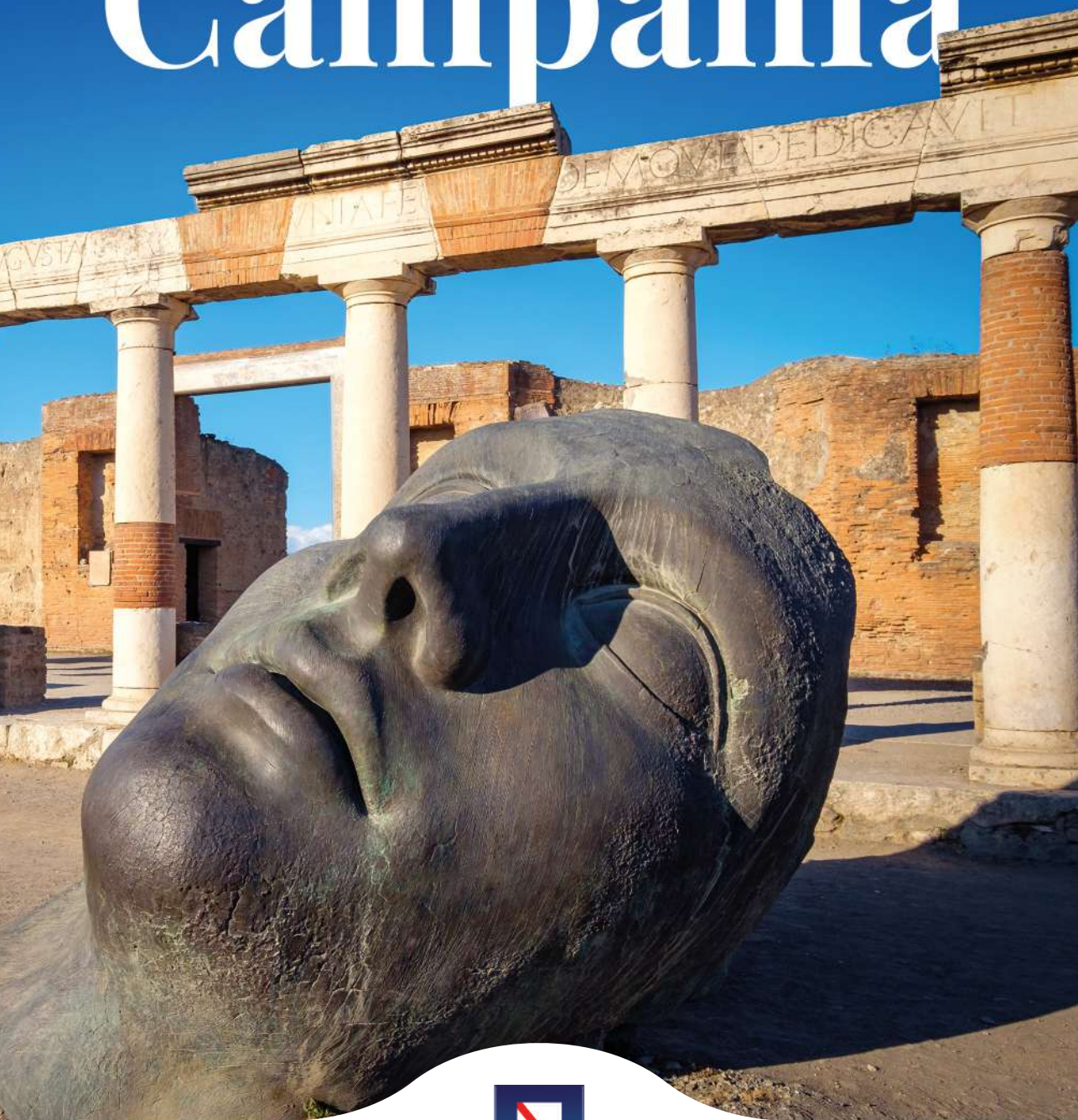


# A Tour of Campania



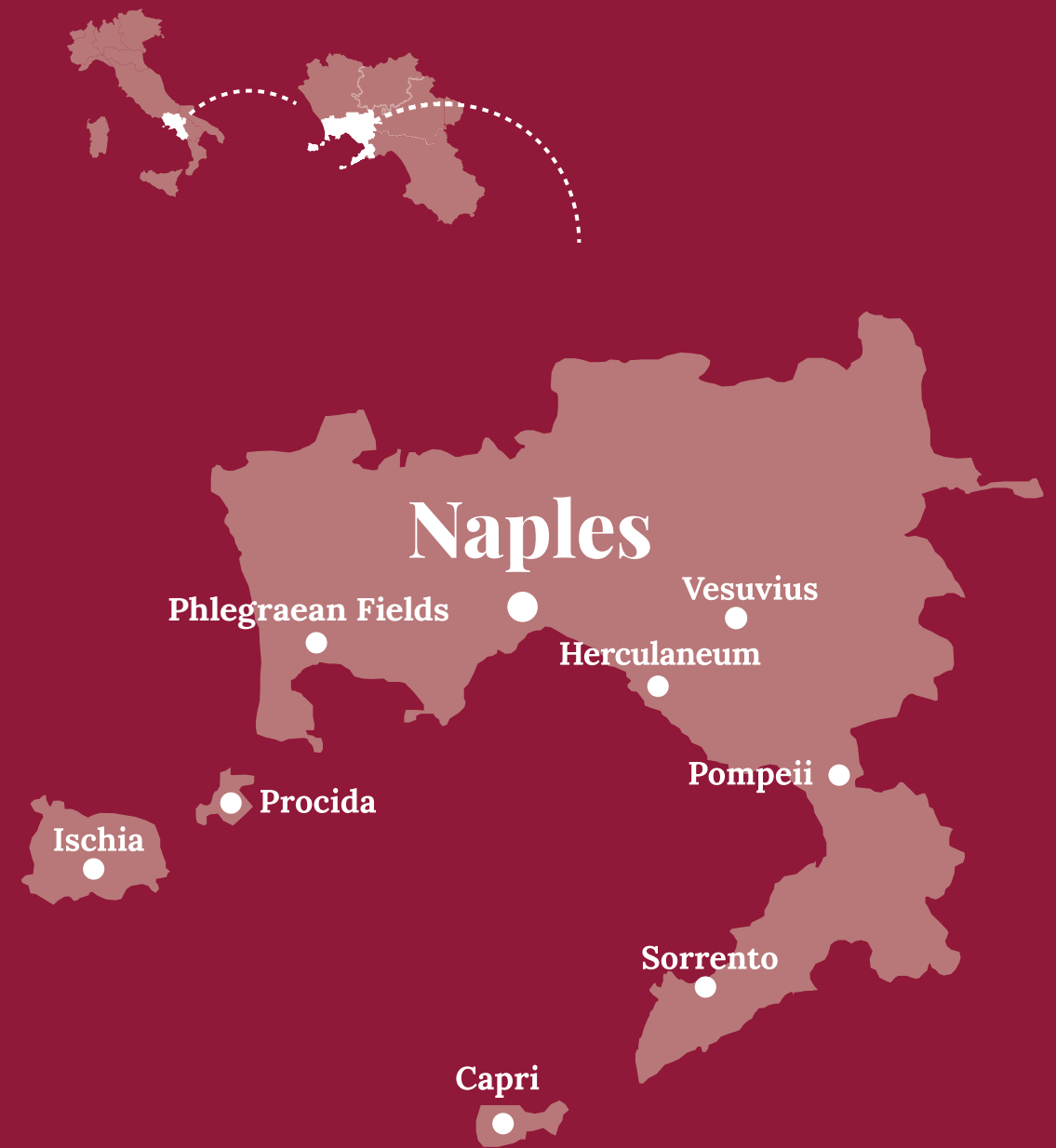




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Naples is a great capital. Its royal palaces and castles are integral to the rich fabric of the city: vestiges of cultural, architectural, and environmental glories.





# Naples

## *Experience the Capital*

Royal palaces, churches, castles, and narrow alleys are vivid memories of a past rich with cultural, architectural, environmental glories to be enjoyed instinctively.

The thousand-years-old city of Naples has always been a capital. The unique landscapes of its Bay make the sojourn a timeless experience. Its royal palaces and castles are integral to the fabric of the city: vestiges of cultural, architectural, and environmental glory like the San Carlo Theater and the Royal Palace overlooking Piazza del Plebiscito, the square embraced by the colonnade of the San Francesco di Paola Basilica; Castel dell' Ovo, dominating the isthmus of the ancient *borgo marinaro* where the mermaid Parthenope was stranded according to the legend; Castel Sant' Elmo, looking out upon the entire city from the top of the Vomero hill; the National Archeological Museum, preserving the Farnese Collection and the finds retrieved from the Pompeii and Herculaneum excavations; Capodimonte and its picture gallery, surrounded by enchanted green woods. The Madre Museum and the sacred art displayed at the Donnaregina Museum are worthy of an honorable mention. Lying just a few meters away from the Dome, the Museum's chapel keeps the priceless San Gennaro

Treasure, the Patron Saint of the city famous for his blood miracle, that Neapolitans hold dear to heart.

The Historic Centre – UNESCO World Heritage Site since 1995 – is a lively museum whose alleys pleasantly smell of home-cooked food and artisan shops display unique and inimitable goods, such as the San Gregorio Armeno nativity scenes. The authentic Neapolitan pizza – oven-cooked or deep-fried – was born betwixt these alleys. The shopping boulevard of the Chiaia district is just a little further down the street, converging on the triangular Piazza dei Martiri, with its obelisk guarded by four marble lions standing at the center. Each lion is a tribute to the Neapolitan revolutions. Historically subdivided into 12 districts and 10 municipalities, strolling anywhere in Naples is like moving across a movie set without the need of a director. It could be however easy to witness troupes at work up and about the city streets and squares. Life here is like a movie: all it takes is letting the instincts be your guide in the discovery of the frenetic and pleasant marvels of Naples.



## Slow Running

The only way to amend for sins of gluttony is to pack a pair of jogging shoes and a sweatsuit on your way to Naples. Among the places you should rush to – or reach at a quick pace avoiding frequent stops to take a look at the view, are the Villa Comunale, the Virgiliano Park, the Bagnoli Pier and – last but not least – the Royal Park surrounding the Capodimonte Museum.

The Villa Comunale extends for about 110.000 square meters on an enclosed area surrounded by lawns and monuments close to the sea.

The Virgiliano Park, a green oasis overlooking the sea in Cape Posillipo, unfolds for almost two kilometers before one of the most panoramic routes in the world.

The north pier of Bagnoli is a dismantled industrial area connecting Cape Posillipo with the coast of Pozzuoli. The concrete building is about 900 meters long and is currently serving as a panoramic promenade: perfect for joggers and fans of strolls by the sea.

