



Eurovision Song Contest Turin 2022

A great opportunity to communicate the tourist excellences of Piedmont

*City of Turin, Piedmont Region and Turin Chamber of Commerce
in collaboration with Turismo Torino e Provincia and VisitPiemonte,
together to talk about tourism to national and international journalists.*

Turin and Piedmont are getting ready to welcome the Eurovision Song Contest. From May 10 to 14, international artists, journalists, and tourists from all over the world are expected for one of the most followed and acclaimed musical events, not only in Europe. Tuesday 10, Thursday 12 and Saturday 14 are the days of the semifinals and the final at the Pala Olimpico, the official venue of the event. The calendar of cultural and musical events and shows that will animate the city is very rich.

The event will be an opportunity to turn the spotlight on the touristic, cultural and enogastronomic excellence of Turin and the whole of Piedmont: from its rich heritage of art, history and nature, to the highest quality gastronomy and wine tradition, to the extraordinary landscapes that offer a wide range of outdoor activities, sports and leisure and relaxation. To take advantage of the opportunity given by Eurovision, the City of Turin, the Piedmont Region and the Chamber of Commerce of Turin, in collaboration with Turismo Torino e Provincia and VisitPiemonte, have worked together to reserve a special welcome for the envoys from all over the world, to introduce them to the territory and involve them in tourism communication.

Born 66 years ago as an international singing competition on the model of the Sanremo festival, the 2022 edition of Eurovision at the Pala Olimpico, organized by the European Broadcasting Union (EBU) and Rai, will be broadcast free to air in Eurovision, while in Italy it will be possible to follow the semifinals and the final live on Rai 1, Rai 4 and the TivùSat platform. Presented by Laura Pausini, Alessandro Cattelan and Mika, the event will offer its stage to artists from 40 different countries.

INITIATIVES AT EUROVILLAGE

At the same time, the Eurovision Village has been set up in Valentino Park, an entertainment area open from May 7 to 14 with a full program that includes more than 40 hours of concerts with international, national and Piedmontese artists ranging from rock to hip-hop, from world music to electronic music. In addition to music, thanks to 200 testimonials and activists, every day will be focused on issues that are strictly current and that will be important moments of reflection: in this area there will also be maxi-screens to watch the music competition live, refreshment stands, sponsor stands and institutional ones. In the space of the Piedmont Region, where the Local Tourist Agencies of the territory will be present in rotation, it will be possible to find illustrative materials, promotional videos and gadgets. Eurovision Village also becomes the space to talk about music, technology and business, thanks to the Music Talk meetings organized by the Chamber of Commerce of Turin in collaboration with the City of Turin: from the producers of traditional musical instruments, crypto art and NFT; from recording studios to the latest generation music libraries, the wide system of the music economy will be the protagonist on May 9, 10, 12 and 13.

MEETINGS AT THE MEDIA CENTER "CASA ITALIA

The City of Turin, the Piedmont Region, the Chamber of Commerce of Turin with VisitPiemonte, and Turismo Torino e Provincia will also take care of the Casa Italia Media Centre set up in Palazzo Madama from May 5 to 14: a space for the promotion of Turin and Piedmont in the heart of the city, at the disposal of Italian and international journalists accredited to the Eurovision Song Contest: a location equipped with workstations and where a rich calendar of activities including interviews, meetings with musicians and presentations of the territory is planned. At different times of the day, the "Piemonte Tasting Experience" program offers tastings, aperitifs, "merende sinoire", with the involvement of Local Tourist Agencies, wine and tourism consortia, regional wine shops and Maestri del Gusto of Turin and its province, Torino DOC wines and cocktails, Torino Cheese cheeses. A rich calendar of proposals to give journalists a direct experience of the best excellence of the territory.

DECLARATIONS

The Mayor of the City of Turin stressed the importance of opening the city more and more to the world. An objective to be pursued with concrete actions carried out together with all the local institutions: a commitment aimed at maximizing the positive effects for the city and its citizens. Eurovision Song Contest is the largest international event for music, followed by millions of viewers, and will have obvious spin-offs in terms of image, tourism development and, more generally, benefits for the entire economic system of the territory. The first citizen also recalled that for Turin and Piedmont, the great international events have been, are today and will be in the future, an extraordinary driving force for development.

It is the President of the Piemonte Region, together with the Councillor for Culture, Tourism and Commerce of the Piemonte Region, to welcome the delegations and the hundreds of journalists already in the city and who will arrive in the next days, reminding that the great events are the engine of tourism and economy and, besides bringing new visitors to the territory, represent a

national and international resonance of great importance that the Region is happy to support in synergy with the other bodies of the territory.

For the President of the Turin Chamber of Commerce, this great and unrepeatable opportunity should be seized first and foremost to introduce Turin's excellence to the world: the Masters of Taste of Turin and its province, Torino DOC wines and cocktails, Torino Cheese cheeses will take turns on the stage of the Casa Italia Media Centre to present themselves to national and international journalists, while the Eurovision Village at Valentino will discuss the professions and economy of music, with Music Talk appointments.

Along the same lines, the President of Turismo Torino e Provincia, who underlines the work of activating every available channel of reception and promotion, useful to maximize the tourist and media benefit in favor of the territorial economic fabric.

To this end, in collaboration with the Chamber of Commerce and the Trade Associations, the shop windows of the center will be animated with the photographs of "Le Roi", while it will be the turn of the "urban fanfare" Bandakadabra to bring music with a comic theatrical verve on Friday 12 May. There is also the Eurovision Dish (a single dish consisting of 4 typical appetizers and a glass of wine at €15) and the Eurovision Aperitif Cocktail (cocktail with cold cuts/cheese board at €10). More than 130 bars and restaurants will be displaying "Sugo News" placemats depicting the city map, and Display Your Eurovision will involve shopkeepers in setting up their shop windows with a musical theme, to be included in a gallery on the social channels of Turismo Torino e Provincia and the Torino Chamber of Commerce.

The value of the event was also underlined by the President of the Board of VisitPiemonte, for whom the 40 delegations and 500 journalists present in the city represent the true ambassadors of the region, thanks to the many specific initiatives of promotion and reception addressed to them.

TURIN AND PIEDMONT, DESTINATIONS TO BE DISCOVERED

Piedmont has therefore accepted this important challenge: the Eurovision Song Contest, with its almost 200 million viewers and 60 thousand in attendance, will be the showcase to highlight all the beauty and good that the region has to offer.

To this end, Turismo Torino e Provincia has put the social programme delegations online - which contains, from Saturday 30 April to Saturday 14 May for the 40 delegations of the 40 countries competing in the contest, 20 evocative experiences in Turin and 6 not to be missed in Piedmont, based on the themes of excellence, green, unusual, contemporary, multi-sensory, landscapes - and the social programme press, estorinopress.com, which offers 6 proposals from the Category Associations GIA/Federagit and Maestri del Gusto, 12 museums, 2 tastings, 6 excursions in the region, 5 excursions in the province from Saturday May 7 to Saturday May 14.

So, a territory to be discovered. First of all, the capital: Turin, a city of art on the Po River, which boasts a dynamic cultural scene, with over 50 museums, including the Egyptian Museum, the MAUTO-National Automobile Museum, and the Royal Museums, as well as Palazzo Madama, the MAO-Museum of Oriental Art and the GAM-Gallery of Modern and Contemporary Art. There is

also a wide range of internationally renowned festivals, from Club To Club, one of the most innovative electronic music events in the world, to the KappaFuturFestival and the Torino Jazz Festival, up to the Torino Film Festival, a tribute event of the city that has made the history of Italian cinema since 1896: a record celebrated at the Mole Antonelliana, symbol of the city, which houses the National Museum of Cinema, a multimedia temple dedicated to the seventh art.

In such a dynamic city, the evening and nightlife is just as lively. The city of vermouth, homemade ice cream, gianduiotti biscuits and breadsticks, Turin's culinary tradition is one for true connoisseurs, starting with the numerous Michelin-starred restaurants and ending with the typical trattorias. In the Quadrilatero Romano, Borgo Dora, Vanchiglia and San Salvario, restaurants, wine bars and DJ sets offer a wide range of events.

