

ITALIA



OPERA UNICA

YOU TOO CAN PLAY A PART IN THE MOST BEAUTIFUL FILM OF YOUR LIFE. ITALY PROVIDES THE SET; ALL YOU HAVE TO DO IS WRITE THE SCRIPT.

ITALIA, LA REALTÀ SUPERA LA FANTASIA

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ENTE NAZIONALE
ITALIANO
PER IL TURISMO

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ITALY: a unique opera

A unique opera with twenty protagonists: this is Italy with its twenty Regions, small and large coffers holding different but equally precious treasures.

The Aosta Valley with its mountain majesty, from Mont Blanc to Mount Cervino. Piedmont with the intense smell of its renowned wines, such as Barolo, its Olympic mountains and its baroque style.

Liguria with its colorful sea hamlets. Lombardy with the enchantments of its large lakes, from Lake Maggiore to Lake Garda. Trentino-South Tyrol with the Dolomites golden tips.

Veneto with its magnificent villas and artistic towns, like Venice. Friuli Venezia Giulia with its charm suspended between land and sea.

Emilia Romagna with its "Riviera romagnola", for everyone equivalent to great fun.

Then famous Tuscany, land of wonderful cities like Florence and magical hills like Chianti. Alternatively, Marche, with its long beaches,

small hamlets and balmy high grounds. Latium of Eternal Rome and pilgrims visiting the Pope. Umbria, green heart of Italy and cradle to the Franciscan spirit.

Abruzzo and its majestic Gran Sasso, with its everlasting glacier found in the most southern part of Europe. Small Molise rich in great country traditions.

Campania, with culinary delights such as spaghetti and pizza, the beauty of Capri and Ischia and the charm of Pompeii and Paestum. Basilicata is the precious guardian to the Caves of Matera, one of the many UNESCO's treasures in Italy. Apulia, with its splendid beaches and architectural jewels like the Trulli. Calabria and its breathtaking coastline.

The two large islands follow: sunny Sicily, land of important monuments of the most important past civilizations, and proud Sardinia with its enchanted sea. Many pieces of one marvelous mosaic. Italy, as beautiful as a movie.



ITALIA. THE POWER OF GENIUS

Between art and culture
An all-Italian dream.

Archaeology
Civil Architecture
Religious Architecture
Villas and Gardens
Monasteries and Abbeys
Castles
Frescos and Mosaics
Painting and Sculpture
Lyrics and theatre
Festivals
Handicrafts
Fashion, cars and made in Italy
Gastronomy and wine



Archaeology

Custodians of time.

Millennia-old stones. Custodians of the sumptuous remains of mysterious Etruscan kings, witnesses to ancient pagan rites, memorials to a history whose origins is lost in the mists of time. Temples that for thousands of years have been amazing all those who run a hand over their immortal columns, such as the temples of Agrigento and Selinunte. Entire cities that remain like some marvellous stage set to tell us about life as it was in the distant past. A life cut short, in ancient days, by the dramatic whim of a volcano, such as Pompeii and Herculaneum, or by the implacable advance of malaria, as in Ostia Antica and Paestum. Witnesses to a boundless power, that of ancient Rome and its countless conquests. Places still capable of moving us deeply owing to the ingenuity of their construction and the peerless historical heritage that they embody.



In this page. Campania, Pompei: a blazing sunset lends charm to Via dell'Abbondanza.

Campania, Paestum: flowers in bloom in homage to Ceres, the goddess to whom the Temple is dedicated.

On the right page. Lazio, Rome: a night view enhances the magic of the Coliseum, unchanged over the millennia.





Civil architecture

A passion for beauty.

Squares that are perfect stage sets. Buildings created to enchant, with sumptuous façades and interiors that house unimaginable art treasures. Towers constructed to bear witness to power that now regale unforgettable panoramas to those bold enough to climb to the top. Streets resembling open-air museums. Bridges that create harmonious bonds between the banks of rivers. Walls originally designed for defence and later transformed into imposing rings encircling communities intact for centuries. Ample flights of steps from which to savour the spectacle of a city's life. The taste for beauty is all-pervasive, from the tiny village, to the old town, to cities great and small. Beauty mantles every nook, every view, every thing, to bequeath us monuments of immortal renown and dwellings like no others in the world, such as the Sassi of Matera or the "Trulli" of Alberobello.

In this page. Veneto, Venice: The Rialto Bridge, Romantic encounters and everyday business.

Lazio, Rome: the Auditorium, a modern shrine to music, from classical to jazz, and the world of entertainment.

On the right page. Lazio, Rome: the climb up to Trinità dei Monti, a small effort amply rewarded by a splendid panorama.

Puglia, Alberobello: the "trulli", once humble abodes, now eagerly sought-after homes.



Religious architecture

Launched towards the sky.

Bold spires, harmonious cupolas, wonderful façades, bell-towers thrusting up towards the blue sky, silent naves that guard artistic masterpieces ancient and modern. Churches everywhere, guardians of and witnesses to a faith thousands of years old. And then tiny chapels on the mountain tops, solitary shrines on street corners, statues and frescoes for the protection of the home. Small signs of popular devotion that stand as corollaries to the magnificence of the cathedrals. A series of masterpieces that tell the entire story of western architecture: from the elegant Romanesque forms of Santa Maria all'Aquila,



In the left page. Veneto, Venice: Piazza S. Marco, the ancient "salon" of the Doges, today a tourist rendezvous. Lombardy, Milan: the Duomo, 135 bold spires constructed over five centuries of labour.

In this page. Tuscany, Pisa: Piazza dei Miracoli and the miracle of the Leaning Tower that lingers in the memory. Puglia, Monopoli: the baroque sumptuousness of the cathedral, embellished with stuccoes, marbles, paintings and sculptures.

Lazio, Rome: the marvellous perspective of Bernini's colonnade in St. Peter's Square.

to the lofty Gothic spires of Milan Cathedral, from the Renaissance perfection of Florence Cathedral to the baroque opulence of Lecce Cathedral. Each one with its trusty bell-tower at its side to announce its presence; including the most famous one in the world: the Leaning Tower of Pisa.





Villas and gardens

Dwellings of yesteryear.

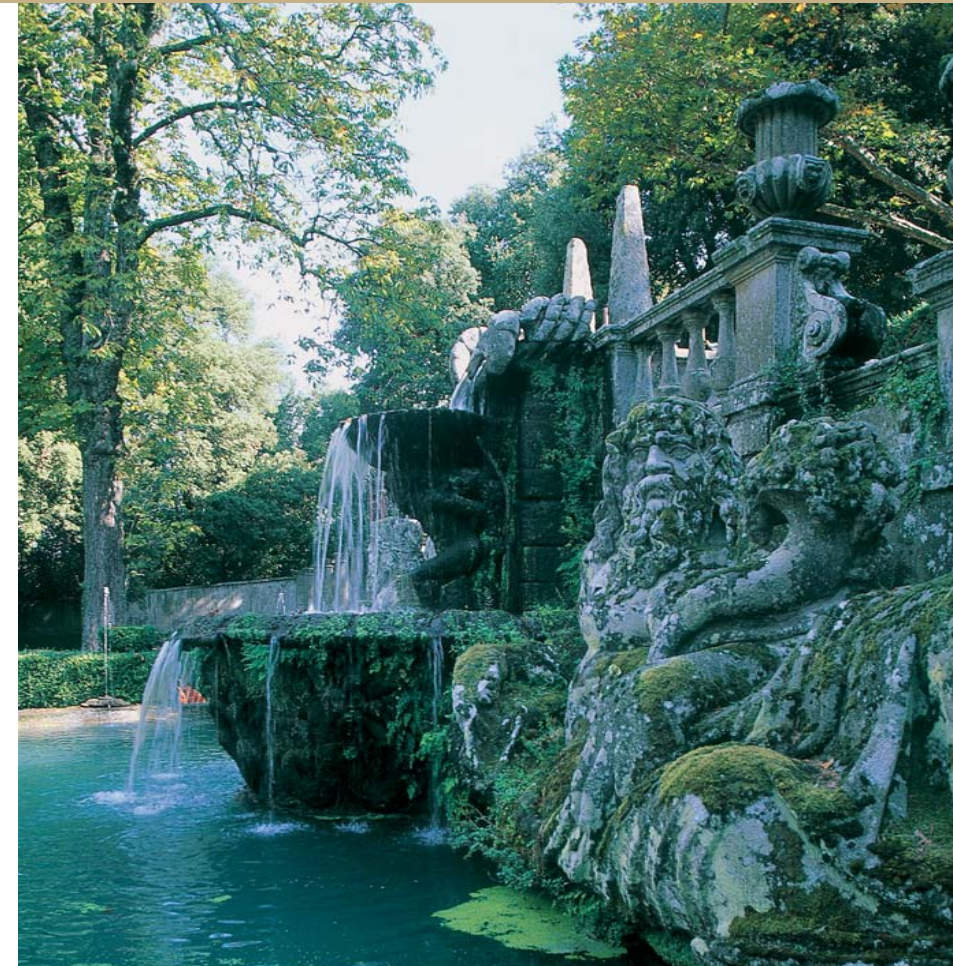
Boundless parks where the beauty of nature has been tamed by man to create enchanted gardens that give way to the majesty of elegant residences with great frescoed salons, secret passages, and monumental fireplaces. Dream villas built by kings, princes and nobles desirous of enlivening their days. Silent witnesses to a life that is no more but has left indelible memories, legendary adventures, and dark secrets. Things to be discovered by following in the footsteps of the old proprietors through their rooms, public and private, corridors, up and down the stairs or along the tree-lined avenues leading to impeccable flower beds and charming fountains. Places once reserved for the nobility and today accessible to those who wish to know more about their vices and virtues.

In this page. Lazio, Tivoli: Hadrian's Villa, no other emperor attained such levels of luxury.

