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The journey to your roots

Italy in sight

Magazine

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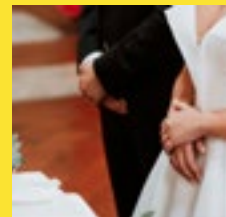
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Leaving? Yes, but with the Italea Card

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.

Portofino LIGURIA



The timeless elegance of the Dolphin Harbour

Pliny the Elder called it so perhaps due to the large number of mammals that populated the waters of the Ligurian Sea

It is the destination of choice of many VIPs from all over the world, with its iconic colourful little houses overlooking the small harbour, surrounded by olive groves and the bright green of the Mediterranean scrub. Portofino, in the heart of the Riviera di Levante, is a small municipality in Liguria frequented since Roman times. In those days, the writer Pliny the Elder called it Portus Delphini, the Port of the Dolphin, perhaps because of the large number of these animals that populated the crystal-clear waters of the Ligurian Sea. Nowadays, it is difficult to spot a dolphin around the red, orange and pink buildings of the small

Piazza Martiri dell'Olivetta, which has become rather famous for its lively and elegant nightlife, but the magic of this small village is still intact. Just a few steps away from the bars and clubs that crowd the harbour, overlooking the cliffs of the promontory, is the Church of San Giorgio, a tiny temple dating back to 1154 and dedicated to Saint George Martyr. Some paintings can still be admired inside, and the sacristy still holds the ex-votos donated by sailors of the last century, who asked the saint for protection before embarking on their voyages. Portofino's relationship with the saint who defeated the dragon is, in fact, a special one, which originated as early as the Middle Ages, when Portofino placed its experienced sailors at the disposal of the Republic of Genoa. These went, thus, in large numbers, to Palestine and, on their return home, brought with them many relics of the saint, which today can be found in the shrine under the high altar of the church.

Portofino isn't just ancient churches and noble palaces. It is above all nature that plays a leading role, as witnessed by the breathtaking view that can be admired from the lighthouse at the entrance to the Bay, which can be reached by crossing a narrow road immersed in dense vegetation. Diving into the waters that embrace the promontory, on the other hand, one discovers the striking underwater reefs, a precious natural heritage with various types of gorgonia, red coral and numerous species of fish. For hikers, on the other hand, the Portofino Park is a true paradise, with its 80 kilometres of marked trails in just over 1,500 hectares of land and suitable for everyone, from the most trained of trekkers to fans of relaxing walks. Visitors can enjoy the Park's beautiful landscapes at any time of the year, thanks to its particularly mild climate. During the winter, they can choose the warmer, maritime side, and in the summer months the cooler paths on the northern side. Mountain biking is also permitted in some areas of the park.



OTHER PLACES TO VISIT

Not far from the centre of Portofino, experienced hikers can try their hand at trekking from Camogli to Portofino, a path through woods and Mediterranean scrub of around 10 km for 400 metres of altitude difference. Along the way, one also encounters bunkers and anti-ship systems dating back to World War II, as well as the abbey of San Fruttuoso, a church preceded by a small beach that can only be reached on foot or by boat.



HOW TO GET THERE

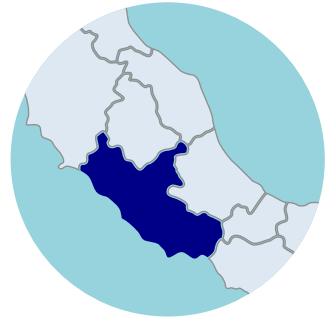
Portofino can be reached by car via the A12 Genoa-La Spezia motorway – take the exit to Rapallo, then follow the signs for Santa Margherita-Portofino (about a 20-minute drive). By train, one arrives at the S. Margherita Ligure station on the Rome-Genoa-Turin line Bologna-Parma-Genoa line, while ferries provide a constant connection from Golfo Paradiso.



