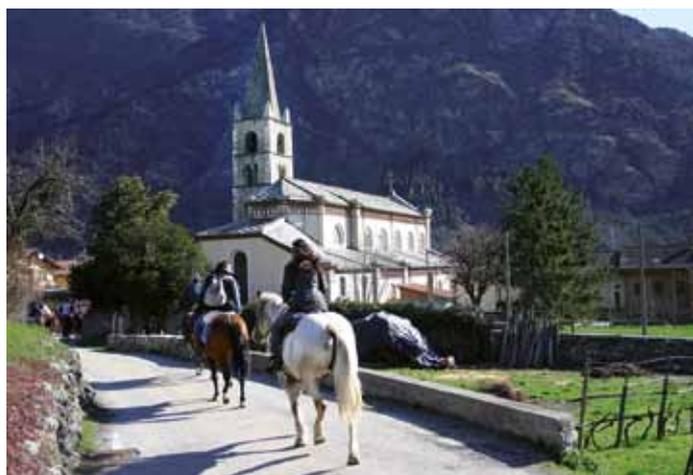


THE VALLEYS AND THE TERRITORY OF SUSÀ

This is the land of spirituality: Since the Middle Ages, the religious worshippers crossed these paths to reach Rome, the center of Christianity. Since then, the route has taken the name of **Via Francigena** and still today, it offers monasteries, abbeys and churches to those in search of concentration and beauty. The most amazing of all is the **Sacra di San Michele**, the 10th-century fortified monastery located at the entrance to the valley; but the **Abbey of Novalesa** and **Sant'Antonio di Ranverso** are no less spectacular. To write a different but similar story for their charm are the ancient fortresses, such as the **Exilles Fort**, a one-thousand-year-old fort which was reborn in the nineteenth century.

THE GRAN PARADISO, PIEDMONT SIDE

The paths leading to the Gran Paradiso - in the north of the territory - go through the wonderful park which bears the name of the highest mountain completely in the Italian territory (4061 meters). *"The sublime chain of the Alps is at your fingertips"* Nietzsche said in describing this area, with **Ceresole Reale** at the center, which today provides the emotion of meeting chamois and ibex and passing through tiny villages. And here, too, cuisine plays a fundamental part with its Alpine pasture cheeses, its salted meat and the flavors that evoke the mountains. In winter, the snow becomes the protagonist with many things on offer, from ski-mountaineering, to cross-country skiing and snowshoeing.





IVREA AND THE MORAINIC AMPHITHEATER

Following the waters of the Dora Baltea towards the north, in the direction of Valle d'Aosta, there is **Ivrea**, a city that has both an ancient and a more recent history, from the Middle Ages - as evidenced by the fourteenth-century Castello del Conte Verde - up until the twentieth century, the time of Olivetti, whose factories have become an Open-Air Museum of Modern Architecture (MAAM). In the summer of 2018 "**Ivrea, Industrial City of the 20th Century**" entered the UNESCO World Heritage List.

This is the area that comes alive during the winter with the historic **Carnival of Ivrea**, which is among the most famous in Italy, the one with the Battle of the Oranges, and this is the land where famous castles alternate (Masino, Mazzè, Agliè) with delicate vineyards to make Ivrea the epicenter of the nectars of Torino. The stretch of the **Via Francigena in the Canavese** area goes through here - or, it is better to say, that of the itinerary that Sigerico, archbishop of Canterbury, traveled in the year 990 taking care to note the various stages of his journey - which winds through Pont Saint Martin, leaving Valle d'Aosta, to reach Ivrea (a stopping point that Sigerico notes with the ancient name of Everi) and continuing towards Santhià in the Biella area. All of these are immersed in a majestic natural spectacle: The "**morainic amphitheater**" is the nature complex of hills, lakes, rivers, peat bogs and rocks that is unique on the planet, a territory that was formed by the ice of the Quaternary Era.



THE VALLEYS OF LANZO, CERONDA AND CASTERNONE

The Valleys of Lanzo (**Val Grande, Val d'Ala and Val di Viù**), Ceronda and Casternone, the historic home of Torino mountaineering, take their name from the town of **Lanzo Torinese** located on an ancient glacial moraine at the end of the valleys, and they are surrounded by some of the major peaks of the Piedmont region. They are also among the places in the western Alpine arc that have best resisted modernization, while maintaining the charm of a rugged and wild mountain area where nature is the dominant element. Here you can practice the "softer" disciplines, such as fishing, walks to discover edible herbs, summer and winter hiking on snowshoes or skis and ski touring, trekking along great itineraries, perched along the routes that made the history of Torino mountaineering, paragliding, or by following the current of the streams in kayaks.





