

CLOSE 



## SHOPPING IS BETTER WHEN YOU DO IT TAX FREE

---

Also UK residents  
are now eligible



Global Blue

Find out more at [globalblue.com](https://globalblue.com)

THE WELCOME MAGAZINE

SMART EDITION

# TURIN

DECEMBER 2022 #50

## ALL YOU CAN DO IN THE CITY

EVENTS | SIGHTSEEING  
MUSEUMS | SHOPPING  
DINING | MAPS  
ENTERTAINMENT

## JOURNEY THROUGH THE 19<sup>th</sup>-CENTURY HERITAGE

Discover and enjoy  
the "Ottocento" exhibition  
at the GAM museum

PARTNER



Welcome Smart Network

MAGAZINES | GUIDES | MAPS | WEBSITES

INTERACTIVE

# Believe in Wonder

DISCOVER MORE >



**RINASCENTE**

TURIN . VIA LAGRANGE

## ENJOY YOUR SHOPPING

**SHOW THIS COUPON TO GET 10%\* OFF YOUR PURCHASES**

**-10%\* -12%\*\***

\*Valid except for regional restriction regulations and only on brands which support the initiative. The discount cannot be combined with other promotions and does not apply on cafeterias and restaurants purchases. Not valid for online shopping. Valid until December 31, 2022.

\*\*Tax free. Tax free: If you are resident in an Extra-EU country and you have spent at least 154.94 euros in the same day, you are entitled to a refund of 12% on the total amount of your purchase.



2 340000 003976 >

MILAN | PIAZZA DUOMO ROME | VIA DEL TRITONE . PIAZZA FIUME FLORENCE  
TURIN CAGLIARI CATANIA MONZA PALERMO

# Turin | December 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 have expanded 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.

And now **great news** for all of you who love shopping and have a **non-EU passport**: since October 2022, **TURIN Welcome Magazine has become a partner of Global Blue**, the leading service company for obtaining **tax refunds**. Keep an eye on our pages and our website **www.welcomemagazine.it** to enjoy the important benefits offered by Global Blue.

Welcome to Italy, discover and enjoy!

## STAY IN TOUCH



[turin.welcomemagazine.it](http://turin.welcomemagazine.it)  
Download all issues



Like us on  
[facebook.com/WhereTurin](https://facebook.com/WhereTurin)



[www.magzter.com](http://www.magzter.com)  
Digital magazine store



[www.welcometoitalia.com](http://www.welcometoitalia.com)  
Italian experiences



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



[www.pressreader.com](http://www.pressreader.com)  
Digital magazines



[www.proedi.it/welcome-smart-network](http://www.proedi.it/welcome-smart-network)



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



[issuu.com/where-italia](http://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



### — 14 DISCOVER AND ENJOY

This month's round-up of art exhibitions and shows in Turin.



### — 38 THE ROYAL RESIDENCES

The Regge Sabaude offer an overview of old-day court life and testify to the history of Piedmont.



### — 52 WINTER PARADISE

As the name of the region suggests -'Piedmont', 'at the foot of the mountains' -, the area's allure and winter attractions are inextricably linked to its mountains.

## **SHOPPING** Boutiques & Brands



### — 60 SAN CARLO DAL 1973 CONCEPT STORE

In the centre of Turin, you can shop for the creations of emerging fashion, furnishing and design brands.



## **OUTLETS** Fashion & Design

### — **70 THE BEST SHOPPING EXPERIENCE**

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



## **TASTING** Food & Wine

### — **76 LA PISTA RESTAURANT**

The cuisine of La Pista restaurant is a perfect balance of originality, technique and taste.



## **LEISURE ENTERTAINMENTS & TOURS**

### — **90 CASA GOFFI, GREEN DRINK BAR**

This green corner of Turin is romantically re-imagined in a contemporary spirit.



## **ITINERARIES LANDMARKS & MUSEUMS**

### — **92 THE "LIVING ROOM" OF TURIN**

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



## **116 ESSENTIALS** Maps & Info

### Information and tips to get around the city.





## 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**, jewellery and sunglasses, a Beauty Hall, and the Temakinho restaurant. [www.rinascente.it](http://www.rinascente.it)



© ANDREA GRANATIERO

## OBICÀ MOZZARELLA BAR

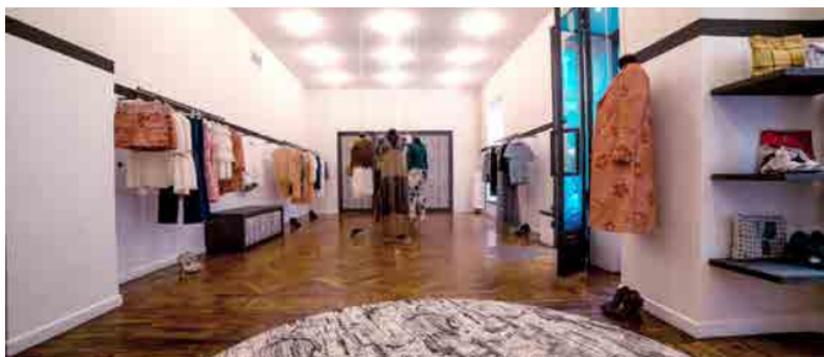
At the **new Obicà in Rinascente** you can enjoy the best Mozzarella di Bufala Campana DOP, pizza and traditional Italian dishes (pasta, salads, main courses and desserts) in a cosy and convivial atmosphere. The **winter menu** is the result of almost 20 years of work **in the name of quality**. Open daily 8.30am-midnight. *c/o Rinascente Ground Floor.* [www.obica.com](http://www.obica.com)





### MAISON TONATTO

A hidden treasure trove where you can **create your own scented portrait** or purchase an element of **olfactory design** that gives a distinctive identity to your living spaces. The **Gallerie Olfattorie** are perfume ateliers where you can find all the fragrances of Maison Tonatto and where you can establish a connection with art, music, literature and films. [www.tonatto.com](http://www.tonatto.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](http://www.kristinati.it)

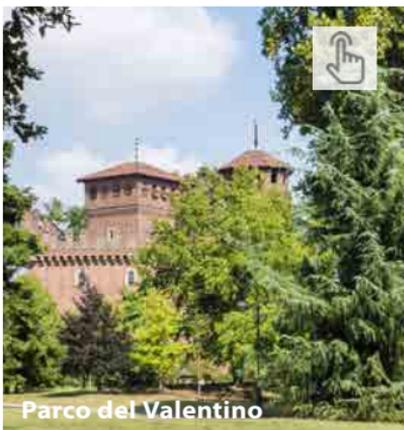


[UNMISSABLE]

# Top in Town



Mole Antonelliana



Parco del Valentino



Palazzo Madama



Museo Egizio

≡ INDEX

ITINERARIES >



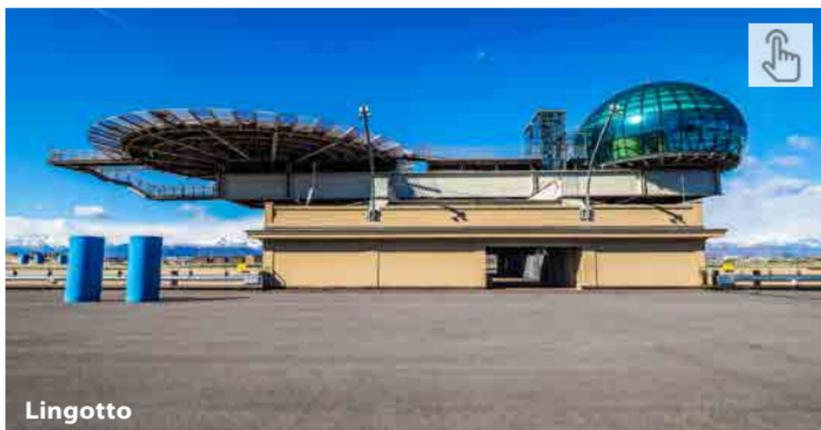
1/2

[ UNMISSABLE ]

# Top in Town



Palazzina di Caccia di Stupinigi



Lingotto



Reggia di Venaria Reale



Museo Nazionale dell'Automobile



WELCOME | PANORAMA

# MUSEO NAZIONALE DEL CINEMA

☰ INDEX



# A vertical journey amidst the 'stars'

- One of the most important film museums in the world, the **Museo Nazionale del Cinema** is not only renowned for its rich collection of exhibits, but also for its unique location in the beautiful **Mole Antonelliana**, one of the city's most impressive historic landmarks.
- Featuring a unique, **vertical layout**, it spirals upwards, creating a spectacular display of its extraordinary collections through an evocative, **interactive itinerary**.
- Organized by levels, not floors, in addition to a vast **film library** containing more than 7,000 titles, the museum's rich heritage includes collections dedicated to the **archaeology of cinema** (level + 5 metres), the 'Aula del Tempio' (+10), the focal heart of the museum, with areas dedicated to the great genres of **cinematic history**, and the 'Rampa' which, like a movie, unfolds to reveal the dome, offering a breathtaking view over the museum from above. The 'Macchina del Cinema' (+15) is dedicated to the **film industry**, while the 'Galleria dei Manifesti' is located on level +18.
- A major highlight of the visit is the building's **panoramic elevator** which takes visitors on a ride, up 85 metres, to the 'Tempietto', an observation deck offering a breathtaking view over the city and its surrounding Alpine range.
- The braver of heart can also access the **panoramic deck** on foot from the ground floor to discover the places hidden inside the cavity of the dome.