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The journey to your roots

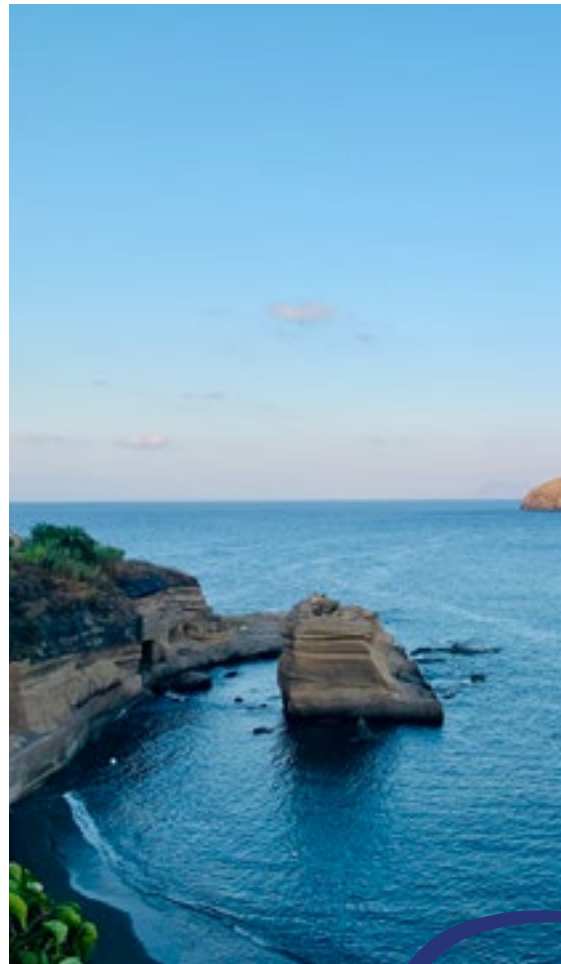
Ventotene LAZIO

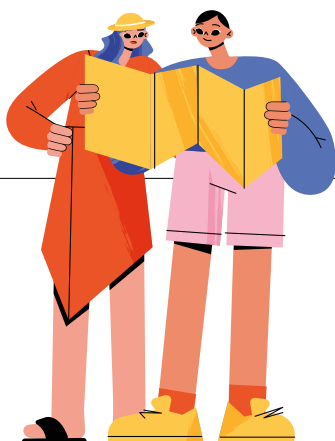


An island of memories and natural wonders

Located in the Tyrrhenian Sea,
between Campania and Lazio,
it was the cradle where the idea
of a united Europe was conceived

Off the coast on the border between Lazio and Campania, in the Tyrrhenian Sea, lies an island of volcanic origin, rich in history and surrounded by the waters of a natural reserve. Ventotene is one of the islands of the Pontine Archipelago, less known and touristy than its neighbour Ponza, but able to offer visitors its unspoilt nature and places that recall a fascinating past. Suffice it to say that it was on this remote island that the idea of what would later become the European Union was born. Indeed, it was here, between 1941 and 1943, that Altiero Spinelli and Ernesto Rossi, exiled during Fascism, wrote the document "For a free and united Europe. Manifesto Project", known today as the "Ventotene Manifesto", in which they described their project for a united Europe. But the history of this island goes back even further, if one considers that in 2 BC, when the island still had the name Pandataria, the Roman emperor Augustus decided to exile his daughter Julia, removing her from Rome because of her conduct, which was considered scandalous. The princess, accompanied by her mother Scribonia, thus lived for five years isolated from the world, in a magnificent villa on the Punta Eolo promontory,





OTHER PLACES TO VISIT

Just opposite Ventotene is the small island of Santo Stefano, which has always been sparsely inhabited due to its small size and steep cliffs. It is precisely these elements that have kept Santo Stefano, even today, a place of wild nature and Mediterranean scrub to be explored.



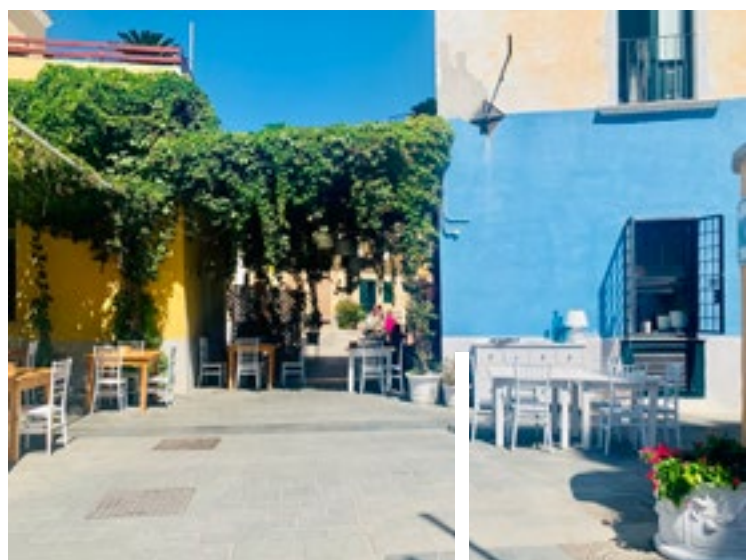
HOW TO GET THERE

The main ports of embarkation for Ventotene are Formia, Terracina, Naples and Ischia. From here you can leave by ferry or hydrofoil. Formia and Terracina can both be reached by car or by train from Rome or Naples.



overlooking the sea, the remains of which are still visible. The same villa, during the years of imperial Rome, was also the "golden prison" of many other exiled noblewomen: from Agrippina Maggiore to Octavia, Nero's repudiated wife, who was later brutally murdered here by the emperor's assassins. But Ventotene is also a place of myths and legends, such as the one that has Ulysses as its protagonist: while sailing the waters around the island, the Greek hero had to chain himself to the mast of his ship in order not to succumb to the sirens, creatures who are half-woman and half-fish

and who seduce and kidnap sailors with their song. And if today, on the island's seabed, the risks of encountering a mermaid are low, it is still possible to dive to explore the many beautiful sea caves and discover dense vegetation, as well as cod, scorpion fish, red mullet, grouper and many other species. For those who love scuba diving, Punta Pascone is a must, with its lava sandy seabed, but also the "Secca dell'Archetto", suitable for experienced divers, and Punta dell'Arco, characterised by two caves. Finally, at a depth of about 40 metres, lie the remains of the shipwreck of the Santa Lucia, sunk in July 1943 due to an air raid. Returning to the surface, one can visit the beautiful coves, some of which can be reached on foot: the main one, accessible from the Roman Port, is Calanave, with its characteristic black sand, typical of volcanic formations, while Cala Rossano is located inside Porto Nuovo. To admire a sunset over the sea, on the other hand, the ideal spot is the Belvedere di Parata Grande.



