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TORINO AND LANGHE ROERO TOGETHER.

TURISMO TORINO E PROVINCIA  
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TWO LANDS,  
ONE HEART.



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## **LANGHE ROERO AND TURISMO TORINO TOGETHER.**

**TO ACCOMPANY YOU IN THE HEART  
OF A TERRITORY YET TO BE  
DISCOVERED, TO OFFER YOU THE  
CHANCE TO WIDEN YOUR GAZE  
BEYOND BORDERS  
AND TO TRY AN OUT OF THE  
ORDINARY EXPERIENCE.**

**CARIGNANO PALACE, TURIN  
GRAPE HARVEST, BARBARESCO**

Imagine being a tightrope walker on top of the Mole Antonelliana of Turin and spreading a rope towards the South until the bell tower of the Alba Dome in the central public square of the city. And now, close your eyes and set off, in equilibrium with the emotions, beyond the Castle of Moncalieri, straight towards the Roero, until reaching the capital of the Langhe.

You may not know it, but your journey has united two lands by drawing a single heart. The territories of Turin and Langhe Roero have never been so close and so united, because they can both dispense the wonder in the eyes of those who want to have an out of the ordinary experience. And then, let go and overcome borders.

Discover with us that Turin is both a Savoyard capital, with its splendid Royal Residences, and the city of technological innovation and design. Langhe Roero, to which UNESCO has awarded the prestigious accolade of cultural landscape related to the

world of wine, is bestrewed with castles and charming medieval villages that can be visited and admired.

Discover with us that the art of living that can be breathed in Turin is equal to the feelings that can be felt in the Langhe Roero wine regions; shopping in the central streets of Turin is as inspiring as wandering among the rooms of the WIMU (Wine Museum) of Barolo; that the nature and the green of the alpine valleys that surround Turin as exciting as the outdoor activities that can be practiced in the hills of Langhe Roero.

Well, if we have not convinced you that we are two lands with one heart, then we will have to tempt you with some delicious food. Sit comfortably at the table, because the capitals of taste will seduce you with the flavours and scents of the Alba White Truffle and chocolate, with a plate of *tjarin* and a piece of mountain cheese. And, last but not least, they will sweeten you with a *bonét* and a *bicerin*.

## BACCHUS AND CELLULOID

“GIVE ME A MUSEUM AND I’LL FILL IT”  
(PABLO PICASSO)

NATIONAL MUSEUM OF CINEMA, TURIN  
MUSEO EGIZIO, TURIN

In Turin cinema feels at home, or rather, Turin is cinema’s home. This home is the city’s symbol: the Mole Antonelliana. With magic lanterns and celluloid divas, the building has preserved the memory of the moving pictures thanks to a cutting-edge installation that has made the National Museum of Cinema one of the most visited landmarks in Italy.



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In Langhe Roero wine feels at home, or rather, in Barolo wine has found its home in the Falletti Castle’s Wine Museum (WiMu). Thanks to a downhill sensory itinerary, the castle is where the culture and poetry of wine have come to live. It is a tale that unfolds through nature, art, history and traditions, an innovative and unusual arrangement of exhibits that has made the Falletti Castle one of the most original museums dedicated to the culture of wine.

It is not by chance that both museums were designed by François Confino, one of the most illustrious planners and designers in the world. It is a unique creative gesture that unites the two territories and their myths: Bacchus and the Seventh Art.

Turin protects its treasures, whether they are the car, the mountains, modern and contemporary art or Egyptian antiquity. Each has its home that is open to the public, just like the houses of Fenoglio in Alba and Pavese in Santo Stefano Belbo, two authors who better than anyone else depicted this land and who have contributed to the creation of a cultural landscape that we all love.



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## **CHESS AND ROSES**

**“A ROSE IS A ROSE IS A ROSE”  
(GERTRUDE STEIN)**

**PALAZZINA DI CACCIA  
DI STUPINIGI (HUNTING RESIDENCE)  
THE REGGIA DI VENARIA**

When they were far from the palaces of power, the Savoy loved activities related to hunting, organizing grand receptions and court ceremonies or just spending their free time immersed in the verdure of the parks.

That is how between the 16th and 18th centuries the Crown of Delights was born. It is a group of Savoyard residences that in 1997 UNESCO recognized as World Heritage Sites. The group includes the Reggia di Venaria, the Castles of Rivoli, Moncalieri, Agliè, Govone, the Pollenzo Estate and many others.

Walking through the Grand Gallery in the Reggia di Venaria, you will be able to see the light playing chess.

It is not a trick; it is magic. The sun shines through 22 “eyes” (oval openings) located above the large windows. It is a game of shadows, lights and chiaroscuro that are cast onto the chess floor designed by Filippo Juvarra about three centuries ago.