But the list of the cities of art and culture of Piedmont is long and full of charm: Alessandria, with its Baroque buildings, scenic squares, porticoes, streets and stores that give it a typical Piedmontese imprint, in the heart of a territory already close to Liguria in art, in the dialects and cuisine; Asti, not only the city of the Palio, the famous medieval commemoration that takes place every year in the first half of September, but also spectacular with its enviable artistic heritage ranging from Romanesque to Baroque, and its hills of Monferrato Astigiano, a UNESCO World Heritage Site, just outside the city; Biella, the "Italian Manchester", joined the circuit of UNESCO Creative Cities in the category "Crafts & Folk Art" for its crafts and folk arts; Cuneo, known for its palaces: the seventeenth-century Cathedral of Santa Maria del Bosco, the Church of Santa Chiara, Palazzo Audifreddi, the church dedicated to the patron saint of Milan, St. Ambrose; Novara lying between the rivers Sesia and Ticino, surrounded by plains and rice fields, very pleasant to discover walking in the medieval old town, with the soaring brick dome of the Basilica of San Gaudenzio, the highest in Europe with its 121 meters. Verbania, called "a garden on the lake", because it is the most desired destination at the first hints of spring. Villas and parks are among its major tourist attractions, starting from the Botanical Gardens of Villa Taranto - with its 1,000 plants and about 20,000 varieties and species of botanical interest; Vercelli, a compulsory stop for pilgrims on their way from Canterbury to Rome and still an important junction of the Via Francigena, as well as the European capital of rice and an economic-social laboratory.

(N.B. This press release is without names and inverted commas in accordance with the provisions of Article 9 c.1 of Law no. 28 of 22 February 2000 on par conditio in pre-election and pre-referendum periods).

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MEDIA CENTRE CASA ITALIA PROGRAMME

7-14 MAY

THURSDAY 5 MAY

12 PM - PRESENTATION OF MEDIA CENTRE CASA ITALIA

FRIDAY 6 MAY

12 PM - 'MUSICA OVUNQUE' IREN AND **EUGENIO IN VIA DI GIOIA** FOR TORINO

SATURDAY 7 MAY

10 AM - "**EUROPE FOR PEACE**" PRESS PRESENTATION OF EUROPEAN DAY (9 MAY) - EUROPEAN COMMISSION/PARLIAMENT WITH MAYOR (*MEDIACENTRE*)

12 AM - MY WORK IS A GAME, A VERY SERIOUS GAME - DEBATE ON THE MUSICAL REALITIES OF THE TERRITORY - (*MEDIACENTRE*)

4.30 PM - DERTHONA: DISCOVERING THE TORTONESE HILLS - ORGANISED BY IFSE - ITALIAN FOOD STYLE EDUCATION | PIOBESI TORINESE CASTLE (*MEDIEVAL GARDEN*)

6.30 PM- VERMOUTH EXPERIENCE (*MEDIEVAL GARDEN*)

SUNDAY 8 MAY

11.30 AM - APPOINTMENT WITH THE ARTIST: **BLUEBEATERS - FEDERICO SACCHI AND...** (*MEDIACENTRE*)

4.30 PM - THE SUNDAY SNACK - ORGANISED BY THE MOLE'S PROVINCIAL COOKS' ASSOCIATION (*MEDIEVAL GARDEN*)

6.30 PM - VERMOUTH EXPERIENCE (*MEDIEVAL GARDEN*)

MONDAY 9 MAY

11 AM - BREAKFAST WITH MASTERS OF TASTE - ORGANISED BY THE MOLE'S PROVINCIAL COOKS' ASSOCIATION (*JUVARRA HALL*)

1 PM - EXCELLENCE IN PIEDMONTSE AGRICULTURAL COOPERATION - ORGANISED BY CONFCOOPERATIVE (*JUVARRA HALL*)

2.30 PM - APPOINTMENT WITH THE ARTIST: **NEGRITA** (*MEDIACENTRE*)

3 PM - EUROSKIN ICE CREAM PRESENTATION - ORGANISED BY ASCOM TORINO (*JUVARRA HALL*)

4.30 PM- THE ROOTS OF THE PIEDMONTESE APERITIF, THE REAL MERENDA SINOIRA
- ORGANISED BY THE CONSORTIUM FOR THE PROTECTION OF ASTI WINE -
CONSORTIUM FOR THE PROTECTION OF BRACHETTO D'ACQUI (*MEDIEVAL GARDEN*)

6.30 PM - VERMOUTH EXPERIENCE (*MEDIEVAL GARDEN*)

TUESDAY 10 MAY

11 AM - BREAKFAST WITH MASTERS OF TASTE (*JUVARRA HALL*)

12 PM - **APPOINTMENT WITH THE ARTIST** (*MEDIACENTRE*)

1 PM - APERITIF WITH TORINO DOC WINES - "DISCOVERING ERBALUCE IN ITS 3
DOCG VINIFICATIONS" - ORGANISED BY THE REGIONAL WINE SHOP OF THE
PROVINCE OF TURIN - CONSORTIUM FOR THE PROTECTION AND PROMOTION OF
DOCG DI CALUSO AND DOC DI CAREMA E CANAVESE WINES (*JUVARRA HALL*)

3.30 PM - TURIN'S EXCELLENCE: CHEESES, HONEYS AND WINES FROM OUR
TERRITORY ORGANISED BY CONFAGRICOLTURA TORINO (*JUVARRA HALL*)

4.30 PM - LANGHE TASTING EXPERIENCE: BAROLO, BARBARESCO, PIEMONTE IGP
HAZELNUTS - ORGANISED BY THE REGIONAL WINE SHOP OF CAVOUR - LANGHE
MONFERRATO ROERO TOURIST CONSORTIUM - LANGHE MONFERRATO ROERO SMALL
ACCOMMODATION FACILITIES CONSORTIUM - HAZELNUT AND TYPICAL PRODUCTS
OF THE ALTA LANGA FAIR ORGANISATION (*MEDIEVAL GARDEN*)

5.30 PM - AGRITURISMI DI CAMPAGNA AMICA, A NEW WAY OF EXPERIENCING THE
TERRITORY OF TURIN - ORGANISED BY COLDIRETTI TORINO - CAMPAGNA AMICA
(*MEDIEVAL GARDEN*)

6.30 PM- COLDIRETTI TORINO: COCKTAILS AS A VEHICLE FOR SUSTAINABILITY
AND... EDUCATION IN GOOD DRINKING - ORGANISED BY COLDIRETTI TORINO -
CAMPAGNA AMICA (*MEDIEVAL GARDEN*)

WEDNESDAY 11 MAY

11 AM - BREAKFAST WITH MASTERS OF TASTE (*JUVARRA HALL*)

12 PM - APPOINTMENT WITH THE ARTIST: **FELLOW AND OTHERS** (*MEDIACENTRE*)

1 PM - AN APERITIF WITH TORINO DOC WINES - AN APERITIF TO DISCOVER THE
WINES OF CANAVESE - ORGANISED BY ASCOM TORINO AND THE REGIONAL WINE
SHOP OF THE PROVINCE OF TURIN (*JUVARRA HALL*)

2.30 PM - ARTISTS: **PALOMA - MOTEL CONNECTION - GINEVRA** (*MEDIACENTRE*)

3.30 PM - ROYAL BREAKFASTS - GUIDED TASTING OF TRADITIONAL TURINESE
SWEETS - ORGANISED BY ASCOM TORINO - (*JUVARRA HALL*)

4.30 PM - DOT: DISCOVER OVADA'S TASTES - ORGANISED BY THE REGIONAL WINE
SHOP OF OVADA AND MONFERRATO - ATL ALEXALA (*MEDIEVAL GARDEN*)

5.30 PM - ECO-SUSTAINABLE DEVELOPMENT: FROM AWARENESS TO IMPLEMENTATION IN COMPANIES - ORGANISED BY CONFARTIGIANATO IMPRESE TORINO (*MEDIEVAL GARDEN*)

6.30 PM - VERMOUTH EXPERIENCE (*MEDIEVAL GARDEN*)

THURSDAY 12 MAY

11 AM - BREAKFAST WITH MASTERS OF TASTE (*JUVARRA HALL*)

12 PM - APPOINTMENT WITH THE ARTIST: **EST EGO** (*MEDIACENTRE*)

1 PM - APERITIF WITH TORINO DOC WINES - HISTORY OF CANAVESE WINES AND THEIR DENOMINATIONS - ORGANISED BY THE CONSORTIUM FOR THE PROTECTION AND PROMOTION OF DOCG DI CALUSO AND DOC DI CAREMA E CANAVESE WINES (*JUVARRA HALL*)

3.30 PM - SHOWCASING EXCELLENCE AND CRAFTSMANSHIP - ORGANISED BY CONFARTIGIANATO IMPRESE TORINO (*JUVARRA HALL*)

4.30 PM - ON YOUR PLATE... THE PIEDMONT YOU DON'T EXPECT - ORGANISED BY THE CONSORTIUM OF TOURIST OPERATORS OF THE CANAVESE VALLEYS - CONSORTIUM OF TOURIST OPERATORS OF THE VALLEYS OF LANZO - CONSORTIUM OF TOURIST OPERATORS OF THE VALLE MAIRA - CONSORTIUM OF MONTEROSA VALSESIA - CONSORTIUM OF TOURIST OPERATORS OF THE ALPI BIELLESI - REGIONAL WINE SHOP OF THE WINES OF THE PROVINCE OF TURIN (*MEDIEVAL GARDEN*)

