

italea



The journey to your roots

Magazine



The joy of returning

No. 14

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The journey to your roots

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In the context of the project, the Italea Card is envisaged: a digital card that will entitle holders to discounts, benefits, and services from Italea's partner companies.

2024, a year to remember

In the context of the project, the Italea Card is envisaged: a digital card that will entitle holders to discounts, benefits, and services from Italea's partner companies.

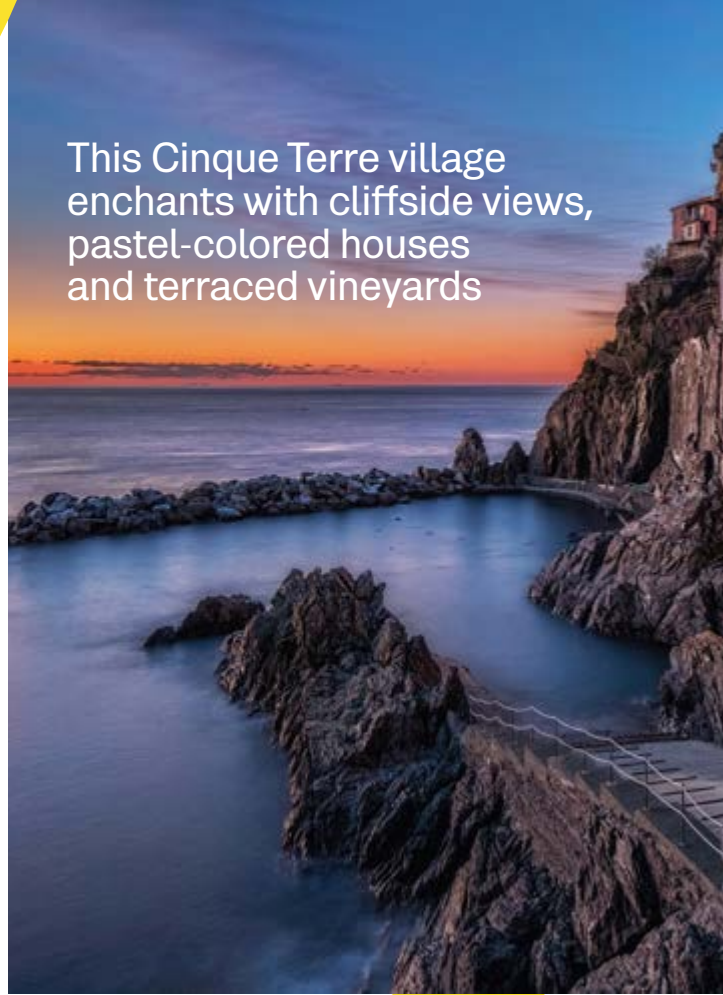
This is what "talea" means

The name Italea derives from "talea," a practice by which a plant is allowed to propagate. By cutting off a part of it and replanting it, a new life can be given to it.

Manarola LIGURIA



This Cinque Terre village enchants with cliffside views, pastel-colored houses and terraced vineyards



The vertical charm of Manarola

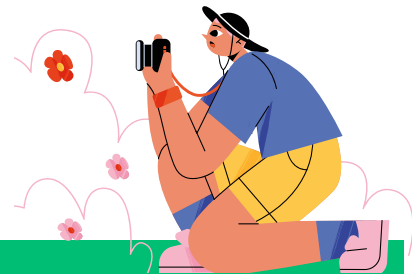
The second village of the Cinque Terre when coming from La Spezia, Manarola is a postcard of vertical beauty. Its pastel-hued tower houses light up at sunset, when the sky glows pink and orange. Time here moves slowly, to the rhythm of the waves and the quiet steps of travelers wandering through its narrow, winding stone alleys, just like the vine rows that hug the surrounding hills.

At the village's heart lies the now-covered Groppo stream, once its main artery. From here, stone paths and stairways climb toward homes clinging to the cliffs, surrounded by UNESCO-listed vineyards and olive groves. These man-made terraces, shaped over centuries, have transformed the landscape into something truly unique.

Walking through the lanes, you'll come across the Church of San Lorenzo, built in 1338 by residents of Manarola and nearby Volastra. Its façade features a beautiful twelve-column rose window, while its detached bell tower—possibly a former watchtower—adds to its historic charm.

The best way to grasp Manarola's magic is from above. Take the trail to Corniglia, and you'll see the houses from a new perspective—suspended between sea and sky, like





OTHER PLACES TO VISIT

A short hike leads to the Sanctuary of Montenero, where a sweeping view captures all five Cinque Terre villages in a single unforgettable glance. Just minutes away by train, Riomaggiore charms visitors with its colorful houses and steep lanes descending to the sea.