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Pietrapertosa BASILICATA

The village in the heart of the "Lucanian Dolomites" celebrates "U'Masc," a ceremony that honors the communion between humans and nature

Unveiling the mysteries of a rock-bound village

Pietrapertosa is a small town in the province of Potenza, in Basilicata, in the heart of the "Lucanian Dolomites," a mountainous range that extends into the territories of the municipalities of Castelmezzano and Pietrapertosa. It is a small village nestled in the rock and immersed in the Gallipoli Cognato Regional Park, characterized by unique spires and inlets that have inspired names such as the Owl, the Golden Eagle, and the Great Mother. In this very Reserve, within the Montepiano Forest, an area of about 800 hectares, every year on June 13, the "U'Masc" is celebrated, an archaic tree ritual that commemorates the communion between humans and nature. Preparations for this ritual begin a week in advance when the men of the village gather in the forest to choose the tree that will become the "Mascio" and be the centerpiece of the festival. After being felled, the tree is prepared to be transported to the village, stripped of its top and with its trunk smoothed. The following week, on Friday night, several groups of young men, accompanied by the village elders, spend a night of celebration next to the tree, and in the morning, the top of a holly tree, which will become the "bride" of the tree, is cut. At this point, a long festive procession begins, involving men, plants, and animals, culminating in a celebration in the village square. One of the experiences that best identifies this small village in the rock, centered on a much more daring contact with nature, is the "flight of the angel."

In Pietrapertosa and nearby Castelmezzano, there are two flight stations on the mountains, connected by a steel cable suspended between the peaks of the two towns. Equipped with a harness, you can attach yourself to the cable and remain suspended in mid-air for a while, with only the unique panorama below you, viewed from the perspective of a bird. The less adventurous can stay on solid ground and walk towards the imposing Norman-Swabian castle, which rises directly from the rock and dominates the entire landscape. It is a military fortress, built around the 11th century by Bomar, a Saracen prince, around which an urban nucleus called "Arabata" was formed. Later, the castle became a residence for the rulers of the Norman and Swabian dynasties, from



which it takes its name. Today, the ancient walls of the fortress, a large terrace, the tower, the cells where prisoners were held, and cisterns for collecting rainwater are preserved.

The journey to discover our roots continues

Here is the third 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

Besides the "flight of the angel," it is possible to reach the nearby village of Castelmezzano from Pietrapertosa on foot via the Path of the Seven Churches, following an ancient trail. Once in the village, you can admire the various buildings constructed from local stone, including the Mother Church of Santa Maria dell'Olmo.



HOW TO GET THERE

You can reach Pietrapertosa by train, arriving at Potenza, and then continuing by bus with Renna bus lines or by car. By car from Potenza or Melfi, you travel on the SS 407 Basentana road, while the nearest airports are located in Bari and Naples.



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The journey to your roots

São Paulo



Honoring Italian roots at the Feast of Saint Vito



After stopping over in the United States in Salt Lake City, Chile, the Dominican Republic, Colombia, Peru and Toronto, Italea, the project of the Ministry of Foreign Affairs and International Cooperation dedicated to roots tourism, made a stop in Brasile, in São Paulo, from 28 to 30 June for the Feast of Saint Vito, a folkloric celebration organised by the Saint Vito Martyr Charity Association.

«It is an honour for us to be here today at what is considered the largest popular Italian festivity abroad, conceived and organised by the Saint Vito Martire Charity Association, which has a long history of solidarity and respect for traditions behind it. We have found here a community that is very attentive to Italian origins and culture. Our support and thanks go to them: they are Italians who are committed to maintaining strong ties with their motherland and their roots. And in 2024, the Year of Italian Roots in the World dedicated to welcoming Italian descendants in their territories of origin, Italea could not miss the appointment,» said Giovanni Maria De Vita, Coordinator for Roots Tourism at the Ministry of Foreign Affairs and International Cooperation, who took part in the mission, which was also attended by representatives of Italea Puglia and Campania.



As mentioned, the occasion was the Feast of San Vito. Besides being the patron saint of Polignano a Mare, in the province of Bari, Saint Vito is venerated in many other Italian and foreign cities. An example of this devotion is the festival organised by the Polignano community in São Paulo. Year after year, the event increasingly involves the Italian community and its descendants, who continue to value and promote Italian culture, folklore, traditions and roots. And in 2024, the Year of Italian Roots in the World dedicated to welcoming Italian descendants in their territories of origin, Italea could not miss this event. For this edition, "Le Mamme di San Vito" prepared typical Apulian dishes for charity: the proceeds will be used to run the San Vito Kindergarten. And it was precisely from Apulia that Nunzia Caputo, the social media star pasta maker better known as "The lady of the orecchiette of Bari Vecchia" arrived in San Vito. Orecchiette is a type of pasta from Southern Italy, specifically from Apulia. The name translates to "little ears" in Italian, which describes its shape. It is a small, round, and slightly concave pasta, typically made from durum wheat semolina and water. For the occasion, Nunzia held a masterclass to prepare one of the cornerstones of Italian cuisine.



