



# Tuscany: tourism, culinary art and catwalks

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## Focus on: Pitti Uomo n.78

“Design Watching”: the theme of this summer edition

Florence, Fortezza da Basso, 15-18 June 2010  
 Design Watching is the theme of this summer edition of Pitti Uomo: the world of fashion is making a curious - and indiscreet - foray into the world of design through the ideas and visual-acoustic-verbal notes gathered by a platoon of “design watchers”, the spearhead of Pitti People, the international community of the Pitti Uomo buyers, journalists and opinion leaders. They can choose between tradition and contemporaneity, their preferred design object, coordinated by Cristina Morozzi. The settings, designed by Patricia Urquiola creates an ideal continuity between the outdoor and indoor areas of the fair, and offers a new concept for the lounge areas and special refreshment-food points. It's just one more and new proof of a clear calling and the across-the-board nature of Pitti Immagine events, that

are the ideal venue for launching new projects and presenting special previews in the most important areas of contemporary fashion, lifestyle and design. Among the design watchers at this edition: Roberta Valentini from Penelope, Giusi Ferré, Max Kibardin, Jorge Koch, Stefano Roncato, La Pina. Pitti Immagine Uomo is the world's most important men's fashion fair, selected by the top international firms to launch their collections and global strategies worldwide at the start of the season. Pitti Immagine has invited a major name in international fashion, Jil Sander, to present a show on Pitti Uomo 78 catwalk. Pitti in figures: 970 brands, 790 firms participating, 14 sections along the route that take you through the world of men's fashions, more than 30,000 visitors in total.

More info: [www.pittimmagine.com](http://www.pittimmagine.com)



## Life Beyond Tourism®

For intercultural dialogue through tourism based on values, not just on consumer services

Intercultural dialogue today is of the essence: born in Florence, Life Beyond Tourism® is a project designed to promote acquaintance with cultural diversity and traditional knowledge, to impart real added value to travel destinations, and to foster respect among people while allowing for their ongoing cultural, economic growth. It is tourism viewed no longer as 'threat' to tangible or intangible cultural heritage but as a mean of safeguarding heritage on the basis of intercultural dialogue, beyond a mere consumer-driven service approach. Cooperating with over 350 academic institutions and universities in some 50 countries worldwide, Life Beyond Tourism® for Intercultural Dialogue is the upshot of over 10 years of activity on the part of the Fondazione Romualdo Del Bianco ([www.fondazione-delbianco.org](http://www.fondazione-delbianco.org)), in the implementation of its motto: “International integration, without competition, respecting individual identities”. This is the main objective of Life Beyond Tourism®: contributing to the dissemination and recognition of such universal values as respect and harmony among people, turning the tourist experience into a unique opportunity for knowledge and for the promotion of intercultural dialogue. During its activities the Fondazione has fostered meetings, communication, discovery and knowledge, and consequently also respect for diversity, the safeguarding of identity of place, and the enhancement of our tangible and intangible cultural heritage.

More info: [www.lifebeyonddiscovery.org](http://www.lifebeyonddiscovery.org)

### Manifesto

1. Tourism is a crucial source of prosperity
2. Tourism provides an opportunity for getting to know
  - spirit of place
  - cultural diversity
  - traditional knowledge
3. Tourism, in its various forms goes way beyond the mere satisfying of personal needs
4. People working in the tourism industry foster awareness of spirit of place and of intercultural dialogue
5. The tourist is a potential harbinger of knowledge and of intercultural dialogue
6. The tourist destination is a workshop of knowledge, providing all visitors with an opportunity for personal growth
7. Workshops for knowledge trigger a demand for increasingly high-quality tourist products not only in terms of consumer services but also, and above all, in value-related terms
8. Architectural, urban and environmental planning and management need to foster 'knowledge' and 'intercultural dialogue'.



