

Piemonte

An unexpected experience



Museo Antonelliana, Torino. © Visit Piemonte, Getty Images.

Piemonte

Welcome to *Piemonte*, the region which, as its ancient name *Pedemontium*, suggests, stands at the foot of the *Western Alps*, with extraordinarily beautiful peaks, such as *Monte Rosa* and the unmistakable pyramid of *Monviso*, known as the "*King of stone*", where Italy's longest river, the *Po*, originates. Piemonte is a harmonious blend of *art*, *history* and *nature*, *excellent gastronomy* and *wine tradition*, amazing landscapes and plenty of *sport* and *activities* for leisure and relaxation. Welcome to *Torino* and *Piemonte*!

www.visitpiemonte.com/en



How to get there



Torino

www.aeroportoditorino.it



Roma

www.adr.it/fiumicino



Milano Malpensa

www.milanomalpensa-airport.com



Cuneo

www.aeroporto.cuneo.it



Italo

www.italotreno.it



Trenitalia

www.trenitalia.com



A4 Torino - Milano - Venezia - Trieste

www.satapweb.it/a4-torino-milano



A5 Torino - Aosta

www.sav-a5.it



A6 - A10 Torino - Savona - Ventimiglia

www.autostradadeifiori.it



A21 Torino - Piacenza

www.satapweb.it/a21-torino-piacenza



A26 Genova - Gravellona Toce

www.autostrade.it



A32 Torino - Bardonecchia

www.sitaf.it

Local Tourist Boards

ATL Turismo Torino e Provincia

www.turismotorino.org/en

ATL Alexala

www.alexala.it/en/

ATL del Cuneese

www.visitcuneese.it/en

ATL Distretto Turistico dei Laghi

www.distrettolaghi.it/en

ATL Ente Turismo Langhe Monferrato Roero

www.visitlmr.it/en

ATL Terre dell'Alto Piemonte – Biella Novara Valsesia Vercelli

www.terrealtopiemonte.it





Torino, the elegant and dynamic capital of Piemonte

Italy's first capital city and today the beating heart of Piemonte, Torino has an innate creative energy. Its more than **50 museums**, including the **Royal Museums**, the **Fondazione Torino Musei** (with the GAM-Gallery of Modern and Contemporary Art, MAO-Museum of Oriental Art and Palazzo Madama), and the extraordinary complex of the **UNESCO-listed Residences of the Royal House of Savoy of Piemonte**, are the best expression of its deep connection with art and innovation. A forerunner of international trends, it is an avant-garde stage for famous art, music and film festivals.

A **UNESCO Creative City of Design** since 2014, it is one of the **greenest cities** in Italy and Europe. Torino is also the **capital of taste**, the perfect international ambassador of the most authentic Piemonte. Here is where **vermouth** and the **aperitif, gianduia chocolate** and **home-made ice cream** were born, and here the gastronomic tradition of Piemonte is expressed with outstanding results, to be tried in the historic pastry shops and cafés, trattorias and Michelin-starred restaurants, for the sheer delight of the senses.



Torino, Aerial view of the city centre. © Visit Piemonte, Getty Images.

The **first Capital of Italy** in 1861, famous for its Baroque. Its 18 km of arcades are iconic. Leonardo da Vinci's self-portrait is housed here.

In **1786**, **Benedetto Carpano** invented **Vermouth**, the protagonist of aperitifs, which today delights palates with its rich history and unique flavour.

The **Egyptian Museum**, with a wealth of unique exhibits, reveals the history of ancient Egyptian civilisation.

www.museoegizio.it

The **Mole Antonelliana**, symbol of Torino, hosts the **National Museum of Cinema** in the heart of the city.

www.museocinema.it

The **National Automobile Museum of Torino**: over 200 legendary cars such as the 1980 Ferrari 308.

www.museoauto.it

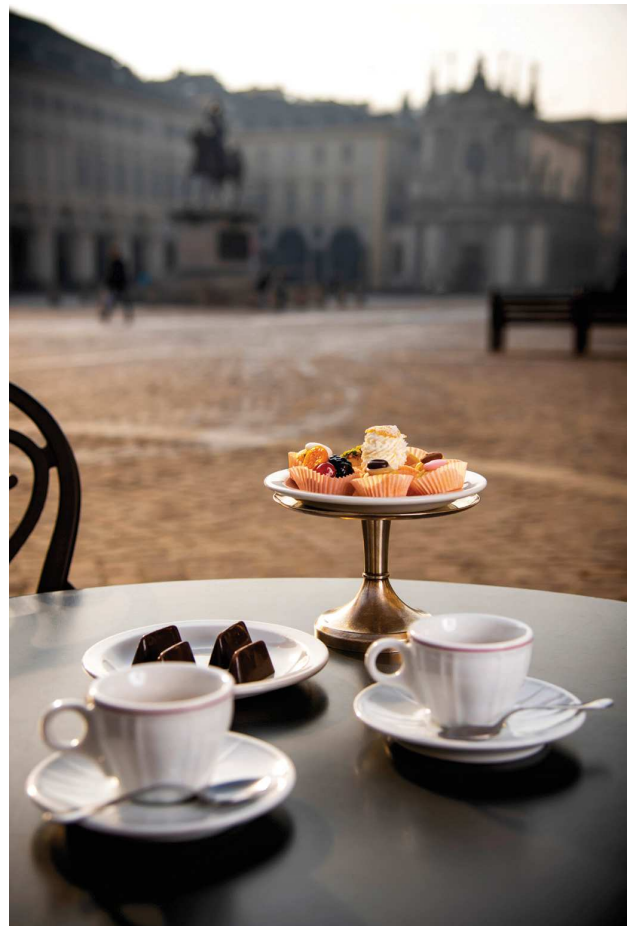
The **Juventus Museum**: a fine collection of memorabilia, celebrating the club's great tradition.

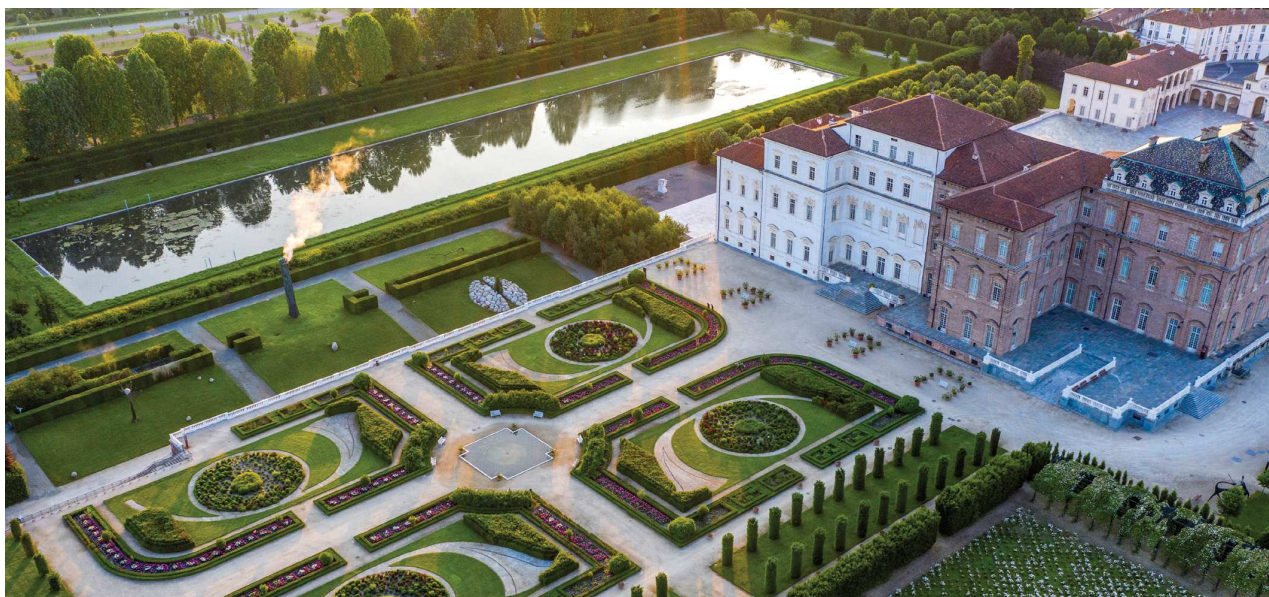
www.juventus.com

Gallery of the Kings, Egyptian Museum, Torino © Museo Egizio.