HOW TO GET THERE

Driving is possible via the scenic SP370 coastal road, but parking in Manarola is extremely limited. A practical alternative is to leave your car in La Spezia (where paid parking is available) and continue by train. Another option is to park in Riomaggiore (Parko Park) and reach Manarola on foot via the Via dell'Amore (if open), or by train. The easiest way to get to Manarola is by train. From La Spezia Centrale, regional trains run along the Cinque Terre coast and stop right in the heart of the village. Trains are frequent and also connect with Genoa and Levanto, making it accessible from many towns. The nearest airports are Pisa Galileo Galilei (about 90 km), with direct or connecting trains to La Spezia, and Genoa Cristoforo Colombo (around 100 km), with train or bus options to La Spezia.



colorful gems embedded in rock. Manarola is more than just scenery—it's a place of stories. Legend tells of a young fisherman who fell in love with a girl from the village. To win her heart, he promised to bring her a rare fish every day, caught from the deepest waters. One stormy day, he never returned. Some say that on full moon nights, his shadow still wanders among the rocks, searching for his lost love. A more modern but equally romantic tale is that of the Via dell'Amore, the "Path of Love" linking Manarola to Riomaggiore. Built by chance during railway construction in the 1920s, this cliffside trail soon became a symbol of romance. Thousands of couples have left padlocks and love notes along the path, hoping the sea breeze will carry their wishes.

In summer, Manarola bursts with color; in winter, it transforms into a glowing nativity scene. Since 1961, the hillside above the village has hosted the largest nativity in the world, created by retired railway worker Mario Andreoli. Thousands of lights outline shepherds, angels, and animals, visible even from the sea. On December 8, the lighting ceremony draws tens of thousands of visitors from around the world and has become a cherished local tradition.

No visit to Manarola is complete without sampling its flavors. Local osterias serve Ligurian specialties like trofie al pesto and marinated anchovies, best enjoyed with a glass of Sciacchetrà, a sweet passito wine from the terraced vineyards.





Civita di Bagnoregio LAZIO

Reachable only on foot
it captivates with tufa stone,
timeless traditions, honest
flavors and a soul untouched
by hurried tourism

To reach it you have to want it

Civita di Bagnoregio doesn't give itself up easily. You can only get there on foot, crossing a long pedestrian bridge suspended in mid-air—between wind, low clouds, and the crumbling clay gullies of the Valle dei Calanchi. But once you pass through the old stone archway, everything shifts: the noise of the world fades away, and what's left is stone, light, and a silence so thick it almost speaks.

Walking through Civita's narrow lanes feels like stepping inside a living painting. The tufa-stone houses, sculpted by centuries and adorned with blooming balconies, look like something out of a pastoral fairytale. From hidden courtyards waft the scents of freshly baked bread, and from family-run taverns come the aromas of sweet fritters, rustic soups, and the robust wines of the surrounding hills.

There are no cars here. No rush. Just cats, geraniums, and timeworn stones.

Despite its tiny size, the village has a lively calendar of events mixing faith, folklore, and humor. One standout is the Palio della Tonna, a delightfully chaotic donkey race held twice a year in the central square, San Donato—cheered on by laughter and applause. At Christmas, Civita becomes a living Nativity scene, with costumed actors and villagers bringing stables, workshops, and inns back to life in a heartwarming re-enactment. The Fiera del Buon Consiglio is another highlight, showcasing local crafts and regional flavors.

But Civita doesn't live on nostalgia alone. In recent years, contemporary art has found its place among these ancient stones.

Civit'Arte, the summer festival, brings music, theatre, and performance art into the alleys and piazzas, sparking an unexpected dialogue between past and present. With the project La Città Incantata, illustrators, cartoonists, and street artists from around the world leave their





OTHER PLACES TO VISIT

Just a short drive away lies the surreal Parco dei Mostri in Bomarzo—an enchanted garden filled with grotesque and symbolic stone sculptures, nestled in a dreamlike forest.



HOW TO GET THERE

By car, take the A1 highway and exit at Orvieto, then follow signs to Bagnoregio (approx. 20 km). By train, the closest station is Orvieto; from there, continue by bus or taxi. The nearest airport is Rome Fiumicino, about 150 km away.



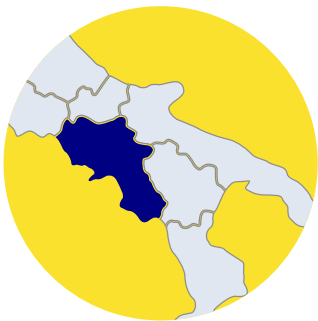
mark on walls and canvases—turning Civita into a small capital of visual storytelling.

And let's not forget Quartieri dell'Arte, a boundary-pushing theatre and performance festival born right here, which continues to stage bold new works that interrogate the present with irony and insight. Today, fewer than twenty people live in Civita year-round. A miniature village that welcomes thousands of visitors daily, yet gently resists the hit-and-run tourism trend. Those who live here—or who return again and again—know that this is not a place to be rushed. Civita asks you to slow down, look closer, and breathe a little deeper.



The journey to discover our roots continues

Here is the fourteenth issue of the magazine dedicated to Roots Tourism. The journey continues through all the Italian regions, discovering the wonders in over 800 municipalities that are part of the Italea project.



Castellabate CAMPANIA

In the still alleys of stone Cilento reveals its soul

Made famous by cinema
this village in the province
of Salerno embodies the charm
of Mediterranean culture

To reach Castellabate, you drive along winding roads lined with olive trees and dry stone walls, while the view opens onto the Gulf of Salerno and, on clear days, stretches all the way to Capri. Suddenly, the village appears—perched 278 meters above sea level, sheltered by its ancient castle. Founded in 1123 by Costabile Gentilcore, abbot of the Cava de' Tirreni Abbey, the town grew around the Abbot's Castle, now a museum and cultural center with sweeping views over the coastline.