## Centro Guide Turismo

Associazione Guide Turistiche ed Accompagnatori  
 Firenze & Toscana



surrounding areas thanks to a team of over eighty members of licensed guides and tour managers. We can provide the same person for several Tuscan provinces and for all kinds of requests. All members of our Association speak languages fluently and have a high standard of experience and education. Arranging visits to museums, art galleries, exhibitions, artisans' workshops, as well as tailoring special and secret itineraries is what we offer to the most demanding tour operators and travel agents. Our aim is to satisfy every request with careful attention, devotion and enthusiasm. Do contact us and look for our itineraries on: [www.centroguidetoscana.it](http://www.centroguidetoscana.it)



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The Association Centro Guide Turismo Firenze e Toscana is a leading organization of qualified tour guides and escorts. We offer professional and specialized services in all Tuscan cities and the



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# The genuine products of Florence countryside

## Slow shopping on the web

Florence, June 2010 - Debut of the new website for the Florence Chamber of Commerce [www.florencefarmshopping.it](http://www.florencefarmshopping.it). Entirely in English, it contains a veritable gold mine of information on a new type of food shopping, that is buying directly from the farm.

Created along with a hard copy guide in English that is simultaneously available (and can be requested at the Florence Chamber of Commerce), it contains useful information for those who wish to discover how to purchase food products directly from the farmer.

And, why not, to also take the time to enjoy the surrounding panorama. The Florentine countryside offers beautiful panoramas which, along with the delicious traditional food products to be tasted, can turn a Tuscany vacation into an unforgettable experience.

It's a "slow" form of shopping, therefore, that allows the tasting of products during the right

season, without additional transportation and distribution costs. Products that don't come from the supermarket refrigerator section but that, instead, are freshly harvested from the fields where they grow and that, above all, are guaranteed by those who produce them.

It is a different and more knowledgeable method of shopping that now also offers the Italian and foreign consumer the possibility of guided visits, horseback rides, hiking and many other ways of enjoying the Florentine countryside. Last year, the Chamber surveyed the companies that perform direct sales of their products either through local markets or through their company dealers. These producers responded en masse to the opportunity to be more visible with a wide-range of traditional products and numerous farm activities, also dedicated to children.

For children a farm experience can be extremely interesting: how many of them have ever seen

a chick born? And where does honey come from? What is it like to ride a donkey? What do tomatoes taste like right after they're picked?

Next to the traditional wine, oil, eggs and cheese

we can also find saffron cookies, white truffles, vacuum-packed organic meats, fresh raspberries and also teaching farms, visits to beehives, as well as places for meditating, Florentine cuisine and Italian culture classes; there are even embroidery classes and touch tanks where you can get close to the fish. Both in the paper guide and on the website there are approximately 500 companies (but the website is constantly growing) that are divided into five geographical areas: the Florence area, Chianti, Valdarno, Mugello, Empolese and Valdelsa. So, whoever comes to these areas on vacation or for business can have a traditional snack or take home a gourmet souvenir. Companies, products and activities, in fact, can be found in one click with the intuitive search window that allows you to quickly find what you are looking for. Each company has its own file with contact information, business hours and languages spoken, duly geo-referenced so that even a foreign tourist without a GPS system can easily find it. But if you visit Florence for only a few days and don't have time to visit the beautiful countryside surrounding it, don't despair. You can also buy traditional Florentine food products at the farmer's markets. There are many in Florence and they are listed in the box on this page. But that's not all.



## www.florencewine.it

### The best florentine wine all over the world



For the foreign tourist or occasional visitor, The Florence Chamber of Commerce also offers the possibility of purchasing high quality wine online through its specialized website, [www.florencewine.it](http://www.florencewine.it).

The website about the wine world, which is also in English, has established itself as not only an informational tool for wine lovers, but also and above all as a reference for choosing and buying the best Florentine wine from all over the world.

In fact, those who travel by plane and can't carry heavy objects, and especially liquids, can return home and conveniently order the wine they tasted directly from the website to be quickly delivered to their home at a convenient cost. Delivery can be made to many European and world destinations. Ordering on the website is convenient especially during the holidays if you wish, for example, to give a gift to a friend who lives in another country. What could be better than receiving a beautiful package containing bottles of Chianti Classico for Christmas?