Mission to Brazil for Italea which participated in the event organised by the metropolis' polignanese community

An indissoluble bond

«Brazil hosts the largest Italian-descendant community in the world, with nearly 40 million people united by a deep bond with Italy. In the year dedicated to Italian roots around the world and the 150th anniversary of Italian immigration to Brazil, the Italea program in São Paulo holds special significance. The Feast of Saint Vito, held in the historic district of Brás, is the perfect occasion to celebrate the great achievements of the Italo-Brazilian community, which has been instrumental in the growth of our countries and the development of bilateral relations. With Italea, we aim to honor the remarkable stories of our compatriots in Brazil and worldwide, inviting them to rediscover their Italian roots and live an unforgettable experience in the places of their ancestors' origins,» said Luigi Maria Vignali, Director General for Italians Abroad and Migration Policies at the Ministry of Foreign Affairs and International Cooperation.





Moments to remember from the mission in São Paulo



Some moments of the São Paulo's event



Music

His new album "Miss Italy", the first in Italian, has entered in the British hit-parade after receiving critical acclaim

Jack Savoretti's return to his roots

Italian songwriting has returned to the UK charts, both the official and digital store charts (at the top), thanks to Jack Savoretti. The Italian-English singer-songwriter with his latest album "Miss Italy" has reached where no one could have imagined he would because, while it is true that the Italian bel canto of artists such as Bocelli and Pavarotti is also loved across the Channel, our songwriting has always struggled to make itself known and understood in the UK.

"Miss Italia" - which also entered at number seven in the Italian album, vinyl and cassette charts and at number 23 in the general charts - isn't just his new album: it is above all his first album in the Italian language after more than one million copies sold thanks to seven albums released in English (two of which reached number one in the UK charts) in more than 10 years of career and 20 years of expressive research.

«I would like people listening to this record to perceive it as a Jack Savoretti's record, without thinking about what language I sing in. It is in Italian but it is Jack Savoretti not a Savoretti record in Italian,» the artist had stressed when announcing this new project. And he seems to have succeeded, given the acclaim of the British public and the media who are hosting him for the promotional tour.

«Dad passed away two and a half years ago - the songwriter told Corriere della Sera - and from there emotions that I had never felt in my life exploded. I was struck by how much



The cover of Jack Savoretti's new album



Jack Savoretti Foto Chris Floyd

I identified my father with Italy and how he was the anchor that kept me tied to this country. With his loss I had two roads ahead of me: either I would stop with Italy or the opposite. I realised that I wanted to hear everything. And starting to express myself in Italian in music gave me a train of sensations. The title plays with the competition and the idea of "I miss Italy", I miss Italy...».

For those who want to follow him in Italy, new dates have been added in December: the 13th at the Teatro Nazionale in Genoa, the 14th at the Teatro Malibran in Venice, the 16th at the Europa Auditorium in Bologna, the 17th at the Teatro Arcimboldi in Milan, the 19th at the Auditorium della Conciliazione in Rome and the 20th at the Teatro Acacia in Naples.

The Amerigo Vespucci brings to Los Angeles the passion for Italy

The sail training ship of the Navy made a stop in California as part of an extensive mission organized to promote our country worldwide

It's known as "the most beautiful ship in the world." The Amerigo Vespucci, a sail training ship of the Italian Navy, made a stop in Los Angeles from July 3rd to 8th as part of a grand mission to showcase Italy to the world. But it's not just that: the Vespucci sail tour also serves as a catalyst for heritage tourism, a sector experiencing continual growth with an estimated reach of 80 million travelers.

During its visit to Los Angeles, the first Villaggio Italia was inaugurated, a multi-year traveling World Exhibition showcasing Italian excellence. This initiative will accompany the Vespucci tour through seven more stages. Sicily, with its unique and unmistakable heritage, represented the pinnacle of Made in Sicily. The "Torna a Casa" (Return Home) project by Io Compro Siciliano, the centerpiece of Sicilian presence in Los Angeles, bridged the gap between Sicilians around the world and their roots.

«Torna a Casa» is a project we've believed in from the start because it effectively narrates the journey of our compatriots worldwide through art, dance, and music, starting from Sicily and embracing the entire Italian territory. It aligns perfectly with the heritage tourism promotion efforts by the Farnesina (Italian Ministry of Foreign Affairs), including the Italea program,» noted Paolo Monea from the Ministry of Foreign Affairs and International Cooperation. «With Italea, we aim to showcase the unique excellence of the Italian territory and the warm reception we extend to Italians and Italian descendants worldwide through dedicated services designed for them.»

«This philosophy echoes that of "Vuelve a Casa" celebrating tradition alongside the innovation that defines our territory. Additionally,» Monea emphasized, «Sicily holds particular significance in the history of Italian emigration. Therefore, it's a great honor to celebrate the outstanding achievements of the Sicilian community worldwide right here in Los Angeles, particularly at the port of San Pedro, a symbolic place for our compatriots globally for over a century. I hope that all participants of 'Vuelve a Casa' and visitors to Villaggio Italia during these days, who had the opportunity to admire the Amerigo Vespucci sail training ship, will visit Italy and experience the unique heritage journey firsthand.»