**c/o Mole Antonelliana, via Montebello, 20.**  
**[www.museocinema.it](http://www.museocinema.it)**



WELCOME | PANORAMA

# MUSEO EGIZIO



☰ INDEX



### A star of the museum world

- 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](http://www.museoegizio.it)**



# DISCOVER AND ENJOY

*Whether it's discovering the events celebrating Italian traditions, art and music or visiting an exhibition, we bring you this month's unmissable dates.*

-  **Luci d'Artista 2022-2023** **ENTERTAINMENT**  
Several locations • Until 9 January 2023
-  **LISETTA CARMI. Suonare forte** **PHOTOGRAPHY**  
Gallerie d'Italia-Torino • Until 22 January 2023
-  **EVENINGSIDE. Gregory Crewdson** **PHOTOGRAPHY**  
Gallerie d'Italia-Torino • Until 22 January 2023
-  **JOHN CONSTABLE. Paesaggi dell'anima** **EXHIBITION**  
Reggia di Venaria • Until 5 February 2023
-  **Focus on Future** **PHOTOGRAPHY**  
Musei Reali. Sale Chiabrese • Until 19 February 2023
-  **Roberto Bolle and Friends 2022** **BALLET**  
Musei Reali. Sale Chiabrese • Until 19 February 2023
-  **MARINELLA SENATORE. Assembly** **INSTALLATION**  
Reggia di Venaria Reale • Until 5 February 2023
-  **NATALE È REALE** **FAMILY**  
Palazzina di Caccia di Stupinigi • 3-18 December
-  **ISU GRAND PRIX OF FIGURE SKATING FINAL** **SPORT**  
Palavela • 8-11 December





— **THE GOLDEN AGE OF RALLY** **MOTORS**

MAUTO • Until 2 February 2023



— **OTTOCENTO** **EXHIBITION**

GAM Torino • Until 11 April 2023



— **MARGHERITA OF SAVOY, QUEEN OF ITALY** **EXHIBITION**

Palazzo Madama • Until 30 January 2023



— **Il Vintage della Gran Madre** **STREET MARKET**

Palazzo Madama • Until 30 January 2023



— **MICHAL ROVNER** **CONTEMPORARY ART**

Fondazione Merz • Until 29 January 2023



— **ROBERT DOISNEAU** **PHOTOGRAPHY**

Camera • Until 14 February 2023



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

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

• Until 29 January 2023



— **TONY CRAGG** **SCULPTURE**

La Venaria Reale and Gardens • Until 8 January 2023



— **ARTHUR Jafa** **INSTALLATION**

OGR Torino-Binario 1 • Until 15 January 2023



— **PINACOTECA AGNELLI NEW IDENTITY**  
**CONTEMPORARY ART**

Lingotto – Via Nizza 230/103

... and more on [turin.welcomemagazine.it](http://turin.welcomemagazine.it)



# WELCOME | WHAT TO DO

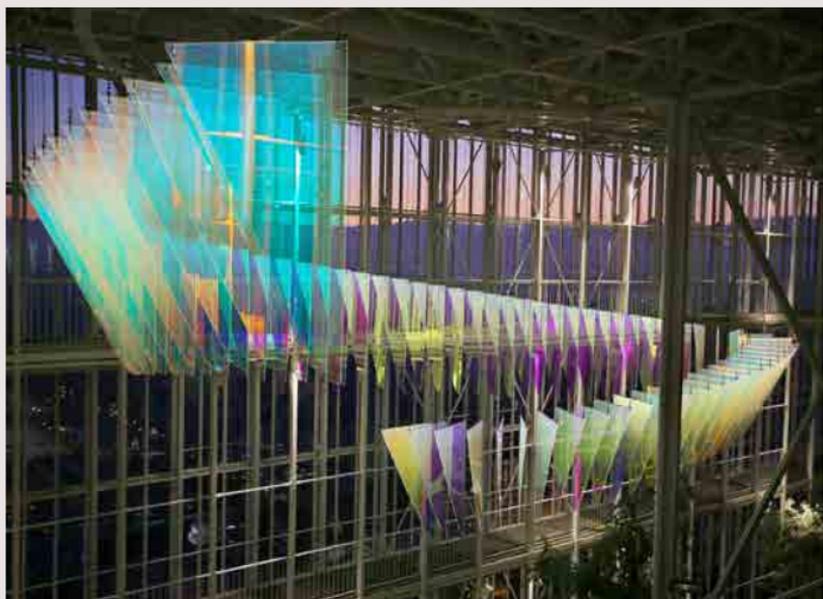
---

SEVERAL LOCATIONS, UNTIL 9 JANUARY 2022

## CITY LIGHTS

**ENTERTAINMENT** A light art show featuring exquisite **luminous artworks**, like an **open-air art gallery**, lights up numerous squares and streets throughout the city. As dusk falls (from 6pm until midnight), take a stroll and look upwards to admire the 26 installations from previous years, known and loved by the Torinese, like Mario Airò's "Cosmometrie" in piazza Carignano, Michelangelo Pistoletto's "Love Difference" and Mario Merz's "The Flight of Numbers" which this year will once again illuminate the dome of the Mole Antonelliana with the Fibonacci's sequence. The show is enriched this year by **three new works**: "Io, sono nato qui" by Renato Leotta (roof of the Sant'Anna Obstetrical and Gynaecological Hospital), "AzzurroGiallo" by Giorgio Griffa (Giardini di Piazza Cavour) and "...?" by Grazia Toderi (Piazza della Repubblica on the dome of the Basilica Mauriziana).

To be continued on the next page >>



© MICHELE DOTTANIO

*The site-specific light installation, created by Migliore+Servetto Architects for the Intesa Sanpaolo skyscraper, is a dynamic work, a wave of color sensitive to changes in light.*



# WELCOME | WHAT TO DO

---



© LUISA CICERO

*Vento solare  
by Luigi Nervo*



*Piccoli spiriti blu  
by Rebecca Horn*

© ALBERTO RAMIELLA

**Luci d'Artista 2022/2023**

*Several locations in Turin. [lucidartista.comune.torino.it](http://lucidartista.comune.torino.it)*

☰ **EVENTS**



### **GALLERIE D'ITALIA-TORINO AT THE HEART OF PHOTOGRAPHY**

**NEW EXHIBITION SITE** Sanpaolo has inaugurated this year 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.

**Two exhibitions are on show: 'Lisetta Carmi. Suonare forte'**, the first major monographic exhibition dedicated to one of the most interesting personalities on the Italian photographic scene who recently passed away at the age of 98. The large exhibition **'Gregory Crewdson. Eveningside'** is dedicated to the internationally renowned American photographer and master of staged photography. The centrepiece of the exhibition is the world premiere of the new series of photographs with the same title 'Eveningside', the final act of a trilogy spanning ten years of work.

*To be continued on the next page >>*



# WELCOME | WHAT TO DO

---



*Sicilia, 1977 © Lisetta Carmi - Martini & Ronchetti*

Until 22 January 2023

**LISETTA CARMI.**

**Suonare forte**

**EVENINGSIDE. Gregory  
Crewdson**

**Gallerie d'Italia-Torino**

*Piazza San Carlo, 156*

*T: 800 167619*

*[www.gallerieditalia.com](http://www.gallerieditalia.com)*

*Starkfield Lane, 2018-2019 © Gregory Crewdson*



☰ EVENTS



REGGIA DI VENARIA REALE

UNTIL 5 FEBRUARY 2023

## THE ROMANTIC LANDSCAPES OF CONSTABLE

**EXHIBITION** The **Reggia di Venaria** continues the investigation begun in 2021 on the theme of landscape, widening its view to the European sphere and proposing for the **first time in Italy** an extraordinary exhibition dedicated to the famous English artist **John Constable** (1776-1837). The greatest exponent of English Romantic painting is the protagonist of the exhibition that chronologically retraces his entire artistic career through the works of the Tate, UK. The exhibition consists of **around sixty works**, ranging from sketches and small paintings executed en plein air, in an early Impressionist manner, to the most important and extensive **Romantic landscapes**. Constable depicts a cosy, reassuring nature in which one can relax, fall asleep serenely, concentrating on painting places closely associated with his life and family circumstances. The exhibition also includes **works by artists contemporary with Constable**, and in some cases, competitors, such as Turner, John Linnell, Benjamin West and others whose work intertwines and compares with Constable's.

### John Constable. Paesaggi dell'anima

*Reggia di Venaria. Piazza della Repubblica, 4. Venaria Reale, Turin. [lavenaria.it](http://lavenaria.it)*

*John Constable, La  
Cattedrale di Salisbury  
vista dai prati (1831).*





Pianeta Verzone  
Artic Zero

MUSEI REALI, UNTIL 19 FEBRUARY 2023

## **FUTURE AND SUSTAINABILITY**

**PHOTOGRAPHY** The long monitoring of the slow and inexorable melting of the ice in the Arctic Circle. The efforts of humanitarian organisations to ensure regular education for children in refugee camps. The dramatic lack of resources that brings sub-Saharan Africa to its knees. But also portraits of women with exceptional careers who have contributed to an important step forward in gender equality. These are just some of the **extraordinary shots in Focus on Future**, an unprecedented **journey dedicated to the situations of fragility on our planet**, tackling that are essential for the wellbeing, **survival and progress of humanity** such as the defeat of hunger and poverty, equal access to justice, the right to health, education and decent work, the achievement of gender equality, and actions to combat climate change.

**Focus on Future. 14 Photographers for the UN 2030 Agenda**

*Musei Reali. Sale Chiabrese. Piazzetta Reale, 1  
[museireali.beniculturali.it](http://museireali.beniculturali.it)*





© LUCA VANTUSSO

## TEATRO REGIO, 29-31 DECEMBER **ROBERTO BOLLE AND FRIENDS**

**BALLET** Milan's Teatro alla Scala star, Roberto Bolle, returns to Turin with his **spectacular dance gala** that gathers together several of the most important and talented names on the international dance scene. The event is repeated for three evenings at the end of December, between Thursday 29 and Friday 30 (both at 8.30pm) and Saturday 31 (5pm): **three new and extraordinary shows** to celebrate New Year's Eve for the people of Turin. Highlights include romantic, classical works in the traditional format with *pas de deux* and contemporary solos. This is a delightful, emotional journey showcasing different styles, techniques and schools.