On the website you can find all the information about the 250 wine companies, among the best in the province of Florence. For each one

you can see the showcase wines, label information, the vintage and name. If you don't know the name of the company you can also search using a convenient engine that allows you to select the type of wine (white, red, rosé), the designation (DOC, DOCG, IGT) and, naturally, also the name (Chianti, Chianti Classico and respective sub zones).

The "Know your Wine" section is interesting and particularly useful for those who wish to know more about how to taste wine (visual, olfactory and taste examinations) or how to correctly store a bottle. The section entitled "Become a sommelier" explains how to become a professional taster. But [www.florencewine.it](http://www.florencewine.it) also has a large section of news on the most interesting current wine events in Florence plus eno-gastronomic events, fairs, courses and wine tastings. Therefore, it is a good idea to check the site often for news before leaving on your trip to Florence, or register for the newsletter in order to receive the latest information sent directly to you in email.

## Great wine Capitals

### An international network to promote excellence

Florence is part of a network, Great Wine Capitals, that unites wine producing cities and zones which are among the most internationally renowned: Bilbao-La Rioja, Bordeaux, Cape Town, Christchurch-New Zealand, Mainz-Rheinhessen, Mendoza, Porto and San Francisco-Napa Valley.

The object of the network is to develop programs of international cooperation, encourage wine tourism on a global level and facilitate economic, cultural and university exchanges among the cities involved. Each of these cities has a profound wine-producing culture and is capable of proposing socio-economic initiatives to the network that can have positive and direct effects on the sector in their respective geographic areas. The objectives are pursued through the use of new technologies, bringing together technical staffs from various industries, developing academic exchanges, organizing international events and promoting artistic and cultural meetings. The network members are institutions that are capable of establishing relations in all regions: Local Organizations, Chambers of Commerce, Industrial Associations, Universities and Professional and Trade Associations in the wine-producing sector. In 2010, for the second consecutive year, the Great Wine Capitals network offered a scholarship to promote excellence and innovation in academic research in areas of study linked to the wine-producing industry in the member cities.

Each year the Great Wine Capitals network also organizes the Best of Wine Tourism contest to award those committed to developing the wine-tourism combination, distinguished by the quality and innovation of the services offered.

In one of the first phases of the competition, a local panel of experts in the sector votes for the winning companies from the local area that will then be presented, during the second phase of the event, to an international panel at the network's Annual General Meeting which is held each year in a different location chosen from among the nine capitals. On this occasion, the international winners will be officially proclaimed during a gala evening, in the presence of numerous operators from the media specializing in the sector.

Besides being presented in a dedicated section on the site [www.greatwinecapitals.com](http://www.greatwinecapitals.com), the winning companies will be sponsored through the largest tourist promotion circuits: local and international tour operators, generic and specialized media, fairs and guides distributed locally, in hotels, travel agencies and tourist promotion offices. This year the annual general meeting will be held in Christchurch, New Zealand.



#### MAIN FARMER MARKETS AND FARMER SHOPS IN FLORENCE AREA (source: ARSIA TOSCANA)

##### Weekly:

**Sesto Fiorentino (FI):**  
every Friday 8.00 - 13.00  
Via dell'Osmannoro 238  
(at Consorzio Agrario)

**Lastra a Signa (FI):**  
every Tuesday 8.00 - 13.00  
Via Livornese, 165  
(at Consorzio Agrario)

**Borgo San Lorenzo (FI):**  
every Wednesday 14.00 - 20.00  
Parco della Misericordia

##### Monthly:

**Il Mercatale di Firenze:**  
first Saturday of the month

**Il Mercatale in Empoli (FI):**  
second Saturday of the month except in August, Piazza della Vittoria

**Il Pagliaio di Scandicci (FI):**  
second Sunday of the month  
**Il Pagliaio di Greve in Chianti (FI):**  
fourth Sunday of the month  
**La Fierucolina (Firenze):**  
first and third Sunday of the month

**Farmer shops:**  
**Spaccio degli Olivicoltori Toscani Associati in Cerbaia** - Scandicci (FI)  
**Spaccio alimentare contadino** in Greve in Chianti (FI)

## Tuscan extra-virgin olive oil

### Not only a condiment but, first of all, an indispensable product for a correct diet



about oil: its production, history and territory; its nutritional properties and beneficial effects on health; the classifications and origin names; tasting and food combinations.

