

# LIVING THE CANAVESE

## A territory to discover

*"On landing at Turin Caselle or Milan Malpensa International Airport and travelling on the A4 - A5 motorway links connecting the North of Italy to France and Switzerland, you find directions for Ivrea and the Canavese area: following them you come across a new tourist destination that you will find simply exhilarating"*

The **Canavese** is an area of excellences:

- situated just a few kilometres from Turin with valuable historical traces of the Savoy house
- well-preserved green countryside with natural parks, hills and mountains
- a lively cultural scene: 400 yearly events, with an enormous cultural heritage: castles, mansions, churches, industrial architecture and the Pilgrim's Way
- outdoor sports in a habitat encouraging sustainability, excitement and personal well-being
- legendary high quality food and drink
- a tradition of innovation in the workplace, fostering cultural and social development, inherited from Adriano Olivetti



CONFINDUSTRIA CANAVESE  
Gruppo Turismo



CANAVESE TURISMO

[www.canaveseturismo.org](http://www.canaveseturismo.org)

Today Canavese Turismo, sponsored by the Canavese Industrial Association, brings together a group of companies working in the tourism sector to provide a highly competitive, extremely varied tourism prospectus for the Italian and international market.

Tour operators, travel agents, trip organizers (company recreation and cultural associations) and end users can see our operators' contact details on [www.canaveseturismo.org](http://www.canaveseturismo.org) or write to [info@canaveseturismo.org](mailto:info@canaveseturismo.org).

IF YOU REQUIRE LOCAL ORGANIZATIONAL OR LOGISTICS INFORMATION YOU CAN CONTACT OUR INCOMING AGENCIES DIRECTLY:

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## Habitat – history TODAY

At the foot of the Western Alps, the Canavese is situated at the Milan - Turin motorway interchange that is the gateway to the Aosta Valley and Mont Blanc, where the Morainic Amphitheatre, the Alps and Gran Paradiso Park provide absolutely unique scenery and sensational experiences thanks to the versatility they offer tourists: sport, nature, food and wine, culture and history.

Since Italy first became a Kingdom, kings and aristocrats have chosen this area for their holiday-making and hunting. Today the Canavese boasts **over 100 castles**, testimony to history and tradition; some now converted into delightful places for tourists to stay.

Over time, erudite planners have invariably preserved the villages - whether in the plain, or on hillsides or mountains – allowing only new buildings that respected the landscape, and thus enhancing the historical and artistic patrimony of urban and rural areas, with their excellences embracing castles, churches and pilgrim paths.

Adriano Olivetti's illuminated industrial culture aimed at furthering the social growth of the Canavese community is reflected today in the commitment of public bodies and stakeholders to transform that industrial and architectural legacy into new projects for the future: the city of Ivrea has been included in the official list of candidates to become a **UNESCO heritage site** as a 20th century industrial city. Today the focus is on creating new hospitality services for both tourists and residents, even for those spending just a short time on business here, by investing in promoting the history of old properties, complemented with open-air infrastructures and leisure facilities for sport, music and art, especially for the young.



## Nature and beauty, sport and well-being

Today's tourist in search of an experiential dream will find in the Canavese a unique oasis, with morainic lakes and a river network for water sports, from canoeing (the stadium that passes through Ivrea town centre is considered one of the most challenging and beautiful in the world), to rafting and rowing. Sportier tourists can also try their hand at climbing up rock walls, have fun mountain-biking up and down breath-taking tracks, go hang-gliding or paragliding, hike along trails with varying difficulties on the Morainic Amphitheatre High Path or walk along the Canavese Pilgrim's Way where you can find accommodation, food and local produce .

Horses and horse-driving have always been one of the traditional

excellences of the Canavese, with many equestrian centres serving tourists and organizing national and international competitions.

The unspoiled **Gran Paradiso Park** offers mountain-lovers a host of activities to do in the Canavese valleys throughout the year. Thanks to the hospitality of a community strongly committed to preserving its territory through a far-sighted policy, winter sports tourists can go cross-country skiing, ski mountaineering, snow-shoeing or ice climbing. In other seasons they can go on guided environmental awareness tours to see protected flora and fauna, enjoying a healthy, traditional diet.



## Food, wine and craftsmanship Made in Italy

Today there is a new class of young entrepreneurs dedicated to the qualified management of a rural hospitality network, with well-being services and **food and wine** made from the produce of the area and of its vineyards. DOC and DOCG wines are produced on the amphitheatre moraine and on the hills at the foot of the Aosta Valley mountains: Erbaluce di Caluso white wine and red wines, in particular, Carema.

The territory is famous for its **artistic craftsmanship** in jewellery and decorative and functional articles made in Italy using Castellamonte metals and ceramics: an emblematic example is the production of ceramic stoves. Present day Royal families and vintage horse-drawn coach lovers continue to purchase high quality bridles and harnesses, for which the Canavese holds the undisputed Italian record.

## Events and theme experiences for slow, residential, mass and elite tourism offers

Over 400 events each year celebrate the history of the territory and of its traditions through re-enactments, mostly Medieval. The most prestigious is the **Historical Carnival of Ivrea**, a unique event known all over the world. In addition, during the year there are top quality theatre and literary events, sports and cookery courses, and international events: music and photography festivals, an early music summer school and the ceramics exhibition.

Guides to the castles, Romanesque churches, art nouveau villas and other landscape and artistic assets of the area, as well as the Olivetti architectural circuit and industrial products, add feeling and insight to the Canavese tourism prospectus.