Piemonte *is*

land of UNESCO designations

Vineyard Landscape. View of la Morra (Cn). © Visit Piemonte-GettyImages.

PIEMONTE EXCELLENCE

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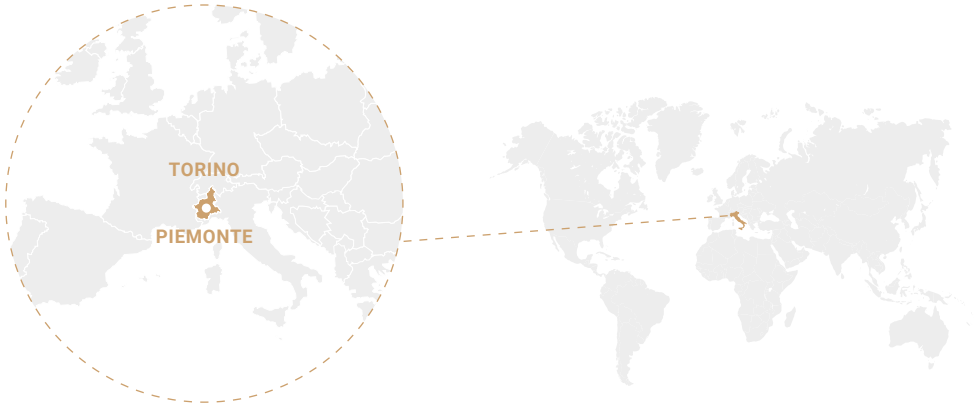
REGIONE PIEMONTE



An unexpected experience

Welcome to Piemonte. As the name ***Pedemontium*** suggests, the region lies at the foot of the Western Alps with peaks of extraordinary beauty, such as the Monte Rosa and the unmistakable pyramid of Monviso, known as the "King of Stone", where the Po, Italy's longest river, originates. Piemonte is a harmonious blend of art, history and nature, excellent food and wine, breathtaking landscapes and a wide range of sporting, dynamic and relaxing activities. For the most part, Piemonte's special features are covered by UNESCO's programmes in the field of culture or natural science, and have received prestigious international recognition: **5 World Heritage Sites**, **4** items on the **Intangible Cultural Heritage List**, **3 Biosphere Reserves**, **1 Geopark** and **3 Creative Cities**.

Welcome to Torino and Piemonte!

www.unesco.it

Local Tourist Board

ATL Turismo Torino e Provincia
www.turismotorino.org

ATL del Cuneese
www.visitcuneese.it

ATL Ente Turismo Langhe Monferrato Roero
www.visitlmr.it

ATL Alexala
www.alexala.it

ATL Distretto Turistico dei Laghi
www.distrettolaghi.it

ATL Terre dell'Alto Piemonte
Biella Novara Valsesia Vercelli
www.terrealtopiemonte.it

Palazzina di Caccia di Stupinigi, Nichelino (To).

World Heritage List

Identifying, protecting and transmitting the world's cultural and natural heritage to future generations is one of UNESCO's main missions. Heritage refers to the **legacy of our past**, **which we enjoy today and pass on to future generations**. Our heritage, be it cultural or natural, is an irreplaceable source of life and inspiration. The **Convention Concerning the Protection of the World's Cultural and Natural Heritage**, **adopted by UNESCO in 1972**, dictates that candidates may be added to the World Heritage List as "Cultural Heritage", "Natural Heritage" and "Mixed Cultural and Natural Sites".

Piemonte has 5 such sites:

Residences of the Royal House of Savoy (1997)
Sacri Monti (Sacred Mounts) of Piedmont and Lombardy (2003)
Prehistoric Pile Dwellings around the Alps (2011)
Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato (2014)
Ivrea, industrial city of the 20th century (2018)

Sacred Mount of Ghiffa (VCO). © Visit Piemonte-GettyImages, ph. Giorgio Gulmini.