Also on the site: an information area with news from the sector and a full calendar of events, a section dedicated to presenting the companies and their labels, a shop for online product sales and a photo gallery.

This website is particularly useful for learning the characteristics of this product with its extraordinary nutritional and healthy qualities that is wrongly considered to be only a condiment, but which is instead today an indispensable product for a correct human diet. At the Chamber of Commerce there are periodic meetings for the five committees of extra-virgin olive oil tasters who certify its origin and quality. Florence, a city that is beautiful to see, but also to taste!



The examination of the websites dedicated to traditional Florentine products ends with [www.florenceoliveoil.it](http://www.florenceoliveoil.it), the portal dedicated to the world of quality extra-virgin olive oil created by the Florence Chamber of Commerce. The website structure includes a section dedicated to providing accurate information



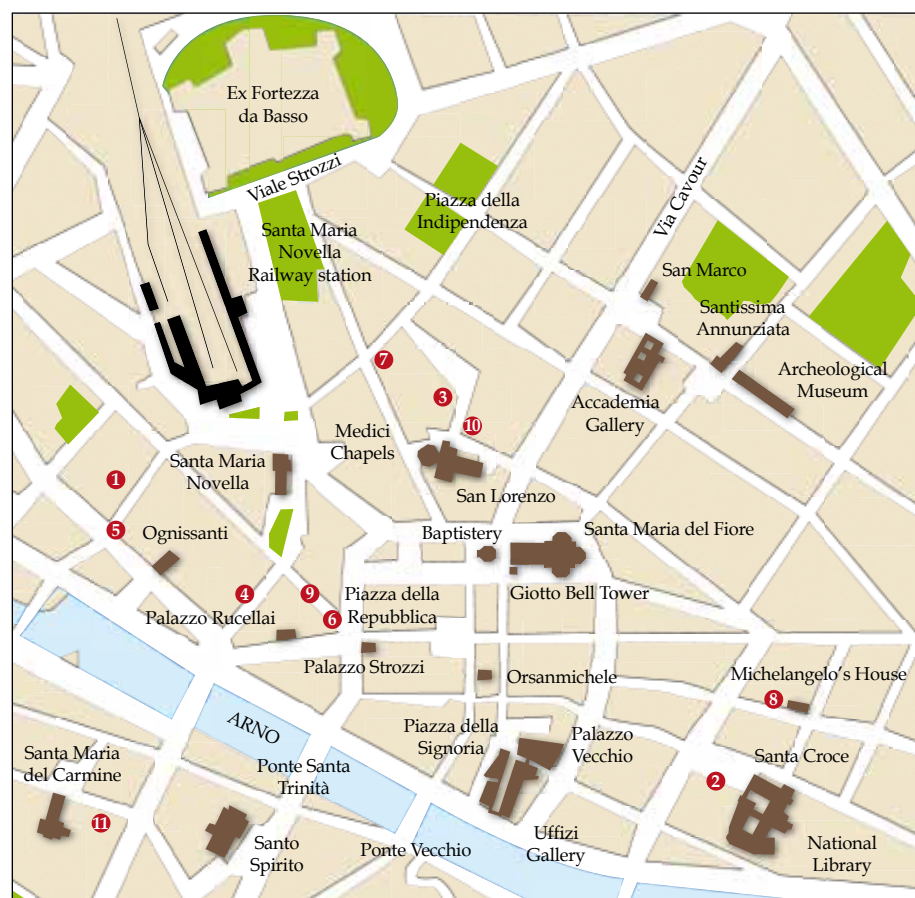
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# Florence: the culture of wine and food

A journey through the gastronomic specialties of Tuscany and its typical restaurants