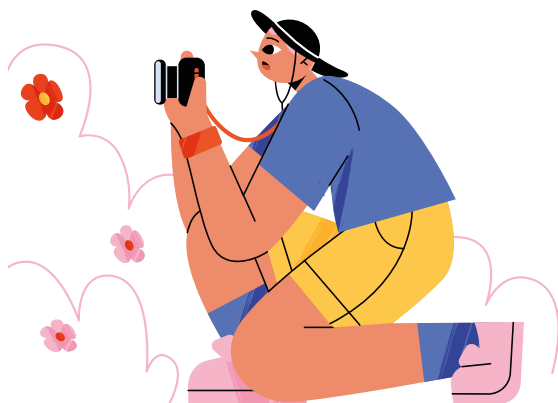
Cobblestone streets, noble palaces, and quiet little squares make Castellabate a perfect destination for those seeking authenticity, history, and breathtaking scenery. The village was also featured in the hit Italian film *Benvenuti al Sud*, which brought it into the spotlight for a wider audience.

Walking along Via Guglielmo I and Via Roma, you'll arrive at Piazza Perrotti, the heart of the old town, overlooking one of Italy's most iconic panoramic terraces. From here, the view extends down to the coastline and the seaside hamlets: Santa Maria, the liveliest; San Marco, with its fishing harbor and laid-back vibe; and Lago, nestled in lush greenery.

But Castellabate isn't just a holiday destination—it's a place of memory and belonging. Between the 19th and 20th centuries, hundreds of families emigrated from here to the Americas and Northern Europe. Today, it's not uncommon to meet Italian Americans, Swiss, or Argentinians returning to see their grandparents' homes or search for birth records in the town archives.

And for those in search of their roots, help is available. The Municipality of Castellabate, in collaboration with the Parish of Santa Maria Assunta (which keeps baptismal and marriage records dating back to the 18th century), provides access to historical records upon request. At the municipal reg-





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The journey to your roots



OTHER PLACES TO VISIT

Just a few kilometers away is the medieval village of Agropoli, home to an impressive Angevin-Aragonese castle and the iconic "Scaloni" staircase. Nature lovers can explore the Torre di Mare Dune Oasis, a coastal park of sandy trails and Mediterranean scrubland. And for archaeology enthusiasts, the Archaeological Park of Paestum—with its remarkably preserved Greek temples—is only about 30 minutes away by car.