Villa della Regina, Torino. © Consorzio delle Residenze Reali Sabaude, ph. Dario Fusaro.

Residences of the Royal House of Savoy

The unique complex of the **Residences of the Royal House of Savoy** was the first site in Piemonte to be recognized by UNESCO in 1997. From Torino to Cuneo, discover a wonderful world of architectural and artistic masterpieces and a unique natural heritage of historic gardens. The system originated in 1563 when the Duke of Savoy, Emanuele Filiberto, made Torino the capital of the duchy, and launched a project for the complete reorganization of the territory to celebrate the absolute power of the ruling house. Between the 17th and 18th centuries, his successors created the **Command Zone**, where centralized power was exercised in its political, administrative and cultural forms, found in the centre of the city, and the Corona di Delizie (Crown of Delights), through the repurposing of existing residences and the construction of new buildings, intended for hunting and court ***loisirs*** (leisure), were created. The unified character of the complex is due to the sovereign's desire to build, through and on the architectural complexes, the great metaphor of power and dynasty through the direct rule of the places, and to the stylistic homogeneity due to the group of architects and artists of the court (among them also **Filippo Juvarra**, **Benedetto Alfieri**, **Claudio Francesco Beaumont**). In addition to the palaces included in the Baroque "Corona di Delizie" project, the complex also includes those residences acquired by the House of Savoy between the 18th and 19th centuries following a shift in the sovereigns' interests towards peripheral territories important for their productive value or for private reasons.

www.residenzerealisabaude.com

Castello di Racconigi (Cn). © Archivio ATLdel Cuneese, ph. Roberto Croci.

Sanctuary Madonna of Crea, Serralunga di Crea (Al). © Realy Easy Star.

Sacri Monti of Piedmont and Lombardy

Following in the footsteps of medieval pilgrims, you can admire the seven **Sacred Mounts** of Piemonte (**Belmonte**, **Crea**, **Domodossola**, **Ghiffa**, **Oropa**, **Orta** e **Varallo**), which, together with the two in Lombardy (**Ossuccio** and **Varese**), were recognized by UNESCO in 2003. The nine Sacred Mounts form a vast cultural landscape and represent a phenomenon that, from the 15th century onwards, was repeated in various ways, through the Counter-Reformation of the 16th century, until the beginning of the 18th century. Some of the best artists of the late Lombard and Baroque traditions contributed to the creation of the Sacred Mounts which were also established as places of prayer, as an alternative to the Terra Santa (Holy Land) which was inaccessible to many. These architectural complexes, scattered along the slopes of the hill, lead the visitor on **a physical and spiritual journey**, **a pilgrimage through a symbolic itinerary** of monumental stations that sanctify the natural space. The Sacred Mounts are not only places for the soul, they are also the result of a grandiose project of landscape architecture, or "**sanctification**" **of the landscape**, in which the natural element and the work of man are used for educational and spiritual purposes, merging in a unique and harmonious style with the surrounding nature of woods, lakes and hills. From the belt of the Western Alps, where the phenomenon had its origins over five hundred years ago, the Sacred Mountains have inspired similar models rising up in a large part of Catholic Europe.

www.sacrimonti.org

Sacred Mount of Orta San Giulio (No). © Ente di Gestione dei Sacri Monti, ph. Marco Beck Peccoz.

Viverone (Bi). © Visit Piemonte-Getty Images, ph. Giorgio Perottino.