A lot of foreign visitors consider their culinary experience as being one of the reasons for their stay. Florentine cuisine acquired a more than local dimension in 1533, when Caterina de' Medici married Henry of Valois, King of France. Caterina was just 14 years old at the time, but was already fond of good food, and she took some cooks and pastry chefs with her to France. Here are some of the most characteristic recipes from Florentine traditional cuisine: antipasti, first courses (especially soups), second courses of meat or fish, and desserts. They are dishes

that go back to the traditions of peasant cooking, called "poor cuisine" but highly tasty as well as healthy, since it is based on the simplest ingredients of our land. Tuscan starters include slices of toast spread with a paté made with chicken livers, spleen of veal, capers and butter. Typical first courses include vegetable soups like the "pappa col pomodoro". The symbol of second courses is "T-bone steak", a special cut of Chianina beef. Olive oil and tuscan wines come along with dishes and can tell a lot about local culture.



- |                          |                       |                                    |
|--------------------------|-----------------------|------------------------------------|
| 1. Ristorante Benedicta  | 5. Ristorante Belcore | 8. Trattoria Osteria da Que' Ganzi |
| 2. Francesco Vini        | 6. Da Il Latini       | 10. Il Porcospino                  |
| 3. Trattoria Palle d'Oro | 7. La Falterona       | 11. Cavolo Nero                    |
| 4. L'Osteria di Giovanni | 9. La Spada           |                                    |

## L'OSTERIA DI GIOVANNI



Osteria di Giovanni, near Santa Maria Novella and few steps from Via Tornabuoni shopping area, is the ideal place for a sweet break. It is possible to taste both traditional Tuscan and innovative dishes: from a coal-grilled T-bone steak and handmade pici pasta in a sausage sauce to a pink peppercorn sea bass carpaccio and asparagus and burrata filled tortelli. Extensive wine selection.

Via del Moro 22 - 50123 Firenze  
tel. +39 055 284897 - [www.osteriadigiovanni.it](http://www.osteriadigiovanni.it)

## RISTORANTE BELCORE



A restaurant that set the trend, merging quality and innovative ideas. The chef, already honored with one Michelin star, is Japanese. The owners are from Morocco and the Italian and international cuisine, which is based on fresh fish, meat and vegetables, is never ordinary. There are over 350 wines from which to choose. In Florence and at the Belcore, the nights never end!

Via dell'Albero 30 - 50123 Firenze  
tel. +39055 211198 - [www.ristorantebelcore.it](http://www.ristorantebelcore.it)

## RISTORANTE BENEDICTA

Situated in the heart of Florence, Ristorante Benedicta offers an haute cuisine of quality at a very reasonable price. Benedicta proposes a selection of refined Italian and international dishes and appropriately revisited recipes of Florentine tradition.



The cuisine is the result of the long experience of Luciano Ioppoli, who runs the restaurant with his son Francesco.

In the internal spaces, soft lighting effects reflected on "white veil hangings" while the flower-filled moreover is a peaceful retreat in spring and summer.

Via Benedetta 12 - 50123 Firenze  
tel. +39055 2645429 - [www.ristorantebenedicta.it](http://www.ristorantebenedicta.it)

## FRANCESCO VINI



History, tradition, elegance and quality are the ingredients that always distinguish the Francesco Vini restaurant.

Fresh pasta, excellent meats, delicious desserts should all be enjoyed during your dinner. The prestigious wines are kept in the cellars carved out of the ancient ruins of a roman amphitheater.

Borgo dei Greci 7/r - 50122 Firenze  
tel. +39055 218737 - [www.francescovini.com](http://www.francescovini.com)

## TRATTORIA PALLE D'ORO



In the center of San Lorenzo neighborhood, a few steps from the central Market, Trattoria Palle d'Oro will guide you in a journey through Tuscan delicacies. In a modern ambiance, rooted in tradition, you can taste the typical dishes of the true local cuisine: appetizers, ribollita, a T-bone steak and the peposo dell'Impruneta (Tuscan meat stew) - none of which should be missed.

