



Winter, spring, summer, autumn. Scenes of Trentino frescoed on the walls of the Aquila Tower in Buonconsiglio Castle, Trento, in 1400.

Peak Experiences
The visiting card of Trentino
A promise of genuineness
In the hospitality
In the offers and values of the territory



The guide through these Peak Experiences includes some comments.
Those of four historic personages: the statesman Alcide De Gasperi, the alpinist Bruno Detassis,
the priest don Lorenzo Guetti, the artist Fortunato Depero.
And those of seven exponents of some important worlds of Trentino today: a ski instructor, a student cook, a farmer,
a fireman, a researcher, an artisan of the new generation, a forester.
The chapters are enhanced by Alex Majoli, Jonas Bendiksen, Paolo Pellegrin, Peter Marlow and George Pinkhassov,
five photographers of Magnum Photos whose shots accompany
this journey in the discovery of Trentino.



Trentino, Peak Experiences.

The Dolomites, a Unesco Natural World Heritage Site

On 26 June 2009, with the unanimous approval of the 21 members of the "World Heritage Committee" assembled in Seville, the Dolomites officially became a Natural World Heritage Site.

Spectacular peaks, majestic monuments proving nature is not merely beautiful, but able to fill our eyes and soul with the sublime sentiment that Edmund Burke described as "the strongest emotions the individual is capable of feeling". You can experience this at the foot of our Dolomites.

Turning the pages of Trentino

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I believe

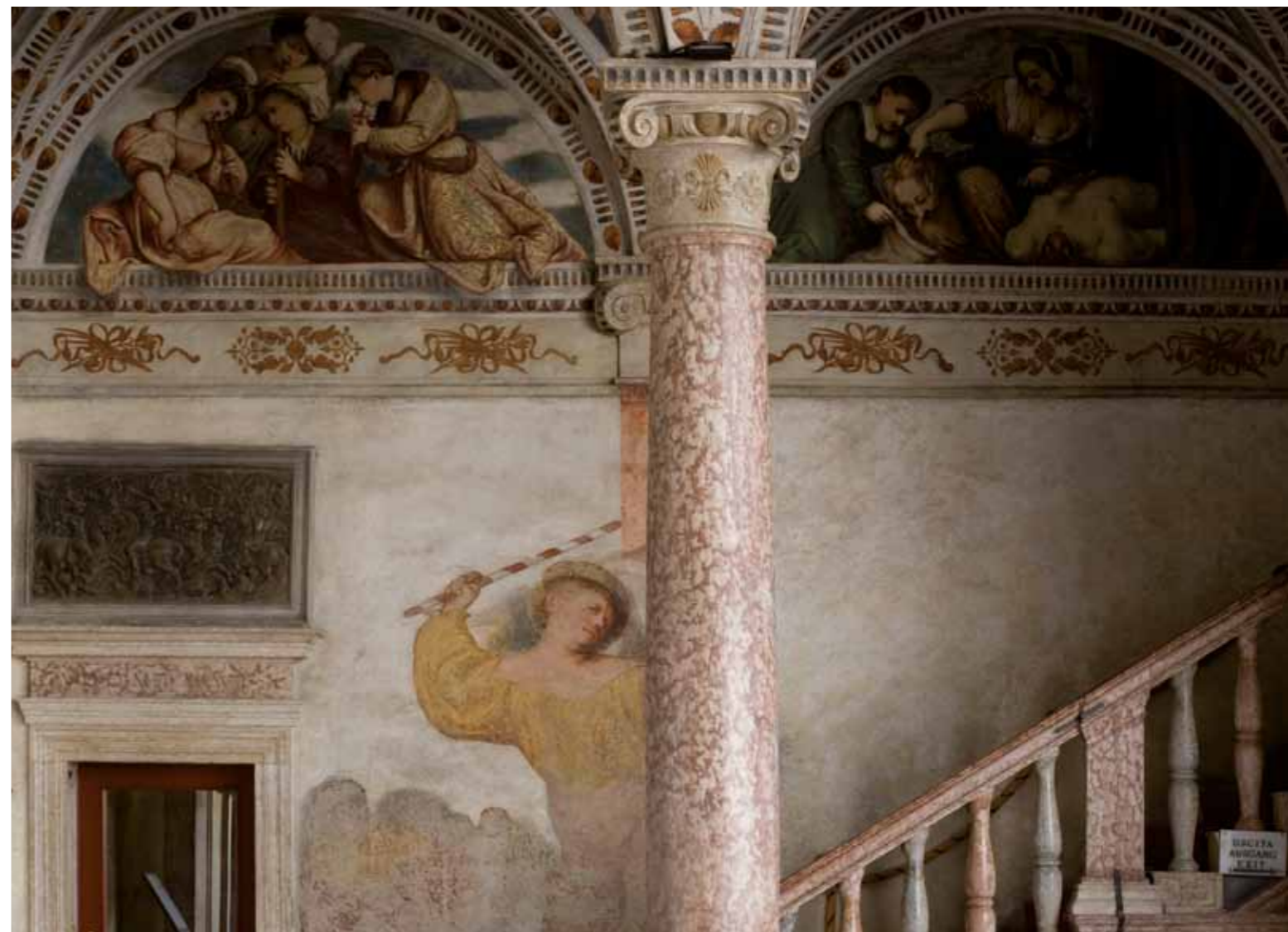
"Since I am also a convinced autonomist and supporter of the autonomist movement, permit me to tell you that autonomies will be preserved, will mature and will last only on one condition: that they prove to be better than state bureaucracy, better than the central government system and above all better with respect to expenditure."

Alcide De Gasperi
Born in Pieve Tesino in 1881
statesman and politician
Trentino, Italian, European.