The Prehistoric Pile Dwellings around the Alps

The **Prehistoric Pile Dwellings of the Alps in Viverone/Azeglio, in the Canavese area at the gates of Torino, and in Arona, in the province around Novara**, were added to the UNESCO List in 2011. They belong to a series of 111 pile-dwelling archaeological sites located in Switzerland, Austria, France, Germany, Italy and Slovenia and are composed of the remains of **prehistoric settlements dating from between 5000 and 500 BC, found under water, on the banks of a lake, along rivers or in wetlands**. There is no other place in the world where the development of Neolithic and Metal Age settlements can be observed so clearly. The oldest pile-dwelling structures in the Alpine area are Italian, dating back to the early Neolithic Age and found on the Varese Lake. The Piedmontese sites are: that of **Lake Viverone**, straddling the provinces of Torino and Biella (Viverone BI, Azeglio TO), and the site of the **Lagoni of Mercurago Natural Park**, in the municipality of Arona (NO). The Viverone/Azeglio site is one of the most important Bronze Age settlements in the Alpine range and one of the most important archaeological sites in the world for the wealth of its metal and ceramic artefacts and for the complexity of its structures. The Lagoni di Mercurago Natural Park is a **protected area** (Protected Areas of the Ticino and Lake Maggiore) and the site is home to one of the first pile-dwelling structures found in Europe in the mid-19th century and the first to be scientifically studied in Italy. Archaeological excavations have brought to the surface ceramic objects, weapons and metal ornaments, flint tools, glass beads and wooden artefacts.

www.unescopalafitteitalia.beniculturali.it

Lagoni of Mercurago, Arona (No).

Pic-nic with view of Grinzane (Cn). © Langhe Experience.

Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato

The splendid **Vineyard Landscape of Langhe-Roero and Monferrato**, listed in 2014, offer unforgettable emotions, especially when viewed from the top of a hill or from an ancient tower. **Wine culture** represents a tradition and identity of Piemonte that has been handed down and developed from ancient times to the present day, and is at the heart of the socio-economic life of the region. The excellence of the cultivation techniques, innovations in the production aspects, the evolution of **centuries-old artisan and technological know-how**, as well as the quality of the wines produced, make it a globally-important reference point. The site includes hills covered with vineyards as far as the eye can see, villages, hamlets and ancient cellars, towers and castles of medieval origin that stand out in the panorama; what makes it unique is the harmony and balance between the aestheic qualities of its landscapes and the architectural and historical differences of the artefacts associated with wine production activities, as well as being internationally recognized as one of the most important oenological products in the world. This site is the result and **testimony of a living cultural tradition**, a perfect example of the **relationship between man and nature** for more than two thousand years. The historic vines that have always been cultivated here, the type of cultivation, the rich system of the production areas and the traditional settlement make up a "**living**" **landscape** that evolves in a constant respect and balance between tradition and innovation.

Infernot, Cella Monte (Al). © Visit Piemonte-Getty Images, ph. Giorgio Perottino.

www.paesaggivitivinicoliunesco.it

Aerial view of Ivrea (To). © Guelpa Foundation.

Ivrea, industrial city of the 20th century

In 2018, UNESCO included **Ivrea**, **20th-century industrial city**, on the World Heritage List as an important example of 20th-century urban development combining production and architecture, born from Adriano Olivetti's innovative social and cultural project. The recognition is a perfect opportunity to visit the town on the banks of the Dora Baltea River, in the green Canavese area, at a short distance from Torino. The award is a tribute to **Adriano Olivetti's humanistic approach to work**, born and developed in the **Community Movement**, in which the economic, social and cultural well-being of employees is considered an integral part of the production process. Founded in 1908 by Camillo Olivetti, the industrial city of Ivrea was developed mainly under the direction of Adriano Olivetti between the 1930s and 1960s: a period in which the Olivetti Company produced typewriters, mechanical calculators and computers. Some of the most famous Italian architects and planners of that period contributed to the project, including **production buildings**, **offices**, **services** (**nursery**, **cafeteria**, **social services**) **and residences**. Ivrea is a distinctive example of the experimentation of social and architectural ideas on industrial processes and an innovative experience of world-class industrial production with a particular focus on the **well-being of local communities**.

www.ivreacittaindustriale.it

Office building Olivetti, Ivrea. (To) © Visit Piemonte, ph. Gianni Oliva Photography.