The Royal Palace, including the National Museum and the Royal Woods of Capodimonte, is situated on a hill and is one of the most important picture galleries in the world. The Royal Palace is surrounded by an immense park of roughly 134 hectares.

*Find out more:*





# Phlegraean Fields

## *Where History and Myth mingle*



Pozzuoli, Solfatara

**H**istory and myth mingle, in Phlegraean Fields. The place and its extraordinary landscapes have been the setting of many an adventure told by Virgil in the Aeneid. An example is Lake Avernus, still known as the entrance Aeneas used to descend into the Netherworld. The area, filled with fire, boiling waters, and sulphur took the name of “flegrea”, that means “burning”. According to the historian Strabo, the name symbolized the burning wounds Zeus inflicted on the Titans with his thunderbolts. From their sores, water and fire “erupted” in-

deed. The four lakes in the Phlegraean area (the remaining three are named Lucrino, Miseno and Fusaro) are situated halfway between Pozzuoli, Baia, Cuma, and the sea. The ancient vestiges of Imperial Rome, bearing both glory and iniquities, also show the same appeal to legends: Nero had Agrippina, his mother, killed near Miseno.

The large volcanic area includes the cities of Pozzuoli, Bacoli, Monte di Procida, and the isles of Ischia, Procida and Vivara. It was already considered a fertile and hospitable land in ancient times, thanks to its mild climate. The Greeks founded the city of Cuma, their first colony in Italy. Today, just as in ancient Rome, when emperors and patrician families had their luxurious mansions built there, the area is highly valued for its hot springs.

The accessible part of the archaeological site includes the Acropolis, enclosing the Sybil's Cave at the slopes of the hill and, climbing up, the Byzantine Tower and its Belvedere whose inferior terrace is traditionally called Temple of Apollo, while the Superior Terrace on top of the Cuma Mount is named Temple of Jupiter. The Castle of Baia, built by the Aragon toward the end of the fifteenth century, dominates the entire area. Today, its magnificent and panoramic halls host the Archaeological Museum of the Phlegraean Fields. The walls of the castle, though, tell a much older history: the vestiges of a grand Roman villa owned, perhaps, by Julius Caesar himself. Visiting the sections of the Museum, dislocated in several parts of the Castle, entails a dynamic route between picturesque stairways and panoramic terraces, culminating in the spectacular Piazza d'Armi, where tourists can enjoy the full sight of the Gulf of Naples.



Bacoli, Piscina Mirabilis



A shot from "I Bastardi di Pizzofalcone", Bacoli, Casina Vanvitelliana



### Action!

One of the latest trends in tourism is to visit famous movies or tv series sets. Sure enough, Campania is renowned for the number and quality of cinematographic productions set here. Many tourists, especially younger ones, are eager to relive atmospheres relished at the cinema or on the small screen. Present-day tourism – ever-looking for alternative, authentic, and impossible-to-duplicate routes – spots in the natural and historical landscapes of Campania the perfect locations for this kind of itineraries, through the exploration of sites where movies and tv series part of the collective imagination were filmed. In Campania, screenplays intertwine with Mediterranean light, that inspired Grand Tour writers, painters and travelers. Inspirations that the American cinema has been relaunching from the Fifties on. The coastal area, the towns and hinterlands of Campania, as well as the isles of the Gulf that offer sights of incommensurable beauty have been, ever since the dawning of the Seventh Art, among the most exploited sets.

*Find out more:*





# Pompeii

The pre-eminent “buried city”, synonymous with the historical catastrophe of 79 A.C., and a symbol of perpetual sympathy due to the abrupt ceasing of all life on that fateful day. The Flavians had conquered the Principate

in Rome, and Emperor Titus – “Delight of the Human Race” – had lately succeeded his father Vespasian, who had begun the construction of the Colosseum. The eruption of Vesuvius, that buried Pompeii under a thick blanket of ashes and lapilli almost seven meters deep, offers an accurate picture of that moment in time in its full dramatic force. Most of the inhabitants, fleeing from their homes, found death upon the shore. Those fewer Pompeians who survived, died of asphyxiation in the idle hope to save themselves by finding shelter in the cellars. The agony of their plastered bodies, preserved by pouring melted plaster inside the hollows left under the layers of ashes, is a white, moving evidence of the tragedy.

Walking across the excavations of Pompeii is an unrepeatable experience, one that virtual reality could not replicate with the same intensity and authenticity. It gives the impression of travelling back in time and being able to breathe the same atmosphere of antique everyday public and private life. One of the most surprising aspects of the trip would be the number of houses – both humble and luxurious – shops, bakeries, and inns preserved. Even more impressive is the fact that many of the artefacts remained intact, allowing tourists to really creep in the most private aspects of Imperial Rome life.

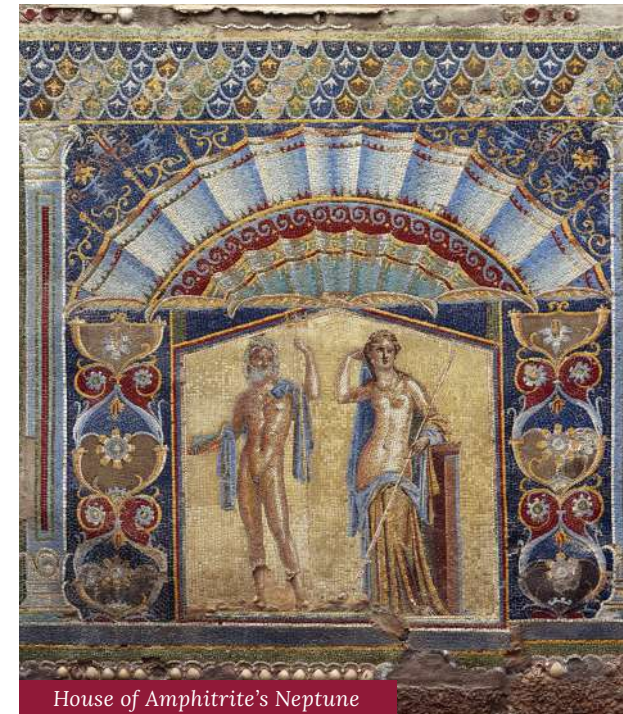


Villa dei Misteri

# Herculaneum

Named after Hercules, the town is famous for its archaeological excavations: a UNESCO World Heritage Site since 1997, besides the ones in Pompeii and Oplontis. After the eruption of Vesuvius in 79 A.C., it re-emerged in 1709 when Prince d'Elboeuf discovered the foundations of a Roman theater under one of his villas while digging for a new well. It was one of the most important archaeological discoveries of all time! The king, Charles of Bourbon, ordered the official start of the excavations in 1738. Unlike Pompeii, buried under a coat of ashes and lapilli, Herculaneum was buried under a 25-meters-thick stream of lava and mud. It was mud that sealed everything it found on its path. Wood, fabrics, and food underwent a slow petrification process but remained practically unaltered on the inside.

The villas spectacularly facing the sea are proof that wealthy Romans stayed in Herculaneum for their holidays, a habit that Bourbon aristocracy picked up later on. The streets paved with lava or limestone draw a peculiar *insulae* outline. The sumptuous mansions give an idea of the good taste and opulence one could find in Herculaneum. An example of this is the majestic Villa dei Papiri, as large as an imperial palace. This grand patrician home, with a 250-meters beachfront, is situated on the western side of the ex-



House of Amfitrite's Neptune

cavations. Bronze and marble statues currently displayed at the MANN museum in Naples were retrieved inside. The 1800 philosophy papyri that gave the name to the villa are instead preserved by the National Library inside the Royal Palace of Naples.



# Vesuvius

## *Enchanted Mountain*

The volcano is known in Neapolitan tradition as *'A Muntagna* – the Mountain –, and is surrounded by a charming halo because of its commanding position above the Gulf of Naples. It has been, perhaps, the one true ruler of the place, since it witnessed conquerors from both land and sea, all eventually destined to be defeated. Just like a king, it sometimes exercises its utter dominion with tragical eruptions, that have earned it the name of *Sterminator*. The eruption of 79 A.C. has been the most notorious, having pulverized

the populations of Pompeii and Herculaneum. The tragedy handed down to posterity a unique heritage of archaeological finds and the “living” evidence of everyday life two thousand years ago. This is certainly one of the reasons why Vesuvius is today considered an unmissable destination for tourists arriving in Campania. Upon its majestic crater cone, the atmosphere is both unsettling and charming. A wild beauty from which to admire the view ranging from the Sorrento Peninsula to Cape Posillipo. The left peak is Mount Som-



Vesuvius, path leading to the crater

ma, kept separate from Vesuvius by a depression called *Valle del Gigante*. The whole mountainous complex is shaped in the worldwide-famous curved silhouette. Its last eruption occurred in 1944. It had been filmed by the documentarists following the allied troops that had shortly entered Naples, and it was recounted by Curzio Malaparte in his novel “*La pelle*” that later inspired a film of the same title by Liliana Cavani. Climbing the path of *Gran Cono* along the crater of the active volcano is a unique experience, enriched by the volcanic rock installations by the Dutch artist Mark Brusse.

The National Park of Vesuvius, whose headquarters currently is the Palazzo Mediceo in Ottaviano, was founded in 1991 and has been declared a Biosphere World Reserve by UNESCO. The Park embraces the entire volcanic perimeter, the great archaeological complex of Pompeii, Herculaneum and Oplontis, along with the *Miglio d'Oro* (Golden Mile) with its marvelous seventeenth and eighteenth-century villas. Park paths include eleven itineraries, overall amount-

ing to a length of 54 km.

Vesuvius is almost entirely a parched land. The *Wild Broom* of Leopardi's famous poem and some other typical Mediterranean vegetal species pretty much account for the flora of the volcano.

The Vesuvius Observatory is the oldest scientific institution dedicated to the study of volcanoes. Its original headquarters is situated at an altitude of 608 meters above Herculaneum and Torre del Greco. The elegant neoclassical building stores mineralogical, instrumental and artistic collections, as well as a rich historical library.

Vesuvius and its surroundings – examples of beauty, salubrity and fertility – have been the chosen place of residence for aristocracy in every age. Sumptuous houses run along the *Miglio d'Oro* and the *Masserie Vesuviane*, or, Terzigno's ancient edifices with barrel roofs.

The Boscoreale Antiquarium, the Herculaneum MAV, the Coral Museum in Torre del Greco and the Country Civilization Museum in Somma Vesuviana are definitely worth a visit.