2. TORINO IN PILLS

Starting the day with a good **Bicerin** - the typical drink based on chocolate, coffee and cream - accompanied by the fresh mignon pastry - so loved by the House of Savoy - to sip and savor in the many **historic cafés** and pastry shops, gives you the right boost to discover the first capital of Italy



A city that is easy to visit, thanks to its **rational Roman urban planning**, embellished with **porticoed streets** - 18 kilometers of porticos and 12 of which appear one after the other in a continuum - **elegant squares** and **majestic Royal palaces** inherited from the splendor of the House of Savoy and sculpted by great architects such as Juvarra and Guarini; the latter were declared a World Heritage Site in 1997. There are **six Royal Residences** in the historic town center alone, some of which house very prestigious museums: the Royal Palace and the Chiabrese Palace which are part of the Royal Museums, the Carignano Palace, the Madama Palace (unique in its Baroque and Medieval style), the Villa della Regina and Valentino Castle.

And there's even more just a few kilometers from the city center: the Stupinigi Hunting Lodge, the Royal Palace of Venaria and the Rivoli Castle, home of the prestigious Museum of Contemporary Art. There are also impressive religious buildings, including the Cathedral where the Holy Shroud is kept, housed in the eccentric dome created by Guarini, which burned in 1997 and today has completely returned to its splendor.

The main city arteries branch off from Castello Square, the heart of Torino: **Via Roma** embellished by San Carlo Square, the Baroque drawing room, **Via Garibaldi**, the longest pedestrian zone in Europe, and **Via Po** which leads to the Gran Madre, at the foot of the hill, a large green lung dominated by the **Basilica of Superga**, a work by Juvarra, which contributes to making Torino one of the greenest cities in Italy.





Torino also has a soul of **design**, which can be discovered by walking through some of the more peripheral neighborhoods: The Intesa San Paolo skyscraper, whose 35th floor houses the highest restaurant and cocktail bar in Italy, the “**Officine Grandi Riparazioni**” which became a museum and a food hub, the new headquarters of Lavazza, **Nuvola**, with the museum dedicated to Lavazza coffee, the **Ettore Fico Museum** created inside former industrial spaces, are some examples of a city in movement, which looks towards the future so much that it has been designated a Creative City by Unesco.

A city that must be unveiled step by step, letting yourself be conquered by its fascinating charm that harmoniously combines with its ability to keep up with the times!

Walking along Via Po, you will find the symbol of the city, the **Mole Antonelliana**, which houses the **National Museum of Cinema**, a real amusement park dedicated to the seventh art. But this is only one of the four national museums (together with the museums devoted to the **Automobile**, to the **Mountains** and to the **Risorgimento**) all of which deserve a visit, without forgetting the **Egyptian Museum**, the oldest museum on this topic in the world, and the multiple spaces dedicated to contemporary art, including the **GAM** and the **Sandretto Re Rebaudengo** and the **Merz Foundations**.

Between a visit to a residence and to a museum, the city must be admired from a walk along the banks of the Po, perhaps tasting a “Penguin”, the **ice cream stick** that was invented in Torino, until you reach the luxuriant nature of the **Valentino Park**, that accommodates the **Medieval Fortress** and **Village** built on the occasion of the Italian General Exhibition of 1884. From here, the view of the great river and the hill is stupendous.





3. AT TABLE

In order to appreciate Torino, one of the Italian capitals of taste, an early morning visit to the **Porta Palazzo market** is a must. Among the colorful stalls that animate “Piazza della Repubblica”, the indoor market and that of the farmers, you can appreciate the products that distinguish Torino cuisine: meats, salami, cheeses, but also pasta and the many agri-food products of this generous land. Porta Palazzo is the largest market in Europe where, after Rome and Florence, the **Central Market** found its home in the “glass wall” created by the architect Fuksas.



