



italea



The journey to your roots

Italian summer

Magazine

No. 4

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The journey to your roots

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Leaving? Yes, but with the Italea Card

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

2024 marks the Year of Italian roots worldwide, dedicated to welcoming root travelers, and signaling the perfect time for a journey to the Belpaese.

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.

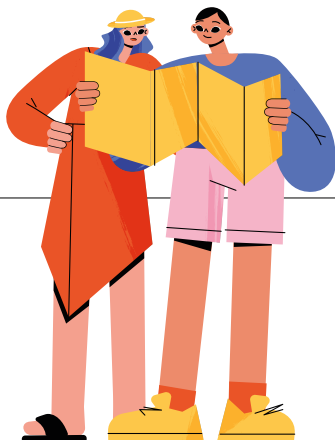


Ragusa: beach bliss and Baroque elegance

Italy's southernmost provincial capital is part of the UNESCO World Heritage thanks to its 17th-18th century architecture

Two distinct areas: one high up, full of modern elements, and the other lower down, still retaining the narrow streets and buildings of earlier times. This is how Ragusa, Italy's southernmost provincial capital, presents itself—an explosion of colors and shapes that has earned it inclusion in the UNESCO World Heritage List as part of the 'Late Baroque Cities of the Val di Noto (south-eastern Sicily)'. The historical center of this city, known as Ragusa Ibla, boasts numerous Baroque buildings, foremost among them the imposing Cathedral of St. John the Baptist. With its sculptures and columns crowding its white stone façade and its bell tower standing over 50 meters tall, this magnificent cathedral is the city's main place of worship. Smaller, but no less spectacular, is the Palace of the Chancellery, one of Ragusa's 18 UNESCO World Heritage monuments, thanks to its refined Baroque style. Among the city streets, one can also admire Palazzo Bertini, an ancient noble residence known for the three "mascheroni" at its entrance—three sculptures representing characters characteristic of Baroque iconography: the beggar, covered in rags and toothless; the rich gentleman, with his curls and





OTHER PLACES TO VISIT

Just 16 km from Ragusa, you can reach one of Sicily's most picturesque villages, Modica. Known for its chocolate and as the birthplace of Salvatore Quasimodo, this town is home to the Cathedral of San Pietro, another example of Sicilian Baroque with its imposing staircase and façade.



HOW TO GET THERE

The closest airport to Ragusa is in Catania. From there, take State Road 194 towards Syracuse, then turn onto State Road 194 again in the direction of Ragusa. From Palermo Airport, on the other hand, take the A19 Palermo-Catania motorway to Caltanissetta, continue on State Road 626 to Gela, and then take State Road 115 to Ragusa.



elegant feathered hat; and the 'oriental,' recognizable by his large turban and pearl earring, symbolizing his wealth. Standing out against the white that dominates the city's monuments is the blue dome of the Church of Santa Maria dell'Itria. Only slightly damaged by the 1693 earthquake, which destroyed other parts of the city, the church was later enlarged and rebuilt in a rich Baroque style. In addition to churches and aristocratic palaces, Ragusa is also known as "the city of bridges." This nickname comes from the presence of three picturesque and historically valuable

structures that cross its two main districts, Ragusa Superiore and Ragusa Ibla: Ponte Vecchio, Ponte Nuovo, and Ponte Papa Giovanni XXIII. But Ragusa is not only about monuments and works of art; it is also the perfect place for nature and sea lovers, thanks to the golden beach and crystal-clear waters of Marina di Ragusa. Here you can relax while enjoying fresh fish and typical Ragusan dishes.



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The journey to your roots

Rocca Calascio ABRUZZO



Discovering Abruzzo's cinematic treasure

**Rocca Calascio is home
to a fortress that served
as the setting for "Ladyhawke"
and "The Name of the Rose"**

It is one of the fifteen most beautiful castles in the world according to National Geographic and, not surprisingly, has been chosen by numerous directors for their films with medieval and other settings. This is Rocca Calascio, a hamlet in the municipality of Calascio, a small village in the province of L'Aquila, which boasts one of the most fascinating landscapes on the peninsula.

Located at an altitude of 1,460 meters and immersed in the Gran Sasso and Monti della Laga National Park, the castle overlooks the Ticino Valley and the Navelli Plain and is one of the highest in Italy, surpassed in height only by Andraz

Castle (in the province of Belluno), which stands at over 1,700 meters.

According to historical sources, this strategic position was utilized by Roger II of Altavilla, heir to the Norman dynasty that conquered southern Italy and Sicily.

The Duke of Apulia therefore had this fortress built, around which a village developed, and which later became part of an extensive defense system stretching from the Apennines to the Adriatic Sea. However, the castle's current striking appearance, with its four towers rising from the mountain and its elegant walls, dates back to the intervention of Antonio Piccolomini in 1480. Following a violent earthquake in the 18th century, Rocca Calascio was largely destroyed, and the population gradually abandoned the area, relocating to the village of Calascio.

The castle remained abandoned until its rediscovery in the 1980s. During this period, it featured in films such as "Amici miei - Atto II" (1982), "Ladyhawke" (1985), and "The Name of the Rose" (1986), which were set here and contributed to the revival of this unique location. Today, Rocca Calascio can be visited for free, and from there visitors can enjoy views of the main mountain ranges of the Apennines, from Gran Sasso to Majella and Sirente - Velino. The castle also serves as a starting or finishing point for panoramic walks and treks on the Gran Sasso, where one can immerse in nature while exploring places tied to history, spirituality, and legends.