Veneto, Bagnolo: Villa Pisani-Ferri, Venetian aristocrats and lovers of luxury even on the mainland.

Campania, Caserta: a royal palace to rival Versailles, built for the great-grandson of the Roi Soleil.

In the right page. Lazio, Bagnaia: a play of water in Villa Lante, welcome cool in the heat of the summer.





Monasteries and abbeys

Austere silences. Forgotten paradises, where time seems to have stopped. Dream-like corners from which to contemplate the marvels of the world. Oases of silence where you can pause to rediscover peace and serenity. Precious deposits of art treasures, waiting to be revealed to those who get on their trail. Places of the spirit, where you can withdraw into meditation or listen to ancient melodies of ravishing power. Solitary presences that linger in the memory.

The discreet presence of Italy's monasteries and abbeys embellishes the city squares, the hills, and the most evocative corners of the country. Whether set in the cities, immersed in nature, or dominating the landscape from the hilltops, they offer a welcome to those wishing to savour their atmosphere, learn about their history, or to enjoy the beauties left by famous artists or the humble faithful alike.

In the left page. Basilicata, Matera: the church of San Pietro Caveoso, an architectural gem set in the city's renowned "Sassi".

Friuli Venezia Giulia – Aquileia: the triumph of life over death celebrated in an immense floor mosaic.

In this page. Lombardy – Certosa di Pavia: a Renaissance masterpiece, ordered built by the Duke of Milan as the family mausoleum.

Umbria, Assisi: the Basilica of San Francesco is even more evocative at sunset.



Castles

Precious sentinels.

Once impregnable, now hospitable and welcoming. Once the objects of conquest, now places that can conquer your heart. Once the scene of brutal warfare, now theatres staging joyous re-evocations of times gone by. Castles, military strongholds or residences of kings, now stripped of the aura of fear that once enveloped them, still stand, posing in aristocratic immobility, to be admired from the streets they once defended. Castles ready to throw open their doors before those who, inspired by noble intentions, wish to breathe in the atmosphere, explore the dungeons, to learn about the deeds of valorous soldiers, admire the sumptuous rooms, and maybe even catch an echo of royal pillow talk. Richly furnished, like Castello Orsini, or soberly austere like Castel del Monte, in many cases they also house important museums and art collections.



In the left page. Valle d'Aosta, Fenis: magnificent castle defended by the Cballants' family.

Campania, Naples: the imposing "Maschio Angioino", a castle built by Charles I to guard against invasion from the sea.

Lazio, Rome: Castel Sant'Angelo: designed as a Mausoleum, it became the fortress of the Popes.

In this page. Puglia, Castel del Monte: a mysterious, magical place, designed not for defence but for pleasure.

Lombardia, Milan: The Sforza family, masters of Milan, spared no expense for their lordly residence.

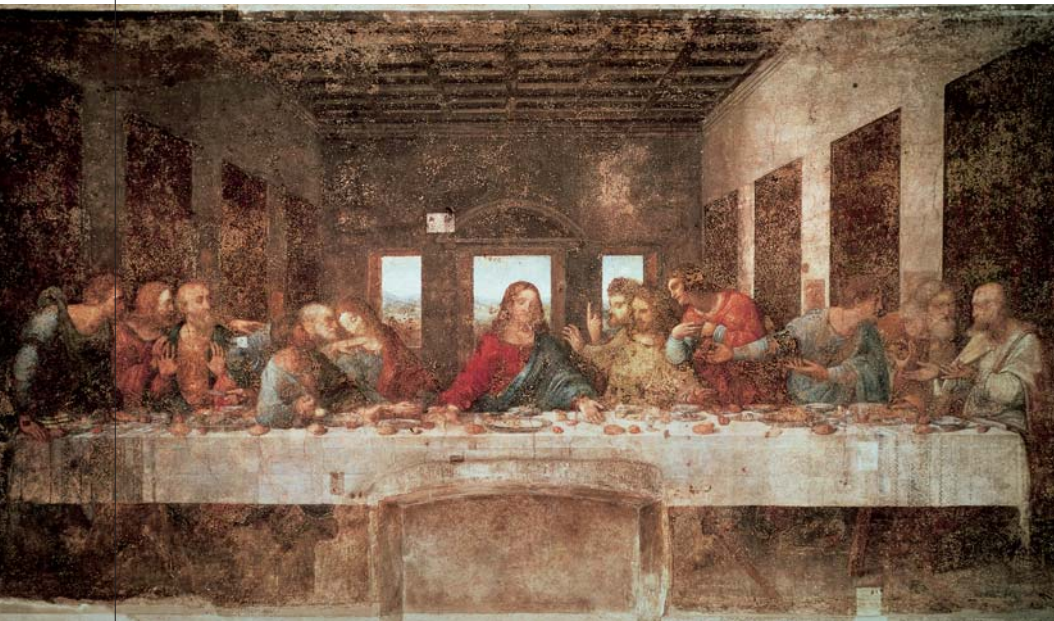


Frescoes/mosaics

Perfect colour combinations.

Thousands of tiny tesserae that form exquisite decorations, used to embellish everyday life or to amaze with stunning religious portrayals. Gigantic walls transformed by the colours and the skills of man into vibrant narratives. The patient masters of mosaic have been capable of prodigious feats: the huge floors of the Roman villa in Piazza Armerina, the enormous

tree of life mosaic in Ostuni Cathedral. Not to mention the glittering apse of St. Mark's in Venice and the Byzantine masterpieces in the churches of Ravenna. From tesserae to brushes, the result is the same: the stories painted by Giotto in Padua and Assisi, the work of Piero della Francesca in Arezzo Cathedral, Leonardo's majestic "Last Supper" in Milan. Timeless masterpieces of breathtaking beauty.



In this page. Lombardy, Milan: the genius of Leonardo da Vinci has left us an unforgettable Last Supper.

Veneto, Padua: the life of Jesus painted by Giotto in the splendid Scrovegni Chapel.

In the right page. Sicily, Monreale: scenes from the Bible in the dazzling gilded mosaics of the Cathedral.





In this page. Tuscany, Florence: the masterpieces on display in the Uffizi also include the great views of Venice by Canaletto.

Lazio, Rome: Napoleon's sister Paolina, transformed into Venus by the mastery of Canova (Galleria Borghese).

In the right page. Private Collection: the roots of Giorgio De Chirico's metaphysical painting are sunk in the history of architecture.

Calabria, Reggio Calabria: the statuary beauty of the Riace Bronzes, left hidden for millennia at the bottom of the sea.

Painting/sculpture

Immortal masterpieces.

Harmonious perfection imprisoned in bronze, as in the austere faces of the Riace warriors, or in marble, as in the gelid beauty of Michelangelo's David, or again in the severe poses of Etruscan and Roman statuary. Legendary moments and personalities fixed on the canvas with matchless skill by an infinite list of masters of colour: from Cimabue to Giotto, from Mantegna to Leonardo da Vinci, from Donatello to Raphael, and from Titian to Caravaggio. Immortal pages

from the great book of human art to be admired in collections of enormous appeal and peerless beauty, such as the celebrated Uffizi Gallery in Florence or the Pinacoteca di Brera in Milan. The cutting edge of an immense collection of museums that will endlessly renew the magic of finding yourself face to face with the greatest masterpieces in history.

In this page. Lombardy, Milan: the magic of La Scala, a shrine to opera renowned throughout the world.

Veneto, Verona: the Roman Arena, opera and rock concerts where gladiators once battled.

In the right page. Lazio, Rome: the Auditorium Parco della Musica, a modern masterpiece designed by the architect Renzo Piano.

Sicily, Taormina: with a real volcano, Etna, as a backdrop: that's why the Greek theatre is truly unique!

Opera/theatre

Music for the soul.

Every evening, the magic of the theatre renews all the glamour of countless centuries of performances, on stages old and new. Stories that take us back to lives as they were lived, to heroes great and small, to epic public exploits or insuperable private suffering. Stories of arms and of love, of passion and betrayal. Brought to the stage with all the marvellous harmonies of bel canto in world-famous operas or by the consummate skills



of great actors in the form of tragedies or comedies. Temples of the opera, such as La Scala in Milan or the Arena in Verona, modern cathedrals of music, like the Auditorium in Rome, eternal stages, such as the Greek theatres in Siracusa and Taormina. Places that convey powerful emotions that capture the public and carry away the characters, whose gestures and words help us to retrace steps lost in the mists of time.





In this page. Veneto, Venice: during Carnival the art of masquerade invades the streets and squares with its colours.

Umbria, Spello: a whole night of work to create the magnificent carpet of flowers for the Corpus Domini feast.

In the right page. Sardinia, Oristano: the knight's face is concealed by a mask as he competes in the "Sartiglia".

Tuscany, Siena: every year the Palio renews a contest between the city's districts that still arouses deeply-felt passions.



Festivals

Celebrating with heart.

Towns and cities reveal their true souls when there is a festival. Desired, looked forward to, prepared with meticulous care, local festivals are deeply felt affairs. To thank a saint, celebrate an anniversary, to usher in a new season or to bid farewell to an outgoing one; everyone is involved, from the youngest to



those getting on in years - and each one has a role to play, be it active or honorary. There are feast days seen as a chance to show off special skills, like the Infiorato held in Spello, or dramatic horse races such as the Palio in Siena, or occasions where people can give free rein to their imagination, such as the thousands of Carnivals that lend Italy much of its colour. Festivals to revive ancient rites, tourneys between

knights in armour, processions from yesteryear, candles that light up entire towns as if it were daylight. Festivals that warm the heart.



In this page. Tuscany, Carrara: the world's greatest sculptors entrust their creations to the skilful hands of the stonemasons.

The art of Gold is one of the Italian excellences.