Truffle hunting. © Associazione Nazionale Città del tartufo.

List of the Intangible Cultural Heritage of humanity

One of UNESCO's priority objectives is to implement measures to promote the intergenerational transmission of intangible cultural heritage. For this reason, in 2003 it adopted the **Convention for the Safeguarding of the Intangible Cultural Heritage**, ratified by Italy in 2007, which provides for a series of procedures for the identification, preservation, promotion and enhancement of intangible cultural heritage. The candidate element, for whose inscription the representativeness of diversity and human creativity is a fundamental criterion, that must have some very specific characteristics, among which: transmission from generation to generation; constant recreation by communities in close relationship with the surrounding environment and its history; promotion of respect for cultural diversity and human creativity.

In Piemonte:

Art of dry stone walling, knowledge and techniques (2018)
Alpinism (2019)
Musical art of horn players (2020)
Truffle hunting and extraction in Italy: traditional knowledge and practice (2021)

Hunting Horn Players of the Regia Venaria Crew della Regia Venaria. © Accademia di Sant'Uberto.

Stone slabs roof in Alta Langa. © ph. Donatella Murtas.

Art of dry stone walling, knowledge and techniques

It was inscribed on the Intangible Cultural Heritage list in 2018, as the **heritage of eight nations** - **Cyprus**, **Croatia**, **Greece**, **France**, **Slovenia**, **Spain**, **Switzerland and Italy** - which are the spokespeople for a common feeling that recognizes this **traditional building technique** as having a special value, to be known, preserved and handed down with a view to great responsibility for the future. Building with dry stone means building using only stone as a material. No binder, be it mortar or cement. It is a universal language of experience, of attention to the specific characteristics of places, of careful and far-sighted management of natural resources. Over time, this technique has produced an infinite number of constructions that derive from expedients and details refined over time and respond to the different needs of living and working, of spirituality: dividing walls for the fields, fences for flocks, windbreaks, canals to regiment water, paved and cobbled paths, roof coverings, walls to protect against wild animals and avalanches, small service constructions for agriculture and sheep farming, retaining walls for terraced slopes. Maintaining the preciousness of rural stone landscapes means having the right skills to take care of them, **to intervene in a workmanlike manner**. It is a know-how that generates work, that strengthens the local economy and that cannot be improvised: **one should learn from the masters**.

www.itlaitalia.it

Dry stone walls. © ph. Alessandro Murtas.

Climbing. © Realy Easy Star.

Alpinism

The award, shared by the Italian, Swiss and French communities, was given to **the art of climbing peaks and walls in high mountains**, in all seasons, on rocky or icy terrain, with one's own physical, technical and intellectual abilities, and using highly specific techniques, equipment and tools. It is a traditional, physical practice, characterized by a shared culture, an art made up of knowledge (knowledge of the high-mountain environment, the history of the practice and the values associated with it), and skill (mastery of climbing techniques and use of equipment: rope, ice axe and crampons); the acquisition of a range of knowledge about the natural environment, changing weather conditions and the assessment of dangers is also essential. The **culture of alpinism** is also based on aesthetic references; mountaineers seek the beauty of routes, the elegance of climbing movements, contemplation of the landscape and harmony with the natural environment. The practice also takes into account ethical principles based on the commitment of each individual, using resources efficiently, ensuring that no lasting traces are left behind, taking measured risks and having a duty to provide assistance and relief among practitioners. **The style and sensory experience often outweigh the success of the summit ascent**. alpinism is also based on shared social skills, which are crucial for the motivation of the participants and for how climbing is conducted.

Climbing. © ATL Terre dell'Alto Piemonte.

www.cai.it

Hunting Horn Players of the Regia Venaria Crew. © Accademia di Sant'Uberto.