Among these is the Church of Santa Maria della Pietà, located near the Rocca. Built between the 16th and 17th centuries on the site of a former Renaissance shrine, the church is said to be where the local population overcame a band of brigands that terrorized the area. The small church, with its octagonal plan and eight-segment dome, houses a painting of the Virgin Mary and a sculpture of St. Michael in armor.



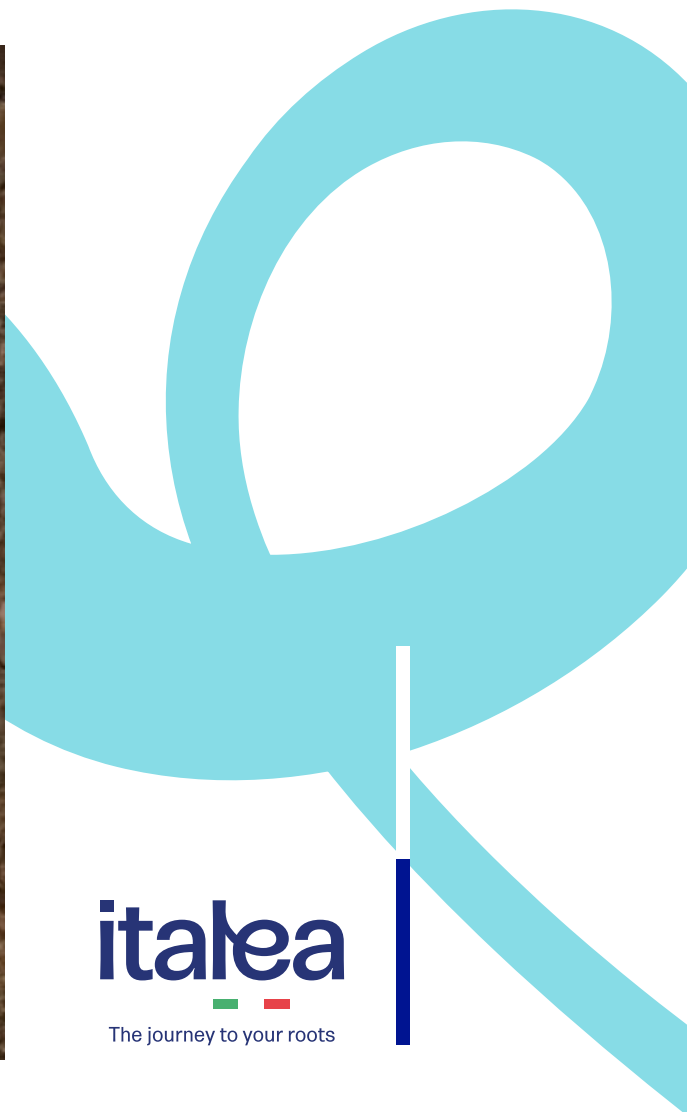
OTHER PLACES TO VISIT

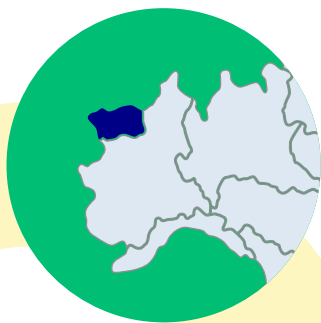
Not far from Rocca Calascio stands Santo Stefano di Sessanio, a medieval village considered a true architectural 'jewel' for the harmonious arrangement of its buildings, over which an elegant tower rises. Once a flourishing town under the Medici, the village was abandoned in the 20th century. Recently, however, Italian-Swedish entrepreneur Daniele Kihlgren decided to purchase and renovate some of the abandoned houses.



HOW TO GET THERE

The village of Calascio can be reached from Rome via the A24 Roma-Teramo motorway. Exit at L'Aquila Est and follow the signs for Pescara. Continue along the SS 17 to Barisciano, and from there, take the provincial road for approximately 15 km.





Étroubles AOSTA VALLEY

The village hosts the Carnival of Coumba Freida a celebration that lies halfway between a historical re-enactment and a collective ritual

The symbolism of Étroubles: a reflection of the nature

"Fields covered in straw"—this is perhaps the meaning behind the name Étroubles, a small village in the Aosta Valley. The term "etrobla," which in local dialect refers to the straw that forms at the root of certain cereals, is thought to be the origin of the village's name. Until recently, the area must have been surrounded by wheat fields, and even today, at an altitude of over 1,200 meters, it remains immersed in lush, unspoilt nature within the alpine setting of the St Bernard Valley.

It is the perfect place for summer walks along the Via Francigena, through the woods, and for long treks. Among these is the Tour du Mont Fallère, a loop trail on the mountain that offers breathtaking views. In winter, these enchanting landscapes are covered in snow and become ideal for winter sports enthusiasts: an 18 km cross-country ski track starts at Étroubles, running up the valley through several villages and reaching the 1,521 meters of Saint-Rhémy-en-Bosses. In this fairytale atmosphere takes place the Carnival of Coumba Freida, a folkloric event blending historical re-enactment with a collective ritual full of symbolism.

