

THE WELCOME MAGAZINE

SMART EDITION

TURIN

JULY 2022 #45

ALL YOU CAN DO IN THE CITY

EVENTS | SIGHTSEEING
MUSEUMS | SHOPPING | DINING
ENTERTAINMENT | MAPS

LIVE MUSIC AT THE
ROYAL RESIDENCES

Welcome Smart Network

MAGAZINES | GUIDES | MAPS | WEBSITES

INTERACTIVE

RINASCENTE

DISCOVER MORE >



TORINO . VIA LAGRANGE

SALDI

FINO AL

-50%



ENJOY YOUR SHOPPING

**PRESENTA QUESTO COUPON PER AVERE
UNO SCONTO DEL 10%* SUI TUOI ACQUISTI**

* Sconto valido salvo restrizioni normative regionali e solo sulle marche che aderiscono all'iniziativa. Non cumulabile con saldi, altre promozioni in corso, non valido presso i bar, i ristoranti e sugli acquisti online. Valido fino al 31 dicembre 2022.



2 340000 003976 >

MILANO | PIAZZA DUOMO ROMA | VIA DEL TRITONE . PIAZZA FIUME FIRENZE
TORINO CAGLIARI CATANIA MONZA PALERMO

Turin | July 2022

I am **Andrea Jarach, editor of the Welcome Magazines**, periodicals that we have been publishing for 12 years for international visitors in some of the most important cities for tourism in Italy.

Since last April we have added **Verona** to the traditional editions of **Venice, Florence, Turin** and expand our **Milan** magazine to the **Lombardy** region.

Welcome Magazine is here to accompany visitors in their discovery of Italy's attractions. As you can see in the following pages, the Welcome Magazine offers useful information **about events, shopping, food and wine**, everything that can interest the visitor answering the question: **"what can I do, what can I discover during my stay?"**

Our aim is to create memorable experiences of the visit, also by linking together the different opportunities offered by the area. Our mission is to provide essential tourist information for the benefit of visitors who choose wonderful Italy as their destination.

You will find the Welcome Magazines in the approximately **500 hotels belonging to the Welcome Magazine circuit in Italy**.

You can therefore use the **traditional paper editions**, but don't miss the chance to browse through the pages of the **digital and interactive editions** also on your computers and smartphones. As always, you will also be able to access tourist information through our website **www.welcomemagazine.it**, which is always up-to-date and full of ideas for your trip. Welcome to Italy, discover and enjoy!

STAY IN TOUCH



turin.welcomemagazine.it
Download all issues



Like us on
facebook.com/WhereTurin



www.magzter.com
Digital magazine store



www.welcometoitalia.com
Italian experiences



Follow us on Instagram
[@where_turin](https://www.instagram.com/where_turin)



www.pressreader.com
Digital magazines



www.proedi.it/welcome-smart-network



Follow us on Twitter
[@Whereturin](https://twitter.com/Whereturin)



issuu.com/where-italia
Digital magazines

UNMISSABLE Monuments & Sites

 — **6 TOP IN TOWN**
Discover the city, starting from its main attractions and several not to be missed districts.



WHAT TO DO Events & Shows

 — **12 DISCOVER AND ENJOY**
This month's round-up of art exhibitions and shows in Turin.



 — **36 THE ROYAL RESIDENCES**
The Regge Sabaude offer an overview of old-day court life and testify to the history of Piedmont.



 — **42 TOP DESTINATIONS AROUND PIEDMONT**
Avant-garde wineries, a legacy of world-class cuisine and marvelous landscapes. All of these things have earned the areas of the Langhe, Roero and Monferrato UNESCO World Heritage status.



SHOPPING Boutiques & Brands

 — **52 THE SCENTED UNIVERSE OF TONATTO**
Discover a hidden treasure trove of home fragrances and perfumes.



OUTLETS Fashion & Design



— **62 THE BEST SHOPPING EXPERIENCE**

A few steps from Turin, the best Italian and international brands at discounted prices all year round.



TASTING Food & Wine



— **68 CLASSIC CUISINE WITH A TWIST**

At "Le Vitel Etonné" you can sample traditional Piedmontese dishes with contemporary tastes.



LEISURE Entertainments & Tours



— **82 A SIGNATURE COCKTAIL AT SMART TREE**

Don't miss a trendy destination for lovers of mixology.



ITINERARIES Landmarks & Museums



— **84 THE "LIVING ROOM" OF TURIN**

Piazza San Carlo holds the record for the most elegant square in the city.



108 ESSENTIALS Maps & Info



Information and tips to get around the city.





GREEN PEA

The first **green retail park** in the world, next to Eataly at Lingotto, is dedicated to the theme of respect. 15,000 sq.m. on **5 floors** where **sustainable products** are created in harmony with Earth, Air, Water and People, in line with the principles of beauty and originality of Made in Italy. From Turin to the world. www.greenpea.com



KRISTINA T

The store, located in the heart of Turin, transports customers into a world of **exquisitely feminine dresses**, delicate floral prints and diaphanous lingerie. Kristina Ti's hallmark features include **colours and prints** inspired by nature and the modern interior is deliberately minimalist to highlight the brand's collections. www.kristinati.it





HIGHLIGHTS OF THE MONTH



RINASCENTE

The store in the central via Lagrange offers a **unique shopping experience**. The -1 Floor is dedicated to homeware, design and food, while the second, third and fourth boast contemporary fashion and classic style. The Ground Floor hosts an area devoted to **accessories**, jewelery and sunglasses, a Beauty Hall, and the Temakinho restaurant. www.rinascente.it



SAN CARLO DAL 1973

An elegant boutique in the centre of Turin, it is dedicated to **perfumes, essences and accessories**. On the first floor, **apparel, homeware** and hand-crafted Japanese items combine to give life to an **unconventional shopping experience**. On the second floor, a terrace with a bar welcomes customers wanting to indulge in a relaxing break. www.sancarlodal1973.com

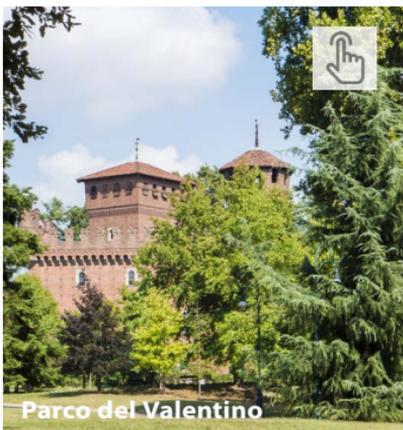


[UNMISSABLE]

Top in Town



Mole Antonelliana



Parco del Valentino



Palazzo Madama



Museo Egizio

≡ INDEX

ITINERARIES >



1/2

[UNMISSABLE]

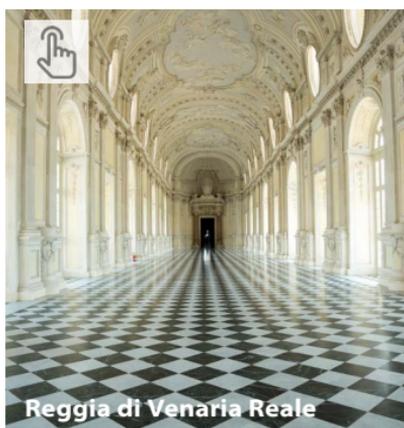
Top in Town



Palazzina di Caccia di Stupinigi



Lingotto



Reggia di Venaria Reale



Museo Nazionale dell'Automobile

≡ INDEX

ITINERARIES >



2/2

WELCOME | PANORAMA

La Venaria Reale



≡ INDEX

- Located inside the Park of La Mandria, in the historic centre of the town of Venaria, the **Reggia di Venaria Reale** is a Baroque-style complex built in the mid-17th century as a glorified hunting lodge for Carlo Emanuele II.
- This grandiose estate lying on the outskirts of Turin comprises 80,000 square metres of buildings which combine to make up the Reggia and **60 hectares of Gardens**, a masterpiece of architecture and landscaping, included in the **UNESCO World Heritage** list in 1997.
- This monumental building boasts several of the highest expressions of universal Baroque: the enchanting **Hall of Diana** designed by Amedeo di Castellamonte, the breathtaking **Great Gallery** and the solemn **Chapel of Saint Hubert**, the grandiose complex of the **Juvarra Stables**, designed by Filippo Juvarra in the 18th century, ornate decorations and the spectacular **Fountain of the Stag** in the Court of Honour. These provide a unique setting for the Theatre of History and Magnificence, the permanent display devoted to the House of Savoy, that runs from the basement level to the piano nobile of the Reggia.
- Inside the Reggia di Venaria Reale, a part of the circuit of the **Royal Residences of Turin and Piedmont**, multimedia installations enable visitors to reconstruct the history of court life, while the apartments of King Vittorio Emanuele II of Savoy and his wife Rosa Vercellana, remodelled in the adjacent Castello della Mandria, are open for public viewing, as is the room hosting the collection of royal jewels.
- On the last floor of the palace, above the monumental corridor known as the Galleria di Diana, discerning diners can enjoy a delightful meal at the **Dolce Stil Novo alla Reggia**, the Reggia's Michelin-starred restaurant.

www.lavenaria.it/en



Museo Egizio. A star of the museum world



WELCOME | LANDMARK

- Have you heard of Jean-François Champollion? A French archaeologist and Egyptologist and the director of the Egyptian sector of the Louvre in Paris, he is the man who deciphered the mystery of hieroglyphics through the Rosetta Stone in 1822. It is also thanks to Champollion's expertise that we owe the defining statement: "**The road to Memphis and Thebes passes through Turin.**"
- This unique and extraordinary Egyptian Museum, the **world's first Egyptian museum founded in 1824**, is the second in terms of the value and number of artifacts (around 40,000) outside of Cairo and the eighth most widely visited museum in Italy. It's so well-known that in a classification drawn up by TripAdvisor, it was ranked **number one among Italy's most popular museums**, ninth in Europe and fourteenth in the world. The British newspaper The Times listed it as one of the 50 best museums on the planet.
- Despite its longstanding history and historic headquarters – the imposing Palazzo dell'Accademia delle Scienze, dating back to the 17th century – the museum is extremely modern in terms of both its layout and **immersive visitor experience**.
- Remodelled by **Oscar-winning set designer Dante Ferretti**, in 2015 the exhibition space was doubled, following massive renovations, and is now spread over four levels, three above ground and one below ground, organized in chronological order.
- Here you'll find mummies, tombs, papyrus sheets and everything related to ancient Egypt (included embalmed animals) from the Paleolithic to the Coptic era.
- If you're so overwhelmed that you don't know where to begin your tour, get an audio guide. A tip? The **Restoration Area** on the first floor that allows visitors to watch animal mummies being restored.

Via Accademia delle Scienze, 6. www.museoegizio.it



DISCOVER AND ENJOY

With the opening of the new Gallerie d'Italia-Torino and the new identity of the Pinacoteca Agnelli, Turin reconfirms its unstoppable momentum towards rebirth. Also worth a visit this month are the exhibitions in the hubs of culture and art, as well as the sumptuous royal residences.



— **GALLERIE D'ITALIA-TORINO** New museum **PHOTOGRAPHY**
Piazza San Carlo, 156



— **PINACOTECA AGNELLI** New identity **CONTEMPORARY ART**
Lingotto – Via Nizza 230/103



— **Sonic Park Stupinigi 2022, 4th edition** **FESTIVAL**
Palazzina di Caccia di Stupinigi, Nichelino (Turin) • Until 20 July



— **From the Squares to the Courts** **EXHIBITION**
La Venaria Reale • Until 18 September



— **Yann Tiersen at the Flowers Festival #22**
(1-16 July) **MUSIC**
Parco della Certosa Reale.
Collegno • 14 July



— **World Press Photo Exhibition 2022** **PHOTOGRAPHY**
GAM-Galleria Civica d'Arte Moderna • Until 18 September



— **NATURECULTURES. Art and Nature**
from Arte Povera to today **EXHIBITION**
OGR Torino, Binari 1 and 2 • Until 22 September



— **MOTUS. Preistoria dell'Automobile** **EXHIBITION**
MAUTO-Museo Nazionale dell'Automobile di Torino
• Until 25 September

≡ INDEX





Gallerie d'Italia-Torino



— **Gran Trail Courmayeur** **SPORT**

Courmayeur (Aosta) • 8-10 July



— **THE WORLD OF BANKSY. The Immersive Experience**

Torino Porta Nuova Station-Sala degli Stemmi **EXHIBITION**

• Until 24 July



— **A Collection without Boundaries.** **ART**

GAM | Galleria Civica d'Arte Moderna e Contemporanea

• Until 2 October



— **GRAN BALÓN** **EXHIBITION**

Porta Palazzo • 10 July



— **Artissima 2022**

Oval, Lingotto Fiere Torino



— **A TU PER TU CON LEONARDO**

EXTRAORDINARY EXHIBITION

Musei Reali - Biblioteca Reale

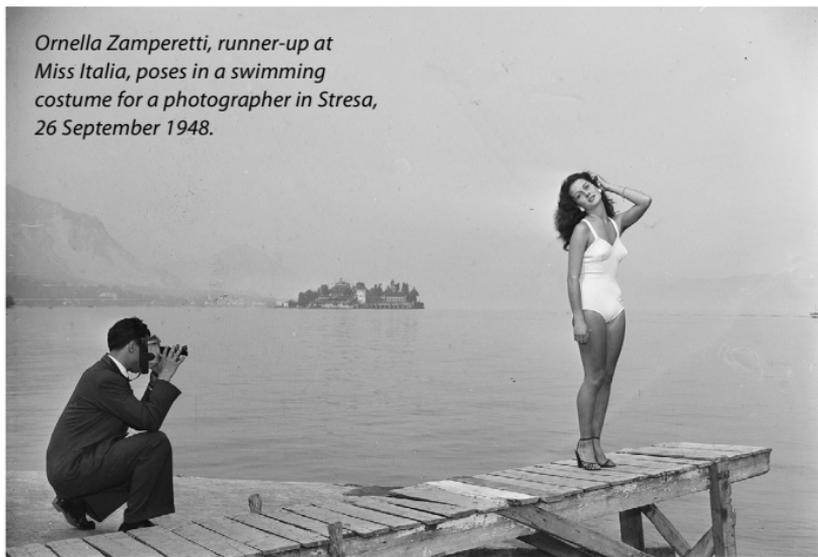


GALLERIE D'ITALIA-TORINO AT THE HEART OF PHOTOGRAPHY

NEW EXHIBITION SITE Intesa Sanpaolo has recently inaugurated the "Gallerie d'Italia-Torino", the Group's fourth museum (after Milan, Naples, and Vicenza): ten thousand square metres of **exhibition space on five floors**, three of which underground, dedicated to **photography** and **Baroque art** in **Piazza San Carlo** in **Palazzo Turinetti**. The museum is home to **the Intesa Sanpaolo Publifoto Archive** - with about **7 million shots** taken from the 1930s to the 1990s by one of Italy's leading photojournalism agencies - and the pictorial cycle of the ancient Oratory of the Compagnia di San Paolo. The architectural project by **Michele De Lucchi-AMDL Circle** has transformed the spaces of the historic building into a unique place where **photography and video** art will document and preserve images, events, and reflections to promote the themes related to the evolution of sustainability. **Two exhibitions** inaugurated this new opening. **Open until 4 September. Full ticket: 10€** *Open on Tues, Thurs, Fri, Sat and Sun 9.30am-7.30pm; Wed 9.30am-10.30pm. Closed on Mon.* Last admission: one and a half hours before closing time.