### **Roberto Bolle and Friends 2022**

*Teatro Regio. Piazza Castello, 215.*

[www.teatroregio.torino.it](http://www.teatroregio.torino.it)



# WELCOME | WHAT TO DO

---

VENARIA REALE, UNTIL 5 FEBRUARY 2023

## A MODERN TRIBUTE TO THE BAROQUE

**INSTALLATION** The light sculpture “**Assembly**” by artist **Marinella Senatore** is on display until 8 January 2023 in Piazza dell’Annunziata in Venaria Reale. Inspired by the **traditional illuminated architectural** structures that were used in open-air public celebrations in Southern Italy from the 15th century onwards, this work evokes **Baroque festivities**, which changed the appearance of royal residences thanks to ephemeral apparatuses. In the **Anticamera dei Valletti** on the Piano nobile of the Reggia, **six smaller site-specific light sculptures** will be presented until 5 February 2023. Light, electric and optical, material and metaphorical, becomes a means of narration and poetic creation by the Italian artist, as well as of resistance and cohesion.

### “Assembly” by Marinella Senatore

*Reggia di Venaria Reale. Piazza della Repubblica, 4*

*Venaria Reale*

*[www.lavenaria.it](http://www.lavenaria.it)*

© RENATO GHIAZZA



*Marinella Senatore, site-specific light sculpture. Anticamera dei Valletti*





PHOTOS © DAVIDE GONNELLA

### STUPINIGI, 3-18 DECEMBER **CHRISTMAS AT THE REGGE**

**FAMILY** This year, the city has renewed its traditional Christmas date with 'Natale è Reale' ('Christmas is Royal'). Held at the **Palazzina di Caccia di Stupinigi**, this must-attend extravaganza features an action-packed calendar of events that includes **culture, entertainment, food, artisanal handicrafts and performances**. In addition to the **Elves Village** and **Santa's House** – a must for children – other highlights include food stalls selling local Christmas specialties, the Stupinigi's covered Christmas markets, where you can buy original gifts, and an **exhibition of Neapolitan cribs**, from the 18th century to the present day.

**Natale è Reale**  
*Palazzina di Caccia  
di Stupinigi*  
[www.natalereale.it](http://www.natalereale.it)



# WELCOME | WHAT TO DO

---

PALAVELA, 8-11 DECEMBER

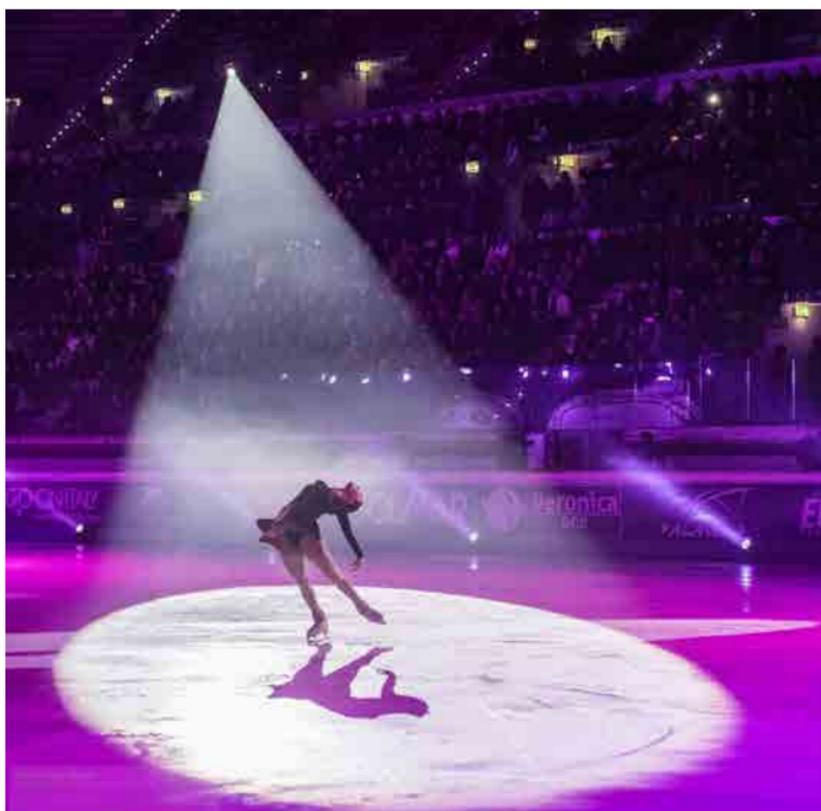
## CHAMPIONS ON ICE

**SPORT** The final act of the world circuit of **figure skating** will be held in Turin. The champions of this sport will meet in the Piedmont capital for the Grand Prix final, transforming the city into the world capital of ice. The elegance, art and allure of this sport will see fans, newcomers and aficionados flocking to the **Palavela** to watch the exhibitions of several of the world's greatest skaters.

### ISU Grand Prix of Figure Skating Final 2022-2023

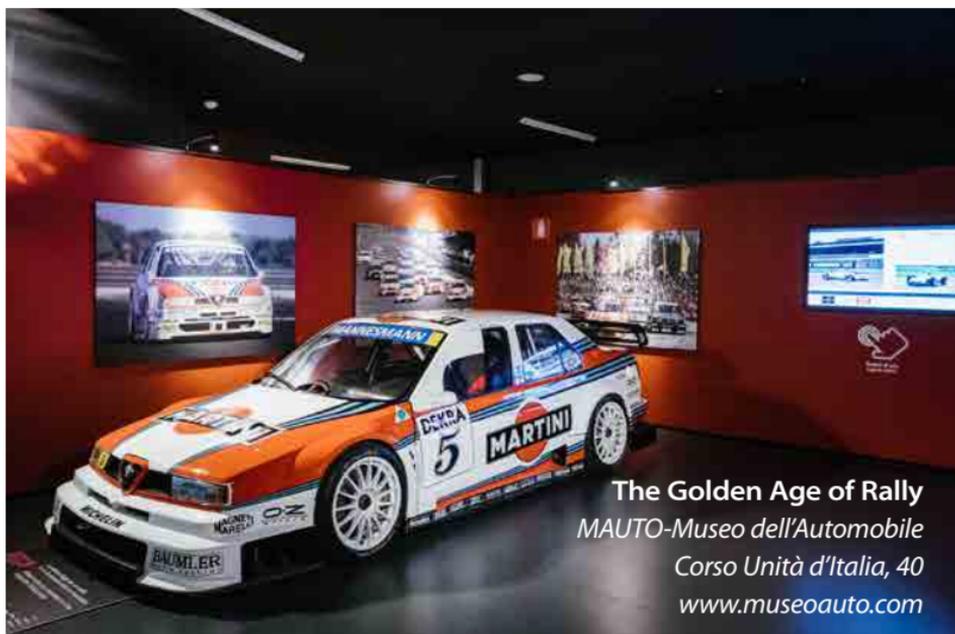
*Palavela. Via Ventimiglia, 145*

*[www.palavelatorino.it](http://www.palavelatorino.it) - [gpfinal22.org](http://gpfinal22.org)*



© DIEGO BARBIERI





The Golden Age of Rally  
MAUTO-Museo dell'Automobile  
Corso Unità d'Italia, 40  
[www.museoauto.com](http://www.museoauto.com)

© ANDREA GUERMANI

## MAUTO, UNTIL 2 FEBRUARY 2023 **LEGENDARY CARS**

**MOTORS** The golden age of rallying has arrived in the halls of MAUTO in an exhibition never before seen on the international scene. "The Golden Age of Rally" is a journey through the history of this sporting discipline through the **iconic examples** of the Gino Macaluso Foundation. The cars on display will be those that, **between the 1960s and 1990s**, won the most important championship races, from Monte Carlo to the Safari Rally, from the Mille Laghi in Finland to Sanremo. Iconic examples, such as the Lancia rally 037 evo2 and Audi Quattro, **protagonists of challenges that have now become legendary**, recounting the exploits of drivers and racing teams, the technological evolution and enormous public success that have accompanied the sport over the decades. The exhibition will take the form of an **experiential journey** that, through special videos and scenarios, will immerse the visitor in the world of rallying. The collection is one of the most important in the world and unique in terms of the cars' palmares, prestige and originality of its models.





Antonio Mancini,  
*Dopo il duello*, 1872

## GAM, UNTIL 11 APRIL 2023 **JOURNEY THROUGH THE 19TH CENTURY**

**EXHIBITION** The museum's  
**19th century collection**, which  
has not been on public view  
for almost four years, is once  
again on display with **seventy-**

**one works** including paintings,  
pastels, large charcoal drawings,  
marble sculptures, delicate  
plaster casts and waxes. The  
itinerary compares the noble  
tradition of **figure painting**  
with the novelty of **landscape**  
**research**, through 8 thematic  
sections that accompany the  
visitor along the exhibition route.  
The theme of the **woman as**  
**subject** constitutes a significant  
track for visiting the exhibition:  
from being a literary subject of  
the Romantic era, the female  
figure becomes in the course of  
the century the focus of images  
that are increasingly adherent to  
contemporary reality.