Musical art of horn players

The award, which came in 2020, concerns an **instrumental technique** linked to the mastery of emission and vibrato, singing, the resonance of places and conviviality, and in particular the practice of natural horn players, 'without valves or pistons', used in the Savoy and French traditions. It is the result of an international application between France, Belgium, Italy and Luxembourg. In Italy, the art recognised by UNESCO is concentrated in Piemonte: it is held by the group known as the ***Equipaggio della Regia Venaria***, in the Torino area. The practice of the instrument has a unique history compared to others: born and developed between the 17th and 18th centuries for royal hunts, it was a symbol of the power and magnificence of the Baroque-era courts, but at the same time an opportunity for musicians and as such immediately introduced into art, military and entertainment music. Playing the horn is a performative art of musical creativity, also practised on festive occasions, in particular the festival of St Hubert, which has been attested at least since the mid-17th century at the **Reggia di Venaria**, where **the world's oldest display of circular horns can be found** (**Diana Hall**, **cycle by Jan Miel**, **1659-1661**). Education in practice is traditionally oral and imitative. For Piemonte, the recognition is an incentive to promote the transmission and dissemination of this art: while training continues in the context in which the art was developed, that of the Savoy Residences, parallel work will be done to develop dialogue with other communities of players with similar practices.

www.accademiadisantuberto.org

Hunting Horn Players of the Regia Venaria Crew. © Accademia di Sant'Uberto.

Truffle hunting and extraction. © Associazione Nazionale Città del tartufo.

Truffle hunting and extraction in Italy: traditional knowledge and practice

Truffle hunting and extraction in Italy represents an Intangible Cultural Heritage of **knowledge and practices handed down orally** for centuries that characterize the rural life of entire groups of keepers and practitioners, called '**truffle hunters**', in Italian truffle territories. These skills first allow the so-called 'search', i.e. the identification of territories that enable the spontaneous growth of truffle plants, from the roots of which the underground fungus called truffle is born, and then allow the application of the traditional technique for its identification and extraction, the so-called "**cavatura**", with the manual use of a specific tool called "vanghetto" or "zappino", operating in such a way as not to alter the conditions of the ground. Indispensable aid and companion in these activities is **the dog** with its olfactory capacity. A vast array of knowledge enables those who possess it to interpret climate factors, rainfall, soil characteristics and the recognition of plant associations, in order to ensure the correct and sustainable management of natural systems through **the maintenance and improvement of forest and river ecosystems** in which the underground fungus is present. The practice of the element allows the maintenance of the ecological balance and plant biodiversity as well as the continuation of the tradition that ensures **the seasonal biological regeneration** of truffle species.

www.cittadeltartufo.com

Alba white truffle. © Getty Images for Ente Fiera Internazionale del Tartufo Bianco, ph. Giorgio Perottino.

Monviso Biosphere Reserve. © Realy Easy Star.

Biosphere Reserves

The **Man and the Biosphere** - **MAB** Programme is an intergovernmental scientific project launched by UNESCO in 1971, which aims to foster a harmonious relationship between man and the environment through the conservation of biodiversity and good practices of sustainable development. The Programme aims to **improve the relationship between people and the environment in which they live** by promoting innovative approaches to economic development that are both socially and culturally appropriate and environmentally sustainable. The MAB Programme includes **Biosphere Reserves**, consisting of terrestrial, marine/coastal ecosystems or a combination thereof.

The Reserves promote activities through the comprehensive involvement of local communities. Each Reserve of the Biosphere has to include three interdependent areas:

• the ***core-area***, where human activities are limited and the main priorities are the protection and long-lasting preservation of natural habitats and communities found within;

• the ***buffer zone*** which surrounds or borders power stations, where only activities compatible with conservation may be undertaken, including environmental education, ecotourism, monitoring and scientific research;

• the ***transition zone***, where economic and social activities must be directed towards the implementation of projects and good practices for sustainable development to the benefit of the local population.

The World Network of Biosphere Reserves currently includes 19 reserves in Italy.