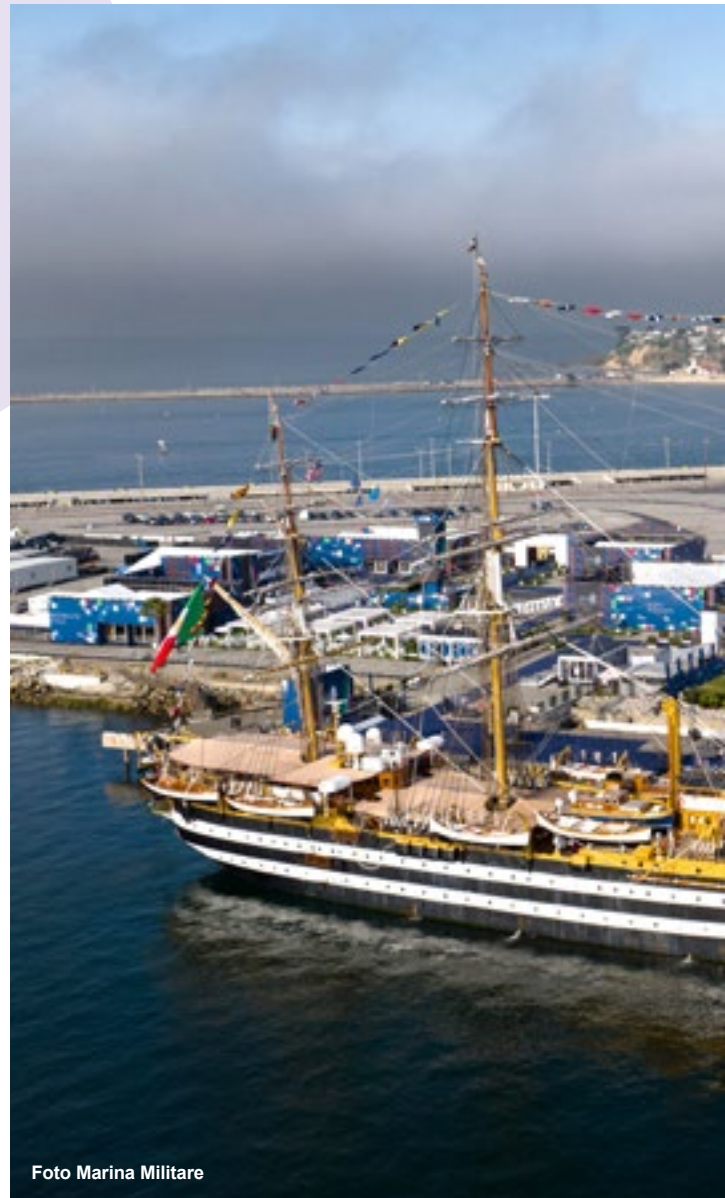


Foto Marina Militare

Paolo Monea
from the Ministry
of Foreign Affairs
and International
Cooperation



It was launched in 1931

The Amerigo Vespucci Training Ship is the oldest active unit of the Italian Navy, completely built and equipped at the Royal Naval Shipyard of Castellammare di Stabia. Its keel was laid down on May 12, 1930, and it was launched on February 22, 1931, with Mrs. Elena Cerio as the sponsor of the christening. Delivered to the Regia Marina (Royal Italian Navy) on May 26, 1931, it began its service as a Training Ship on June 6 of the same year, joining its slightly smaller twin, the Cristoforo Colombo, which was three years older, forming the "Training Ship Division" under the command of Admiral Cavagnari. Following its first training campaign, on October 15, 1931, it received the Battle Flag in Genoa, offered by the UNUCI Group (National Union of Italian Reserve Officers).

The ship's motto is "Non chi comincia ma quel che persevera" ("Not the one who begins, but the one who perseveres"), assigned in 1978. Originally, the motto was "Per la Patria e per il Re" ("For the Homeland and the King"), which belonged to the previous Amerigo Vespucci, replaced for the first time after World War II by "Saldi nella furia dei venti e degli eventi" ("Sailing in the fury of winds and events"), and finally by the current one. From a technical and construction standpoint, the Amerigo Vespucci is a motorized sailing ship. Regarding its sailing equipment, it is "rigged as a ship" with three vertical masts (foremast, mainmast, and mizzenmast), all equipped with yards and square sails. It also features an outrigger boom at the bow, functioning as a fourth mast. It is equipped with various types of sails: jibs at the bow, between the outrigger boom and the foremast, stays between the foremast and the mainmast, and between the mainmast and the mizzenmast, and a main sail, equipped with a boom and gaff, above the mizzenmast. The homeport of the ship is La Spezia.