### **Ottocento**

*GAM-Galleria Civica d'Arte Moderna*  
*Via Magenta, 31*  
[www.gamtorino.it/it/OTTOCENTO](http://www.gamtorino.it/it/OTTOCENTO)



## WELCOME | WHAT TO DO

---

### PALAZZO MADAMA, UNTIL 30 JANUARY 2023 **THE FIRST QUEEN OF A UNITED ITALY, QUEEN AND INFLUENCER**

**EXHIBITION** Margaret of Savoy (1851-1926) was the first queen of united Italy. From her marriage to Prince Umberto, she won the hearts of Italians and helped build the nation's sense of identity around the Savoy crown. The exhibition illustrates the **Italy's tumultuous transition from the 19th to the 20th century** through the trajectory of this figure who became a **female icon of the House of Savoy**, Queen from 1878 to 1900: glamorous in her rich and excessive toilettes, maternal in her interest in the needs of the people and in supporting their education, forerunner of a **new lifestyle** that related to nature and the mountains. Furniture, paintings and photographs illustrate **Margaret's private and public world.**

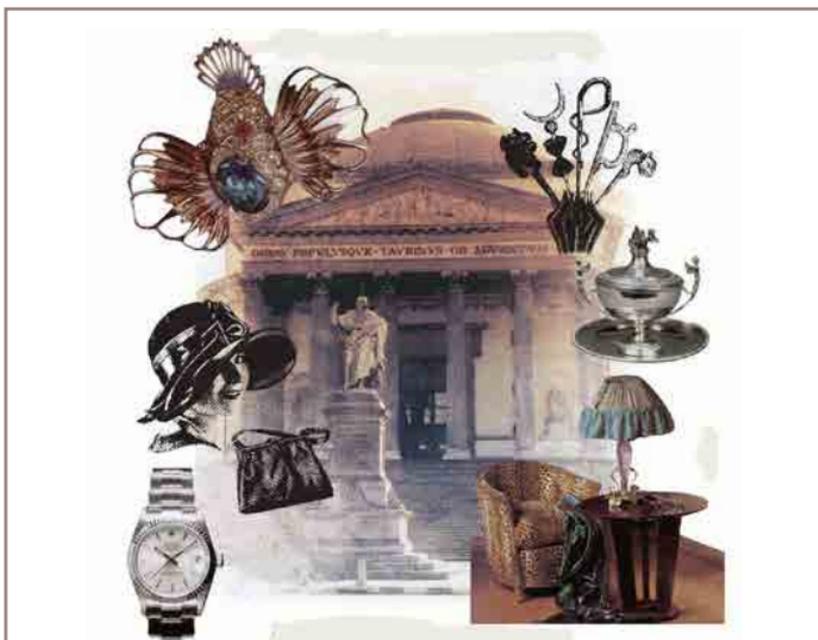
**Margherita of Savoy,  
Queen of Italy**

*Palazzo Madama*

*Piazza Castello*

*palazzomadamatorino.it*





### PIAZZA GRAN MADRE DI DIO, 18 DECEMBER **HIGH-QUALITY VINTAGE**

**STREET MARKET** In a partnership with the “*Extravaganza*” market (Saturday 10 December, piazza Carlo Alberto), ‘*Il vintage della Gran Madre*’, is an event that offers customers ‘**objects with a history**’ rather than pre-owned objects. The market, held on **every third Sunday** of the month in piazza Gran Madre, brings together **80 exhibitors** specializing in modernist objets d’art and period fashion. You’ll find stalls selling antiques and design objects, including telephones, radios, televisions, lamps and small electrical appliances, in shapes and materials that influenced an era. Accessories and vintage clothing are also available.

#### **Il Vintage della Gran Madre**

*8am-6pm. Piazza Gran Madre di Dio (behind the church)  
and via Vitozzi  
[www.effettovintage.it](http://www.effettovintage.it)*



Michal Rovner



### FONDAZIONE MERZ, UNTIL 29 JANUARY 2023 **IN DIALOGUE WITH HUMAN FRAGILITY**

**CONTEMPORARY ART** Fondazione Merz presents the **new site-specific project** by Israeli artist Michal Rovner. From the idea of the border to the constant challenge of the concept of the frontier, the artist invites the public to question themselves on the **origin of their fears**, with particular attention to the sense of threat and **suspicion that arises from the encounter with the stranger**. On show in Turin is a tingling landscape of elusive figures, an exhibition itinerary that recreates the continuous movement of mankind in every time and age.

**Michal Rovner**

*Fondazione Merz*

*Via Limone, 24*

*[www.fondazionemerz.org](http://www.fondazionemerz.org)*



## WELCOME | WHAT TO DO

---

CAMERA, UNTIL 14 FEBRUARY 2023

### POETRY OF A HUMANIST

**PHOTOGRAPHY** A major retrospective on the French master **Robert Doisneau**, one of the most important photographers of the 20th century, through more than **130 images** from the collection of the Atelier Robert Doisneau. Starting with one of the world's best-known photographs – the shot of a kiss of a young couple indifferent to the crowds of passers-by and the traffic on the Place de l'Hôtel de Ville in Paris (*see photo*) – the exhibition explores the work of the famous photographer who, together with Henri Cartier-Bresson, is considered one of the founding fathers of **French humanist photography** and **street photojournalism**.

#### ROBERT DOISNEAU

CAMERA - Centro Italiano per la Fotografia.

Via delle Rosine, 18. [www.camera.to](http://www.camera.to)

*Robert Doisneau, Le baiser de l'Hôtel de Ville, Paris 1950 © Robert Doisneau*



## WELCOME | WHAT TO DO

---

TORINO PORTA NUOVA STATION,  
UNTIL 29 JANUARY 2023

### 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*





*Tony Cragg, Outspan, 2008, bronzo. Giardini della Reggia. ©Pino Dell'Aquila*



*Tony Cragg, sculture nella Corte d'onore della Reggia di Venaria. © Pino Dell'Aquila*

LA VENARIA REALE, UNTIL 8 JANUARY 2023

## WAVY LINES AT THE ROYAL RESIDENCE

**SCULPTURE** British artist **Tony Cragg** is exhibiting **ten sculptures** made between 1997 and 2021 at Venaria Reale. These works relate to the genius loci of the Reggia in a sort of post-modern redefinition of the **Baroque and Rococo styles**. The sculptures are set within the permanent exhibition itinerary of the Reggia, starting from the **Court of Honour**, continuing in the **High Park of the Gardens**, and ending in the inner hall at the head of the **Scuderie Juarriane**. Large-scale works, moulded using a variety of materials - from bronze to wood, fibreglass to steel - all characterised by the typical wavy and sinuous lines that seem to have been modelled on a giant potter's wheel.

### Tony Cragg

*La Venaria Reale and Gardens*

[lavenaria.it/it/mostre/tony-cragg-reggia-venaria](https://lavenaria.it/it/mostre/tony-cragg-reggia-venaria)



OGR TORINO, UNTIL 15 JANUARY 2023

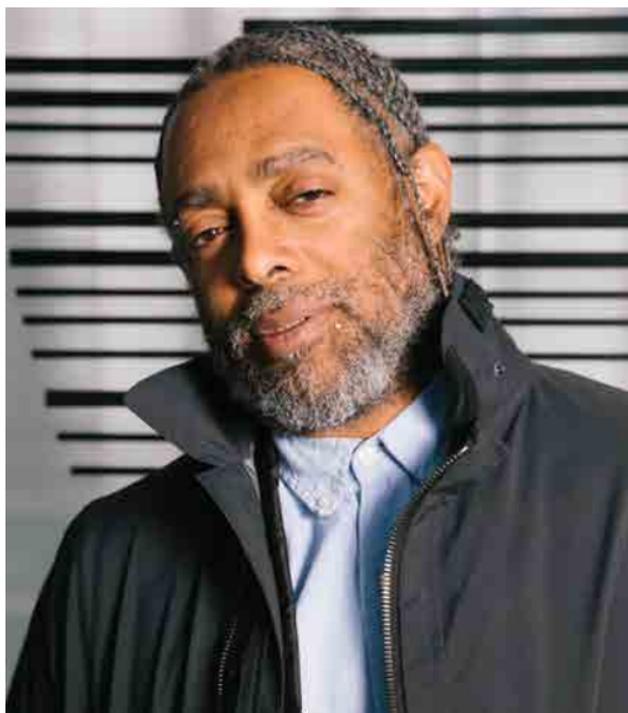
### ARTHUR JAJA AND THE AMERICAN BLACKNESS

**INSTALLATION** Don't miss the **Arthur Jafa's new exhibition**, the first solo show dedicated to the American artist by an Italian institution. The project, produced in collaboration with the **Serpentine Gallery in London**, is conceived by the **artist, director and director of photography** for the spaces of **Binario 1** as a single large installation. On show are some of his most recent works, **never before exhibited in Italy**. With his powerful and lyrical work, he combines images and stories from different contexts in a destabilising way, in his constant search for Blackness.

#### Arthur Jafa

*OGR Torino-Binario 1*

*Corso Castelfidardo, 22. [www.ogrtorino.it](http://www.ogrtorino.it)*



*Arthur Jafa.  
Ph: Robert Hamacher.  
Courtesy the artist and  
Gladstone Gallery*



## NEW IDENTITY FOR THE PINACOTECA AGNELLI

**CONTEMPORARY ART** 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.

*Pinacoteca Agnelli Lingotto*

*Via Nizza 230/103*

*[www.pinacoteca-agnelli.it](http://www.pinacoteca-agnelli.it)*



>> **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.