Historic café, San Carlo Square, Torino © Visit Piemonte, Getty Images. Giorgio Perottino Ph.





Villa della Regina, Torino. © Dario Fusaro.



Palazzo Madama, Torino. © Regione Piemonte.

The *Residences of the Royal House of Savoy in Piemonte* feature spectacular settings for fairytale weddings, for unforgettable moments in dreamlike locations.

The *largest Potager in Italy* is located in the Gardens of the Reggia di Venaria, covering approximately 10 hectares, with a wonderful display of both kitchen and landscaped gardens.

Welcome to Court in the Residences of the Royal House of Savoy of Piemonte

A *UNESCO* World Heritage Site since 1997, the elegant complex of the **16 Residences of the Royal House of Savoy of Piemonte** invites you to a fascinating journey among artistic and natural treasures. Designed and embellished by leading architects and artists between the XVII and the XVIII centuries, this “Crown of Delights” extends from the centre of Torino, right up to the Canavese and Cuneo areas. Let Torino surprise you with the **Palazzo Reale**, the **Palazzo Chiabrese** and the **Musei Reali**, which houses Leonardo da Vinci’s self-portrait and a unique group of drawings, along with **Palazzo Madama**, **Palazzo Carignano**, **Castello del Valentino** and **Villa della Regina**. Just outside the city, the splendours and rituals of court

life are revived in the grand **Reggia di Venaria** with its imposing gardens and the nearby **Castello della Mandria** immersed in 3,000 hectares of the homonymous nature park. We now move on to the **Castello di Rivoli**, which houses the first museum of contemporary art founded in Italy and then the **Palazzina di Caccia di Stupinigi** and the **Castello di Moncalieri**. In the Canavese area around Ivrea, it is possible to reach the **Castle of Agliè**, while in the province of Cuneo you will be amazed by the beauty of the **Castello di Racconigi** and its park, the **Castello di Govone** and the **Tenuta di Pollenzo**, home to the University of Gastronomic Sciences and the Wine Bank.



Castello di Racconigi. © Consorzio delle Residenze Reali Sabaude.

The *Residences of the Royal House of Savoy* of Piemonte are versatile and elegant settings, perfect for international film sets.

The *Vigna di Villa della Regina*, one of the oldest urban vineyards in Europe, produces a premium Freisa di Chieri DOC Superiore.

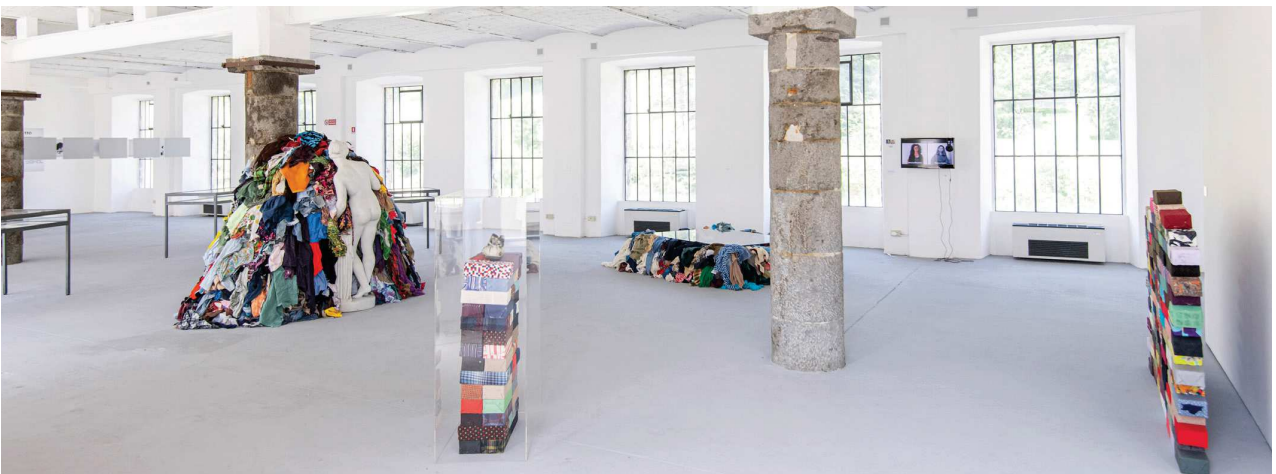
Contemporary Art



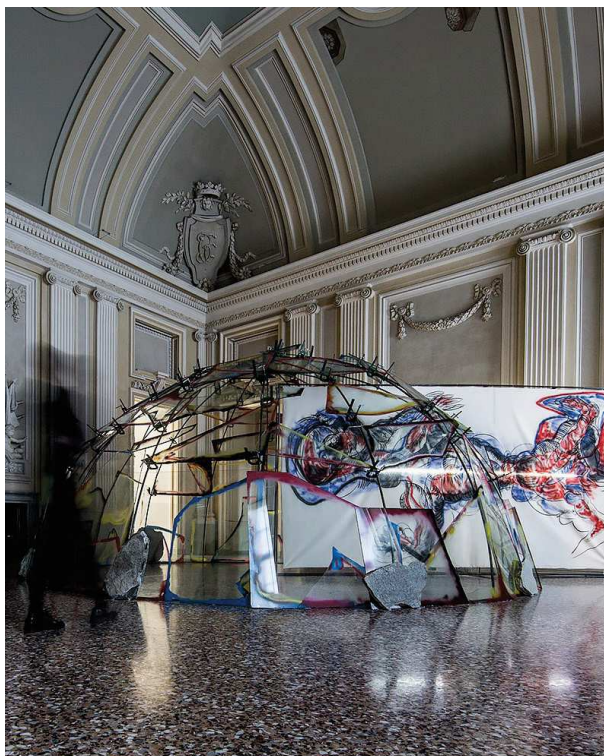
Office building Olivetti, Ivrea. © Gianni Oliva Photography.

Piemonte's long historic passion for art began in *Torino* in 1863, with the establishment of the *GAM - Gallery of Modern and Contemporary Art*, the first public collection of modern art in Italy. Today Torino is recognized as the capital of contemporary art with international events such as *Artissima Fair* and *Contemporary Art Week*, as well as *Luci d'Artista*, the series of open-air installations by international artists that brighten the city's winter with light and colour. Torino is a widespread museum network, which gives a voice to a

lively atmosphere of cultural ferment, with the *Fondazione Sandretto Re Rebaudengo* and the *Fondazione Mario Merz*, the *MEF - Ettore Fico Museum* along with the impressive former railway workshop complex, *OGR - Officine Grandi Riparazioni Ferroviarie*, now a cultural and innovation hub, the *Giovanni and Marella Agnelli Picture Gallery*, *CAMERA - Italian Centre for Photography* and the new exhibition space *Gallerie d'Italia*. A place of exciting past and future contamination is the *Castello di Rivoli, Contemporary Art*



Cittadellarte, Pistoletto Foundation. © Visit Piemonte, Getty Images. Giorgio Perottino Ph.



Castello di Rivoli, Contemporary Art Museum. © Alessandro Toller.

Museum: enriched by the new museum centre **Cerruti Collection**, it hosts an extraordinary collection of works, as well as exhibitions, workshops and extensive cultural promotion activities. Works and installations “dialogue” with the environment at both the **PAV – Parco di Arte Vivente**, an experimental contemporary art centre with an open-air exhibition site and interactive museum, and at the **MAU - Museum of Urban Art**. Following an ideal **art mapping** itinerary, the territory reveals an unprecedented repertoire of installations and works of art scattered among vineyards, villages and hills, especially in the Langhe, Roero and Monferrato in Asti and Alessandria area. There are also many public and private foundations that open an extremely rich cultural heritage to the public, from the historical avant-garde to contemporary contributions. Between Asti and Torino, the **Castello di Rivara** hosts exhibitions, is an artist’s residence and home to the **Museo d’Arte Italiana**, with works from the 1980s to date.