5.30 PM - FROM THE FLOWERS OF SANREMO TO THE FLOWERS OF TURIN - AN APERITIF AND TASTING WITH A FLORAL GIFT - ORGANISED BY CIA AGRICOLTORI DELLE ALPI (*MEDIEVAL GARDEN*)

6.30 PM - EUROVISION COCKTAILS - TASTING OF COCKTAILS CREATED ON THE OCCASION OF EUROVISION ACCOMPANIED BY A CUTTING BOARD - ORGANISED BY ASCOM TORINO (*MEDIEVAL GARDEN*)

FRIDAY 13 MAY

11 AM - TURIN TO TASTE - PRESENTATION AND TASTING OF LOCAL SPECIALITIES - ORGANISED BY API TORINO (*JUVARRA HALL*)

12 PM - APPOINTMENT WITH THE ARTIST: **KAKAWA MUSICAL GROUP - INVICTUS BAND** (*MEDIACENTRE*)

1 PM - AN APERITIF WITH TORINO DOC WINES - ORGANISED BY THE REGIONAL WINE SHOP OF THE WINES OF THE PROVINCE OF TURIN (*JUVARRA HALL*)

3 PM - COFFEE IN THE KITCHEN - ORGANISED BY IFSE - ITALIAN FOOD STYLE EDUCATION - PIOBESI TORINESE CASTLE (*JUVARRA HALL*)

4.30 PM - CUNESE: CHEESE, WINE & CO - ORGANISED BY THE CONITOURS TOURIST CONSORTIUM - ATL DEL CUNESE (*MEDIEVAL GARDEN*)

5 PM TORINO TO TASTE: PRESENTATION AND TASTING OF LOCAL SPECIALITIES - ORGANISED BY API TORINO (*MEDIEVAL GARDEN*)

6.30 PM - VERMOUTH EXPERIENCE (*MEDIEVAL GARDEN*)

SATURDAY 14 MAY

11 AM - BREAKFAST WITH MASTERS OF TASTE (*JUVARRA HALL*)

12 PM - PRESENTATION OF THE 'PASSIONE DI SORDEVOLO' EVENT (*MEDIACENTRE*)

1 PM - APERITIF WITH TORINO DOC WINES - ORGANISED BY THE REGIONAL WINE SHOP OF THE WINES OF THE PROVINCE OF TURIN (*JUVARRA HALL*)



TOURISM ACTIVITIES PLAN TURIN AND PROVINCE

EUROVISION SONG CONTEST 2022

SOCIAL PROGRAMME

- **DELEGATIONS**

From Saturday 30 April to Saturday 14 May for the 40 delegations from the 40 competing countries.

20 evocative experiences in Turin and 6 unmissable ones in Piedmont, divided into the following main themes: excellence, green, unusual, contemporary, multi-sensory, landscapes.

The tours take place in English and last from 1.5 to 8 hours with a minimum of 5 and a maximum of 25 participants. Each delegation can choose two tours and they must be booked at the same time.

- **PRESS - RESERVED FOR JOURNALISTS**

From Saturday 7 to Saturday 14 May.

6 proposals from the GIA/Federagit and Maestri del Gusto trade associations; 12 museums involved; 2 tastings; 6 excursions in the region; 5 excursions in the province.

The tours take place in English and last from 1.5 to 8 hours, with a minimum of 5 and a maximum of 25 participants. Each journalist can choose only one tour.

Bookings on esctorinopress.com

WELCOME

HEADMASTERS WITH TOURISM STAFF TURIN AND PROVINCE

7 / 14 May from 9 am to 10 pm

Eurovision Village

5 / 14 May from 10 am to 8 pm

Media Centre Casa Italia (Palazzo Madama)

29 April / 14 May from 8.30 am to 8.30 pm

Pala Olimpico Delegation Area

Pala Olimpico Press Area

Tourist Office Piazza Castello (9/18)

TORINO GIVES TORINO

It's the homage of the City of Torino to all those who decide to visit the subalpine capital on the occasion of the prestigious events that will animate the city thanks to the cooperation between Lonely Planet, City of Torino and Turismo Torino e Provincia. From 4 to 14 May on the occasion of the Eurovision Song Contest 2022 and from 11 to 20 November during the Nitto ATP Finals, the



brand new Torino Pocket guide is available for free download: a journey to discover a city to be experienced and discovered.

Pocket's neighbourhood structure allows you to get an overview of the city, without giving up trips to the immediate vicinity that are well worth the trip, such as the Reggia di Venaria Reale, La Mandria Park and Castello di Rivoli - Museo d'Arte Contemporanea. For each neighbourhood a thematic itinerary is described, things to see, meals, entertainment and shopping, all accompanied by in-depth readings and curiosities.

TURIN EUROVISION CITY MAP

Produced in 15,000 copies. It contains the places connected to the event, the tourist proposals of Turismo Torino e Provincia, the list of Torino by night, the QR code to download the free Lonely Planet guide in Italian and the Torino in Tasca guide produced by ATL in English and French.

PROMOTIONAL POSTCARD

Printed in 15,000 copies, aimed at promoting all the initiatives, including those of the trade associations and the Turin Chamber of Commerce. It will be distributed at the Tourist Offices, at the Pala Olimpico Delegation Area and Press Area, at the Casa Italia Media Centre and at the Eurovision Village. It will also be promoted on newspapers with special pages on Eurovision.

WEB /SOCIAL AND DIGITAL PR

TOURISM WEBSITE TORINO AND PROVINCE

<https://www.turismotorino.org/it/eurovision-torino>

Landing page with all useful information for visiting the destination during the event in Italian/English/French

EDITORIAL PLAN ON FACEBOOK AND INSTAGRAM

Drafting of a rich editorial plan with the aim of communicating how the city lives the Eurovision Song Contest, giving official information as Tourist Board to all those who will live the atmosphere of the event (spectators, media, tourists and locals) through stories and posts that tell the itineraries of 1, 2,3 days, Turin by night, food and wine Turin (Extra-Vermouth, Merenda Reale® and food and wine initiatives), the Eurovision venues, the Turin Lonely Planet and the tourist guide "Turin in your pocket" in English and French in free download. Official hashtag of the event: #Eurovision2022; Hashtag of tourism in the city: #eurovisiontorino #lamiatorino #torinosharingemotions.

DRIVE-TO-EVENT CAMPAIGN

Launch of a drive-to-event campaign, in the first two weeks of May, in conjunction with the days of the event, with the aim of increasing the visibility of the events organised in the city and of the tourist proposals designed to experience Turin to the rhythm of Eurovision. The tools identified for the project are: SMS marketing, sending messages to a profiled database in Turin and its province; Native Advertising, on the main websites and magazines that allow the geolocation of users; DEM, sending emails to a profiled database of users. Partner in the initiative is Ediscom, a digital company focused on lead generation, owner of the largest and most segmented marketing database in Italy.

CREATOR CAMPAIGN



A digital PR campaign was planned with national creators present on all social networks who have well-defined artistic skills and peculiarities.

Since TikTok is the Official Entertainment Partner of the Eurovision Song Contest, creators with a strong following on that channel were included in the selection, including for example Pietro Morello, former Ambassador of the City of Turin.

The focus is to create a combination of art, music, the beauty of our magnificent city, attractions and services to be offered with a young and disruptive slant through stories and reels on IG.

OBSERVATORY

TOURIST PROFILING

From 6 to 14 May, a qualitative survey will be carried out with the support of Torino & You volunteers by administering a qualitative questionnaire in digital format. The collection points identified are: Tourist Office Piazza Castello and Piazza Carlo Felice, Egyptian Museum entrance, Eurovision Village.

ACTIVITIES IN COLLABORATION WITH TURIN CHAMBER OF COMMERCE AND TRADE

ASSOCIATIONS CATEGORY

SHOP WINDOWS WITH PHOTOGRAPHS OF "LE ROI", THE LUTRARIO BALLROOM DESIGNED BY CARLO MOLLINO

150 historical images are to be printed and displayed in shop windows in the centre of Turin.

MUSICAL GROUP

The 'urban fanfare' Bandakadabra will enliven the city centre with comic theatrical verve on Friday 12 May.

TRADITIONAL DISHES

Involvement of Turin restaurants through trade associations

- **Eurovision Dish**
A single-course meal consisting of 4 typical hors d'oeuvres and a glass of wine at a fixed price of € 15. About fifty restaurants are taking part.
- **Aperitif Cocktail Eurovision**
Cocktail with a selection of cold cuts/cheese at € 10. About twenty participating restaurants.