PHOTO BY MYBOSSWASS - CREDIT INSTALLATION VIEW PINACOTECA AGNELLI TORINO



## 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.

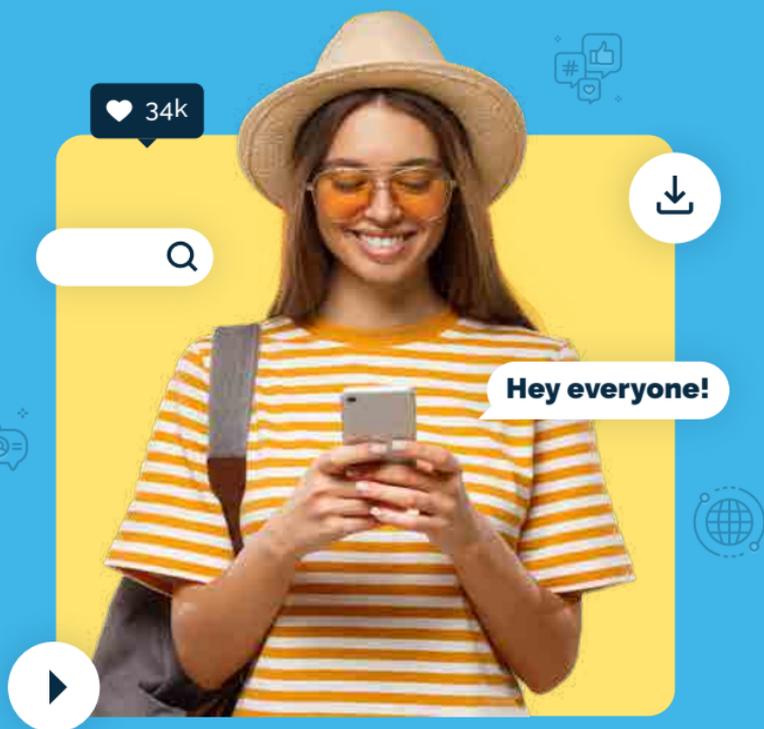
- **WHAT** - The Manet eSIM is a **virtual SIM** which allows you to connect to the Internet **without putting a physical SIM card** in your device.
- **WHERE** - The Manet eSIM offers you affordable mobile data, even **abroad, directly on your smartphone**.
- **WHEN** - You can buy online the Manet 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](https://esim.manetmobile.com/where_turin)



# manet

Upgrading travel experiences



Hey everyone!

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

SCAN THE  
QR CODE



or

CLICK HERE

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!

\*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!

# 2023 EVENTS IN ITALY



## JANUARY

**10-13/1** | Florence | Pitti Uomo.  
[www.pittimmagine.com](http://www.pittimmagine.com)

**13-17/1** | Milan | Milano Fashion  
Week Men's. [www.cameramoda.it](http://www.cameramoda.it)

**20-22/1** | Cortina d'Ampezzo  
(Veneto) | Alpine World Ski  
Championship. [www.fis-ski.com](http://www.fis-ski.com) -  
[www.cortinaskiworldcup.com](http://www.cortinaskiworldcup.com)

**20-24/1** | Vicenza (Veneto) |  
Vicenzaoro. [www.vicenzaoro.com](http://www.vicenzaoro.com)

**29/1** | Val di Fassa (Trentino-  
Alto Adige) | 49th Marcialonga  
Skimarathon. [www.marcialonga.it](http://www.marcialonga.it)

## FEBRUARY

**4-6/2** | Florence | Taste 16.  
[taste.pittimmagine.com](http://taste.pittimmagine.com)

**4-21/2** | Venice | Carnevale di  
Venezia. [www.carnevale.venezia.it](http://www.carnevale.venezia.it)

**4-25/2** | Viareggio (Tuscany) |  
Carnevale di Viareggio.  
[Viareggio.ilcarnevale.com](http://Viareggio.ilcarnevale.com)

**12-14/2** | Milan | BIT Borsa  
Internazionale del Turismo. [Bit.fieramilano.it](http://Bit.fieramilano.it)

**21-27/2** | Milan | Milano Fashion  
Week Women's. [www.cameramoda.it](http://www.cameramoda.it)

## MARCH

**19/3** | Rome | Run Rome The  
Marathon. [www.runromethemarathon.com](http://www.runromethemarathon.com)

**23-26/3** | Milan | MIA Fair  
(12th edition). [www.miafair.it](http://www.miafair.it)

**25-26/3** | Several locations |  
Spring Days FAI. [www.giornatefai.it](http://www.giornatefai.it)

## APRIL

**2-5/4** | Verona | Vinitaly.  
[www.vinitaly.com](http://www.vinitaly.com)

**9-30/4** | Venice | Homo Faber.  
[www.homofaber.com](http://www.homofaber.com)

**14-16/4** | Milan | Miart. [www.miart.it](http://www.miart.it)

**18-23/4** | Milan | Milano Design  
Week-Salone del Mobile.Milano.  
[www.salonemilano.it](http://www.salonemilano.it)

## MAY

**6-28/5** | Several locations in Italy |  
Giro d'Italia (106th edition).  
[www.giroditalia.it](http://www.giroditalia.it)

**8-21/5** | Rome | Tennis.  
Internazionali BNL d'Italia.  
[www.internazionaliibnliditalia.com](http://www.internazionaliibnliditalia.com)

**20/5-26/11** | Venice | Biennale  
Architettura-18th International  
Architecture Exhibition.  
[www.labiennale.org](http://www.labiennale.org)

**31/5-4/6** | Venice | Salone Nautico  
Venezia. [www.salonenautico.venezia.it](http://www.salonenautico.venezia.it)

## JUNE

**11/6** | Mugello (Tuscany) | Moto GP.  
Gran Premio d'Italia. [www.motogp.com](http://www.motogp.com)

**13-17/6** | Brescia-Rome-Brescia |  
Mille Miglia 2022. [www.1000miglia.it](http://www.1000miglia.it)

**15-18/6** | Milan-Monza | MIMO  
Milano Monza Motor Show.  
[www.milanomonza.com](http://www.milanomonza.com)

**16/6-8/9** | Verona | Arena di Verona  
Opera Festival (100th edition).  
[www.arena.it](http://www.arena.it)



# 2023 EVENTS IN ITALY



## JULY

**2/7** | Siena | Palio di Siena-Palio di Provenzano. [www.ilpalio.org](http://www.ilpalio.org)

**7-16/7** | Perugia | Umbria Jazz. [www.umbriajazz.it](http://www.umbriajazz.it)

**15/7** | Venice | Festa del Redentore. [venice.welcomemagazine.it](http://venice.welcomemagazine.it)

## AUGUST

**16/8** | Siena | Palio di Siena-Palio dell'Assunta. [www.ilpalio.org](http://www.ilpalio.org)

**30/8-9/9** | Venice | Biennale Cinema. [www.labiennale.org](http://www.labiennale.org)

## SEPTEMBER

**3-9/9** | Monza (Milan) | Formula 1. Italian Grand Prix. [www.formula1.com](http://www.formula1.com)

**4-24/9** | Milan and Turin | MITO SettembreMusica. [mitosettembremusica.it](http://mitosettembremusica.it)

**6-10/9** | Mantua (Lombardy) | Festaletteratura (27th edition). [www.festivaletteratura.it](http://www.festivaletteratura.it)

**9-17/9** | Venice | The Venice Glass Week. [theveniceglassweek.com](http://theveniceglassweek.com)

**10/9** | Misano (Emilia Romagna) | Moto GP di San Martino e della Riviera di Rimini. [www.motogp.com](http://www.motogp.com)

**15-17/9** | Florence | FrAGRANZE. [frAGRANZE.pittimmagine.com](http://frAGRANZE.pittimmagine.com)

**15-18/9** | Terni (Umbria) | Umbria Jazz. [www.umbriajazz.it](http://www.umbriajazz.it)

**17-19/9** | Milan | MICAM.

[www.themicam.com](http://www.themicam.com)

**19-25/9** | Milan | Milano Fashion Week Women's. [www.cameramoda.it](http://www.cameramoda.it)

**21-26/9** | Genoa | International Boat Show. [www.salononautico.com](http://www.salononautico.com)

## OCTOBER

**7/10-3/12** | Alba (Piedmont) | International Alba White Truffle Fair. [www.fieradeltartufo.org](http://www.fieradeltartufo.org)

**8/10** | Trieste | Barcolana (55th edition). [www.barcolana.it](http://www.barcolana.it)

## NOVEMBER

**1-5/11** | Turin | Paratissima (19th edition). [www.paratissima.it](http://www.paratissima.it)

**2-5/11** | Verona | Fieracavalli (125th edition). [www.fieracavalli.it](http://www.fieracavalli.it)

**3-5/11** | Turin | Artissima (30th edition). [www.artissima.art](http://www.artissima.art)

**7-12/11** | Milan | EICMA. International Motorcycle and Accessories Exhibition. [www.eicma.it](http://www.eicma.it)

**15-19/11** | Milan | BookCity Milano. [bookcitymilano.it](http://bookcitymilano.it)

**17-25/11** | Venice | Teatro La Fenice - Opening of the Opera and Ballet season. [www.teatrolafenice.it](http://www.teatrolafenice.it)

**21/11** | Venice | Festa della Salute. [venice.welcomemagazine.it](http://venice.welcomemagazine.it)



WELCOME | AROUND THE CORNER

# The Royal Residences



© MIKE EDWARDS/SHUTTERSPOCK.COM





Palazzina di Caccia di Stupinigi

© CLAUDIO DIVIZIA/SHUTTERSTOCK.COM

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

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



### Reggia di Venaria Reale



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.

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



## WELCOME | AROUND THE CORNER

---

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 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,



## WELCOME | AROUND THE CORNER

---

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](http://www.lavenaria.it)

### 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](http://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](http://www.residenzereali.it)

Castello di Moncalieri



Castello della Mandria



Castello di Agliè



WELCOME | OUT OF TOWN

---

# Top destinations around Piedmont

© ESSEVU/SHUTTER STOCK.COM



☰ INDEX



**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](http://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



Barolo village

© VENTUSUD / SHUTTERSTOCK.COM



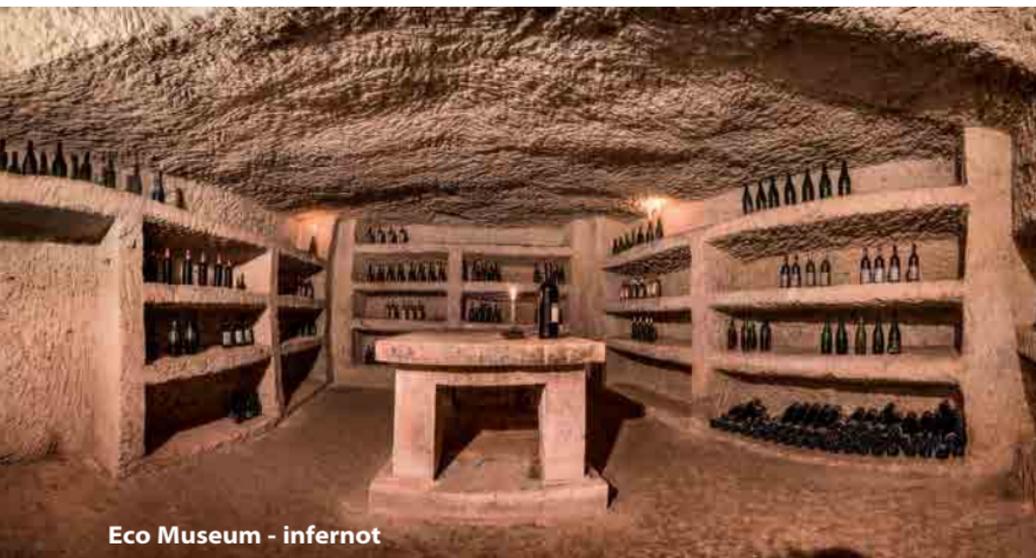


Cobblestone old town square and medieval towers in Alba

cellars ([www.wimubarolo.it](http://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](http://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](http://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](http://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](http://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 | OUT OF TOWN

---

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](http://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](http://www.enotecadelmonferrato.it)).