# The Treasure Peninsula

*Where the Sea glistens...*



Sorrento, Queen Giovanna Baths

**I**ts romantic views have inspired unforgettable songs and cult movies. Here, *where the sea glistens* Lucio Dalla wrote “Caruso” \*. Here, the whiteness of houses and the greenness of the Mediterranean scrub reflect their image in the blue sky. It’s the Sorrento Peninsula, where locals smile at tourists, relying on their decennial experience and their rich gastronomic tradition.

A land depicted by poets and writers, its atmospheres cherished by intellectuals and artists and painters that here created immortal masterpieces of European art and literature.

A marvelous scenery makes the Sorrento Peninsula one of the most famous tourist destinations in the world. Outstretching toward the Tyrrhenian Sea, almost reaching the Isle of Capri with its touch, the peninsula goes from Cas-

\* Dalla’s song famously sings: “Qui dove il mare luccica...”, here translated in English.



tellammare di Stabia to Punta Campanella: a watershed between the gulfs of Naples and Salerno. Art and tradition characterize the numerous small villages of Vico Equense, Piano di Sorrento, Meta, Sant’Agnello, Massa Lubrense and Sant’Agata sui Due Golfi.

The most renowned is the wonderful Sorrento, entrenched upon an imposing cliff above the sea.

In Scrajo and Seiano wellness tourism can be experienced at the spas. Still, the greatest charm lies in the natural beauties of the peninsula: the coastal road is one of the wonders of the Italian landscape. Amidst citrus orchards, vineyards, and olive groves softly sloping down towards the sea, the path follows the tortuous profile of the coast, showing enchanted views of the Gulf of Naples after each curve.



Vico Equense, S.S. Annunziata Church



# Capri

## *The Delicate Charm of Glamour*

With its polished and *à la page* Piazzetta, the *Faraglioni*, the promenades in via Camerelle and via Krupp, Capri enchants the entire world. Here tourists can indulge in pleasurable stays where elegance has the last say on everything.

The light of Capri can be appreciated from the gorgeous Villa Jovis, from which Tiberius ruled the Roman Empire. The delightful Anacapri, at the top of the Solaro Mount, offers a full sight of the Gulfs of Naples and Salerno. Here, Villa San Michele hosts a museum rich with testimonies of the life and works of the Swedish writer and physician Axel Munthe, among the many intellectuals who'd elected the isle as their own *buen retiro*.

The Watch Tower in the Piazzetta is the perfect place to take a break and sniff the charming aroma of aperitivos and espressos, or taste a slice of the famous, mouth-watering Caprese cake made with almonds and chocolate.

Close by are refined restaurants and traditional trattorias where ravioli is served *à la caprese* with fresh tomato sauce.

The shop windows in via Camerelle display the most important Italian fashion brands. Along via Tragara, it is possible

to enjoy the spectacular view of the *Faraglioni* from the belvedere. These "rocks" emerge from the crystal-blue waters for 100 meters; the one attached to the coast goes by the name of Stella, the smallest and hollowed one is known as *Faraglione di Mezzo*, the third one is called *Scopolo* and is the natural habitat of the blue lizard, a small reptile that took on the colors of the island to camouflage.

Be it for one day or for a longer sojourn, Capri gifts tourists with its charm and unblemished magic.



Anacapri, the view from Villa Jovis



# Ischia

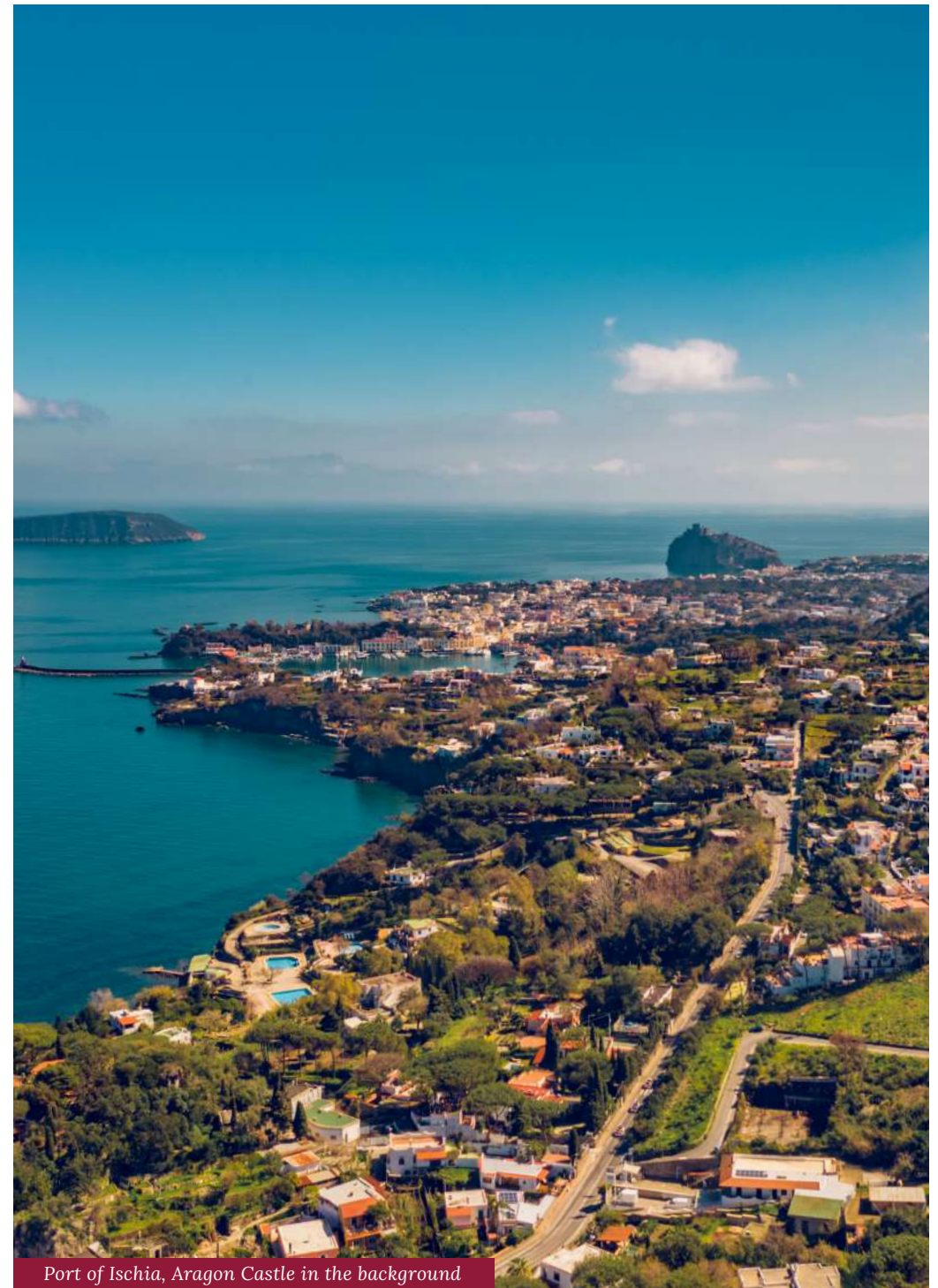
## *Radiant Green*

The luxurious vegetation is reminiscent of that “radiant” mythical color only the luckiest ones spot at sunset. Ischia, the biggest among the isles in the Gulf of Naples, faces Procida and the Phlegraean Fields. It is a popular destination, frequently visited by international tourists at any time of year thanks to its particularly mild weather. The coasts, with their blue-green coves, their stretches of cliffs and shores, are corners of heaven where sea waters mix with hot mineral sources spouting a few paces from the shore. The Bay of Sorgeto a Panza, or the Maronti fumaroles are unique places to experience an amazing hot-cold sensation. The thermal baths in Ischia Porto, Casamicciola and Lacco Ameno are most famous. In the upper area of the island, Barano, one can find the renowned source of Nitrodi.

The Aragon Castle, with its imposing shape dominating the fishing village of Ischia Ponte, is the historical symbol of the island. Porto, with its peculiar “Rive Droite”, is the favorite destination of night wanderers. Casamicciola Terme, with its modern touristic port, welcomes mostly families. Lacco Ameno bears witness to the Greek age with

its Pitheculusae Museum, whose most precious piece is the “Cup of Nestor”, a vase bearing one of the most ancient Greek inscriptions in verses. Lacco Ameno – whose symbol is a rock peculiarly shaped like a mushroom and thus named *Fungo* – has been one of the main characters of the “Dolce Vita” film in the Sixties. Luchino Visconti and Angelo Rizzoli, respectively the director and the producer of the movie, stayed frequently in town, so much that Visconti bought a villa here, villa “La Colombaia”.

The pure white façade of the Chiesa del Soccorso in Forio is one of the most photographed subjects in Ischia. It stands on a promontory overlooking the sea and can be spotted from the shores of San Francesco and Citara. Sant’Angelo and its characteristic isthmus leading to the promontory are a hymn to peaceful elegance. A trip to the peak of Mount Epomeo is worth the try, and has to culminate in a visit to one of the many restaurants in the area serving the typical “coniglio all’ischitana”, a rabbit delicacy cooked in a terracotta saucepan with cherry tomatoes, spices, herbs and a sauce served with bucatini pasta.



Port of Ischia, Aragon Castle in the background



# Procida

## *The Isle of Culture*



Terra Murata, Capo Miseno in the background

Procida stands amidst nature and literature in a quiet splendor that inspired Lamartine and Morante. The atmospheres of the isle go beyond ephemeral fashion. Procida is Campania's perfect synthesis: astounding in its uniqueness, surprising all year long. The best experiences in Procida are lived on foot, following the scents and flavors that hit those who visit right as they get to the historic center of Marina Grande with a view of the Port and, a few meters away, the isle's public beaches and lidos.

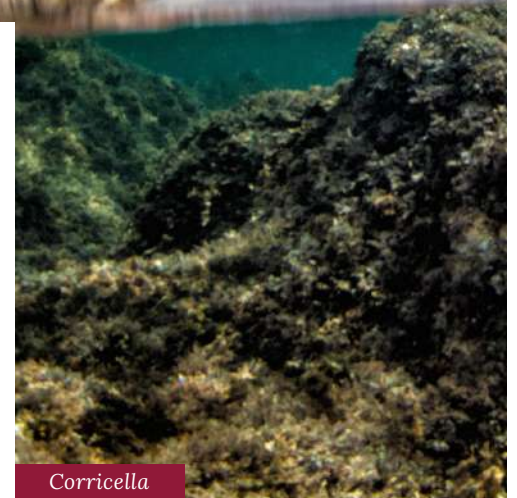
The scenic Terra Murata, an ancient fortified town including the d'Avalos Castle and the Abbey of St. Michael, represents the so-called "mountain": the medieval village upon a tuff cliff dropping sheer to the sea is, indeed, the highest point of the isle. It has remained the only inhabited place in Procida for centuries.