If in the month of May you are walking through Govone, in the heart of Roero, you will most surely come across the Royal Castle that stands on the hilltop.

Surrounded by a wonderful English landscape park, the castle harbours a precious botanical garden with an ancient rose garden that has recently been restored and enhanced. It is a rainbow of colours and scents, a place of peace and harmony.

There are other important names that accompany the House of Savoy: the Falletti from Barolo, Serralunga d’Alba, and Roddi; Count Camillo Benso from Grinzane Cavour, the Roero from Monticello and Guarene and many other families, mansions, forts and towns that have left their indelible impression on this territory.

**THE PALACE MADAMA, TURIN  
GOVONE CASTLE**





## SLOWNESS AND BEAUTY

**“EVERYTHING THAT IS EXQUISITE MATURES SLOWLY”**  
(ARTHUR SCHOPENHAUER)

MERENDA REALE, TURIN  
MULASSANO CAFÉ, TURIN

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To grasp the spirit and soul of Turin you must not be in a hurry. The city's rhythms are based on the rituals of living, or rather, the art of living.

These rituals are performed in places that offer inspiration to the taste buds and where people can enjoy shopping, culture and art. Take a break between your visits to the museums, the boutiques, the markets and the shops, enter one of the numerous historical cafés bestrewed along the elegant arcades and indulge in the sin of gluttony.



**TWO LANDS,  
ONE HEART.**



TYPICAL TURIN DISH  
THE ARCADES OF TURIN  
WINERIES IN LANGHE ROERO

feeling the atmosphere of the city and the magic of a landscape that man has laboured over and that now emanates beauty and emotion.

The historical towns of Langhe Roero must also be admired slowly, employing an itinerary that takes you from hill to hill and stops at the “cathedrals of wine”. They are the Regional Wineries, places that preserve ancient knowhow, often located in characteristic castles, and that demonstrate how the great wines are an expression of the land and the work of man.

Together Langhe Roero and Turin have turned good living and slow tourism into a successful pair. Walking through the arcades of Via Roma and Via Po, going over the hills that create great wines such as Barolo and Barbaresco, discovering towns and cellars or just travelling along the Royal Road of Turin Wines (Strada Reale dei Vini Torinesi ) are all occasions for





## EBONY AND IVORY

“EBONY AND IVORY LIVE TOGETHER IN PERFECT HARMONY”  
(PAUL MCCARTNEY)

One has the colour of ivory bordering on ochre, a round form and is slightly gnarled. It hides in the bowels of the earth, clinging to the roots of an oak or willow tree, of a poplar rather than a linden tree.

It is not easy to find, ask *Trifolau* and *Taboj* (dogs), who in the final months of the year, when the fog envelops the hills of the Langhe and the Rocche of Roero as if in a Fenoglio's novel, perform the search ritual.

The other has a dark colour with a *nuance* that gradually becomes brown. It has a particular form, almost that of a boat turned upside down.

It comes far from the past, when Turin was the capital of Italy and Michele Prochet, a brilliant experimenter of tastes, played with the alchemy of flavours adding a bit of ground hazelnuts (from the Langhe, of course) to cacao.

WHITE TRUFFLE OF ALBA  
CAFFÈ SAN CARLO, TURIN  
CHOCOLATE AND HAZELNUTS FROM HIGH LANGA  
THE GIANDUIOTTI OF TURIN

It is not easy find, ask the Turin residents who love strolling in the arcades in front of the prestigious historical cafes and pastry shops.

We are speaking about the White Truffle of Alba and the chocolate that in Turin stole the name of its most famous mask, Gianduja, becoming Gianduìotto.

Not many places can boast such a close tie with a product of the earth as in the first case and with a manmade artefact as in the second (because in Turin there are still *chocolate masters* who cut the Gianduìotti with their hands).

Nature and Man. When the latter respects the former, miracles may occur. For proof come to Turin or to Langhe Roero when during the fair the scent of white truffle appeals to the nose and reawakens the senses.

Then, go seeking refuge in a pastry shop, as in the past poet Guido Gozzano used to do, in order to taste the boat-shaped chocolates wrapped in golden paper.





## STARS AND FLAVOURS

**“ONE DAY I’M GOING TO THROW MY ENORMOUS HEART UP THERE AMONG THE STARS / I SWEAR I WILL...”**  
(FRANCESCO DE GREGORI)

There are stars that shine not only in the sky. Sometimes they light up special places that celebrate the art of flavours.

They are coveted stars because they award the work and creativity of the great chefs and are given by the gourmet bible par excellence: the Michelin Guide.