Campania, Naples: for over two centuries master craftsmen have created the legend that is Capodimonte ceramics.

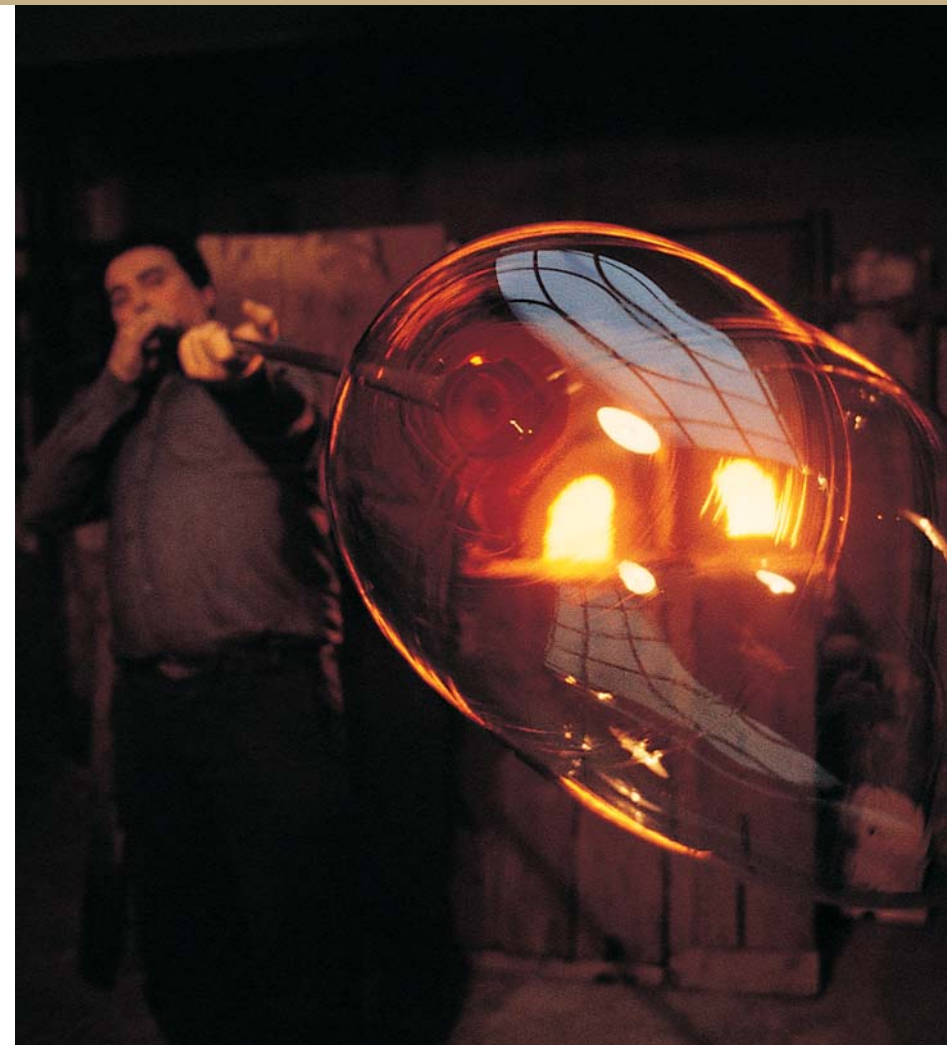
In the right page. Veneto, Venice: the magic touch of the glassblowers of Murano, creators of masterpieces admired worldwide.



Arts and crafts

Time-honoured skills.

Consummately skilled hands that move quickly and nimbly. Movements handed down over the generations that serve to transform materials into marvellous objects. Craftsmen who produce goods that look like works of art. In every corner of Italy, small groups of men and women work every day to safeguard ancient traditions that give a form to local materials. Like the glass blowers of Murano, the wrought-iron workers of Tuscany, the ceramists of Umbria, the wood carvers of Val Gardena, the goldsmiths of Vicenza, the crèche makers of Naples, and the cork carvers of Sardinia. Then there are the patient lace makers and the painstaking weavers of wickerwork baskets. Not to mention the hundreds of young artists whose original creations breathe new life into the great tradition of artistic crafts.





Fashion/cars/made in Italy

Creators of beauty. Living as they do among captivating landscapes and the great masterpieces of superb artists, Italians grow up surrounded by beauty. Creative by vocation, they can transform the taste for beauty into creations admired the world over, objects of desire of unquestioned appeal. From the roaring engines of Ferrari cars to the scintillating garments by the greatest names in fashion: from Armani to Valentino, and to Dolce & Gabbana. From modern

design elements to fine foods and wines, not forgetting elegant footwear and sleek yachts. Whether small or extraordinarily large, easily affordable or limited to a tiny elite, these things are all imbued with the undisputed charm of the country that gave them form. Ennobling the spirit of those who would discover its hidden secrets.



In the left page. Lombardy - Milan: the Galleria Vittorio Emanuele, the heart of Italy's fashion capital.

High fashion shows, large events that attract worldwide media.

In this page. Emilia Romagna, Maranello: Ferrari, a legend of speed, prestige, and elegance.

Footwear, one of the sectors where Italy's taste and trends are at the forefront.

The Cinquecento, the mini car of the fifties featured in many successful films.





Gastronomy/wine

The art of living.

In Italy, cooking is an art. As is the production of the wines fine enough to accompany exquisite recipes savoured all over the world. Pasta and pizza are the standard bearers of a tradition of good eating that no one would wish to do without. The fact is that everyone interprets these things in their own way, drawing

from an unparalleled variety of recipes. Every region offers its own unique taste experiences, whose roots are sunk deep in the wealth of products available in every part of the country. You only need move a few kilometres to find some new variation, some unknown influence. Meat in the mountains, fruit and vegetables in the countryside, and fish along the coast are the stars of a diet that will win over even

In the left page. The "Margherita" pizza, the most famous "invention" named after the former queen of Italy.

Linguine al pesto, fresh pasta with pesto sauce.

Spaghetti, so famous throughout the world as to require no translation.

In this page. The strong flavours of the mountains: sweets, cheeses, and cold meats with distinctive tastes.

Wine and cheese, a memorable duo for refined palates.





SEA



SEA

ITALIA. GREETINGS FROM DREAMLAND



Between Sea and Sky An all-Italian dream.

- Ligurian Sea
- Tyrrhenian Sea
- Ionic Sea
- Adriatic Sea
- Sicily
- Sardinia
- Smaller islands
- Sea and sport



SEA





In this page. Liguria, San Remo: a charming night-time view of the town renowned for its splendid flowers.

Liguria, Portofino: imposing villas amid the greenery; large yachts moored in one of the jet set's favourite watering holes.

In the right page. Liguria, Cinque Terre: five wonderful villages perched above the sea and linked by a legendary path.

Liguria, Alassio: elegant streets and one of the most famous beaches on the Riviera add up to a place that's never out of fashion.

Liguria, Genoa: the old Port has been transformed into a pleasant rendezvous and entertainment area.



The Ligurian Sea

Set in the blue.

Villages struggling to find enough space, set like tiny jewels between the blue expanse of the sea and the luxuriant greenery of the mountains looming above them. Here, the buildings clinging boldly to the hillsides are painted in the brightest colours. Silent alleyways wind their way among the houses, clustered close together to make the best use of every square inch wrested from an untamed nature. The towns and villages on the Ligurian Sea show themselves a little at a

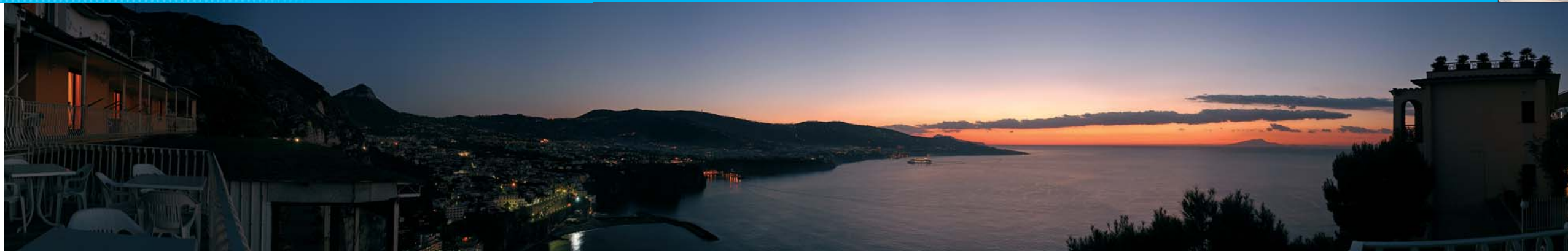
time, proud guardians of truly ancient traditions. They also offer unforgettable views: the picturesque square in Portofino, the scene of thousands of meetings between the powerful. The five villages of the Cinque Terre and the Via dell'amore, the path of love, that connects them. The profusion of flowers in Sanremo. And the thousands of little villages that, from the tops of the mountains, enjoy the peace and beauty of marvellous views.



The Tyrrhenian Sea

Steeped in history.

Long beaches of golden sand, ancient towns, sheer cliffs plunging into the sea. The Tyrrhenian is an endless succession of experiences and emotions linked by a single common denominator: the bright blue of the waters that mark the boundary between land and sea. A journey through history in which all are free to stop in the place closest to their hearts: the sunny, well frequented beach resorts of Versilia with their lively night life, the wild countryside of the Maremma, the historic coasts once home to the mysterious Etruscans, the celebrated Sorrento peninsula, the romantic Amalfi Coast or the suggestive, untamed coast of Calabria. Wherever you stop, there is a certainty: a stone's throw from the foreshore a world of art and culture lies waiting to be explored.



In the left page. Campania, Sorrento: the coast during sunset, a romantic paradise.

Campania, Capri: the Faraglioni, marvellous stacks projecting from the sea.