To be continued on the next page >>

Ornella Zamperetti, runner-up at Miss Italia, poses in a swimming costume for a photographer in Stresa, 26 September 1948.



WELCOME | WHAT TO DO

>> **"Dalla guerra alla luna. 1945-1969. Sguardi dall'Archivio Publifoto Intesa Sanpaolo"** (From War to the Moon. 1945-1969. Glances from the Publifoto Archive) features a selection of historical images documenting the **economic miracle** up to the greatest conquest of modern man, the moon landing. The exhibition consists of **previously unseen images**, often presented in the form of installations, which transform the space of the Gallerie d'Italia in Turin into a place of appearances, and not simply an exhibition.

>> **"La fragile meraviglia. Un viaggio nella natura che cambia"** (The fragile wonder. A journey through changing nature) by Paolo Pellegrin, is a **photographic reportage** dedicated to the theme of **climate change**. A project that engaged the photographer for over a year, and which saw him move around different parts of the world. Pellegrin therefore moved by immersing himself in nature, identifying as a primary and constant characteristic that "fragile wonder" that gives the title to the exhibition and the entire project.

Gallerie d'Italia-Torino

Piazza San Carlo, 156.

T: 800 167 619. www.gallerieditalia.com



*Sossusvlei, National Park of
Namib-Naukluft. Namibia, 2022
Paolo Pellegrin/Magnum Photos*



NEW IDENTITY FOR THE PINACOTECA AGNELLI

RESTYLING The new Pinacoteca Agnelli is ready to become a dynamic cultural centre, open to the multidisciplinary languages of the present **in dialogue with the historic Pinacoteca collection**. It is now a place dedicated to the production of and site-specific projects commissioned from Italian and international artists.

>> **PISTA 500**. The new Pinacoteca programme also extends to the **Lingotto's iconic rooftop track**. The outdoor space is enriched with installations by international artists designed to dialogue with the industrial architecture, the spectacular landscape over the city and the garden recently created on the runway. Thanks to FIAT's conversion project, the Pista 500 is now the **highest rooftop park in Europe** with its 40,000 plants of over 300 different native species: a **green lung 28 metres high** which, in keeping with its original identity as a **circuit historically dedicated to car testing**, is now also an attractive test drive for the New 500, FIAT's first all-electric car.

© ANDREA GUERMANI

To be continued on the next page >>



WELCOME | WHAT TO DO

On show until 25 September:

Pablo Picasso and Dora Maar.

Un dialogo con la Fondation
Beyeler

On show until 15 January 2023:

Sylvie Fleury.

Turn Me On

Pinacoteca Agnelli

Lingotto-Via Nizza 230/103

www.pinacoteca-agnelli.it

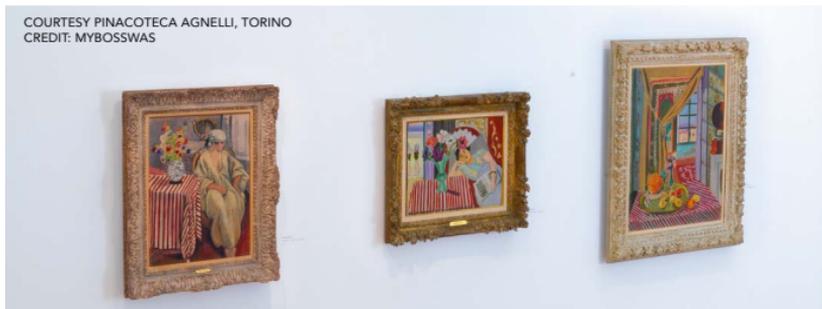


▲ Sylvie Fleury,
Portrait



▲ Dora Maar,
Picasso crâne de vache, collezione privata
© Joan Marqués

COURTESY PINACOTECA AGNELLI, TORINO
CREDIT: MYBOSSWAS





STUPINIGI, UNTIL 20 JULY

ROCK RHYTHMS IN A GREAT SETTING

FESTIVAL In addition to a unique location (the park of of the magnificent **Palazzina di Caccia di Stupinigi**), **Stupinigi Sonic Park 2022** boasts a line-up of internationally-acclaimed musicians including Zucchero (Saturday 2), Achille Lauro (Sunday 3), Litfiba (Saturday 9), Marrachash (Tuesday 12), Irama (Saturday 16), LP (Sunday 17), Ben Harper (Tuesday 19) and Carl Brave|Mara Sattai (Wednesday 20). The concerts will be held in a large, open-air space against a backdrop of extraordinary beauty: the **18th-century Savoy residence**, a UNESCO World Heritage site and one of Turin's most beautiful landmarks, designed by Filippo Juvarra as a base for hunting expeditions and parties.

Sonic Park Stupinigi 2022, 4th edition

Palazzina di Caccia di Stupinigi, Nichelino (Turin)

www.sonicparkfestival.it/stupinigi



LA VENARIA REALE, UNTIL 18 SEPTEMBER TO THE ORIGINS OF THE CIRCUS

COLLECTION The exhibition presents rare iconographic evidence of the **18th and 19th centuries**, including paintings from some of the Royal Residences of the House of Savoy and precious posters, some of which refer to the “circus” that was just then taking its first steps. Among the works on display is an **important puppet theatre** dating back to the end of the 18th century and a section of the exhibition dedicated specifically to **magic lanterns**, optical boxes and phantasmoscopes.

From the Squares to the Courts Stories of games and shows between the 18th and 19th centuries

La Venaria Reale

Piazza della Repubblica, 4. www.lavenaria.it

*Disciple of Giovanni Michele Graneri,
Spettacoli in Piazza Castello, 1750 ca.*



COLLEGNO, 14 JULY

THE POETIC MINIMALISM OF YANN

MUSIC The author of several famous soundtracks for films (he is most famously associated with the soundtrack for 'Amelie'), **French musician Yann Tiersen** is one of the world's most important contemporary composers. Trained in the classic genre, with rock and electronic influences, his music features intricate arrangements incorporating instruments as varied as the toy piano, the piano, the melodica and the accordion, as well as different types of stringed instruments. His concert will be featured at the **Flowers Festival**, one of the most important musical events in Italy, held in the Cortile della Lavanderia in Vapore in Collegno's **Parco della Certosa**, a vast green space located just outside Turin.



Yann Tiersen at the Flowers Festival #22 (1-16 July)

Parco della Certosa Reale.

Corso Pastrengo 5, Collegno (15 km from Turin)

www.flowersfestival.it





World Press Photo Exhibition 2022

66th edition

*GAM-Galleria Civica d'Arte Moderna
e Contemporanea*

Via Magenta, 31

www.gamtorino.it

*Amber Bracken
Kamloops Residential School
19 June, 2021*

GAM, UNTIL 18 SEPTEMBER **THROUGH THE LENS**

PHOTOGRAPHY World Press Photo Exhibition 2022, the world's most important photojournalism competition, is on show at GAM in Turin until 18 September. The event now recognised as the **most prestigious photojournalism contest in the world**, is followed each year by the exhibition (this year staged in 70 locations in 30 countries). In 2022, more than 64,000 candidates from 130 countries around the world submitted work for major international newspapers and magazines, such as National Geographic, BBC, CNN, Times, Le Monde, El Pais, competing for the title in the various categories. Among the 24 regional winners, the **4 world winners** were chosen: "Saving Forests with Fire" by Matthew Abbott (Australia), "Amazonian Dystopia" by Lalo de Almeida (Brazil), "Blood is a Seed" by Isadora Romero (Ecuador) and the **Kamloops Residential School** by Canadian photographer Amber Bracken (*see photo*).



OGR TORINO, UNTIL 22 SEPTEMBER **BETWEEN ECOLOGY AND ARTE POVERA**

FREE
ADMISSION

COLLECTIVE EXHIBITION In the 1960s, the **Arte Povera artists** (many of them from Turin) investigated reality and channelled the invisible energy flowing through the world into their works. They used elementary techniques and **common materials** to overcome the separation between nature and artifice, anticipating **contemporary ecology** with their work. Sceptical about the acceleration of economic development, they were aware of the need for a new environmental balance. They were vital, optimistic, pacifist and anarchist, and they transformed the very definition of art through the **free crossover of painting, sculpture, performance, film and photography** into the more open notion of the public-accessible installation. The exhibition will feature works by Giovanni Anselmo, Pier Paolo Calzolari, Piero Gilardi, Amar Kanwar, Jannis Kounellis, Agnieszka Kurant, Richard Long, Mario Merz, Marisa Merz, Giuseppe Penone, Michelangelo Pistoletto and Gilberto Zorio.



© ANDREA ROSSETTI

NATURECULTURES

Art and Nature from Arte povera to today.

OGR Torino | Binari 1 and 2

Corso Castelfidardo 22

www.ogrtorino.it





*Benz Patent Motorwagen
Reconstruction: Museo del Sidecar,
Cingoli (MC)*

© GIOVANNI DELLA CECA

MAUTO, UNTIL 25 SEPTEMBER

PREHISTORY OF THE AUTOMOBILE

EXHIBITION The exhibition offers a real journey through space and time to discover the milestones that marked a turning point in the extraordinary **history of "automotivity"** up to the invention of the automobile. **Thirteen works on display**, physically reconstructed and **3D models, ancestors of the car**: a journey from ancient civilisations, Greek and Egyptian, to Europe and America of the Industrial Revolution, through the Renaissance.

MOTUS. Preistoria dell'Automobile

MAUTO-Museo Nazionale dell'Automobile di Torino

Corso Unità d'Italia, 40

museoauto.com





COURMAYEUR, 8-10 JULY

BRAVING ALPINE PEAKS

SPORT The **Gran Trail Courmayeur**, the legendary race held at the foot of **Mont Blanc**, opens the trail season along the highest Alpine range, on the historic **Val Veny** and **Val Ferret** routes. Trail runners can choose from among three routes (30, 75 and 105 km) that lead to several of the most spectacular panoramic points in Courmayeur and its valleys. Although the trail race is highly technical, due to significant differences in altitude, the trails themselves are not particularly tricky.

Gran Trail Courmayeur

Courmayeur (Aosta), 100 km from Turin

www.gtcourmayeur.com



WELCOME | WHAT TO DO

TORINO PORTA NUOVA STATION, UNTIL 24 JULY **THE WORLD OF BANKSY**

EXHIBITION The **Bristol-based artist** has conquered Turin with the exhibition at the Sala degli Stemmi in the Torino Porta Nuova Station, the "gateway" to the city par excellence that welcomes thousands of visitors and travellers every day. The "World of Banksy" **immersive exhibition** features more than **30 new works** never exhibited before, including "Flower Thrower", "Steve Jobs", "Girl With Balloon" and "Waiting In Vain", in addition to works and murals created by anonymous young artists from all over Europe. In total, **more than 130 works are on display**, revealing the world of the mysterious British artist, who is famous for tackling political and social issues with irony. This is the **second stop in Italy** - after Milan and before Verona - of a long journey for Banksy, who is going from station to station across Europe and beyond (Paris, Barcelona, Prague, Brussels and Dubai). The aim is to convey his message through his works, which offer both **a touch of art and food for thought**.

THE WORLD OF BANKSY. The Immersive Experience

Torino Porta Nuova Station-Sala degli Stemmi

Corso Vittorio Emanuele II, 58

theworldofbanksy.it

LAST DAYS



≡ EVENTS



WELCOME | WHAT TO DO

GAM, UNTIL 2 OCTOBER **FOCUS ON FOREIGN ART**

ART An exhibition at GAM in Turin presents **33 major artists** from the international scene through **56 works**, many of which have not had the opportunity to be shown to the public in recent years. This exhibition is part of a process of **internationalisation of the museum**, which began many years ago: in addition to works by European and American artists, many works now come from different cultures and languages, **from China to Cuba to Africa**. The artists selected for this exhibition belong to different generations, from the 1930s (Georg Baselitz) to the generation born in the 1970s (Kcho, Hannah Starkey, Laurent Grasso).