Corricella is right down the road: a colorful fishing village where everything is authentic, as the characteristic eating places close to the sea. The houses have been painted with pastel colors: pink, white, baby-blue and green, with perpetually open small doors and windows. The most famous



beaches are Chiaia and Chiaiolella. The first one is best fit for families, because of its cliff and shallow waters. Chiaiolella is, on the other hand, the largest beach in the isle, where public areas alternate with lidos.

Vivara looks like a place suspended in time, too. It is a natural reserve connected to the "mainland" of Procida by an old bridge. Green and unpolluted, this area is populated by wild flora and fauna, that act as guardians to the archaeological finds of Mycenean origin.



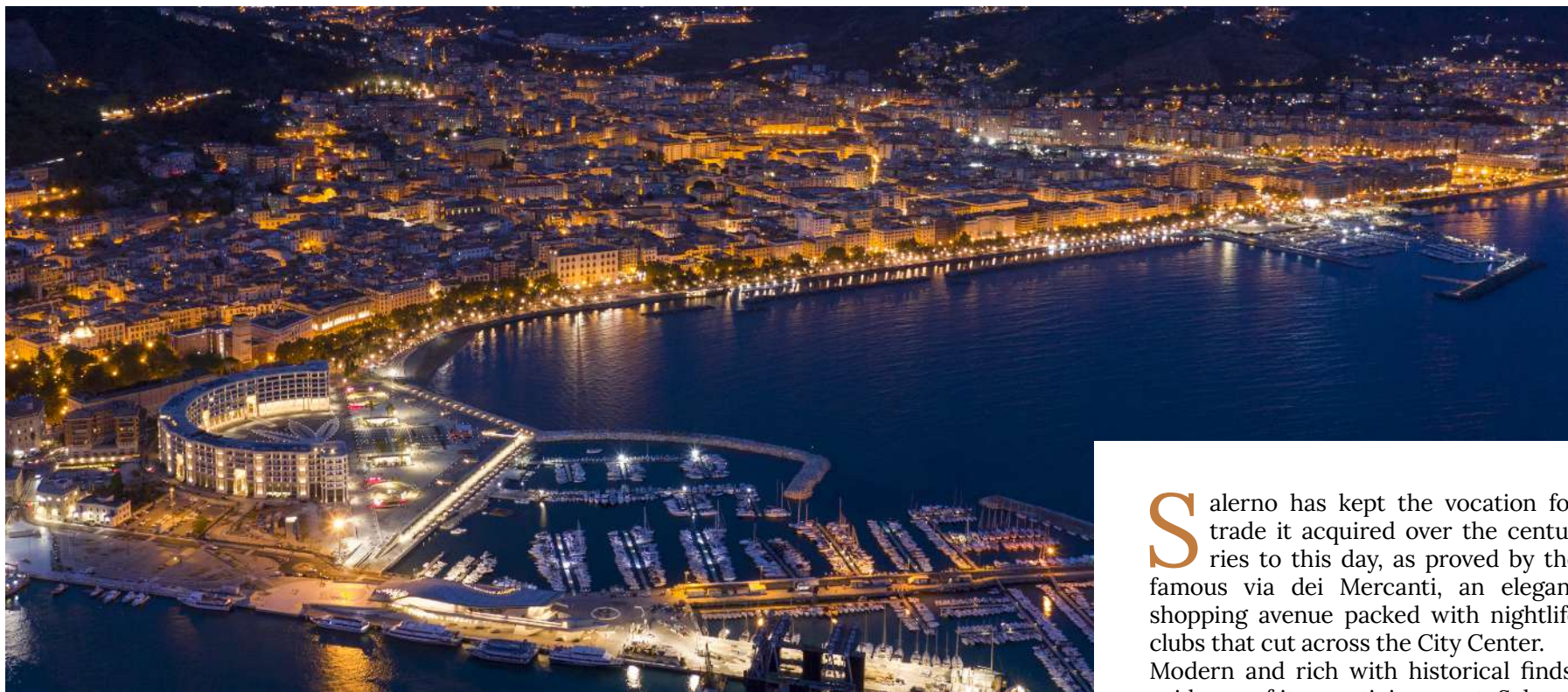
Corricella





Modern and rich with historical finds, evidence of a prestigious past, Salerno has become – thanks to the meticulous and futuristic urban upgrading – an appealing city for cultural tourism.





# Salerno

## *City Lights*

*The meticulous and futuristic upgrading of the city has enhanced and “lit up” its prestigious past.*

Salerno has kept the vocation for trade it acquired over the centuries to this day, as proved by the famous via dei Mercanti, an elegant shopping avenue packed with nightlife clubs that cut across the City Center.

Modern and rich with historical finds, evidence of its prestigious past, Salerno has become an appealing destination for cultural tourism, thanks to a recent meticulous and futuristic upgrading.

The core of the old town uncoils in narrow lanes and large stairways that reveal picturesque and deeply lived corners such as the San Pietro a Corte Complex. Once an ancient Roman thermal bath, it was turned into a church and eventually became the private funeral chapel of the Lombard prince Arechi.

Close by, The Dome – erected by Robert Guiscard – safeguards the relics of the Patron Saint Matthew. The body of Pope Gregory VII, famous for having humbled the Holy Roman Emperor Henry IV in Canossa, is also buried here. The cathedral is the starting point of the Procession of the Patron

Saint. Only a privileged few get to be chosen to carry the statue of the Saint upon their shoulders. This event is at the same time a declaration of love to the city and a celebration of the true spirit of Salerno.

On the occasion of the celebration, a spleen delicacy stuffed with herbs and cooked in olive oil and vinegar is served. A pleasant stop in the city center is the Giardino della Minerva, an ancient botanical garden home to a collection of three hundred plant species. This green paradise was used for educational purposes by the students of the *Scuola Medica Salernitana*. According to the legend, the School came into being in the ninth century underneath the old Arce aqueduct and is today considered a precursor to modern universities. An imposing fortress named after prince Arechi overlooks the Gulf and its wonderful promenade, and currently contains a medieval museum showing weapons, coins and pottery from the golden Lombard age.

The present-day trademark of the city is the iconic Stazione Marittima, designed by starchitect Zaha Hadid, that spreads towards the 28-thousand square-meters-wide Piazza della Libertà, designed by the Catalan architect Ricardo Bofil: one of the biggest squares in Europe. Present-day Salerno is the ideal stage for street art. Rione Fornelle, the district where the poet Alfonso Gatto was born and lived, houses “Muri d’Autore”, a mural collection by prominent street artists.

At Christmas, Salerno and its magical “Luci d’Artista” are a favorite destination for millions of tourists, coming to town to experience the enchanted atmosphere of the illuminations and fairy light installations at every corner.



# The Divine Amalfi Coast

## *Jewels of the Coast*



Ravello, Villa Rufolo

**T**he Amalfi Coast is like a sea stage: thirteen small villages that are loved and looked at with wonder worldwide; places interwoven and united under UNESCO protection; a fairytale feast for the eyes; the heady scent, the mouth-watering taste of masterly delicacies to be found everywhere. A Grand Tour revealing new beauties behind every curve.

Vietri sul Mare is the undisputed capital city of artistic ceramics. The dozens of artisan shops sell everything and their studios are visitable.

The three beaches of the fishing village of Cetara get packed with tourists from the first warmth of spring late into fall. Cetara is famous for the *Colatura di Alici*, a sauce made from anchovies similar to the ancient recipe of Roman Garum and used as a seasoning for local specialties such as sea-flavored spaghetti or linguine pasta.

In Maiori, driftwood washed ashore



Amalfi, Dome of St. Andrew

when the sea is rough is collected, rinsed and then masterly carved into small sculptures sold at the workrooms on the main road.

Minori is famous for the imposing vestiges of the first century A.C. Villa Marittima Romana. A tour of pastry shops is mandatory: the lemon-based sweet specialties invented by master pastry-chefs are many and renowned.

Ravello is a jewel: every corner of the village enraptures the heart and mind of visitors. It is famous for the spectacular historical mansions Villa Rufolo and Villa Cimbrone. Music has great importance, here, since a prestigious music Festival takes place in the Auditorium designed by the Brazilian architect Oscar Niemeyer.

Atrani is the Amalfi Coast village that best retained its ancient features. The city structure is typically medieval and consists of alleys, arches, courts, squares and the peculiar “scalinatele”–

narrow stairways –, the entire village looks like a Nativity scene come to life. Amalfi pampers tourists with its historical and artistic splendors. The ancient Maritime Republic is the ideal place for a relaxing sea holiday. The beach facing the square is named after Flavio Gioia, the inventor of the compass, and gives tourists the chance of a relaxing and pleasant bathe. Two major events take place in Amalfi: the “Capodanno Bizantino” (Byzantine New Year) and the “Regata Storica” (Historical Boat Race), preceded by a parade before the magnificent Dome of St. Andrew.

Conca dei Marini grants vistas of astounding beauty, where international jet set personalities found their shelter in the Sixties. Conca’s jewel in the crown is the old Santa Rosa convent complex. Here, in the eighteenth century, the renowned *sfogliatella* was born of the culinary expertise of nuns. The place also hosts Grotta dello Smer-

