

I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

PRIORITY AXIS 3 “ENVIRONMENT AND CULTURAL HERITAGE”

Specific objective 3.1 “Make natural and cultural heritage a leverage for sustainable and more balanced territorial development”

Title of deliverable (as in SIU): **projects of tourist thematic itineraries - “Marche, theatre of beauty”**

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MARCHE TEATRO PROJECTS OF TOURIST THEMATIC ITINERARIES

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TITLE: LE MARCHE, THEATRE OF BEAUTY

Little towns on the hills, Conero's breathtaking landscapes, mysterious architectures and Unesco's sites, to be visited nursing a glass of wine and tasting local specialties: **discover Le Marche, Italy's hidden treasure!**

Marche Teatro invites you in a **trip of colors and emotions** that will lead you from the deep blue of the sea to the green tracks of the maquis, finishing with the yellow of the sunflowers fields: **history, art and architecture will appear in unexpected places.**

Dip into a fascinating territory and **live every night the magic of Inteatro Festival**, where historical places meet contemporary performing arts from all around the world.

Create your own itinerary choosing between several activities: Enotrek at Conero park, Ancona's museums, music and performance at Mole Vanvitelliana, guided tours of Teatro delle Muse, customized transfer to historical cities, the shows of Inteatro Festival, happy hour and parties.

And finally, just leave all the maps behind and go find some hidden wonder that is still to be found...

MAIN ACTIVITIES DESCRIPTION

Marche Teatro will invite the tourist in a trip through the discovery of the artistic and cultural heritage of Le Marche. Surprising and wonderful in its diversity, this region of Central Italy, with its winding yet symmetrical form, shows off its multi-faceted beauty through cliffs and caves that overlook unforgettable beaches, hills that are steeped in history, and rich traditions and cultures. Each night you will be invited to attend the innovative and original shows at Inteatro Festival in Polverigi and Ancona.

The itinerary is custom-built by the participants and includes: Enotrek at Parco del Conero; cultural talks around Ancona and its museums; local market, music and performances at Mole Vanvitelliana; guided tour of Teatro delle Muse; custom-built transfers to the historical cities of the Region and the Conero park; Inteatro Festival's artistic programme; happy hour, dinner and late-night meeting point with typical products.

PROPOSED SCHEDULE OF THE ACTIVITIES (to be confirmed once Inteatro Festival programme is officially announced)

DAY 1 - WED 19th JUNE

Arrival and transfers of the guests to the Cluster hotels or other accommodation

16.00 - guided visit of Mole and Omero Museum (or Pinacoteca)

19.00 - Transfer to Inteatro Festival programme in Polverigi (shows, meetings, movies, conferences)

During the evening:

Happy hour and Late night Festival meeting point proposed by the Cluster (Stockfish, Umani Ronchi, Palace)

DAY 2 - THURS 20th JUNE

12.30 - Transfer to Sirolo with private bus and lunch

15.00 - ENOTREK "Parco del Conero" proposed by Agricorp inside Conero Natural Park

18.00 - Wine tasting at Luigi Maria Pieri Cantine

OR

12.30 - private transfer (under reservation) to reach and visit Urbino/Recanati and Loreto/Grotte di Frasassi/Ascoli Piceno

19.30 - Transfer to Inteatro Festival programme in Polverigi (shows, meetings, movies, conferences)

During the evening:

Happy hour and Late night Festival meeting point proposed by the Cluster (Stockfish, Umani Ronchi, Palace)

DAY 3 - FRI 21th JUNE

12.30 - Transfer to Polverigi and guided visit of the town and Villa Nappi

13.30 - Lunch proposed by the Cluster (Stockfish, Umani Ronchi)

15.00 - Meeting for cultural and touristic professionals on international mobility

18.00 - Transfer to Ancona

19.00 - Inteatro Festival programme at Mole Antonelliana and Teatro delle Muse (shows, meetings, movies, conferences)

During the evening:

Happy hour and Late night Festival meeting point proposed by the Cluster (Tipicità, Palace)

DAY 4 - SAT22th JUNE

12.30 - Transfer to Portonovo with private bus and lunch

15.00 - ENOTREK "Baia di Portonovo" proposed by Agricorp inside Conero Natural Park