In this page. Campania, Positano: the piazzetta, a reference point for those who love an evening out with friends and night life.

Tuscany, Feniglia: a spit of land between the lagoon and the sea on the enchanting Orbetello promontory.



In the left page. Puglia, Santa Caterina: the rugged coastline of the Salento peninsula frames a crystal-clear sea.

In this page. Puglia, Gallipoli: an enormously long stretch of sand enables you to enjoy the sea in complete relaxation. Calabria, Roseto Capo Spulico: the 14th-century Swabian castle, an evocative backdrop for the lucky bathers of today.

The Ionian Sea Sunkissed.

A marvellous curve of wild, sunkissed beauty: more than any other area, the Ionian Sea offers profoundly close contact with nature. Corners of unchanging beauty where the vivid colours of the vegetation alternate with the extraordinary remains left by the many ancient peoples who, seduced by the landscape, put down their roots there: from the Phoenicians to the Greeks, and from the Normans to the Arabs. A wreath of small tourist centres overlooking an enchanted sea, where you can enjoy the relaxing rise and fall of the waves. Moving towards the interior, we find the primitive charm of a natural environment still partly unexplored: the extensive forests of the Pollino, the gentle slopes of the Sila and the jagged peaks of the Aspromonte, home to the last packs of wolves and the almost extinct Bonelli's eagle.



The Adriatic Sea

Family pleasures.

A welcoming sea that deepens only very gradually, thus enabling everyone to feel confident in the water. Enormous stretches of sand on which to relax. Brightly coloured ranks of beach umbrellas that encourage encounters and friendships in their welcoming shade. Convivial beaches where mothers can devote themselves to reading their favourite novel and fathers can keep themselves in shape with a variety of sports while the kids

have fun with their new playmates. Enchanted castles to be built together on the sand when the day is about to give way to the evening. The Adriatic is lined with an interminable series of really wide beaches, where families with children can share the pleasures of a holiday together. A paradise of tranquillity that none the less offers some agreeable surprises: the glittering night life of the Riviera Romagnola, the evocative charm of the promontories of Conero and Gargano, and the rugged coastline of Puglia.



In the left page. Emilia Romagna, Rimini: an endless beach that hums with activity at all hours of the day and night.

In this page. Apulia, Vieste: a rock buttress with a handful of houses from the mediaeval period, surrounded by long beaches.

Colourful shops and stalls are an irresistible temptation to take home a fine souvenir of Italy.





In the left page. Pantelleria: can you see an elephant lying down with its trunk in the water? That's why they call it Elephant Bay.

In this page. Pantelleria: the small barbour, a rendezvous on magical summer evenings.

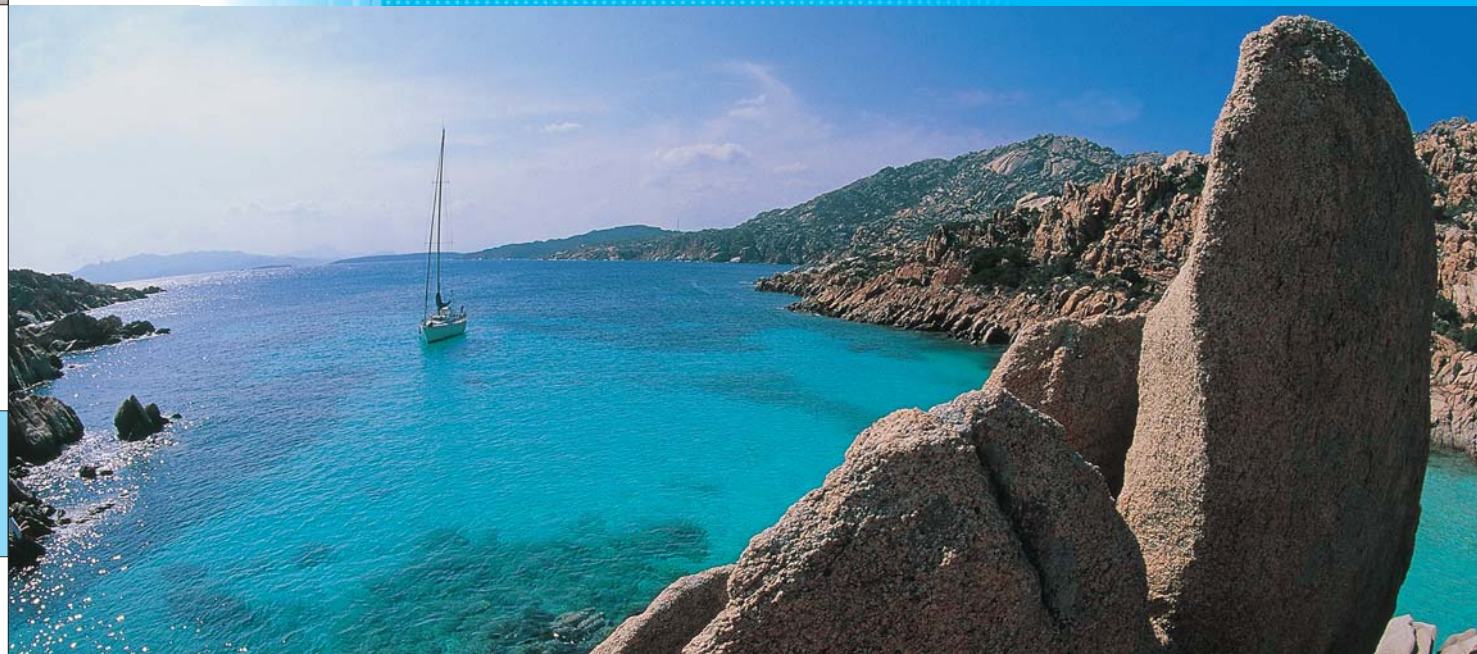
Cefalù: a splendid beach a stone's throw from one of the most imposing cathedrals in the entire region.

Taormina: for over two centuries its splendid terraces have been one of the world's most sought-after tourist destinations.



Sicily

The queen of the mediterranean. Comfortably situated in the heart of the Mediterranean, Sicily is proud to be the biggest island of all. And, like a big sister, she ably shows off her beauties. Not only the natural ones, made up of solitary beaches and spectacular cliffs, but also those displayed in full awareness of their appeal: the remains of civilizations thousands of years old that have left the island dotted with many great masterpieces - as if to thank an island that saw them arrive as conquerors but which soon conquered them in their turn thanks to its irresistible powers of seduction. Embellished over the centuries by a collection of marvels, Sicily has much to offer: the Greek temples of Agrigento, Segesta and Selinunte, the ruins of the Phoenician colony of Mozia, the Greek theatre in Taormina - which boasts an impressive natural backdrop in the form of Mount Etna - and the Norman architecture of Palermo.



Sardinia

Crystal clear.

Emerald, cobalt, sapphire, turquoise, crystal: such are the hues of the waters that lap Sardinia, famous for their incredible clarity. Here the sea is in a pure state, enveloping an island with a wealth of personality but one that is rather shy about displaying itself, almost as if it wanted to keep its best for those with the patience and tenacity to go off in search of it. Bewitching

beaches, white as snow or pink as the flamingos that spend the winter there, and rocks sculpted into bizarre shapes by wind and sea. All this is so spellbinding that many give up on the discovery of its most recondite beauty. That of the interior, where stand the massive remains of the ancient "nuraghi", mysterious towers thousands of years old whose purpose is still not wholly understood, and where majestic mouflons and the tiny horses of the Giara graze in freedom.

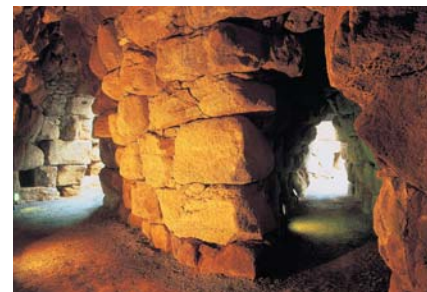


In this page, Caprera: in the Maddalena archipelago, north of Sardinia, the wind and the centuries have given us magnificent sculptures.

In the right page, Cala Goloritzè: bizarre rocks, splendid bays and crystal-clear water: a blend that will kindle the enthusiasm of lovers of the sea.

The interior of a nuraghe, mysterious prehistoric stone constructions that have symbolized the region since time immemorial.

Sardinia, Porto Cervo: a small port, a docking place for the very white yachts of international V.I.P.





Smaller islands

Pure gems.

Tiny worlds surrounded by the sea where life has retained rituals and rhythms all of its own, far from the clamour and the bustle of the mainland. Fragments of land that rise out of the sea for the pleasure of lovers of beauty. Fascinating microcosms that surround the peninsula, embellishing it with new charms. Like the islands of the Tuscan archipelago, which artfully display their beauties to those arriving from the mainland. Or the celebrated islands of Ischia and Capri, favourite destinations of the international jet set. Or the magical Aeolian islands, where ascetic spots such as Alicudi and Filicudi coexist a short distance from more sophisticated destinations like Panarea and Stromboli. Then there is the Pontine archipelago, a paradise for divers, the solitary Ustica, lost in the Tyrrhenian Sea, the distant Egadi islands, where for centuries local fishermen have repeated the annual ritual of tuna fishing, and the tiny Tremiti islands. All the way down to Pantelleria and Lampedusa, delightful outposts a stone's throw from Africa.



In the left page. Sicily, Lipari: from the biggest of the Eolie Islands it is possible to see many others islands.

Sicily, Lipari: the marvelous evening suggest a nice dinner outdoor.

In this page. Elba: a corner of paradise.

Sicily, Panarea: the very small island has become a very exclusive and international meeting point.





In this page. The coast, especially around the smaller islands, offers marvellous spectacles under the surface too. A race along the beach to keep the spirits even higher. Borne along by the wind, the magic of windsurfing.