In Piemonte:

Ticino Val Grande Verbano (2002 and 2018)
Monviso (2013)
Collina Po (2016)

Ticino Val Grande Verbano Biosphere Reserve © ph. Marco Tessaro.

Ticino river. © ph. Oscar Doria.

Ticino Val Grande Verbano

In 2002, the Valle del Ticino (Ticino Valley) as a whole - covering both Piemonte and Lombardy - was designated as a MAB Biosphere Reserve and became a full member of the World Network of Biosphere Reserves (WNBR). In 2018, the reserve was expanded and now includes **more than 200 municipalities**, **covering more than 332,000 hectares**, of which about 18,000 hectares are classified as core areas, 51,000 hectares as buffer zones and 263,000 hectares as transition areas. The provinces involved are Novara, Milan, Pavia, Varese and Verbania. The territory of the Mab Ticino Val Grande Verbano Reserve has a **high level of biodiversity**, **thanks to its rich and varied mosaic of conservation devices made up of around twenty parks and reserves** as well as a socio-economic fabric that is strongly interwoven with both the Milan metropolitan area and the agricultural system. The final objective, which the Reserve will work towards in the coming years, is the creation of an Italian-Swiss cross-border Reserve, including the territory around the Ticino River between the sources and the entrance to Lake Maggiore, also known as Upper Ticino, in Switzerland. The two parks included in the new Mab Reserve - the Val Grande National Park and the Campo dei Fiori Park - together with those already recognized in the Valle del Ticino, represent the ***core*** and ***buffer zones***, while the municipalities newly included in the extension will represent the ***transition zone***.

Ticino river. © ph. Alberto Pontiroli.

www.parcoticinolagomaggiore.com

View of Monviso from Lake Fiorenza, Cuneo. © Visit Piemonte-GettyImages.

Monviso

In May 2013, at the end of a long-shared journey, the Parks of Monviso and Queyras (France) received UNESCO recognition as a Biosphere Reserve for each of the two vast reference areas around the "**King of Stone**". In June 2014, UNESCO then approved the **first cross-border Italian Reserve** which united the two Reserves in a single cross-border reserve, extending well beyond the territory of the two natural parks, but which finds its core zone within them. With a surface area of about 400,000 hectares, it involves **more than 300,000 inhabitants in 87 Italian municipalities and 21 French communes**, and includes environments ranging from mountain peaks (the valleys around Monviso in the heart of the Cozie Alps, the Hautes-Alpes and the Alps of Haute Provence in the PACA region) to the plains of Torino and Cuneo, to the first hills of the Langhe, and includes World Heritage sites (for Piemonte, the two Savoy Residences of Pollenzo and Racconigi). The presence of the Monviso Mountain, the Po River, a multitude of Alpine lakes, many landscapes characterized by the balanced relationship between man and the environment and a rich ecology and biology make this territory **one of Nature's jewels in the heart of the Alps**.

www.parcomonviso.eu

View of Monviso from Pian del Re, Cuneo.
© Visit Piemonte-GettyImages.

Po river, Torino.

Collina Po

This area of Torino has a truly unique landscape: **an area crossed by the Po River and bordered by the hills** to the east. Although it may seem that we are far from the stereotype of the "natural park", which conjures up images of vast forests, white peaks and herds of wild animals, here we find ourselves in **an anthropized structure - involving more than 80 municipalities** - where habitats and important historical and architectural treasures coexist. It is a series of protected areas created to **improve the urban environment** and to offer recreational and open-air opportunities to the two million citizens and tourists who come here. The rivers of the Torino area are places of nature, of exciting river landscapes, **corridors for the migration of avifauna**, where there is still evidence of the history that has linked man to the river. The Torino hill is a treasure trove of woods and landscapes that overlook the uniqueness of the Alpine circle, which we can admire from Torino. A unique place, just a stone's throw from the city, where natural jewels such as the **Vaj beech woods** meet or where you can find groups that combine the environment and important monuments such as the **Basilica of Superga**. These different environmental realities represent a heritage of extraordinary importance placed in the context of the riches of the Torino area and are largely included in the territory of the **Corona Verde** (Green Belt), where important buildings begin to rise close to the natural environment, such as the circuit of the **Savoy Residences**.