Trend Exploring the growing phenomenon of "roots marriage"

Saying "yes" in the village of one's ancestors

"Diaspora destination wedding". This is the name given to one of the emerging phenomena of the year of Roots Tourism, that of couples of Italian-descent who choose to celebrate their origins in a unique and unrepeatable way: by getting married - or repeating the ceremony of the fateful "yes" - in the places from which their parents, grandparents and most ancient ancestors left as emigrants. With all the warmth of a community that recognises the bride and groom as an integral part and not as foreign guests. From cardboard suitcases to orange blossoms, from tears to kisses.

An emotional way of honouring the exodus and the sacrifices of one's ancestors, going back into the past as one projects oneself into the future, celebrating the union between two souls in what are true "places of the soul": the Italian villages evoked in childhood, where one can concretely experience traditions, flavours, landscapes handed down until then only from a photograph or a family recipe. An emotional bridge that also creates economic value, a flywheel of development for these treasure troves of beauty and nature off the classic tourism routes and affected by the scourge of depopulation. It is no coincidence that one of the most beautiful villages in Abruzzo, Monte Sant'Angelo, a pearl set between the Apennines and the sea, amid ancient alleys and gentle landscapes of olive groves and vineyards, was chosen in 2008 by Forbes as one of the ten best places to live in the world. "Wedding in the Village" is the name of the project devised by Wedding Bureau and presented at a recent conference held in the Pescara resort dedicated precisely to the economic development of root tourism.

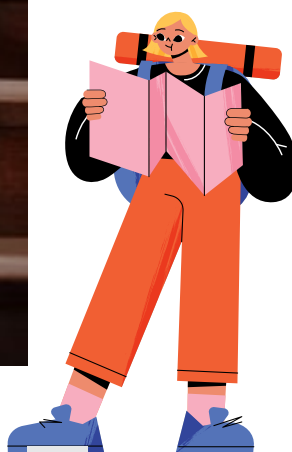
The "roots wedding" market is a special and also growing aspect of the "destination wedding" market: foreigners weddings in Italy reached an annual revenue of 803 million





euro in 2023, with a boom of 34%, with 13,600 ceremonies for over 2.4 million overnight stays and an average of 60 participants. Leading the way were Americans (around 40%) and British (followed in order by Germans, Swiss, Australians, Scandinavians, Canadians, Dutch, French, Belgians, Austrians, Spaniards, Indians, Emiratiners and in no particular order Chinese, Mexicans, Singaporeans, Indonesians and Lithuanians). Italy - with its natural and artistic wonders and good food - is chosen not only by future brides and grooms but also to reaffirm their love with symbolic ceremonies but also for more intimate "elopements". The scenery is that of prestigious settings with breathtaking decorations typical of luxury weddings - from Tuscany (always at the top) to the emerging Puglia, from Lake Como to the Amalfi Coast, from the Venetian lagoon to Capri, from Sicily to Liguria, among historic villas, charming residences, agritourisms and farms - with an expenditure that even exceeds 50 thousand euro (in 55% of cases). But - and this is the result of root tourism - ceremonies in the charming villages of so called minor Italy where one can savour a small-world authenticity are also on the rise. This is the case of the Sicilian seaside resort of Letojanni, which has included the "wedding tourism" of Italian of foreign extraction in its "Il borgo delle radici" project, financed by the Ministry of Foreign Affairs and International Cooperation, with the creation of a network of local businesses involving the entire chain of services revolving around the organisation of weddings.

Looking at the general numbers of those who chose Italy to get married, most couples from abroad preferred Central Italy (34.4%, but down 3.8 points compared to 2022). According to data from Federturismo Confindustria, the largest number of preferences in 2023 was for Tuscany. The regions of the South and the Islands captured a significant and growing share of the market (31.7%, up 3.8 points on the previous year). In the South, the most popular destination was Apulia. In third position, in terms of the volume of events organised, was the North West (24.3%, up 3.2 points): among all regions, Lombardy stood out. Finally, with the lowest market share (9.6%, down 2.5 points) were the regions of the Northeast: the one with the highest number of celebrations was Emilia Romagna.



The story Roots travel for Italian-Argentinian violist and violinist Elizabeth Ridolfi



From Argentina to Abruzzo to rediscover her origins

Roots tourism between music and entertainment. Fossa, a small village in the Abruzzo region in the province of L'Aquila, welcomed a roots traveller from Argentina in July. She is Elizabeth Ridolfi, a musician currently serving as the viola soloist of the Argentine National Orchestra of Music 'Juan de Dios Filiberto', with a rich history as a concert soloist in theatres worldwide. Elizabeth's visit was organized as part of the Italea project. Thanks to the Turismo delle Radici proj-



ect for small municipalities, which the municipality of Fossa joined from the beginning, Elizabeth arrived in Abruzzo on 2 July to explore the places from which her grandparents departed in the early decades of the last century. Elizabeth Ridolfi's journey marks one of the first visits to Abruzzo by prominent international figures of Italian origin in this 2024, the Year of Italian Roots in the World

Elizabeth Ridolfi is a renowned violist and active teacher at the Argentine National Music Orchestra in Buenos Aires. Her musical tradition is rooted in her family, with her grandfather, Tito Ridolfi, born in Fossa, who influenced the family with his intense musical activity as an immigrant in America. Her father, Ángel Ridolfi, was a famous double bass player with Astor Piazzolla and a soloist at the Teatro Colón Philharmonic. Elizabeth Ridolfi has been invited to perform with renowned international artists such as Luis Miguel, Ricky Martin, Caetano Veloso, Mercedes Sosa, and many others. She received an honorable mention from the Accademia Musicale Chigiana in Siena and has performed in several cities around the world, including Rome, Milan, London, and Montreal.