A precious mosaic

A valuable territory

The Dolomites are all the more beautiful viewed from a mountain refuge after a regenerating day skiing or hiking in nature. The towns are all the more inviting because they have important historic centres and museums of international interest. The lakes are all the more magical because they mirror blue skies and green forests. The valley floor is all the more attractive because the vineyards are lovingly tended to produce excellent wines. All are pieces of the Trentino mosaic and a valid response to the challenges of globalisation.



the Dolomites

Where the rock is the colour of roses

The best natural architecture according to Le Corbusier; the most beautiful mountains in the world for Reinhold Messner. The Dolomites, the jewel of Trentino, were declared a Natural World Heritage by Unesco in June 2009. They owe their name to Déodat de Dolomieu, the geologist from the area of Grénoble, who, in 1789, discovered the chemical composition of the rocks subsequently called Dolomia. The Dolomites rose from the depths of the sea that covered the region more than 200 million years ago. Some of the most famous peaks, such as Lätemar, the Marmolada, Brenta, Catinaccio and the Pale di San Martino were once coral reefs. The Unesco recognition was not only awarded for the incomparable beauty of these peaks that glow pink and red at sunrise and sunset, a phenomenon called *enrosadira*, but also for the human activities carried out here fully respecting tradition and the environment. The Dolomites are an extraordinary natural monument and a living space made all the more precious by the presence of man.

www.visittrentino.it/dolomiti-unesco

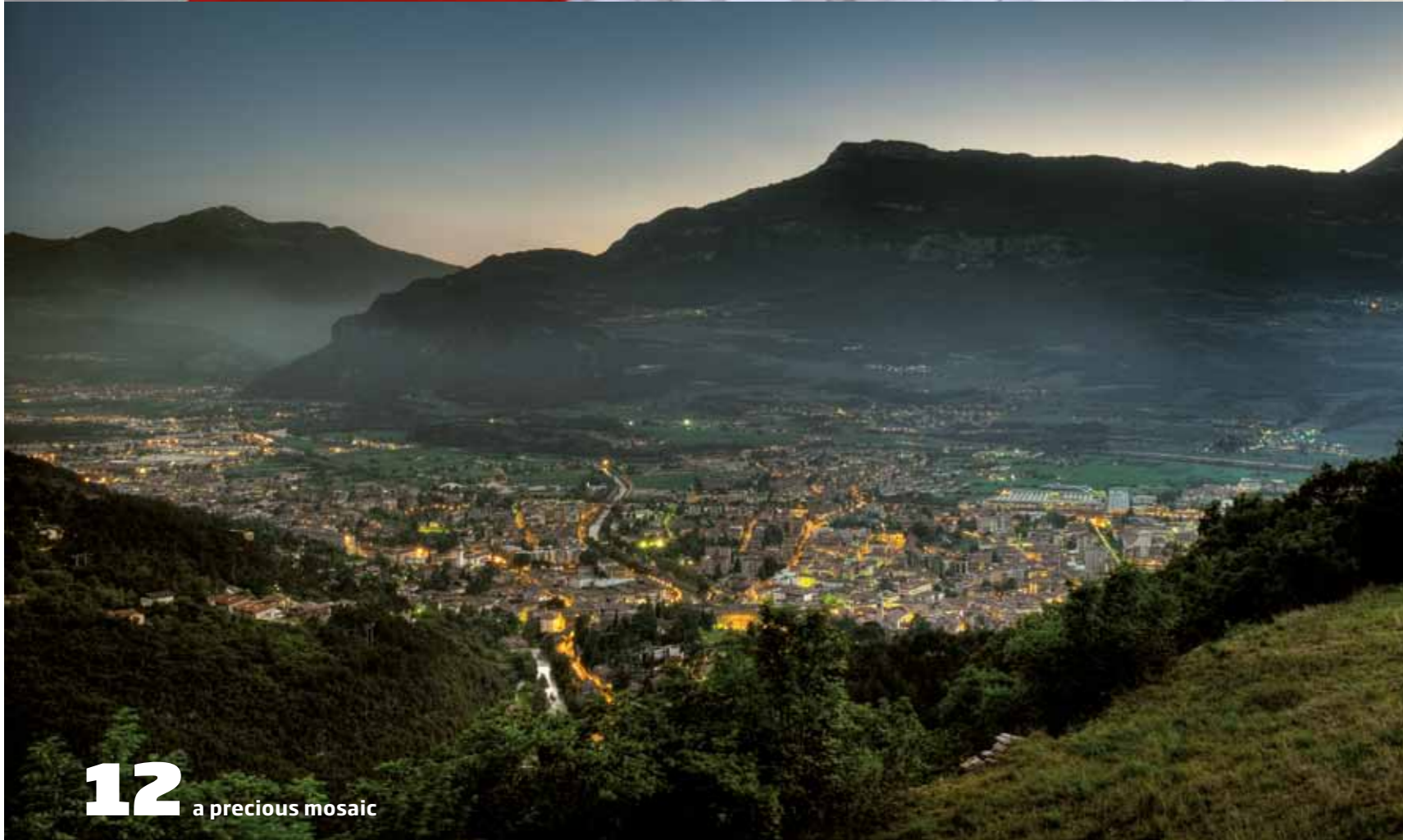
autonomy

Self-government with millenary roots

Autonomy here goes back a thousand years to the birth of the Episcopal Principality of Trento that, although part of the Holy Roman Empire, had its own political and administrative powers and forms of self-government. An example of this is the Magnifica Comunità of Val di Fiemme that will be celebrating 900 years in 2011. Another historic step of fundamental importance was the Council of Trent, which lasted from 1545 to 1563 and was the Catholic Church's answer to the Lutheran requests for reformation. Trentino was chosen as the site for the Council because it was a politically independent Episcopal Principality and also because of its strategic position on the major route linking Germany in the north of Europe with Rome in the south.