© STUDIO GONNELLA

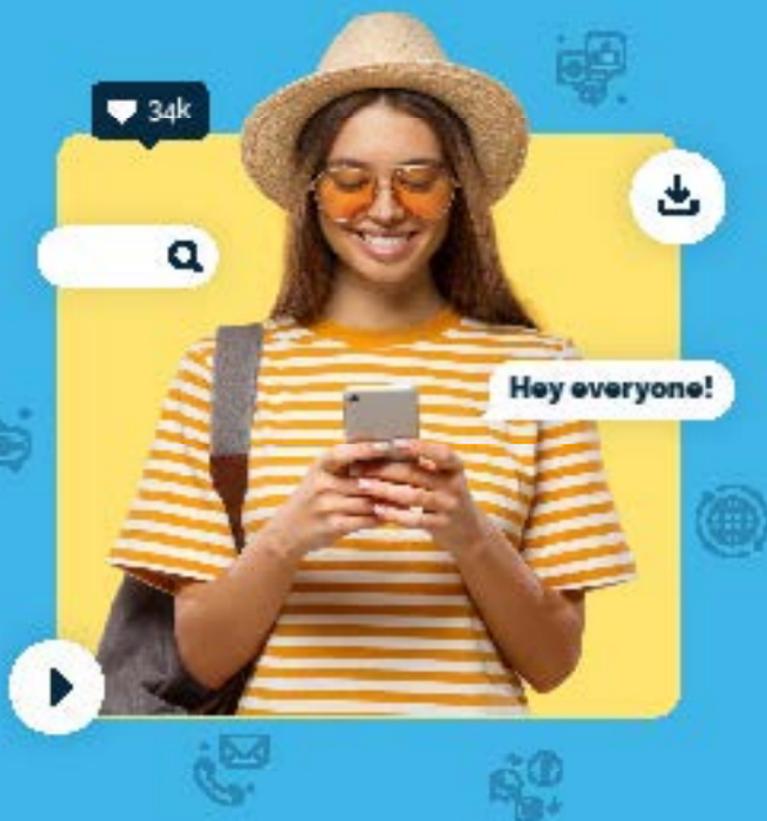
*Marina Abramović
(Belgrado, Serbia, 1946)
The Communicator (Il comunicatore), 2012.
Fondazione per
l'Arte Moderna e
Contemporanea CRT*

A Collection without Boundaries

GAM - Galleria Civica d'Arte Moderna e Contemporanea
Via Magenta, 31. www.gamtorino.it



manet
Upgrading local experiences



**Surf the web without worries,
even on-the-move!**

SCAN THE
QR CODE



With the Manet eSIM* you'll be able to stay connected to the Internet wherever you are, in an easy and affordable way.

Choose the best option among the available data plans and start surfing the web immediately!

[CLICK HERE](#)

*eSIM is a virtual SIM allowing you to digitally activate a mobile data plan on your device, such as - for example - a temporary foreign connectivity profile for your trip. You no longer have to go to the store, buy a SIM card, insert it into your device, keep your original SIM, and bla bla bla. Stop useless operations, go digital with the Manet eSIM!



© MUSEI REALI - STUDIO GONNELLA

WONDERS FROM ANTIQUITY

MUSEUM Last month, a new area dedicated to the civilisations of the ancient Mediterranean has been opened on the ground floor of the **Manica Nuova of the Royal Museums**, housing artefacts of rare beauty and inestimable historical value. The Royal Museums today preserve a **cultural heritage that ranges from prehistory to modernity**, looking at the history of the civilisations of Europe and the world. **More than a thousand works**, some of which have never been exhibited before, cover **over 400 years** of history thanks to the collections of the House of Savoy and the discoveries of explorers and entrepreneurs. In 10 rooms, divided into 5 sections, are exhibited finds from Mesopotamia, Greek and Roman statues, Greek pottery, Etruscan and Phoenician funerary elements. Among the iconic objects selected by the curators is the **sculptural portrait of Caesar**, considered by experts to be one of the closest resemblances to the leader.

NEW ARCHEOLOGICAL GALLERY at Musei Reali di Torino

Piazza Reale, 1. www.museireali.beniculturali.it



PORTA PALAZZO, 10 JULY

ANTIQUES, VINTAGE AND COLLECTING AT GRAN BALON

STREET MARKET Every **second Sunday of the month**, the **Porta Palazzo** flea market is packed with stalls, exhibitors and, above all, lots of antiques. From toys to antique furniture, from lace to collectors' items, a variety of offers make this market a point of attraction for the public from all over Italy.

Gran Balòn

Porta Palazzo

Via Borgo Dora

Open 7am-7pm.

www.balon.it



WELCOME | WHAT TO DO

Artissima 2022

Oval, Lingotto Fiere Torino

3 November 2022 | *preview*

4-6 November 2022 | *opening for the public*

ARTISSIMA

The **twenty-ninth edition of Artissima** will feature specific initiatives, confirming its **uniqueness on the European cultural scene**, and its ability to attract galleries, artists, collectors and curators among the most interesting at the international level, while maintaining its strong identity as an **experimental and research fair**.

The theme chosen for this year's edition is "**Transformative Experience**", a concept elaborated by the American philosopher L. A. Paul in 2014, according to which a transformative experience is capable of radically changing the person who experiences it, undermining his or her expectations and opening up a **perspective towards the unknown**. The encounter with art carries within it a transformative potential whose value is unique and irreplaceable and leads towards an unknown but desired future, capable of changing people and providing **new tools for reading the world**.

This edition will see the return of the three sections: **Present Future, Back to the Future**, and **Drawings**, which will also continue to live online with in-depth videos, images, interviews and podcasts. All information is available at **www.artissima.art**



MANET eSIM: DIGITAL AND SMART

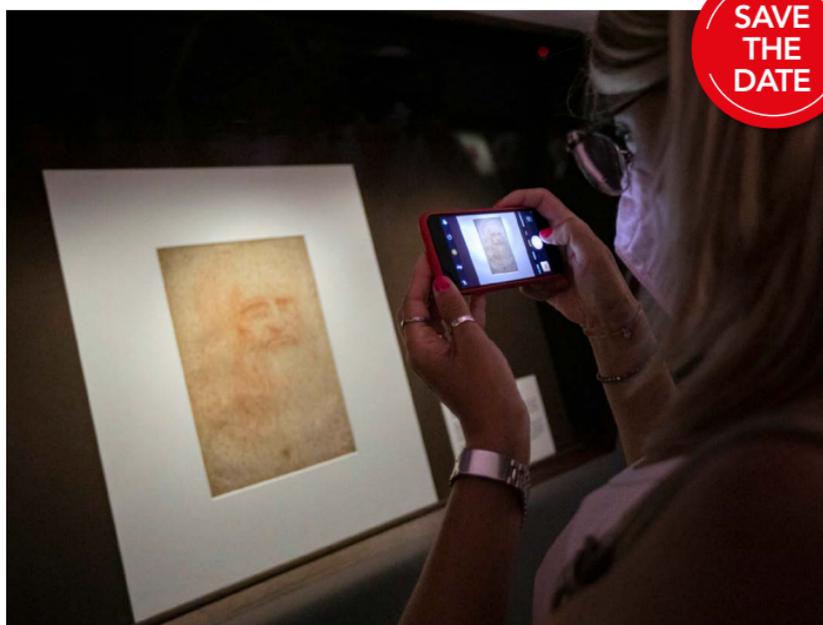
Are you looking for a **reliable and fast connectivity** in Turin? Today, you can easily **surf the web**, even if you are **travelling**. Discover the **Manet eSIM platform**, an innovative technology that is revolutionizing mobile connectivity.

- **WHAT** - The Manet eSIM is a **virtual SIM** which allows you to connect to the Internet **without putting a physical SIM card** in your device.
- **WHERE** - The Manet eSIM offers you affordable mobile data, even **abroad, directly on your smartphone**.
- **WHEN** - You can buy online the Manet eSIM and activate it on your personal device **at any time, also before the departure**.
- **WHY** - Manet eSIM is a **quick, flexible and affordable** solution, that can be activated at any time from any place in the world. Moreover, it's **fully digital** so zero waste.

Discover more on esim.manetmobile.com/where_turin



SAVE
THE
DATE



© MASSIMO FERRERO

LEONARDO DA VINCI

EXTRAORDINARY EXHIBITIONS Some of **Leonardo da Vinci's** most famous drawings are preserved in a vault in the heart of the **Royal Library** of Turin: the "Codex on the Flight of Birds" and 13 drawings, including the famous "Self-Portrait". The exceptionally valuable works documenting the activity of the **great master of the Italian Renaissance** – from the beginning of his career in Florence to his Milanese studies of machines – will only be exhibited to the public during **Easter Holy Week in the coming years**, in order to prevent long exposure from damaging them. This long-term planning will therefore make it possible to plan one's visit at a fixed time, preparing oneself in advance.

>> The next dates are: 8-16 April 2023, 30 March-7 April 2024 and 19-27 April 2025.

A TU PER TU CON LEONARDO

Musei Reali - Biblioteca Reale

Piazzetta Reale, 1. www.museireali.beniculturali.it



TORINO + PIEMONTE CARD



© RUSSKYMAVERICK/SHUTTERSTOCK.COM

This card can be purchased online or at Turin's Tourist Offices. With this pass you get free entry to Turin's most important museums and exhibitions, castles, fortresses and the Royal Residences of Turin and Piedmont for 1*, 2, 3 or 5 consecutive days. It also offers reduced-price tickets to several other cultural sites in Piedmont, discounts on Turin's main tourist services, plus other benefits. For more information www.turismotorino.org



**The one-day pass is valid for a maximum of three entries to the Turin museum circuit.*



2022 EVENTS IN ITALY



JULY

3/7 | Siena | Palio.

www.ilpalio.org

8-17/7 | Perugia | Umbria Jazz.

www.umbriajazz.it

15/7-11/12 | Milan | 23rd Triennale

Milano. www.triennale.org

16/7 | Venice | Festa del Redentore.

venice.welcomemagazine.it

AUGUST

16/8 | Siena | Palio dell'Assunta.

www.ilpalio.org

31/8-10/9 | Venice | International

Exhibition of Cinematographic Art.

www.labiennale.org

SEPTEMBER

10-18/9 | Milan | The Italian

Glass Weeks.

www.theveniceglassweek.com

11/9 | Monza (Milan) | Formula 1.

Italian Grand Prix. www.formula1.com

16-18/9 | Florence | Fragranze.

fragranze.pittimmagine.com

15-17/9 | Verona | World Tourism

Event. www.wtevent.it

16-19/9 | Terni | Umbria Jazz.

www.umbriajazz.it

17-25/9 | Venice | The Italian Glass

Weeks. www.theveniceglassweek.com

20-26/9 | Milan | Milano Moda

Donna. www.cameramoda.it



2022 EVENTS IN ITALY



22-27/9 | Genoa | International Boat Show. www.salononautico.com

OCTOBER

8/10- 6/12 | Alba (Piedmont) | International Alba White Truffle Fair. www.fieradeltartufo.org

9/10 | Trieste | Barcolana. www.barcolana.it

NOVEMBER

3-6/11 | Verona | Fieracavalli (124th edition). www.fieracavalli.it

8-13/11 | Milan | EICMA International Motorcycle and Accessories Exhibition. www.eicma.it

16-20/11 | Milan | BookCity Milano. bookcitymilano.it

18-19/11 | Milan | Ospitiamo 2022. ospitiamo.eu

21/11 | Venice | Festa della Salute. venice.welcomemagazine.it

End of November | Venice | Teatro La Fenice. Opening of Opera and Ballet season. www.teatrolafenice.it

DECEMBER

3-11/12 | Milan | Artigiano in Fiera. artigianoinfiera.it

7/12 | Milan | Teatro alla Scala – Opening of the Opera Season with the "Boris Godunov". www.teatroallascala.org



WELCOME | AROUND THE CORNER

The Royal Residences

In addition to offering an overview of olden-day court life, the Regge Sabaude testify to the modern history of Piedmont and Italy.

BY GIULIA MINERO





The royal residences are easily accessible by bus or car from Turin, and are among some of the best-preserved examples of 17th and 18th century European architecture.

They are a living testimony to the prestige of the local monarchy, the **Savoy family**, the first kings of unified Italy. In addition to Castello del Valentino and Villa della Regina (see Top in Town), the favourite city-based residences of duchesses and princesses, and the fortress of Castello di Moncalieri, the Regge Sabaude complex, listed as a **UNESCO World Heritage site** in 1997,

includes hunting lodges and country residences, embellished with gardens that reflect the sophistication of courtly life.

PALAZZINA DI CACCIA DI STUPINIGI

Stupinigi was built in Baroque style in 1729, and is only 10km as the crow flies from Piazza Castello. In addition to being used for long hunting expeditions in the company of members of the local aristocracy, Stupinigi was often chosen by members of the Savoy household for celebrations and dynastic weddings.



Reggia di Venaria Reale



At the beginning of the 20th century, Queen Margherita of Savoy took up residence here. In 1919, Stupinigi became the **headquarters of the Furniture Museum**, and a space for events and concerts. In addition to its original furnishings and paintings, the museum hosts several masterpieces of cabinetry. The lodge's beautifully manicured French gardens and internal spaces are open for public viewing, while its historic park is closed to the public.

REGGIA DI VENARIA REALE

Located inside the **Park of La Mandria**, in the historic centre of the town of Venaria, the Reggia di Venaria Reale is a Baroque-style complex built in the mid-17th century as a glorified hunting lodge for Carlo Emanuele II. Its present-day appearance is the result of work by several prominent architects of the era, including Amedeo di Castellamonte, Michelangelo Garove and lastly Filippo Juvarra, who designed many of its most beautiful



WELCOME | AROUND THE CORNER

and widely photographed spaces, including the Grand Gallery, the Chapel of Saint Hubert and the imposing 18th-century complexes of the **Juvarra Stables** and the Citroniera (Orangerie), now used to host exhibitions and events.

Inside the Reggia di Venaria Reale, multimedia installations enable visitors to reconstruct the history of court life, while the apartments of King Vittorio Emanuele II of Savoy

and his wife Rosa Vercellana, remodelled in the adjacent Castello della Mandria, are open for public viewing, as is the room hosting the collection of royal jewels. On the last floor of the palace, above the monumental corridor known as the Galleria di Diana, discerning diners can enjoy a delightful meal at the **Dolce Stil Novo alla Reggia**, the Reggia's Michelin-starred restaurant. www.lavenaria.it

Giardini Reggia di Venaria Reale



WELCOME | AROUND THE CORNER

CASTELLO DI RIVOLI

Established as a military fortress in 1247, the Rivoli Castle was the first residence of the Savoy duchy.

During the 17th century, it was converted into an aristocratic residence, and enlarged with the addition of a wing known as the **Manica Lunga**, with the **ducal picture gallery**. Its imposing spaces are now the headquarters of a **Museum of Contemporary Art**, which also hosts temporary exhibitions.

The courtyard of the castle

is also home to **Combal**.