The festivity recalls Napoleon Bonaparte's passage in May 1800 during the Italian Campaign, with participants dressing as French soldiers. The Carnival parade also serves as an opportunity to showcase images and symbols representing the connection with nature, the changing seasons, and more. Among the characters are the bear, symbolizing the arrival of spring, and the mules' tails, representing the winds that sweep away ominous air currents. Additionally, there are the devil, Harlequin and his companion Demoisella, who distributes candies, and the Toque and the Toquée (the Crazy and the Mad), a quarrelsome married couple. Even after Carnival has ended, Étroubles remains a charming medieval village full of treasures to explore, where ancient and contemporary blend seamlessly.

The parish church of Santa Maria Assunta, rebuilt around 1815 on the site of a pre-existing church, houses a small museum of liturgical objects dating back to the 15th century. Scattered throughout the village are also works of art from an open-air museum—a permanent contemporary art



Photo Enrico Romanzi

gallery along the village's small streets and squares, established in collaboration with the Fondation Gianadda of Martigny. Since its inception in 2005, the museum has housed 17 works by Italian and international artists.

The journey to discover our roots continues

Here is the fourth 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.



OTHER PLACES TO VISIT

Around the village, there are five rural chapels, the oldest of which is the Échevennoz chapel, dedicated to Our Lady of the Snows. Founded in 1440 by the village notary Pierre Bertin, the chapel's frescoes date back to the 1800s and depict the Virgin and Child, Saints Peter and Joseph, and some of the faithful.



HOW TO GET THERE

Étroubles can be reached from Turin in about an hour and a half via the A5 motorway, followed by State Road 26. After arriving in Aosta by train, you can reach the village in about thirty minutes by various coaches. The nearest domestic airport is Turin Caselle.



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The journey to your roots

A stop in Campania

The new project's infopoint and the initiatives implemented in the region have been unveiled



Italea at Pollica: a hub for roots tourism

A journey among the wonders of Italy to discover their origins and rediscover the places, traditions, and culture of their ancestors. This is the Italea project, which invites Italians living abroad and Italian descendants to explore the places and traditions of their roots. The project offers a range of tourist services—itineraries, workshops, benefits, and discounts—to make traveling in Italy easier, thanks to the efforts of a dense network of professionals in each region of Italy who will inform, welcome, and assist travelers: the regional Italea. And now Italea has also made a stop in Pollica, in the province of Salerno, where on July 18, the projects carried out by Italea Campania, the official root travel promotion body of the Ministry of Foreign Affairs and International Co-

operation, were presented. Giovanni Maria De Vita, head of Maeci's Roots Tourism project, emphasized the importance of the national Italea network during the event held at the castle of the Capano Princes in Pollica: «The network of regional Italeas represents a strong point in our project as well as being a totally innovative aspect in this tourism promotion experience. We have created 20 Italeas in each of Italy's regions. We are here in Pollica to inaugurate Italea Campania. The regional Italeas are really the core of our project because they are made up of people with specializations in different fields: from genealogy to the creation of itineraries and the rediscovery of traditions. They are profiles responsible for creating in the territories all those services intended for root travelers.» De Vita went on to point out that the target is an «audience of 80 million people with Italian origins around the world who come to Italy to discover places with a special focus because they want to see where their ancestors came from and possibly experience those traditions, habits, and ways of life they have learned about through stories». For De Vita, it is, therefore, «a very important task, above all because the roots traveler, returning to these places, does



not just come to see monuments or landscapes, but comes to feel at home. It is important that this "feeling" is built up and considered. Also because the motto of our project for 2024, the Year of Italian Roots in the World, is "Welcome home."» Sara Roversi, president of Radici ETS - Italea Campania, presented the program: «Italea Campania is opening a very special office here because it is not opening in a big city but in one of the 115 municipalities of the roots. We in the Campania Region love to innovate and always propose new things. This is why we thought that there is already a wonderful network of 15 info points managed by Cilento Mania: we asked them to make their young people available to Italea, who welcome tourists daily, to give an initial help to those who want to understand, for example, how to contact a genealogist or explain what the Italea Card is that the ministry has made available.»

Pollica showcased «good practices from all over the Campania Region. Experts, receptionists, and also researchers, scientists, and professors studying this very topic» spoke

at the Italea Campania event. «We must train ourselves because the opportunity of roots tourism must be seized to the full. This is not a normal tourist journey; it is a journey that needs time, listening, reconnection, and research. This is the attention we want to give to all the people from Campania around the world who want to come back here and rediscover their origins,» Roversi stressed.

The mayor of Pollica, Stefano Pisani, then concluded: «Pollica is an integral part of the Italea Campania network, like the many municipalities in Campania that have decided to embrace the Ministry of Foreign Affairs' Roots Tourism project, through which we attempt to reconnect our communities with our descendants abroad. In short, we want to take advantage of this celebratory moment to rebuild a bond that may have been lost over time. It is time to return home and, above all, to bring together the resources of our Campania region to ensure that there is not only root tourism but also the rediscovery of the authenticity of our land and, why not, to create new development opportunities.»



Here and on the previous page are some images from Italea's stop in Pollica

Debut

The “Sud, racconti di vite” competition, blending literature, emigration, and a passion for wine, is celebrating its first edition

Dreams and hopes of leavers and stayers

Literature, poetry, and wine come together in an inseparable union to narrate the dreams and hopes of those who leave, those who return, and those who stay. These are stories connected to the land and wine, reflecting the deep and visceral bond between the product and its producers. They explore the lives of those who find the courage to take risks and preserve memory against the erosion of time. This is the essence of the first edition of the “Sud, racconti di vite” literary competition.