Artissima Fair, among the 10 world events dedicated to contemporary art.

www.artissima.art

The **Filatoio di Caraglio** in Cuneo is the most ancient silk factory in Europe, today a museum and cultural centre.

www.filatoiocaraglio.it

In Ivrea, the **MAAM** is the open-air Museum of modern architecture.

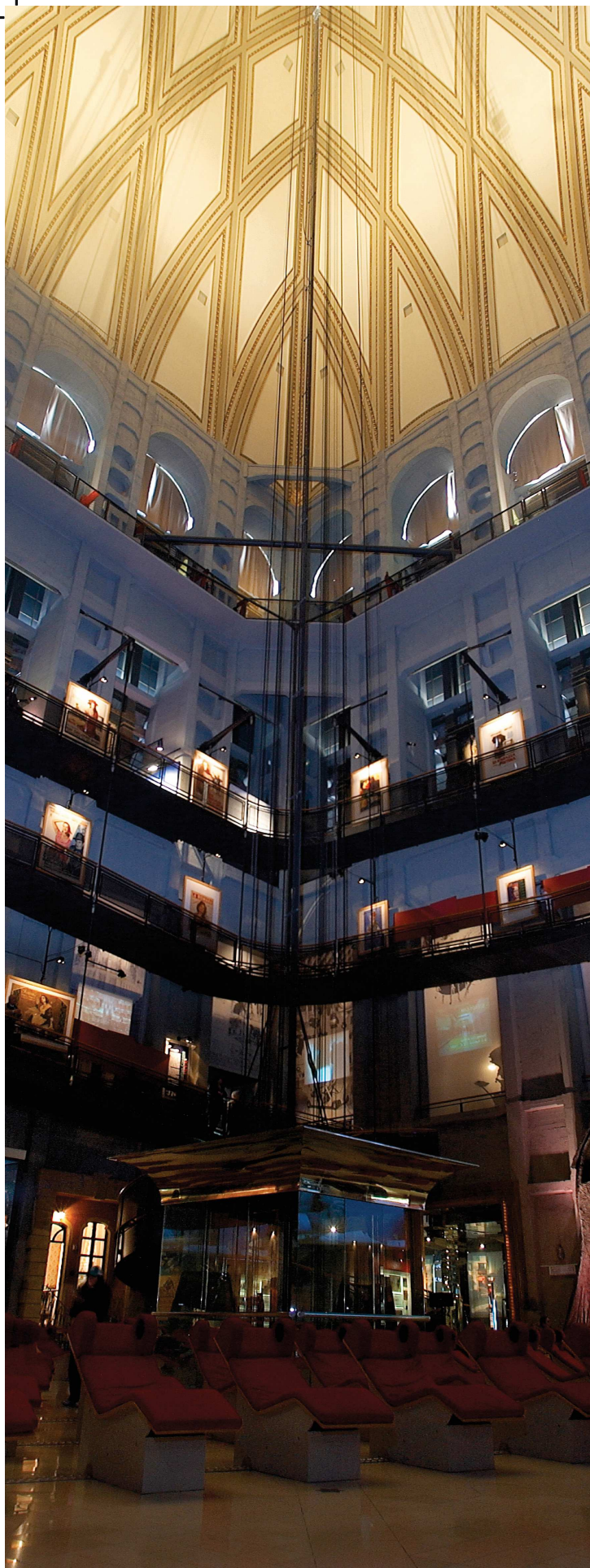
www.mamivrea.it

XVIII century **Palazzo Mazzetti** in **Asti** is the venue of important contemporary exhibitions.

www.museidiasti.com/palazzo-mazzetti

The Barolo Chapel. © Martina Spironetti.





National Museum of Cinema, Torino. © Museo Nazionale del Cinema.

Torino and Piemonte in the spotlight

Italian cinema has deep roots in Piemonte, and Torino was the first capital in **1896**, when the **Lumière brothers** set up the first projection *in Italy* in the city. The first studios and cinemas were born here; this is the city that launched internationally renowned producers. Torino is a unique urban set that recounts important chapters in the history of cinema in the numerous locations scattered throughout its neighbourhoods. Today it promotes and hosts prestigious **festivals** for spectators of all ages, such as the **TFF - Torino Film Festival**, **Torino LGBTQI**, **CinemAmbiente** and **Sottodiciotto Film Festival**, as well as the multimedia **ViewFest**. The temple of the seventh art is the **Mole Antonelliana**, home to the **National Museum of Cinema** with an extraordinary collection of 1,800,000 works, including films, archival documents, photographs, apparatus and art objects, posters and memorabilia. But the protagonist of the big screen is also the entire region, playing an increasingly central role in Italian and international film and television productions. From Lake Maggiore to Lake Orta, from the hills of Langhe-Roero and Monferrato to the UNESCO-listed Residences of the Royal House of Savoy, Piemonte is an appealing destination for film tourism enthusiasts, but also a source of ideas and talents, as demonstrated by the **Film Commission Torino Piemonte**, one of the most active and creative realities at a national level.

Film Commission Torino Piemonte: support for film productions, TV series, video clips, commercials and documentaries.

www.fctp.it

Palazzo Reale, a lavish location for the film *"Il Divo"* by Paolo Sorrentino, is a fascinating and unique set.



Paradise, Lake Maggiore. © Film Commission Torino Piemonte.



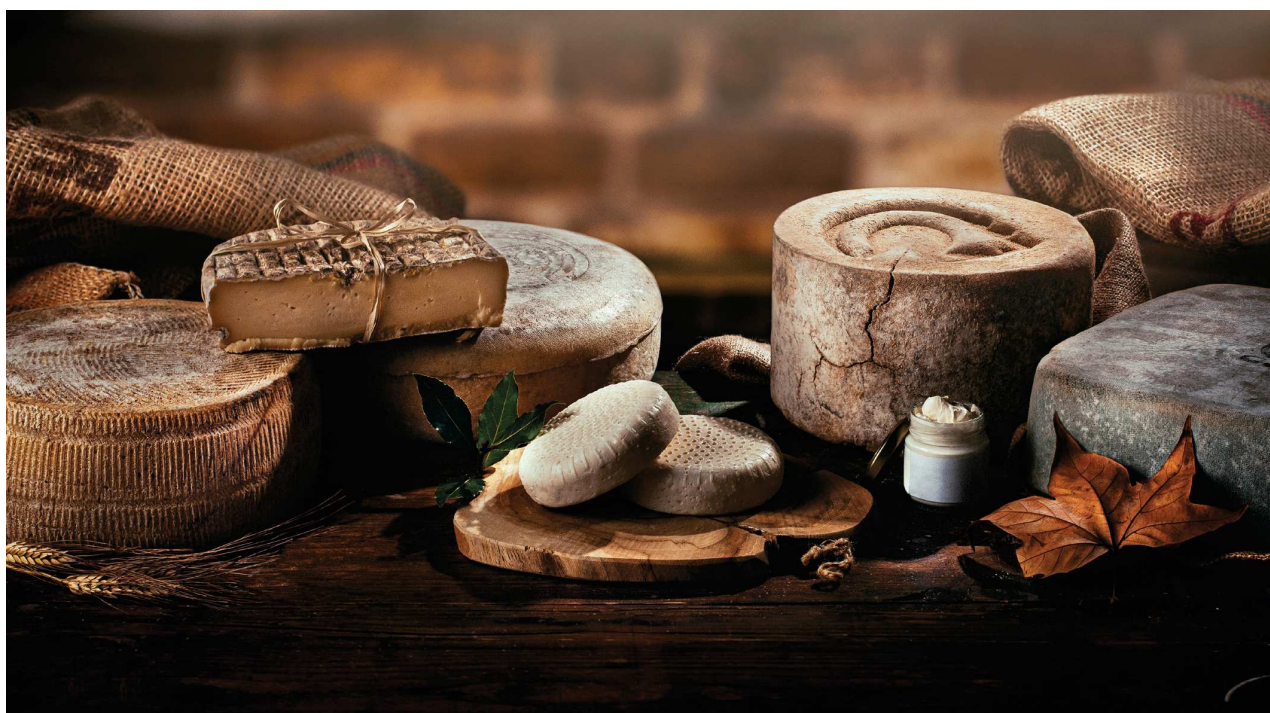
Radhe Shyam, Barolo. © Film Commission Torino Piemonte.