After the market, all you have to do is taste the **breadsticks** - present on the tables all over the world - a well-cooked stick of bread that comes in two versions: stretched or *rubatà* (fallen in dialect), which can be purchased in all the bakeries in the area. Legend has it that the breadsticks are “royal” as they are linked to King Vittorio Amedeo II, a very young and frail king: it was at that time, after consulting his doctor, that he ordered the court baker to make a crumbly and easily digestible bread.

Continuing the tour among the flavors of Torino, the afternoon can be cheered up with a bit of good **chocolate**. It should not be forgotten that Italian chocolate was born in Torino, way back in 1678, when it was granted as a drink by the Royal Madame Giovanna Battista Nemours. Three and a half centuries later, the “food of the gods” has many artisan workshops in Torino with an ancient charm but open to research, which know how to combine traditional chocolates - the typical “**gianduiotto**” (the first to see hazelnuts combined with cocoa), the “**cremino**”, the “**Alpino**” (with liqueur) - with other flavours to make brand new creations.

Towards the end of the afternoon... *“Torino has the **vermouth hour**, the time when its face becomes colored and its blood circulates faster and warmer. Then the schools pour forth clouds of young people into the streets, crowds of workers come out of the factories, the tramways pass by crowded with people and the liquorists’ shops crowd up”* as Edmondo De Amicis said. The infusion of herbs, spices and sugar was invented by Antonio Benedetto Carpano in 1796, made famous by Martini with the James Bond cocktail - whose worldwide production is still in Chieri, on the Torino hill - and has become increasingly present in Torino’s nightlife thanks to the Masters of Taste in Torino and its Province.





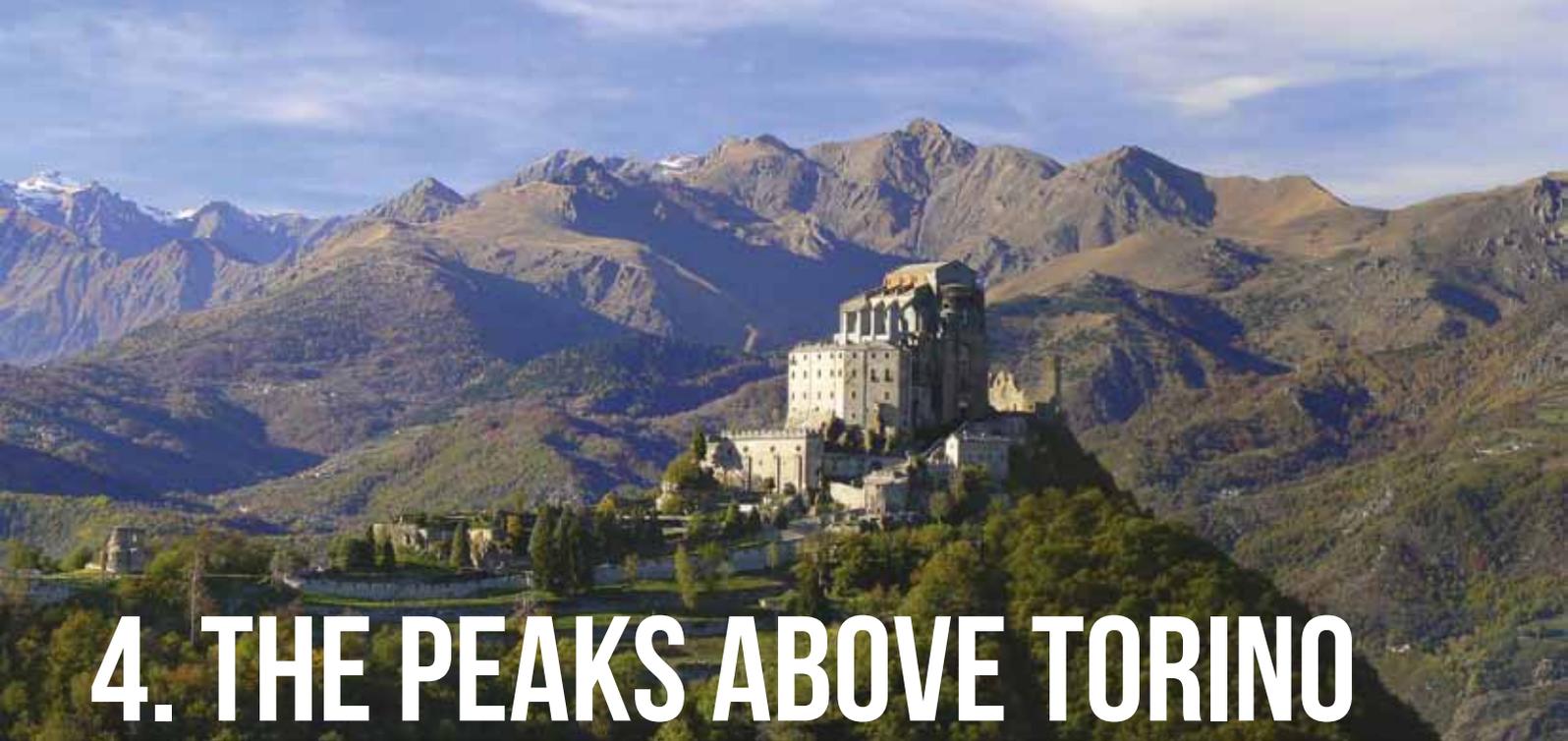
Embarrassment reigns supreme over **what to eat** in the evening for dinner. Appetizers triumph over every menu, from the classics such as Russian salad, veal with tuna sauce, anchovies and “tomini” (fresh cheese), to name just a few; among the first courses, the “*bagna caôda*”, an ancient peasant recipe based on oil, anchovies and garlic where raw and boiled vegetables are dipped in, and “agnolotti”, a homemade pasta, filled with vegetables and meat sauce; the main courses include mixed boiled meat and mixed fried food, just to name a couple, and to conclude, desserts such as “*bonet*”, a chocolate pudding with “amaretti” (almond cookies). All of the above are accompanied by the best wines in the world, Barolo, Barbaresco, Nebiolo, Barbera, Dolcetto and Arneis, Ebaluce, Freisa and many others.