«Wine is the poetry of the earth,» wrote Mario Soldati. The competition invites participants to write about the experiences of resilient farmers who are both keepers of ancient wisdom and rigorous innovators. It seeks heroic agricultural stories, tales of those who have emigrated in search of a better life, accounts of individuals who returned with hopes of contributing to their homeland’s revival, and reflections of those who stayed, dreaming of countless possibilities over a glass of wine.

The president of the scientific jury will be Professor Paolo Apolito, anthropologist and former professor of Cultural Anthropology at the University of Roma Tre and the University of Salerno. «Valuing our territories through art means recovering the memory we are losing,» explains Professor Apolito. «The newest generations are often unaware of their ances-

tors’ lives and the history that shapes their present. This memory is crucial as it gives dignity to our current lives and helps counter the sense of bewilderment that many young people face today—a feeling of isolation and the anxiety of having to navigate life without the necessary tools.»

The competition has two sections: poetry and fiction. Entries can be submitted in Italian as either a short story, fable, fairy tale, diary, or letter (up to 50,000 characters) or as a poem. There is no entry fee: participation is free, inclusive, and open to everyone. All works from the first ten finalists will be included in a volume published by Francesco D’Amato Editore. The competition is the brainchild of Biancaluna Bifulco, curated by journalist Barbara Landim, and promoted by Cantine Barone in collaboration with Tribù Comunicazione.

The deadline for submissions is September 15, 2024. Entries should be sent to the email address: hello@tribucomunicazione.it.

Please include the subject line: Partecipazione Festival Concorso Letterario “Sud, Racconti di Vite” 2024.



Cinema

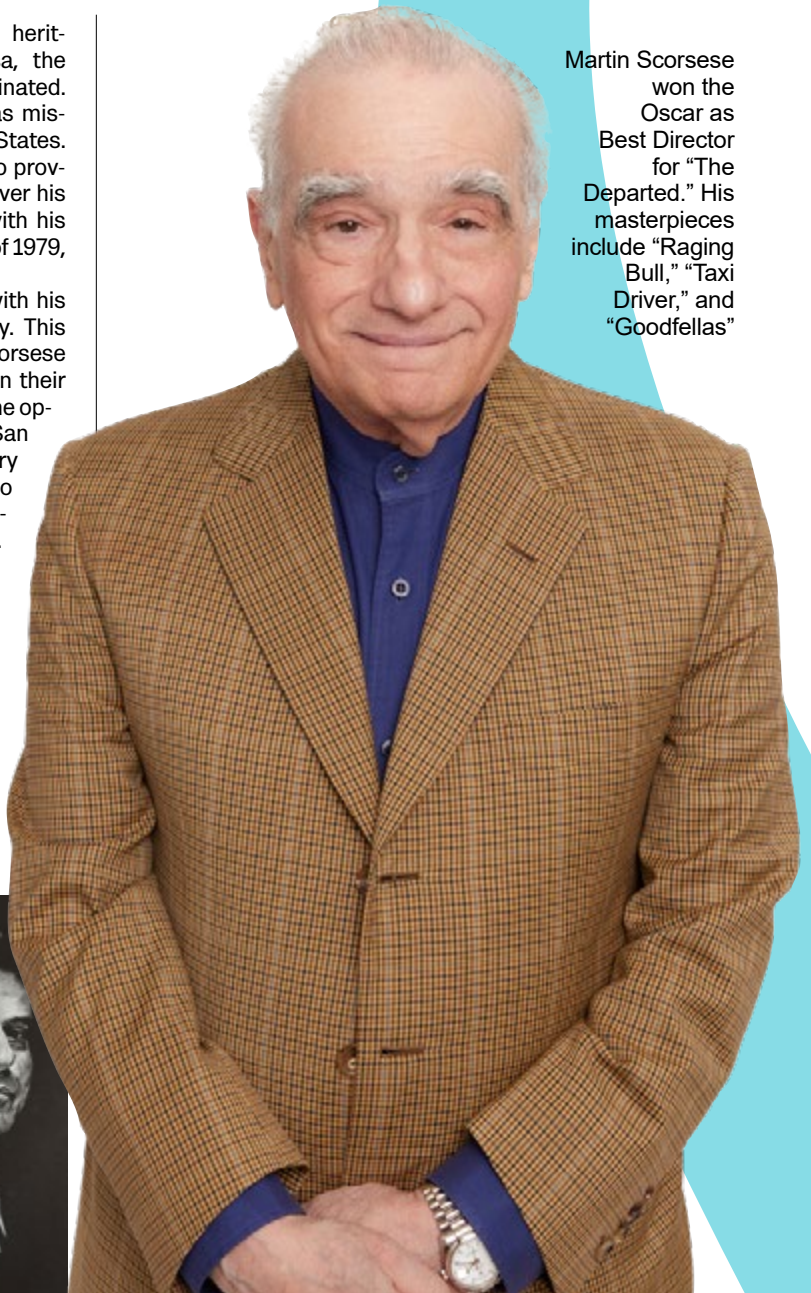
Oscar-winning director's deep bond with Polizzi Generosa, his grandparents' hometown, endures

Scorsese and Sicily a family affair

Martin Scorsese has never concealed his Sicilian heritage, especially his connection to Polizzi Generosa, the town from which all four of his grandparents originated. Originally, his family name was "Scozzese," but it was mistakenly transcribed as "Scorsese" in the United States. The director has visited the small town in the Palermo province multiple times over the years, seeking to rediscover his family roots and reestablish a genuine connection with his ancestral land. His first trip took place in the summer of 1979, accompanied by a 27-year-old Isabella Rossellini.