Trentino became part of Italy as a result of the First World War, a period of great suffering and affliction in which some of its inhabitants had to fight in the Austrian ranks and others in the Italian. After the Second World War, the head of the Italian government, the Trentino born Alcide De Gasperi, granted Trentino and Alto Adige a wide-ranging legislative and executive autonomy. This was extended in 1972 and gave the two provinces legislative power in many areas normally governed by the State, like health, education, work, transport and road network. In short, autonomy means to exercise self-government directly without the intermediation of other government institutions.

www.autonomia.provincia.tn.it
www.trentinocultura.net



Europe Beyond the frontiers

Owing to its geographical position Trentino has always been a frontier land between different cultures, a place for the comparison and interchange of ideas. Its importance in Europe is now reinforced by its participation in Euregio, a project of collaboration that goes beyond borders and frontiers and also involves the Tyrol and Alto Adige. Among the most important initiatives of the Euroregion is the establishment of a common office of representation in the European Union in Brussels.

www.europaregion.info

quality A good life

Autonomy has led to one of the best qualities of life in Italy. According to reports in the economic papers 'Sole24Ore' and 'Italia Oggi' in 2009, Trentino ranks second on the national scale. Its performance is particularly good in business and work, with one of the lowest rates of bankruptcy and protests for non-payment per capita. Its achievements in the environmental field and in civil and social security are also excellent. According to the Urban Audit survey, which compares 80 European towns with between 80,000 and 150,000 inhabitants, the quality of life in Trento is among the highest in Europe. The city is among the first for population growth. The unemployment rate is 4 per cent, about half the average of the sample towns. Work for women is 8 points above the average.

cultures N popul zenza storia e zenza memoria e'n popul zenza davegnir*

The Trentino autonomy is based on the recognition and enhancement of the ethnic minorities; the Ladins in Val di Fassa, the small German-speaking communities known as the Mòcheni living in Valle del Fersina and the Cimbrians on the Altopiano di Luserna. According to the census in 2001, in Val di Fassa there are some 7,500 Ladins, over 82 per cent of the local population, and 9,000 Ladins residing in other areas of Trentino.

The language spoken in Canazei, as well as in the valleys of Gardena, Badia, Fodòm and d'Ampezzo, is the so-called Dolomitic or central Ladin language, which is distinct from the Romansh or west Ladin of the Grisons Canton in Switzerland and from the Friuli or east Ladin. The first German communities settled

in upper Valle del Fersina in the thirteenth century. Their descendants are the Mòcheni (Bersntol in the local language) today a total 2,276 people who still speak a language of mid-upper Bavarian medieval origin. The last island where Cimbrian (Zimbar another ancient Bavarian tongue) is still spoken is Luserna, a small village situated at an altitude of 1,333 metres. The first colonies came to the Altopiano di Folgaria and Lavarone at the beginning of the thirteenth century and later moved from there up to Luserna. Today there are 882 Cimbrians living in Trentino.

* A population without a history and without a memory is a population without a future

www.istladin.net
www.lusern.it
www.valledeimocheni.it



numbers 500 million trees, 26 thousand roe deer and 8 bear cubs

Environmental conservation in Trentino covers 103,000 hectares, equal to 17 per cent of the land area, and includes nature parks, biotopes and nature reserves. Forests occupy 56 per cent of Trentino and supply 43 per cent of the entire national production of timber. And yet the total 50 million cubic metres of woodland increase by at least half a million a year. There are about a thousand trees per citizen. Trentino has three hundred lakes from Lake Garda to those at high altitude. Altogether water covers almost 10,000 hectares, or 1.6 per cent of the land. There are 525,000 inhabitants, distributed over an area of 6,400 square kilometres, with a population density of 84.5 inhabitants per square kilometre, among the lowest in Italy. According to the monitoring in 2008, there are 26,000 roe deer, 24,000 chamois, 9,000 deer, 21 adult bears and 8 cubs. Trentino has 223 municipal districts, 75 per cent situated over 1,000 metres. There are 498 Alpine ski pistes occupying over 800 kilometres, 86 per cent with snowmaking facilities, and 242 ski lifts. Trails covering a total 470 kilometres are available for Nordic ski enthusiasts. A network of footpaths totalling 5,000 kilometres and 400 kilometres of cycle tracks are distributed throughout the region.



lakes

Mirrors of the sky and mountains

Upper Lake Garda has always been the first tangible sign of the Mediterranean world for people arriving from Germany and mid-Europe across the Brenner Pass and travelling south. Its shores, covered with olive groves between Torbole and Riva, enchanted Goethe, Nietzsche, Kafka and the Mann brothers. In Arco, known for its mild and healthy climate, the Archduke Albert of Habsburg built his winter residence. Besides Upper Lake Garda, there are three hundred lakes in Trentino. Lake Molveno on the Altopiano della Paganella is the largest alpine basin in Italy above an altitude of 800 metres.

It is wonderful to sunbathe on its green grass shores in front of the Brenta Dolomites mirrored in the water. The largest lake in Trentino is Caldonazzo, in Valsugana. Not far away, Lake Levico penetrates the dense vegetation like a fjord. On the nearby Altopiano di Piné the lakes of Serraiia and Piazze are both suitable for bathing. Lake Ledro, above Lake Garda, has the remains of a lake dwelling site dating back to the Bronze Age. A myriad of small lakes at high altitude can be reached on foot.