Valentino Park, Torino. © Realy Easy Star.

www.parcopopiemontese.it

Panorama, Lake Maggiore, Verbania.

Unesco Global Geoparks

UNESCO Global Geoparks - unique geographical areas whose sites and landscapes are of international geological value from the point of view of a **holistic approach to conservation**, **education and sustainable development** - have been recognized within the scope of the **International Geoscience and Geoparks Programme**. Geoparks, whose primary objective is to protect biodiversity, combine conservation efforts with sustainable development and the involvement of local communities. UNESCO Global Geoparks strive to **increase awareness and knowledge regarding the role and importance of geodiversity**, and to promote best practices as they relate to conservation, education, dissemination and tourism-related use of geological heritage. Together with World Heritage List (WHL) sites and Biosphere Reserves (MAB), the UNESCO Global Geoparks form a comprehensive collection of tools for the promotion of sustainable development, acting on both global and local levels.

The following are found in Piemonte:

Sesia Val Grande (2013)

View of Monte Rosa.

Oasi Zegna, Biella. © Oasi Zegna.

Sesia Val Grande

Recognized by UNESCO on 5th September 2013, the Sesia Val Grande GeoPark is located in the north-western part of Piemonte, stretching from Lake Maggiore, on the border with Switzerland, up to Monte Rosa, on the border with the Aosta Valley. **A national park** (**Val Grande**) **and two regional parks** (**Alta Valsesia and Monte Fenera**) **stretch over a territory covering four provinces** (**Verbano Cusio Ossola**, **Biella**, **Novara and Vercelli**). Its geological importance is linked to the formation processes of the Alps that have deformed the earth's crust so much that the deepest parts have been allowed to emerge. Here we find one of the most spectacular sections of the earth's crust, within which it is even possible to see the feeding system of a **fossil supervolcano**, seen from the most superficial rocks of the caldera up to 25 km in depth. All the characteristics of the territory are deeply linked to its geology: the extraordinary presence of different types of rocks, the diversity of the forms of the landscape, the great altitudinal excursion that determines a great variety of different environments and living forms. The latter has inevitably also influenced the life of man: **the development of culture and traditions is closely linked to the territory**, from the Paleolithic period up to the present day, also including that extraordinary example of the close connection between man and the environment constituted by the **Walser population**. Further evidence of the GeoPark's natural and cultural importance is the presence of numerous protected natural areas and of the three Sacred Mounts of Varallo, Domodossola and Ghiffa, part of the UNESCO World Heritage Site.

Walser houses, Alagna Valsesia. © Nordcap Studio, Carlo Pozzoni.

www.sesiavalgrandegeopark.it

Ravioli del Plin served in a napkin. @ Visit Piemonte, ph. Andrea Pisano-IFSE.

UNESCO Creative Cities

The UNESCO Creative Cities Network is a UNESCO programme launched in 2004 to recognize **the key role of cultural and creative industries in sustainable urban development**, a vision confirmed and reinforced by the implementation of the **Convention for the Protection and Promotion of Diversity of Cultural Expression in 2005** and through the **Sustainable Development Agenda 2030**. The cities that make up the network - divided into seven areas corresponding to seven cultural sectors (**Music**, **Literature**, **Handicrafts and Folk Art**, **Design**, **Media Arts**, **Gastronomy**, **Cinema**) - develop and experiment with innovative methods to include creativity within their territorial strategies and increase the impact of culture on urban development. All the Creative Cities are committed to the development and exchange of good innovative practices in order to reinforce the participation in cultural life and to integrate culture in their development policies. In this way, the Creative Cities contribute to reaching the Objectives of sustainable development established by the United Nations' Agenda 2030.