Castle of Govone

© 574 / SHUTTERSTOCK.COM



## WELCOME | OUT OF TOWN

---

### 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.castelloaledigovone.it](http://www.castelloaledigovone.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](http://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](http://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](http://www.agenziadipollenzo.com)).



Castle of Guarene



## 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](http://www.turismotorino.org)



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

☰ EVENTS



WELCOME | WHAT TO DO

# Winter *paradise*



© LUCA TONDAT - WWW.MACUGNAGA.MONTAGNA.IT

☰ INDEX



## WELCOME | WHAT TO DO

---

**As the name of the region suggests -'Piedmont', 'at the foot of the mountains' -, the area's allure and winter attractions are inextricably linked to its mountains.**

Some of the **highest peaks in Europe**, snow, unspoilt landscapes and breathtaking views. A combination that makes Piedmont the perfect region for a winter holiday. This doesn't just apply to Turin, where in between a cultural break or a moment's shopping you can indulge in a rejuvenating break with a cup of hot chocolate, but also the string of **ski villages** located only a two-hour drive from the city.



Sestrière by night



### THE 'VIA LATTEA', A PARADISE OF WINTER SPORTS

When visiting Piedmont, you can't think about its mountains without immediately reflecting on the 'Via Lattea' (or 'Milky Way'), the largest ski area in western Italy that extends from Sauze d'Oulx (Salice d'Ulzio in Italian) to the French town of Montgenèvre. This includes the towns of **Sestriere, San Sicario, Clavière, Cesana Torinese and Pragelato**, as far as the neighbouring French border. A favourite hangout of the Torinese for a weekend dedicated to **sport and relaxation**, a charming out-of-town destination for tourists who want to spend a few days in the open air either before or after visiting Turin, and a **paradise for winter sports**, this must-visit area offers world-class facilities. These include **more than 400km of slopes** dedicated to the most diverse sports including Alpine skiing, freestyle skiing, Skeleton, Nordic skiing, Bobsleigh, sleighing and Biathlon. However, the turning

point came when the city played host to the **2006 Winter Olympics**. As a result of the winter games, this area of the Alps, now known as the '**Olympic Valleys**', became one of the most sought-after tourist destinations in the world, renowned for its offer of entertainment and activities.

So how do you choose where to spend the weekend? It's simple, and based on the motto 'tell me what sport you love and I'll tell you which destination best suits your needs'. This is a detail that should not be underestimated by those who are paralyzed by choice. Multi-resort or season ski passes allow you to move freely from one resort in the area to another without paying additional fees ([www.vialattea.it](http://www.vialattea.it)).

These include Pragelato, where two dedicated slopes allow people of all ages and ability levels to indulge in sleighing and Bobsleighing, semi-flat areas like in Clavière, where you can try your hand at **cross-country skiing** or **snowshoeing**, valleys





© PIXELSHOP/SHUTTERSTOCK.COM

boasting the area's steepest ski slopes – from Cesana, located at an altitude of 1,350 meters, to Cima Motta in Sestriere (2,800 meters). The latter are a delight for expert skiers and snowboarders in search of an adrenaline-filled experience. The area's gentle slopes also make it an ideal destination for those who have decided to embark on their snow christening. Each resort offers top-notch schools specializing in skiing, snowboarding, sleighing, bobsleighing and freestyle lessons with **qualified instructors** and confidence-boosting slopes offering beginners a safe,

gentle introduction to snow sports.

When it comes to a great ski weekend, having the right gear is key. If you don't have your own equipment, you can either purchase it from one of the numerous sports shops lining the main streets of each town, or hire it on-site for one or two days. There's also good news for **ice-skating** enthusiasts. In the shadow of the high towers dominating the skyline of Sestriere, developed in the 1930s by FIAT founder Gianni Agnelli as a holiday resort for FIAT's factory workers, you can skate from dawn till dusk at the



## WELCOME | WHAT TO DO

---

### **Emanuele Nasi Ice Stadium**

(T: 0122 755444).

After an active day on the slopes, indulge in a moment's relaxation at one of the **local Spas**. Almost all hotels have jacuzzis, indoor swimming pools, saunas and Turkish baths that combine the beneficial effects of hydrotherapy with a relaxing Alpine ambience. One such example is the Hotel La Torre in Sauze d'Oulx, which offers outside guests the option of accessing its Spa area, where they can enjoy massages and ad hoc treatments ([www.grandhotellatorre.it](http://www.grandhotellatorre.it)).

### **CHALET DE CHARME, FOR LOVERS OF TASTE**

Thanks to its stunning scenery, exquisite cuisine and burgeoning cultural scene, it is not surprising that the region of Piedmont was named one of the **Italian regions best-loved by international visitors** in 2018 by 'Lonely Planet', one of the world's biggest guide book publishers. One of the reasons for its success is its wealth of local gastronomic offerings,

a great way to recharge your batteries between one downhill run and another, or as an 'après ski' treat at the end of the day. Lovers of good food in search of a break – or even a few days' retreat – in a charming location at the edge of a wood that can only be accessed on skis or a snowmobile will find what they're looking for at **Chalet Il Capricorno**. This 4-star hotel resembling a mountain chalet, directly overlooking the slopes of Sauze d'Oulx, has only eight rooms, and a gourmet menu featuring a combination of local flavours and seasonal ingredients, served in a welcoming stone and wood setting ([www.chaletilcapricorno.it](http://www.chaletilcapricorno.it)). Another wonderful Chalet enclosed by the Sestriere mountains with a lake view and panoramic terrace is **MonChaletSestriere** ([www.monchaletsestriere.com](http://www.monchaletsestriere.com)). Carved in wood and forged in luxury, it features fine finishes and attention to detail. For a holiday that is a true sensory experience. Always in Sestriere, **Last**



## WELCOME | WHAT TO DO

---

**Tango Grill Restaurant**, one of the town's oldest restaurants, delights diners' palates both at lunch and dinner with a selection of Alpine specialties, including cured wild game like Deer Bresaola, Lamb Speck, Goose salami, Wild Boar Ham with Caramelized Onions or traditional hot dishes, that can be savoured in the locale's warm, cozy surroundings enhanced by an indoor

fireplace ([www.lasttango.it](http://www.lasttango.it)). **Les Icles** is an intimate family-run restaurant, located in Cesana Torinese, which offers diners hearty home-cooked cuisine comprising freshly sourced seasonal vegetables, Piedmont Fassona beef dishes, and homemade pasta and desserts made with organic flour. An absolute must for foodies in search of authentic old-world Piedmontese flavours ([www.lesicles.it](http://www.lesicles.it)).



Mon Chalet Sestrière

WWW.MONCHALETSESTRIERE.COM



[ 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](http://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](http://www.welcometoitalia.com)



# SHOPPING



## San Carlo dal 1973 concept store

A new oasis has opened in the centre of Turin where you can shop for the creations of emerging fashion, furnishing and design brands.

>> **San Carlo dal 1973**  
[www.sancarlodal1973.com](http://www.sancarlodal1973.com)  
 Piazza San Carlo, 161  
 c/o Palazzo Villa  
 T: 011 5114111.

**S**an Carlo dal 1973, one of the most iconic and futuristic Italian concept stores is located in a courtyard that formerly housed the stables of the aristocratic Palazzo Villa and acts a bridge between Piazza San Carlo and via Lagrange. The ground floor is dedicated to **perfumes, essences and accessories**, plus artisanal jewelry from British, Japanese and American designers. 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, sip a cocktail or choose their favourite dish from the small menu that changes weekly.





## 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](http://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 DIVIZIA / 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](http://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](http://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](http://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](http://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/](http://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](http://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](http://www.torinooutletvillage.com)





Serravalle Designer Outlet

### 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](http://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](http://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](http://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](http://sanremo.themall.it)



# TASTING



© CHIARA INGLESSE

## On the rooftop of the Lingotto

The cuisine that chef Fabrizio Tesse brings to the roof of the Lingotto is a perfect balance of originality, technique and taste.

### >> La Pista

[www.ristorantelapista.com](http://www.ristorantelapista.com)

Via Nizza, 262

T: 011 19173073.

**F**abrizio Tesse's new cuisine is a real **journey inspired by Ligurian and Piedmontese** cuisines contaminated by the **exotic flavours** that the chef has encountered around the world. The menu recounts his journey between much-loved recipes - such as pigeon - and new proposals, in a synthesis of **great elegance**. The new menu exalts seasonal and local products, leaving room for meat: guinea fowl, venison, duck and fish. The dishes are **graphic, composed, rigorous**: among the new proposals stands out "Testacoda", a declared homage to the iconic place that hosts the restaurant. **Three tasting courses** proposed by the chef: 7 courses, 5 courses and Duck in Three Services.