The film *"After Midnight"* by Davide Ferrario was entirely filmed inside the Mole Antonelliana, in the enveloping spaces of the *Museo del Cinema*.

The *Castello di Agliè*, the *Palazzina di Caccia di Stupinigi* and the *Castello di Racconigi*, *UNESCO-listed Royal Residences*, have played a central role in the TV drama *"Elisa di Rivombrosa"*.

The villas, castles and gardens of Piemonte are sought-after settings for international film productions, while Torino is home to *five historic cinemas*.

Picnic with view of Grinzane. © Langhe Experience.



Piedmontese mixed cheeses. © Visit Piemonte, Saverio Pisano-IFSE Ph.

In **1806**, in the Italian capital of chocolate, Torino, the delicious Gianduiotto was born, a sweet symbol that wins over everyone's palate.

The *Banca del Vino di Pollenzo* in the Langhe hosts **100,000 bottles** of the best Italian wine production, an unmissable oenological jewel.

Over **61 varieties of cheese** and **180 types of bread** can be tasted in Piemonte, a true gastronomic paradise for food aficionados.

Alba, a **UNESCO Creative City for Gastronomy** and the **44 Michelin-starred restaurants** offer a world-class culinary experience.

A journey through flavours

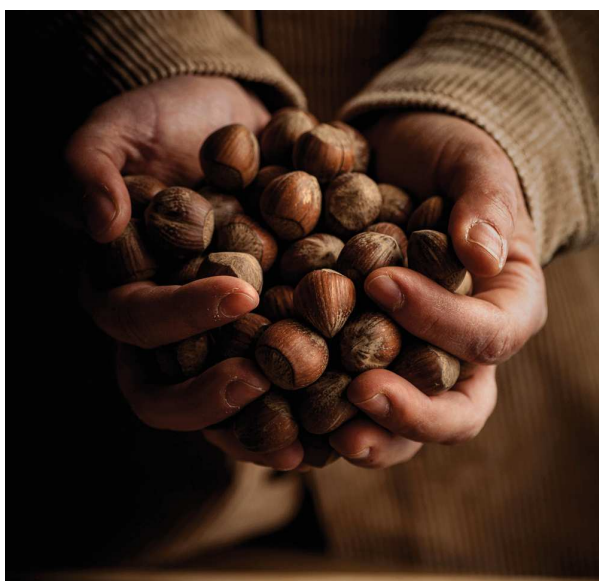
A favourite destination for gourmets in every season, Piemonte offers authentic multi-sensorial experiences based on an ancient artisan knowledge and the high quality of the products: **chocolate**, **PGI hazelnuts**, excellent **meats** and varieties of **rice** grown between Vercelli, Novara and Biella, as well as delicious **artisan cheeses**. The true gastronomic star is the **White Truffle of Alba**, which can transform a steaming risotto or a plate of raw meat into an ecstasy for the palate. The main role is undoubtedly claimed by **wine**, with **18 DOCG** and **41 DOC labels**, many of which are produced in the Vineyard Landscapes of Langhe-Roero and Monferrato, a UNESCO world heritage site since 2014. With its versatile land, Piemonte is synonymous with high-ranking **wines** such as the **reds** Barolo, Barbaresco, Nebbiolo, Dolcetto, Barbera, Ghemme, Gattinara and Brachetto d'Acqui, along with the **whites** Roero Arneis, Erbaluce, Gavi, Alta Langa and Asti Spumante. There is also the highly prestigious traditional production of **craft beers** and excellent **liqueurs** such as grappa. And on the **Wine, Cheese and Honey Roads**, through villages, castles and wineries, Piemonte will reveal its most authentic soul, made up of people, stories and a love for the land. It is the home of **Slow Food**, the international movement that began in Bra (Cuneo) in 1986 to promote and protect "good, clean and fair" food.

In 1986, **Slow Food** originated in Bra. The most extensive rice fields in Europe can be found in Piemonte, testifying to the wealth and gastronomic quality of the region.

Terra Madre Salone del Gusto and **Cheese** promote culinary diversity and food sustainability.

www.salonedelgusto.com and www.cheese.slowfood.it/en

Hand-carved Fassona beef with Alba White Truffle. © Visit Piemonte, Saverio Pisano-IFSE Ph.



PGI hazelnuts Piemonte. © Visit Piemonte, Saverio Pisano-IFSE Ph.

Outdoor Experiences

The natural environments of Piemonte are a mosaic of colours and diversity to be discovered at a slow pace, from the “checkered sea” of rice fields located between Biella, Novara and Vercelli, to the lakes, from the hills to the peaks of the Alps and Apennines. If **trekking**, **horse riding**, **mountaineering** or **rowing** are among your passions, preferably in contact with well-preserved nature, then you will be at home in Piemonte. If the motorbike is your irreplaceable travel and adventure companion, pleasant rides await you among the hills and vineyards of the Langhe or in Monferrato Astigiano and Alessandria, with strategic stops dedicated to the palate. **Cycle touring**, **mountain biking** or **slow biking**? The opportuni-

ties multiply to enjoy enthralling experiences among ancient villages and amazingly beautiful panoramas. On the **Historic Mountain Roads** you set out to discover military, ancient trade, emigration and spiritual routes. And on the ancient **Via del Sale** (Salt Route), **Vélo-Viso Cycle Routes between Piemonte and Liguria**, the Cuneo area will no longer hold any secrets. You can test yourself at altitude by **sailing** or **windsurfing** on the Alpine lakes. If sport is synonymous with adrenaline for you, then you can enjoy the area from aboard a hot-air balloon or **helicopter**, or go **hang-gliding** and **paragliding**... In Piemonte nothing is impossible!

Piemonte is home to Italian cycling.
Over **20,000 km** of cycling and hiking routes to freely enjoy nature.

The **Historic Mountain Roads**, a **journey through history and nature**, on foot or by bike, along military, emigration, spiritual and ancient trade routes.

Piemonte is home to **51 Golf Clubs**, including **the highest green in Europe** located in Sestriere at an altitude of 2,035 m.

77 Parks and Nature Reserves. Among these is the **Parco Naturale Alta Valsesia**, located at 4,559 m, **the highest protected area in Europe**.

The GTA (Grande Traversata Alpina) offers **900 km of itineraries** that cross the Piedmontese Alps, offering exciting hiking adventures.



Colle della Boaria, Alta Via del Sale. © ATL del Cuneese.



Golf Club Castelconturbia, Agrade Conturbia, Novara. © Golf Club Castelconturbia.



Rafting in Valsesia. © Visit Piemonte, Getty Images. Giorgio Perottino Ph.



Monterosa Ski resort, Alagna Valsesia. © ATL Terre dell'Alto Piemonte.



Snowshoeing in Valle Vigizzo. © ATL Distretto Turistico dei Laghi, Marco Benedetto Cerini Ph.



Piemonte, Alps in winter

The *Capanna Regina Margherita*, the highest mountain hut in Europe, at 4,554 m, at the summit of Punta Gnifetti, in the *Monte Rosa group*.

Not only skiing: *snowshoeing*, *ski mountaineering*, *icefalls* for great moments of fun and adventure.

In 2006, Turin hosted the *XX Olympic Winter Games*, an event that brought together athletes from around the world in an unforgettable sporting celebration.

Over *450 km of cross-country skiing trails*, a paradise for sports enthusiasts immersed in beautiful unspoilt nature.