Such a food and wine tradition could only lead to the creation of institutions that value food as a cultural and educational entity. First among all is **Slow Food**, the association eagerly desired by **Carlin Petrini** which, every two years, organizes the “**Terra Madre Salone del Gusto**” in Torino, the fair-market dedicated to the flavors of the planet. The curious museums of the area follow: In Torino, on the second floor of the facility that houses Eataly, the former workshops of **Carpano** vermouth, there is the museum dedicated to the famous aperitif.



Just outside the city limits, you will be able to find all the **flavors of the area**: these range from meat and fish - such as the “Canavese Salampata”, the “Prosciuttello” from Alta Val Susa, the “Tinca Gobba Dorata” - to the great cheeses - such as the “Saras dal Fén”, a cheese matured in hay, or the “Toma di Lanzo” - , from the fruit and vegetables - such as Carmagnola Pepper, Pancalieri Mint, Pecetto Cherries - up to the desserts (the “Torcetto di Lanzo”) and wines, such as the “DOC” wines Pinerolese, of the Val Susa and Collina Torinese.

Added to all of these delicacies are all the other food excellences born from a rich land with great traditions: mountain cheeses, mushrooms, the typical cuisine of the Waldensian Valleys, as well as the numerous craft breweries.



4. THE PEAKS ABOVE TORINO

The **mountains** around Torino are the absolute protagonists able to satisfy any desire and passion: from winter sports, to cycling, from hiking to simple walks surrounded by nature. Whichever destination you choose, it takes about an hour and a half by car from the Piedmontese capital, and along the route there are many attractions that deserve a visit.

On the way to **Susa Valley**, it is absolutely a must to stop at the **Sacra di San Michele**, a symbol of the Piedmont Region that inspired the writer Umberto Eco in the writing of his best-seller "Il nome della Rosa" (The Name of the Rose). The religious complex that stands on Mount Pirchiriano is dedicated to the cult of the Archangel Michael, defender of the Christians, and it is part of a route of pilgrimage over 2000km long that goes from Mont Saint-Michel in France to Monte Sant'Angelo in Puglia.

Moving on, you reach **Susa**, the jewel of the Cottian Alps and the focal point of the entire valley; and once you arrive in Oulx, the choice is between the **Vialattea** and **Bardonecchia** winter sports areas, two of the most appreciated and popular international ski resorts.