NEWS SAUCE PLACEMATS

130,000 placemats (depicting the Charta) will be printed and distributed in the more than 130 venues of the circuit, with reinforcement in the PalaOlimpico and Parco del Valentino areas. They will also be used for tastings at the Casa Italia Media Centre in Palazzo Madama.

TOURIST PRODUCTS

- **Merenda Reale**
Promotion of participating venues
- **Extra Vermouth - the hour of vermouth™ in Turin**



Promotion of the venues participating in the project

- **Torino+Piemonte Card**

Free admission to the most important museums and exhibitions in Turin, the castles, fortresses and Royal Residences of Turin and Piedmont for 1*, 2, 3 or 5 consecutive days.

DISPLAY YOUR EUROVISION

Involvement of shopkeepers through trade associations so that they can set up their shop window on the theme of music and send photographs to Turismo Torino e Provincia. These images will be included in a gallery called DisPLAY your Eurovision on the social channels of Turismo Torino e Provincia and Camera di commercio di Torino.

FLAGS

Production of 20,000 pieces for distribution to the final public.

[HTTPS://WWW.TURISMOTORINO.ORG/EUROVISION-TORINO](https://www.turismotorino.org/eurovision-torino)



PRESS RELEASE

**4 appointments Torino Music Talk at the Valentino Eurovision Village
on doing business in the music sector: 9-10-12-13 May at 14.30**

The music that goes around

An analysis of the music sector in Piedmont and Turin

Piedmont hosts about 8% of national music events, more than 20% of the Piedmontese population has bought tickets for concerts and shows, 16% go dancing regularly. There are almost 1,300 businesses active in Piedmont in the music sector, 715 in the Turin area. In 10 years, record rental has collapsed, while companies organizing artistic performances and hiring equipment for shows are on the rise.

Turin, 5 May 2022 *** At the end of 2021, 1,298 businesses in the music sector were registered in Piedmont (6.6% of the national figure), of which 715 (55%) in Turin and its province.

This is a particularly heterogeneous entrepreneurial fabric where music activities in the strict sense of the term converge, such as the manufacture and trade of instruments or sound recording, and other more general activities, such as the management of event ticketing or the management of theatres and concert halls.

Enterprises closely related to the music sector account for 55% of the whole sector (718 enterprises); within this group, discotheques and dance halls are the most representative activities (308 enterprises), followed in importance by sound recording activities (110 enterprises), manufacture of musical instruments (82 enterprises) and retail trade in music and video recordings (62 enterprises).

In more general activities, there are 580 other enterprises (44.7%), including support activities for artistic performances, which are the largest sector, with 389 activities.

Compared to 2020, the sector as a whole was stable (-0.5%) but if the analysis is carried out over the long term, a contraction is recorded (-6% compared to 2012).

It is the activities most closely related to the music sector that show the most marked decrease, with a drop of -19.2% with -171 businesses. Among these, videotape and record rental businesses fell the most (-132 businesses; -78.1%), partly due to a profound change in consumer habits.

On the other hand, other businesses grew (+17.9% compared to 2012), where the most robust increase was in "other artistic performances" (+54 businesses) and "rental activities with operator of structures for shows" (+29 businesses).

Performing arts and entertainment activities (SIAE)

The Italian Society of Authors and Publishers (SIAE) annually produces the Entertainment Observatory, with the aim of monitoring the activity of entertainment and show business in

Italy with analyses involving concerts, cinema, theatre, opera, musical comedies, dance, exhibitions, sports, and travelling show attractions.

In 2019 Piedmont hosted 333,854 events, of which 180,182 in the Turin area; 17.6% involved musical events (almost 59,000), or 8.4% of Italian musical events, which in 2019 numbered almost 700,000.

In 2020 (latest available data), 94,422 shows were staged in Piedmont (51,441 in the Turin area). Almost 15,000 events strictly related to the world of music were held in Piedmont, 7.4% of the national total: almost all of them concerned dance and musical entertainment activities, and the remainder were concerts (almost 1,100 events).

However, 2020 was a special year for the world of entertainment, which was strongly penalised by the restrictions imposed by the health emergency; the statistics, therefore, are extremely "reduced" compared to those recorded in the last pre-pandemic year.

Multipurpose household survey (ISTAT). Aspects of daily life

ISTAT conducts an annual sample survey 'Aspects of Daily Life', which is part of an integrated system of social surveys - the Multipurpose Household Surveys - and collects key information relating to the daily lives of individuals and households.

In 2019, 9.4% of the population of Piedmont - aged 6 and over - attended at least one classical music concert and 19.3% attended at least one other live music concert. In addition, 17% of the population went to discotheques and/or dance halls at least once. Also in 2019, 12.4% of Piedmonts over 14 years old declared having bought films or music on the Internet at least once in the year; about 21.3% declared having bought tickets for concerts and live shows.

In 2020 (the latest data available and certainly distorted by pandemic restrictions) 7.5% of the population over 6 years old in Piedmont attended at least one classical music concert, a percentage that rises to 17.5% for other types of live concerts. Among the Piedmonts population aged 6 and over, just under 16% spent their free time in a place where they danced (discotheque, dancehall, night club, etc.).

Torino Music Talk @Eurovision Village

From 2.30 pm to 4 pm - Valentino Park

Eurovision becomes the occasion to deepen how to do business in the music sector and to know the most modern technologies at the service of music: the Chamber of Commerce of Torino in collaboration with the City of Torino, in fact, organizes at the Eurovision Village of Parco del Valentino the Music Talk, a series of events, addressed to young people, professionals, but also fans and lovers of everything that revolves around music.

The idea is to offer an audience of young people, aspiring entrepreneurs, but also start uppers, professionals and fans of new technologies and digital frontiers the point of view of those who live for music, with the aim of telling the entrepreneurial activity, opportunities, new horizons, difficulties and risks.

The music talks will take place at the Eurovision Village in the Parco del Valentino from 2.30 pm to 4 pm at the joint stand of the City of Torino, the Chamber of Commerce and Turismo Torino.

The programme of the talks:

May 9th - Musical instruments between tradition and innovation

Comparison between producers and dealers: from classic instruments to supplies for DJs

10 May - The protagonists of music production

The musician, artist management, record production, organization of musical events

12 May - New frontiers of the music business: between artificial intelligence and virtual reality

Innovative start-ups and tools: latest-generation music libraries, content protection and blockchain, crypto art and NFT

13 May - Services for music makers

From rehearsal rooms to recording studios and audio/lighting services.

For those who find it difficult to attend the Eurovillage, there will also be an online webinar on the morning of **10 May**, again organized by the Turin Chamber of Commerce, on **Intellectual property and the evolution of the music sector, between the fight against piracy and best practices**.

Bookings - for which places are limited - can be made through the Turin Chamber of Commerce website www.to.camcom.it/eurovision2022.

For further information:

External Communication Department and URP Turin Chamber of Commerce

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@CamComTurin

www.to.camcom.it/comunicatistampa

2022 events and initiatives in Turin and Piedmont

Starting from May with the **EUROVISION Song Contest in Turin**, ending in December with the **92nd edition of the International Alba White Truffle Fair and the Alba White Truffle World Market**, including an “extension” to January 2023 with **Luci d'Artista in Turin**. And, in between, a full calendar of international events on which Piedmont will focus its 2022 tourism promotion activities.

First, with the **EUROVISION Song Contest** – from 10 to 14 May, 40 nations will be competing in Turin – which confirms the role of Turin and Piedmont as a reference location at multiple levels of the world stage.

- **34th edition of the Book Fair - Wild Hearts**

The 34th edition of the Turin International Book Fair will open on Thursday 19 May, with the inaugural lecture by Indian writer Amitav Ghosh, to continue with an irresistible calendar of meetings and initiatives with an unparalleled parterre of writers, artists, philosophers, and journalists who will give voice to Europe and the world.

Turin, Lingotto Fiere, 19 - 23 May 2022

www.salonelibro.it/

- **International Festival of Economics**

140 meetings, 5 Nobel Prize winners and 7 ministers: an exceptional program that will include 140 events to reflect together on “Merit, diversity, and social justice”, with the great final concert crowning the first edition of the festival.

Turin, 31 May - 4 June 2022

www.festivalinternazionaledeleconomia.com/

- **International food journalism festival**

Meetings, debates, and reports for an edition focused on the relationship between collective perception and information on food.

Turin, Lingotto Congress Centre, 31 May - 1 June 2022

www.festivalgiornalismoalimentare.it/

- **Giro d'Italia 2022**

Also, this year the legendary Giro involves Piedmont - a historic land of cycling and champions like Fausto Coppi - in 3 stages:

20/05: stage 13, Sanremo - Cuneo

21/05: stage 14, Santena - Turin

22/05: stage 15, Rivarolo Canavese - Cogne

www.giroditalia.it/il-percorso/

- **UEFA Champions League Women's Final**

The final of the important international match will be played at the iconic Juventus Stadium. Opened in 2011, the venue has a seating capacity of 41,500 and was already the site of the UEFA Europa League final in 2014.