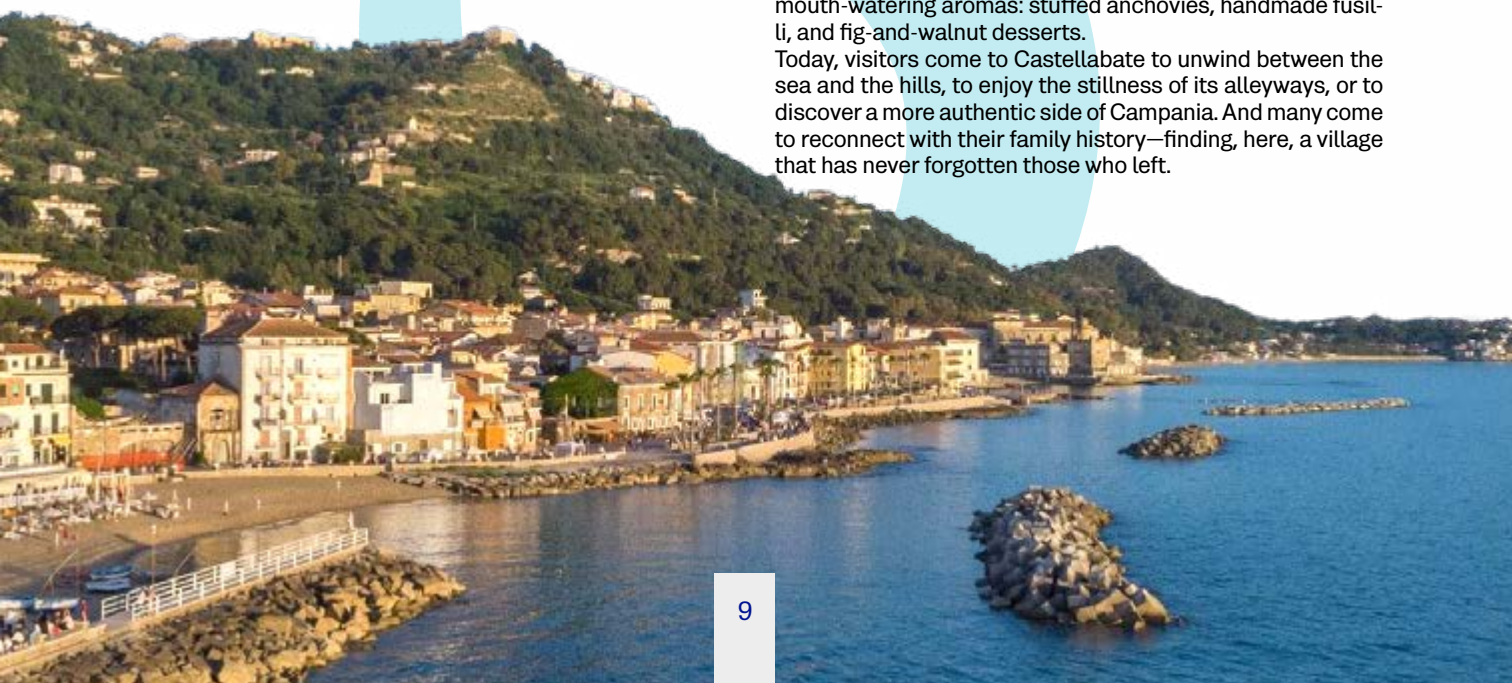
HOW TO GET THERE

Castellabate is accessible by car via the A3 Salerno–Reggio Calabria highway, exit at Battipaglia, then continue on the SS18 toward Agropoli and follow signs for Castellabate. By train, the nearest station is Agropoli-Castellabate, served by regional and Intercity trains. From there, buses or taxis are available. The closest airport is Naples Capodichino (about 120 km away), from which you can rent a car or take a train/bus combination to reach the village.



istry office on Via Roma, visitors can consult civil documents and request certificates to piece together their family tree. Castellabate also holds tightly to its traditions: the feast of Saint Costabile, the town's patron (February 14), and the celebration of Santa Maria a Mare (August 15) are powerful expressions of local identity. On festival days, the village comes alive with processions winding through decorated alleys, accompanied by marching bands, glowing lights, and mouth-watering aromas: stuffed anchovies, handmade fusilli, and fig-and-walnut desserts.

Today, visitors come to Castellabate to unwind between the sea and the hills, to enjoy the stillness of its alleyways, or to discover a more authentic side of Campania. And many come to reconnect with their family history—finding, here, a village that has never forgotten those who left.



Focus

The 34th World Convention of the CCIEs relaunched the sector as a bridge between communities and their places of origin

Italian Chambers of Commerce Abroad lead the way in heritage tourism

The Italian Chambers of Commerce Abroad (CCIE), with 86 offices in 63 countries, play a crucial role in supporting businesses, fostering internationalization, and promoting the growth of the Made in Italy brand around the world. Deeply rooted in local contexts, they maintain strong ties with Italian communities that have settled abroad and built successful enterprises.

That's why the 34th World Convention of Italian Chambers of Commerce Abroad, held in Cosenza from June 21 to 23, placed a strong emphasis on the roots tourism initiative—an effort to reconnect with Italians who left the country generations ago but never lost touch with their origins.

«Assocamerestero has been a valuable partner from the very beginning of the Technical Working Group on Roots Tourism,» said Giovanni Maria De Vita, head of the Italea Project, an initiative launched by the Ministry of Foreign Affairs to support roots tourism. «The Chambers of Commerce are essential reference points for many economic and entrepreneurial networks tied to Italian communities worldwide,» he added during the event in Cosenza.

The convention was a key opportunity to strengthen the bond between the Italian Chambers of Commerce Abroad, Italy's regions, and Italian descendants around the world—while also promoting sustainable tourism development.

«This is a pivotal moment to renew ties with our communities abroad and to relaunch economic and commercial relationships grounded in the rediscovery of Italian heritage,» De Vita continued. «The collaboration between Italian Chambers of





Top left,
Giovanni Maria
De Vita, Head
of the Italea
Project



Commerce abroad and those within Italy can be a strategic asset to promote local territories—especially smaller towns and hubs of entrepreneurial excellence.»

The CCIE play a key role in advancing roots tourism, serving as a bridge between global Italian communities and their places of origin. According to De Vita, «This collaboration can also offer CCIE-affiliated businesses access to Italian knowledge, innovation, and know-how. The Italea initiative has paid close attention to the needs of overseas businesses, including through programs like the Italea Card, which currently has over 750 partners across Italy. It's a discount and benefit program specifically designed for Italians living abroad.» «We fully support Assocamerestero in this effort, as well as in all initiatives aimed at promoting roots tourism,» De Vita concluded. He also noted that Italea is strongly backed by Minister Tajani, who aims to connect often-overlooked small Italian communities with their global diaspora.



Cultura

Through festivals, journeys and encounters, Migrazioni Sonore tells the story of Italian identity



The rhythm of belonging: music as a path to rediscovering your roots

When music meets Roots Tourism, it creates a harmony that turns places into unforgettable experiences—bridging emotion, culture, and discovery. It's a meeting point that gives rise to vibrant festivals, soundscapes, and a new way of exploring the world with open hearts and ears.

To bring truly original and compelling projects to life, it takes a combination of skills and passions. This is the case of Migrazioni Sonore, a project by Salty Music APS, which shows how the synergy between cultural mediation, a passion for music, and the Ministry of Foreign Affairs' Italea initiative on roots tourism can create something truly impactful.

«As cultural mediators, we play a key role in preserving and sharing traditions and identities. Our expertise spans from deep knowledge of both home and host cultures to the ability to communicate effectively in intercultural settings. It's all about building dialogue among people from different backgrounds. We try to do that through music—by connecting artists, audiences, institutions, and above all, Italian communities around the world to Italy,» explain Daniela Di Tommaso and Andrea Fornai.

