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**TORINO WORLD  
DESIGN CAPITAL 2008  
IS PREPARING AN  
ENTIRE YEAR  
OF EVENTS**

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Since 1 January, Torino has been the first world design capital, and will be for all of 2008. Furthermore, from June 30 to 2 July, the city will host, for the first time in Italy, the 23rd World Architecture Congress, where thousands of professionals and students will discuss the profession in relation to important current social and cultural problems.

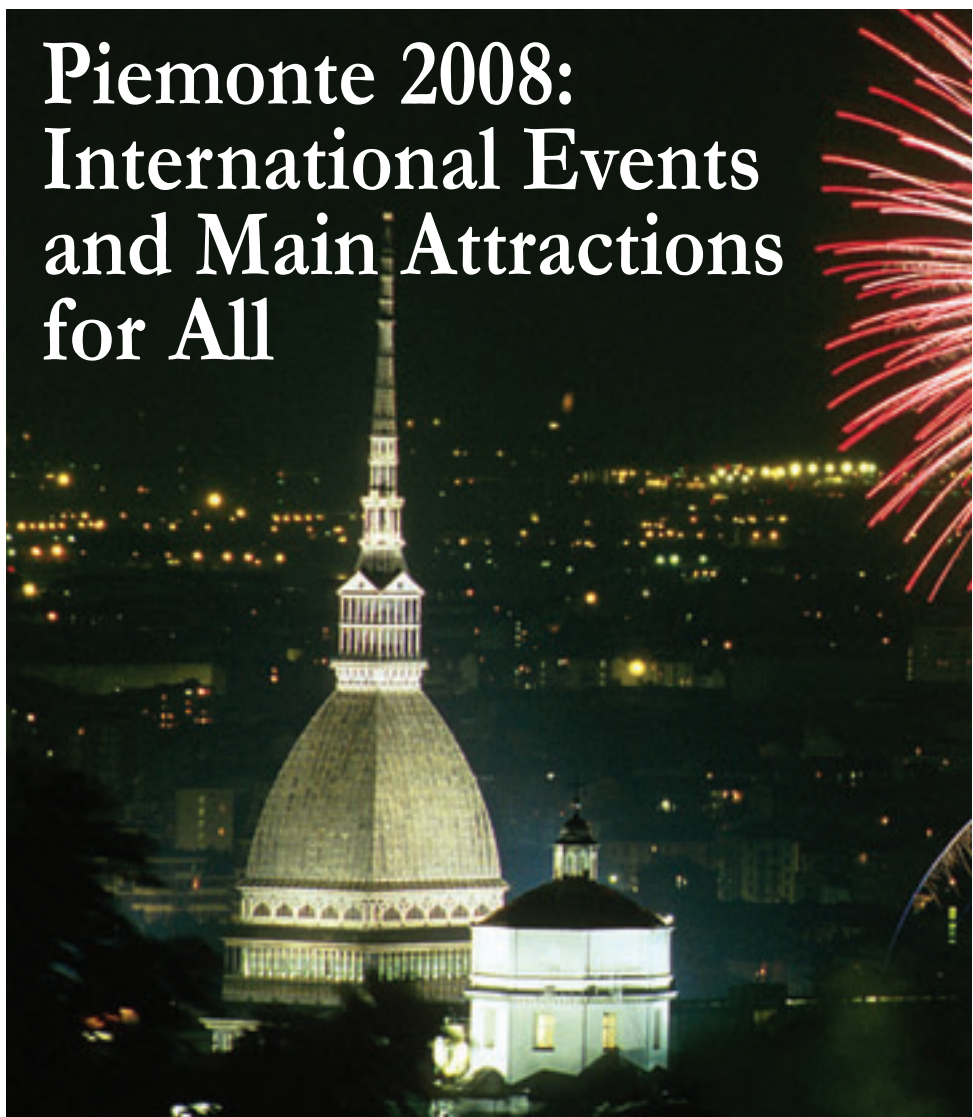
200 events are scheduled to take place in the city and throughout the entire Piemonte region during the course of the year for "Torino 2008 World Design Capital", including exhibitions, conventions and international competitions. A packed programme with lots to see, but it should be added that the region's treasures of design and innovation also represent an attraction and an added value for tourism.