Turin, Juventus Stadium, 21 May 2022

www.juventus.com/it/allianz-stadium/

- **Torino Jazz Festival**

10 years of TjF: a key event for everyone, not only for fans of the genre, and a GOLD edition with an international class program, which includes 9 days of programming and over 50 events scattered around the city. An extraordinary overview of sound languages beyond jazz with avant-garde, rock, progressive and electronic.

Turin, various locations, 11 - 19 June 2022

www.torinojazzfestival.it

- **Kappafuturfestival**

At the Parco Dora in Turin, the 9th edition of one of the most famous events dedicated to electronic music ranked among the top 5 summer festivals in Europe, a mandatory appointment for techno fans.

Turin, 1 - 3 July 2022

www.kappafuturfestival.it

- **Collisioni Festival of Literature and Music on the hills – 13th edition**

The *agrirock festival* is the summer hub of cultural events in the Langa with a programme and a series of side initiatives that offer a unique cultural experience of its kind, which unites international music, literature, meetings, and food and wine tastings.

Barolo (CN), 1 - 31 July 2022

www.collisioni.it

- **Stresa Festival 2022**

From 16 to 29 July the 61st edition will dedicate a first part to jazz music while the period from 20 August to 9 September will see classical music as protagonist.

Stresa and various locations, 16 July - 9 September 2022

www.stresafestival.eu

- **World University Championship Golf**

Piedmont is ready to host the 18th edition of World University Championship Golf, the world university golf competition towards the Ryder Cup 2023, which will be held at the Royal Park Golf Club in Turin.

Turin, Royal Park Golf Club, 20 - 23 July 2022

www.royalparkgolf.it/

- **Salone del Gusto - 9th edition**

“Regeneration”: this will be the central theme of the 2022 edition of the most important international event dedicated to agriculture, livestock, and food production in the world, which this year will be held in the former industrial spaces of Parco Dora.

Turin, 22 - 26 September

www.slowfood.it/comunicati-stampa/ritorna-terra-madre-salone-del-gusto/

- **6th Global Conference on Food and Wine Tourism Forum**

The most important world forum on wine tourism will take place in Alba, UNESCO Creative City for Gastronomy, and in the territories of Langhe Monferrato and Roero, confirming the historical vocation and winemaking culture of Piedmont.

Alba, Langhe, Roero and Monferrato, September 2022

www.unwto.org/event/5-unwto-global-conference-on-wine-tourism

- **Douja d'Or. Il Vino al centro - 56th edition**

The major event seeing Asti as the capital of Italian wine, returns to the city of the Palio with a more articulated and flexible formula that confirms the oenological heritage at the centre of initiatives and proposals: 10 days of wine tastings, vermouth tastings, masterclasses, menus, and special dishes in various locations: a food and wine tour that will unfold through the most evocative squares, streets, and historic houses of the city and that will be accompanied by exhibitions, art, culture, and various experiences of excellence to be lived in full “Monferrato style”.

Asti, 9 - 18 September 2022

www.douja.it

- **MITO – SettembreMusica**

Developing and expanding the thirty-year experience accumulated from the original and prestigious SettembreMusica of Turin, starting from 2007, the festival became MITO SettembreMusica while Turin and Milan came together for a joint effort in the arts. A series of great musical performances at affordable prices throughout the month of September will invade theatres, concert halls, churches, courtyards, and squares, transforming Turin and Milan into one huge concert venue!

Turin, 5 - 24 September 2022

www.mitosettembremusica.it/it

- **International Alba White Truffle Fair - 92nd edition**

Truffle Hub: this is the emblematic title of the 92nd edition of the international appointment with the king of the Piedmontese table and beyond. The World Truffle Market, a myriad of stands, menus and themed tours offer

Alba, 8 October - 4 December 2022

www.fieradeltartufo.org/

- **Luci d'Artista – 25th edition**

Turin, November 2022 – February 2023

The complex of artistic installations located in the various urban areas to enrich the original project each year that since 1998, every winter, transforms Turin into a real “city of lights”.

Turin, November 2022 – February 2023

www.contemporarytorinopiemonte.it/

- **Artissima Fair**

The most important Italian fair exclusively dedicated to contemporary art is the protagonist of the artistic autumn. It involves art galleries, ateliers and museums throughout the city.

Turin, Lingotto Fiere, 3 - 6 November

www.artissima.art

- **Club2Club 20yearsof**

It's the twentieth anniversary of the C2C Festival, which will be held in Turin in November 2022. Over the course of 20 years, the C2C Festival has showcased some of the most adventurous evolutions of the avant-pop music scene and ranks among the international top ten.

Turin, 3 - 6 November 2022

<https://clubtoclub.it/>

- **Torino Film Festival – 40th edition**

Established in 1982, the festival is known at international level as one of the most prominent event dedicated to new trends in cinema. Thanks to its commitment to supporting independent cinema and personal vision, as well as for its numerous and in-depth retrospectives, the Torino Film Festival remains a reference point for professional and emerging talents all over the world.

Turin, 25 November - 3 December 2022

www.torinofilmfest.org/it/

And Much More Throughout All of Piedmont

- **Villa Taranto**

You shouldn't miss the chance to be amazed by the visit of a 16-hectar area which is considered the most beautiful garden in the world: a real palette of colours and scents among rare flowers and trees.

Also this year, it is possible to buy a ticket to visit the gardens for the whole opening period or just for the summer season.

Villa Taranto (VB), 12 March - 1 November 2022

www.villataranto.it/

- **Isole Borromee – reopening on 18 March 2022**

The “Borromeo Tourist Circuit” in Piedmont comes back for the 2022 season with many novelties among the excellent museums and the natural sites of the Isola Bella and Isola Madre, the Pallavicino Park and the Mottarone Park!

Stresa (VB), 18 March - 1 November 2022

www.isoleborromee.it

- **Strolling along the Rhododendron Path at Oasi Zegna (BI)**

While waiting for the rhododendron blossoming, you should already book the guided tours with expert guides. Morning and afternoon outings will be in May (21-22 and 28-29) and June (2-3-4-5). Moreover, a rich program of events awaits you: music and theatre performances in the nature and many appointments dedicated to local food and wine products as well as contemporary art.

Trivero (Biella), May - June / September - October 2022

www.oasizegna.com/it/bike-hiking/sentiero-dei-rododendri-sentieri-oasi-zegna_7006.html

- **La Passione di Sordevolo**

This play about the Passion of Christ is unique in Italy. It's the highest expression of folk choral theatre with 40 performances in 100 days. The entire village has been going on stage for the past 200 years.

Sordevolo (BI), 18 June - 25 September 2022

www.passionedisordevolo.com/calendario-2022/

- **Basilica di San Gaudenzio: visiting and climbing to the top of the dome**

The visit tour starts in the Sala del Compasso, inside the dome. The climb has two stops – at 75 and 100 metres of height (the spire) – and allows to admire the bold brick architecture by Alessandro Antonelli, symbol of Novara.

Novara, 11 March - 1 November 2022

<https://kalata.it/esperienza/cupola-di-san-gaudenzio/>

- **Santuario di Vicoforte: visiting and climbing to the top of the biggest elliptical dome in the world**

Get helmet and harness and be ready for an unforgettable experience: a 60-meter climb to the top of the Vicoforte Sanctuary, a masterpiece of Baroque art in Piedmont, to admire up close the extraordinary frescos (6,000 square meters) dedicated to the life of the Virgin Mary.

Vicoforte, Mondovì (Cuneo), 9 April - 1 November 2022

<https://kalata.it/esperienza/santuario-di-vicoforte-magnificat-cupola-ellittica/>

- **Musica in Quota – Festival of excursions and concerts in the Alps**

A dozen of free events give you the chance to reach, at leisurely pace, some of the most charming mountain pastures in the Alps, in the area of Verbano-Cusio-Ossola. Also in 2022, Musica in Quota will be an exciting journey among the seven notes and the Alps in Piedmont. Val Grande National Park, Val Formazza, Mottarone and various locations, 29 May – 11 September 2022

www.musicainquota.it

- **ALPAA' Summer Festival**

The big exhibition market is back, with even more events, areas dedicate to local food, wine and craftsmanship, exhibitions and many appointments telling the stories of places and traditions.

Varallo centro (Vercelli), 8 - 17 July

www.alpaa.net/

- **TONES on the STONES**

On 22 July, the spectacular immersive rock opera by Stewart Copeland, The Witches Seed, will inaugurate as world premiere the music, theatre and nature festival in the unique scenario of the Cava di Oira, a small hamlet of Crevoladossola, in the Ossola Valley. Other appointments are the Festival Nextones, dedicate to electronic music, digital arts and the discovery of natural beauties, as well as the Campo Base Festival, to promote the mountain and outdoor activity culture and to delve into the relationship between humans and nature.