They are the driving force behind Migrazioni Sonore, a project that has been active for years across French-speaking countries in Europe and beyond. Its main goal is to internationalize Italian music and promote the regions it comes from—creating connections between local sounds, dialects, traditional rhythms, and contemporary trends.

«Music is a universal language capable of overcoming cultural and linguistic barriers,» they add. «Our aim is to share the richness of cultural blending, which enhances musical heritage and sparks dialogue between past and present, local identity and global currents.»

Many exciting projects lie ahead for Migrazioni Sonore. «At the end of June, we'll have the pleasure of welcoming back Italo-Canadian artist Marco Calliari for a series of concerts in Tuscany,» says Di Tommaso. «Sharing the stage with him will be several Italian musicians he has previously hosted in his beloved Quebec.»

In September, Migrazioni Sonore will again join forces with Calliari as the Italian partner of «L'Italie avec Calliari», a musical travel experience that will stop in Agropoli and Rome. «It's a tailor-made journey for Calliari's fans, who'll get the chance to explore hidden gems of Italy and experience its authentic culture alongside the artist himself.» A unique kind of roots trip—driven by music and tradition. «For me, it's really important to bring my Italo-Canadi-



Andrea Fornai from Migrazioni Sonore



On the left, Marco Calliari



an fans to Italy to show them a side of the country that's beyond the mainstream,» explains Calliari. «It's an Italy where you can connect with your roots and rediscover the essence of what it means to be Italian. In this project, Migrazioni Sonore plays a key role in curating the cultural experiences that complete these journeys, which I call "L'Italie avec Calliari".»

Over time, Calliari has built a genuine bridge between Canada and Italy. «It's a bond I've built through my travels and my music—something that also benefits Italians living in Italy. After taking these trips with me, many Italian descendants are inspired to return and explore an Italy they never knew existed.»

«I encourage all Italian descendants to come discover their roots,» he says. «And if possible, do it with Italian music in your ears.»

Whistling across borders Novi's International tour

Migrazioni Sonore doesn't stop at "L'Italie avec Calliari." The initiative—an innovative project that promotes Italian cultural identity internationally—also supports the overseas tour of Tommaso Novi. His project, "I Whistle the Music of My Life," is now set to reach Northern Europe and North America.

«Playing abroad gives musicians a rare chance to experience one of music's greatest gifts: its universality,» says Novi. «The air vibrates without language barriers, in a way that's deeply human—turning into shared emotions that you can see on the faces of those in the crowd, including many Italians abroad. It's one of the most rewarding aspects of this work.»



A Frossasco

After two years of renovations
the exhibition path reopens
with a contemporary vision

The new life of the Museum of Piedmontese Migration in the World



After two years of closure for a full redesign, the Museum of Piedmontese Migration in the World reopened to the public on Saturday, June 21 in Frossasco, near Turin. Since its founding in 2006, the museum has served as a space to tell the stories, dreams, adventures, and challenges of the hundreds of thousands of Piedmontese who left their homeland in search of a better future. Now, thanks to a major restyling project led by Fondazione Torino Musei and coordinated by curator Davide Rosso, the museum has been completely transformed. Through interactive maps, infographics, evocative photographs, and everyday objects that open up personal narratives, the museum invites visitors into the lives of those who emigrated. Multimedia installations bring regional dialects to life, while carefully chosen colors guide visitors through stories that were often difficult—but always began in hope. «This is not just a museum—it's a journey through the history of migration, and a chance for personal discovery,» said Rosso.

During the official preview held on June 19 for institutions and the press, many speakers paid tribute to Michele Colombino, the late and much-respected president of the Associazione dei Piemontesi nel Mondo, without whom, as museum board president Ugo Bertello stated, «none of this would have been possible.»

In his address, Colombino expressed the hope that the museum would inspire younger generations to explore their roots, helping to preserve and share the human heritage of the Piedmontese diaspora. Mayor Marco Gaido of Frossasco emphasized how the museum's modern, interac-



The Museum
of Piedmontese
Migration
in the World
in Frossasco



Here and on the previous page: images from the inauguration



tive approach makes it ideal for engaging schools and young audiences: «This museum isn't just a space of memory—it's a bridge between past and present, between Piedmont and the wider world.» Also in attendance was Giovanna Maria De Vita, coordinator of the Italea Project at the Italian Ministry of Foreign Affairs and International Cooperation. «The Ministry is proud to support a project like this, which helps bring attention to a vital part of Italian history. Through Italea, we'll continue to promote the rediscovery of roots by helping people connect with the places of Italian tradition and culture,» he said. «We recently created a national network of migration museums, which this one will officially join. We're also working with the Ministry of Education to introduce migration stories into Italian schools.» Davide Nicco, president of the Regional Council of Piedmont, also underscored the cultural and touristic importance of roots-themed initiatives. The museum's reopening was made possible thanks to funding from the Italian Ministry of Tourism, the Piedmont Region, Fondazione CRT, the Municipality of Frossasco, the Associazione Piemontesi nel Mondo, and the Lions Club Cumiana Val Noce. Maurizio Marrone, Regional Councillor for Culture, reaffirmed the Region's commitment to continuing investment in the museum, supporting its mission and long-term impact.