Piemonte allows visitors to partake in an authentic journey into the history of architecture, with the Baroque and Liberty styles of Torino, the Royal Residences, the bridges and the 18km of porticoes in the city centre; industrial archaeology, and the new projects that are transforming the city, with urban parks, stations and technological parks, and the "Olympic District" of the 2006 Games, with its futuristic multifunctional spaces.

The contemporary art sector is extremely well represented, with Rivoli Castle, the Gallery of Modern and Contemporary Art, the Sandretto Re Rebaudengo Foundation for Art, the Merz Foundation, the MACAM - open-air museum of modern architecture in Magliana near Ivrea and the Pistoletto in Biella.

There is also style and design, with Bertone, Giugiaro and Pininfarina, who have "dressed" Ferrari and Lamborghini, and more than 100 businesses that work in the field of industrial design, not to mention the designs created by companies such as Fiat, Lavazza, Ferrero, Gancia, Martini & Rossi and Leone. But the "made in Piemonte" concept can also be seen in the field of graphic design, with Studio Testa being a prime example.

# Piemonte 2008: International Events and Main Attractions for All



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**VENARIA REALE,  
A TRULY OUTSTANDING  
HISTORICAL  
ATTRACTION**

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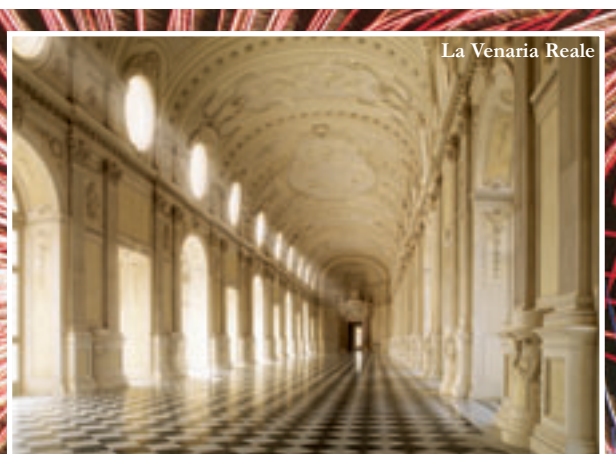
The Savoy residences of Piemonte that have been declared world heritage sites by UNESCO: they consist of a series of stately buildings known as the "crown of delights", which were completed around the mid-18th century when the new and elegant Torino was surrounded by a series of satellite palaces. Venaria Palace, which has recently been restored to its ancient splendour, being the most outstanding example of a whole series of delightful royal leisure spots, which also assured power and control over the surrounding area.

The complex is truly unique in environmental and architectural terms: the old town centre, which was the backdrop to a host of historical events, and which is today a pleasant place for a stroll around the craft

The most important Italian companies in the fields of fashion, household goods and jewellery - which are not to be missed when shopping in the various boutiques, factory outlets and shopping centres - can be found in Piemonte: Borbonese, Brookfield, Kappa, Superga, Invicta, Tacchini and Diadora, the legendary Borsalino in Alessandria, Miroglio in Cuneo and a new generation of stylists: from Jaggy and Kristina Ti to Fisico, from Sabelt to the Eva Herzigova brand; and, also, the famous Aurora pens, the textile district that produces wool and cashmere in the Biella area (Zegna, Loro Piana), and the districts that manufacture designer household goods (Alessi, Bialetti e Lagostina). The province of Novara excels in the field of taps and fittings (Zucchetti, Cristina, Nobili, Stella), Azimutyachts of Avigliana stands out in the nautical sector while Valenza is number one for the manufacturing of handmade gold jewellery.