www.visittrentino.it/laghi-trentino



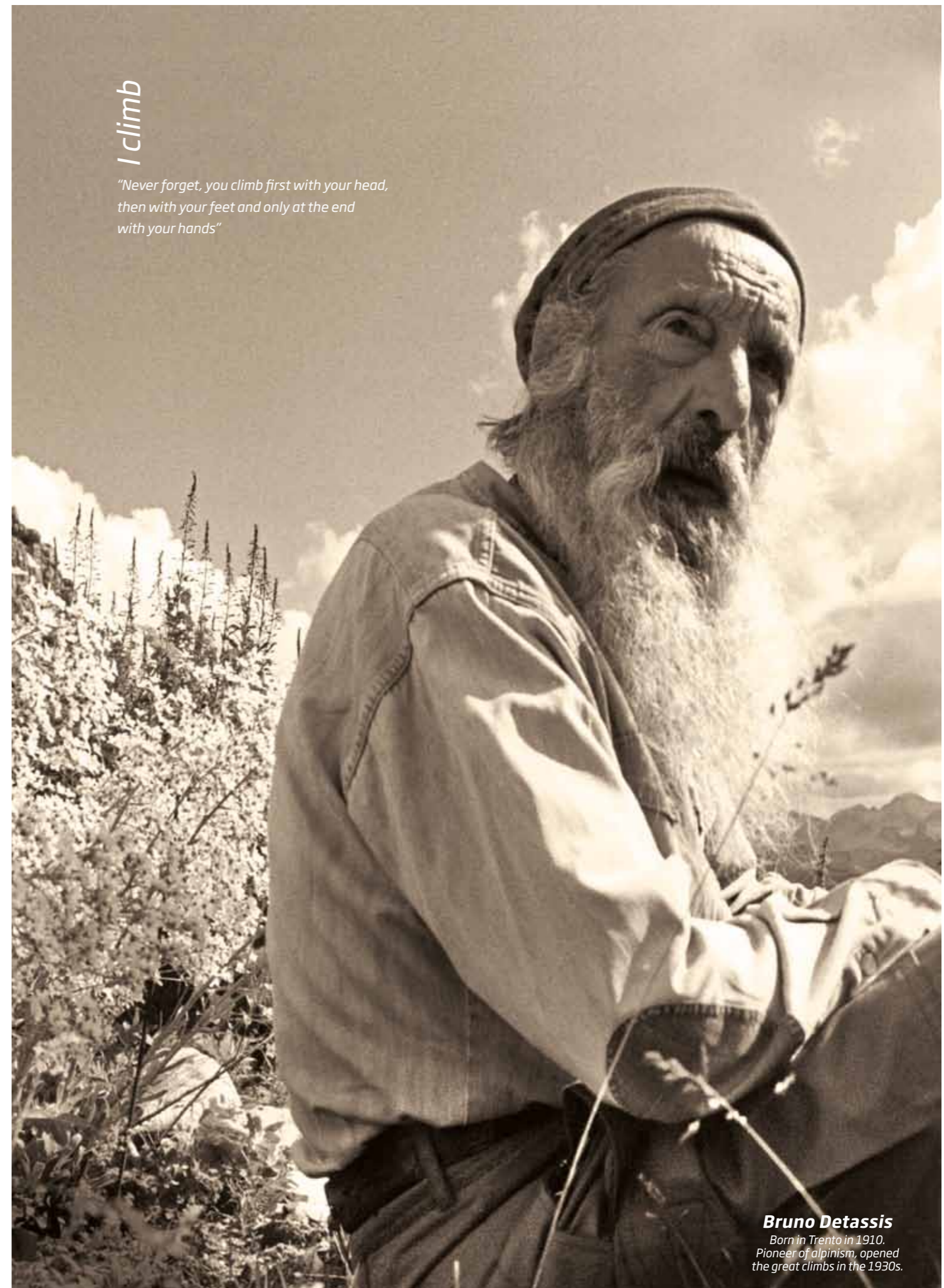
future **The environment, the heart of development**

One of the chief commitments of Trentino is to overcome the conflicting interests between development and the environment. The latter, including the landscape, is not considered a restriction to growth; on the contrary, it is the heart of future development. Therefore it is considered a highly competitive factor of the territory,

an expression of its identity, consisting of natural excellences certainly, but also of the people who inhabit it. This is the philosophy behind the Provincial Urban Plan, which relies on the population's strong sense of territorial community to launch a series of challenges in various fields: agriculture, where it is forbidden to invade cultivated areas unless others have been made available, tourism and

hospitality with a life style that is the key element of the holiday offer, and transport that has adopted a strategy for alternative methods. Metroland is the name of the project that in ten years will create 176 kilometres, mostly in tunnels, of high-speed rail links between the new international station of Trento and the valleys.

www.urbanistica.provincia.tn.it



I climb

"Never forget, you climb first with your head, then with your feet and only at the end with your hands"

Bruno Detassis
Born in Trento in 1910. Pioneer of alpinism, opened the great climbs in the 1930s.

Nature, as it was, so it is

The green planet

Trentino is a land of parks and forests. The areas under environmental conservation cover 17 per cent of the region dominated by trees estimated to be around 500 thousand million. The natural forestland favours their growth without having to resort to afforestation.

The dense and homogeneous Trentino forests supply 43 per cent of the national production of timber, the quality of which is the result of an extensive and sustainable policy of forest management that benefits the environment and quality of life.



parks **As Nature commands**

From Upper Garda to the 4,000 metres of the Dolomite peaks, Trentino boasts a high standard of biodiversity. Biotopes have been designated to conserve small environments with flora and fauna of particular importance. These are natural oases that mostly include wetlands such as ponds, bogs and peat bogs, but also arid areas. The biotopes are therefore protected areas like the nature reserves and the three large Trentino parks, the heart and lungs of an extensive ecosystem. The largest is the Adamello Brenta Nature Park that comprises the Brenta Dolomites in the east and the Adamello-Presanella granite peaks with one of the biggest glaciers in Europe in the west. The park is home to thousands of deer, roe deer and chamois, 18 pairs of golden eagles and many brown bears that have been reintroduced by

the project Life Ursus in this area where they used to range in great numbers. The Paneveggio Pale di San Martino Nature Park extends from the spectacular Pale to Lagorai. The valley of the Travnolo torrent hosts the Paneveggio forest, notable for the so-called 'tonewood' spruces used for centuries to make the finest musical instruments, among which the famous Stradivarius violins. The Trentino part of the National Park of Stelvio has more than 30 peaks over 3,000 metres high, among which Cevedale that rises to 3,761 metres. Here the fauna includes 95 species of birds.

www.visittrentino.it/parchi
www.pnab.it
www.parcopan.org
www.stelviopark.it

timber **The wood that plays and withstands earthquakes**

They say Antonio Stradivari in person used to wander around the Paneveggio forest looking for the best trees to make his violins. The spruces in Val di Fiemme are known throughout the world for being the source of highly prized tonewood used to make the finest sound boxes and boards of string instruments and pianos. Their powerful and full-bodied sound is best expressed in the performance of the *pianissimo*. More recently it has been discovered the same wood also has great earthquake proof qualities owing to its resistance and elasticity. In October 2007 a seven-storey house, constructed with the fibre of Trentino trees, was tested on the largest experimental shake table in the world in Miki City, near Kobe, Japan. The whole building withstood a shake on a par with the strong earthquake of 1995. These houses also have a better sound and thermal insulation compared with prefabricated buildings. The Trentino community showed their solidarity for Abruzzo after the recent earthquake by building 94 of these earthquake proof houses in Onna, a hamlet of Aquila, one of the hardest hit.