Via Sant'Antonino 43-45/r - 50123 Firenze  
tel. +39055 288383 - [www.paginegialle.it/palldoro](http://www.paginegialle.it/palldoro)

## DA IL LATINI



The recipes for the stracotto, ribollita and wild boar in "dolceforte", among the others, are online. One of the most traditional points of reference for gourmet citizens is not afraid to unveil its secrets. The main road of quality Tuscan cuisine leads to the convivial and relaxed atmosphere of the historic Palazzo Rucellai. The wine cellar is exceptionally renowned.

Via dei Palchetti 6r - 50123 Firenze  
tel. +39055 210916 - [www.illatini.com](http://www.illatini.com)

## LA FALTERONA



In the summer you can dine outside and pamper you in a relaxed environment. Its strength is in the union between the best meat races: the appreciated Argentinian meat of steak slices and fillets and the noble and certified chianina race, used in steaks and meat sauce. For a nifty dinner with special wines, don't miss the appetizers.

Via Zannoni 10/12 rosso - 50123 Firenze  
tel. +39055 216112

## LA SPADA



A gigantic roasting jack dominates the scene and excites the onlookers with its spits full of meat: roast-beef, turkey, Florentine chine of pork, grilled pork chop, veal, and the unfailing char-grilled T-bone steak. The meat is therefore the protagonist of this simple but not to be missed eatery near Santa Maria Novella. Budget-proof.

Via della Spada 62r - 50123 Firenze  
tel. +39055 218757 - [www.laspadaitalia.com](http://www.laspadaitalia.com)

## TRATTORIA OSTERIA DA QUE' GANZI



A few steps from Piazza Santa Croce, in a 14th century Florentine Palace, you will find a traditional and finely-crafted cuisine based on fresh fish and meat. Desserts, pasta and bread are all homemade. Everything is set in a welcoming and characteristic environment. Excellent wine cellar for oenophiles.

Via Ghibellina 70/rosso  
(Santa Croce Area) - 50123 Firenze  
tel. +39055 2260010 - [www.daqueiganzi.it](http://www.daqueiganzi.it)

## IL PORCOSPINO



Frescoed rooms, elegant atmosphere and cuisine that follows tradition but with Ligurian influences. It ranges, therefore, from pasta and marrowbone to pesto of tripe alla fiorentina, peposo and T-bone steak. In front of the Medici Chapels, this lively restaurant and Wine bar offers convenient "anti-crisis" formulas.

Piazza Madonna degli Aldobrandini 11/12  
50123 Firenze - tel. +39055 217700  
[www.ilporcospino.it](http://www.ilporcospino.it)

## CAVOLO NERO



In the historic neighborhood of San Frediano, "Diladallamo", is a safe address for anyone looking for tranquility, elegance and fine dining service. This restaurant offers an interesting fusion between Tuscan recipes and contemporary cuisine through original and carefully crafted dishes. Suggested for the discerning diner who is not easily satisfied.

Via dell'Ardiglione 22 - 50123 Firenze  
tel. +39055 294744 - [www.cavolonero.it](http://www.cavolonero.it)  
[cavolonero@cavolonero.it](mailto:cavolonero@cavolonero.it)

# Massa-Carrara Special

## Churches and castles in view of the sea

The magic and mysteries of Lunigiana dissolve in the soft embrace of one of the most well appointed coastlines of the Tyrrhenian Sea. Where between a swim and a chic *aperitif*, you can satisfy your whimsy discovering architectural and environmental monuments just steps from the water. They may be unexpected surprises, but they'll never leave your eyes or your heart.

There has always been a lot of traffic through the Cisa pass. Too easy to pass by, for both Roman legions and medieval pilgrims. None of them, however, could count on the highway that pleasantly hurls the modern devotees of sunbathing on the Tyrrhenian beaches.

So we'll try to do it like they do. We'll take the road that descends from Cisa to Pontremoli and then, following the Magra river, continue to Aulla and Massa. We'll let ourselves be enchanted by the woods that almost seamlessly cover the slopes and the first peaks of the Apuan Alps. Look around.