[www.torinoworlddesigncapital.it](http://www.torinoworlddesigncapital.it)





La Venaria Reale



La Mole Antonelliana  
illuminata dai fuochi d'artificio  
Foto: Michele D'Ottavio

workshops, restaurants and coffee shops. This imposing Baroque palace with its extensive gardens, which is one of the most significant examples of stately architecture and art of the period between the 18th and 19th centuries, which today forms a winning blend of ancient splendour and present day creativity. There is also the La Mandria park, one of the finest examples of European environmental protection, which houses a whole range of both wild and domestic animal species, and where it is possible to enjoy trekking, horse-riding and cycling excursions. The splendour of the setting makes this Palace a great and prestigious venue for events, ceremonies, and conventions, not to mention the fact that the best golfing greens in Piemonte are located only a few kilometres away.

The Royal Residences form an extensive cultural circuit, in which each individual element boasts a host of resources and world class tourist and cultural attractions: not to mention prestigious art collections

(paintings, furnishings, tapestries, sculptures and various fine furniture). They also provide unique examples of fine architecture, gardens and parks of considerable historic importance, and excellent environmental settings of great natural worth. Harmonizing with their local town centres in both architectural and environmental terms.

The city of Torino features the Palazzo Reale and Palazzo Madama, the Villa della Regina and Valentino Castle, not to mention the Palazzo Carignano, which houses the Risorgimento museum. While the province of Torino boasts Moncalieri Castle, the Ducal castle of the Agliè, Rivoli castle, which houses the modern art museum and the Hun-

ting lodge of Stupinigi. The province of Cuneo also has a lot to offer with its castles of Racconigi, Pollenzo and Govone as well as the Royal castle of Valcasotto in Garesio.

A truly vast area, which also offers a host of wine and food itineraries that merge with the circuits of castles, abbeys and Medieval towns, and which also encompasses fluvial parks, Romanesque architectural areas and famous archaeological excavation sites.

[www.lavenariareale.it](http://www.lavenariareale.it)

## ACCESSIBLE TOURISM FOR ALL GUARANTEES HIGH QUALITY HOSPITALITY

If tourism is for everyone, then the hospitality is of high quality. A lesson learned during the preparations for the 2006 Torino Paralympics and thanks to which

Piemonte has been able to arrange the best accessible tourism offers. There are 24 thematic itineraries divided by geographical area, with accommodation and tourism facilities classified according to the level of usability for clients with special needs, including: people with motor and sensory impairments, those who need constant medical attention or who suffer from allergies or food intolerances, elderly people and parents with small children.

The offers, ideal for creating a tailor-made holiday, extend to the entire region, revealing a form of tourism that not only provides accessibility to premises, but also personnel who are trained to assist guests with special needs, specific menus in restaurants and assistance in museums. It is now well-known that special ski, mountain bike and hand bike schools for disabled people can be found in Sestriere and Oulx, in the Olympic Valleys; and that, as well as in many hotels, hospitality is also available for everyone in farm holiday centres and refuges, and that at the Sacra di San Michele, a modern lift allows everyone to enjoy this thousand-year-old gem. In the Langhe area, regional wine cellars, country houses and farms offer food & wine tasting, pleasant sojourns and an opportunity to learn about the work of the farmer, while trails that are accessible to horses, bicycles and hand-bikes lead to the discovery of local products, history and landscapes. On the lakes, from the blue water to the green Vigezzo Valley, via ferry and train, calling at Stresa and Locarno, admiring the Borromean Islands and the lush shores, the botanical gardens and, in Val Formazza, the spectacular Toce waterfall.

Torino offers many museums, including the Egyptian Museum, the Gallery of Modern Art and Rivoli Castle; it offers historic cafes, a host of events in the Olympic venues, not to mention other important events, such as the Salone del Gusto (Taste Fair); it also boasts the Valentino Park on the banks of the River Po.

Novara takes pride in its old city centre and its nature, with the Fauna Park "La Torbiera" and the Safari Park with the Siberian tiger and white lion cubs, and also the "Parco Giurassico" (Jurassic Park) with its life-sized dinosaurs.

[www.turismabile.it](http://www.turismabile.it)