Verbania, 22 July - 4 September 2022

<https://tonesteatronatura.com/>

- **International Chimney Sweep Meeting**

The long-awaited **International Chimney Sweep Meeting** is finally back: an historic event in Piedmont with memories, music, traditional stories and the suggestive parade of chimney sweeps from all over the world.

Santa Maria Maggiore, Valle Vigezzo (Verbano Cusio Ossola), 2 - 4 September 2022

www.distrettolaghi.it

- **Asti Palio**

An occasion for a weekend among history, culture, food, wine and traditions of the Astigiano area in Piedmont: the Asti Palio is an international event with 1,200 people dressed in Medieval costumes, the city decked with flags, the blessing of the Palio, the “propitiatory” dinners on the eve of the event and many convivial moments.

Asti, 4 September 2022

www.visitlrm.it/it/eventi/palio-di-asti

- The **Festival delle Sagre** happens every year in parallel to the Palio. It is characterised by the usual historic parade in the city streets which ends in Piazza del Campo, where Italian and foreign gourmets can find the best local food and wines.

Asti, 10 - 11 September 2022

www.visitlrmr.it

- **Vetro è Vita**

In the year that has been proclaimed International Year Of Glass by the UN General Assembly, Palazzo Mazzetti will host an exhibition entitled “Il Vetro è vita” (the glass is life), which showcases historic and technological creations and interpretations.

Asti, June - September 2022

www.museidiasti.com

- **Silver Skiff Regatta**

Turin, 5 - 6 November 2022

www.silverskiff.org/

- **Nitto APT Finals**

Turin, PalaAlpitour, 13 - 20 November

www.nittoatpfinals.com/it

PREVIEW 2023

- **CHEESE**

The main event dedicated to the world and to producers of raw milk cheeses will be back in Bra for its 15th edition. An opportunity that cannot be missed by those who believe in good, clean and fair food and love everything dairy.

Bra (CN), 15 - 18 September 2023

<https://cheese.slowfood.it>

For more information: www.visitpiemonte.com

Piemonte: “4 seasons experience”

Enjoy spring in Piemonte

Spring is a time of discovery

It is the perfect season to wander around gazing at the sky, the weather is warmer, the days are brighter and longer. We rediscover scents, feel the desire to explore unknown places and enjoy authenticity, beauty and nature.

Dive into a sea of colours

Primroses and violets along woodland paths, yellow clouds of daffodils covering the mountain meadows in the valleys around Turin and Cuneo, the lush gardens of lakeside villas, castles and botanical oases, full of tulips, wisteria, camellias and fruit trees. In [springtime, Piedmont](#) is awash with new colours and scents that invite you to explore new paths to discover the region.

Choose the authenticity of villages

At this time of year, the [villages of Piedmont](#) bring out all the harmony and charm of ancient walls set in the countryside, nestled among hills as far as the eye can see, or in mountain valleys. They boast a unique identity, history and traditions, and cherish the local produce and typical cuisine.

Explore art cities

Each has its own history and distinctive features that can be explored on a city walk, a visit to a museum or simply by admiring the skyline at sunset. [In the cities of Piedmont](#) you can enjoy monuments and architecture, cultural, musical and sporting events, as well as shopping. Immerse yourself in the buzz of open-air markets, taste the most delicious delicacies and take home the local wine and food.

Feel the charm of royal palaces, fortresses and castles

Triumphal Baroque residences, noble villas and castles, and thousand-year-old fortresses whisper tales of heroic memories and take you on a journey through time. What happened in their secret rooms? What did they witness and what did those high walls, often architectural gems, hide?

The **16** majestic [Residences of the Royal House of Savoy](#), a UNESCO World Heritage Site, are also known as the “Crown of Delights of the House of Savoy”, designed and embellished by leading architects and artists between the 17th and 18th centuries, and extending from the city centre of Turin to its immediate surroundings and as far as the Langhe and Canavese areas. More than **100** castles scattered throughout the region stand out against the most diverse landscapes, bearing witness to a rich and varied history. Since 1996, thanks to the “[Open Castles](#)” initiative it is possible to visit some of them, as well as noble villas and residences, when they are open to the public.

More than **35** points of interest, including [forts and remains of military fortifications](#): fortresses in the plains, such as the citadels of Turin, Mondovì or Alessandria, or Alpine fortresses such as the ones in Exilles, Fenestrelle and Vinadio. Almost all of them were built by the dukes and kings of the House of Savoy and, after 1861, by the Kingdom of Italy. Stone bastions used to defend the State of Savoy, they are now a popular destination for day trips to discover the history and events of a glorious past.

Summer, realm of the Outdoors

Hiking

Piedmont is crossed by a wide network of paths, cart and mule tracks leading to plains, alpine pastures and valleys, to a landscape of wild natural beauty. From the valleys around Cuneo to the Susa Valley and Lanzo Valleys, from the Sesia Valley to the Ossola Valleys, you can undertake many excursions on foot, by bike or on horseback, learning about traditions and typical flavours. If you are looking for an unforgettable experience in the mountains, make a wish come true with the GTA (Grande Traversata delle Alpi), the long-distance hiking trail along the Piedmontese side of the Alps with 120 stopovers for a total length of about 1000 km (621 mi), stretching from Valle Tanaro to Lake Maggiore and reaching Oropa and Valsesia. For a “slower” but complete experience you should really try out the many paths that link the Ossola Valleys and Switzerland, or reach Bern with the [Green Train of the Alps](#) that sets off from Domodossola. There are also a lot of not-to-be-missed options of various difficulties on the border between Piedmont and France, [starting from the Alps and leading to the sea](#). They showcase the rich environment and unique scenarios of Mont Blanc, Cote d’Azur and the Ligurian Riviera.

Biking

Easy trails for families and for those who love authentic flavours, through villages and vineyards, rice fields and towns. Great climbs of the *Giro d'Italia* (Tour of Italy, also known as the *Giro*) for racing bike enthusiasts and climbs and descents in nature for mountain bike riders. The two-wheels homeland is here: you are in Piedmont, the region that has made history out of Italian cycling and the promised land of cycle tourists. **Risaie Ciclabili** is a 27 km route perfect for the whole family in spring and autumn to discover the beauty of rice fields and the **Vercelli area**. [The Lake Orta Tour](#), in the **Novara area** is also quite easy: 35.50 km from Gozzano crossing the cliff of *Madonna del Sasso*, Omegna lakeside, *Villa Crespi* in Orta San Giulio. In the **Biella area**, enthusiasts will enjoy the [Biella-Oropa climb, the Pantani Mountain of the Giro d'Italia](#): 12 km to reach the 1150 metres of the **Sanctuary of Oropa**, a UNESCO heritage site, the destination of six arrivals of the *Corsa Rosa* (*Giro d'Italia* nickname). Do you prefer a hilly landscape? Here is the challenging route **Dalle Dolci Terre alle Langhe**, from Acqui Terme to Canelli, passing historical centres, regional wine shops, famous wineries and distilleries. How not to mention the [Limone-Monesi Salt Road](#), in the **Cuneo area**, the most beautiful country road in Europe from the Alps to the sea: 39 km of dirt road from Limone Piemonte to Briga Alta, between 1800 and 2100 metres above sea level on an old military road. For the more trained road bike enthusiasts, the typical **Colle delle Finestre** in the **Turin area**, is an opportunity to try your hand at a tough climb of the *Giro d'Italia*: 17 km, 1700 metres of altitude difference and 33 hairpin bends between Susa Valley and Chisone Valley, surrounded by breathtaking landscapes.

Among the thematic routes, don't miss the [UNESCO Grand Tour by bike](#), a 600 km loop that crosses royal palaces, the Sacred Mountains and the World Heritage landscapes, the wildlife reserves of *Man and the Biosphere* project, Creative Cities and Geoparks. The [artistic-spiritual itineraries](#) linked to the [Churches with Open Doors project](#) (*Chiese a porte aperte*) are worth a visit.

Find your perfect path and the related GPX tracks and tourist options on [piemontescape.com](#), the regional informational platform for every enthusiast of outdoor activities.