18.00 - Wine tasting at Luigi Maria Pieri Cantine

OR

12.30 - private transfer (under reservation) to reach and visit Urbino/Recanati and Loreto/Grotte di Frasassi/Ascoli Piceno

19.30 - Transfer to Inteatro Festival programme at Mole Antonelliana and Teatro delle Muse (shows, meetings, movies, conferences)

During the evening:

Happy hour and Late night Festival meeting point proposed by the Cluster (Tipicità, Palace)

DAY 5 - SUN 23th JUNE

12.00 - Final meeting of I-Archeo.S with presentation of the project results

13.00 - Closing press conference

13.30 - Closing brunch proposed by the Cluster (Tipicità, Stockfish, Umani Ronchi)

from 15.00 - Transfer from the hotels and departures

POINTS OF INTEREST

TEATRO DELLE MUSE

Teatro delle Muse is the 13th biggest theatre in Italy and **the first one for Marche Region**. Neo-classical in style and built in 1826, the Theatre was damaged during the Second World War air raids and was not in use for many years, before a reopening that has put the venue at the **centre of the cultural life of the city**.

MOLE VANVITELLIANA

The Mole Vanvitelliana is **a charming artificial island with pentagonal shape inside Ancona's harbour**, designed by Luigi Vanvitelli, architect of the Pope. Originally identified as "Lazzaretto", to avoid epidemics in the old city, is now managed by Fondo Mole and **venue for art, performance, cultural events**.

VILLA NAPPI

Villa Nappi is an historical building built originally as a **monastery**. It's one of the oldest religious settlements of the Region and historically the centre of the life of the little town of Polverigi. Nowadays, Villa Nappi is worldwide known as **contemporary performing arts centre** thanks to Inteatro Festival.

ANCONA

Ancona, the **region's capital**, is located on the central Adriatic coast, near the naturalistic site of Conero Park.

The city has several **beaches**. The most central is called Passetto, with large white rocks; gravel beaches are towards the south of Ancona.

The most representative **monument** of Ancona is the Cathedral of San Ciriaco, a pleasant mix of Romanesque, Gothic and Byzantine style, built on the foundations of a temple of the fourth century B.C. and a pre-Christian church.

The most remarkable tourist attractions are: Mole Vanvitelliana, the Tactile Museum Omero, the Church of Santa Maria della Piazza, the Arch of Trajan, the Church of San Francesco alle Scale, the Loggia dei Mercanti, the Fountain of Calamus or Tredici Cannelle, the Municipal Art Gallery, the Museo Archeologico Nazionale delle Marche.

POLVERIGI

The little, suggestive town of Polverigi is located in the countryside of Ancona, on a hilltop. From the belvedere the sight embraces the sea, the Conero mountain, the Appennins and the Esino river valley.

The name's origin probably derives from the Latin "Pulvis" (dust), referring to the dryness of the ground: Polverigi was isolated, quite uninhabited and home for hermits.

It was indeed the location of the Church of the Holy Sacrament, with the connected monastery, a Romanic and Gothic beautiful architecture that was part of the biggest complex of **Villa Nappi**, built around 1200 and nowadays managed by Inteatro. After the departure of the Agostinian friars during the Napoleonic occupation, the Earl Nappi bought the estate in 1815, that was finally acquired by the Municipality in 1972.

The Church of Saint Anthony was made by the architect Gabuzzi, with an original paint of Ercole Ramazzani (The Deposition of the Cross, 1583). The historical centre is made in a circular shape, following the walls of the ancient little castle, with a round arch portal.

Inteatro Festival is one of the main events of the town, with international artists and guests from all around the world.

PARCO DEL CONERO (CONERO PARK)

Few kilometres far from Ancona, you can enjoy a full immersion in the Monte Conero **Natural Park**, characterised by spectacular colours and species of flora and fauna typical of the Mediterranean scrub. From the small village Poggio you can follow the signposted paths for wonderful walks or bike rides.