In the right page. A holiday in the open air and the discovery of entrancing spots: sailing is a pleasure enjoyed by more and more people.



Sea/sports

Vital energy.

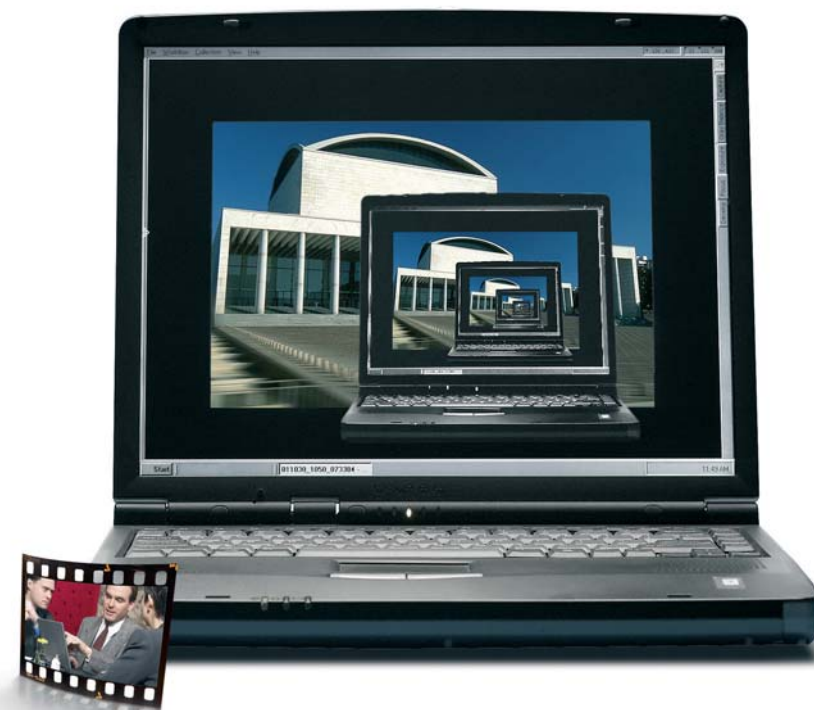
Winds that invite you to hoist sail and head off towards new horizons and solitary coves. Crystal-clear waters that just cry out for long, invigorating swims. Depths to be explored in search of ancient submerged wrecks, vestiges of the past, animated by multitudes of fish and enlivened by the bright colours of sponges and sea-grasses. Boundless beaches to be enjoyed at dawn or sunset with relaxing strolls or energizing gallops on the wings of freedom. Endless games on the foreshore, with some friends and a football - a recipe for good cheer. Thousands of amusements waiting to be invented, as you give your imagination free rein. In order to breathe in the pure air of energy once more.



ITALIA. MAGIC MEETING

Between History and Progress
An all-Italian dream.

Historic dwellings
Unique locations
Congress Centers





In the left page. Lombardy, Monza: the Villa Reale, once a meeting place for princes and sovereigns, now the venue for impressive meetings held in the splendid "Serrone".

In this page. Lazio, Caprarola: the principal staircase in the Palazzo Farnese, a Renaissance masterpiece much sought-after for gala receptions.

Piedmont, Stresa: the Grand Hotel des Iles Borromees has lost none of its Belle Epoque charm.



Historic residences

A date with history.

There are places where meetings have a special flavour. The scent of history, the thrill of treading on floors and carpets once reserved only for kings and the nobility, the pleasure of finding yourself in sumptuous ambiances that dozens of past lives have imbued with a movingly evocative atmosphere. Ancient noble castles, patrician villas, fortresses, country houses, often immersed in centuries-old parks, skilfully ally the uniqueness of the

rooms, often still in their original form, with all the modern technology and comfort required for top-level meetings. These places open the doors of their salons for meetings, concerts or special events that will linger forever in the memories of participants, aided and abetted by the immortal charm of places that have witnessed epoch-making events.



Unique locations

Unforgettable encounters.

Imagine finding yourself talking in a museum. Holding discussions in places where in past centuries monks would gather in silence to pray. Having meetings aboard a boat sailing down a river, thus permitting you to savour ever-changing landscapes without any need for a transfer. Closing yourself up in an elegant country home in order to concentrate to the full on the questions that mean most to you. All of Italy is dotted with absolutely unique locations, now fully equipped for business meetings: from the castles of the Val d'Aosta and the Trentino to the golf clubs of Lombardy, from historic Ligurian residences to the monasteries of Umbria, from the farmhouses of Puglia to their Sicilian equivalents. Backdrops to be found nowhere else, as unique as the events organized in these enchanting places.



In this page. Lazio, Bracciano: the Castello Odescalchi, a venue for splendid receptions and gala evenings fit for popes, nobles and kings.

Campania, Naples: the Teatrino di Corte (court theatre) in the Royal Palace is now a venue for prestigious meetings.

In the right page. Liguria, Genoa: the salons and the courtyard of the Palazzo Ducale make a splendid setting for any kind of event.

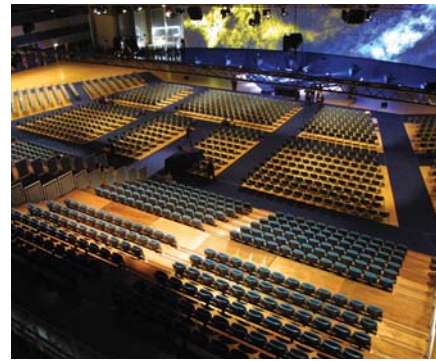
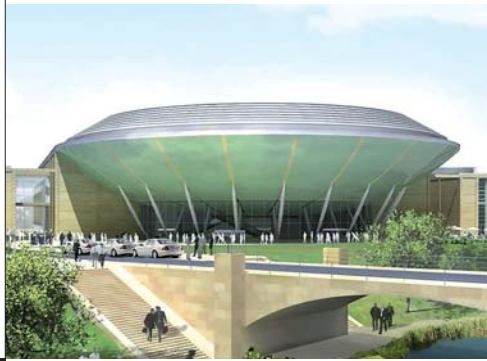
Piedmont, Rivoli: an old residence of the House of Savoy, now a Museum of Contemporary Art and a conference venue.





Conference centres Meetings in the centre.

Major appointments require generous spaces, tailored to satisfy every specific need and to provide suitable technological back-up. About sixty conference centres with capacities of over one thousand places, from the north of Italy to the south, are ready to welcome those who choose them. From classic areas inside grand hotels to the innovative, avant-garde offerings of the Fiera di Milan, the Lingotto in Turin, or the Porto Antico in Genoa, which sprang respectively from a reconverted trade fair complex, a factory, and a cotton warehouse. Then there are attractions such as the Mirabilandia amusement park, offering a store of thrills after business is over. Or Villa Erba in Como, which offers conference participants the subtle pleasure of arriving by boat.



In the left page. Lazio, Rome: the "Nuvola", a futuristic conference centre designed by Fuksas that can accommodate ten thousand people.

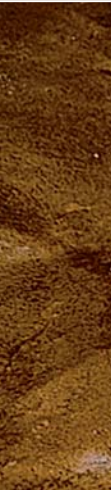
Emilia Romagna, Rimini: seating for 6500 in the great Palacongressi centre, a stone's throw from the sea.

In this page. Lombardy, Milan: Italy's largest and most important Trade Fair complex, built in record time.

Lombardy, Cernobbio: Villa Erba, sumptuous salons and a spectacular park: it numbers the most important beads of state among its guests.

Piedmont, Turin: on the roof of the Lingotto, the historic car factory, the test track has been replaced with a splendid glass "Bubble".





SPAS

SPAS

ITALIA. PASSION IN A SPA



Between Art and Well Being
An all-Italian dream.

Wellness
Cures
Treatments



SPAS



Wellness

In search of wellness.

Expert hands that take care of your body, relaxing places where you can “switch off”, healthy foods that help you to purify your body without giving up the pleasures of the table. Spas, as the ancient Romans already knew, are ideal places for those who want to allot a little time to themselves and their physical and spiritual well-being. Today, these places unite in a single ambience all the architectural charm of a sumptuous past with the characteristics of a modern welcome. Made up of small comforts and great solicitude, such as the availability of personalized treatments tailored to satisfy all your needs and desires. Made up of encounters in the square, maybe with the same people as the year before, and absorbing shows. Made up of so many thoughtful little touches that you feel like the stars of a film.



In the left page. Alto Adige, Merano: an open-air swim surrounded by snowy peaks, an invigorating, de-toxifying session in the Turkish bath, followed by a romantic dinner.

In this page. Tuscany, Monsummano Terme: for over 150 years at Grotta Giusti people have enjoyed steam baths in a natural grotto.

Lombardy, Bormio: the famous mountain Baths, with over 60 spa services and about ten open-air pools.





Treatments

Salutary effects.

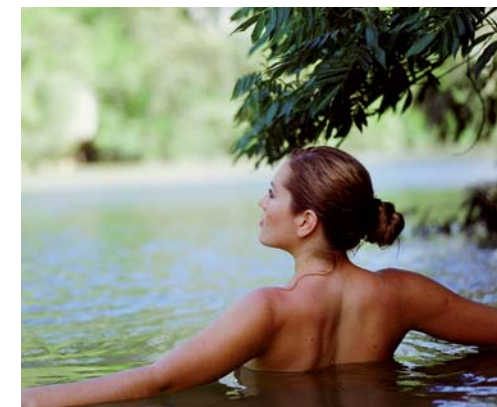
Waters that will restore health to those who put their faith in their beneficial virtues. Baths and mud baths that facilitate a full physical recovery for convalescents. Modern spas, originally conceived as places in which to cure ailments, have not discarded their miraculous healing aspect. And together with beauty treatments they still offer cures for a large number of pathological conditions. From problems of circulation to dermatological problems, from rheumatic ailments to allergies. Like so many young girls desirous of putting their charms on display, each spa has its own special attributes to show off, from the characteristics of the waters to the successful treatment of particular ailments. An enormous treasure island where it isn't hard to find the cure that you might be looking for.