1,350 km of beautiful slopes in over *50 ski resorts*, *300 ski lifts* and *14 snow parks* for memorable days on the snow. Choose your holiday with family and friends, in the warm hospitality of ultra-modern hotels and well-equipped mountain huts. Mountain and nature lovers, but also those who prefer to enjoy the snow with excursions and typical food and wine, will feel at home in Piemonte. After a day of sport, relaxation and fun with a view of the spectacular Alpine peaks are just what is needed. Be inspired by winter in the *Torino Alps*: enjoy the *Vialattea*, with 400 km of slopes connecting Sestriere, Sauze d'Oulx, Oulx, San Sicario, Cesana Torinese, Claviere, and the French resort of Montgenèvre. *Bardonecchia Ski* attracts enthusiasts with 100 km of slopes for skiing and snowboarding. In the *Cuneo Alps*, *Riserva Bianca* offers more than 80 km of slopes and

trails, and fun parks for the little ones, while in the vast *Mondolè Ski* area, with a single 'hands-free' ski pass, you can ski on over 130 km of downhill slopes and one cross-country trail. In the *Neveazzurra* ski resort, in the *Lake Maggiore* area, in *Macugnaga* and *Domobianca* (20 km of slopes), you can ski with panoramic views along the slopes of *Mottarone*, between *Lake Maggiore* and *Lake Orta*. In *Valsesia*, *Monterosa Ski* is a unique ski area with more than 180 km of slopes connecting Piemonte and Valle d'Aosta. In the shadow of *Monte Rosa*, *Alagna Freeride Paradise* is a wonderful surprise combining nature and the thrills of high-altitude sport. In *Bielmonte*, in the *Oasi Zegna Nature* Park near Biella, an authentic snowy paradise awaits snow experts and aspiring champions with 20 km of downhill slopes and 20 km for cross-country skiing.

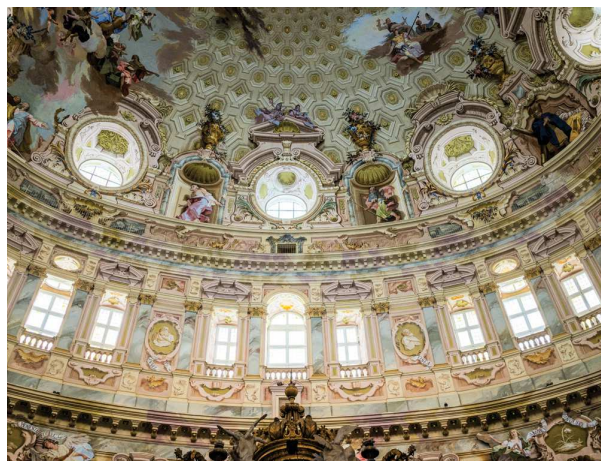


Sacra di San Michele. © Visit Piemonte, Getty Images.

Itineraries of Art and Spirituality

Re-interpreting Piemonte's cultural and spiritual history through the places that were protagonists, the extraordinary heritage of a land of art. This is an experience that requires a slow pace along a vast network of paths, to travel on foot, by bicycle or even on horseback, passing fortified areas and churches, abbeys and fortresses. The rare beauty of religious and secular architecture, small mostly intact villages, parish churches and cathedrals: there are countless treasures of **Romanesque art** dotting the territory, in particular the Abbazia di Santa Maria di Vezzolano, in the Monferrato Astigiano area, and the magnificent Romanesque-Gothic style Abbey complex of Santa Maria di Staf-

The **Via Francigena** in Piemonte: 650 km across Torino, Vercelli, Biella, Asti and Alessandria, a highly valued historic and nature itinerary.



Sanctuary of Vicoforte. © Visit Piemonte, Getty Images.

farda, in Revello (Cuneo). The Valle di Susa stretch of the Via Francigena is full of enchanting surprises, with the imposing Sacra di San Michele and the Abbazia di Novalesa, while in Vercelli the Cathedral, the Museum of the Cathedral Treasure and the Basilica of Sant'Andrea recount the multi-millennial local history and the connections between Piemonte and Europe. In Novara, the imposing dome dominates the Basilica di San Gaudenzio, the architectural symbol of the city. With works such as the Cappella della Sindone (Holy Shroud), Torino's harmonious Baroque shapes and colours prevail. In the Cuneo area, the Basilica Regina Montis Regalis, one of Piemonte's most important

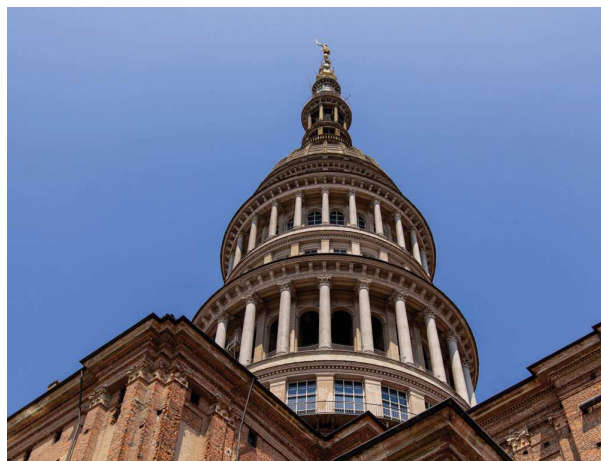
There are **three active Jewish communities** in Piemonte in Torino, Casale Monferrato and Vercelli, each with a precious wealth of history and traditions.



Sanctuary of Crea © Realy Easy Star.



Synagogue of Casale Monferrato. © ATL Alexala. Gianluca Grassano Ph.



Basilica of San Gaudenzio, Novara © Visit Piemonte, Getty Images. Giorgio Perottino Ph.

Baroque masterpieces, amazes visitors with the largest and entirely frescoed elliptical dome in the world. Built between the XV and XVII centuries in beautiful natural settings, adorned with statues and frescoes, the UNESCO-listed **7 Sacri Monti (Sacred Mounts)** are also architectural and artistic wonders: the Sacro Monte di Varallo, in the province of Vercelli, the Sacro Monte di Orta, in the Novara area, the Sacro Monte di Crea (Serralunga di Crea, Alessandria); the Sacro Monte di Oropa (Biella), the Sacro Monte di Belmonte (Torino), the Sacro Monte di Ghiffa and the Sacro Monte di Domodossola, in the Verbano-Cusio-Ossola province. A crossroads of stories and people, Piemonte preserves

some of the most important Jewish art heritage in Italy, such as the synagogues of Torino, Vercelli and Casale Monferrato, with its **Museo dei Lumi** (The Museum of Lights) with a valuable collection of lights made by contemporary artists for the ritual festival of Hanukkah. On the **Via Alta dei Walser** in Valsesia, rediscover the religious art and traditions of this population that settled in Piedmont in the Early Middle Ages, while a short distance from Torino, several itineraries on foot or by bicycle will lead you to the green **Waldesian Valleys** in the Pinerolo area.

The **Sanctuary of Oropa** is the largest and most important Marian shrine in the Alps, a place of ancient worship and spirituality.

The **Sanctuary of Vicoforte** is crowned by the largest **elliptical dome** in the world, with **6000 m²** of frescoes. It is an unparalleled artistic spectacle.



Lake Orta. © Visit Piemonte, Getty Images.



Lake Mergozzo. © Visit Piemonte, Getty Images.

Isola Bella and *Isola Madre* are the custodians of the art treasures of the Borromeo family, important collections housed in palaces that are splendid examples of Baroque.

Over 100 km of cycling routes between *Lake Maggiore* and *Lake Orta* offer emotions in magical landscapes.

Lake Maggiore. © Visit Piemonte, Getty Images.