Cooperation

Tour operators from the land of the Amazon toured Naples and Salerno provinces



Raffaele Palumbo, President of the Italy-Brazil Development and Cooperation Department

From Brazil to Campania: strengthening cultural and tourism ties

From June 6 to 11, a delegation of fifteen Brazilian tour operators took part in a special mission organized by Italy's Ministry of Foreign Affairs. The trip was coordinated by the Department for Italy-Brazil Development and Cooperation, in collaboration with the Italian National Tourist Board (ENIT) office in Brazil, the Italian Chamber of Commerce of São Paulo (ITALCAM), the Chamber of Commerce of Salerno, Confcooperative Campania, and numerous municipalities and tourism entrepreneurs from the region.

The group toured the provinces of Naples and Salerno, with a special focus on small inland villages often overlooked by mainstream tourism. The initiative aimed to highlight lesser-known destinations and promote roots tourism — a growing trend that invites people of Italian descent to reconnect with their heritage through immersive local experiences.

«The goal of this educational tour was to showcase the region's unique traditions and cultural identity,» said Professor Raffaele Palumbo, president of the Department for Italy-Brazil Development and Cooperation, university lecturer, and expert in roots tourism. «We believe that spending time directly with local communities offers a more meaningful experience — one that allows travel professionals to better convey the values and essence of these places.»

The itinerary included just one day on the coast, with a visit to the seaside town of Palinuro in the province of Salerno. The remainder of the tour was centered on inland towns, with accommo-

dations in small-scale, non-hotel facilities located in the historic centers — a choice seen as essential to preserving local heritage and supporting community life

«This initiative is also part of broader efforts to promote the new Salerno-Costa d'Amalfi and Cilento airport, which will be key to unlocking the region's tourism potential,» Palumbo added. «During the final event, participants acknowledged both the challenges and the undeniable charm of places that are still unknown to many.» The tour laid the groundwork for future collaboration between Brazilian and Italian tourism businesses. A reciprocal mission is already being planned for September 2025, which will see Italian travel and trade professionals travel to Brazil. As Palumbo revealed, a series of themed events and conferences are also in the works — "Food, Migration, and Italian Identity Around the World" — with the participation of the Neapolitan Pizza Makers Association and the Vietri Chefs Association. These events will feature live tastings of iconic Italian dishes like pizza and pasta, spotlighting Italy's culinary heritage as a tool for cultural connection.



First edition

Instagram stars of Italian descent
among the main guests
discovering their roots

Calabria Food Fest a global celebration of flavors and culture

A vibrant mosaic of flavors, traditions, and breathtaking landscapes marked the successful conclusion of the first edition of Calabria Food Fest. Held from June 15 to 22, this event welcomed an international audience eager to discover a new Mediterranean destination that combines authenticity and refinement.

With a combined social media reach of over 40 million followers and more than 30 million online interactions, the Festival — organized by Sognare Insieme Viaggi as part of the Le Montagne del Sole project, funded by the Ministry of Tourism — quickly transcended national borders, attracting visitors from across Europe and even the Americas. Early bookings for the 2026 edition have already arrived from the United States, Canada, and the United Kingdom, reflecting growing global interest in a land unveiling its most alluring side: the concept of quiet luxury, a discreet, authentic, and sustainable form of luxury that resonates with today's travelers.

For seven days, the Festival brought life to villages and coastlines stretching from the Gulf of Squillace to the Serre mountains in Catanzaro. The rich program included cooking shows with star chefs and local grandmothers, tastings of Calabria's finest products, nature and cultural tours, concerts, talks, workshops for children, and events dedicated to the agro-food supply chain. Collaboration with local farms, wineries, artisans, and operators proved that it is possible to create a valuable tourism offering rooted in the territory but with global appeal.

Among the participants were many Italians abroad visiting Italy for the first time: Italian-descendant Instagram stars invited through the support of Italea, the Roots Tourism promotion program launched by the Ministry of Foreign Affairs and International Cooperation under the PNRR project and funded by NextGenerationEU. Italea encourages Italian descendants to explore the places and traditions

of their ancestors. «Italea supported Calabria Food Fest, a grassroots initiative promoting Calabria through innovative methods: influencers reaching millions through their social channels to showcase the region's beauty, traditions, and culture. The Ministry of Foreign Affairs, through Italea, aims to revitalize small towns, integrating them into major tourism channels and reconnecting Italian descendants with the lands their ancestors left,» explained Giovanni Maria De Vita, head of Italea.

Calabria Food Fest played a key role in boosting Calabria's image and enhancing its inland areas. The second edition is already in planning, promising an expanded format, inclusion of new areas, and an even more international program. The CFF is also an exemplary model of synergy. Promoted by Sognare Insieme Viaggi within the Le Montagne del Sole project — funded by the Ministry of Tourism through the Montagna Italia call and led by GAL Serre Calabresi — it received support from Italea, patronage from the Calabria Film Commission Foundation, and backing from the Calabria Region's Tourism, Environment, and Agriculture departments, as well as Calabria Straordinaria, Arsac, the Soverato Hospitality Institute, Castello di Squillace / I Giardini di Hera. Project partners include Trekking Stilaro Experience, Guide delle Serre, SharryLand, Riviera e Borghi degli Angeli, and the Italian Sommelier Association.



