



## Cultural identity

### Italian history timeline

Italy has been a meeting place of **archaic cultures** such as the Etruscan, Latin and Sabine, of Celtic settlements and Greek and Phoenician-Carthaginian colonies.

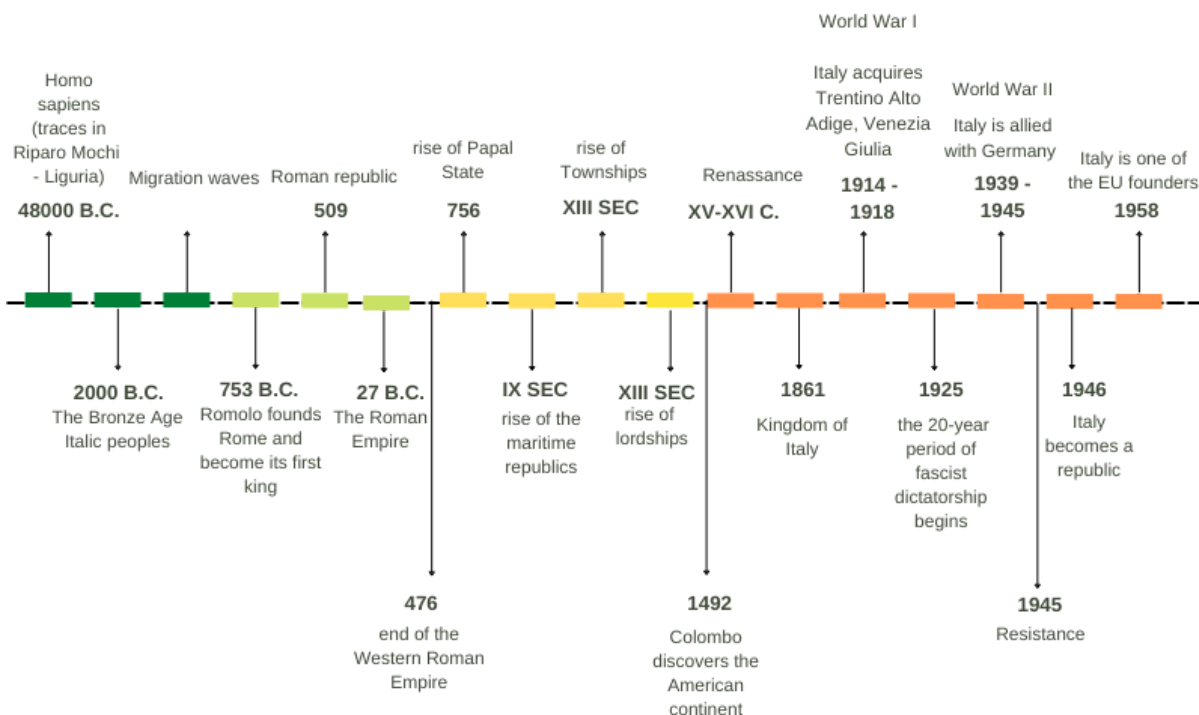
Italy has been the cradle of **Roman civilization** and of **Catholicism**.

Between X and XIII centuries wealthy and powerful **Maritime Republics** developed in Venice, Genoa, Pisa and Amalfi and dominated trade on the Mediterranean Sea, including commerce between Europe, middle-east and North Africa, as well as Asia.

From Venice and Genoa were, respectively, the greatest **explorer** of the Middle Ages, **Marco Polo**, who recorded his travels to the Eastern world in his famous book "The Million", and **Cristoforo Colombo**, who, in 1492 discovered America.

In the Middle Ages plenty of villages named **borgos** appeared in Italy. Originally they were medieval fortified small towns.

The middle of the Fifteenth Century marks the beginning of the Italian **Renaissance**, period of exceptional flourishing of the arts and humanities.



### History and religion

Italians are religious people, most of them are **Roman Catholic**. There are many religious festivals and traditions throughout the year, such as Christmas, the Epiphany and Easter. On these days people usually go to church and eat or celebrate with their families.

The representation of the Nativity is spread throughout the country, but the live **Presepe** (representation of the birth of Jesus) in the picturesque **Cinque Terre** is a must!



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Pagan, agricultural traditions are often mixed together, for example in **The Feast of Candelora** (February, 2nd) that celebrates the presentation of Jesus in the Temple and is linked to proverbs, especially about the weather, or "**batar marso**" (**March 1st**) i.e. make noise to awake nature and the frozen land after the long winter.