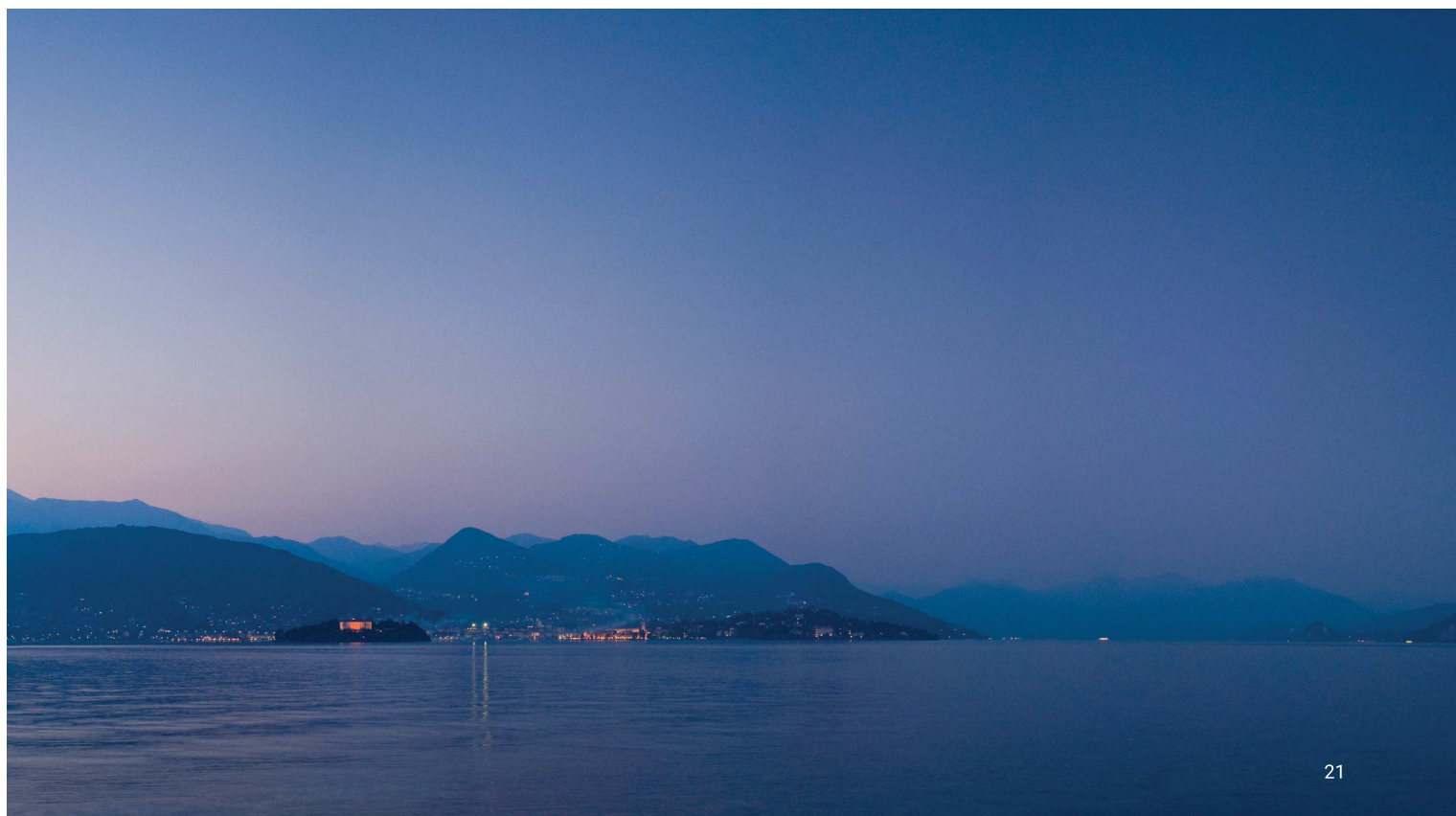
Lake Maggiore, Lake of Mergozzo and Lake Orta

Nestling in an enchanting natural setting, **Lake Maggiore**, **Lake Mergozzo** and **Lake Orta** are among the most popular destinations in the world for their mild microclimate, historic villas surrounded by beautiful parks and international events. The villages on Lake Maggiore are distinguished by the elegant hospitality of exclusive hotels, the family-friendly camping villages and quality shopping. In a few minutes by boat, you can reach the **Borromean Islands** for a visit to the luxurious palaces and gardens, authentic earthly paradises with over 2,000 varieties of plants. The **Botanical Gardens of Villa Taranto** with their splendid blooms are also a must. Colourful stone houses, the beautiful lakeside promenade and the centuries-old elm tree that is the symbol of the village: Lake Mergozzo, which was once part of Lake Maggiore, is surrounded

by wooded hills and uplands. That can be easily reached with a nice walk on the scenic Sentiero Azzurro. A view of the ancient village of **Orta** and the **Island of San Giulio** can be enjoyed from the uplands of the **Sacro Monte**. There is also a bird's eye view over the panorama from the top of **Mottarone**, a summer and winter sports destination that can be reached on foot, by car and by bicycle. A network of **trekking and cycling trails** suitable for everyone present surprises and adventure. All around, the **Ossola Valleys** present forests and alpine lakes, relaxing spas and genuine flavours. **Monte Rosa**, the **Toce Waterfall**, the **Val Grande National Park**, **Veglia Devero** and **Alta Valle Antrona Nature Parks** are coveted places for those seeking authentic environments.

Isola di San Giulio is dominated by the majestic **Romanesque Basilica** and the **Benedictine abbey**, making the island a realm of peace and beauty.

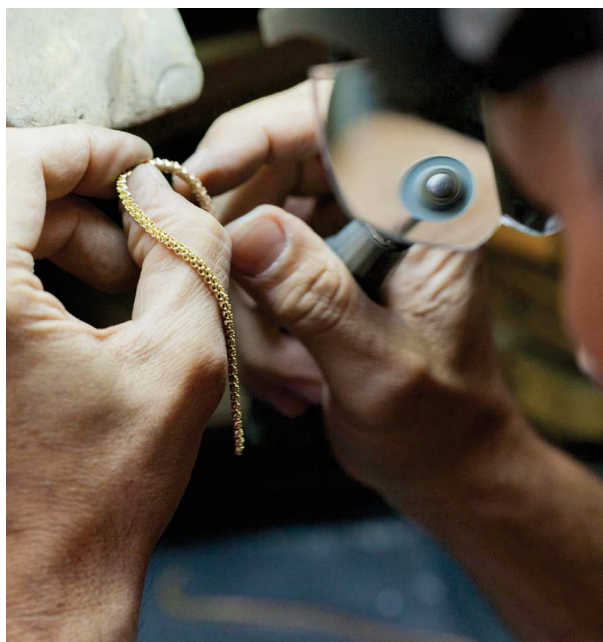
The **Colossus of San Carlo** is famous as the **second tallest bronze statue in the world**, a majestic work dominating the horizon with its grandeur.



Shopping

Treat yourself to an exclusive travel experience in Piemonte, an *obligatory destination for every shopping lover*, for its mix of out-of-the-box craftsmanship and creativity. Haute couture and art, brilliant design and furnishing accessories, fine fabrics and exquisite jewellery creations: take your time to discover ateliers and gourmet boutiques, stylish shops and typical markets. In Piemonte, the choice is always one of class and exquisite quality: from soft *cashmeres* and *wools*, produced in the historical textile district of Biella, to Valenza Po in the Alessandria area, where the wonders of *fine jewellery*, the work of the great imaginative and creative skill of the goldsmithing school will dazzle you. Discover unique *industrial design* and *fashion*, with designers who have written important chapters in the history of Italian and international fashion history in its pulsating centres in Turin and in the Cuneo area. A must on Lake Orta is the *Household Goods District* with the iconic products of world-renowned brands. *Made in Torino*, *Tour the Excellent* instead takes you to the heart of the best productions in and around the city. For a fun-filled, carefree and above all affordable day of shopping, just pop to...

Goldsmith art, Valenza. © ATL Alexala. Gianluca Grassano Ph.



Home Decor, Novara. © Cristina Pellerino Ph.