Zero, a contemporary starred restaurant whose panoramic glass walls offer glorious views across the countryside as well as the surrounding castle.

www.castellodirivoli.org



WELCOME | AROUND THE CORNER

THE ROYAL VILLAS

With the trend for holidays, the **Royal House of Savoy** spends long periods in welcoming **country residences** surrounded by greenery. In fact, the Royal Apartments of **Borgo Castello** are located within **La Mandria** Park, while Racconigi Castle, officially established as a holiday residence, opens onto the town and the extraordinary romantic park, which includes greenhouses and now also a nature reserve. For the same purpose, at the end of the eighteenth century the castles of **Govone** and **Agliè** were purchased and in the nineteenth century the Tenuta Reale di Pollenzo, now the seat of the University of Gastronomic Sciences. www.residenzereali.it

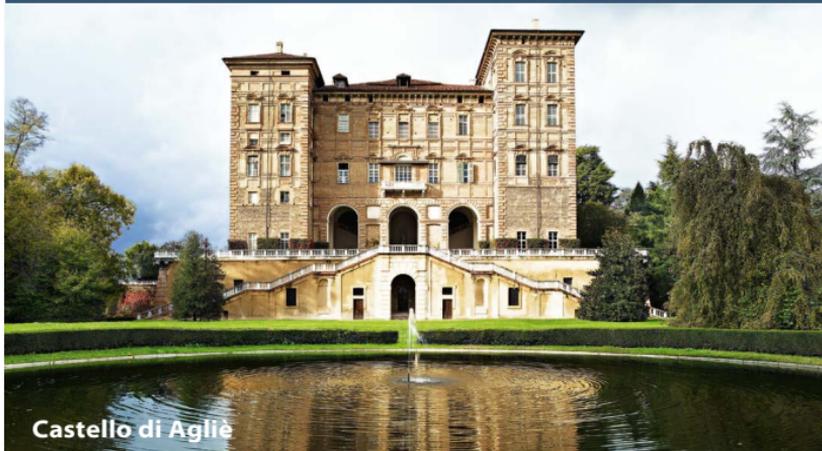
Castello di Moncalieri



Castello della Mandria



Castello di Agliè



WELCOME | OUT OF TOWN

Top destinations around Piedmont

© STEVANZZI/SHUTTERSTOCK.COM

Sunset over the vineyards of
the Langhe, Barolo and La
Morra area



Avant-garde wineries, a legacy of world-class cuisine and marvelous landscapes.

All of these things have earned the areas of the Langhe, Roero and Monferrato UNESCO World Heritage status, resulting in an elite tourist destination.

This is UNESCO's official reason for adding the **wine-growing regions** of the **Langhe-Roero and Monferrato** to its world heritage list in 2014. "An exceptional living testimony to the historical tradition of grape growing and winemaking processes, of a social context, and a rural economy based on viticulture. The vineyards of the Langhe-Roero and Monferrato are an outstanding example of man's interaction with his natural surroundings."

This area is protected as a '**cultural heritage**' which is symbolic, because man has

managed to shape it, giving it the unique characteristics that it boasts today.

In this area, the vineyards of several of the world's most famous wines, including Barolo, Barbaresco, Asti Spumante and Barbera, stretch as far as the eye can see, in a display of changing colours and softly rolling hills. Although geographically the Langhe, Roero and Monferrato are neighbouring regions, they all have **different morphologies**, and cultural characteristics.

The region's varied landscape provides fertile soil for an impressive array of local specialties: from superlative **wine**, to the prized **white truffles of Alba**, porcini mushrooms and **IGP hazelnuts**.

Located just an hour's drive from Turin, these regions can be accessed by car (several of the larger centres can also be reached by train). Other options include one of the many organized wine and **tasting tours** on offer.



WELCOME | OUT OF TOWN

THE LANGHE

The Langhe are situated between the Tanaro River and Liguria, between the provinces of Asti and Cuneo. Particularly noteworthy among the area's many tourist attractions are its numerous **castles**, including that of **Grinzane Cavour**.

Built in the 13th century and currently home to the headquarters of the 'Cavour Regional Enoteca', the castle, in addition to stocking several of the region's finest Doc and Docg wines, also hosts the interesting Langhe Museum (www.castellogrinzane.com).

Other must-sees include the **Castle of Barolo** and its surrounding town, which gives its name to the most famous Italian red wine and is thought to date back to mediaeval times. The town is home to **WiMu, a unique wine museum** that takes visitors on an immersive journey through the history of viticulture via light, film and installations. The museum is set over three floors of the village's stunning medieval castle, and the tour includes a visit to the building's panoramic terrace and its ancient wine



© VENTUSUD / SHUTTERSTOCK.COM

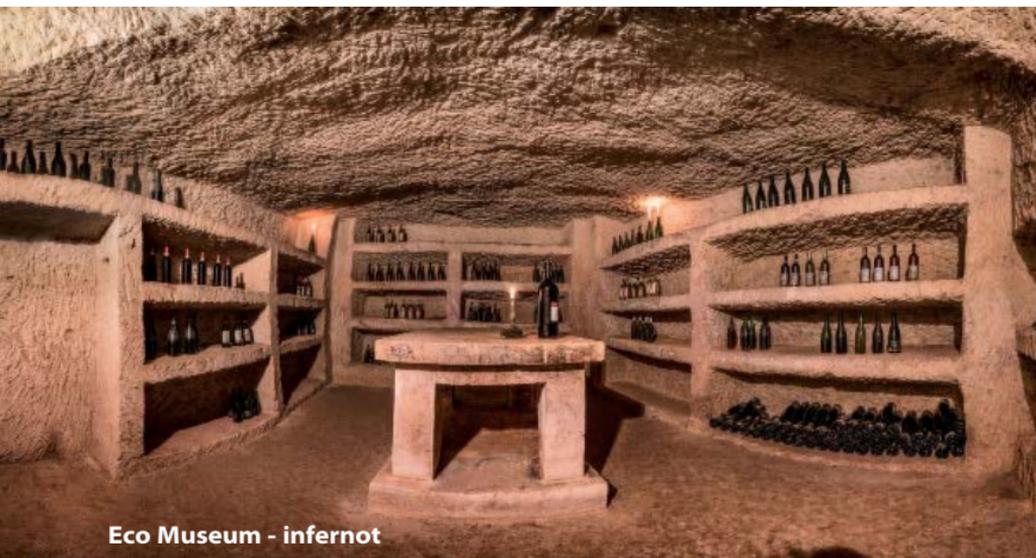




cellars (www.wimubarolo.it). After visiting the museum in Barolo, stop in the village of **La Morra**, better known as 'the terrace of the Langhe' thanks to its **spectacular views**, and head to Massimo Camia's starred restaurant for a fabulous gourmet meal (www.massimocamia.it). In addition to other specialties, the area is renowned for its famous three-lobed hazelnut, boasting 'Protected Geographical Indication' status and used to make various sweet treats. If you want to purchase these tantalizing

specialties and see how they're made, visit Giovanni Cagno's artisanal workshop (www.giovannicagno.it). Lastly, an absolute 'must' for lovers of medieval history and architecture is a visit to the **Castle of Serralunga d'Alba**, a beautifully preserved Gothic stronghold (www.castellodiserralunga.it). After the long walk up to the castle, take a break and treat yourself to a delicious gourmet meal at the Da Guido restaurant located in the nature reserve of Fontanafredda (www.guidoristorante.it).





Eco Museum - infernot

MONFERRATO

Stretching southwards, as far as the foot of the Ligurian Appenines, the Monferrato area occupies a fertile tract of terrain between the provinces of Alessandria and Asti. In addition to numerous **historic, cultural and outdoor activities**, Monferrato is renowned for its gastronomic specialties. Nature, culture, art and religion combine in a walk that takes visitors on a journey to discover the Nature Park of the Sacro Monte di Crea, in the province of Alessandria, a

real feat of architectural design that encompasses Mount Crea and its sanctuary, which in turn, is a UNESCO World Heritage site. If you prefer a historical visit to an excursion, don't miss the **Eco Museum** of 'Pietra da Cantone' – a type of sandstone only found in this area – in Cella Monte. For some years now, the museum has undertaken the arduous but worthwhile task of taking an inventory of the 'infernot' in the area. 'Infernot' are dark, airless underground spaces, carved out in stone, located beneath houses and cellars



WELCOME | WHAT TO DO

that, in some instances, are real underground tunnels. These works of arts, carved and modeled by artists, were either used to store bottles of wine, or as pantries, because the temperature inside them remains constant.

Several of these old 'infernot' are open for public viewing, especially during the 'vendemmia' (grape harvest) or on special occasions (www.ecomuseopietracantoni.it).

Although the majority of local

wines are red and full-bodied, like Barbera, Grignolino and Freisa, you'll also find a good selection of whites, including Moscato.

An absolute 'must' for wine connoisseurs visiting the area is the **Enoteca Regionale di Vignale Monferrato**.

Located in a magnificent 17th century 'palazzo', the Enoteca is a great place to taste and purchase some of the area's best local wines (www.enotecadelmonferrato.it).



Castle of Govone

© 574 / SHUTTERSTOCK.COM



WELCOME | WHAT TO DO

ROERO

The Roero area is situated in the northeastern part of the province of Cuneo and is renowned for its **enogastronomic and cultural** offerings. Among its castles, the **Castle of Govone** was formerly one of the royal residences of the House of Savoy (www.castellorealedigovone.it). Located just a short distance from Alba, the **Castle of Monticello** is one of the most imposing and best-preserved medieval buildings (www.roerodimonticello.it). Experience what it feels like to be a prince or princess for one night and stay at the **Castle of Guarene**, an important

stopover on the Piedmontese Baroque itinerary which also hosts a hotel belonging to the Relais&Châteaux chain (www.castellodiguarene.com). Only a few kilometers from Bra, a trip to the architectural complex of the Agenzia di Pollenzo is well worth your time. Built in 1833, it now hosts the **first University of Gastronomic Sciences in the world**. This university was founded and promoted by the international Slow Food association, which studies, protects and disseminates the agricultural and enogastronomic traditions of countries worldwide (www.agenziadipollenzo.com).





© GETTY IMAGES/SHUTTERSTOCK.COM

Langhe vineyards with the Neive village

[WELCOME TO ITALIA]

Dream experiences

To discover the beauties of the city or to try out special experiences, Welcome to Italia offers you some unmissable opportunities. Choose whether to take part in **exclusive city tours** or book the **experience** you've been dreaming: www.welcometoitalia.com



EGYPTIAN MUSEUM GUIDED TOUR

A journey in time and space through the second most important museum in the world for the study of the Ancient Egypt.

> CLICK & BUY



ROYAL PALACE GUIDED TOUR

Explore with your guide the halls and rooms where the Italian royal family used to live. You will end your visit in the baroque Chapel of the Holy Shroud.

> CLICK & BUY



≡ INDEX



In love with Italy?



Live your dream and get
your experience in a click

Welcome to Italia network
promotes the Italian tourist heritage,
combining selected contents
with high-quality experiences.

WELCOME TO
ITALIA
THE ONLINE GUIDE TO DISCOVER AND ENJOY ITALY
www.welcometoitalia.com



SHOPPING



© MAYA BEN FREJ

The scented universe of Tonatto

A world that strikes the deepest chords of the soul, where you can find home fragrances and perfumes, or create the scent that best reflects your personality.

>> **Tonatto**
www.tonatto.com
Via della Rocca, 14c.
T: 011 835631.

Tonatto is a key representative of Italian perfumery throughout the world. Not far from Piazza Vittorio Veneto, there's a hidden treasure trove where you can create your own scented portrait or purchase an element of olfactory design. The **Gallerie Olfattorie** are perfume ateliers where you can find all the fragrances of Maison Tonatto and the 'Olfattoteca' contains hundreds of olfactory notes. Under the supervision of **Diletta Tonatto**, the Maison offers an array of **26 fragrances** interpreted in a collection of fragrances for the home and body. All the products are created using the traditional techniques of haute perfumery.

INDEX

SEE MAP





Put yourself in my shoes

In 2012, a year before founding Velasca, **Enrico Casati** worked in Singapore. He wanted a pair of elegant shoes, the kind that, like a well-cut suit, Italian men take for granted, but he couldn't find what he was looking for. He teamed up with **Jacopo Sebastio**, his current business partner and, together, they established a new company with a clear mission. Their goal was twofold: to create **elegant, timeless shoes** for people who prefer elegance to passing fads, and to make Italian quality more accessible to those living in foreign countries. The company opened its first venue in Milan, the owners' city of origin, and later another one in Rome. At the end of 2017, Velasca opened a **third branch in Turin**. However, its mission has not changed. Unsurprisingly, the Velasca Bottega in Turin is located just steps from Piazza Bodoni, in an elegant, stylish district hosting print shops, art galleries and Baroque palaces. A 'salotto' where people can discuss the merits of Made in Italy while trying on lace-up shoes, boots, Oxford or formal shoes.

Via G. Mazzini 22/e. T: 02 9475546. it.velasca.com



SHOPPING

Strolling through Turin

A stroll through the streets of the centre, amidst elegant royal porticoes and squares embellished with sumptuous architecture, is a unique opportunity to soak up the city's authentic charm. In the heart of the city, often referred to as 'little Paris', you'll find the best fashion brands.



THE “DRAWING ROOM” OF TURIN

Piazza San Carlo is home to some of the city's most **famous historical venues**, ideal for exclusive and refined shopping: among the leading brands, Giorgio Armani with his clothing and accessories boutique. **Formerly a market square**, the landmark is characterised by the twin churches of San Carlo and Santa Cristina and the elegant **Baroque buildings** all around, with **wide arcades**.