A decade later, in 1989, the Oscar winner returned with his parents to celebrate their 50th wedding anniversary. This event marked a deeply emotional moment for the Scorsese family, as they celebrated this significant milestone in their ancestral homeland. During this trip, the director had the opportunity to visit his family's paternal home in Piazza San Giovanni. Armed with a camera, he documented every aspect of Polizzi Generosa, from the ancient churches to the picturesque alleys, capturing not only the architecture but also the unique atmosphere of his native town. On this occasion, he also met his relatives. Some of the published photos from that meeting show Scorsese surrounded by the warmth of his parents and immersed in the familiar landscape that has profoundly influenced his life and career. In 2005, Scorsese formalized his request for Italian citizenship, completing the process with the transcription of his birth certificate in Polizzi Generosa. This symbolic gesture underscored the director's deep bond with his ancestral town, bringing full circle a journey he began many years earlier.

Martin Scorsese won the Oscar as Best Director for "The Departed." His masterpieces include "Raging Bull," "Taxi Driver," and "Goodfellas"



A tour dedicated to beetourism

The “Macerata” Honey Road has been established as the first organized itinerary for beekeeping enthusiasts, featuring villages, natural parks, craftsmanship, and experiences

Root tourism is synonymous with sustainable tourism. A new sustainable travel initiative centered around beetourism—a form of rural tourism focused on honey, beekeeping, and bees—has emerged from the Marche region with the creation of the “Macerata Honey Road.” This itinerary includes five municipalities in the Marche region that are members of the Le Città del Miele association. The project, initiated by the Macerata Beekeepers Consortium, covers a provincial area featuring five “honey cities” that offer a diverse range of destinations, from mountainous regions to hills, vineyards, and art cities such as Matelica, Monte Cavallo, Montelupone, Urbisaglia, and Valfornace. This beetourism proposal integrates various itinerary options with hospitality services, accommodations, and experiences available at different stages, all clearly indicated and described on the Macerata Honey Road website.

This user-friendly digital platform is designed with travelers’ needs in mind and is enhanced by an interactive map that allows users to explore points of interest in the area. The itinerary, which can be completed in whole or in part, spans a variety of landscapes, including hills, mountains, natural parks, and medieval villages surrounded by vineyards, woods, and meadows stretching as far as the eye can see. This region is ideal for beekeeping, offering intense biodiversity that produces outstanding honey varieties.

There are numerous options catering to different interests, including themed itineraries with suggestions on art and culture, history, religion, nature, trekking, and various routes for cars, campers, motorbikes, and bicycles, each with different durations and difficulty levels. This is a valuable opportunity to discover the wide range of honeys produced in the area, from wildflower and acacia to sunflower and chestnut, as well as plants known since ancient times for their beneficial, anti-inflammatory, and digestive properties, such as stregonia and alfalfa.

There are also activities dedicated to beekeeping, including visits to apiaries to learn about the surrounding blooms, observe honey extraction, distinguish between different honey flavors and aromas, enjoy honey tastings paired with local products, explore honey-based cuisine, and discover the benefits of apitherapy and natural cosmetics derived from hive products. Naturally, visitors can also purchase honey directly from the producers.





The list also includes holistic apiaries, or “bee houses,” constructed from natural materials with an integrated system of hives connected to the interior through grates, ensuring guest safety. These offer a multisensory experience: the buzzing sounds, akin to music, promote relaxation, inner reflection, and meditation, while the unique scents provide a sense of respiratory well-being. Guests can rest on comfortable loungers, immersing themselves in new sensations. Matelica, home to Verdicchio di Matelica, one of the most important DOCG wines in the Marche region, is also a City of Wine and Honey: this is where Melitites, the first honey wine praised by Pliny the Elder in his *Naturalis Historia*, was born. Walking through the old village feels like a journey back in time, where you can discover rarities such as the Globe, a unique sundial designed over 2000 years ago, or admire murals created by students from the Brera, Urbino, and Macerata Academies in the nearby hamlet of Braccano.

In Monte Cavallo, the smallest municipality in the Marche, the mountain landscape is among the most breathtaking in the Macerata province, with green meadows changing colors during the blooming season. Hiking enthusiasts can venture to Bosco delle Pianotte, an ideal spot for excursions in the Monti Sibillini National Park. Montelupone, a fortified village surrounded by walls, features palaces and noble buildings in its historic center, along with a network of streets and alleys often leading to unexpected squares. Its privileged position on a hill offers views of the varied Marche landscape, stretching to the Adriatic Sea on clear days. Here, in December, Mielemente takes place, the only Christmas market entirely dedicated to honey and its derivatives.

Urbs Salvia, now Urbisaglia, once a Roman municipality and colony, boasts a nationally significant Archaeological Park where visitors can admire the history and splendor of Roman rule in the Marche. The town is dominated by a medieval fortress offering views of the ancient village with its palaces, loggias, and churches. Valfornace, on the border with Umbria, was formed by the merger of Pievebovigliana and Fiordimonte, serving as a starting point for exploring the Monti Sibillini National Park. Here, everything remains authentic, from traditional Marche coffee flavored with anise liqueur to textiles woven on looms using the ancient *liccetti* technique.