www.legnotrentino.it

forests

The home of trees

The Trentino people consider forests one of the main elements of the environmental and land system. The forestry policy has three strategic objectives: land stability for safety, environmental conservation for the quality of life, forestry management for the socio-economic development of the mountains. The risk of abandonment of the mountains is averted by keeping alive the traditional economy connected with them and therefore also includes maintaining the production line of timber. The method involves natural forestry, which produces half a million cubic metres of forest a year, increasing the existing woodland without resorting to afforestation. 71 per cent of the Trentino woodland has the PEFC forest certification, which attests it is managed according to sustainable criteria. This is an extensive and ecological approach that involves greater costs than the intensive one, but is of inestimable value and advantages for the community. Some say buying furniture contributes to deforestation. The opposite is true if you buy Trentino wood. You are instead contributing to the maintenance of the natural balance of the woodland.

the Magnifica Comunità

Nine centuries of natural democracy

Nine hundred years old without feeling its age. The Magnifica Comunità of Fiemme, created in 1111, still controls the common property of woods and grasslands in the valley with economic forestry policies. It plans timber felling, maintains paths and roads in the woods and ensures the correct management of the pastures and conservation of mountain dairies. It is responsible for 20,000 hectares, over half of which covered with precious spruces. The Magnifica Comunità is an extraordinary example of a democratic system based on decentralization and participation. In the twelfth century the Episcopal Principality granted Valle di

Fiemme an extensive administrative autonomy, which the Magnifica Comunità has defended over the centuries. As then, the valley is still divided in 'Regole' (districts of civic use), whose representatives elect the 'Scario' (president). In the past its authority extended also to legal matters. The disputes were discussed at the 'banco de la resón' (bench of rights) that can still be seen today in the Pieve di Cavalese Park. The lovely historic palazzo of the Magnifica Comunità, of medieval origin, hosts a museum recounting the millenary history of this institution that deeply reflects the Trentino identity.

www.mcfiemme.eu



guides **The friends of the mountains**

Trustworthy escorts of those who want to know the naturalistic and cultural secrets of the Trentino mountains. Present in every valley with an office open to the public and organised in five schools of mountaineering and ski-tourism and in eight guide groups. You can arrange excursions with the mountain guides lasting one or more days, or participate in the courses they teach to discover the exciting world of the high altitudes. To walk on air.

www.guidealpinetrentino.it

foresters **To protect the most beautiful things of Creation**

Prevention, vigilance and control of the land and environment, with particular reference to the conservation of the woods, the protected areas and waterways. These are the main tasks of the 250 Trentino foresters. An on call system has recently been introduced and comprises night patrol duty and the emergency number 115. The foresters' role is of fundamental importance in the

prevention of ecological accidents and they are well aware of this. In a prayer to their Patron Saint Giovanni Gualberto they say: Life has placed us at the service of our country for the conservation, care and protection of the most beautiful things of Creation: the trees, animals, water and mountains you have given us for the benefit of man.





air **The breath of well-being**

Spending a summer holiday in Trentino, when it's hot and muggy in the towns, gives you a chance to cool down and recover your mental and physical energy. It's not only a question of temperature. The mountain air is drier and therefore not only particularly suitable for those who have respiratory problems, but also for those simply wanting to feel better. Other benefits are gained

from the minor presence of pollutants, which partly neutralises the problem of allergies. The mountain climate also strengthens the natural defence system, helps regulate body temperature to prevent colds and chills, has a relaxing effect and improves the oxygenation of the blood and therefore the muscle tissues.

water **The colour of purity**

Besides green forests and rosy-grey rocks, Trentino also features silver blue lakes, springs, waterfalls and torrents. Pure crystal clear water. Water to drink, to admire a myriad of reflections, to listen to as it ripples and flows. Water to bathe in and regenerate, to plough with sails and surfboards, to descend on rafts in adrenalin-filled rides. Water rich in minerals that donate thermal well-being. Water chosen by prized fish as the best natural habitat.



I smile

"Teaching skiing, for me, means to convey my love for the mountains and the pleasure of being there"

Marilena Cuel
Born in Rovereto in 1989
Ski instructor on the Altopiano di Folgaria

Body and soul



Skimming, pedalling, walking

Skimming over the snow in the magic of the Dolomites. Sailing caressed by the winds of Upper Lake Garda. Cycling on the route bordering the river Adige, or up and down natural slopes on a mountain bike. Walking along the paths leading to the mountain

refuges in the heart of majestic panoramas. From Garda to the Marmolada, Trentino is a natural stage of many sports in all seasons. The architecture of the land decides which ones. The rest is a question of body and soul. Within everybody's reach.



energy



stamina

Land of sport and sportsmen

From Francesco Moser, the first man to cover more than 50 kilometres in one hour on a bicycle, to Cesare Maestri, nicknamed the spider of the Dolomites for his solo mountaineering feats, to Lorenzo Bernardi, awarded as the best volleyball player of the twentieth century and Francesca Dallapé, gold medallist of synchronized diving in the last European events. Many Trentino men and women have contributed to the history of sport at world level. A tradition that continues considering the volleyball team, Trentino Volley, after winning the Champions League in 2009 became world champions in Doha, Qatar. This is only the peak of a

widespread phenomenon. Trentino people have always practised many sports. They have been helped in the cultivation of this passion by the land, where many outdoor facilities of outstanding quality have sprung up. But they have not rested on their laurels and they have also built the greatest number of indoor sports facilities per inhabitant in Italy. Today 25.4 per cent of them practise at least one sport regularly, while 18.8 per cent do so from time to time, for a total of 44.2 per cent, considerably more than the national average of 30.3 per cent.