ITALIAN AND INTERNATIONAL FASHION BRANDS

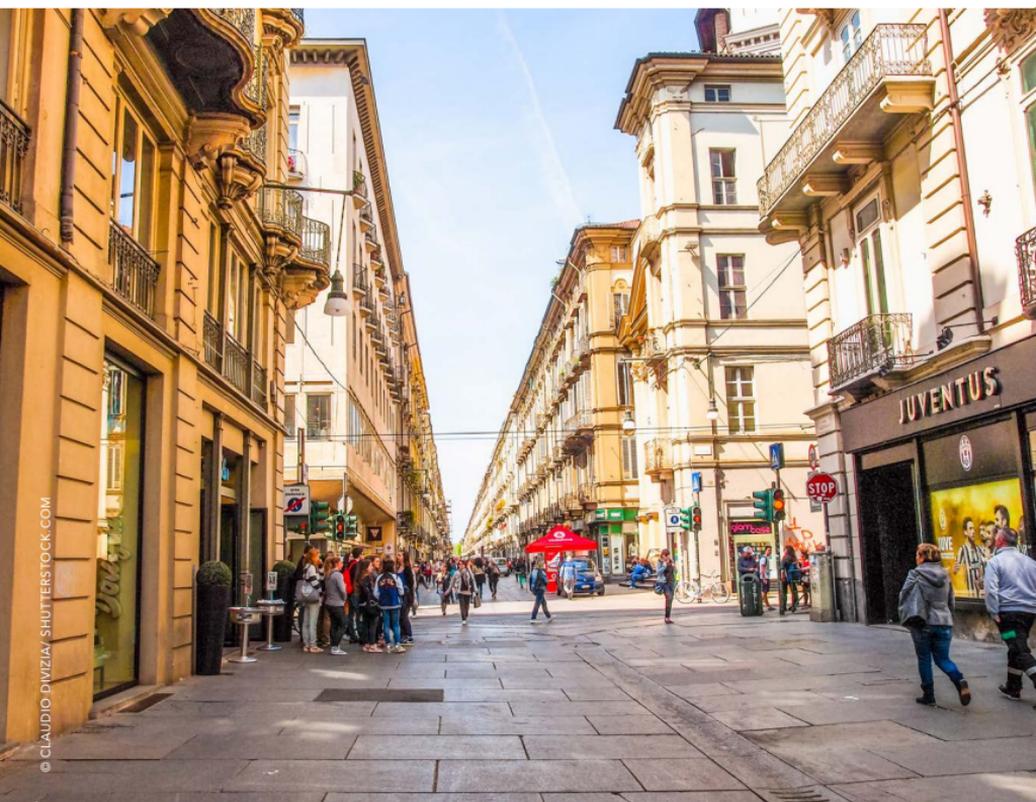
A great destination for shopping enthusiasts is the austere and elegant via Roma, with the parallel via Lagrange, doing justice to the exquisite Italian and international fashions on display. **Via Roma** stretches all the way to Porta Nuova Station and offers a **750-metre-long covered walkway** with a sequence of some of the biggest names in fashion, including Gucci, Hermès, Louis Vuitton, Michael Kors, Salvatore Ferragamo and Montblanc. Also on the very elegant **via Lagrange** are some of the international **luxury brands** such as Chanel, Prada, Moncler, Brunello Cucinelli and the recently renovated **Rinascente** department store.



SHOPPING

YOUNG, TRENDY FASHION

Alternately, a reference point for trendy fashion is **via Garibaldi** – one of the longest pedestrian streets in Europe – which runs from **Piazza Castello** to **Piazza Statuto**. Very popular with **young people**, especially on Saturday afternoons, it offers a wide variety of shops, including **casual**.



© CLAUDIO DIVIZIAI / SHUTTERSTOCK.COM





ANTIQUES AND VINTAGE

The ideal place for lovers of antiques and vintage items is **via Po**, which links Piazza Castello to Piazza Vittorio Veneto. Strolling under the arcades, one encounters **old wooden shop windows**, second-hand book and record stands, historic cafés and ethnic shops. Don't miss the Galleria Subalpina where you can find antiques and the Gran Madre Vintage or **Extravaganza**, for all lovers of retro style.

STREET MARKETS

Every neighbourhood and district in Turin has its own characteristic markets full of things to see and, why not, buy. The **Porta Palazzo flea market**, better known by its Piedmontese name of "**Balon**", takes place every Saturday and is joined every second Sunday of the month by a larger flea market, known as the "**Gran Balon**".



SHOPPING

ESOTERIC TURIN

Turin is a city of mystery, magic and legend. Its 'magical' significance is attributed to its geographical position, along the 45th parallel where the Po and Dora rivers meet. This explains why Turin boasts numerous shops dedicated to arcane practices where you can purchase books, incense, tarot cards, candles, plus anything else associated with the occult world.

ARETHUSA

At Italy's oldest occult bookshop, established in 1948, you can find a comprehensive selection of publications, books, magazines or series dedicated to spiritual, hermetic or esoteric subjects. Arethusa also stocks a wide range of tarot cards, pendulums, crystal balls, Tibetan Mala, bûzinos, runes and incense.

arethusalibreria.com

Via G. Giolitti, 18. T: 011 8173373.

ESOTERICAMENTE

A reference point in the city for lovers of the genre. After crossing a beautiful inner courtyard in via Garibaldi, you'll find a vast assortment of ritualistic objects, talismans of Salomonic origin, tarot cards and cards from all over the world, incense, crystals and everything required for ritualistic practices. The bookstore is large and well-stocked.

www.esotericamente.it

Via G. Garibaldi, 18

(courtyard). T: 011 4310499.





LIBRERIA EDITRICE PSICHE

Founded in Turin in 1978, this publisher, publishes and sells works related to medicine, naturopathy, psychology, spirituality, sophism, Buddhism, Taoism and numerology at its namesake bookstore. Also organizes meetings, courses and themed seminars.

www.libreriaeditricepsiche.info

Via Madama Cristina, 70/b. T: 011 6507058.

THE WHITE CITY AND THE BLACK CITY

Known as the 'Magic City', Turin has long been associated with magic and the occult. According to legend, numerous parts of the Piedmontese capital, highlighted by esoteric, masonic symbols, are infused with a mysterious energy.

An **evening tour** offers visitors a chance to scout out several of the city's most **unusual landmarks**, from Palazzo del Diavolo to the Church of Gran Madre, sites associated with the occult, but also the more reassuring world of faith and white magic.

Torino Magica® Tour

Every Thurs and Sat, from 6pm and 9pm.

Starting point: Piazza Statuto, 15

End of tour: Piazza Castello

By appointment in Italian, English, French,

Japanese, Russian, Deutsche and Spanish. www.somewhere.it



Tax Free Refund Guide

According to the Italian law, non-EU resident travellers may be granted VAT relief/refund for goods intended for personal or family use purchased in Italy. This relief is surely **an advantage for the foreign travellers**: in fact, it allows to save from a minimum of 4% up to a maximum of 22% of the selling price of the goods purchased. Here is a **short guide** according to the **Italian legislation** to discover the common system of value added **tax exclusively for non-EU resident travellers**.

- 1. VAT** (in Italian: IVA) is a **value added tax** on goods and services, and is part of the European Union's value added tax system.
- 2. In some cases**, travellers may be granted a **VAT refund**. This refund does not cover the services supplied by hotels, restaurants, taxis or agencies.
- 3. You may be eligible for a VAT refund** provided that:
 - you are a **non-EU resident**;
 - the goods purchased are intended **for personal or family use** only and are carried in your luggage;
 - the overall value of the goods purchased exceeds **154,94 Euro** (VAT included);
 - the purchase is certified by an **invoice**. This invoice should include a description of the goods purchased, your personal information as well as the details of your passport or any other equivalent document;
 - the goods shall leave the EU territory by the **third month** following the date of issue of the invoice, as proved by the **"customs stamp"**;
 - from 1 September 2018, tax free invoices in Italy must be electronically transmitted by the national seller to OTELLO information system (**Online Tax Refund at Exit: Light Lane Optimization**) and their validation is digitally carried out.
 - after the digital "customs stamp" is obtained, OTELLO will send a message to the retailer that all the requirements are met and, as a consequence, the retailer will reimburse the amount due or will settle the tax relief.



Tax Free Refund Guide

- the invoice is **returned to the Italian retailer** within four months after the purchase was made. If the invoice is stamped by other EU countries, it needs to be brought to the shop retailer by the fourth month following that of the purchase.
- 4.** The goods purchased and the relevant invoice must be **shown at the customs** exit point when leaving EU territory (if you intend to pack the purchased items into your check-in luggage, you must go to Customs **BEFORE checking in**).
- 5.** After leaving EU territory, the traveller must return the original invoice, regularly endorsed by the customs office, to the Italian retailer. Said invoice must be returned within four months from the date when the document was issued.
- 6.** The refund can be made **directly by the Italian retailer** (however, make sure that the shop you've chosen displays a "Tax Free Shopping" or "Euro Tax Free" sign in its window).
- 7.** Several **Tax-Free companies are able to offer immediate VAT cash refunds** when the goods leave either Italian or EU territory (thus exonerating the passenger from having to return the invoice to the retailer). However, this procedure only applies at major international airports or main border crossings. **Most major department stores have Tax Free Refund offices.**
- 8.** The services provided by Tax-Free companies imply the payment of a small administrative sum which is **directly deducted** from the amount of VAT refunded to the traveller.
- 9.** In the event of a traveller not receiving a VAT refund within a reasonable period of time, he or she should re-contact the Italian retailer or one of the aforementioned companies.
- 10.** However, please note, VAT cannot be refunded directly by customs offices.

Source: www.adm.gov.it/portale/ee/citizen/



OUTLETS



In addition to the shopping destinations that can be found in the city, those with a **passion for shopping** and **an eye for saving** cannot fail to plan a visit to the **outlet villages**, small towns where you can find many different **brand shops**. Around Turin, in Piedmont and elsewhere, you can easily reach some **shopping destinations** that offer the **best in fashion and design** at very interesting prices and with **discounts all year round**.

In addition to shopping, customers are offered the opportunity to spend an entire day relaxing with the whole family, and to take advantage of numerous **dedicated services**: from a wide range of restaurants, to play areas for the entertainment of children, from convenient daily shuttles to move from the Piedmont capital to parking for those arriving by their own car, up to services directly related to shopping such as tax free and personal shopper.



VICOLUNGO THE STYLE OUTLETS

Situated 40 minutes from downtown Turin, this is the ideal place to spend a stylish day out where shopping, entertainment and relaxation combine to satisfy all requirements.

The outlet is open 7 days a week from 10 am to 8 pm.

- **WHERE:** take the A4 Torino- Milano motorway and exit at Biandrate Vicolungo. A daily shuttle service, departing at 10am from Turin – Piazza Carlo Felice, 63 (in front of the Porta Nuova train station) is available from Turin.

- **WHAT:** More than 300 prestigious brands, including Armani, Missoni, Trussardi, Tommy Hilfiger, Cavalli, Calvin Klein and Twin Set, offering apparel for the whole family, sportswear, homeware and beauty products at discounted prices of up to 70% year-round.

- **NOT ONLY SHOPPING:** Vicolungo The Style Outlets also hosts art exhibitions, events and other initiatives for an entertaining day's outing. www.thestyleoutlets.it



OUTLETS

TORINO OUTLET VILLAGE

With over 90 stores of top Italian and international brands, as well as a selection of carefully selected eateries, guest services, and amenities for families, this is an elegant, relaxing place. Open daily, 10am-8pm (Sat, Sun and public holidays 10am-9pm).

- **WHERE:** located in Settimo Torinese, just 15 minutes from the centre of Turin, 30 minutes from the main cities in Piedmont and 75 minutes from Milan, near the exits from the A4 and A5 motorways, the Outlet is easily accessible by car. The outlet provides a daily shuttle bus service from the city centre and a weekly service from the main tourist resorts in Piedmont and Valle d'Aosta.

- **WHAT:** a must for shopping lovers, it boasts 90 stores of top brands (Armani, Coach, Gucci, La Perla, Michael Kors, Guess, Timberland, Tommy Hilfiger and more) specializing in apparel, accessories, footwear, homeware, sports gear and personal care, with year-round discounts of up to 70%.

www.torinooutletvillage.com





SERRAVALLE DESIGNER OUTLET

Located just 90 minutes from Turin, McArthurGlen Serravalle is the largest Designer Outlet in Europe. The centre's beautiful setting combines all the appeal of luxury designer brands with the beauties of the surrounding area.

- **WHERE:** accessible via the A21 and A26 motorways (Novi Ligure exit). A convenient shuttle bus service departs daily (9am to 8.20pm) from the railway stations of Arquata Scrivia, Serravalle Scrivia and Novi Ligure.
- **WHAT:** a go-to destination featuring 300 of your favourite designer brands including Gucci, Dolce&Gabbana, Hugo Boss, Bluemarine, Versace, La Perla, Pollini, Roberto Cavalli, Brooks Brothers, Fratelli Rossetti and Casadei, at up to 30-70% less year-round. Multiple customer services, including free Wi-Fi, multilingual staff, a children's playground, as well as cafés and restaurants, make for a unique shopping experience at unbelievable prices! McArthurGlen.it/Serravalle



OUTLETS

MONDOVICINO OUTLET VILLAGE

Situated one hour from Turin, in the province of Cuneo, Mondovicino Outlet Village offers a unique shopping experience, where you can find beautiful surroundings and appealing fashion brands. Open daily, from 10 am to 8 pm.

• **WHERE:** take the A6 Torino-Savona motorway and exit at Mondovì. A free shuttle service, departing from Turin (Corso Vittorio Emanuele II corner of via Sacchi) at 9.15am, and returning to the designated pick-up point in the city at 4.50pm, is available. For info and reservations: 011 19704670 www.zalunviaggi.com.

• **WHAT:** over 90 prestigious designer stores – including Adidas, Alviero Martini 1a Classe, Enrico Coveri, Fratelli Rossetti, Kappa and Liu.Jo Uomo with a selection of apparel for men, women and children, plus sportswear, homeware and beauty products at discounted prices of up to 70% year round. www.mondovicino.it





THE MALL SANREMO

A new destination for luxury shopping, born with the legacy and experience of The Mall Firenze: the ideal destination for fashion addicts, fashionistas and all lovers of beauty and the pleasures of luxury. The outlet is open 7 days a week from 10am to 7pm.

- **WHERE:** in the heart of the Riviera dei Fiori, a short distance from the enchanting Côte d'Azur, the outlet is located about 1.30 h from Turin and is also easily accessible from Genoa and Milan.
- **WHAT:** more than 20 boutiques of prestigious brands, including Ermenegildo Zegna, Giorgio Armani, Etro, Dolce & Gabbana, Jimmy Choo, Versace, Burberry and the best international fashion brands at affordable prices.
- **NOT ONLY SHOPPING:** to make the shopping experience even more special, it offers visitors a range of services including mail order, welcome lounge, personal shopping assistant, tax free lounge and free parking. sanremo.themall.it



TASTING



© DAVIDE BELLUCA

Classic cuisine with a twist

At 'Le Vitel Étonné' you can sample Piedmontese dishes, subtly re-imagined to suit contemporary tastes. The menu is enhanced by an extensive list of regional wines.

>> **Le Vitel Etonné**
www.leviteletonne.com
 Via San Francesco da Paola, 4.
 T: 011 8124621.