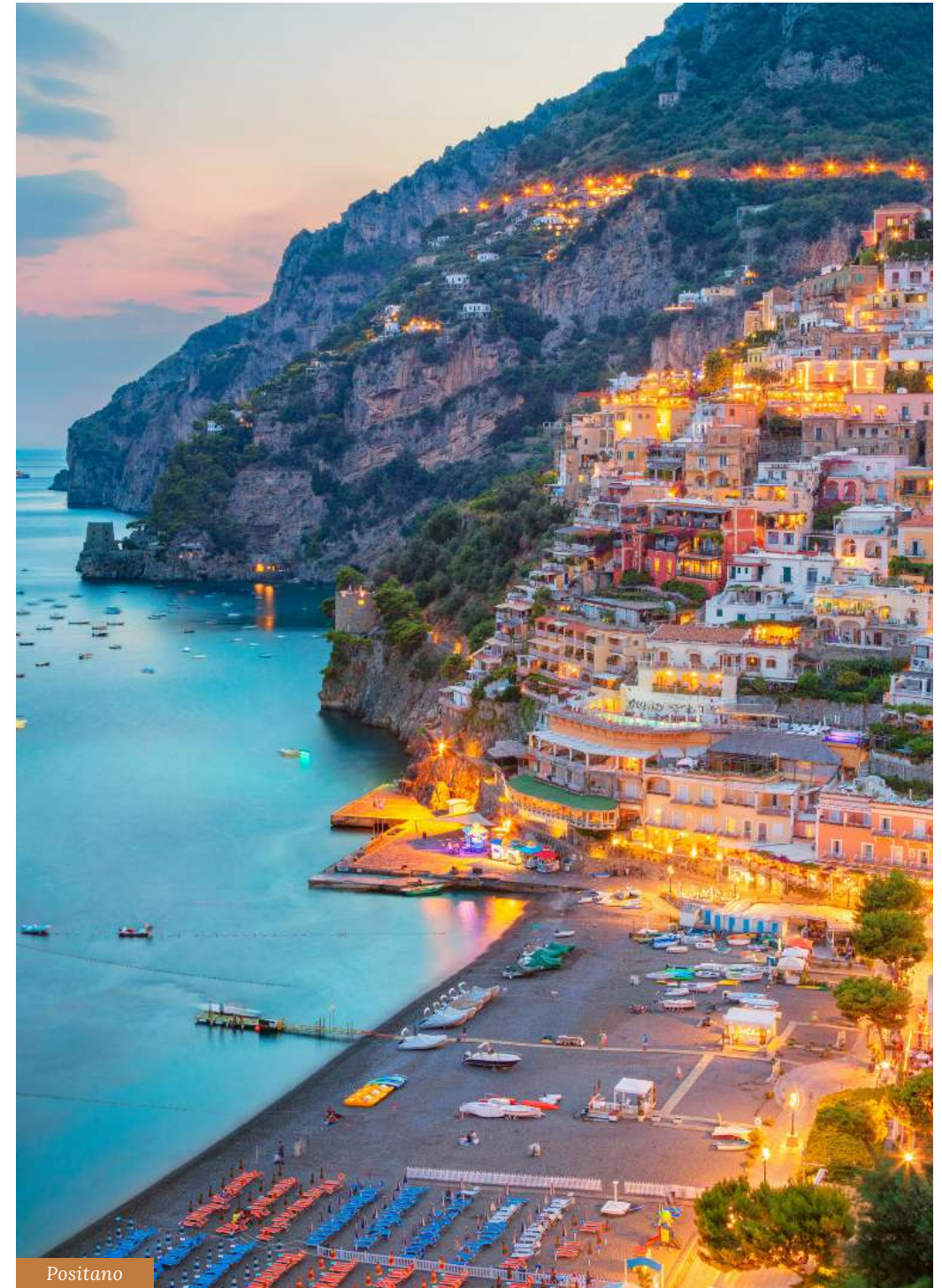




Conca dei Marini, Grotta dello Smeraldo

aldo, an incredible 60-meters-wide and 30-meters-high natural cove, full of stalactites and stalagmites that often touch each other to form calcareous columns. Furore is an enchanted place: even pebbles on the shore drip with history and legends. It has been the chosen location of several cinema masterpieces. In addition to his love story with Anna Magnani, the great director Roberto Rossellini, the great director fell in love with the place and purchased two “monazeni” – structures carved into the rocks – that have now been turned into an ecomuseum. The famous Furore Fjord hosts a spectacular international diving competition. Lemon orchard terracings in Praiano offer a view so full of landscapes their

peace seems artificial. Positano is the most renowned among the jewels of the Coast, and it is an international destination for tourists wanting to get an exclusive view of the “divine nativity crib overlooking the sea”. Loved by writers, poets, directors, actors, and the greatest among dancers, it is the perfect choice for a dream night or a permanent stay. Here, everything is covered by an enchanted veil. The maze of alleys is the right path to discover local craftsmanship. “Positano Fashion” is here celebrated as the pre-eminent souvenir: rigorously hand-sewn pieces of clothing and accessories, and painted, made-to-measure leather sandals. Standing at a three miles distance is Li Galli, a small archipelago of three isles.



Positano



# Cilento

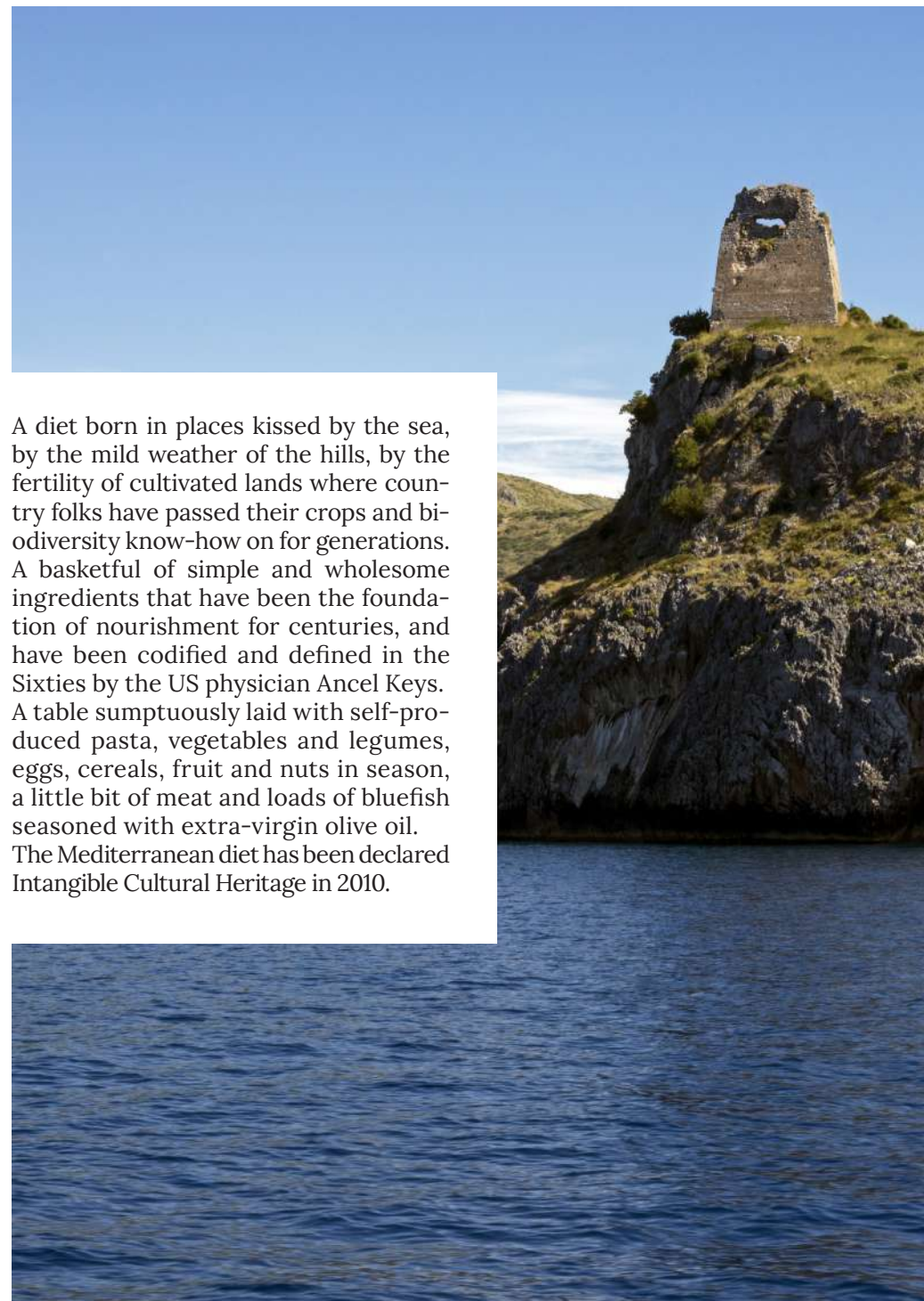
## *Long Living Blue*



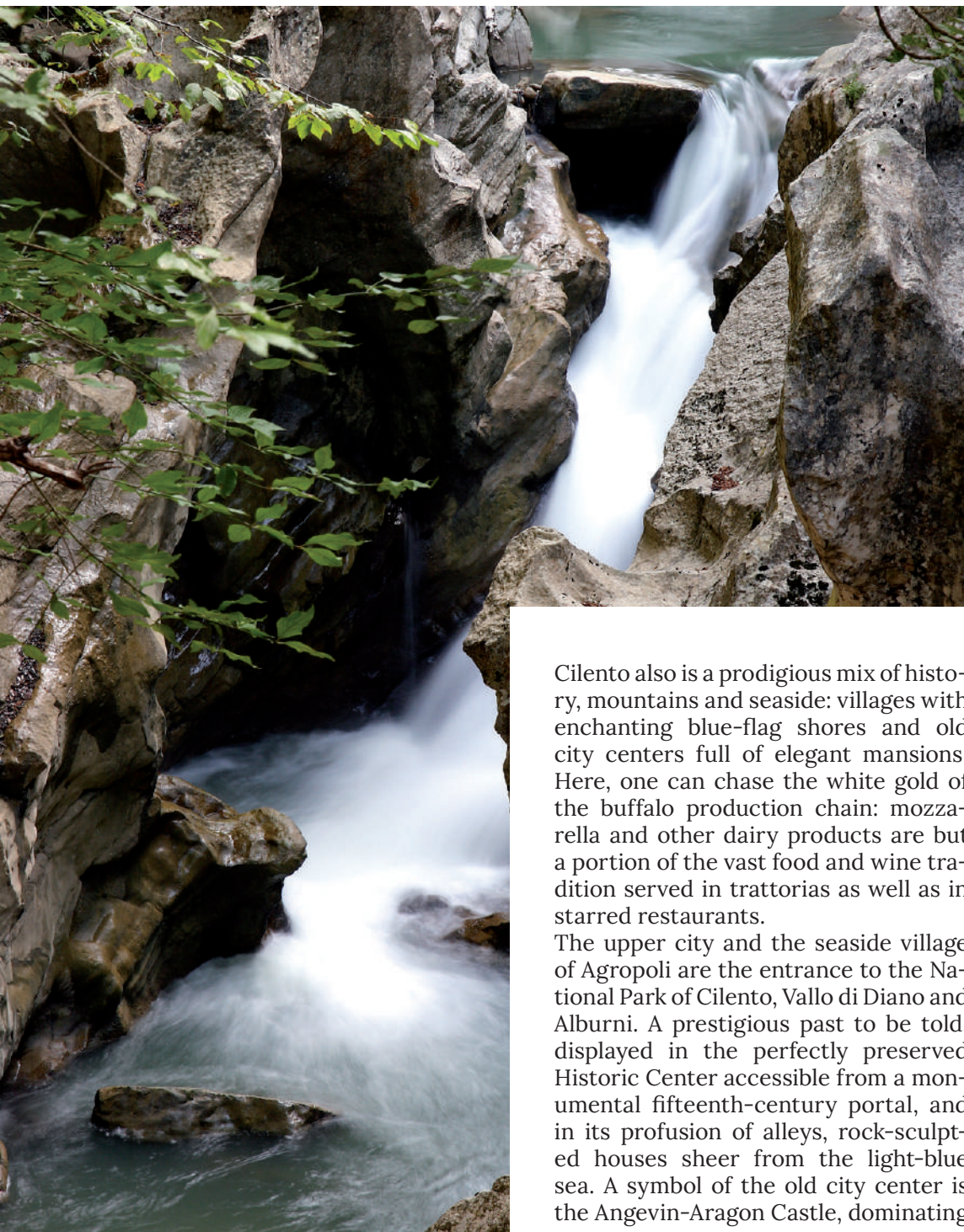
Marina di Camerota, Baia degli Infreschi

**T**he Cilento area includes a large UNESCO World Heritage Site natural reserve. It is more than two hundred thousand hectares wide and constitutes one of the largest natural reserves in Europe, together with the protected marine reserves in Punta Licosa and Punta Infreschi. This area comprises eighty-six municipalities and seven consortia of municipalities in a mountain area, inhabited by people living to an extremely ripe old age. Here the average life expectancy is higher than in the rest of the European continent and science gives most of the credit to the Mediterranean Diet.