© DAVIDE BELLUCA

## Classic cuisine with a twist

Located in the heart of the centre, just steps from Palazzo Reale and the Mole, 'Le Vitel Étonné' serves traditional regional dishes including, first and foremost, "vitello tonnato", a specialty that the Piedmontese call **Vitel Tonné** as a tribute to their foreign cousins. The name of this small restaurant stems from a play on the words "tonné" and "étonné", meaning "surprised" or "amazed" in French. The menu features a selection of must-try strictly **homemade fresh pasta dishes**. Specialties include classic Tajarin, prepared according to a traditional recipe with 36 egg yolks per kilo of flour, served with an array of sauces, agnolotti, tagliatelle with Bra sausage and Plin. Main dishes, also based on **traditional recipes**, are cooked at low temperatures in hay, or breaded with classic Torinese grissini (breadsticks). Standouts on the dessert menu include mascarpone cream, sprinkled with bitter chocolate, on a chocolate biscuit base, or gelato and sorbets prepared in-house using seasonal ingredients. The locale's 19th century cellar, featuring barrel vaults and open brick walls, hosts more than **300 Italian labels**, with a focus on Piedmontese reds.

**Le Vitel Étonné. Via San Francesco da Paola, 4.  
T: 011 8124621. [www.leviteletonne.com](http://www.leviteletonne.com).**



# 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

**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](http://www.ferrero.it/nutella)



# TASTING

## 2023 MICHELIN-STARRED RESTAURANTS

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

### **ANDREA LAROSSA**

The enveloping, innovative and elegant cuisine of Chef Andrea Larossa revolves around three menus: one more traditional and territorial, the other two devoted to experimentation and creativity. Delicacies include meat and fish, game and seafood, and during the autumn the delicious White Truffle of Alba.

**Via Sabaudia, 4. T: 011 8399893.**

**[www.ristorantelarossa.it](http://www.ristorantelarossa.it)**



### **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](http://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**



### **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**



# TASTING

## **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](http://www.condividere.com)**

## **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](http://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](http://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](http://www.piano35.com)**

### 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](http://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](http://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](http://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 patissier Guido Gobino, the king of Torinese chocolate.

**Corso Vittorio Emanuele II, 72. T: 011 4546151**

**[www.platti.it](http://www.platti.it)**



© FRANCO BORRELLI



**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](http://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.



**Corso Moncalieri, 214**

**T: 011 2074508**

**Via Catania, 10**

**T: 011 231032**

**[torteria.berlicabarbis.com](http://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, bignè, '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](http://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 an 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](http://www.iginiomassari.it)**



## LEISURE



## Casa Goffi, green drink bar

© FRANCO BORRELLI

Infused with tradition, this green corner of Turin is romantically re-imagined in a contemporary spirit. Open for brunch, snacks, aperitivi and informal dinners from morning till late at night.

>> **Casa Goffi**  
[www.casagoffi.it](http://www.casagoffi.it)  
**Viale Michelotti, 52/c.**  
**T: 388 5890099.**

**C**asa Goffi, on the banks of the Po river, is set amidst greenery, aromatic herbs, wicker armchairs and vintage details. A locale where you can relax with friends, enjoying **great cocktails** paired with tantalizing **Piedmontese finger food**. The cuisine, curated by chef Lorenzo Careggio, pairs perfectly with the cocktails of La Drogheria, one of the city's favourite haunts for high-quality drinks. Casa Goffi is open from 11am to midnight, for snacks, lunch, aperitivi, dinner and after-dinner drinks. Offerings served throughout the day include flans, sandwiches, cakes and pastries. The menu also features **classic Piedmont dishes**.





## 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](http://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](http://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'Bron'** – 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.