In the left page. Tuscany, Saturnia: marvellous natural swimming pools and a series of large man-made pools with no limitations on access.

In this page. Lombardy, Bormio: an open-air swim surrounded by the snow, an experience that truly deserves the term "magical".

Let yourself be massaged by the water or tone up your body in the thermal pools, pleasures enjoyed for millennia.



Spas/treatments

Naturally regenerated.

Rediscover equilibrium and harmony through the values and the beneficial powers of elements and materials with unsuspected, quasi miraculous properties. Muds that can restore vigour by dispelling aches and pains. Sand-baths whose curative properties were known even to the ancient Greeks. Algae that help to purify the body.

Massages with sea water to wash away stress. Millennia-old customs such as hay baths, an elixir of youth handed down to us by the wisdom of the people of the Alto Adige mountains. Or new discoveries like wine therapy, health-giving "immersions" for the skin. Ancient traditions and modern knowledge that come together to restore our physical and spiritual well-being, with a welcoming smile and skilful, gentle hands.



In the left page. Aromatherapy is based on essential oils extracted from flowers, leaves, wood and roots.

In this page. Treatment with (hot and cold) stones and the magical encounter with the aborigines extend the boundaries of our knowledge.

A bath in milk, esteemed by the greatest Roman emperors and their courts: a multi-sensory experience.





ITALIA. FREEDOM IN NATURE



Between Natural Beauties and Sport

An all-Italian dream.

- Grottos and Volcanoes
- Rivers, falls and forests
- Agrotourism
- Golf and horse riding



In this page. Sicily, Etna: the majestic presence of Europe's biggest active volcano makes for unforgettable sunsets.

Campania, Naples: the Castel dell'Ovo, a Norman masterwork, with an unusually snow-capped Vesuvius in the background.

Sicily, Stromboli: an unceasingly active volcano that gives of its best to those prepared to make the climb at night time.

In the right page. Marche, Frasassi: the incredible natural sculptures that fill the grottoes of Frasassi.

Sardinia, Cala Gonone: a small boat takes you to the long path that makes it possible to explore this grotto.



Caves/volcanoes

A journey to the centre of the earth.

The bowels of the earth have left a tiny chink open to our curiosity, so that we may discover what lies beneath the surface. Sleepy volcanoes that will give an innocuous taste of their dormant power to those who approach them with respect and caution. Powerful, hidden secrets of a land that never seems to tire of amazing us. The immense depth of the Grotta dei Giganti, the marvellous natural formations of Frasassi or the caves at Castellana, where sta-

lagmites and stalactites bow to the whims of nature that has transformed them into amazing natural sculptures. The magical reflections of the sea that find their way inside the Grotta Azzurra or the fascinating Grotta di Nettuno. Or, way up high, the crackling turbulence of Stromboli and the sly puffing of Vesuvius, living witnesses to the power of nature.





Rivers/waterfalls/forests

Nature puts on a show. Dense woods that are home to deer, wild boar, mouflons, fallow deer, foxes and a great number of birds, in the protected environment of the Parks and reserves. Hundreds of rivers, from the majestic Po to the impetuous watercourses of Calabria and Sicily. Stunning waterfalls, especially the Marmore falls in Umbria. This tireless natural spectacle has been going on stage for

millennia, but never fails to give us new thrills: like defying the rushing power of a torrent on an inflatable raft, making your way back up the river bed to penetrate the majestic gorges of Alcantara, or walking over the treetops to enjoy the landscape the way squirrels do. But even simpler things suffice to enjoy such beauty to the full: a long walk through the greenery of the forests or a comfortable boat trip on the tranquil waters of the rivers.

In the left page. Tuscany, the Parco Naturale della Maremma: a network of paths amid the Mediterranean vegetation that extends to the seashore.

Umbria, the Marmore falls: three spectacular, roaring waterfalls created by the ancient Romans.

In this page. Valle d'Aosta, the Gran Paradiso: autumn's magic colours the tops of the larches in the enchanting Val di Cogne.

Abruzzo, Parco d'Abruzzo: the Camosciara beech wood, a wild spot with caves, streams, rivers, and waterfalls.





In this page. Tuscany, Badia a Passignano: the charm of Chianti and its renowned wines are best enjoyed on farmhouse holidays.

Calabria, Amendolara Marina: a warm welcome, genuine local cuisine, typical products: a blend that appeals to more and more people.

In the right page. Tuscany, Castiglione della Pescaia: living the natural life, immersed in landscapes like marvellous stage sets.

Farmhouse holidays
A cottage in the country. Rediscover forgotten flavours and the simplicity of small, everyday things. Give yourself the peace of a day free from all obligations. Lose yourself in a book that has remained too long on your list of pleasures unfulfilled. Take a gentle stroll along solitary paths. Forget worries, the rat race, and commitments. A farmhouse holiday is the rediscovery of the value of time: from a delicious lunch made with organic products, to a relaxing outing to an ancient,



isolated parish church, or a bicycle run with no particular destination in mind, before ending the day with an invigorating dip in the swimming pool as you look forward to some new traditional recipe to delight your palate. Followed by a deep, restorative sleep enveloped in the silence of the countryside.



Golf/horse riding**Natural movement.**

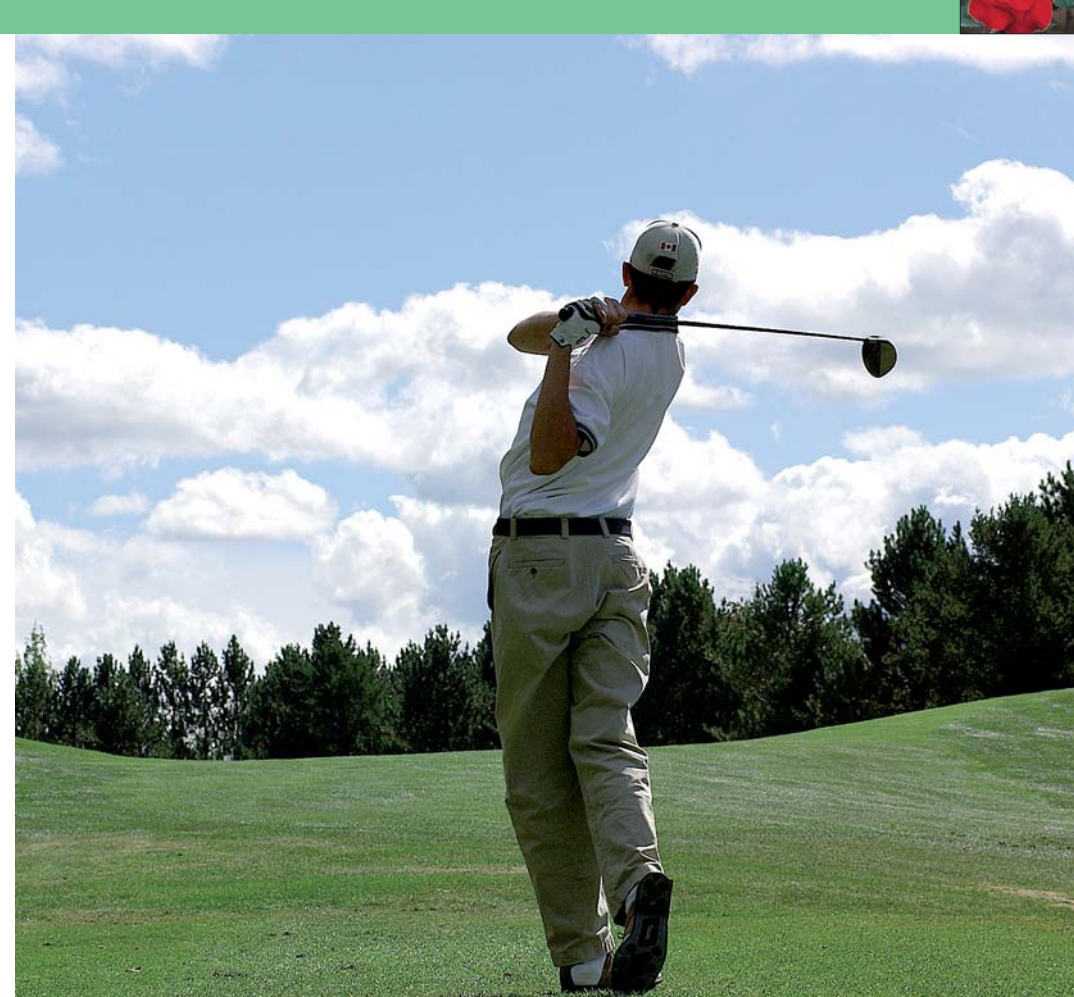
Unite contemplation and action. Let your body enjoy the benefits of the open-air life. Discover new views from unusual vantage points. Abandon even if only for a moment the thought of passing time. Training grounds that are marvellous natural gymnasia: from the manicured fairways of the golf courses to country paths you can explore on horseback. Two different but equally relaxing ways to go actively in search of your own harmony with nature. To be enjoyed to the full by choosing the backgrounds most in tune with our deepest selves: the demanding, rugged mountains, the gentle landscapes of the countryside, or the infinite horizons of the sea.



In the left page. Tuscany, Maremma: a natural oasis where expert local "cowboys" will lead you on long rides on horseback through the woods or along the shore.

A ride on horseback at sunset, an intense feeling of bonding with nature and the environment.

In this page. Italy offers over 300 golf courses, located everywhere from high, mountainous areas to the shores of the sea.





