



CANAVESE TURISMO

Naturally wonderful

Given their location in the northern part of Turin Province, quite close to other tourist attractions in north-west Italy such as Turin, the Aosta Valley, Milan and Genoa, the Canavese and its main city Ivrea, of Celtic origin and once the seat of a Roman colony, are one of the new tourist destinations to discover. With one of the best known morainic amphitheatres in Europe, formed during the great glaciation periods, the territory has almost intact natural surroundings, lakes and gentle hills, the Gran Paradiso National Park and other nature reserves, high quality food and wine, castles, ancient religious buildings, and festivals and cultural events, as well as offering the possibility to do many outdoor sports.

www.canaveseturismo.org



CONFINDUSTRIA CANAVESE
Gruppo Turismo

“Canavese: be spellbound

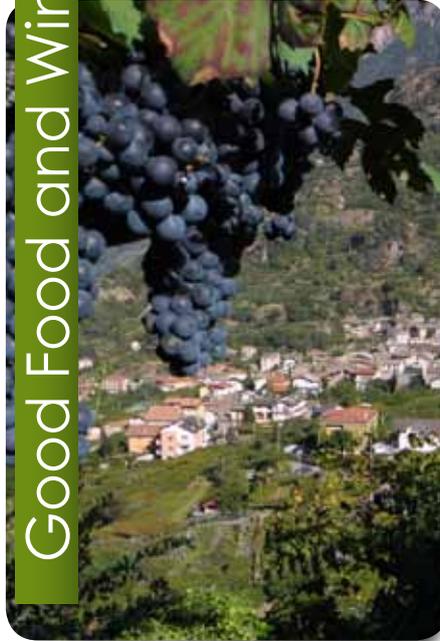
Nature



The **Canavese** area, with beautiful landscapes full of natural, historical and artistic treasures, crosses green valleys and gentle hills studded with vineyards, lakes, castles, parks and nature reserves, overlooked by snowy peaks.

Fascinating itineraries lead you to discover lovely lakes, such as the five lakes of Ivrea, those of Candia and Viverone, the Serra d'Ivrea, with its distinctive morainic amphitheatre carved out by ancient glaciers, up to the peaks of the Gran Paradiso National Park, one of the most important protected areas in Europe and a paradise for hikers where wild animals can easily be seen in their natural habitat.

Good Food and Wine



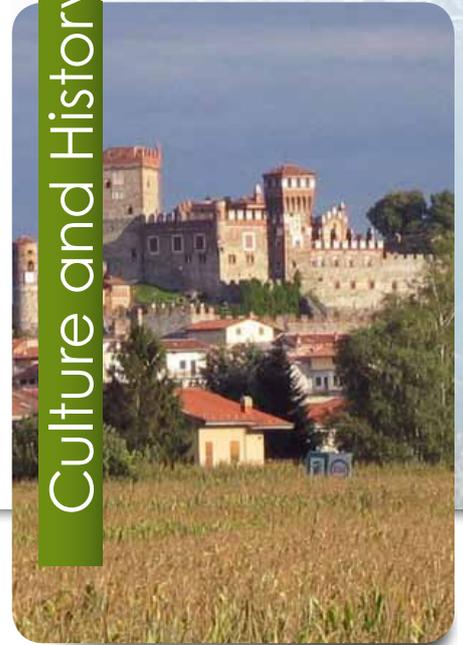
As Piedmontese cuisine is gaining more and more popularity, the **Canavese** vaunts its many delicacies worth trying.

The roots of Canavesan cooking are in the peasant tradition and the produce of the land, in an area where people could only breed animals and grow crops. The typical crops are grown in a region covering the plain, hills and mountains.

The dishes are as simple as their ingredients. Cooks in the Canavese area have always kept the tradition of peasant food alive, but with the added value arising from their ability to renew and improve on conventional dishes.

Moreover, the Canavese has many D.O.C. wines, from vines grown on terraces laboriously built up over the centuries on the hills and mountainsides. The wines produced by the excellent wineries in the area can be briefly summarised as follows: Erbaluce, Carema, Barbera and Nebbiolo.