Every town, city and village has its own **sagra**, i.e. local festivals dedicated to food (specialities or typical local products) or arts (see the Cinema Festival in Venice, in Rome, Biennale in Venice, Sanremo Song Festival...) or religious festivals, usually dedicated to the Patron Saint of the town. During celebrations, most towns offer a "processione": the statue of Christ, the Holy Mary or the Patron Saint are carried through the village in their honor.

In Liguria, The **Torta dei Fieschi** is a historical event in Lavagna that commemorates the marriage in 1230 between the members of two noble families and includes a sumptuous costume parade and the cut of the "wedding cake".

There are typical Venetian celebrations, such as the **Panevin** (literally 'bread and wine') **Bonfire** and the **Venice's Regata de Le Maranteghe** (Befana's Regatta, in Venetian a marantega is an old gossip lady). For the Panevin people usually burn a pile of wood and branches on the Epiphany's Eve evening, they gather around the fire drinking brulè (mulled wine) and eating pinsa, a dessert made of stale bread, dried figs, raisins, fennel seeds.

### Habits and attitudes

Italians are generally proud and deeply attached to their place, properties and to their **family**. Although families nowadays are not as large as they used to be in the past, family ties are still strong and valued.

Italy is world famous for its **food and wine culture**. Meals define the daily life.

**Sunday** is the day when the **family** enjoys a big home-made meal all together, usually at lunch time, including grandparents and close relatives as well as friends, with multiple courses: appetizers, first dish, main dish, dessert. Especially on festivities such as **Christmas** and **Easter**, lunch will seem to be never-ending!

### Language

Italians speak two languages: **standard Italian**, that derives from the Tuscan dialect of Florence spoken in the 15th-16th century, and the **regional dialect**. Italians usually speak dialect with their family or close friends while they speak standard Italian in formal situations or contexts. There are many varieties of **dialects** and **twelve linguistic minorities** recognized by the Italian legislation.

Italians use **body language** and lots of **hand gestures** while talking to each other. That helps emphasize expressions or give the sentence nuances that the word or phrase itself lacks.

Unusual facts from Veneto: In the whole Veneto Region, people usually use a family nickname (called menda) to identify each family. The **menda** is different from the surname. There can be common surnames, shared also by people who are not relatives at all, but the family nickname is unique: each family has got one. It can be related to a patronymic, a family habit or flaw, to a job or to the family origin.

Unexpected facts from Liguria: since the Genoese people were sailors and travelled overseas, their dialect is spoken in very far away places, and today there are still communities of people who speak Genoese also in Latin America (Argentina, Chile and Peru) and even in the remote island of Tristan da Cunha.

### Sports

**Football**, or soccer, is Italy's national sport. Other sports most frequently played are: basketball, tennis, rugby, volleyball, swimming, cycling and, in recent years, mountain-biking also.

**Since Italy is rounded by the sea and rich in lakes and rivers, water sports** are also very popular: sailing, diving, canoeing, kayaking, windsurfing and rafting. Waterpolo is a traditional sport in Liguria.

Rowing in Venice has its own traditional style (**Venetian rowing**), in which rowers stand, face forward and rest the row in a specific oarlock. The **Historical Regatta** takes place in September along the Grand Canal and starts with a parade of typical boats to re-enact Venice's glorious past. In Liguria, "**Il Palio del Golfo**" (a race with traditional rowing boats) takes place every year in the Gulf of La Spezia.



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'**La Regata delle Repubbliche Marinare**' is a rowing race held annually in turn in the waters of Venice, Genoa, Pisa and Amalfi, where teams from the four ancient maritime republics compete.

**Local medieval palios** recall ancient times and help people experience the past: during the Palio the historical environment, the daily life and habits of the people living in a town in the Middle Ages are fully recreated.

An excellent example is **the Palio of Castelfranco Veneto** during which a game ball tournament, that evokes an ancient game played in the area, takes place.

Leisure activities can vary depending on the season: fishing, mushroom picking, olive picking, growing vegetable gardens, going to the beach, visiting borgos and cultural heritage sites.

### **Museums, Theaters, Arts and Crafts**

Italy is a land rich of famous museums and galleries that collect historical and cultural assets as well as art masterpieces and theaters all over the country. But what is extremely peculiar is the fact that many villages today are becoming open-air museums themselves. In fact, due to the beautiful architecture and the lovely sceneries, visiting a town in Italy is always an unforgettable experience (Venice, Burano..ecc for Veneto, The Cinque Terre, Triora, Velva in Liguria).

Italy is also home to opera and "belcanto", but also drama and comedy works.