www.visittrentino.it/sport



The choice of champions

The great American ski champion Bode Miller trains on the Paganella pistes and the Italian team on the slopes in Val di Fassa, the Inter football team in Pinzolo in Val Rendena and the Bayern Munich in Garda Trentino. Why do so many champions choose to train in Trentino? There are many reasons why. The quality of the facilities enables them to work at top level in skiing and other sports. The healthy environment, air and water make Trentino an ideal place to improve their physical performance. Then the Dolomites, a sort of natural beauty training, the quality of the food and wine, as well as the relationship with the local people. For instance, Bode Miller is so fond of Teroldego, the prince of Trentino red wines, he has decided to cultivate it on his farm in New Hampshire. Mario Tonon, the president of the Trentino agrotechnicians, visited Miller in the United States to give him a helping hand.

body and soul

34

35 body and soul



limbs **Five thousand kilometres of well-being**

Not only five thousand kilometres of well-kept and waymarked paths to explore every valley in Trentino on foot, but also a constant effort to enrich the offer, with new long distance hiking routes and an increasing number of excursions. In summer 2010 the 'Dolomiti di Brenta Trek Country' was opened, a trail suitable for everyone that goes round this attractive Dolomite range. Alternatively, for the more daring, there is the 'Expert' version of paths and vie ferrate. The 'Trek of Legends', instead, is a long distance high altitude route of 200 kilometres through Val di Fiemme, San Martino, Primiero, Vanoi and Val di Fassa. Those who wish to walk along a part of it with a mountain guide can choose one of the guaranteed itineraries, marked blue, red or black according to difficulty. If you are a group, all the better. Parties of at least 10 people can fill in a specific form online and ask the tourist office

experts to organise a personalised trek. The latest trend in this field is called Nordic walking, a technique using specifically designed poles and simulating the movement of Nordic skiing, which activates 85 per cent of the body's muscles. In Trentino six theme parks cater for this activity. The more technologically minded will certainly appreciate the possibility offered by the project 'Sentieri Vivi': walking with a palm and GPS receiver to guide them and describe the surrounding nature. There are already 2,250 mapped kilometres. The Dolomiti Walking Hotels were created to support those who love walking and promote among their guests a love for the mountains and a passion for hiking by providing them with everything they need.

www.trekking.visittrentino.it
www.dolomitibrentatrek.it
www.sentierivivi.com
www.dolomitiwalkinghotel.it



pistes **Maximum choice, maximum safety**

Eight hundred kilometres of ski pistes, from those suitable for beginners to the more challenging black runs, like the Streif Schumacher in Madonna di Campiglio, opened in 2006 by the multi-world champion of the Formula 1. A skier in Trentino is spoilt for choice with two great ski circuits. The Dolomiti Superski, the largest in the world, has 1200 kilometres of pistes, 350 of which

are in Trentino. The chip card my dolomiti skicard allows direct access to the lifts without having to pass the ticket office and is automatically charged to your credit card. The Skirama Dolomiti Adamello Brenta covers another 380 kilometres. The common denominator of both circuits, and indeed of the entire Trentino ski offer, is the quality of the lifts and of the pistes, almost all with snowmaking facilities.

www.visittrentino.it/sci
www.dolomitisuperski.com
www.skirama.it



snowshoes

So old, so modern

Who said you can't walk in the woods and fields in winter? Suitably dressed and with *ciaspole*, as snowshoes are called locally, you can set out leisurely along a path. This is a suitable activity for everyone, including children and the elderly. An enjoyable way to get some exercise in the open air, which does not require a skipass, ultramodern equipment, nor any special physical expertise.

www.visittrentino.it/snow-walking

SNOW

A thousand ways to skim over snow

Alpine skiing is the most popular snow sport, but there are many other ways to enjoy nature in winter. One is Nordic skiing. Trentino has eleven cross-country ski centres with groomed tracks and all the facilities for enthusiasts of this sport. Only one card, the Super Nordic Skipass, is needed to enter these centres. For those who like more adrenalin-filled sports there is snowboarding. Every ski resort in the province has areas and facilities catering for this relatively young sport. Words like half pipe, boardercross, jump, rail and freestyle are commonplace here and, on Monte Bondone, there is even a snow park for women only. Ski mountaineering, instead, requires a particular approach to the mountains and, practised in safety, it offers the possibility of establishing an almost intimate relationship with the pristine nature. Skins are used to climb uphill, and then the skis carve the fresh snow as you descend in the silence of nature in hibernation.

www.supernordicskipass.it
www.visittrentino.it/snowboard



sails

Gone with the wind

A tunnel of natural wind in an uncontaminated setting. What could be better for a sailing or windsurfing enthusiast? On Garda Trentino the Pelèr wind blows from the north until midday; when it is more boisterous it is called the Pelèròt. After midday the Òra breeze arrives from the south and usually continues gently until evening, but sometimes increases in intensity in the north of the lake. In short, the word 'calm' is unknown in these parts, much to the joy of sailing enthusiasts who are assisted by high standard schools and hire centres, besides widespread safety infrastructures, such as watch turrets and life-saving dinghies. Navigation on the lake privileges sailing and the use of motorboats, rescue and public transport vessels is strictly limited. On Lake Caldonazzo, surrounded by the Valsugana mountains, it is possible to learn and practise water skiing where the Italian national team also trains.

www.visittrentino.it/vela-windsurf



wheels

Pedalling in freedom

Bike paradise: this is what bike enthusiasts call the places that give them the greatest satisfaction. There are very many mountain biking paradises in Trentino. Particularly geared to this sport is the 'Dolomiti Lagorai Bike' circuit in Val di Fiemme, Val di Fassa and Valsugana that has about a thousand kilometres of off-road routes in the Monte Corno and Paneveggio Pale di San Martino nature parks. Or the 'Dolomiti di Brenta Bike' circuit around Val Rendena, the Terme di Comano, the Valli Giudicarie, Lake Molveno, the Altopiano della Paganella, Val di Non and Val di Sole, which offers: the 'Family' route for easy rides without having to tackle any steep slopes and the 'Expert'

route for more practised bikers. The 'Mountain & Garda Bike' circuit around the largest lake in Italy is also very popular. Trentino has 400 kilometres of cycle routes, from Lake Garda to the Dolomites, including the 82 kilometres along the banks of the river Adige through the countryside, villages and towns. Or the route that goes through Valsugana, from Lake Caldonazzo to Tezze di Grigno along the course of the river Brenta. A pleasant way to explore the region leisurely.