MOUNTAINS

MOUNTAINS

ITALIA. PEAKS OF THRILL

**Between Enchantment
and Nature**
Un sogno tutto italiano.

Winter: ambiances
Winter: sport
Summer: ambiances
Summer: sport

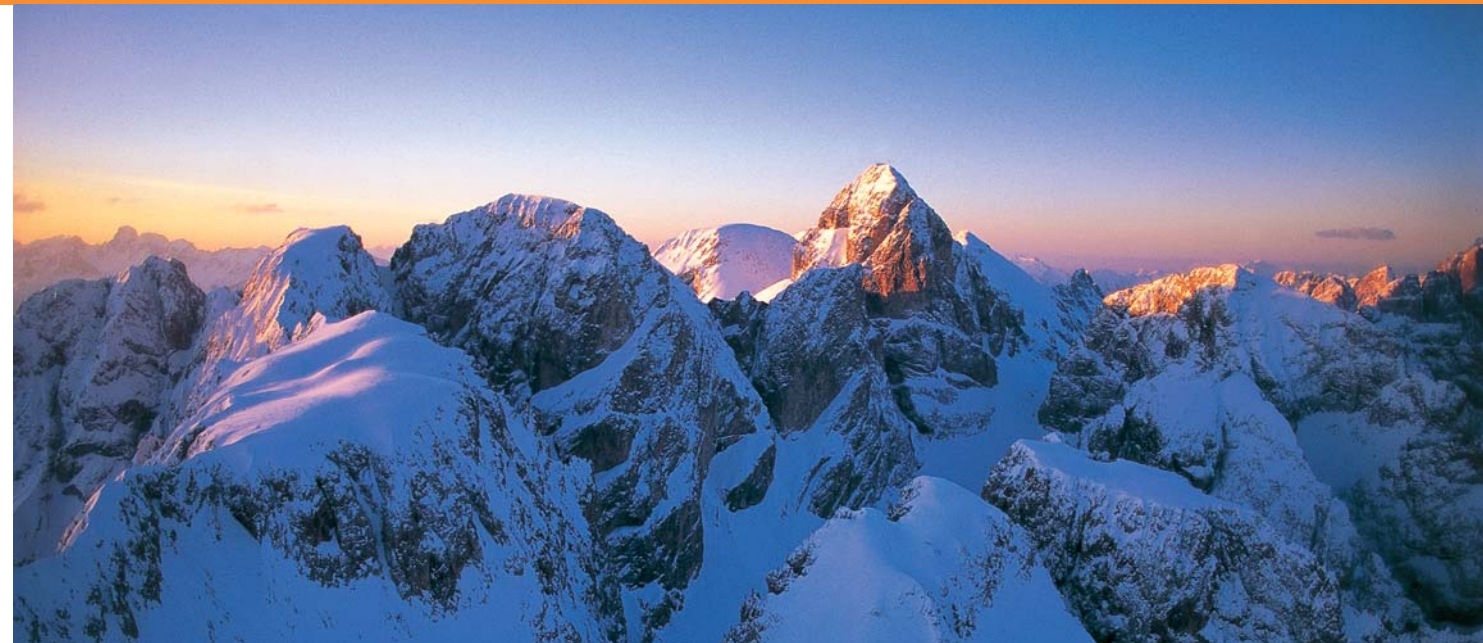


MOUNTAINS

**Atmospheric winter**

Irresistible enchantment.

Convivial evenings in front of a welcoming hearth that will warm the heart and seal friendships old and new, sharing a bottle of good wine or the traditional grolla, or loving-cup, as is the custom in the Val d'Aosta. Tales of days spent immersed in nature, with the eyes still full of indelible images of majestic peaks and landscapes, the whiteness of the immense snow fields, or of the tracks left in the snow by deer in search of food. The mountains in winter offer intensely romantic moments: the hushed atmosphere of snow-covered villages, the immense silence of the woods, the clear nights in which the moon and stars illuminate the contours of the hills with their magical light. A marvellous enchantment that is almost impossible to resist.



In the left page. Trentino, Val di Fassa: enchanting villages crowned by the marvellous scenery of the Dolomites.

In this page. Trentino, Torri del Vajolet: dawn envelopes the peaks of the Dolomites in its gentle rays to regale us with entrancing nuances of light.

Trentino, Val di Fassa: where man and nature have always lived together in harmony.

Mountains in winter/sports

King of the snows.

Steep slopes on which to emulate the feats of the great Olympic champions. Solitary paths in the middle of the woods where you may slip along on Nordic skis in the hope of encountering the mighty ibex or a curious roe-deer. Enormous snow fields to be explored on snow shoes in the pioneer fashion. Improbable dips where you can try out the latest acrobat-

ics learned on your snowboard. Trips aboard snowcats to admire the unreal fascination of bright, moonlit nights. Relaxing jaunts in horse-drawn sleighs. Spectacular walls of ice that can be scaled in defiance of gravity. But there are also mini amusement parks where the smaller ones can get used to the snow. Magic mountains, which will welcome those who love their whiteness, silence, purity, and peace.



In the left page. A mountain bike will take you to inconceivable heights...

Trentino South Tyrol, Pusteria Valley: from a hot-air balloon, you can see the gentlest side of the mountains.

In this page. Trentino South Tyrol, San Candido: a paradise of modern plants and tracks always covered by snow.



In this page. Alto Adige, Tre Cime di Lavaredo: a few hours' walk takes you deep into a breathtaking landscape.

Trentino, Dolomites: these world famous mountains are a paradise for lovers of active holidays.

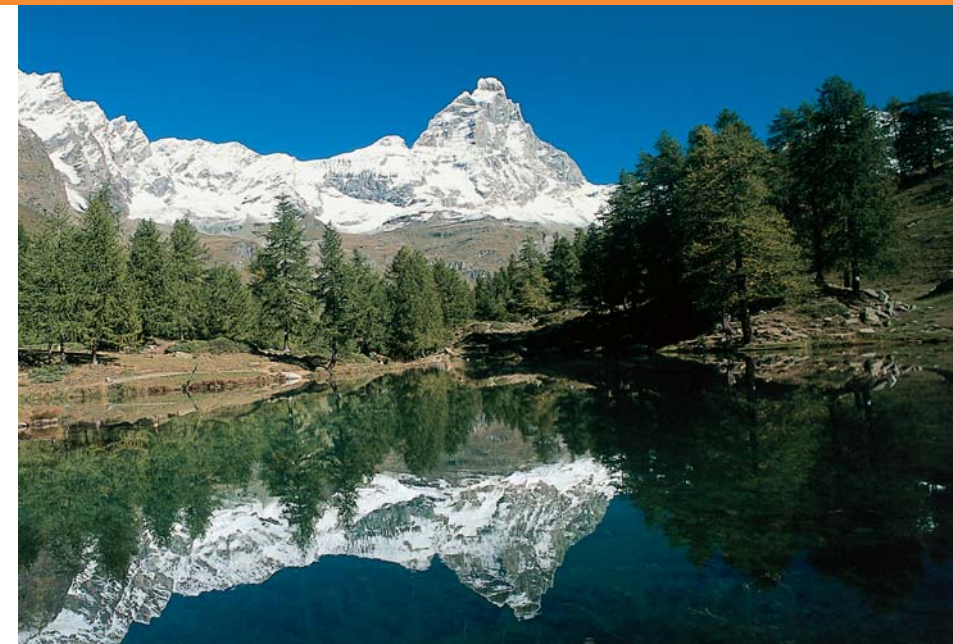
In the right page. Valle d'Aosta, Valtournenche: the unmistakable outline of Monte Cervino (the Matterhorn) lends its own beauty to the waters of Blue Lake.



Atmospheric summers

The reawakening of the senses. Endless days that illuminate the peaks offering continuously changing ranges of colours. Delightful moments of relaxation lulled by a mild breeze that is just enough to temper the rays of the warm sun. Little pleasures that linger in the memory: the scent of the hay, the bright colours of the meadows, the melodious sound of birdsong, the sweet tang of the wild soft

fruits gathered along the way, the feel of cool spring water on your feet. The mountains in summer offers many marvellous and evocative sights: such as the incredible pink light that steals over the Dolomites at sunset, the peaks turning golden in the light of dawn, the play of the sunlight among the tangling branches of the woods, an invigorating swim beneath a delightful waterfall, and the warm welcome you'll receive in the little village hotels.





Summer sport

The taste for exploration.

The mountains are generous: they grant everyone the chance to put themselves to the test, each according to his own possibilities, and to enjoy the landscapes they offer. Relaxing paths along the valley floor or demanding climbs on the conquest of a peak, spacious viewpoints that can be reached without effort, or spectacular descents by hang-glider that will make you feel like the master of the world. Easy climbs within

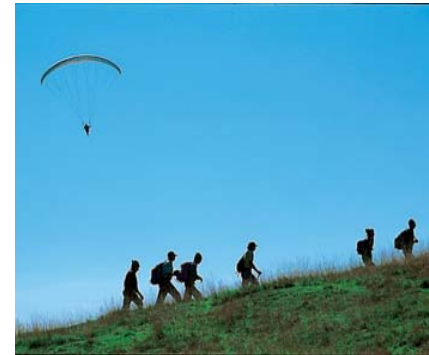
everyone's reach or steep rock faces that will put your climbing skills to the test. Authentic mountaineering enterprises such as the conquest of Mont Blanc or Cervino and thrilling excursions like the one to Capanna Margherita, the highest mountain refuge in Europe, or to the top of the Gran Sasso to admire Europe's southernmost glacier. Others may chose to reach the summit of Monte Cimone, from where on particularly clear days you can enjoy the spectacle of sunset over the Tyrrhenian or dawn over the Adriatic.

In the left page. A close network of paths offers mountain bike fans an infinite number of possibilities for exploration.