The land of Golf

With over [51 golf clubs and 15 driving ranges](#) for every level, Piedmont is among the most attractive destinations for golfers. Its spectacular locations combine stunning scenery with a very high technical quality of courses. **Piedmont now ranks second among Italian regions for its number of courses.** Golfers can choose between the high mountains, up to 2035 metres in Sestriere - the highest golf course in Europe, the Unesco heritage hills of Langhe, Roero and Monferrato, as well as the Alessandria area, or the Novara plain. Players can immerse themselves in astonishing parks a few steps from the city of Turin, or in the delightful Biella countryside or near Lake Maggiore. It is no coincidence that in the ranking of the prestigious magazine "Italy Top 4 Golf" **Piedmont boasts 5 golf courses among the top 10.**

Amazing flavour of autumn

The warm colours of foliage

Autumn in Piedmont has the scent of exciting outdoor adventures in a habitat that conveys energy and wellbeing: spectacular mountain landscapes and explorations along paths that stretch across the hills and plains, passing ancient villages; warm colours of foliage by the lakes, in the 95 protected areas and two National Parks, in the most authentic spirit of the outdoors.

Journey through the flavours

A favourite destination for gourmets, Piedmont is the exquisite ambassador of the most genuine Italian food and wine culture in the world thanks to its unique products and artisanal art: **chocolate** and **PGI hazelnuts**, **rice** from the largest paddy fields in Europe, extending through **Vercelli**, **Novara** and **Biella**, and a great family of DOP artisanal cheeses like **Castelmagno** and **Toma**, **Robiola di Roccaverano**, **Raschera**, **Murazzano**, **Ossolano** along with **Gorgonzola**. Needless to say, a true star of Piedmont's food basket is the **Alba White Truffle**, celebrated every year in autumn at the [International Alba White Truffle Fair](#) and at the **Alba White Truffle World Market**. Piedmont's "white gold" can turn a dish of "*tajarin*" (fresh handmade pasta), a **risotto** or **raw beef** into a divine experience.

Lands of wine and Slow Food

Wine takes the lion's share with **17 DOCG** and **42 DOC** certified wines produced in more than 43,000 hectares of vineyards, most of which are included in the "**Vineyard Landscapes of Langhe, Roero and Monferrato**", UNESCO World Heritage Site since 2014. With its versatile territory, Piedmont is synonymous with top ranking wines like the reds, **Barolo** and **Barbaresco**, **Nebbiolo**, **Dolcetto**, **Barbera**, **Ghemme**, **Gattinara** and **Brachetto d'Acqui** along with the whites, **Roero Arneis**, **Gavi**, **Erbaluce**, **Asti Spumante** and **Moscato d'Asti**. A real treasure in the bottle that you can enjoy and buy in almost **18,000 wineries**. At the innovative and multisensory [WIMU, the Wine Museum](#) in Barolo, visitors can retrace the history of Piedmont's oenology and philosophy of the regional territory. After all, Piedmont is home to the **University of Gastronomic Sciences** and the worldwide renowned **Slow Food Movement**, the international organisation that began in Bra (Cuneo) in 1986, to promote and protect "good, clean and healthy" food.

Cuisine and desserts? Unforgettable

In trattorias and **Michelin-starred restaurants** throughout the region, you must try the excellent local dishes, such as "**bagna caoda**" (a dipping sauce for raw vegetables), "**vitello tonnato**" (veal in tuna sauce) and **raw meat** made with the precious meat of **Razza Bovina Piemontese** (a Piedmont cattle breed)

internationally recognised as the best beef meat for its nutritional properties. Of the traditional dishes, do not miss “**brasato al Barolo**” (braised beef in Barolo wine sauce) and “**bollito misto**” (mixed boiled meats). The voyage among the pleasures of the palate cannot end without mentioning **chocolate**, in particular the combination of cocoa and hazelnuts that gave rise to the inimitable **gianduiotto** of artisan tradition. A wonderful range of **pralines** and **pastries** reveal a sweet paradise made of small-sized delicacies that belong to the typical Turin and Piedmontese history.

On spiritual paths

Slowness regenerates and autumn is a great time for reconnecting with yourself. In Piedmont you can find spirituality and history by going along the paths of the Sacred Mountains or the Via Francigena, the Sindonic and Romanesque Paths or the Jewish art itineraries; the Alta Via dei Walser or the path of the Glorious Repatriation of the Waldensians.

Snow in Piedmont: your dream holiday

One thousand three hundred and fifty kilometres of slopes, over fifty ski resorts, fourteen snow parks, first-class accommodation, state-of-the-art facilities and a highly developed system of mountain refuges: the Piedmont Alps feature **brehtaking surroundings** and **immersive outdoor experiences** set against a powdery white wonderland. From the Cuneo valleys, with their distinctive pyramid-shaped silhouette of the Monviso, to the Turin Alps; from the Biella area to the Monte Rosa massif and the pristine landscapes of the Ossola area: a natural paradise for **skiers, snowboarders and freeriders**, as well as for anyone looking for **leisurely outings with family and friends, for a day on the snow with the kids, for enchanted cross-country skiing trails through the woods** and the opportunity to **discover authentic mountain villages**.

The [Via Lattea](#) is north-western Italy's most extensive ski area. Its 400 kilometres of pistes (120 kilometres of snow-making facilities) connect **Sestriere, Pragelato Cesana-Sansicario, Claviere, Oulx, Sauze d'Oulx** and **Montgenèvre** in France.

Nearby, [Bardonecchia](#) has 100 kilometres of ski slopes divided into two districts: **Jafferau**, on the upper reaches, and **Colomion-Les Arnauds-Melezet**, from where one can ski to neighbouring villages and hamlets. **Many pistes run through wooded areas**, and an ample range of winter activities caters to all tastes: from **snowboarding**, for which Bardonecchia is famed, to **cross-country skiing**.

[Turin's Small Ski Resorts](#), unspoilt oases in the Lanzo, Susa, Sangone and Chisone-Germanasca valleys.

[Oropa and Biemonte](#), in the Parco Naturale Oasi Zegna (Oasi Zegna Natural Park), have chosen the perfect slogan to convey a “slow” approach: *“Walk, breathe, learn, dream”*. This heavenly corner of the Biella Alps is a natural terrace on the Po Valley, with unforgettable views to inspire even the most contemplative visitors.

Between Lake Maggiore, Lake Orta, Lake Mergozzo and the Ossola Valleys, the [Neveazzurra](#) area comprises 16 sites and nine valleys with outstanding views and countless opportunities for sport and fun. Here, for example, one can enjoy incomparable views over the lakes while skiing down the slopes of the **Mottarone** and **Pian di Sole**. One can explore the area below the Monte Rosa massif on skis or snowshoes and reach **Macugnaga** with its two ski areas, Belvedere and Monte Moro.

The winter sports district around Cuneo is a gem embedded between the mountains and the sea and a true paradise for anyone seeking an active lifestyle and nature. **Limone Piemonte** and **Limonetto** are the highlights of the [Riserva Bianca](#), the natural snow-covered area of the Maritime Alps on the border with France. The magnificent wide valley connecting three valleys features **over 80 kilometres of pistes and itineraries** for all levels of downhill skiers, snowshoe hikers and off-piste skiers. In the vast [Mondolè Ski](#) area, which includes [Artesina](#), [Prato Nevoso](#) and **Frabosa Soprana**, a single, hands-free ski pass ensures dynamic skiing **over one hundred and thirty kilometres of pistes**. The valleys also provide many engaging activities for junior sports lovers: family-friendly resorts include **Entracque, Lurisia, San Giacomo Cardini Ski, Viola St. Gree, Argentera and Rucaski**.

In the Valsesia region, the **Monterosa Ski** area has become a truly global ski resort that extends along the slopes of Monte Rosa, offering over 180 kilometres of pistes that connect Piedmont and the Aosta Valley. [Alagna](#) is popular with **snowboarders and off-piste** enthusiasts and is known as “Freeriders’ Paradise” due to the breadth of its scenery and the beauty of its unspoilt landscape, immersed in silence or the sounds of nature.

All info: <https://www.visitpiemonte.com/en>

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MEDIA CENTRE “CASA ITALIA” – PALAZZO MADAMA

PIEMONTE TASTING EXPERIENCE

The traditional afternoon snack

SATURDAY, MAY 7TH | 4.30 P.M.

Derthona: discovering the hills of Tortona

Guided degustation of the Timorasso, a wine produced in the Tortona region (province of Alessandria) accompanied by the Montebore, a cheese from the ancient tradition of these valleys.

- **Organised by the IFSE - Italian food style education | Castello di Piobesi Torinese**

SUNDAY, MAY 8TH | 4.30 P.M.

A Sunday snack

The peasant tradition of the Merenda Sinoira in contemporary style! Fresh Tomini cheeses with sweet, spicy and savoury declinations, the typical Piedmontese biova with vermouth-flavoured ham accompanied by Barbera from the hills of Turin.

- **Organised by the Associazione Provinciale Cuochi della Mole**

MONDAY, MAY 9TH | 4.30 P.M.