www.dolomitibrentabike.it
www.dolomitilagoraibike.it
www.mountaingardabike.com
www.trentinomtb.com
www.ciclabiliprovincia.tn.it



events

Great sport, all year

Quality outdoor and indoor sports facilities and organizing ability; these are the two main requirements for hosting international sports events. There are many examples. First and foremost the World Championships of Nordic Skiing that, after the successful events of 1991 and 2003, will return to Val di Fiemme for the third time in 2013. The cross-country stadium of Lago di Tesero, already among the most technical and best equipped in the world, will be enlarged for this event. In 2011 another international event, the World Championships of sports climbing, will be hosted in Arco. There are many other events of world level. In January the 'Ciaspolada' in Val di Non, the World Cup of Nordic Skiing

and Combined in Val di Fiemme, the Cross of Vallagarina and Wroom that brings to Madonna di Campiglio the Ferrari drivers and the Ducati riders. In the same month, Trentino hosts the World Cup of Ice Climbing in Val Daone, the 'Trofeo Topolino' of Nordic Skiing and the 'Marcialonga'. On the Trentino snows in March young skiers compete in Alpine ski races on Panarotta, while the best skialpinists enliven the Sellaronda Ski Marathon in Val di Fassa. In April the Lake Garda Meeting Optimist Class is held on the waters of Lake Garda and the 'Giro Ciclistico del Trentino' takes place on the roads crossing the whole region, followed by one or more legs of the 'Giro d'Italia' won twice by the champion from Giovo, Gilberto Simoni. July is the month of football training camps, with the

Bayern, the Inter and many other teams of the Premier League and First Division that come to regenerate in the main holiday resorts. Summer is also the season of sports climbing and the Rock Master in Arco, of high altitude races like the Dolomites Sky Race in Val di Fassa and the World Cup of Mountain Biking that passes in Val di Sole. July is also the month of the Melinda Cycling Trophy in Val di Non and the 'Palio della Quercia' in Rovereto, one of the most important European meetings of athletics. The year of top class sport ends in December with the ski champions competing in the Christmas Parallel on the legendary Canalone Miramonti piste in Madonna di Campiglio.

www.visittrentino.it/eventi-sportivi



I laugh

"When I live on what I thought yesterday, I'll begin to be afraid of who copies me"

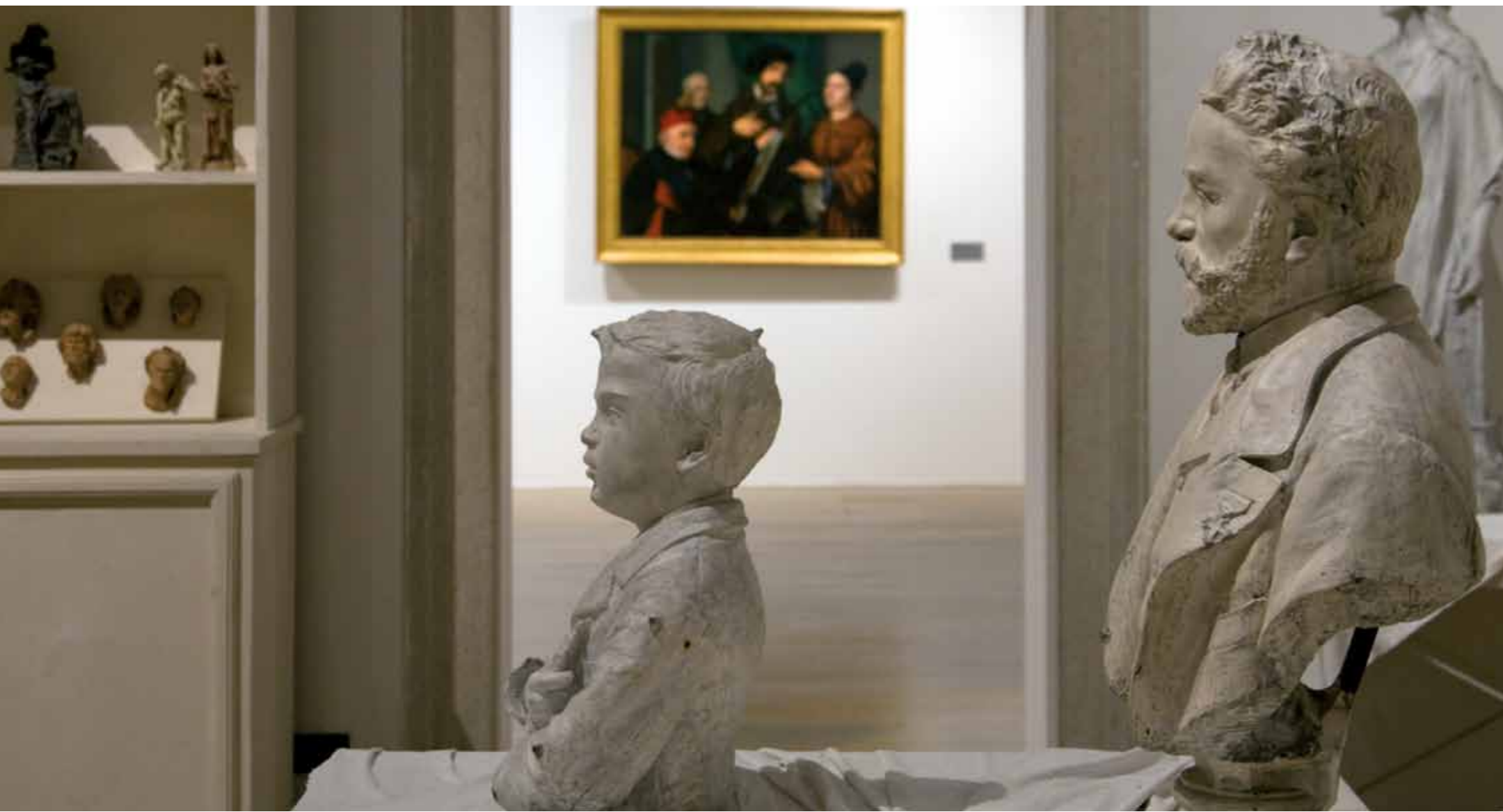
Fortunato Depero
Born in Fondo, Val di Non in 1892.
Prominent figure of Italian avant-garde Futurism