In Piemonte:

Torino Creative City of design (2014)
Alba Creative City of gastronomy (2017)
Biella Creative City of crafts & folk arts (2019)

Campus Luigi Einaudi, Torino. @ Michele D'Ottavio.

Torino Creative City of design

The only Italian city in this category, **Torino** has obtained the prestigious recognition of **UNESCO Creative City of Design** in December 2014. The capital of Piemonte, in fact, offers important quality and great experience in the sector of design which has played a key role in post-industrial development. The designation represents **a vision of the city's future**: starting from a past linked to car design and a purely industrial vocation, today it looks at new strategies, open to innovation in the fields of technology, culture and tourism. The themes with which Torino has obtained UNESCO recognition are: the valorization in the history of the material and immaterial and of the historical heritage of the automotive production chain; design and creative innovation; skills and abilities that characterize the territory, starting from car design, technological innovation in sustainable mobility and in the automotive sector, creativity in the regeneration of the post-industrial city and sustainable urban development. The title of Creative City recognizes how Torino has been able to highlight its own identity, **combining its historical industrial profile with new vocations** in the field of research and technology, education and knowledge, culture, arts and tourism. Design for Torino certainly represents one of the main keys for its economic and social development.

www.torinodesigncity.it

Piacenza mill, Biella.
© Visit Piemonte-GettyImages, ph. Giorgio Gulmini.

Bocuse d'Or competition, Teatro Sociale Busca, Alba (Cn). © Ente Turismo Langhe Monferrato Roero, ph. Stefania Spadoni.

Alba Creative City of gastronomy

On 31 October 2017, **Alba** received the elite designation of **UNESCO Creative City of Gastronomy**, joining the network of virtuous cities where creativity in various fields has both improved the standard of living of the local population and boosted the economy of the whole area. Alba's gastronomic culture draws on the rich and varied culinary heritage of the Langhe, Roero and Monferrato. Passed down from generation to generation, it has reached the tables of inns and restaurants, as well as those of local communities and families. The myth of Alba's cuisine has been strengthened over time both by the transmission of a complex of techniques and knowledge that have remained unchanged, and by its wide availability to welcome new trends, innovative pairing, and the emergence of new eating habits. **Tradition and innovation** have therefore given rise to an everlasting outpouring of creativity, which has turned the area into a tourist hotspot, increasingly sought after by visitors from all over the world.

visitalba.eu

Piazza Risorgimento, Alba (Cn). @ Visit Piemonte-GettyImages.

Industrial Heritage on the banks of the Cervo stream, Biella. © ATL Terre dell'Alto Piemonte.

Biella Creative City of crafts & folk arts

On 30 October 2019 **Biella** was named **UNESCO Creative City of Crafts & Folk Arts**. The city has always been considered the Italian wool capital thanks to an abundance of rivers and streams which fueled the **growth of the wool manufacturing industry** dating back to the 1300s, which still leaves an indelible mark on the area. The excellence of Biella's textile industry is known throughout the world and tells the story of an entire community that has been able to turn its **craftsmanship** and **manufacturing creativity** into a competitive advantage for the local economy. Biella is the capital of the world for professionals of the entire textile chain. With its legacy of industrial archeology still remaining, the local government have converted many of the ex-wool mills, knitting mills and worker housing into **creative incubators** for experimentation with new artistic cross-pollinations. These buildings also provide learning and co-working spaces for innovative, emerging start-ups.

www.biellacittacreativa.it

Cittadellarte, Pistoletto Foundation, Biella.
© Visit Piemonte-GettyImages, ph Giorgio Perottino.

Reggia di Venaria, Venaria Reale (To). © Consorzio delle Residenze Reali Sabaude.

visitpiemonte.com