The Vialattea ski area (Cesana-Sansicario, Clavière, Pragelato, Sauze d'Oulx, Sestriere) offers four hundred kilometers of downhill tracks (70% of which have programmed snow), divided into 249 slopes (7 green, 80 blue, 120 red and 42 black) served by 70 lifts, more than 20 ski schools with special activities for children; the Bardonecchia winter sports area, instead, offers a hundred kilometers of slopes and includes the Jafferau ski resort with slopes and lifts up to 2800 meters of altitude, as well as the Colomion-Les Arnauds and Melezet areas characterized by wide slopes mainly traced in the woods, where a dense and artistic web of paths, starting from the center of the town - at Campo Smith, just over 1330 m above the sea level - reaches the vast off-woods plateaus of Vallon Cros at 2400 meters above sea level.

For lovers of cross-country skiing, **Val Chisone** is the ideal mountain: There are a total of over 100 km of cross-country trails, including the beautiful tourist trail in the middle of the Val Troncea park in **Pragelato**, and breathtaking itineraries for ski mountaineering and snowshoe trekking, hillsides and larch woods that are perfect for freeriding and sled dog circuits.





On the road to Pragelato, the **Fenestrelle Fort** deserves a visit; it was erected between the 18th and the 19th centuries in Fenestrelle; it is a symbol of the Province of Torino (now the Metropolitan City) called the great Piedmontese wall, and it is well worth a visit, both in summer and in winter. The fortified complex, unique in Europe, is made up of three fortified groups: San Carlo, Tre Denti and Delle Valli, joined by a tunnel, inside of which runs the longest covered staircase in Europe, with 4000 steps. It has an area of 1,350,000 square meters and a length of 3 km ranging over 650 m in altitude.



For an experience that is more in contact with nature, the perfect destination are the **Lanzo Valleys**, along the border between Italy and France, and the **Gran Paradiso National Park**, on the Piedmont side.

Surrounded by some of the major peaks of the Piedmont region, the three valleys that make up the **Lanzo Valleys** (Val Grande di Lanzo, Viù and d'Ala) offer unspoiled landscapes and a kind of nature that is still wild where you can practice both ski mountaineering and hiking during the summer.

The most important mountain villages are Usseglio, Ala di Stura, Chialamberto, Groscavallo and Balme, where Italian mountaineering and the first alpine guides were born. Above Balme, at 1800 meters above the sea level, the scenic Pian della Mussa deserves a visit, as it is a place full of spring water which supplies the Torino aqueduct, and whose background includes the peaks of the Bessanese and Ciamarella, which are well-known to alpine climbers and rock climbers.



From Torino, however, along the provincial road 460 of the Orco Valley, you reach Ceresole Reale, the Piedmontese pearl of the oldest Italian national park, which has an area of over 70,000 hectares, half of which is located in Valle d'Aosta and the other half is in Piedmont. The Gran Paradiso peak includes five concentric valleys in which there are typical alpine environments, with glaciers, rocks, larch trees and fir woods and a lively fauna characterized by the preservation of the animal which is the symbol of the Park, the Alpine Ibex.

From Ceresole you can climb up to the **2,600 meters of the Colle del Nivolet**, a watershed between **the Orco Valley and the Valsavarenche** (Valle d'Aosta), skirting the **two artificial lakes, Serrù and Agnel**. Here, nature provides its best in breathtaking panoramas and snow-capped peaks, a paradise for hikers.

WELCOME

5. WHO ARE WE?

WHO ARE WE?

We are the **Convention & Visitors Bureau** of the city of Torino and its provincial territory made up of a team of people dedicated to the promotion of tourism and conventions and to hospitality in the area.



OUR AIM?

Attract tourists from Italy and abroad

- By developing information media that showcase the “Torino and province” product in an integrated and attractive way, according to the needs and trends of the national and international markets;
- By promoting the destination in the national and international press, among the tour operators and to the final customer;
- By welcoming tourists in the Tourist Offices located throughout the province.

Promote the destination as an ideal location for the meeting industry

- By becoming the ideal partner and contact person for those who want to organize an event in Torino and providing free of charge services available for national and foreign associations and for all event organizers;
- By carrying out a series of actions including: the preparation and presentation of personalized application dossiers in Italy and abroad; the organization of educational tours; the planning of visits and site inspections; the preparation of preliminary estimates; the distribution of tourist material and the presence with a tourist information desk during the conference with qualified and multilingual staff;
- By ensuring a quality control of the reception system and of the experience and professionalism of the partners.

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