In this page. Step after step or soaring in the sky: the mountains are a source of passionate enthusiasm for many people.

Running through flowery meadows and woods, breathing in pure air to keep your physique youthful and agile.

The pure thrill of being face to face with a motionless giant: alpinism, as the name suggests, was born here in the Alps.





LAKES

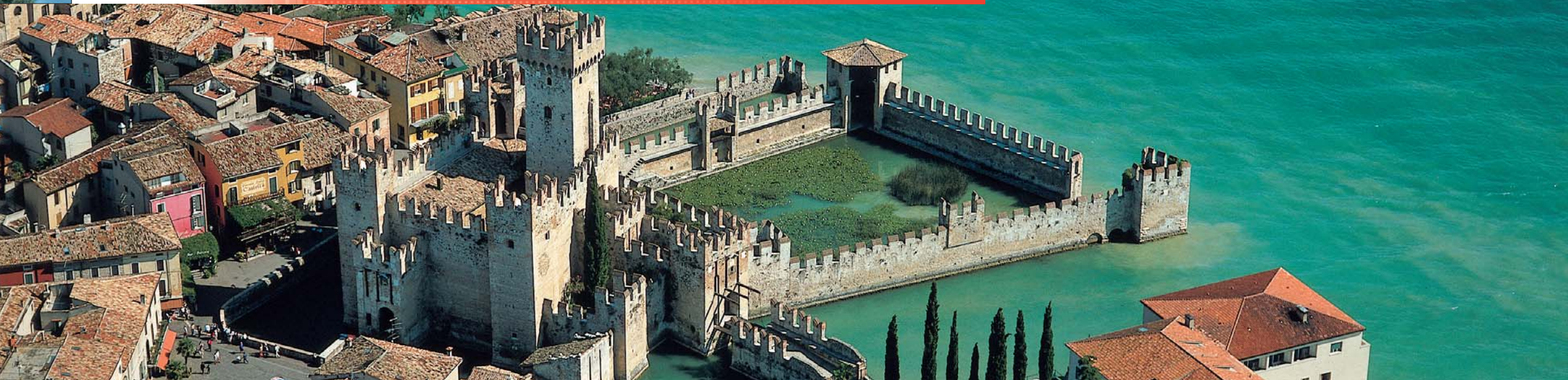
ITALIA. ROMANCE ON THE LAKE



**Between Water
and Enchantment**
An all-Italian dream.

The great Northern lakes
Small lakes





In this page. Lombardy, Sirmione: the extraordinary charm of Sirmione Castle, with its battlements suspended between the land and lake.

Piedmont, Isola Bella: a little earthly paradise, with its enchanting gardens, surrounded by the waters of Lake Maggiore.

In the right page. Lombardy, Lake Lario: the Lecco branch of the lake is a sinuous stretch of water that wends its way among the mountains.



The great lakes

Romantic waters.

Great tongues of water that make their way between woods and cliff faces unwilling to stand aside. Little villages dotting the shores. Sumptuous residences that dominate the most evocative corners, their solitary presence embellished by an aristocratic frame made up of centuries-old trees and perfect gardens. Fragments of land in the middle of the water, enchanted islands that have sprung out of nowhere, little earthly paradises

where time seems to have stood still. Solitary abbeys from whose windows the charm of the landscape is conducive to contemplation. Lakes Garda, Maggiore, Lario and their smaller kin, Lakes Iseo and Orta, all offer a calm to be enjoyed in an unhurried manner, corner after corner, view after view, enchantment after enchantment.



In this page. Alto Adige, Lake Resia: the solitary witness to an ancient village submerged by the waters of an artificial reservoir.

Lazio, Castel Gandolfo: for four centuries, the calm waters of Lake Albano have formed the background of the Pope's summer residence.

In the right page. Veneto, Lago di Misurina: a small lake surrounded by high peaks, with splendid woods all around it.

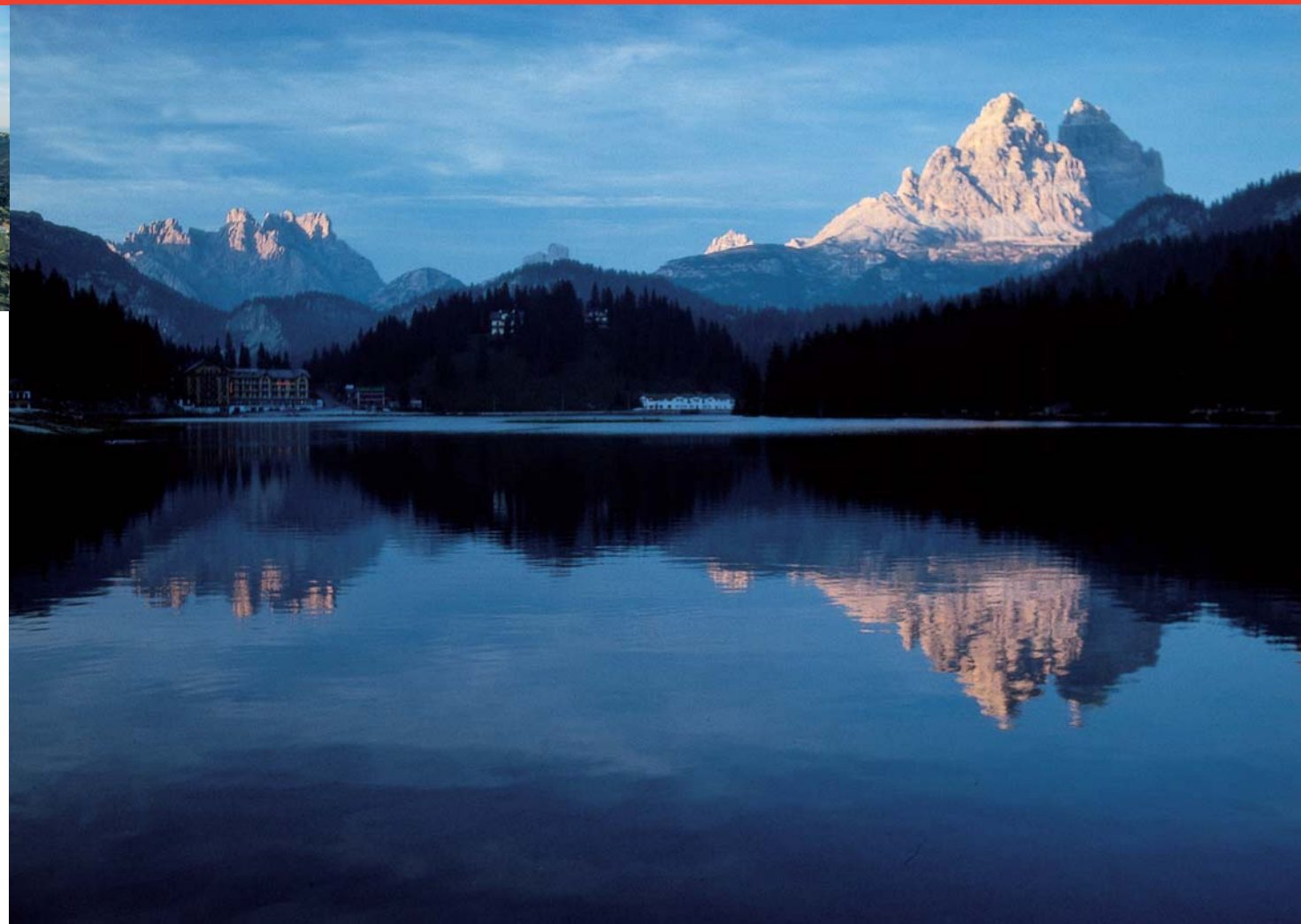
The smaller lakes

Oases of peace.

Small stretches of crystal-clear water in which the great mountains peaks are placidly reflected. Almost perfect liquid circumferences, a reminder of their volcanic origins. Segments of blue that gently break up the infinite lines of the contours of the landscape. From the great Alpine valleys to the sun-kissed plains of Sicily, all of Italy is dotted by lakes with a thousand faces. Gelid but fascinating like those of the mountains, gentle and welcoming like Trasi-



mene and the lakes of Bolsena and Bracciano, evocative and untamed like Lesina and Varano, separated from the sea only by a long sandbar. Or evocative guardians of ancient secrets such as Lake Resia, whose waters drowned the old town of Curon Venosta, leaving only the austere bell-tower standing in the middle of the lake.





ITALIA. LUCKY HOLIDAYS

Good luck talismans

Try it and see.

A journey to Italy is a dream come true and one that is unlikely to disappoint. Its beauties, the art of living of its inhabitants, and its welcoming climate urge you to plan an immediate return, a return that can be arranged thanks to a few simple expedients. If you go to Rome, don't forget to toss a coin into the Trevi fountain, turning your back as you do so: by doing this, so the legend says, you are certain to return to the Eternal City. But every city has its propitiatory rituals, which bring good luck to those who follow them. In Florence, for example, people make their rendezvous at the statue of the Porcellino, or the piglet, near the Ponte Vecchio. The

statue can be recognized by its gleaming snout, burnished by thousands of caresses. For your dream to come true the coin that you put in the piglet's mouth must fall into the grating beneath. In Milan you might need to overcome your modesty: tradition has it that you must spin round three times on your heel on top of the genitals of the poor bull that patiently puts up with this indignity inside the city's Galleria. But not to worry, it's only a floor mosaic. But the prize for irreverence must go to the folk of Verona: with the pretext that it brings good luck, they have all but worn away one of the breasts of the statue to poor Juliet.



In this page. Lazio, Rome: toss a coin into the Trevi fountain, with your back to it: the Eternal City will welcome you again in the future.

In the left page. Lombardy, Milan: the bull in the Galleria Vittorio Emanuele, a "victim" of locals and foreigners in search of wealth and good fortune.



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