Located in the heart of the centre, this small restaurant serves **traditional regional dishes** including, first and foremost, "vitello tonnato", a specialty that the Piedmontese call **Vitel Tonné**. The menu features a selection of must-try strictly **homemade fresh pasta dishes** including classic Tajarin, agnolotti, tagliatelle with Bra sausage and Plin. Standouts on the **dessert** menu include mascarpone cream, sprinkled with bitter chocolate, or gelato and sorbets. Please note: unlike most local eateries, the locale is **open non-stop** from midday to midnight. So, if you suddenly get a craving for tajarin at 5pm, you'll know where to go!





Piedmontese sushi

Who says that the word sushi only means fish? Located in the city's central via Mazzini, **Sushi dal Maslè** debunks this myth, and serves Japanese inspired dishes using premium cuts of raw meat.

The restaurant's name – in Piedmontese dialect maslè means butcher – indicates that local, traditional ingredients are used, and **Piedmontese Fassona beef** plays a key role. Minced Fassona beef or Brà sausage, combined with Nori seaweed and traditional Japanese sauces give birth to tasty '**Piémont Sushi**'®, interpreted in Uramaki, Temaki and rolls, but also Tartare, Sashimi and hot dishes seared on the grill.

Standouts include 'Bombetta Piemontese' with Albese and a Robiola mousse, 'San Carlo' with Vitello Tonnato and Alba Hazelnuts, 'Ficotto' with Bra Sausage, Tomino cheese and Fig Mayonnaise, or seasonal dishes like 'Cacio e Pepe' featuring warm Pecorino cream, black pepper grains and crunchy guanciale.

Via Mazzini 37/B. T: 351 8278722.

www.sushidelmasle.it



TASTING

FOOD GLOSSARY

From a gastronomic viewpoint, the region of Piedmont boasts some of Italy's finest, most diverse traditional foods. The amazing raw materials offered by the Piedmontese region include meat, cheese, wine and truffles, and are the basic ingredients used to create deliciously rich, tasty recipes. We've compiled a list of several Made in Piedmont dishes that are absolute must-tastes.

BAGNA CAUDA

This typical winter specialty consists of a sauce made from garlic, extra virgin olive oil and anchovies, to which butter, milk and chopped nuts can also be added. Bagna Cauda is served in a terracotta pot and used as a dip for raw or cooked seasonal vegetables. If, on the one hand, it encourages conviviality, on the other, especially if you've overdone the garlic, you might find people avoiding you because you reek of it!



Bagna Cauda

© TENNIS/SHUTTERSTOCK.COM



PIEDMONTESE MIXED FRY

This uniquely rich local specialty of Piedmont consists of a combination of fried liver, lungs, brain, sweetbreads, liver veins, a slice of veal, sausage, sweet semolina, amaretti biscuits and apples, accompanied by pan-fried carrots or mixed vegetables. Not a dish for the faint-hearted.



Piedmontese Mixed Fry

AGNOLOTTI DEL PLIN

These small filled 'pouches' are made with a thin sheet of dough, stuffed with a filling of braised meat (usually a mixture of beef, veal or pork) and Swiss chard, dressed with the pan juices of the braised meat, or butter and sage. The name 'plin' derives from the regional dialect for 'pinch' because to form each agnolotto you pinch the two sheets of pasta together.



Agnolotti del plin

© LUIGI BERTELLO/SHUTTERSTOCK.COM



TASTING

© FRAMARZOO/SHUTTERSTOCK.COM

PIEDMONTESE GRAN BOLLITO MISTO

This elaborate dish of mixed boiled meats is made from seven cuts of Piedmontese veal, including the thigh muscle, shoulder and breast, and seven 'improvers', tongue, musetto (a pork sausage made in part from a pig's snout) and a game hen, cooked for several hours in boiling water. It is accompanied by seven tasty sauces, and a side of vegetables. One of the favourite dishes of Camillo Benso, Count of Cavour, and Vittorio Emanuele, Piedmont's 'bollito misto' even has its own brotherhood.



Piedmontese Gran bollito misto

VITELLO TONNATO

This classic 'antipasto' of Piedmont cuisine is made from poaching the 'girello' cut of 'Fassona' veal (a prized Piedmontese breed of veal) in a stock with aromatic herbs and white wine, sliced thinly and served cold with a traditional sauce made from tuna fish, egg yolks, capers, extra virgin olive oil, white wine, lemon juice, salt and pepper.



Vitello Tonnato

© GIOVANNI BOSCHERINO/SHUTTERSTOCK.COM



BONET

Bonet, pronounced bunet, is a soft, rich, deliciously old-fashioned dessert that can be eaten with a spoon. Bonet is made from sugar, eggs, milk, cocoa, rum and dry amaretti biscuits. An unusual feature of this recipe is that it's baked in a Bain Marie in the oven. A Bain Marie, or hot water bath, is a slow, natural culinary technique that is used to cook delicate foods, over a low temperature, using the steam the Bain Marie creates. It preserves the softness of the dessert and facilitates the formation of a delicious crust on its surface.

Bonet

© VALENTINO CAZZANTI/SHUTTERSTOCK.COM

WHERE NUTELLA WAS BORN

Everyone knows Nutella – the world's best-loved chocolate spread - but not everyone knows that **it was invented in Alba in the Piedmont region**. Because chocolate was rationed after the end of World War II, a pastry chef from Alba named Pietro Ferrero had the ingenious idea of creating a **sweet paste made with hazelnuts** (which were plentiful in the region), sugar and the little chocolate powder that was available. Ferrero's creation began life as a solid block called **pasta gianduja**, which could be sliced and served on bread. A few years later, it was transformed into a creamy, spreadable treat called **SuperCrema**, the forerunner of our Nutella. It was only in 1963 that Michele Ferrero, Pietro's son, coined the word **Nutella** (a combination of the English word 'nut' and the Latina suffix for sweet - 'ella').

www.ferrero.it/nutella



TASTING

2022 MICHELIN-STARRED RESTAURANTS

Ten starred restaurants, serving sublime dishes infused with the flavours, traditions and creativity of the region await visitors to Turin.

✿ CANNAVACCIUOLO BISTROT

Established to offer diners an elegant, unique experience, this restaurant highlights the essence of the famous Neapolitan chef Antonino Cannavacciuolo's culinary art, which sees traditional ingredients from his homeland mixed and matched with those from Piedmont. The space has been designed in keeping with the philosophy of Feng Shui.

Via Umberto Cosmo, 6. T: 011 8399893.

www.cannavacciuolobistrot.it

✿ CARIGNANO

The culinary offerings are inspired by Piedmont's renowned regional cuisine, re-imagined by Milanese Chef Fabrizio Tesse, offering a cuisine rooted in Piedmont tradition with a few forays into the nearby region of Liguria. Traditional dishes re-imagined in keeping with contemporary.

Via Carlo Alberto, 35. c/o Grand Hotel Sitea. T: 011 5170171.

www.ristorantecarignano.it



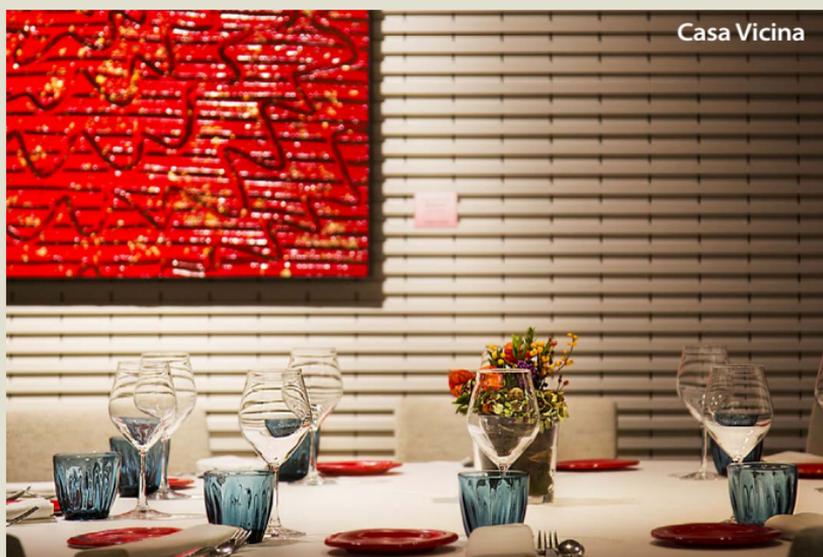
Ristorante Carignano



🌿 **CASA VICINA C/O GREEN PEA (LINGOTTO)**

Located in the headquarters of Green Pea, this restaurant is run by the Vicina family, who for five generations have embraced the region's tradition of hospitality, fine wines and traditional cuisine, infused with prime quality ingredients. Old and familiar tastes are reinterpreted to give new life to the Piedmontese recipes.

Via Nizza, 230 c/o Green Pea (3rd Floor). T: 011 19506840.
www.casavicina.com



🌿 **CONDIVIDERE**

Traditional Italian cuisine is re-interpreted by Modenese chef Federico Zanasi in a contemporary key, creating haute cuisine that can be enjoyed in an informal atmosphere. Particular attention is paid to raw materials and to desserts that are served in a separate area, aptly named *Dulcis in fundo*. Here, guests can choose from an array of different Lavazza coffee blends accompanied by single-servings of desserts.

Via Bologna, 20A. c/o Nuvola Lavazza. T: 011 0897651.
www.condividere.com



TASTING

DEL CAMBIO

Established in 1757, it was among the favourite haunts of Camillo Benso, Count of Cavour, Giacomo Casanova, Honoré de Balzac, Giuseppe Verdi, Maria Callas and the Agnelli family. This restaurant is a real Torinese institution. Chef Matteo Baronetto, of Piedmontese origin, remains true to regional traditions, which he reinterprets with a creative twist. A tour of the cellar, whose 17th century aisles house 2,200 labels, is also worth a visit.

Piazza Carignano, 2. T: 011 546690. www.delcambio.it

MAGORABIN

Just steps from the Mole, this starred restaurant is owned by Marcello Trentini, an eclectic Chef with a strong personality. You can dine à la carte, or enjoy the restaurant's tasting menu by chef Marcello Trentini. Just a little further on, in the same street, the chef has opened Casa Mago, a cocktail bar with an adjacent pastry shop where you can dine, enjoy a drink or purchase delicious sweet treats.

Corso San Maurizio, 61/b. T: 011 8126808.

www.magorabin.com

PIANO 35

Housed in an avant-garde skyscraper, this restaurant is located in the building's bioclimatic greenhouse on the 35th floor. Three culinary proposals are a tribute to authentic Piedmontese and Italian cuisine, to be enjoyed in light or full versions.

Corso Inghilterra, 3. T: 011 4387800. www.piano35.com



© ADRIANO MAURI



✿ SPAZIO7

Housed in Fondazione Sandretto Re Rebaudengo, a centre for contemporary art, the dining room of Spazio 7 is an integral part of the Foundation. The cuisine offered by Alessandro Mecca, a young Chef who arrived here after working at several of Piedmont's most historic restaurants, mirrors the foundation's concept: young, contemporary and open to innovation. The wine list features the classics of Piedmont and its neighboring regions in France.

Via Modane, 20. c/o Fondazione Sandretto Re Rebaudengo. (1st Floor). T: 011 3797626.
www.ristorantespazio7.it

✿ UNFORGETTABLE

"Vegetable at the centre" is its motto. The result of a new and original idea, this restaurant places vegetables at the centre of its cuisine... while meat, fish and proteins become the side dish. A social table seating only 10 people and a unique tasting menu, with extraordinary attention to detail, flavours and colours.

Via Lorenzo Valerio, 5b.
T: 011 18923994.
www.unforgettableexperience.info



✿ VINTAGE 1997

As its name suggests, it's renowned for its old-world atmosphere. The restaurant's culinary offerings are also true to tradition. Rather than bold, creative pairings, you'll find authentic Piedmontese specialties including truffles, cheeses and meats. No-frills expertise, practiced for the past twenty years with traditional Piedmontese professionalism.

Piazza Solferino, 16H.. T: 011 535948.
www.vintage1997.com



TASTING

PASTRY SHOPS

The traditional age-old art of pastry making is deeply rooted in Turin, and the city's confectionery is famous throughout the world. Sweet treats like 'baci di dama', marron glacés and 'giandujotti' were invented here and exported abroad. Although it's impossible to mention them all, we've compiled a list of several that are rated top in town.

CAFFÈ PLATTI

If you visit just one of Turin's historic locales, then it has to be the illustrious, belle époque Caffè Platti. Opened in 1870, it soon became a social and cultural reference point for 20th-century Turin. Here, amidst mirrors, gilded stuccoes, inlaid walnut

furniture and gold Louis XVI medallions, you can sample Piedmontese specialties like 'bunet', Meliga pastries, 'bignole' and Platti cake. Since 2017, the confectionery has been run by renowned pâtissier Guido Gobino, the king of Torinese chocolate.

Corso Vittorio Emanuele II, 72. T: 011 4546151
www.platti.it



GHIGO

This historic pastry shop, located just steps from the Mole, is famous for its hot chocolate, served with freshly whipped cream and marrons glacés (a candied chestnut covered

with a sugar glaze). At Christmas, Ghigo excels with its famous 'Nuvola di Ghigo', a traditional 'Pandoro' covered with a butter icing and a generous sprinkling of icing sugar.

Via Po, 52/b. T: 011 887017

www.pasticceriaghigo.it

**PASTICCERIA VENIER**

Pasticceria Venier, located in the heart of the centre, is another go-to destination to start (or end) your day on a sweet note. It's famous for its 'marocchino' (coffee served in a small glass cup, with a dark chocolate base, topped with foamed milk and a sprinkling of bitter cocoa powder), but also its 'briosche', including its custard-filled 'torciglione' with

a hint of lemon, and its Umbertino, a biscuit resembling a 'bacio di dama' but with, a double layer of chocolate and two amaretti instead of shortcake.

Via Monte di Pietà, 22

T: 011 541592



TASTING

TORTERIA BERLICABARBIS

In dialect, 'Berlicabarbis' means to 'lick your lips'. A particularly apt name for a pastry shop that turns out approximately 20 different cakes a day, including cheesecake, tarts filled with custard and fresh fruit, Renetta apple caked and ricotta and pear tarts. The venue is infused with a warm, homely Provence-style atmosphere where, amidst cast iron teapots, French tin boxes, brightly-coloured cups and vintage trays, you can purchase traditional Savoy biscuits, flower-based preserves, Leone candies and fruit preserved in honey. Vegan options are also available.