Every deviation from the main road has a reason: a castle, a church, a grotto, a mill. But also tastes and trails, work museums and



botanic gardens, medieval villages and jewels of great beauty. We're in the magic world of Lunigiana, a secluded and proud land, jealous guardian of its many treasures, but also warm and welcoming. And a fortunate land. In one of its villages, Bagnone, the richest lottery prize ever recorded in Italy was awarded. And even the ski slopes of Zum

Zeri can be reached from the Zeri high plain. Descending from Cisa, Pontremoli is the first town you'll encounter. The mighty castle of Piagnaro leaps to the eye. Don't limit yourself to just seeing it from afar: go in and visit the Museum of Stele Statues of Lunigiana that exhibits one of the most important collections of stone prehistoric monuments.

## In the footsteps of pilgrims

### A route between the thousand faces of Lunigiana

The 12th century Church of Sorano, in Filattiera, provided physical and spiritual refreshment to the pilgrims of Via Francigena. Dedicated to Saint Stephen, it is among the most interesting romanesque churches of the Magra valley. Equally well-preserved is the church of Codiponte, in Casola in Lunigiana, brought back to its original Romanesque appearance during a 19th century restoration. Built as its counterpoint, and situated along the Italian Way of Santiago is the church of Sant'Andrea di Castello in Montedivalli di Podenzana, which has on its façade an image of Saint James.

In Villafranca Lunigiana you'll visit the Ethnographic Museum that documents the life and culture of the local inhabitants and, in particular, delves into the themes of medicine, popular religious piety and woodworking and wicker interlacing.

Rising above the right bank of the Magra, Mulazzo is a medieval town that hosts three forts: in the castle of Lusuolo you can visit the Museum of Emigration of the People of Tuscany, while in the capital you'll admire the Tower of Dante, so-called because it seems to have been inhabited by the Supreme Poet (Dante Alighieri). Tresana, finally, is perched on the hill that hosts the ruins of a medieval castle, along the mountain ridge that divides the Magra and Vara basins.

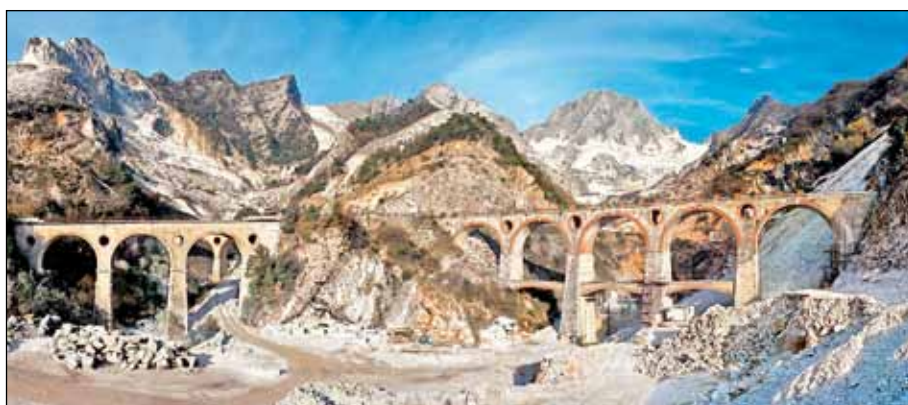


## Ready to print

### Discover the Printing Museum in Fivizzano

On the way to the Cerreto Pass, you'll encounter Fivizzano. Above the so-called "Florence of Lunigiana" stands the fortress of Verrucola, a medieval military camp built by the Malaspina family in the 12th century.