In January of this year, she undertook an international tour of over ten cities in Japan with Quinteto del Ángel, a tango ensemble directed by her brother, violinist Humberto Ridolfi. Elizabeth Ridolfi has received numerous awards in Argentina and has been selected as a soloist for concerts with various orchestras in the country, including the Philharmonic Orchestra of Teatro Colón in Buenos Aires. The village of Fossa (known for the Church of S. Maria in Cryptas, completely frescoed by 14th-century artists, and for a Roman necropolis) has experienced depopulation, decreasing from 1,600 inhabitants in 1924 to the current 690. It was Mayor Fabrizio Boccabella of Fossa who invited Elizabeth to the small village in Abruzzo, where she stayed until 6 July to visit the places of her ancestors and participate in the first evening of the Feast of St. Cesidio da Fossa, St. Anthony of Padua, and Blessed Bernardino da Fossa. On 5 July, the 'special' tourist offered a concert to the village community. The concert took place in the MAP San Lorenzo village (Piazza Gemonia), i.e., in the post-earthquake village area. Immediately afterward, a public celebration was held for the rediscovered "town of Fossa".

Valle dell'Angelo the watchword is "hospitality"



The village in the heart of the Vallo di Diano Park has just 200 residents: it is the smallest municipality in Campania but its tourist offer is huge

The "Casa dei Vallangiolesi nel mondo" - a successful structure always open to host returning citizens - a festival of Italo-Argentine ethnic music, a workshop to preserve, transmit and valorise one of the recipes most closely linked to the ancient tradition of Cilento: that of "parmarieddi". And then cultural exchanges, cooperation projects, rituals and traditions that are renewed. In Valle dell'Angelo, a village in the heart of the Cilento and Vallo di Diano Park in the province of Salerno, the watchword is hospitality. Today, from the smallest municipality in the Campania Region - around two hundred residents - comes a great example of how tourism of the roots can breathe new life into the area, combat depopulation, create jobs «such as for the young people who work in Cilento Taste, a multi-service centre for tourists and citizens» and make people «rediscover a great sense of belonging, and the importance of memory». These are the words of Salvatore Angelo Iannuzzi, mayor of the Salerno municipality, who recounts how it all started back in 2007: «We learned that Argentine senator Alicia Mastandrea was looking for her roots. After much research, we discovered that her ancestors were from Valle dell'Angelo. She returned to her homeland several times, just as a delegation of Vallangiolesi travelled to Argentina. Our municipality is strongly linked to Argentina,» Iannuzzi explains, «several thousand Vallangiolesi who emigrated in the mid-20th century live there. Through the TaranTà festival dedicated precisely to emigrants in Argentina, which is held in April, we wanted to unite two worlds and two cultures that are somewhat mixed, just like the two popular dances that



are the protagonists of the festival: the Cilento tarantella and the Argentine tango.

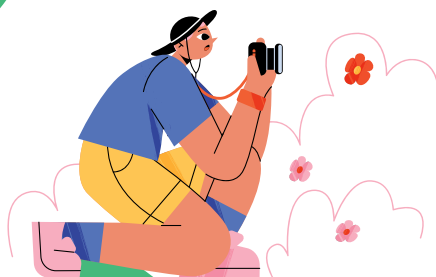
Not only Argentina: in Valle dell'Angelo - a real movie set rich in nature and history - people come from Germany, The Netherlands and South America. «Our country is repopulated at Christmas, Easter and in the summer for the feast of San Barbato,» says the first citizen, who recalls that the patron saint's day with the saint carried in procession, the band and the illuminations represent - every 31 July - a significant and participatory moment: «Many come from abroad and it is always a great moment of celebration. We are a small reality, but we try to do our best. We are sure that roots tourism can do our land good. Keeping it alive. Because alive are the ties and alive are the roots».

A picture from the TaranTà festival

Indermit Gill, chief economist of the World Bank urged to take on the problem of denatality from a different perspective

The key to Italy's growth: harnessing the potential of italian descendants

Italy should invest in the potential of its oriundi to grow. The invitation comes from Indermit Gill, chief economist of the World Bank. "How many Italians are there now? A little less than 60 million? There are at least as many abroad, who live in prosperous countries like the United States or Canada, or large ones like Argentina, Venezuela and Brazil, and who often have capital to invest, and also have a sentimental bond with Italy, even generations apart. When talking about the number of Italians, those in the "diaspora" should also be included. In India we have learnt to do so: we call them 'overseas citizens'," he said in an interview with La Repubblica while he was attending the International Festival of Economics in Turin. The Indian economist thus invited us to take a different view of one of the key factors holding back the country's development, namely the birth rate, which is advancing inexorably in Italy as well (in 2022 it dropped below 400,000 births for the first time and the decline has not stopped). And to do so by decisively targeting the pool of peo-