A diet born in places kissed by the sea, by the mild weather of the hills, by the fertility of cultivated lands where country folks have passed their crops and biodiversity know-how on for generations. A basketful of simple and wholesome ingredients that have been the foundation of nourishment for centuries, and have been codified and defined in the Sixties by the US physician Ancel Keys. A table sumptuously laid with self-produced pasta, vegetables and legumes, eggs, cereals, fruit and nuts in season, a little bit of meat and loads of bluefish seasoned with extra-virgin olive oil. The Mediterranean diet has been declared Intangible Cultural Heritage in 2010.







Cilento also is a prodigious mix of history, mountains and seaside: villages with enchanting blue-flag shores and old city centers full of elegant mansions. Here, one can chase the white gold of the buffalo production chain: mozzarella and other dairy products are but a portion of the vast food and wine tradition served in trattorias as well as in starred restaurants.

The upper city and the seaside village of Agropoli are the entrance to the National Park of Cilento, Vallo di Diano and Alburni. A prestigious past to be told, displayed in the perfectly preserved Historic Center accessible from a monumental fifteenth-century portal, and in its profusion of alleys, rock-sculpted houses sheer from the light-blue sea. A symbol of the old city center is the Angevin-Aragon Castle, dominating

the town, that can only be accessed by climbing the characteristic “scaloni”: one of the rarest and best-kept examples of an entrance placed upon a flight of wide and low steps in Campania.

The history of the castle comes alive in two historical novels: “La San Felice” by Alexandre Dumas (father), revolving around the rise and fall of the heroine of the Neapolitan Revolution of 1799; and Marguerite Yourcenar that mentions the fortress in the short story “Anna, Soror...”, inspired by the sister of Dido, a tragic character from Virgil’s Aeneid. Cilento is a favorite destination of vacationers, that crowd the beaches in the summer. One of the top touristic beaches is Trentanova.

Acciaroli is definitely one of the most

beautiful locations in Cilento, the purity of the sea is actually certified. For more than a decade, this small hamlet has been bestowed with the blue flag for the quality of its waters. Its shores are a destination for vacationers from all over Europe, if not from all over the world. The small touristic port is the realm supreme of fishermen inhabiting the old town where, it is said, Ernest Hemingway drew the inspiration for his masterpiece “The Old Man and the Sea”. Pioppi is a few kilometers away. The characteristic Cilentan village is dominated by the stern shape of the seventeenth-century Vinciprova Castle and shares the superiority of its clean sea with Acciaroli.



Ascea, Velia Theater





## Pure Adventure

It is easy to experience a sporty and adventurous weekend at the National Park of Cilento, Vallo di Diano and Alburni. UNESCO World Heritage Site since 2010, it is one of Italy's eleven geoparks. Its territory is very wide and is characterized by soft hills covered with olive groves that reflect in the Tyrrhenian blue of the sea, at the same time comprising morphologically steep lands, deeply carved by tumultuous torrents, and villages that cling to the rocks or lay by the river banks.

The Tanagro river is ideal for rafting, thanks to its famous falls and the "bride's veil", one of the highest leaps in Italy. The Park is the perfect environment for a stroll while in a quest to find the unique karst grottoes.

In the wild and secluded Valle Spraba a bottomless and spectacular pit yawns from the ground: the Grava di Vesalo, consisting of two wells of different depth (the first one measuring 43 meters, the latter 100 meters) underneath which there's a gallery cavern characterized by a succession of wells, falls and ponds.

*Find out more:*



## The Charterhouse of Wonders

The San Lorenzo a Padula Charterhouse, a Baroque masterpiece, has been the first monastery founded by the Carthusian monks in Campania and is the biggest and most magnificent in Italy.

Commissioned by the Baron Tommaso di Sanseverino, it was designed in 1306 on a surface of more than fifty thousand square meters enclosed by 84 imposing columns. It is an architectonic symbol of the spirituality and wealth of this land, that preserves the magic of an enchanted place still today. It is not a case if Francesco Rossi set his movie "Once upon a time..." (1967) with Sophia Loren and Omar Sharif here. More recently, in 2017, the artist Vanessa Becroft realized here her performance "VB82". The pictures of the performance set inside the dining-hall of the Charterhouse have travelled worldwide, documenting how the cultural and historical heritage of Campania can be of great inspiration for contemporary artists.

The Charterhouse became a UNESCO World Heritage Site in 1998.

*Find out more:*





# Paestum

## *The Pillars of the Grand Tour*

A sense of wonder seizes those who visit the formidable colonnades “garrisoning” the sacred spaces in Paestum, one of the most narrated destinations in the journals of intellectuals traveling the Grand Tour in the eighteenth and nineteenth centuries. It represents the entrance door to the National Park of Cilento, Vallo di Diano and Alburni: a unique archaeological area and UNESCO World Heritage Site.

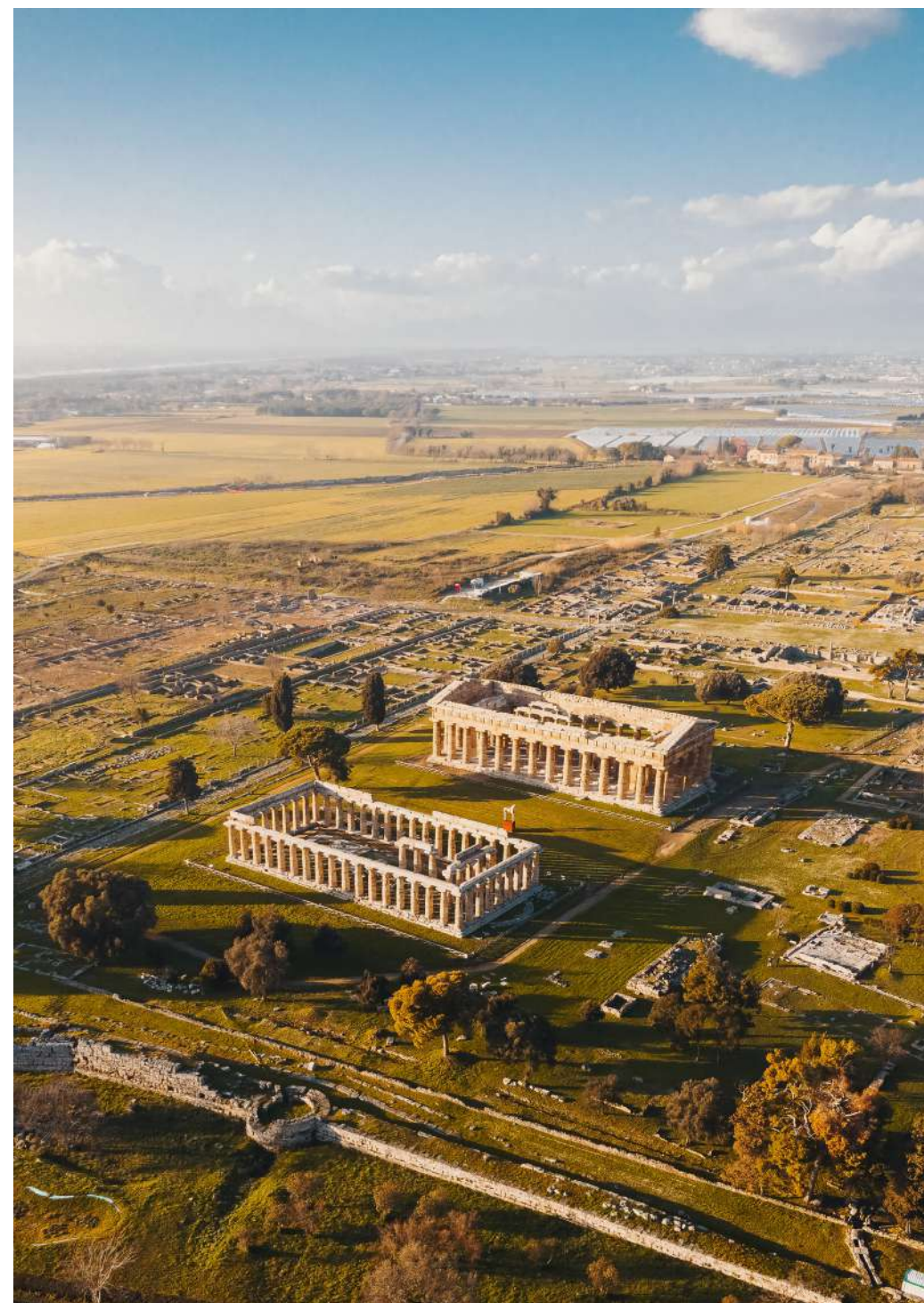
The journey at the discovery of Cilento must start here, a place that has preserved its charm for more than 2500 years after its foundation. The sandy shores extend for 12 kilometers, running parallel to a thick pinewood. The Greek-Roman archaeological site is just a few kilometers away from the sea, situated within a 5 km long wall, rising between the sea and the ancient “Caput Aquae”, Capaccio hill. The wall is made of limestone blocks and equipped with 28 towers and four main entrances: Porta Aurea, Porta Siena, Porta Marina and Porta Giustizia.

Three magnificent Doric temples stand in that same area: the temples of Neptune (dating back to the half of the fifth century B.C.) and Hera – the so-called Basilica – with nine frontal

columns, dating back to 530 B.C.: they are placed close to each other in the southern part of the site. The smallest temple of Athena, also known as the temple of Ceres, was built in the late sixth century B.C., and is situated on the northern side.

The National Archaeological Museum collects exceptional finds from the city and the whole land. The painted tomb slabs are extraordinarily interesting. Four of these depict a funerary feast. The fifth slab is a real masterpiece: it depicts a man diving, a particularly successful metaphor of life after death. This work of art is the only example we have of Greek paintings in Magna Grecia.