Culture and History



The rich history of the ancient **Canavese** populations has left important traces and buildings that we can still admire today, often following theme-based routes. In Roman times, Eporedia, the old Ivrea, was named as a place for carts to change horses, and an interesting Roman amphitheatre and other remains can still be seen. The most important feature of the territory is the Castle Circuit. Today some of these ancient manor houses are used as museums, others as hotels and restaurants, public offices or private homes, opening up a whole old-fashioned world before your eyes. The most famous are Masino Castle, Ivrea Castle and the Duke's Castle at Aglié, which is one of the Royal Residences in Piedmont (a UNESCO World Heritage Site), as is Veneria Royal Palace, situated in the immediate surroundings. Even in more recent times, the Canavese was a leader, thanks to the development of many manufacturing and technology companies and, in particular, of Olivetti, which had its headquarters at Ivrea. This extraordinary encounter between Business and Culture can be rediscovered today by visiting the masterpieces of modern and rationalist architecture that identify the town as "Ivrea, industrial 20th century city" (now on the official UNESCO Tentative List).

Outdoor Sports



Canavese, offer a unique setting for many outdoor sports: hiking and nature walks, mountain-biking or horse-riding; climbing on natural rock climbing walls and, in winter, on ice; wind-surfing and sailing on the lakes in the plain or higher up; canoeing, rowing and rafting; golf; paragliding; Alpine and cross-country skiing and snow-shoeing.

The various sports can be done at all levels, with different options suited to beginners, amateurs and competitive sportsmen. The many sports associations and instructors qualified by the various sports federations in the area and, more recently, the setting up of tour operators specializing in outdoor holidays, guarantee quality and safety in using the facilities and the various routes.

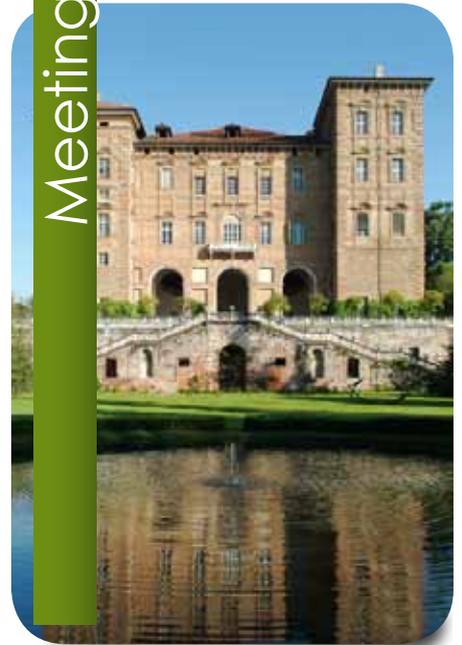
Events and Festivals



The **Canavese** has a busy calendar of events and festivals from the world of art to culture, from good food and wine to historical re-enactments and folk traditions. The Historical Carnival of Ivrea, with its famous Orange Battle, is known all over the world and each year attracts more and more curious visitors.

Other important events are the "Medieval Festival" at Pavone Canavese, the "Ceramics exhibition" at Castellamonte, with its well-known ceramic wood stoves, the "Grape Festivals" at Caluso and Carema, and the "Savoy Cabbage Festival" at Montalto Dora. There is no lack of theatrical and classical music events and seasons, as well as popular festivals such as Open Jazz and Tavagnasco Rock. Also sport helps to liven up the area with national and international competitions in various disciplines.

Meetings



For an important business meeting, a conference or for private meetings and family celebrations, for those who are seeking a reserved but distinguished location, the green Canavese offers comfortable, elegant conference rooms of various sizes, equipped with cutting edge technological tools. Exclusive settings, high quality hospitality and a place of excellence for the success of your event.

Locations can be found in famous castles or stately homes, specialised conference centres and luxury hotels.

Gruppo Turismo di Confindustria Canavese

(Canavese Industrial Association Tourism Group)

The Group aims to be the reference point for tourism in the Canavese, by coordinating local operators to provide an integrated, attractive proposal for tour organisers (agencies, organisations and associations) and more in general for Italian and foreign visitors. There are about 30 members of the Tourism Group, consisting of hotels, B&Bs, castles, restaurants, Tour and MICE Operators, Sports facilities, museums and tourist service providers.

Through the "**CANAVESE TOURISM**" brand, using the member hotels and operators singly or in association, the Group is able to offer business trips or enjoyable breaks according to your cultural interests, love for outdoor sports or search for good food and wine. Sustainable, active tourism, but suited also to families, and aimed at those seeking new inspirations and destinations to discover.

Tour Operators and individual tourists can also contact us directly through www.canaveseturismo.org.

In its three-year development plan, the **Canavese Industrial Association Tourism Group** aims to create specific offers based on the five touristic products identified in the area: nature, culture, good food and wine, events and meetings.

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