Arianna Censori

Italea Marche's expert in migratory histories
shares the projects carried out over the past year

«Passion is essential for genealogy»

Dates, names, places, photos, occupations, events, documents, archives, churches: a skilled genealogist moves through research and discoveries, analysis and investigation. They explore, connect, and verify. Arianna Censori, genealogist for Italea Marche, knows this well. She firmly believes that to "do genealogy," one needs "a lot of passion, curiosity," and great enthusiasm. These qualities are indispensable when piecing together fragments, weaving threads, and reconstructing a family's history. «The Italea project has given a new role to the genealogist,» explains Censori, an expert in migratory stories from Montefortino, in the province of Fermo, trained at the State Archives of Modena. «Today,» she continues, «the genealogist acts as a bridge between past and present and is a figure that must accompany root travelers on their journey in Italy to discover their origins. Searching for one's ancestors' traces can become a deeply engaging experience. Every moment of their lives was recorded through important data: from emigration registers to precious parish records noting births, marriages, and deaths, as well as documents found in land and notary archives. Only by exploring these documents can one build their family tree.»

Among the many events promoted by Italea Marche over the past year, which Censori has followed closely, was the conference organized by the Municipality of Smerillo (Fermo) titled «Memories in the Mirror,» where photographer Giovanni Marrozzini presented his project on memory and Marchigiani migration to Argentina: «Echoes.»

Another significant experience Censori proudly recounts involved collaboration between Italea Marche and Italea Liguria: the welcome in Genoa of Guillermo Luis Barreira, known as Toli, grandson of Genoa footballer Guillermo Stábile, famously known as «El filtrador,» a star of the 1930 World Cup. He was the first top scorer in World Cup history and one of the most iconic figures in Argentine football of Italian descent. Barreira retraced his grandfather's path through several European cities on his roots journey, paying tribute to his remarkable sporting and personal legacy.

«Genoa, the city that welcomed him as a player and coach, was a fundamental stop,» Censori says. «The MEI and its president, Paolo Masini, immediately supported the project and produced a moving video about the Italian-rooted footballer. Our roots traveler also visited Zurich, Paris, Madrid, then Na-





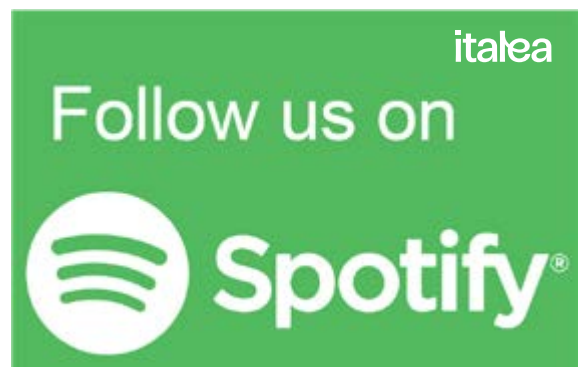
Arianna Censori, featured on the previous page



ples—where his grandfather played—and San Pietro al Tanagro in Salerno province, where his father was born and where a mural honors him.»

«Thanks to collaborative and community work—the spirit of Italea—we could provide our roots traveler with his mother's birth certificate, locate the house where the footballer lived, and consult the ship's log from the Conte Rosso that brought him to Italy. Guillermo Luis Barreira gave us unforgettable emotions. We hope many others like him will come to Italy to discover their roots.»

«Every day,» concludes the Italea Marche genealogist, «we try to cultivate the curiosity of many Italian descendants eager to reconstruct their family history. Genealogy is not only a precious tool to rediscover identity and origins, but also a valuable key to reflect on history, belonging, and collective memory. Returning is, in a way, like loving because, as De Gregori sings, 'the story is us, no one is excluded, we are these waves of the sea, this noise breaking the silence.'»



Isernia

The cousins Hansen L. Baizan and visited the city in Molise to rediscover their Italian roots

The story of a heartfelt return that turned into a celebration

To celebrate Eric Williams' 70th birthday, he and his cousin Hansen L. Baizan decided to embark on a very special journey: returning to Italy to visit Isernia, the place from which their great-grandfather Benedetto Guglielmi departed back in 1868. This was a journey of the heart, rediscovering their origins, organized with the support of the tour operator Italy Trails, who handled both the genealogical research and the itinerary.

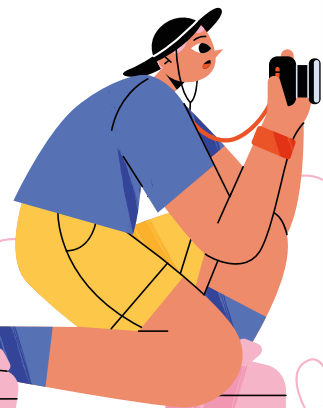
Eric and Hans, American citizens accompanied by their wives, had only limited knowledge about their Italian family history. Their surname had changed from Guglielmi to Williams, and family memories were few. But thanks to careful research, their day in Isernia turned into an emotional path through history, memory, and

identity. The day began with a visit to the Municipal Library, where they browsed old photo albums to visually connect with the city of their ancestors.

The most touching moment came with the presentation of their great-grandfather Benedetto's birth certificate and the Latin transcription of his baptism, preserved in parish records. After reviewing the family tree reconstructed by Italy Trails, Eric and Hans walked the streets of Isernia, retracing the steps of their forebears. They especially visited the street where Benedetto's birthplace once stood — now renamed but recognizable by an old church — now a private home — from which the street originally took its name.