A new book challenges the stereotype that our gastronomic culture originated in the North suggesting instead that it draws from the tradition developed between Naples and Palermo

Frederick II's recipe book: the birthplace of Italian culinary genius

Italian cuisine has its roots in the period of splendor and cultural exchange of the great empire of Frederick II of Swabia. This connection is established through rigorous historical, anthropological, and gastronomic analysis, starting from clues and insights provided by the medieval treatise "Liber de coquina," as discussed in the volume *The Origins of Italian Cuisine: From Frederick II to Today*, edited by Paola Adamo, Valentina Della Corte, Francesca Marino, and Elisabetta Moro. «The volume is the result of extraordinary teamwork involving experts in medieval literature and history, cultural anthropology, nutrition and food education, economics, botany, food science and technology, agricultural chemistry, and eight master chefs from Campania, Puglia, Lucania, Marche, and Sicily—regions connected to Frederick II,» explains Professor Paola Adamo from the Department of Agriculture at Federico II.

«This multidisciplinary team, united by a passion for gastronomic sciences, embarked on a common project: analyzing historical recipes and gastronomic and health precepts from the "Liber de coquina," written 800 years ago in Latin, and modernizing some of its recipes. This collaborative effort follows Frederick II's tradition and highlights how interaction with diverse experts is crucial for fostering creativity, advancing scientific knowledge, and driving innovation.» «The decision to explore the "Liber de coquina" is part of the Unina 2024 celebrations project, which focuses on knowledge and skills development,» recalls Professor Valentina Della Corte from the Department of Economics, Management, and Institutions at Federico II and the rector's delegate for the university's 800th-anniversary celebrations. «The project identified three main themes: culture, innovation, and sustainability, which frame and enhance all university scientific activities. In this context, the recipe book aligns perfectly, emphasizing two key themes from the time of Frederick II: the celebration of regional identity through food and gastronomy, and a health and sustainability approach. This innovative perspective bridges the past and present, reinterpreting ancient recipes in a contemporary context.»

«This book is based on the idea that there is a historical link—a bridge—between the Middle Ages and today, built on the history of Italian cuisine. This hypothesis is supported by chapters dedicated to historical and anthropological



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UNIVERSITÀ DEGLI STUDI DI NAPOLI FEDERICO II

Le origini
da Federico II

a cura di
Paola Adamo,
Francesca Marino



FedOA - Federico II



Origini della cucina italiana da Federico II a oggi

Valentina Della Corte,
Francesca Marino, Elisabetta Moro

II University Press

insights and includes modern recipes inspired by the "Liber de Coquina," created by chefs from regions associated with the Emperor,"» clarifies Dr. Francesca Marino, a professor of Food Education and Nutrition who also contributed to the book.

«The volume supports the candidacy of Italian cuisine as an intangible cultural heritage of humanity. Italian food and wine art and traditions not only have a distinct identity but also trace their origins to ancient times in the Mediterranean capitals.» «This book overturns the stereotype that Italian cuisine originated in the North and reveals that it was actually the Norman-Swabian gastronomic culture, developed in the Middle Ages between Naples and Palermo. Evidence of this is found in the "Liber de coquina," Frederick II's recipe book, which includes early recipes for Italian culinary masterpieces such as pasta alla genovese and scapece, as well as lasagne, tortelli, gnocchi, and ravioli, alongside Mediterranean diet classics like fried broccoli, fish fries, and many legume and vegetable-based dishes,» emphasizes Professor Elisabetta Moro, anthropologist and professor of Gastronomy History at Federico II. «In fact, the "Liber" shifts the origin of Italian cuisine to the South and narrates the beginning of its European success.»

Professor Fulvio Delle Donne, a professor of Medieval and Humanistic Literature at the University of Basilicata, adds: «According to the chronicler Giovanni of Winterthur, Frederick II used to fast and eat only once a day, not out of asceticism or religious devotion but to maintain bodily health. Frederick enjoyed a variety of foods, from vegetables to meat and fish, often seasoned with sweet, sour, and spicy sauces, including "askipecia," our traditional scapece, still widely used today.» The publication also includes a selection of recipes from the Liber de Coquina and a recipe book with dishes created by contemporary chefs, demonstrating that the principles from the Liber continue to influence haute cuisine today.



Interview

The versatile Argentine journalist and actress will host the show "Travesía Italiana" together with Donato de Santis, a renowned chef and popular TV personality

Jimena Grandinetti: «Bringing my roots journey to the small screen»

"Travesía Italiana" is the name of the television program featuring Jimena Grandinetti and Donato de Santis, which will be filmed in Italy at the end of October for Argentine TV. She is a popular and beloved journalist, TV host, and actress, while he is a famous chef and TV personality (one of the faces of "MasterChef Argentina"). What do they have in common besides living in Buenos Aires? Their Italian roots. This idea gave birth to a format where they will explore traditions, culture, folklore, enogastronomy, and beauty: from Puglia to Abruzzo, passing through Calabria and the Marche, there are many stops they will make in Italy this year, a year dedicated to Italian roots worldwide. Indeed, 2024 has been declared the Year of Italian Roots Worldwide by Italy, dedicated to welcoming Italian descendants in their ancestral territories. It has also seen the creation of Italea, a program promoting roots tourism, launched by the Ministry of Foreign Affairs and International Cooperation as part of the PNRR project and funded by NextGenerationEU for the period 2022-2025.