©DIEGO DOMINICI

Corso Moncalieri, 214

T: 011 2074508

Via Catania, 10

T: 011 231032

torteria.berlicabarbis.com

FARMACIA DEL CAMBIO

A sophisticated Savoy-style 'salotto', created in the rooms of an old apothecary established in 1883, in the city's beautiful piazza Carignano. Here, you'll find a fabulous assortment of pastries by chef Fabrizio Galla including Veneziane, Sfogliatine, almond and orange cakes, bignès, 'bonet',

fruit tartlets, millefeuille, hazelnut cakes and croissants. Also worth mention are the locale's savoury offerings which include sandwiches, savoury snacks, crusty bread, bagels and more. A great place for lunch or an aperitivo.

Piazza Carignano, 2

T: 011 19211250

farmaciadelcambio.it



GALLERIA IGINIO MASSARI

First pastry shop of Iginio Massari, "Best Pastry Chef in the World" at the World Pastry Stars 2019 contest. Based on a new formula that visualizes a series of pastry shops that differ from one another, this is a multifunctional space. Open throughout the day, it houses and open-plan workshop in the basement plus two rooms where you can sample and purchase Massari's sweet treats. Here you can

find more than 12 types of products, ranging from cakes to fruit jellies, croissants and bite-sized pastries, plus the signature Dolce Torino, a unique gianduia chocolate plumcake created exclusively to honour the city of Turin. Particular attention is paid to packaging.

Piazza C.L.N., 232

T: 011 4249343

www.iginiomassari.it



LEISURE



A signature cocktail at Smart Tree

Want an aperitivo or after-dinner drink at an exceptional location that serves irresistible, beautifully presented cocktails? You'll find both at Smile Tree!

>> Smile Tree

www.smiletreetorino.com

**Piazza della
Consolata, 9C.**

T: 331 1848136.

Smile Tree is one of the trendiest destinations in Turin for **lovers of mixology**, and those in search of a cocktail infused with unconventional flavours. Located in the heart of the Quadrilatero Romano, this cocktail bar with its **elegant ambience** offers a well-stocked list of dry, semi-dry, bitter-sweet or salty cocktails, designed to suit the individual tastes. Particular attention is **focused on presentation**. Each drink, served in glasses, ampoules or beautifully-shaped glass containers, chosen to highlight the aromatic notes of the ingredients, is presented like a work of art.





Your home restaurant

Dedicated to those who want to **experience the real regional culinary tradition**, the typical products of the territory and recipes handed down through the generations of Italian families. The **“Cesarine” network** - spread out over **140 Italian cities** with over 1000 amateur chefs - has become established over recent years with this very aim: to offer a complete **gastronomic experience** by opening up the doors of home with lunches and dinners, personalised show cooking, cooking competitions, visits to markets or local producers or catering in exclusive locations. **Having lunch with an Italian family**, with dishes prepared following the typical traditions of the local cuisine, tasting the wines of the territory, is a truly unique experience! **www.cesarine.com**



ITINERARIES



The “Living Room” of Turin

With its arcades, period palaces and historic cafés, Piazza San Carlo holds the record for the most elegant and picturesque square in the city.

Considered the most beautiful square in the city, Piazza San Carlo still preserves the harmonious 17th century appearance that architect Carlo di Castellamonte gave it when it was originally built. Spread over an area of 12,768 square meters, it is a rectangle of perfect proportions with an equestrian statue of Duke Emanuele Filiberto of Savoy, affectionately known to locals as the ‘Caval ëd Bronz’ (the Bronze Horse), at its centre. Overlooking the square to the east is the 17th century Palazzo Solaro del Borgo; the short, southwesterly side is bordered by the Baroque facades of the twin churches of Santa Cristina and San Carlo.





Dedicated to fruit

How many cities are able to boast a museum dedicated to fruit in their long list of attractions?

The Francesco Garnier Valletti Museum in **San Salvario district** occupies a part of the '**Palazzo degli Istituti Anatomici**', a multifunctional hub which also includes the extraordinary Cesare Lombroso Museum of Criminal Anthropology and the Luigi Rolando Museum of Human Anatomy.

The heart and showpiece of the museum is an incredible and **unique collection of plastic fruit**, consisting of hundreds of **varieties of apples, pears, peaches, apricots, plums and grapes**. Real works of art created during the second half of the 19th century by Francesco Garnier Valletti (1808-1889), a brilliant, eccentric artisan, artist and scientist. The pomological collection alone features more than 1,000 pieces of fruit including 501 pears, 295 apples, 67 peaches, 20 plums, 53 cherries, 56 apricots and 10 grape varieties. These amazingly life-like reproductions are displayed chronologically in the same glass cases in which they were housed in 1928.

Museo della Frutta. Via Pietro Giuria, 15.
www.museodellafrutta.it





© VERONICA ATZEI/SHUTTERSTOCK.COM

MOLE ANTONELLIANA

Standing at a height of 167m, at the time of its construction in 1863 it was the highest brick building in Europe. Built in an **eclectic style**, the Mole has a squat square base topped by a large dome with a spire. You can ascend to the **panoramic observation platform** either by elevator or on foot. Since 2000, it has hosted the **National Museum of Cinema**.





MUSEO EGIZIO

Founded in 1824, this is the **oldest Egyptian museum in the world** and the second in terms of quality of its treasures outside of Cairo. In 2006, it was re-modelled by Oscar-winning set designer Dante Ferretti. It houses more than **37,000 artifacts**, from the Paleolithic to the Coptic era.





© DAVIDE CARRARI

MUSEI REALI

The **residence of the Savoy**s until 1865, it is now owned by the Italian government. The **museum tour comprises a 3km route** spread over 30,000 sq.m. and 7 hectares of **Royal Gardens**. In 1563, Duke Emanuele Filiberto of Savoy moved the capital of the duchy from Chambéry to Turin, marking the enrichment of the **dynastic collections**.





PALAZZO MADAMA

Situated in the **centre of piazza Castello**, it has always been a reference point in the city, from Roman times to 1848, when it became the headquarters of the **first Subalpine Senate**. Its name refers to 'Madame Royale' Christine of France, who took up residence here in 1600. The view of the city from the **Panoramic Tower** is spectacular.



ITINERARIES



PARCO DEL VALENTINO

Located on the **banks of the Po River**, and spread over 550,000 sq.m., this is the **city's most popular park**. Its interior houses numerous treasures including the **Castello del Valentino**, a UNESCO world heritage site, and a part of the circuit of the Royal Residences of Turin and Piedmont, the **Medieval Village** and Castle, and the **Botanical Gardens**.





VILLA DELLA REGINA

The **summer country residence** of the House of Savoy, it was built at the beginning of the 17th century as a court vineyard. It became known as Villa della Regina when King Vittorio Amedeo II gifted it to his future bride in 1714. This residence is distinguished by the remains of its original 18th century **decorations and furnishings**, and its **Italianate gardens**.





© BORIS STROUJKO/SHUTTERSTOCK.COM

PIAZZA SAN CARLO

Also known as **'the living room'** of the city, it was commissioned by Marie Christine of France in true **Parisian style** with seemingly **endless porticoes** and an **equestrian statue** – the **'Caval d'Bronz'** – of Duke Emanuele Filiberto of Savoy at its centre. With its arcades, period palaces and historic cafés, it holds the record for the most elegant and picturesque square in the city.





© MALGOSIA JANICKA/SHUTTERSTOCK.COM

ALLIANZ JUVENTUS STADIUM

Designed to host up to 41,507 spectators, this is the sixth largest stadium in Italy. It is owned by the **Juventus Football Club** whose home matches have been played here since 2011. An architectural symbol, it is **one of the most avant-garde facilities in the world**. The **J-Museum**, the official football museum of the 'bianconero' team is hosted inside the stadium.





LINGOTTO

This complex of buildings built in 1916, based on a project by Matté Trucco to house the **FIAT factory** (now Stellantis), still symbolizes the wealth of the city. **Reconverted by Renzo Piano** in the 1980s, it hosts events and the famous **rooftop test track**. The old Carpano plants, lying adjacent to the Lingotto complex, are now occupied by "**Eataly**" and "**Green Pea**" food markets.





© ANDREA GUERMANI

MUSEO DELL'AUTOMOBILE

The Car Museum (**MAUTO**) was opened in 1960 and is **one of the oldest car museums in the world**. The semi-circular building **overlooking the River Po** acts as a prelude to the three floors of the collection featuring a spectacular layout designed by François Confinio, who also designed the exhibition space of the National Museum of Cinema.





MONTE DEI CAPPUCCINI

Located a short distance from the historic centre, this hill - whose notable features include the convent and church complex of the **Capuchin friars** - offers a **360 degree view over the city** and its surrounding mountains. After a steep climb from the Vittorio Emanuele I bridge, you'll reach a panoramic square from which you can enjoy a truly stunning view over the city.





BASILICA DI SUPERGA

Situated on the **hills surrounding Turin**, it offers a breathtaking view. It was built as a thanksgiving to the Virgin Mary for Turin's deliverance from the French siege (1706) and designed by **Filippo Juvarra**. One of the most picturesque ways of accessing it is by the **Rack Tramway**, which rattles the 3km up the hillside.





© VINCENZO DE BERNARDO/SHUTTERSTOCK.COM

REGGIA DI VENARIA REALE

Located inside the **Park of La Mandria**, this is a **Baroque-style** complex built in the mid-17th century as a glorified hunting lodge for Carlo Emanuele II. Particularly worthy of note are the **Grand Gallery**, the Chapel of St. Hubert, the **Galleria di Diana**, the **Scuderie Juvarrine** and the **Citroniera**, now used to host events.





PALAZZINA DI CACCIA DI STUPINIGI

Built in **Baroque style** in 1729 with its **French garden**, Stupinigi was the **royal family's favourite place for celebrations and events**. At the beginning of the 20th century, Queen Margherita of Savoy took up permanent residence here. In 1919, Stupinigi became the headquarters of the Furniture Museum.





OGR-OFFICINE GRANDI RIPARAZIONI

A new go-to destination for **contemporary art lovers**. Its interior, part of the largest late 19th century **industrial complex** in Turin, was recently restored to the city following an in-depth renovation, revealing its dual personality as a **multifunctional space** dedicated to art and convivial, **recreational activities**.





PINACOTECA GIOVANNI E MARELLA AGNELLI

A 'treasure trove' located on the **rooftop of Lingotto** building hosting a **permanent exhibition** showcasing the personal collection of late Fiat head **Giovanni Agnelli and his wife Marella**. Here you can admire a unique collection of masterpieces.



ITINERARIES



MUSEO LAVAZZA



SEE MAP

An original company museum exploring the **history of Italian coffee house Lavazza**. A sensory journey through the world of coffee, interweaving the narrative with the history of the family.



© GIORGIO PEROTTINO

FONDAZIONE SANDRETTO RE REBAUDENGO



SEE MAP

Located just outside the city's vibrant centre, this place is **dedicated entirely to contemporary art** amidst music, dance, literature and design.





GAM-GALLERIA D'ARTE MODERNA E CONTEMPORANEA

[SEE MAP](#)


An extraordinary collection of 45,000 works by renowned 19th and **20th-century Italian and European artists**, including Balla, Severini Boccioni, De Chirico, Dix, Ernst and Klee.



© ALESSANDRO BOSIO

MAO-MUSEO D'ARTE ORIENTALE

[SEE MAP](#)


The cultures of **China, Japan, the Himalayan Region and Asia's Islamic countries**, past and present, meet in this spaces in the shadow of the Mole.



ITINERARIES



© DANIELE BOTTALLO

MUSEO DELLA SINDONE



SEE MAP

Founded in 1936, the museum displays artefacts and images relating to the **history of the "Holy Shroud"**, as well as documents on related scientific research.



© ENRICO ALBERTI ITALYPHOTO/SHUTTERSTOCK.COM

MUSEO DEL RISORGIMENTO ITALIANO



SEE MAP

Built between 1679 and 1684 by Guarino Guarini, this impressive **Baroque building** in Piazza Carlo Alberto has numerous historical treasures and **two original parliament chambers**.





OFFICINA DELLA SCRITTURA



SEE MAP

Founded in 2016 at the **Aurora Factory**, this is the first museum in Europe dedicated to the **art of writing**, featuring a blend of tradition and technology.



© RAMELLA&GIANNESSE

TEATRO REGIO



SEE MAP

One of the most important Italian theatres on the European scene, it offers an action-packed program of **opera**, **ballet**, **symphony concerts** and other cultural activities.





© FABER1893/SHUTTERSTOCK.COM

PIAZZA VITTORIO VENETO



SEE MAP

The **city's largest square**, ends at the Vittorio Emanuele I bridge, which connects it to the square of the church of the Gran Madre di Dio.



© FABIO MANCINO PHOTOGRAPHY/SHUTTERSTOCK.COM

CHIESA DELLA GRAN MADRE DI DIO



SEE MAP

At the foot of the Turin hills, this church is considered a **masterpiece of Piedmontese neoclassicism** and is one of the most important Catholic churches of worship in Turin.





MUSEO LOMBROSO



SEE MAP

Bodies of proof, ballistic analyses, murder and deviance profiling. The story of Cesare Lombroso, the founder of **criminal anthropology**, is told at this **macabre and fascinating** museum.