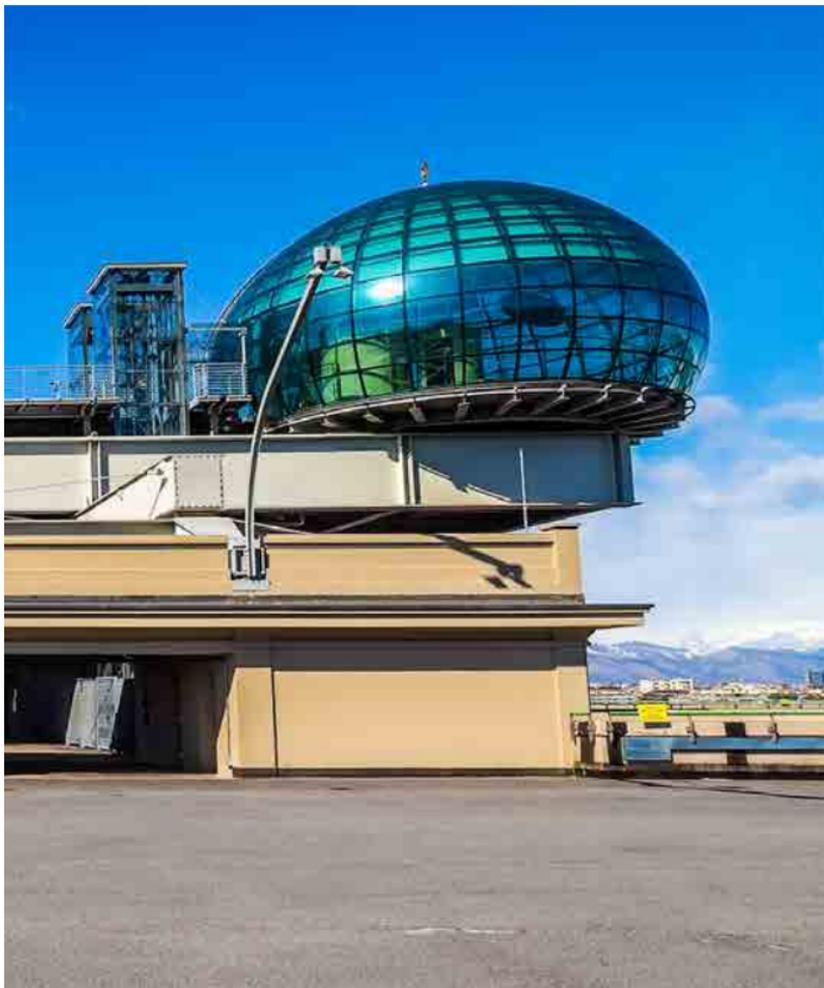


© MALGOSIA JANICKA/SHUTTERSTOCK.COM

## 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.



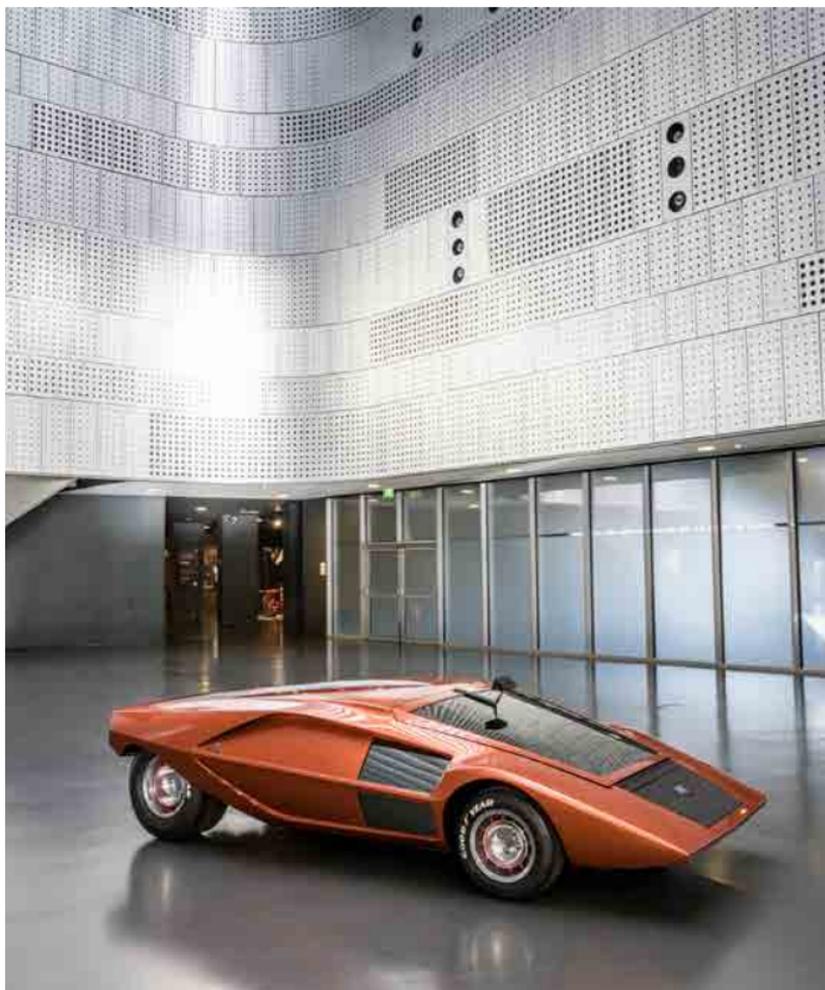


© CLAUDIO DIVIZIA/SHUTTERSTOCK.COM

## 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.



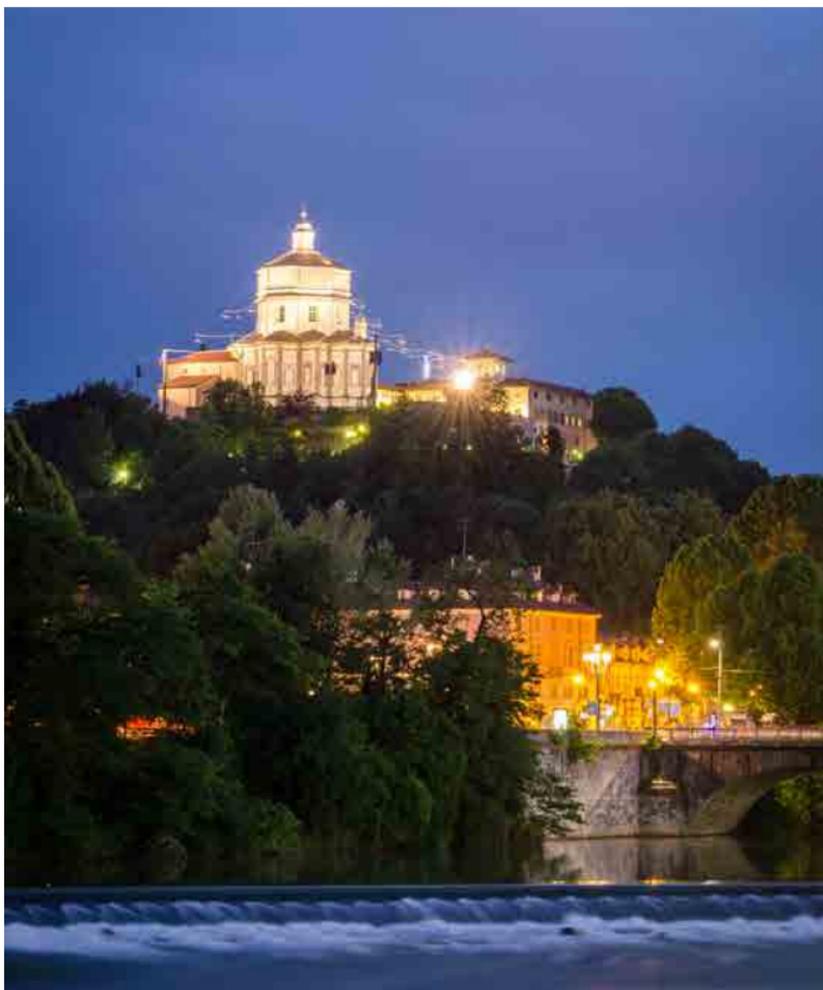


© ANDREA GUERMANI

## 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.





© MARCO SARACCO | DREAMSTIME.COM

## 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.

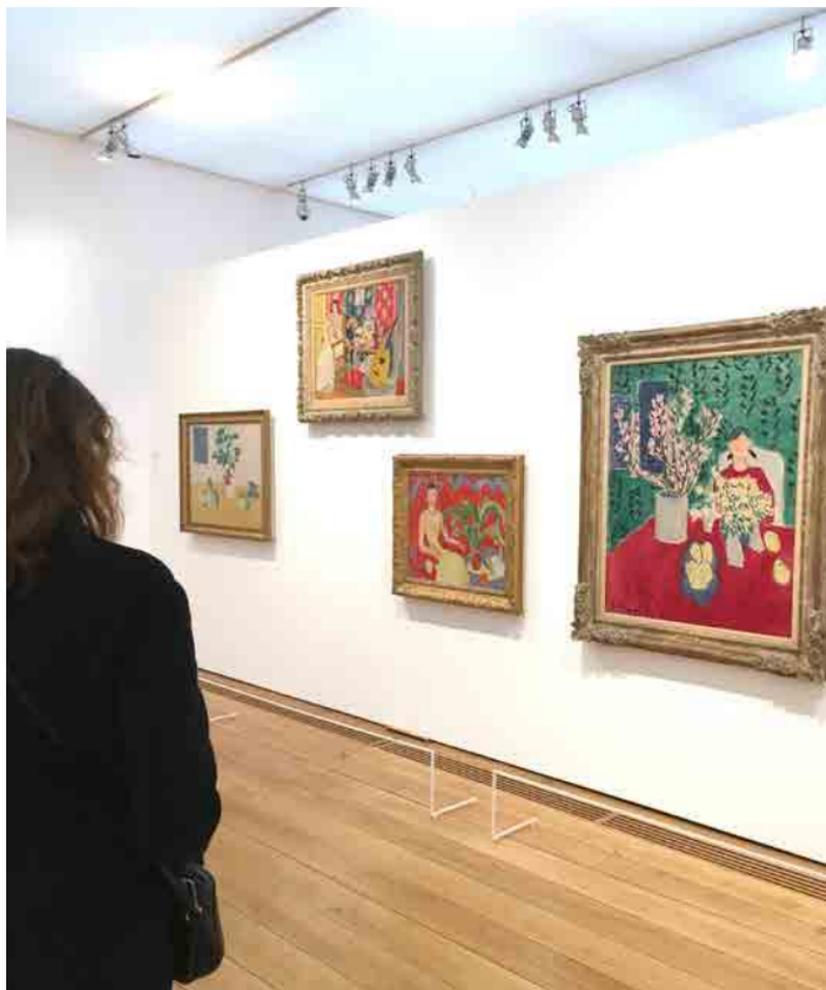




## OGR-OFFICINE GRANDI RIPARAZIONI

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 LIBERTI 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

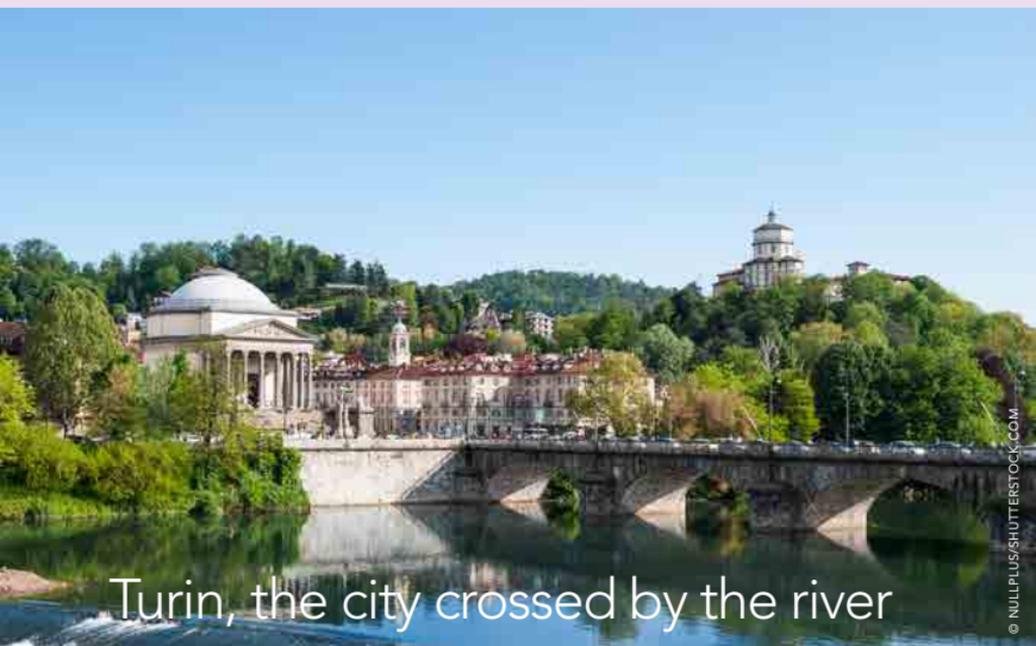


[SEE MAP](#)

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.

**T**urin 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](http://www.farmaciediturno.org)

### PASSPORTS

Questura Centrale di Torino. Corso Vinzaglio, 10.

T: 011 55881. [www.questure.poliziadistato.it/torino](http://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](http://www.taxitorino.it) - [www.wetaxi.it](http://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](http://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.



© CLAUDIO DIVIZIA/SHUTTERSTOCK.COM



## 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](http://www.trenitalia.com).

**ITALO** - Info T: 060708. Italo Assistance T: 892020. [www.italotreno.it](http://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](http://www.aeroportoditorino.it)

#### **Connections to the airport**

Sadem Shuttle service ([www.sadem.it](http://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](http://www.taxitorino.it) - [www.wetaxi.it](http://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](http://www.milanomalpensa-airport.com)

#### **Connections to the airport**

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

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

Information T: 0172 741500 – 558. [www.aeroporto.cuneo.it](http://www.aeroporto.cuneo.it)

#### **Connections to the airport**

BMC Bus Shuttle service ([www.bmcbus.it](http://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](http://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](http://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](http://turin.welcomemagazine.it)

## PROEDI COMUNICAZIONE SRL

Via Ezio Biondi, 1. 20154 Milano.

T: +39 02 25063100

[info@proedimedia.com](mailto:info@proedimedia.com)

[turin.welcomemagazine.it](http://turin.welcomemagazine.it)

## PUBLISHER AND EDITOR-IN-CHIEF

Andrea Jarach

[andrea.jarach@proedimedia.com](mailto:andrea.jarach@proedimedia.com)

## MANAGING EDITOR

Alessandra Finzi

[redazione@proedimedia.com](mailto: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](mailto:pierfrancesco.coreno@proedimedia.com)

## MARKETING & ADVERTISING

Sieva Carolo, Isa Faleschini,

Francesca Iacono, Daniele Misrachi,

Silvia Mosconi, Rachele Renna

[advertising@proedimedia.com](mailto:advertising@proedimedia.com)

## ADMINISTRATION

[amministrazione@proedi.it](mailto:amministrazione@proedi.it)

## PRODUCTION & CIRCULATION, SALES SUPPORT MANAGER

Paola Grilli

[paola.grilli@proedimedia.com](mailto:paola.grilli@proedimedia.com)

## HOTEL RELATIONS MANAGER

Marta Mailhac

[hotelrelations@proedimedia.com](mailto:hotelrelations@proedimedia.com)

## INFORMATION SERVICES

Cristina Garbini

[hotelrelations@proedimedia.com](mailto: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](http://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





## SHOPPING IS BETTER WHEN YOU DO IT TAX FREE

---

Also UK residents  
are now eligible



Global Blue

DISCOVER MORE >



Find out more at [globalblue.com](https://globalblue.com)