Paestum is in itself a “dive”: a dive in an environmental asset of priceless value.







The area of Caserta is the Land of Bourbon. Here one can experience the luxury and grandeur of the Royal Palace and its Park, wonders created to compete with the Sun-King's Versailles.





# Caserta

## *A Royal Utopia*

No journey, nor trip nor walk in the “Land of Work” can come to pass without a visit to the Royal Palace. Majestic, noble and prestigious as conceived by its architect: Luigi Vanvitelli.

“Casa Hirta” was the old name of Caserta as it appeared for the first time in a ninth century document designating the medieval village upon Monte Virgo.

The old town on the hill is still intact and embraces the Cathedral, with its tuff houses, portals, courtyards, balconies, and mullioned windows. It has taken the name of *Casertavecchia* and it is a picturesque and unmissable destination to hop into the past and taste local specialties and wines.

In the “Land of Work”, no journey, nor trip, nor walk can come to pass without a visit to the Royal Palace. Majestic, noble and prestigious as conceived by its architect: Luigi Vanvitelli. The Royal Palace stands out at the sight of visitors as soon as they get out of the railway station.

Charles of Bourbon had it erected in 1750 to affirm the power of the new Kingdom of Naples. The construction works of the magnificent palace, destined to rival the other royal residences in Europe, lasted for several decades and were finally completed by archi-

tects following Vanvitelli’s precepts.

Up the monumental *Scalone d’Onore*, one can visit the royal apartments and the Court Theater. The outdoor attractions are equally well-kept and charming; the Royal Park; the English Garden hosting the wonderful *Aperia*, where music and theater shows are performed in the summer; the Wood of San Silvestro; the Carolingian Aqueduct that supplies water to the sumptuous fountains of the garden.

Inside the halls of the Great Gallery it is possible to admire the works of the permanent exhibition *Terrae Motus*, from an idea of the art gallery manager Lucio Amelio, a beautiful example of integration between the history of the site and contemporary art.



## Beauties on Bicycles

Bike itineraries are a system that allows two-wheeler fans to constantly experience Campania's nature. The "Randonnées" are the synthesis of an increasingly tempting experience-tourism based on revealing unpolluted places and authentic flavors.

Among the most classic of two-wheeler appointments is the "Via delle Sorgenti", the cycle-tourism-Oscars awarded randonnée crossing most of the upper Caserta area and the luxuriant Matese, full of medieval villages where several agri-food specialties are celebrated and the Ferrarelle and Lete springs flow.

Worth mentioning is also the "royal Randonnée", that travels across the Bourbon sites of Caserta's Royal Palace Park and the Carolingian Aqueduct.

*Find out more:*



## Land of Bourbon

The area around Caserta is known as the Land of Bourbon. Here one can experience the luxury and grandeur of the Royal Palace and its Park, wonders conceived to compete with the Sun-King's Versailles. The success of the utopia of San Leucio is still self-evident in the "enlightened" silks that have survived every fashion for centuries; the imposing structure "in Roman fashion" of the Ponti della Valle, supplying water to the falls in the Royal Park of the Caserta Palace; last but not least, the Carditello Hunting Lodge, today hosting several cultivation experiments and the breeding of thoroughbred horses. All are examples of Bourbon prosperity. Among the 22 Bourbon sites in Campania, those present in the area have successfully endured the change of dynasties and institutional set-ups.

*Find out more:*





# San Leucio

## *Master Silk*



Not far from the gardens of the Royal Palace, stands the San Leucio Belvedere. This phalanstery has been the nucleus of a pioneering urban and social experiment, if one takes into account the era in which it took place.

A successful utopia.

It all began in 1773, when the young king Ferdinand IV of Bourbon had the woods surrounding the mansion of the Acquaviva princes fenced. Afterwards, he founded the silk factories where many

young men found an education, a work training, and a job in the production of the precious fabric.

The king's idea was to create a completely autonomous city-state. In 1789, San Leucio became Real Colonia (Royal Colony) and the king thought it appropriate that its population, 214 people at the time, lived by certain rules, which contemplated, among other things, a compulsory education, a merit-based retribution and the foundation of a Charity Fund for the old and disabled.

Today, the old factory buildings still preserve functioning looms, warping machines and all the other tools for silk manufacture.

The Silk Museum displays the precious fabrics worn by noble and ruler houses all over Europe. Today, the memory of silk products represents a matchless example of Campania's know-how.

The Royal Hunting Lodge of the Belvedere is definitely worth a visit: it is a historical mansion rich with frescoes depicting allegorical scenes. The Royal Bath of the Queen, decorated with paintings by Philipp Hackert, a famous example of landscape painting, is quite unmissable, too.





*Irpinia's naturalist core is famous for its diverse flora and fauna species, its variety an invaluable heritage of rarities.*





# Avellino

## *In Search of Precious Time*

One of the signature monuments of the town is the baroque thirty-six-meter-high Watch Tower attributed to the sculptor Cosimo Fanzago, dominating the whole area from above.

In Avellino it's easy to discover the value of simple gestures that make time precious. The town underwent several dominations which left their visible signs: Roman, Byzantine, Lombard, Norman.

One of the signature monuments of the town is the thirty-six-meter-high baroque Watch Tower, attributed to the sculptor Cosimo Fanzago, dominating the whole area from above.

The Dome situated in the city center is absolutely worth visiting for its majestic bell tower made of materials dating back to the first century B.C. Underneath the cathedral there is a Crypt, perhaps the most fascinating place in the city.

The elegant neoclassic Dome façade has three entrance portals “guarded” by the statues of St. Modestinus of Antioch, the Patron Saint of the city, and St. William of Vercelli, Irpinia’s protector. A much-treasured shrine preserves the Holy Thorn from the Crown

of Christ, a gift of Charles I of Anjou. The Bellerofonte fountain is one of the symbols of the city. It was designed by Cosimo Fanzago and citizens informally call it the three-piped fountain (“dei tre cannuòli”), because of the peculiar pipes from which the Paternio waters spurt into a large basin.

The old city center has also kept ancient aristocratic mansions as the eighteenth-century Palazzo de Concilii where, in the early 1800s, the great French novelist Victor Hugo stayed. He later mentioned the “marble palace” in his works.

The arterial route of Avellino, the beating heart of trading and social life, is Corso Vittorio Emanuele. The Villa Comunale, a green lung mainly populated by plane-trees and lime trees, occupies the upper part of the avenue. Behind it stands the Irpino Museum, that stores the marvelous Xoanon wood statue and the Seasons’ Mosaic.





# Irpinia

## *A Breath of Nature*



**I**rpinia's naturalist core is famous for its diverse flora and fauna species, its variety an invaluable heritage of rarities. It is characterized by the presence of three Regional Naturalist Parks: the Paternio, the Picentini Mountains and the Vallo Lauro-Pizzo Alvano. Furthermore, there are no less than eighteen Sites of Community Importance for the protection of biodiversity and three birds Special Protection Areas, not to mention WWF Oases.

Irpinia is a breath of fresh air. A land to experience while immersed in nature whether one's an expert or a beginner, taking landscape excursions to admire breathtaking vistas, or cultural visits to dive into history and art, or trekking.

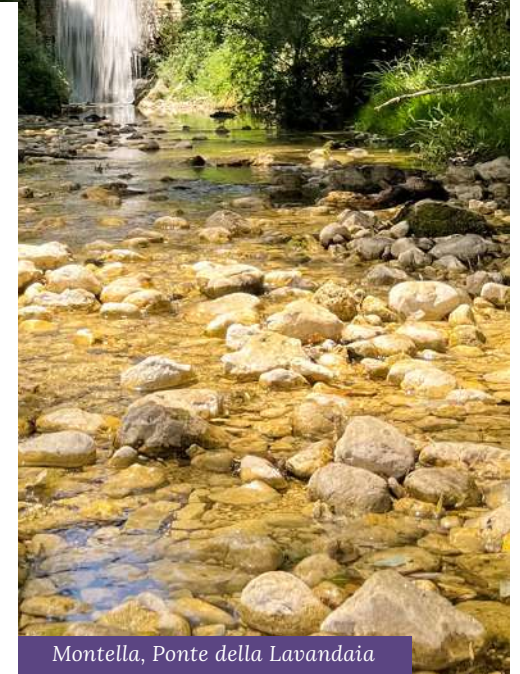
Those who prefer to enjoy life in the open with their families or friends can count on specific ecological itineraries on foot, by mountain bike or on horseback. Natural areas are equipped with picnic and bird-watching spots.

Irpinia is also a land of authentic and intense flavors born of a culinary tradition that gets the most from humble ingredients, turning food into specialties that tell local stories. It is a land of woods, of plateaued and plain pastures, crossed by shepherds with their cattle



and flocks along the sheep-tracks of transhumance.

These are ideal places for sustainable and green tourism. The particularity of Irpinia's hospitality satisfies the widening needs of tourists that care about the quality of life. Peace, tranquility, great food and wine, hospitality mark out a place where there's much yet to be discovered. Irpinia is surprising for its interesting and varied hotel hospitality, its authentic gastronomy and its *docg* – consolidated registered and certified designation of origin – wines: Taurasi, Greco di Tufo and Fiano.



Montella, Ponte della Lavandaia



## Carmasciano, Cheese Divine

Carmasciano cheese's uniqueness is due to the fact it can only be produced in the homonymous Carmasciano district, a small fistful of square kilometers in the Ansanto valley in upper Irpinia, one of the small towns of Rocca San Felice, Guardia Lombardi and Frigento. According to the legends, within this area of the Campania Appennines characterized by the presence of Sulphur springs seethes the Mephitis, or the door to the Virgil's Netherworld. The laticauda sheep (laticauda means with a large tail) are able to feed on the incredibly rare local grass rich with minerals and sulphur, and conferring the pecorino cheese a taste and scent divine. Thus the "Carmasciano" cheese comes alive, the noblest among existing cheeses, solely obtained from pasture flocks. Molded from Roman, Lombard, Norman centuries-long wisdom, this legendary cheese has been watched over by the mightiest of Oscan deities: the goddess Mephitis.

To taste the Carmasciano cheese means to dive into Irpinia's most private history, to get drunk with its thousands flavors and plunge into the magic rites on the shores of Mephitis and on the green crests crowned by medieval castles and monasteries.

*Find out more:*



## Aged Like Fine Wine... from Campania

Getting a tour of "wine roads" among the major autochthonous vines in Campania is to embark on an engaging journey that ranges from the Massico area wines to the volcanic wines of Vesuvius, Phlegraean Fields and Ischia, from the gentle wines of the Irpinia and Sannio hinterlands to the fresher ones from the Amalfi Coast and Cilento.