© ORNELLA ORLANDINI

MUSEO DELLA FRUTTA

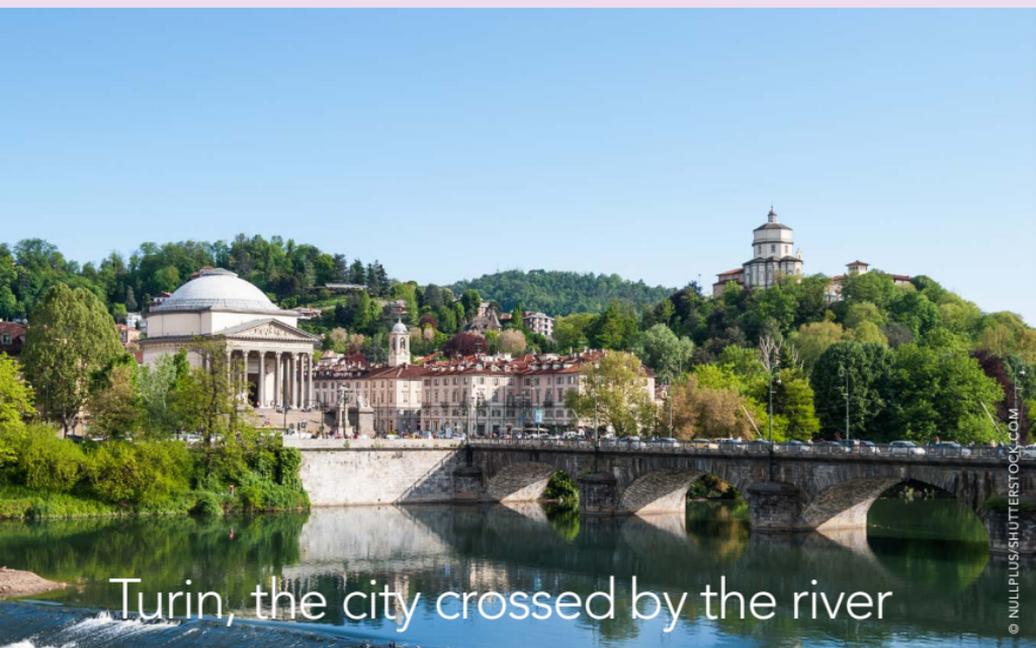


SEE MAP

An extraordinary collection of more than one thousand pieces of **'plastic fruit'**, **skillfully modeled** by an eccentric artist-scientist.



ESSENTIALS



Turin, the city crossed by the river

The first capital of Italy is a 'drawing room city' of elegant porticoes surrounded by green hills and, further afield, by majestic mountains. A city renowned for its history, culture and natural beauties.

Turin was the **first capital of Italy** and an industrial city. From its origins to the present time, it has had several different incarnations, each of which has left profound traces in its architecture and urban layout. Extending over a surface area of less than 150 sq.km., **crossed by the Po**, the longest river in Italy, the city is characterized by a checkerboard-like grid of streets. One of the city's most distinctive architectural features is its **18km of porticoes** which house shops and cafés. Its elegant squares and its porticoes, originally designed to offer shade in the summer and shelter from the rain, have given Turin the nickname of a '**drawing room**' city.



Emergency

EUROPEAN EMERGENCY NUMBER: 112

112 is the unique European Emergency Number created to provide all European citizens with a single number: Ambulance, Firefighters, Police. If the caller does not know where he or she is, the operator will identify where the person making the call is physically located and will pass this information to the emergency services.

OPEN PHARMACIES

Farmacia Nizza (Via Nizza, 65. MM Nizza.

T: 011 66992599). Open Mon-Sat 3pm-1pm, Sun 7:30pm-9am

Farmacia Piazza Massaua (Piazza Massaua, 1/D. MM Massaua.

T: 011 7793308). Open daily 24/24

Farmacia Comunale 42 (Via XX Settembre, 5. T: 011 543287).

Open daily 24/24

Farmacia Comunale 25 (Porta Nuova Station. T: 011 542825).

Open daily 7am-7.30pm. www.farmaciediturno.org

PASSPORTS

Questura Centrale di Torino. Corso Vinzaglio, 10.

T: 011 55881. www.questure.poliziadistato.it/torino

Taxi

In Italy taxis cannot be flagged down as they pass you along the street; they are stationed at special taxi parking stands in most of the major squares in any city or town and at the airport and can be requested by phone.

Main taxi parking Via Nizza (Porta Nuova Station), Corso Bolzano (Porta Susa Station), Piazza Castello, Piazza CLN

TAXI TORINO

T: 011 5737 or 5730 - www.taxitorino.it - www.wetaxi.it: app available for iOS and Android, it has more than 1400 licensed taxi drivers.

Taxi fares

Taxi Torino doesn't have a fixed taxi fares to the Caselle Airport; it provides a maximum fare of €34 on the Turin Caselle Airport section starting from the city ZTL, €39 starting from Torino Lingotto (plus baggage supplements and extra fee for night or holiday travel).

If the amount on the taximeter is less than €34 or €39 you'll pay the amount of the taximeter.

To calculate the approximate fare of your taxi ride: www.wetaxi.it/taxitorino



ESSENTIALS

Getting around Turin

GTT – Gruppo Torinese Trasporti/Local Public Transport Company -
www.gtt.to.it

Infoline Mon-Sat 6.30am-7.30pm. Green Line T: 800 019152; from mobile (Toll Number): T: 011 0672000.

GTT Info Point and ticket - Railway Station Torino Porta Nuova, in front of the track 20. Mon-Fri 7.15am-7pm. Sat, Sun and holidays 9am-5pm. Lost and Found on GTT vehicles: The driver and GTT personnel are not allowed to return objects found on the vehicles directly. Lost articles found on GTT vehicles are taken to the Lost and Found of the City of Turin, where they can be collected after 48 hours from the time of loss. The lost and found office is in Via Meucci 4. Mon, Wed, Thurs, 9am-12am. T: 011 4430753. Purchase your ticket before you get on the bus or the tram. Ordinary ticket (€1.70) valid for 100 minutes on buses, trams or metro.

Tourist Information

TOURIST INFORMATION CENTRE –

Piazza Carlo Felice, in front of the Porta Nuova Station. T: 011 535181
Open daily 9am-1pm and 2pm-6pm.

TOURIST INFORMATION CENTRE –

Piazza Castello corner of Via Garibaldi.
T: 011 535181. Open daily 9am-6pm.



FAST TRAINS NETWORK FROM TURIN



Fast train network from Turin

PORTA NUOVA & PORTA SUSA STATIONS

Turin offers fast-track access to major cities across Italy thanks to its high-speed trains: • Milan: 1 hour • Bologna: 2 hours 20 min • Florence: 2 hours 55 min • Venice: 3 hours 35 min • Rome: 4 hours 30 min • Naples: 5 hours 30 min.

The most important railway station in Turin is Torino Porta Nuova, in the central Corso Vittorio Emanuele II, 58; regional, interregional, high-speed and international trains arrive at and depart from there.

Trains between Torino Porta Nuova and Milan stop at the Torino Porta Susa station, including TGV services between Paris and Milan and other services using the Turin–Milan high-speed line.

TRENITALIA Railway Company - Info T: 892021. www.trenitalia.com.

ITALO - Info T: 060708. Italo Assistance T: 892020. www.italotreno.it.



Airports

• TORINO CASELLE "SANDRO PERTINI" (TRN) -

(16 km from the centre of Turin). The airport, at the North of Turin, is easily reachable in 25 minutes by car thanks to the Turin-Caselle motorway junction. The junction is connected directly to the Tangenziale Nord and to the Turin-Milan, Turin-Aosta and Turin-Bardonecchia motorways. Information desk T: 011 5676361-2. www.aeroportoditorino.it

Connections to the airport

Sadem Shuttle service (www.sadem.it) from Porta Nuova Station (on the corner between Corso Vittorio Emanuele II and Via Sacchi). Every 15-30 min, travel time approx. 45' (4.45am-11.30pm Mon-Sat; 5.30am-11pm Sun and holidays).

Tickets can be purchased on board (only cash payments allowed) or at several stores (a list is available on the website).

One-way ticket: €6,50 - round trip ticket: €12. Sadem also provides a shuttle service from Turin to Milan Malpensa airport.

EDITOR TIP With a Torino+Piemonte Card, you'll pay €5 for your ticket.

Taxi Torino (more than 1400 licensed taxi drivers)

T: 011 5737 or 5730 - www.taxitorino.it - www.wetaxi.it

Taxi Torino doesn't have a fixed taxi fares to the Caselle Airport; it provides a maximum fare of €34 on the Turin-Caselle Airport section starting from the city ZTL, €39 starting from Torino Lingotto (plus baggage supplements and extra fee for night or holiday travel).

• MILANO MALPENSA (MXP) -

The airport, at the East of Turin (135 km from the city centre), is reachable in 1 hour 30 minutes by car from Turin thanks to the A4 motorway.

Information desk T: 02 232323. www.milanomalpensa-airport.com

Connections to the airport

Sadem Shuttle service (www.sadem.it) from Porta Nuova Station provides a shuttle service also from Turin to Milano Malpensa airport. www.aeroportoditorino.it

• CUNEO LEVALDIGI (CUF) - (65 km from the centre of Turin).

Information T: 0172 741500 – 558. www.aeroporto.cuneo.it

Connections to the airport

BMC Bus Shuttle service (www.bmcbus.it) available in connection from Turin with departure and arrival of flights. €8 each way, we recommend buy ticket online. www.aeroportocuneo.it



[ONLY AT PREMIERE HOTELS IN TURIN]

The Welcome Magazine

The magazine in digital or paper version is available at these hotels which are part of the **Welcome Smart Network circuit**.
www.proedi.it/welcome-smart-network

5 STARS

Allegroitalia Golden Palace

Via dell'Arcivescovado, 18

Allegroitalia Silver Palace

Via dell'Arcivescovado, 16

Grand Hotel Sitea

Via Carlo Alberto, 35

Principi di Piemonte | UNA Esperienze

Via P. Gobetti, 15

Royal Palace Luxury Suites

Via Cavour, 13

4 STARS

Ac Hotel Torino by Marriott

Via Bisalta, 11

Art Hotel Boston Torino

Via A. Massena, 70

Art Hotel Olympic

Via Verolengo, 19

Best Western Crystal Palace Hotel

Via Nizza, 11

Best Western Hotel Luxor

Corso Stati Uniti, 7

Best Western Plus Executive

Hotel and Suites

Via Nizza, 28

Best Western Plus Hotel Genova

Via P. Sacchi, 14/B

Concord

Via G.L. Lagrange, 47

Dinasty Suites

Piazza Carlo Felice, 7

Diplomatic

Via Cernaia, 42

Double Tree by Hilton Turin Lingotto

Via Nizza, 230

Duparc Contemporary Suites

Corso Massimo d'Azeglio, 21

Turin City Centre

Via Assietta, 3

Hotel dei Pittori

Corso Regina Margherita, 57

Hotel Principe di Torino

Corso Moncalieri, 85

Lancaster Torino

Corso Filippo Turati, 8

J Hotel

Via Traves, 40

Nh Collection Torino Piazza Carlina

Piazza Carlo Emanuele II, 15

Nh Torino Centro

Corso Vittorio Emanuele II, 104

Nh Torino Lingotto Congress

Via Nizza, 262

Nh Torino Santo Stefano

Via Porta Palatina, 19 -

Novotel Torino Corso Giulio Cesare –

Corso Giulio Cesare, 338/34

Pacific Hotel Fortino

Strada del Fortino, 36

Starhotels Majestic

Corso Vittorio Emanuele II, 54

The Originals Hotel Turin Royal

Corso Regina Margherita, 249

Turin Palace Hotel

Via P. Sacchi, 8

Victoria Torino

Via N. Costa, 4

Villa Savoia

Corso Sicilia, 1, angolo Corso Moncalieri



THE WELCOME MAGAZINE

TURIN

turin.welcomemagazine.it

PROEDI COMUNICAZIONE SRL

Via Ezio Biondi, 1. 20154 Milano.

T: +39 02 25063100

info@proedimedia.com

turin.welcomemagazine.it

PUBLISHER AND EDITOR-IN-CHIEF

Andrea Jarach

andrea.jarach@proedimedia.com

MANAGING EDITOR

Alessandra Finzi

redazione@proedimedia.com

ART DIRECTORS

Joy Lacanlale, Floriana di Maio

CONTRIBUTORS

Carey Bernitz, Simona P.K. Daviddi,

Cornelia G. Hassmüller, Fabio

Lancini, Giulia Minero, Elena

Peperata, Chiara Zaccarelli

ICONOGRAPHY

Archivio Proedi Media,

Shutterstock

CARTOGRAPHY

Fast Trains Network Map

Dmitry Goloub

© Proedi Comunicazione 2022

COO

Pierfrancesco Coreno

pierfrancesco.coreno@proedimedia.com

MARKETING & ADVERTISING

Sieva Carolo, Isa Faleschini,

Daniele Misrachi, Silvia Mosconi,

Rachele Renna, Paola Zannoni

advertising@proedimedia.com

ADMINISTRATION

amministrazione@proedi.it

PRODUCTION & CIRCULATION, SALES SUPPORT MANAGER

Paola Grilli

paola.grilli@proedimedia.com

HOTEL RELATIONS MANAGER

Marta Mailhac

hotelrelations@proedimedia.com

CUSTOMER SERVICES

Cristina Garbini

hotelrelations@proedimedia.com

REG. TRIB. MILANO No. 152, 17 JULY 2019

EDITORE: PROEDI COMUNICAZIONE SRL -

ISCRIZIONE AL ROC N. 2455

DIRETTORE RESPONSABILE: ANDREA JARACH

EXCLUSIVE GIFT FROM TOP HOTELS

THE WELCOME MAGAZINE È IN DISTRIBUZIONE NEI MIGLIORI HOTEL DI TORINO, IN VERSIONE DIGITALE O CARTACEA.

THE WELCOME MAGAZINE IS DISTRIBUTED IN THE BEST HOTELS IN TURIN, IN A DIGITAL OR PAPER VERSION.

WWW.PROEDI.IT/HOTEL-PARTNER

Although the Publisher has made every effort to include copyright credits, in the event of there being any errors, oversights or omissions, we would like to apologize to the copyright holders in question whose names will be published in the next issue.

While every effort has been made to ensure the accuracy of the information, the Publisher cannot be held responsible for any consequences arising from errors or omissions. All rights reserved. Reproduction in whole or in part is strictly prohibited.

≡ INDEX



The equestrian monument of Emanuele Filiberto in San Carlo square



WELCOME

The WELCOME monthly magazines
chosen by 500 top hotels in Italy



NEW!
FROM
APRIL 2022



EVENTS | SIGHTSEEING | MUSEUMS | SHOPPING |
DINING | ENTERTAINMENT | MAPS



AVAILABLE IN PAPER AND DIGITAL EDITIONS

Welcome Smart Network

MAGAZINES | GUIDES | MAPS | WEBSITES

www.welcomemagazine.it