Famous music writers were born in Italy such as Vivaldi, Paganini, Verdi, Puccini, Donizetti, Rossini. Italy was the birthplace of extraordinary artists such as Michelangelo, Giotto, Botticelli, Raffaello, Tiziano and Canova. Leonardo da Vinci was the most eclectic talented artist and scientist from Italy. Dante Alighieri's Divine Comedy (XIV Cent.) is widely considered the pre-eminent work in Italian literature<sup>[1]</sup> and one of the greatest works of world literature<sup>[2]</sup> In more recent years, six were the Italian writers awarded with the Nobel prize for literature (Eugenio Montale from Liguria region).

Sculptures, paintings and architecture have always been representative of Italy's magnificence throughout the centuries. However, other forms of art are widespread on the territory: **goldsmithing and jewelry-making** (Vicenza is the leading capital in this sector); **mosaic** working (Ravenna in Emilia Romagna is considered the most emblematic example of mosaic art in Italy, but they are present in other places all over the territory, including St. Mark Basilica in Venice); **Ceramics** are worked with great skill all across the Peninsula (Este, in the Euganean Hills of the Veneto Region, is one of the oldest ceramic production centres in Europe); **tailoring** and high fashion design (including weaving, leather factories, silk factories).

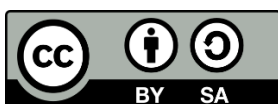
## **Case studies – Veneto**

### **EZZELINI TRAIL**



The touristic project on Ezzelini's **Trail** aims at increasing in value the **landscape** through which the rivers *Astego*, *Muson dei Sassi* and *Musonello* flow. These canals gently descend from the *Asolo Hills* towards *Castelfranco Veneto*, crossing the river *Tergola* in *Resana*, *Camposampiero* and *Padua*.

Trademark of the project is the **cycle-pedestrian path** that runs for about 40 km of rural unpaved road from *Padua* to *Riese*. The path, that can be divided into two routes, offers the tourist the opportunity to **visit cities rich in history, art and religion**.



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Over the last decade the path has been trodden or cycled along by residents or tourists looking for a unique outdoor experience.

During the pandemic residents individually walked or rode their bikes along the path in order to do sport and exercise in the fresh air.

**Reference Topic:** *sport and free time activities on the Ezzelini's trail (cycling and walking); exercising while exploring la Marca's art, history and religion*

**Explanation:** Ezzelini's Trail represents a good example of experiences that enable the tourist to be **fully immersed in nature, art and culture**, and to **deal with the population of the territory**. The cycle-pedestrian path gives the opportunity to walk or ride through cultivated lands and fields, through cities with art works and buildings dating back to different times, which can be visited or be simply admired. It's not difficult for the tourist to meet residents along the path, who will proudly describe them their land and their lifestyle. Documentaries, websites on the path or on the cities and the municipalities along the trail, tourist guides, posts on different social media, magazine articles contribute to promote the path.

<https://suisentieridegliezzelini.it/>

## CASTELFRANCO VENETO'S CITY MAP



This **digital tool** enables the owner of any Internet-connected electronic device, like a smartphone or tablet, to **virtually tour the city** and easily get information about the territory.

The virtual tour allows a 360 degrees visualization of the city sights that can be selected to **access data, pictures, details and information**. The city app gives the user the possibility to experience an **immersive travel** beyond what can be simply visited or seen.

Vertically placing the electronic device, the app user will get a **mobile notification** of the city sights to be visited.

**Several thematic tours** around the city and the surrounding area are available. Not only does that simplify the process of **identification of tourist attractions**, but it also gives the user the possibility to get information about the sights, such as monuments, frescoes, statues, palaces and buildings, squares and streets.

Once downloaded and opened, the app shows a virtual city map divided into four sectors. Each sector is symbolised by one representative building. The tourist can click on one of the icon buildings or choose one of the suggested city tours considering time, tastes and expectations. Customised itineraries can also be created.

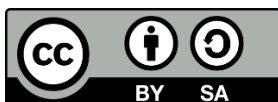
Thanks to geolocalization, for each area of the city the app suggests bars, restaurants and hotels.

To invite the tourist to use the app and to quickly download it, sticky QR codes are placed through the city of Castelfranco Veneto. The app can also be downloaded simply by digiting the city name in the app store or in Google Play Store. The app is available in **English or German**, it depends on the language settings of the owner's device.

**Reference Topic:** *history, art and culture; getting to know the territory and its culture*

**Explanation:** The app is completely free of charge and can be downloaded by anyone interested. It contributes to foster sustainable tourism in the city of Castelfranco Veneto because it encourages the tourist to **visit the city on foot, with low environmental impact**.

It's a digital tool for tourists and citizens, that allows the user to quickly and intuitively explore the most representative buildings and art works of the city. It permits to easily create customised



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itineraries making the experience of visiting the city pleasant and interactive.  
The app is presented to the user through local magazines, websites and social media.