«After many years of thinking and dreaming about a project like this, here we are, almost there!» says an enthusiastic Jimena Grandinetti, who shares her Italian origins: «My father was born in Calabria, and it's unusual for someone my age—I'm 33—to have parents born in Italy; usually, it's grandparents or great-grandparents. When I was a child, I asked my father for a trip to Italy for my fifteenth birthday. He had arrived in Argentina from Italy when he was four years old and had never returned. Returning to Italy with him was very powerful and emotional, especially for him, going back to his homeland after so many years. That trip was quite short; it wasn't a true roots journey. That, I will truly do thanks to the program!»

«I was raised by my Italian grandparents here in Argentina,» continues the host, «I spent many hours at their house and picked up many habits from them: the way of speaking, and I believe my character was shaped by them. Now I would love to learn more about my ancestors' history.»

The popular face of Argentine TV emphasizes the close connection between Italy and Argentina: «There is a very deep relationship between the two countries. In fact, I believe we are like a second Italy in the world. I see it in many aspects where the similarities are numerous: in the way of being, in



Jimena Grandinetti:
popular face
of Argentine TV



the attitude towards life, there are many things we have in common. Italian cuisine, then, is extremely present in Argentina.»

Jimena Grandinetti explains how the itinerary of the TV program was developed: «We would have liked to propose a much broader itinerary, but obviously, it's impossible to visit all of Italy! So we had to select a series of places to showcase. The idea has always been to maintain a balanced presence in the North, Center, and South. The tour aims to show Argentine viewers the spirit of each region we visit.» Roots journeys, which have already started in our country from the north to the south, passing through the center, are allowing many Italian descendants to return to Italy in search of their origins. Each Italian region, through local Italeas, is actively involved in promoting and initiating activities related to the rediscovery of roots and local traditions, offering authentic and profound experiences. The project Italea's representatives in each Italian region will have the task of welcoming and accompanying Jimena Grandinetti and Donato de Santis on their journey.

The program will feature stories of journeys, migration, and roots. Lots of Italian spirit and passion. The format will start from Tricase, in Puglia, then make stops in Abruzzo, Basilicata, Marche, and continue up the peninsula. A visit to Naples is a must: «Naples has a special connection with Argentina; just think of Maradona. The city is a mandatory stop for us. The affinity between Argentina and the city is enormous, due obviously to football reasons but not only; it will be a stop that will surprise the audience! But I don't want to reveal more... 'Travesía Italiana' will be a program to follow, where emotions and surprises will not be lacking!»

For Jimena Grandinetti, the trip to Italy will not only be work and an important professional experience but also a journey of the heart: «In Calabria, in Sembiase (Lamezia Terme), I will meet some relatives. I will go where my grandparents and my father were born and where part of my family still lives. I am very excited; it's a part of the family I don't know yet. In Sembiase, there is a theater called Grandinetti. It was a pleasant discovery for me. I would like to learn more about my family origins, find a connection, learn their history, and be surprised and moved. It will be a special journey, like all the journeys of Italian descendants who decide to return to Italy to rediscover their roots. In a person's life, roots are important: they can influence the way of thinking, acting, and relating to others. It is important to know and respect one's roots to have a sense of identity and belonging. So, bon voyage to all the roots tourists!»



The story Together with his wife Silvia the Colombian citizen visited our country, retracing the steps of his great-great-grandfather Dionisio, who left Imperia for South America in 1830

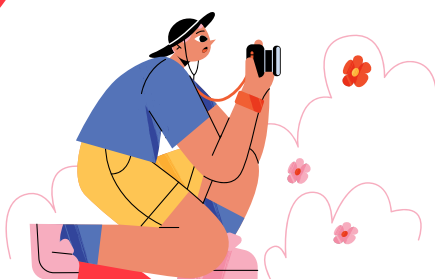
From Bogotá to Genoa: Daniel's journey to rediscover his roots

Daniel Hernando Devia Torres, a 59-year-old Colombian from Bogotá, and his wife Silvia Gutiérrez Vivía embarked on what is much more than a simple journey: they arrived in Italy to trace the footsteps of their great-great-grandfather Dionisio, who, in 1830, left the province of Imperia in search of fortune in South America. This experience was organized as part of the Italea project, a root tourism promotion program launched by the Ministry of Foreign Affairs and International Cooperation. It provides a range of tourist services—including itineraries, workshops, benefits, and discounts—to facilitate travel in Italy, supported by a network of professionals across every region.

In Genoa, at the headquarters of the Liguria Region, Daniel and Silvia met with the Regional Tourism Assessor, Augusto Sartori, in the presence of Andrea Pedemonte, Antonella Riccardi, Chiara Parodi, and Martina Migliazzi from Italea Liguria, Mariangela Dalfovo, Regional Coordinator for Liguria and Tuscany of the Italea project, Carlotta Gualco and Roberto Speciale, Director and President of the Fon-



dazione Casa America, Franco Bampi of the "A Compagna" association, and the Folkloric Group of the City of Genoa, who were dressed in traditional costumes. At the end of the institutional meeting, during which the folkloric group entertained Devia Torres and his wife with a piece of Genoese tradition titled "Ma se ghe pensu," the visit continued at the Fondazione Casa America on Via dei Giustiniani. There, the president and director welcomed the Colombian couple and discussed the cultural institution's efforts to promote political dialogue, economic-commercial relations, and cultural exchanges between Italy, the European Union, and the Americas. The Folkloric Group of the City of Genoa also performed another traditional song, "Cose dixeiva a nonna," and explained the history of traditional costumes, from the 'camallo' to the fisherman. After sampling pesto and focaccia—iconic specialties of Genoese cuisine—Daniel and Silvia continued their tour of the city, heading to the





Some moments
from Daniel
Hernando
Devia Torres'
trip to Liguria

Galata Museum of the Sea. They walked through the charming alleys of the historic center, admiring the Cathedral of San Lorenzo and the Old Port. At the MuMa, the travelers had the opportunity to delve into the world of navigation, first exploring the history of Christopher Columbus, the Caravels, and the discovery of America, and then dedicating significant time to the world of migration, with a dedicated exhibition hall. Daniel's journey in search of his roots then continued to the Imperia area, specifically to Lucinasco and Borghetto.