Torino Outlet Village: more than **90** shops covering 20,000 m², 15 minutes from the centre of Torino.

www.torinooutletvillage.com

Serravalle Designer Outlet: one of the largest in Europe, more than **230** shops with fashion, footwear, accessories.

www.mcarthurglen.com

Mondovicino Outlet Village: quality shopping, over **100** Italian clothing and furnishing brands.

www.mondovicino.it

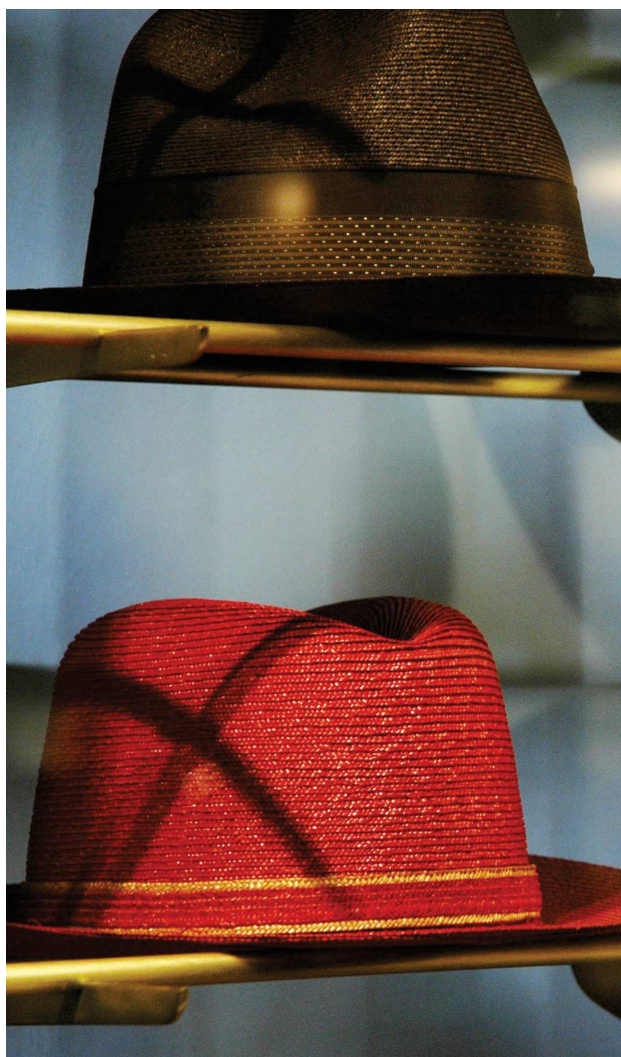
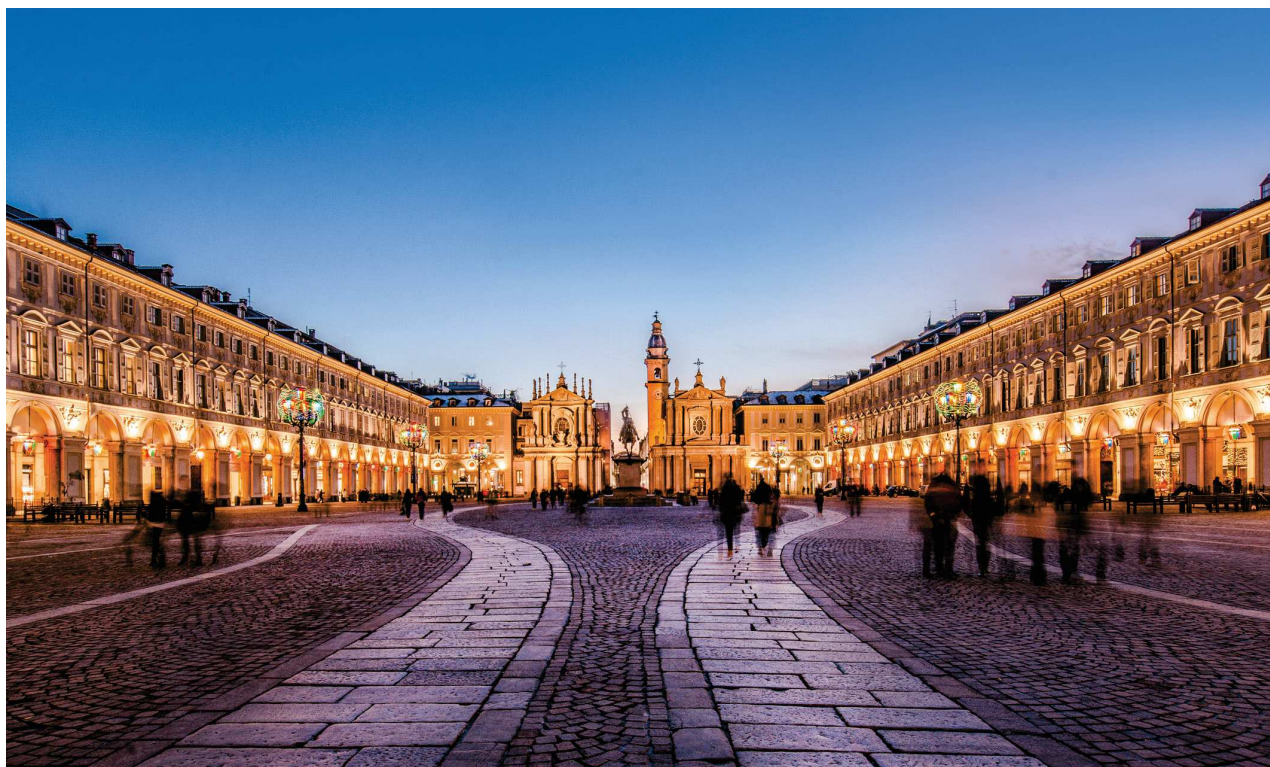
Vicolungo: over **150 shops** with clothing furniture, accessories and perfumes.

vicolungo.thestyleoutlets.it

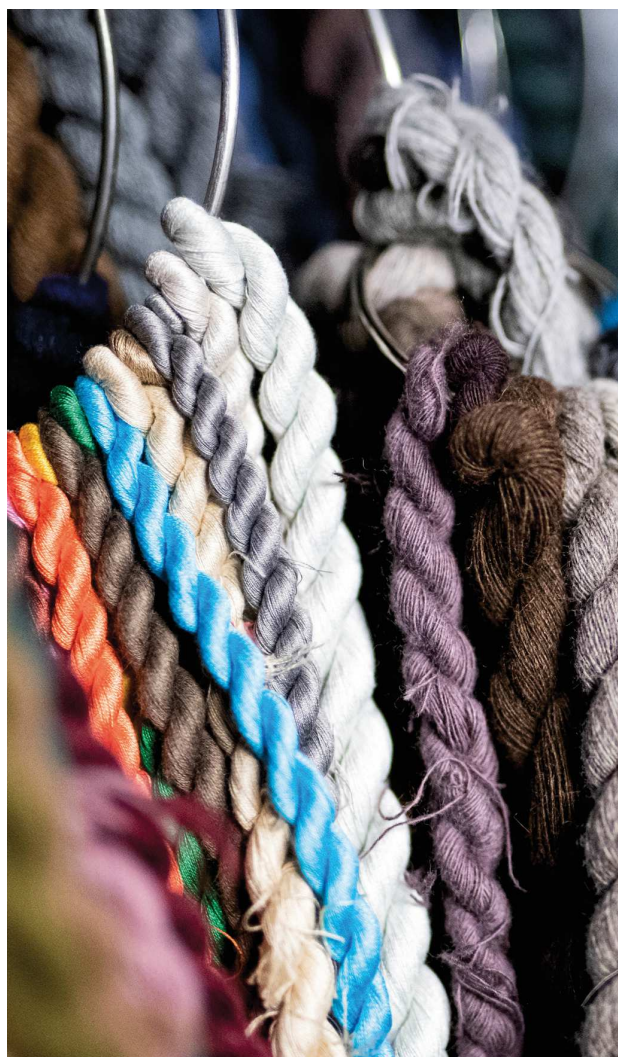
Biella Cashmere Fashion Outlets: more than **50** outlets, cashmere and high-quality fabrics.

www.atl.biella.it/shopping

Piazza San Carlo, Torino. © Visit Piemonte, Getty Images.