The roots of the piedmontese aperitif, the genuine “merenda sinoira”

The Consorzio di Tutela dell’Asti and the Consorzio Tutela del Brachetto d’Acqui are offering a tasting of wines of the Asti and Acqui tradition - Asti Spumante DOCG Brut, Acqui DOCG rosé Brut, Asti DOCG Metodo Classico, Brachetto d’Acqui DOCG Semi-sparkling - accompanied by a selection of Piedmontese cheeses and cold cuts and sweetly ending with the Mombaruzzo macaroons.

Organised by:

- **Consorzio Tutela dell’Asti**
- **Consorzio Tutela Brachetto d’Acqui**

TUESDAY, MAY 10TH | 4.30 P.M.

LANGHE TASTING EXPERIENCE: Barolo, Barbaresco, Nocciola Piemonte IGP

The Enoteca Regionale Piemontese Cavour, the Consorzio Turistico Langhe Monferrato Roero, the Consorzio Piccole Strutture Ricettive Langhe Monferrato Roero, with the organisation Fiera della Nocciola e Prodotti Tipici dell’Alta Langa united for a Langhe Tasting Experience!

The protagonists are Barolo, Barbaresco, Moscato accompanied by a selection of Nocciola Piemonte IGP hazelnut products, in sweet and savoury version.

Organised by:

- **Enoteca Regionale Piemontese Cavour**
- **Consorzio Turistico Langhe Monferrato Roero**
- **Consorzio Piccole Strutture Ricettive Langhe Monferrato Roero**
Ente Fiera della Nocciola e Prodotti Tipici dell'Alta Langa

WEDNESDAY, MAY 11TH | 4.30 P.M.

DOT: Discover Ovada's Tastes

The Ovada DOCG is the protagonist of the “Merenda Sinoira” appointment with the Enoteca Regionale di Ovada e del Monferrato and the ATL Alexala. The wine-tasting is accompanied by a sweet and savoury selection of the Ovadese tradition: from the Monferrato Baci di dama (Lady’s kisses) to the salted focaccia and a tasting of “meat sushi” in Piedmontese gourmet suggestions.

Organised by:

- **Enoteca Regionale di Ovada e del Monferrato**
- **ATL Alexala**

THURSDAY, MAY 12TH | 4.30 P.M.

In your plate... a Piedmont that you don't expect

An unexpected gastronomic experience transports us to the high lands of Piedmont with a selection of delicacies from the regional Alpine arc, offered by the Consorzio Operatori Turistici Valli del Canavese, Consorzio Operatori Turistici Valli di Lanzo, Consorzio Turistico Valle Maira, Consorzio Monterosa Valsesia, Consorzio Turistico Alpi Biellesi in collaboration with the Enoteca Regionale dei vini della Provincia di Torino. Each valley has its own specialty: from the Paletta of Biella to the Mocetta of Alagna, from the “Blu” di Lanzo to the Torcetti of Agliè, to the Torta di Tetti of the Val Maira. A gourmet selection that pleasantly surprises the palate, accompanied by DOC and DOCG wines from the Enoteca Regionale dei vini della Provincia di Torino.

Organised by:

- **Consorzio Operatori Turistici Valli del Canavese**
- **Consorzio Operatori Turistici Valli di Lanzo**
- **Consorzio Turistico Valle Maira**
- **Consorzio Monterosa Valsesia**
- **Consorzio Turistico Alpi Biellesi**
- **Enoteca Regionale dei Vini della Provincia di Torino**

FRIDAY, MAY 13TH | 4.30 P.M.

Cuneese: cheese, wine & Co.

A Merenda Sinoira, the traditional afternoon snack, at the foot of Monviso, offered by the Consorzio Turistico Conitours and the ATL del Cuneese. The protagonists will be the flavours of the mountain valleys of Cuneo with a selection of dairy products that are the pride of our Alps, accompanied by wines from the hills of Saluzzo.

Organised by:

- **Consorzio turistico Conitours**
- **ATL del Cuneese**

SATURDAY, MAY 14TH | 4.30 P.M.

The taste of the Novara region

The flavours of the Novara region are the protagonists of the degustation offered by ATL of the Province of Novara: discovering a fascinating territory through the cru of the Novara hills accompanied by a selection of sweet and savoury food.

Organised by:

- **ATL Province of Novara**



EUROVISION 2022, MITUR AND ENIT PROMOTE ITALY WITH LEO'S "POSTCARDS"

ALL THE BEAUTY OF THE PENINSULA AS SEEN FROM A DRONE

ALL THE EUROVISION LOCATIONS AND THE LESSER-KNOWN BEAUTIES OF TURIN IN THE CENTRE

A drone to "fly" the ESC 2022 and tell the great artistic, natural and landscape beauties of our country, flying far and wide over Italy and then gliding inside the Pala Olimpico in Turin. This will happen in the postcards that - during the evenings of 10, 12 and 14 May - will be matched to each of the 40 competing countries and their respective artists and created thanks to the collaboration of the Ministry of Tourism, Enit, the Piedmont Region and the city of Turin. A modern fresco of the country's beauty to tell the story of Italy's breathtaking scenery.

The protagonist will be "Leo", a curious and enthusiastic drone, who - thanks to a filming technique that combines the acrobatic drone with the stabilised one, together with Cgi and graphics in post-production - will be called each time by the presenters to launch the competitors in the competition.

The contestants will start from Sardinia, with Barumini paired with Albania, to arrive - at the end of the second semi-final - in Caserta, paired with the Czech Republic. For the final evening, however, the five Big Five (France, Germany, Italy, United Kingdom, Spain) will be paired with as many evocative places in Piedmont, the Esc 2022 region.

At the beginning, "Leo" will be moved by the places, then he will "normalise" his flight to look at them more closely. Finally, he will move through the beauty of the different Italian sceneries, bringing with him - and projecting - some photos that tell about the protagonists of the Eurovision Song Contest 2022 and their artistic world, but also unpublished video contributions of each contestant.

These are the pairings between the competing countries and the Italian locations

FIRST SEMIFINAL - May 10

1. Albania - Barumini (South Sardinia, Sardinia)
2. Latvia - Merano (Bolzano, Trentino Alto Adige)

3. Lithuania - Bergamo (Lombardy)
4. Switzerland - Termoli (Campobasso, Molise)
5. Slovenia - Civita di Bagnoregio (Viterbo, Lazio)
6. Ukraine - Florence (Tuscany)
7. Bulgaria - Castel del Monte (Barletta-Andria-Trani, Apulia)
8. Netherlands - Ravenna (Emilia Romagna)
9. Moldova - Urbino (Marche)
- Portugal - Genoa (Liguria)
1. Croatia - Grinzane Cavour (Cuneo, Piedmont)
2. Denmark - Procida (Naples, Campania)
3. Austria - Miramare Castle (Trieste, Friuli Venezia Giulia)
4. Iceland - Cortina d'Ampezzo (Belluno, Veneto)
5. Greece - Selinunte (Trapani, Sicily)
6. Norway - Lake Scanno (L'Aquila, Abruzzo)
7. Armenia - Marmore Waterfall (Terni, Umbria)

SECOND SEMIFINAL - 12th May

1. Finland - Fusine Lakes in Tarvisio (Udine, Friuli Venezia Giulia)
2. Israel - Manarola - Cinque Terre (La Spezia, Liguria)
3. Serbia - Rocca Calascio (L'Aquila, Abruzzo)
4. Azerbaijan - Varenna (Lecco, Lombardy)
5. Georgia - Burano (Venice, Veneto)
6. Malta - San Galgano Abbey in Chiusdino (Siena, Tuscany)
7. San Marino - Rome (Lazio)
8. Australia - MART Rovereto (Trento, Trentino Alto Adige)
9. Cyprus - Monte Cervino (Aosta, Valle d'Aosta)
10. Ireland - Matera (Basilicata)
11. North Macedonia - Cala Luna in Dorgali, Gulf of Orosei (Nuoro, Sardinia)
12. Estonia - Sacra di San Michele in Sant'Ambrogio di Torino (Piedmont)
13. Romania - Le Castella in Isola di Capo Rizzuto (Crotone, Calabria)

14. Poland - Scala dei Turchi in Realmonte (Agrigento, Sicily)
15. Montenegro - Monte Conero (Ancona, Marche)
16. Belgium - Perugia (Umbria)
17. Sweden - Rimini (Emilia Romagna)
18. Czech Republic - Caserta (Campania)

BIG FIVE - 14 May

1. France - Cavour Canal (a canal for paddy fields built by Cavour in Turin soon after the Italian unification, in Chivasso, Piedmont)
2. Germany - Turin Lingotto (Piedmont)
3. Italy - Mole Antonelliana, Turin (Piedmont)
4. United Kingdom - Orta San Giulio (Novara, Piedmont)
5. Spain - Alagna Valsesia (Vercelli, Piedmont)