Turin and Alba, the renowned capitals of flavour, have certainly not gone unobserved by the eyes and above all by the palates of the feared inspectors from the red guide who gave a total of nine stars to the restaurants in the

cities. In these cities, culinary art turns into science and historical memory with the University of Gastronomic Sciences of Pollenzo, a few kilometres from Alba, and the Museum of Flavour at Frossasco, just outside Turin.

PLAISENTIF, CHEESE OF VIOLETS  
BRA SAUSAGE  
HAZELNUT OF PIEMONTE IGP  
TAJARIN

And it could not have been otherwise because both cities, just like the surrounding territories, are rich in excellent products that the wise masters of flavour, starting with the raw materials of the highest quality, know how to transform into unique products to be tasted everywhere, from the starred restaurants to the characteristic out of town taverns.

From alpine pasture cheeses such as the Plaisentif (the “cheese of the violets”) to the Hazelnut of Piemonte IGP, from the *tajarin* to the legendary *bagna càuda*, from the artisan ice cream (the splendid Pinguino, created in Turin at the end of the 30s) to the famous “*battuta al coltello*”: sitting down at a table in Turin or in Langhe Roero is a convivial rite that only the great capitals of flavour know how to organize.





## DRINK AND BOUQUET

“WINE IS THE POETRY OF THE EARTH”  
(MARIO SOLDATI)

It is not a wine, even though it would not be what it is without wine. It is not a liqueur, even though it is rather close. It is simply Vermouth, a pure Turin invention. It is a real icon of the aperitif, a fundamental element for many *bartenders* and the absolute protagonist of the famous *pre-dinner* cocktails. In short, in Turin a good aperitif is nothing without Vermouth. It was invented in 1786 by Antonio Benedetto Carpano in a workshop on Piazza Castello.

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BAROLO CELLAR  
EVENT AT A CELLAR IN LANGHE ROERO

As all great products, Vermouth knows how to express the territory of its origin. One of its numerous ingredients is the *artemisia absinthium* (Wermut in German), which is one of its main aromatic herbs and which, to discipline production, must come from Piemonte.

APERITIF IN TURIN  
EVENT AT A CELLAR IN LANGHE ROERO

If it is wine that you are looking for as an aperitif, you will be spoiled for choice: a glass of Roero Arneis or Erbaluce di Caluso, a glass of Dolcetto di Dogliani or the bubbly Alta Langa. These are great wines that are waiting to accompany you along a sensory journey through the vined hills, helping you discover refined bouquets and inebriating flavours.

Then, after the frenetic *happy hour*, you will meditate with the great “offspring” of the Nebbiolo: Roero, Barbaresco and Barolo - the austere and noble face of the King of Wines and the Wine of the Kings.



TWO LANDS,  
ONE HEART.







VIA LAGRANGE, TURIN  
THE BALÓN MARKET, TURIN  
VIA ROMA, TURIN

## SHOPPING AND TRAVELLING

“TRAVELLING IS GOING AROUND SHOPS”  
(SUSAN SONTAG)

Shopping in Turin has a thousand faces, each with its own rites, myths and places.

Take a journey into the heart of the city, along the streets, arcades (more than 18 km of them, 12 of which are continuous and connected) and squares.

Start with the great fashion brands in Via Roma, without forgetting Via Lagrange and Via Carlo Alberto, and then head towards Piazza San Carlo, pushing your way to Piazza Castello. Here you can choose among the many bookshops and vintage shops on Via Po or, on the other side, leaving the marvellous façade of Palazzo Madama behind, walk along Via Garibaldi, one of the city's most important arteries, full of shops, shop windows and boutiques.

But Turin also knows how to be funky, multi-ethnic and rowdy with its large markets: from the legendary Balón,



VIA MAESTRA, ALBA

the flea market par excellence, to the enormous one at Porta Palazzo, the crossroads of culture.

Shopping in Alba is called “Via Maestra” (Via Vittorio Emanuele), the street of “strolling” that unites Piazza Duomo and Piazza Michele



Ferrero; and then the parlour of Bra with Via Cavour and Via Vittorio Emanuele II, without forgetting Cherasco, the capital of vintage and little markets.

If you then want to satisfy your taste buds, in Langhe Roero you can shop directly at the production premises. It is the philosophy of km0, a privilege that this land concedes to those who wish to discover the territory. Try buying some honey or fruit from a producer in Roero or tomme cheese in Murazzano in Alta Langa. Taste some wine in the cellar or just see what's on the stands at the Truffle Fair in Alba.



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The future in Turin has always been just around the corner. The city has always known how to meet the challenges of the future by using its natural vocation for innovation without forgetting the past.

It is enough to look at the Bolla del Lingotto or the Officine Grandi Riparazioni to understand that through man's ingenuity and effort places of know-how have become large spaces of culture.