Campania's wines count fifteen DOCs, four DOCGs, ten IGP, each year gaining brand new, prestigious acknowledgements as a result of the strenuous work of winegrowers and producers, witnesses to a millennial tradition.

Greco di Tufo, Fiano di Avellino, Falanghina – white wines – Taurasi and the different declinations of Aglianico – red wines – are but examples of the interest provoked by Campania in the wine-making industry. Superstar vines such as the ones mentioned above are no longer alone. The increasing re-discovery of ancient varieties like Aversa's Asprinio, Ischia's Biancolella or the Bourbons' beloved Pallagrello (whose production has been recently restored inside Caserta's Royal Palace gardens) accompanies them.

One of Campania's records is the town of Castelvenere, in the Benevento province: it counts the highest number of vines in Italy. Largely unknown is also the fact that the city of Naples is the second European metropolitan area for hectares destined to vines. The first one is Vienna.

*Find out more:*





Benevento, Trajan Arch



Benevento and its Provinces



A journey through the ages, tasting ancient spiritualities and healthy flavors.





Benevento, Santa Sofia Church

# Benevento

## *Beauty without filters*

The Roman and Lombard vestiges and the legends that summon the “Strega” (the most important literary prize in Italy) are bewitching.

The city bewitches its tourists with its great monuments and the legends summoning ancient and mysterious rites. The major literary award in Italy, *Premio Strega*, is rooted in this same land.

The town was originally called *Maleventum*. It was renamed Beneventum by the Romans on the occasion of the victory against Pyrrhus, the King of Epirus. The symbol of the city is the wonderful Trajan Arch, built between 115 and 117 A.C. to inaugurate the road connecting Benevento to Brindisi. The arch is embellished with sculptures and exquisite bas-reliefs celebrating the achievements of the “Best” of emperors.

The imposing theater ordered by emperor Adrian in the second century A.C. represents another historical testimony and is still astonishing. The excellent acoustics makes it the perfect setting for concerts and live shows in the summer.

The downfall of the Roman Empire marked a period of demise for the city, that saw a second dawn under Lombard rule. The Lombards were a war-

rior people that, having understood the strategic importance of Benevento's geographical position, made it the capital city of a duchy and, later in the eighth century, a principate spreading to the semi-totality of Southern Italy under prince Arechi.

While it preserves prestigious Angevin and papal vestiges, the city displays a stratification of memories to be found in the compelling stories of different men and remote ages.

Benevento preserves its original city walls and most of its old urban framework, along with important testimonies such as the Dome Crypt, the Sant'Ilario Church and Port'Aurea, the Rocca dei Rettori and the splendid Santa Sofia Church, consecrated in 762. This is a masterpiece of Lombard art, among the many Campania monuments that have been appointed UNESCO World Heritage Site. It develops on an atypically designed plan: circular at first, then star-shaped, then circular again; the architectures of the vaults draw various and surprising shapes, too.

Close to the Church there's a monastery with a beautiful cloister, home to the Sannio Museum halls, with a rich archaeological heritage collection. The *Hortus Conclusus* is a more recent permanent exhibition of sculptures by Mimmo Paladino, dearest artist and child of this place, that drew the inspiration for its works from the legendary past of the “City of Witches”.



# Sannio

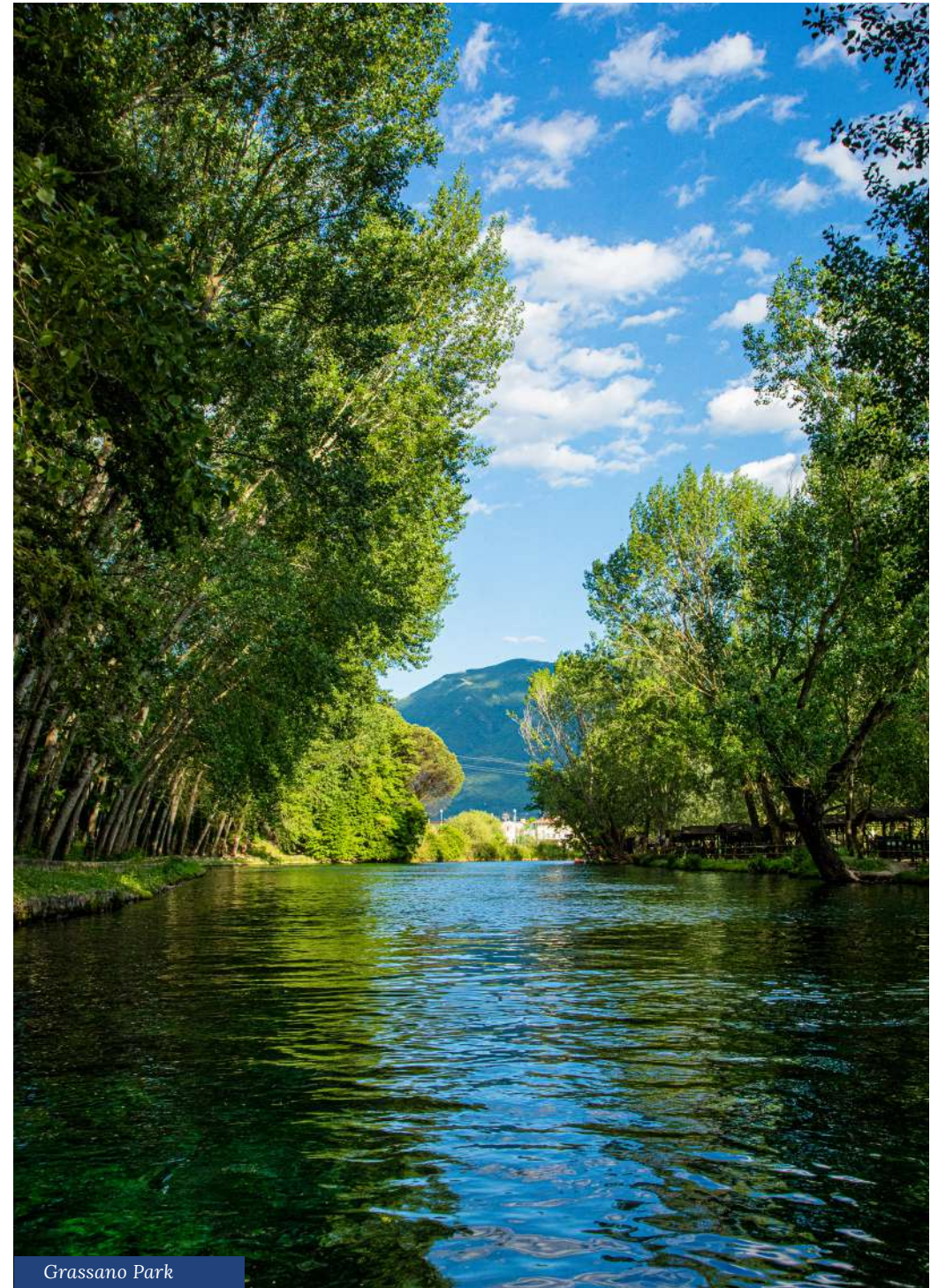
## *Strategies behind a holiday*

**S**annio is a strategic territory: here the armies garrisoned the streets and the passes where the Tyrrhenian and the Adriatic seas met; here, tourists can travel across the ages, tasting ancient spiritualities and healthy flavors. The Benevento province is mostly composed of rural villages spread on a quite small land, with artistic and cultural attractions, and environmental and landscape amenities meeting the needs of sustainable tourism. If the vistas of the Taburno Massif and of Mount Mutria, or of the

fertile Caudina and Telesina valleys are picturesque, the visits to the Sannio city centers, smaller and bigger, are equally interesting for their vestiges and unexpected beauties enlivened by a sober people, jealous keepers of their past and traditions. The journey follows the stops of an itinerary that, starting from the Via Appia, crosses the luxuriant Telesina Valley and, cutting through the Fortore (the place where Saint Pious got his calling) covers past experiences of an unblemished territory.



Telesina Valley



Grassano Park



## The *Via Francigena*

Campania's stretch of *Via Francigena* measures 200 km and extends over a territory of 28 municipalities in the provinces of Caserta, Benevento, and Avellino.

The *Via Francigena* is one of the most important spiritual itineraries in the world, besides the *Camino de Santiago*. It is a panacea for both body and soul, according to the precepts of slow tourism. Starting from Canterbury, in the United Kingdom, pilgrims traverse France and Switzerland to reach Rome for a stop at St. Peter's Basilica. The journey continues ahead, in the direction of Santa Maria di Leuca, our "Finibus Terrae", to then sail from Apulia towards Jerusalem. This three-thousand-kilometer-long route, counts about ten stops in Campania, among which are some of its most authentic and green paths.

The journey across Campania complies to a new, sustainable vision of traveling, one most harmonic and coherent with a respect for nature. The experiential component and uniqueness of the landscape are the strongest points of this stretch of the *Via Francigena*: the journey unfolds through ancient villages with medieval towers and castles, ancient royal sheep-tracks surrounded by green mountains, woods, cornfields. Here, the history of the land is tangible, each rock and tree bridging ideas and people in an enchanted scenery. Walking here transcends sport and spare time: it is a totalizing spiritual and inclusive experience. Along the road the time stops, slows down, and finally disappears. Have a good walk!

*Find out more:*



## Save the Witches

The relationship between Benevento and witches is so deeply rooted that the legendary Noce (Walnut-tree) that shaded the sabbaths, became a symbol of the city as important as its imperial vestiges.

Benevento: the city of the Trajan Arch, of the Roman Theater, is also a site where sorceresses and witches met to cook potions and philters.

At the beginning of every legend there's a speck of truth. Everything began with a Lombard ritual. The Lombards ruled the Peninsula between the sixth and eighth, making Benevento the capital city of a duchy and, afterwards, of a principate, thanks to the strategic value of its geographical position. Warriors were accustomed to meeting around a walnut-tree consecrated to the god Wothan, in a place nearby. Here they interlaced a carousel and rode their horses backwards, trying to rip off from the branches the sheepskins that they had hanged there before. After the conversion to Christianity, a few nostalgic Lombards kept performing the rite at night, in order not to be discovered and accused of heresy. The rest results from people's fantasies, that turned the whirling of the horsemen into the witches' round dance around the Walnut-tree. Thus, the legend of Benevento as a meeting place for witches was born and, at specific times around the year, one could presumably find them there, performing their magic rites. Today, the charm of Benevento as a "city of witches" is a tradition to be cherished.

*Find out more:*







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In Campania a sense of the sublime ties with the great mosaic of nature. From Flegrean volcanoes to the wild broom Vesuvius and the Gulf of Mermaids. Thousands of years of Mediterranean culture, between the West and the East. Paths of meditation, of love, adventure, hospitality, and authentic taste. An endless kind of joy.



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