The only relief (572 meters) overhanging the sea from Trieste to Gargano, in symbiosis with the towns Ancona and Camerano, and with the sea resorts of Sirolo and Numana, mount Conero is the heart of the homonymous Regional Park. Established in 1987, but managed only since 1991, it is a nature sanctuary extending for 5,800 hectares of protected area, with places of great charm: the bay of Portonovo, the beach of the "due sorelle", the northern view-point, Pian Grande, Pian dei Raggetti... 18 hiking routes developing among strawberry trees, brooms, ilex trees, pines, in the magic of the Mediterranean scrub. The area houses several species of birds, some of them very rare, together with a rich fauna. The many plants making the Mediterranean scrub are here protected and represent the third part of the whole floristic heritage of Marche. The territory is also rich in artistic evidences: Santa Maria di Portonovo, San Pietro al Conero, the Antiquarium on the Piceni civilization in Numana, and specific and very interesting geological itineraries.

URBINO

The small hill town of Urbino, **experienced a great cultural flowering in the 15th century**, attracting artists and scholars from all over Italy and beyond, and influencing cultural developments elsewhere in Europe. Owing to its economic and cultural stagnation from the 16th century onwards, it has preserved its Renaissance appearance to a remarkable extent.

LORETO E RECANATI

Closed to each other and sharing a common past, Loreto and Recanati represent **a unique experience of spirituality and literature**.

Straddling a hilltop and visible from afar, Loreto is absorbed entirely by its bauble-domed Basilica della Santa Casa, which sprung the town upon the arrival of its Holy House shrine, home to a jewel-encrusted black statue of the Virgin Mary that draws religious pilgrims from over the hills and far away. Though there isn't a lot of interest here to warrant spending the night, the town makes for an easy and pleasant day trip from Ancona.

Recanati was founded around 1150 AD from three pre-existing castles. In 1290 it proclaimed itself an independent republic and, in the 15th century, was famous for its international fair. In March 1798 it was conquered by Napoleon Bonaparte.

It is the hometown of the tenor Beniamino Gigli and the poet Giacomo Leopardi, which is why the town is known to some as "the city of poetry". It contains the Teatro Persiani, named after Giuseppe Persiani, an opera composer born in 1799.

ASCOLI PICENO

City of travertino and 100 Towers, Ascoli Piceno is renowned worldwide for its **medieval history**, **the food specialties** and the **stunning beauty of Piazza del Popolo**.

The town lies at the confluence of the Tronto River and the small river Castellano and is surrounded on three sides by mountains. Two natural parks border the town, one on the north-western flank (Monti Sibillini Natural Park) and the other on the southern (Monti della Laga Natural Park).

Many of the buildings in the central historical part of the city are built using marble called travertino, a grey-hued stone extracted from the surrounding mountains. Its central Renaissance square, Piazza del Popolo ("Square of the People") is surrounded by a number of buildings utilizing this stone, now often hosting open-air markets. A few blocks away, the Piazza Arringo, or piazza dell'Arengo, was the administrative and religious centre of the town, surrounded by the Cathedral, the baptistery, the Bishop's residence, and the Palace of the Comune. According to traditional accounts, Ascoli Piceno once housed some two hundred towers in the Middle Ages: today some fifty can still be seen.

STAKEHOLDERS / CLUSTER

I-Archeo.S' Cluster of Marche Teatro collects the excellences of Marche Region in terms of hospitality, tourism and cultural production, with the aim of establish a good practice of collaboration "Made in Marche" through the integration and improvement of the services that already are proposed to the audience/tourists.

The cluster is characterized by a positive diversity and a wide range of services/know how, moving from practical services (transports, printing, sell of tickets, hospitality), to intermediate structures (tour operator, management, tailored on services), to coordination and project design (creation of original shows and audience engagement tools, original products and services, management of production processes).

The Cluster is composed by Marche Teatro and the partners:

- MUNICIPALITIES: Ancona and Polverigi;
- CULTURAL HERITAGE: Fondo Mole Vanvitelliana;
- FOOD AND WINE LOCAL EXCELLENCE: Agricorp, Stockfish, Umani Ronchi;
- TOURISM AND PROJECT DESIGN: Imagina and Incontri Europei;
- HOSPITALITY: The Begin e Palace Hotel;
- COMMUNICATION: Grafiche Ricciarelli, Tonidigrigio, Pepe Lab, Libenzi Pubblicità ;
- AUDIENCE DEVELOPMENT: Tournée da bar;
- MOBILITY: Conerobus e Mirko Postiglione;
- SERVICE AND TECHNOLOGY: TechInform, VPR Impianti, ENT, Ventilazione, RM Audio, Hands4-stage.