## Case studies – Liguria

### SLATE ROUTE

This app is conceived in order to offer a map of the hikes that were used in ancient times to carry slate from the mines in the far countryside to the coastal area of East Liguria. The workers would carry sheets of slate on their back on trails and staircases made themselves by slate. These paths connect wide areas of the region, and over the past decades have been abandoned.

Gabriele Ghisleni, the creator of the app, is a young man who has a deep knowledge of the area and of the paths, and realized that these abandoned paths were actually of great value. He therefore got in touch with organizations who take care of the trails of the regions, together with them and thanks to the help of the municipalities involved the paths were cleaned from bushes, trees, rocks etc and he started to work on the creation of the app. The latter offers a detailed map of all the paths that can be used by tourists or locals to enjoy beautiful walks with breath-taking views and craftworks involving hydraulic architecture. It moreover gives detailed information and prospectives of the spots that can be reached, with infinite possibilities of evolution.

**Reference Topic:** sports, festivals and leisure activities

**Explanation:** The way the app is thought and created is that it shows hidden treasures of the regions' walking trails. As these have been abandoned for a long time, many people have never enjoyed them. Today it is possible to discover the trails and together with them all the ancient architecture linked to the area. The hydraulic system is, for instance, very architectural and solves a huge deal of a problem of the region, as when there are heavy rains, it often happens that landslides occur. The way water was dealt with gives us a clear idea of the life of the time and of the hard work involved in preserving the paths themselves.

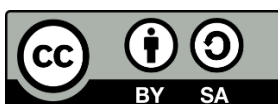
<https://viediardesia.vercel.app/>

### OUTDOOR PORTOFINO

Outdoor Portofino was founded in 2013 after an idea from its four founding partners – Alessandra, Angelo, Luca, Sara - with the objective of sharing their passion for the area, nature and sport, pooling their abilities and focusing on continuous training. The idea has roots far way behind, though: back in 2003 at the age of 16, during his high school, Luca received his inspiration and understands that his job will be to bring people into nature.

Today Outdoor Portofino has developed different fields of action, always respecting those which are our cornerstones - **Sport, Nature, Education** - present in every activity performed. We are a company made up of passionate professionals of the sea and the outdoors, committed to promote: education, experiences, emotions, research and communication projects related to the local area, the environment and its sports, with the overall aim to prompt a change towards a better future for us and our Planet. Our vision is to inspire people to **live healthily and in harmony with our earth's ecosystem.**

**Reference Topic:** sports, festivals and leisure activities



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Outdoor Portofino's team of professionals is dedicated to the development of projects that reflect the company values of passion and innovation.

Projects that **sustain scientific research in the marine environment; territorial development and environmental communication; outdoor education for children, schools and families.**

Outdoor Portofino wants to put their outdoor community and their abilities to the service of the sea, collaborating with other related realities, joined by the common objective of **safeguarding the marine environment.**

Through projects, Outdoor Portofino wishes to put their nautical bases, the **aquatic outdoor sports** community and their abilities at the service of **conservation and marine research initiatives.** Outdoor Portofino's different headquarters are like **open air workshops for research and dissemination activities** and their outdoor community is like an army of people, all highly qualified for the conservation of the marine environment.

Through **citizen science projects**, Outdoor Portofino aims to involve marine outdoor sports lovers with the monitoring, cleanup and restoration of the marine environment.

**Explanation:** Outdoor Portofino organizes Experiences that have a healthy relationship between man and nature. The ingredients of sport, nature and education are ingredients that characterize all of their activities, both on land and in the water, that allow feeling a conscious and sustainable connection with nature. Outdoor Portofino moves around mainly in the Protected Marine Areas (AMPs) and in the Parks of Liguria, providing their clients with a young and clean way to live the environment and learn to get to know and respect our biodiversity.

Outdoor Portofino dedicates great attention to children and teens and are in the frontline of the creation of proposals and projects targeted towards creating wellbeing and education in the future generations, steering them towards a life in contact with nature. Thanks to their environmental education activities, outdoor education and citizen science, Outdoor Portofino teaches children and young people all about the organization and structure of the natural environment and how to live without altering its equilibrium. Beyond the outdoor experiences, Outdoor Portofino promotes their business online with strategic digital marketing activities (seo, blog, advertising, social media activity, email marketing...). Outdoor Portofino also has a strong network on the territory with local communities and authorities and develop with press office activities.

<https://www.outdoorportofino.com/>

<https://www.outdoorportofino.com/en/projects/>

<https://www.cnr.it/en/node/15248>

<https://www.outdoorportofino.com/en/gift-experience/>



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