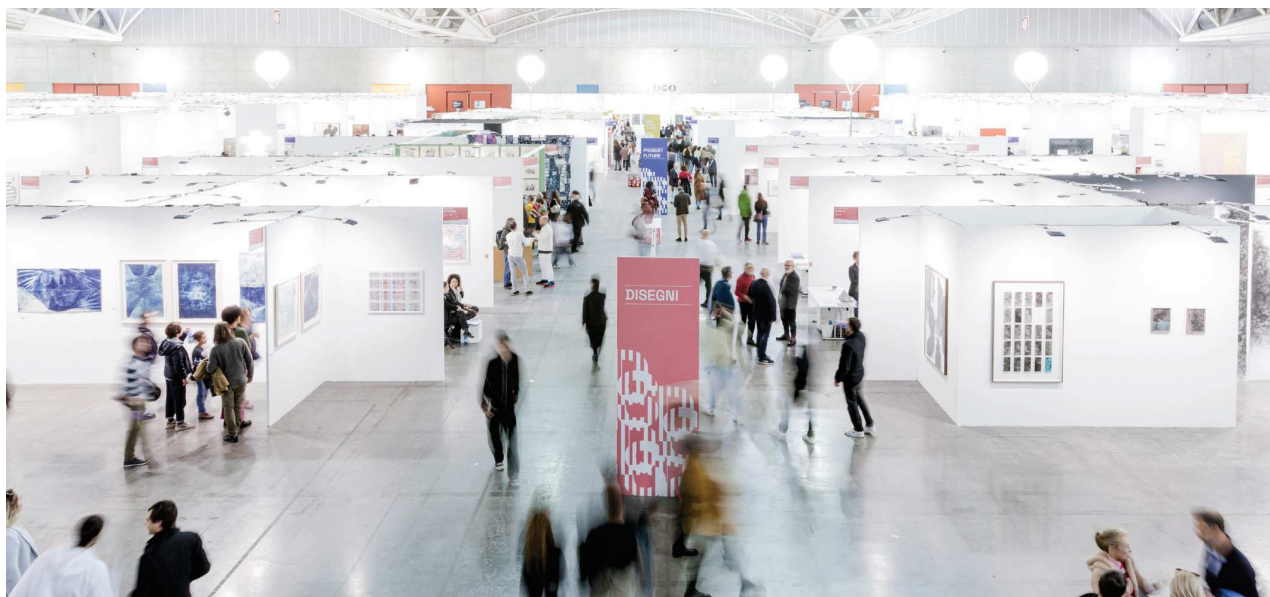


Borsalino Museum, Alessandria © ATL Alexala.

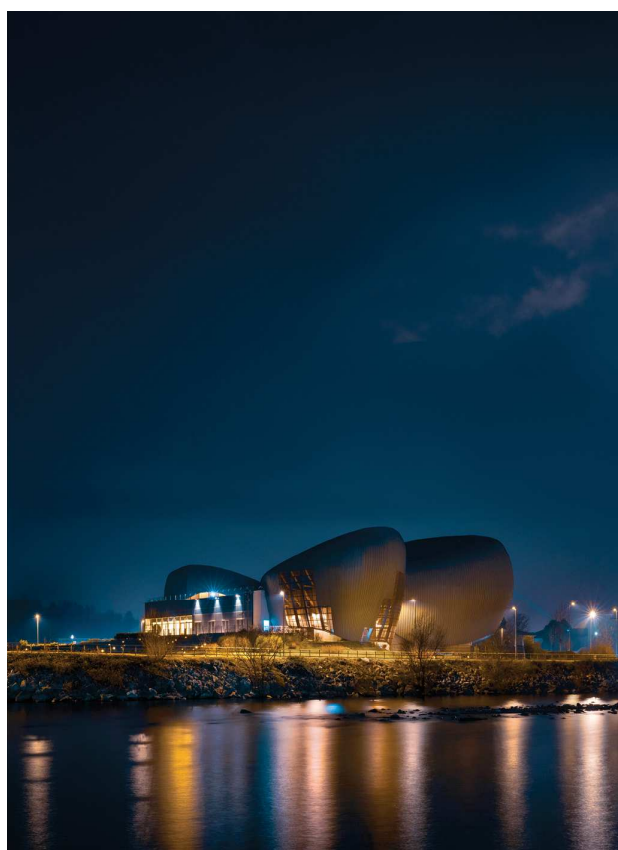


Piacenza wool mill, Biella. © Visit Piemonte, Getty Images. Giorgio Perottino Ph.

Artissima 22, Oval Lingotto. © Giorgio Perottino, Piva.



Congress Centre Lingotto. © Visit Piemonte, Gianni Oliva Photography.



Event Center "Il Maggiore". © Fondazione Centro Eventi "Il Maggiore" Verbania.

Torino, the *ideal location for any kind of event*, offers a unique atmosphere, a wealth of history and a vibrant cultural scene.

The Residences of the Royal House of Savoy are fascinating venues for social events, conventions and receptions in refined and evocative surroundings.

Land of Events

Piemonte is an *ideal destination* for hosting *meetings* and *weddings* in all seasons. From the city of Torino to Lake Maggiore and Lake Orta, from the Residences of the Royal House of Savoy to the Vineyard Landscapes of Langhe-Roero and Monferrato, both UNESCO World Heritage Sites, Piemonte offers a *wide range of locations for congresses, incentives and receptions*, combining contemporaneity with the charm of tradition. The renowned museums and brand-new post-industrial venues, historical villas and grand hotels on the banks of lakes, castles and wineries in the hills: the entire region is a true land of events!



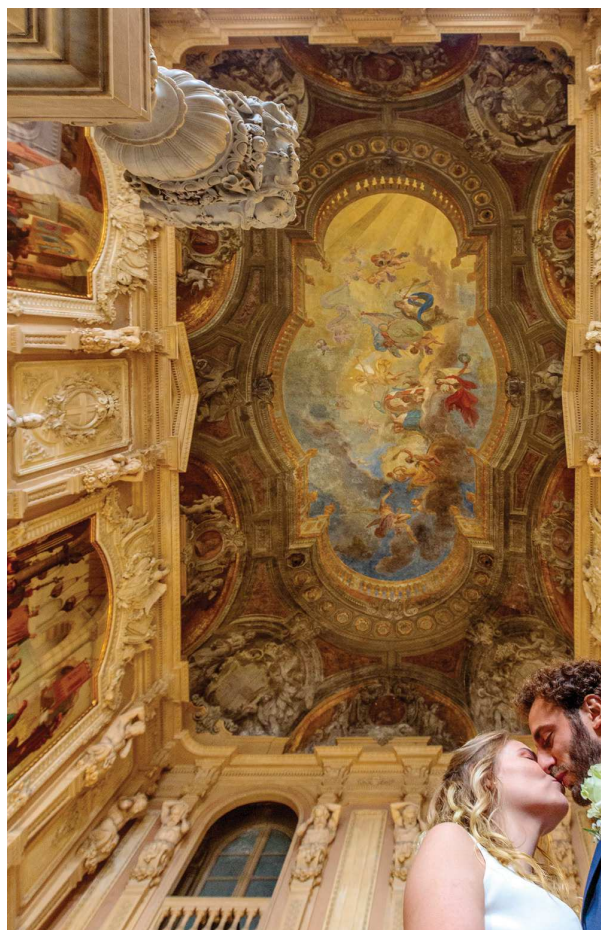
Langhe area. © Visit Piemonte, Getty Images.

Lake Maggiore and *Lake Orta* are enchanting settings for corporate events and weddings in a unique, natural environment.

Castles and Vineyard Landscapes of *Langhe-Roero* and *Monferrato*: perfect for luxury events with *elegance, culture* and top-quality *food and wine*.

Piemonte? Yes I do!

Piemonte is an area rich in art, culture, history and iconic landscapes, making it a perfect destination for couples wishing to make their dream of love come true. The entire region offers a great variety of spectacular settings: castles, lakes, hills, vineyards that harmoniously alternate with cathedrals and prestigious historical buildings. An area of incomparable beauty, the ideal backdrop for a wedding dedicated to elegance and finesse. The bride and groom can also choose from a range of exceptional activities to enjoy with their guests before and after the big day, making their event unforgettable.



Palazzo Reale. © Visit Piemonte, Gianni Oliva Photography.

Monferrato, Asti area. © Visit Piemonte, Gianni Oliva Photography.





Lake Orta. © Visit Piemonte, Gianni Oliva Photography.

The *marvellous landscapes* of Piemonte, a UNESCO World Heritage site, offer perfect settings for dream weddings, providing a harmonious and cosy atmosphere.

The UNESCO-listed “*Crown of Delights of the House of Savoy*” offers the opportunity to relive the splendour and magnificence of beautiful historical residences.

More than three hundred castles, historic residences and exceptional modern locations, ideal for unforgettable and one-of-a-kind events.



Bielmonte, Oasi Zegna. © Visit Piemonte. Gianni Oliva Photography.



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