A sign points the way to the Printing Museum. In the village in 1471 Jacopo Fivizzano opened the printing house that released the first books produced with typefaces. The museum displays everything that can be used to illustrate the theme "from medieval manuscripts to the incunabola, the typewriter, the computer and beyond." Also in the township of Fivizzano, about fifteen kilometers from the capital, the mountain town of Equi Terme shows another side of Lunigiana with its Cultural Park of Grottos, which stretches between the open caves in the heart of the Apuan Alps, the Archeological Park (a faithful reconstruction of the Paleolithic and Neolithic environments) and the thermal spa known since antiquity. Podenzana, consisting of several settlements distributed along bends of the river toward the castle, precedes one's arrival at Aulla, the most populous town in Lunigiana. The ancient village suffered from the effects of bombing during World War II. The 16th century Brunella Fortress, however, was saved and is surrounded by a rich botanical park that hosts, among other things, the Museum of Natural History of Lunigiana. Licciana Nardi, along the road between Linari and Lagastrello, was a military barricade, a fact to which the castles, rising imposingly in the high ground, testify. Not far away, Comano opens into the high valley of the Taverone, at the feet of the Alpe Camporaghena, on the borders of the provinces of Parma and Reggio Emilia.



## A terrace on the sea

### A wonderful view on Tyrrhenian Sea

From the Malaspina castle in Fosdinovo you'll admire the Tyrrhenian Sea in all its vastness. The medieval town was built around a fortress 500 meters above sea level, in a position that gives full control over the wide plain at the mouth of the Magra. For the great men who took possession over the course of the centuries, however, the panorama was not the first consideration. But the magnificent view could never have bothered them. Back behind Fosdinovo extends a vast wooded area. Along the panoramic road of Spolverina, that takes you to Carrara, you'll hit the crossroad of Campo Cecina. Follow the directions: they'll take you to over 1200 meters above sea level among the most spectacular marble quarries in the region with breathtaking views of Versilia on the gulf of La Spezia and Cinque Terre.

## The sea at last

### All marine sports, sailing clubs and pubs

Here you're surrounded by a beautiful riviera of sand fitted with quality bathing establishments and no lack of nautical centers dedicated to the classic sports of the sea: sailing and windsurfing first of all. Marina di Carrara, and, just to the south, Marina di Massa are independent holiday locales a few kilometers from the capitals that give them their names. Distances that, even if short, guarantee to each place a personality that has little to do with its city of reference. Behind the long lines of umbrellas rise restaurants, pubs and clubs to entertain all ages. In Marina di Carrara, one of the most famous Italian sailing clubs is active, a forge of champions who have excelled in regattas around the world. Not surprisingly the urban fittings of the main square, crowned by a magnificent fountain, are completely paved with marble.



## The treasure behind the beach

### Marble is the star!



Marble is the natural protagonist of the inland excursions. Not far from the coast, beyond Carrara lies the road that climbs up toward the Apuan Alps. After a few kilometers you'll encounter the Fantiscritti caves, open to the public, where you can observe first-hand the instruments and methods for working the White Gold of the Apuan Alps. The hollows excavated in the marble is where they cure the famous Lardo di Colonnata, or Colonnata Lard, which takes its name from the picturesque village nestled in between the quarry pits. Every two years the Marble Biennial, a gathering of sculptors and artists from all over the world, is held in Carrara, while every summer the

historical reenactment of the Lizzatura, the ancient method with which workers slid marble blocks over soaped wood and then downstream with the help of oxen, is put on in Fantiscritti.

Alongside the beach of Marina di Massa is the WWF Educational Park. Composed of 1.5 hectares of coastal land near Ronchi, it includes all the typical features of a retro-dunal coastal forest.

Behind Massa you'll climb to the spa town of San Carlo, perched in a panoramic position in the capital and surrounded by thick forests. Two steep roads lead to the Pasquillo refuge, at 800 meters above sea level, where besides enjoying the refreshing cool you'll observe up-close the gothic line emplacements, illustrated by an explanatory poster. Also interesting is a visit to Forno, in the valley of the Frigid river that runs directly from Massa. In the village you can admire the 14th century church dedicated to Saints Peter and Paul, while near the source of the Frigid stands the textile factory called La Filanda or "spinning mill", from the 18th century. Turning inward from Montignoso you'll notice on a highland the silhouette of the Aghinolfi Castle, restored in the late 90s and now a destination for pleasant excursions.