ple of Italian descent. The figure of 60 million oriundi cited by Gill - which is added to the approximately 6 million Italians resident abroad, 10% of Italians resident at home, a figure that is also growing steadily, +91% from 2006 to today - is moreover the minimum threshold. The most accredited estimates go as high as 80 million people, and even as high as 260 million considering those who have even a distant ancestry with the peninsula, or speak Italian, or in any case feel connected to the tricolour



culture. In the light of the Year of Roots Tourism, which has put this real 'demographic basin' in the spotlight (with 10 million actual tourists who travel the peninsula in search of their ancestors' traces), Gill urged the creation of new fiscal, work and business mechanisms that would encourage natives to invest in the Italian system and not only in roots tourism, which brings an additional endowment of about 8 billion euros a year to our country: 'Tourists come and spend. Rome is an open-air

museum, and so are many other Italian cities, from Siena to Rimini. But this way we stop at consumption. What is needed is investment, to push the economy and make GDP grow more. And even this is not enough because if public spending continues to grow at the same rate as GDP, in ten years you will find yourself in the same situation as today'. The call is directed at the already existing system of the so-called visa for non-EU investors so that it is targeted at Italian immigrants in the world.

In the picture above, Indermitt Gill

Experiences

From Lake Iseo to Cagliari: Italy offers immersive activities with the aim of evoking memories and emotions

Florence



The history of the Azzurri in a museum in Coverciano

Opened in 2000 near the training fields of the Italian national football team, the Coverciano Football Museum houses evidence of the past and present of the Azzurri, such as shoes, balls, memorabilia, trophies, banners and historical uniforms. The oldest object is the Italy-Austria pennant from 15 January 1922, a match played at the Sempione Velodrome in Milan. Then there are the shirts of the unforgettable players of the Great Torino, some that retrace the history of the national team, that of the European Championships won in 2021 and the trophies that united the whole country: the four World Cups, the 1968 European Championships and the International Cup of 1930.

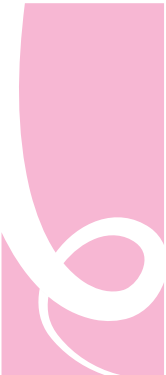
Matera



A workshop to uncover the secrets of Lucanian bread

Bread has a special meaning in Basilicata. It represents sustenance and the very essence of life. The bread-making process is deeply rooted in tradition, passed down from generation to generation, preserving the knowledge and techniques that have shaped the culinary identity of the region. In Matera, in a laboratory it will be possible to learn how to make bread according to the Lucanian art, using locally grown flours which will give the bread a distinctive flavor and aroma. An experience that is more than a simple cooking class: it is a full cultural immersion to learn about the values that underlie the culinary heritage of the region.

Puglia



The history of the Salentini through the traces carved in stone

We delve into the history of the ancient "Salentini" through the traces carved in stone, which continue to intrigue us with their fascinating mystery. "Salento of stone and earth" offers an open-air journey to discover the civilization of Apulia. The "Massi della Vecchia" are an evocative geosite linked since prehistoric times to the use of stone: from here begins an archaeological excursion in the inland of Salento, spanning the municipalities of Giuggianello, Minervino di Lecce, and Giurdignano. This journey immerses us in a landscape defined by dry stone walls, "pajare" (traditional dry-stone huts), menhirs, and dolmens, all meticulously crafted from stone.

Lake Iseo



Documents and tools tell the ancient art and history of nets

Monte Isola, a pearl in the heart of Lake Iseo, is the cradle of net production culture. This past of extraordinary socio-economic and anthropological value is documented in the Net Museum in Porto di Siviano. The museum is private and is located inside the oldest net factory on Monte Isola, today home to the Retificio La Rete. Created as a tribute to this tradition, it presents a rich collection of documents, tools such as the needle (the ocia), the main tool for weaving the net by hand, and a permanent photographic exhibition of historical black and white images that narrate what for centuries was the island's first activity along with fishing.

Fabriano



Here is how our ancestors lived in the Marche region last century

Have you ever wondered how your ancestors lived in the Marche countryside of the last century? What tools did they use to work in the fields? How was their day? What did they feel? Let's take a leap into the past together to find out. The rooms of the peasant houses of the time have been rebuilt to remind the younger generations of how people lived in the past. In Fabriano, in the province of Ancora, an ancient 300m2 farmhouse houses an original Museum of Rural Civilization which, thanks to over 2,500 artefacts, tools, work equipment and furnishings, tells the story of the lives of men and women who worked and lived in the countryside between the 19th and 20th centuries.

Cagliari



This is how to learn the Sardinian language

Sardinia is an island rich in history and culture, and its language is a fundamental element of this heritage. Sardinian is a Romance language, closely related to Italian but with its own characteristics that make it unique. There are several dialects of Sardinian, which are distinguished by pronunciation, grammar and vocabulary. The main ones are Campidanese, spoken in the southern part of the island, and Logudorese, spoken in the northern part. Thanks to a workshop in Cagliari, it is possible to discover this linguistic heritage. The workshop is aimed at all those who have Sardinian origins and wish to deepen their knowledge of their ancestors' language.

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The journey to your roots



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