In front of the small fountain in the square — where their great-grandparents likely drank — the two cousins stopped, overcome with emotion, sharing tears and smiles.

The "Fraterna" Fountain
A symbol of the city of Isernia



The cousins
Eric William
and Hansen
L. Baizan



The visit continued at the Cathedral of Saint Peter the Apostle, where Benedetto was baptized, and among the ancient Roman ruins beneath it. After passing through the market streets and the historic Piazza 10 Settembre — once known as “Piazza Guglielmi” due to many family homes — the group enjoyed a hearty lunch of Molise cuisine: appetizers, first and second courses, desserts, and local wine, all surrounded by the warm hospitality of the people of Isernia.

In the afternoon, the journey continued to the Civic Museum and concluded with a celebration at the Guglielmi chocolate shop, run by descendants of another branch of the family. Amid toasts, hugs, and heartfelt moments, Eric and Hansen received a commemorative plaque from the Isernia Pro Loco, along with a specially made chocolate bar dedicated to them for the occasion.

«It's hard to express our happiness,» Hans and Eric said with tears in their eyes. «We felt a deep connection with this land and with the people who welcomed us like brothers. It was truly something wonderful, beyond anything we could have expected.» A bridge between two worlds reunited, a warm embrace spanning more than 150 years.



Experiences

From Veneto to Sardinia: Italy offers immersive activities with the aim of evoking memories and emotions

Belluno



Old-fashioned ice cream with Zoldano gelato makers

Step back in time to explore the artisanal tradition of Zoldano ice cream. In this unique Belluno workshop, expert gelato makers from the Dolomites will show you how to produce ice cream using hand-cranked machines and historic salt-and-ice churns. You'll learn about Zoldano migration history and the origins of artisanal gelato in Europe, discover natural ingredients and historic recipes, and take part in the churning process. The experience ends with a tasting of traditional flavors like cream, hazelnut, chocolate, and lemon. An educational and delicious experience for all ages, perfect for rediscovering the true taste of handmade gelato.

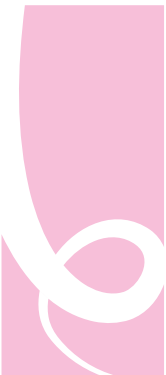
Forlì



Liscio and tradition: Romagna's story told through dance

If you love culture, folk traditions, and dancing, the liscio dance workshop in Savignano sul Rubicone (Forlì-Cesena) is a must. Led by expert instructors, you'll learn the basic steps of waltz, mazurka, and polka—dances that tell the living story of this region. After the lessons, visit the Casa dei Sonora, a museum dedicated to Romagna's dance music, filled with instruments, stories, and vintage photographs. The day wraps up with a tasting of local specialties and an open dance session, so you can fully experience the joy and energy of a tradition that still brings people together.

Recanati



Exploring heritage: the story of Marche's emigrants

Inside Villa Colloredo Mels in Recanati, the Marchigian Emigration Museum presents an immersive multimedia journey about 700,000 people from the Marche region who left between the 19th and 20th centuries seeking a better future. The exhibition features photographs, letters, and documents, supported by an online database for tracing family roots. In addition to the exhibits, the museum offers hands-on workshops including theater, dialect poetry, traditional music, and regional cuisine—all designed to help visitors reconnect with their cultural identity. A meaningful journey linking past and present.

Salerno



Zeppole and pizzelle: the art of campanian frying

In Pollica, near Salerno, this delicious workshop invites you to discover the art of traditional Campanian fried treats, from zeppole to pizzelle and other timeless classics. You'll learn the secrets of perfect frying, starting with a tasting of extra virgin olive oil, a key ingredient for flavor and lightness. Because saying "fried food is unhealthy" is easy—what's more interesting is understanding its cultural value and learning how to do it right. At the end of the workshop, you'll prepare a traditional sweet or savory recipe with your own hands, bringing the authentic flavors of Southern festivals to your table.

Cagliari



One surname, a thousand stories: uncovering Sardinian sncestry

If you've ever wanted to uncover your Sardinian roots, this workshop is the perfect place to begin your journey. Led by an expert genealogist, you will learn how to gather and analyze historical documents, construct your own family tree, and delve into the fascinating history behind your surname. Over the course of four engaging hours, you'll explore archival research techniques, the study of names (onomastics), and gain insights into Sardinian culture and traditions. By the end, you'll walk away with new skills and a deeper connection to your family's story—a journey through memory that helps you find the faces, places, and stories that make up who you are.

Bergamo



A journey through time with the postal pioneers

The Tasso and Postal History Museum in Cornello (Bergamo) offers guided tours by appointment for individuals, groups, and schools to explore the origins of the Tasso family and one of Italy's most charming medieval villages. Famous for literati Bernardo and Torquato, the Tasso family were also pioneers of the European postal service, building an efficient network in the 15th century that connected states of the Holy Roman Empire. From Venice to Rome, Innsbruck to Brussels, the Tasso—later Thurn und Taxis—became central figures in a centuries-long business saga. The visit to the museum and the village's iconic sites offers a fascinating dive into history, art, and postal culture.

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The journey to your roots



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