«We have been searching for our roots for many years. We started our research on our own, but then we came into contact with Italea, and together we managed to organize this wonderful trip. We are very excited and can't wait to discover as much as possible and then return home to share with our children and my father, who is 80 years old and couldn't come to Italy with us, everything we see here,» explains Daniel De-

via. «My father always talked to me about my grandfather Cirillo and my great-grandfather. He thought they were originally from Bologna, but thanks to some research, we later discovered that they were from Liguria, which is why we are here today.» The couple's excitement is evident: every glimpse and piece of information is precious and warmly received, and they are extremely grateful for the care and attention with which they have been welcomed.



Experiences

From Naples to Udine: Italy offers immersive activities with the aim of evoking memories and emotions

Perugia



A magical place to create our grandparents' toys

The Toy Museum of Perugia is a magical place that preserves traditional toys, work-related games, sci-fi or entertainment games, shadow theater, and objects related to cinema and pre-cinema, as well as the world of schooling. During a visit, an expert will recount traditional games and guide you through discovering the museum's collection through anecdotes and memories related to toys, enriching the understanding of games and family traditions. Participants will be invited to share their personal memories. In a new workshop, traditional toys such as spinning tops, the game of morra, and hopscotch will be crafted using special materials.

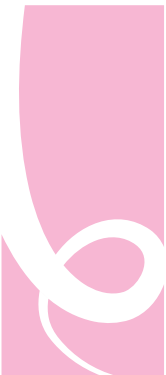
Udine



Tradition and flavor: a journey through Friulian cuisine

The flavors that remind us of childhood evoke warmth, home, and the smiles of grandparents who knew how to impress with minimal ingredients. The dishes of our ancestors often used few, sometimes humble, ingredients. It is precisely in the simplicity and skill of using and measuring the right ingredients that every palate is moved. The immersive workshop "Roots to Taste – Journey Through the Flavors of Home" explores the traditional dishes of Friuli Venezia Giulia. This experience includes a cooking show and an interactive segment where participants watch the creation of a traditional Friulian dish by an expert in the region's traditional cuisine.

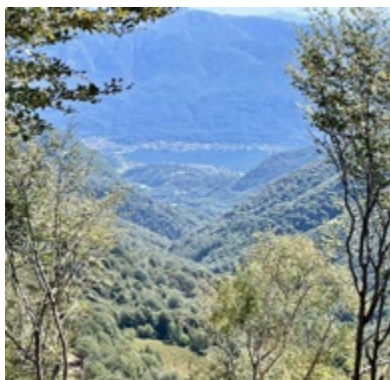
Naples



Pizzaioli for a day, ambassadors for life

When talking about Naples, it is impossible not to think of pizza—a simple yet iconic dish renowned worldwide, a true hallmark of migrants who, with a few quality ingredients, managed to carve out a place in the world and bring a bit of their city with them. In this Naples-based experience, participants will be guided by a master pizzaiolo who will teach them the secrets of perfect dough, the technique of stretching it properly, the use of fresh ingredients, and how to achieve perfect cooking. By the end of the workshop, participants will become "ambassadors" of an intangible cultural heritage around the world.

Cuneo



Hiking the historic trails of the Piedmont Alps

Mountain territories have for centuries been known for their harsh and inhospitable living and working conditions. Rich in culture and communities such as the Waldensians and Walser, these regions also served as places of emigration. Between the 19th and 20th centuries, thousands of Piedmontese made this choice. Hiking trails in these mountains, guided by an expert, will reveal landscapes and stories that may be connected to your ancestors. Through stunning itineraries across the Piedmont valleys, from Cuneo to Val Chisone, from Valle di Susa to Verbanus Cusio Ossola, you will experience breathtaking views and interesting historical and cultural elements.

Abruzzo



Learning the ABCs of oenology with the "educational harvest"

September and October are busy months in Abruzzo, as the grape harvest takes center stage for local companies and families. This vital agricultural event not only involves the hard work of harvesting but has also evolved into a significant tourist attraction in recent years. The so-called "educational harvest" has become popular among young families eager to introduce their children to traditional farming practices and fundamental oenological techniques. The initiative offers an immersive experience into the world of winemaking, combining hands-on activities with learning opportunities. Starting in September, the calendar is packed with events hosted by a variety of wineries across the Region.

Palermo



Along the coast aboard the legendary Lisca Bianca

Discover Palermo from the unique vantage point of the sea upon which it rests. This exclusive opportunity is offered through a tour on a historic, almost legendary vessel that circumnavigated the globe in the 1970s and has recently been lovingly restored to sail once more. As you embark on this memorable journey, you will spend over two hours navigating the waters with a team that includes young restorers and an art historian on board. This tour allows you to marvel at Palermo's striking skyline, with views extending towards the charming seaside neighborhoods of Acquisanta and Arenella, as well as the picturesque Sant'Erasmo district.

italea

The journey to your roots



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