In Langhe Roero innovation and attention to the future are summed up by one word: UNESCO. This important recognition consolidates and awards decades of work that man has dedicated to preserving and valorising this territory, making it become a cultural landscape. Both cities can boast

## THE FUTURE AND THE PAST

“LET’S WAIT FOR TOMORROW WITHOUT FEAR”  
(LUCIO DALLA)



of a prestigious accolade: the UNESCO Creative City. Alba for the Gastronomy, Turin for the Design.

The particular becomes universal: in Turin the excellence of the automobile, of car design and of the start-ups opens new opportunities and makes the city the capital of innovation.

In the viticultural landscapes of Langhe Roero and Monferrato great wines such as Barolo, Barbaresco and Asti take the story beyond the borders. It is the story of men who nurtured the land knowing that a great wine is made of passion, foresight and respect for the territory.



ALBA, ALESSI'S AFFETTATARTUFI (TRUFFLE SLICER)  
THE MERZ FOUNTAIN, TURIN  
OFFICINE GRANDI RIPARAZIONI, TURIN  
LA BOLLA DEL LINGOTTO, TURIN  
LANGHE ROERO LANDSCAPES  
PORTA SUSA, TURIN





## STILLNESS AND MOVEMENT

**"LIFE IS LIKE RIDING A BICYCLE. IF YOU WANT TO  
KEEP YOUR BALANCE, YOU HAVE TO KEEP MOVING"**  
(ALBERT EINSTEIN)

Turin loves green and nature has returned the favour by giving the city parks, avenues, protected areas and a lush hill on which the Basilica di Superga seems to keep a vigil over the city.



TURIN BIKE  
VALENTINO PARK, TURIN  
TREKKING IN LANGHE ROERO

Just a few hundred meters on bike and you can cross the River Po along the Vittorio Emanuele Bridge and immerse yourself in the green that surrounds the Monte dei Cappuccini. From there you can enjoy an extraordinary panorama that embraces the entire city.

In Langhe Roero the palette of colours follows the rhythm of the seasons. The summer green in the autumn turns to *foliage* and the vined hills shine with a thousand hues. Going down these streets on bicycle, on an e-bike (for those who need a push), on a motorcycle or on foot along the paths is a feast for the eyes.

Outdoor tourism in Turin and the Turin Province, as well as in Langhe Roero, is adventure and discovery, quietude and movement. It is strolling through the Royal Gardens or the Valentino Park, along the shores of the Po.

It is the mountains in the summer and the winter.

It is trekking in Alta Langa.

It is the charm of the Rocche of Roero.

It is a game of golf in the La Mandria Park. There are plenty of opportunities to surround yourself with nature.

Leave your car at home and move around with us, barefoot in the park.

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**CREDITS/**

**ALBA BRA LANGHE ROERO TOURIST BOARD:**

Davide Dutto, Fulvio Silvestri, Stefania Spadoni.

**INTERNATIONAL ALBA WHITE TRUFFLE FAIR OFFICE:**

Luca Privitera.

**TURISMO TORINO E PROVINCIA:**

Roberto Borgo, Giuseppe Bressi, Michele D'Ottavio, Pierandrea Monni, Marco Saroldi, Giancarlo Tovo.

**CITY OF TURIN:**

Enrico Aretini, Mattia Boero, Bruna Biamino, Michele D'Ottavio, Fabrizio Zanelli.

**MUSEO DEL CINEMA FOUNDATION**

**OFFICINE GRANDI RIPARAZIONI ARCHIVE**

**ANEMOS ITINERARI DEL VENTO**

Davide Bellucca.

**MARTINI E ROSSI ARCHIVE**

Ivano Piva.

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**CONCEPT/**

STUDIOSANNAADV.COM

Art Director, M. Sanna

**LIBERLAB**

Copywriter, V. Costanzia

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**ITALY>PIEMONTE>TURIN**

**BY PLANE**

>TORINO AIRPORT

>CUNEO LEVALDIGI

**BY TRAIN**

>ITALOTRENO

>TRENITALIA/LE FRECCIE

>OUI SNCF

TORINO>MILANO	50minutes
TORINO>BOLOGNA	2 <sup>h</sup> 07minutes
TORINO>FIRENZE	2 <sup>h</sup> 44minutes
TORINO>VENEZIA	3 <sup>h</sup> 25minutes
TORINO>ROMA	3 <sup>h</sup> 59minutes
TORINO>NAPOLI	5 <sup>h</sup> 53minutes

**BY CAR**

>A4 TORINO/TRIESTE

>A6 TORINO/AOSTA

>A6 TORINO/SAVONA

>A21 TORINO/PIACENZA/BRESCIA

>A26 GENOVA/GRAVELLONA TOCE

>A33 ASTI/CUNEO

>A55 TANGENZIALE DI TORINO



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