Yesterday, today, tomorrow

Discover the roots, to build the future

Trentino has always been a frontier land between the northern European world and the Mediterranean. A transit land therefore, where many cultures have left their mark, as evidenced by the architecture, works of art, traditions and rituals. Another legacy of the past is the spontaneous participation of the Trentino people in numerous forms of cultural activities, as shown by

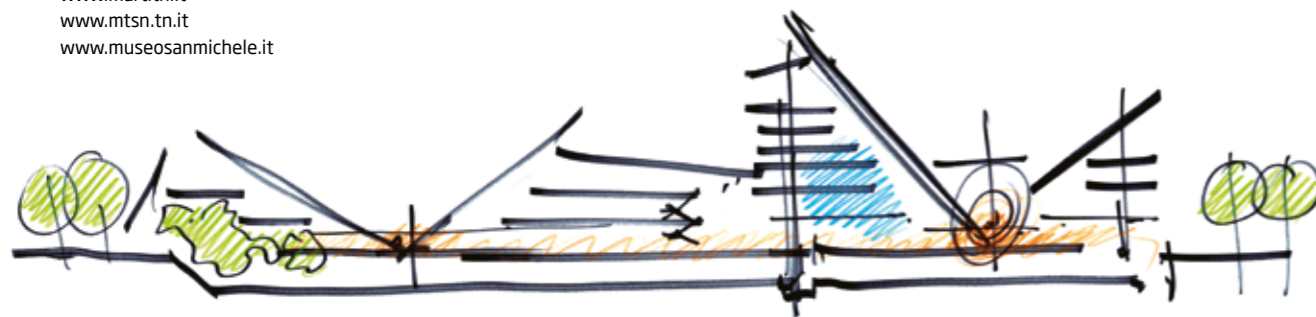
the 5,500 singers divided in 186 choirs, the 5,350 musicians in 85 bands and the 2,300 actors in 111 theatrical groups. Two new cultural centres represent the pendulum between tradition and innovation that characterize the local culture in this corner of Europe: the historic Castel Thun in Val di Non, recently reopened after a long period of restoration work, and the 'Muse', the new Science Museum of Trento designed by Renzo Piano, scheduled to open in 2012.



museums Masterpieces

From the underground world in the basement to the peaks and glaciers on the top floor. Visiting the 'Muse', the new Science Museum designed by Renzo Piano and under construction in Trento, will be a bit like climbing a mountain made of wood and glass. A journey through different altitudes to discover how nature and the human habitat change, with special emphasis on alpine ecosystems. The 'Muse' will enrich the existing international offer. The Mart in Rovereto, planned by the Ticinese architect Mario Botta, is one of the most important museums of contemporary art in Europe. The exhibition areas around the central piazza, covered by a huge glass dome, display the works of famous artists of the 20th and 21st century. The rich collections of Buonconsiglio Castle, which include archaeology, paintings and medieval art, are also on show in the castles of Beseno, Stenico and Thun. The Museum of Uses and Customs of the Trentino People in San Michele all'Adige displays objects of work, art and religious devotion in the rural life of the Alpine environment. The Trentino History Museum Foundation is a point of reference for studies, research and diffusion of the local history, with regard to its institutional, social, economic and cultural importance.

www.buonconsiglio.it
www.mart.tn.it
www.mtsn.tn.it
www.museosanmichele.it



The Muse designed by Renzo Piano, a new home for the Natural Science Museum of Trento

ecomuseums Walking through time

Open-air museums to walk through nature, history and culture. Seven ecomuseums provide a precious opportunity to explore the land and discover its rich past. The Judicaria, between Lake Garda and the Brenta Dolomites, goes from the botanical garden of the Rio Bianco waterfalls in Stenico to the archaeological park with the Fiavé lake dwelling site. The Vanoi ethnographic path presents a walk among traditional local activities, from haymaking in the fields to felling fir trees and skidding the logs downhill. Another ethnographic path, the Rio Caino in Valle del Chiese, goes back to the time when the hammer in the forge was operated by the water of a stream and corn was ground in an old mill. The small alpine world of the Valle di Pejo Ecomuseum, in Stelvio National Park, goes

round the mountain dairies where cheese is made, small churches and the military roads and trenches of the First World War. Valsugana has two outdoor museums; one in Lagorai, created to protect and promote the cultural and environmental heritage that distinguishes the communities living there. The other, the Ecomuseum of Travelling, so-called because it is situated around the ancient Via Claudia Augusta. The Argentario Ecomuseum, near Trento, covers a thousand years in the history of mining and excavation work on Monte Calisio and is called Argentario because of the old silver mines excavated by miners of German origin in medieval times.

www.visittrentino.it/ecomusei

castles Evidence of ancient history

The room of the Prince Bishop Sigismondo Alfonso Thun, with stone pine wood panelled walls, a coffered ceiling with the family coat of arms dated 1670, a majolica-tiled stove, a canopy bed and an ornate carved and inlaid doorway dated 1574, is one of the gems of Castel Thun, in Vigo di Ton, reopened to the public in April 2010 after a long period of restoration work. The 70 castles of Trentino are an essential component of the history and landscape. To begin with Buonconsiglio Castle in Trento, once the home of the Prince Bishops, which contains an absolute masterpiece: the famous Cycle of the Months, a series of frescoes preserved in the Aquila Tower. These

are not only exquisite from an artistic point of view, but also of great historical importance as they are a rare example of the aristocratic life and peasants' work in the late fourteenth century. Then Castel Beseno, the largest fortified complex in Trentino of medieval origin and Renaissance structure, situated between Rovereto and Trento, used today for exhibitions, cultural events and evocative shows in period costume. And Castel Stenico, in the Valli Giudicarie, within view of the Brenta Dolomites, with its lovely Romanesque palazzo that is depicted in the January fresco of the Cycle of the Months in Buonconsiglio Castle.

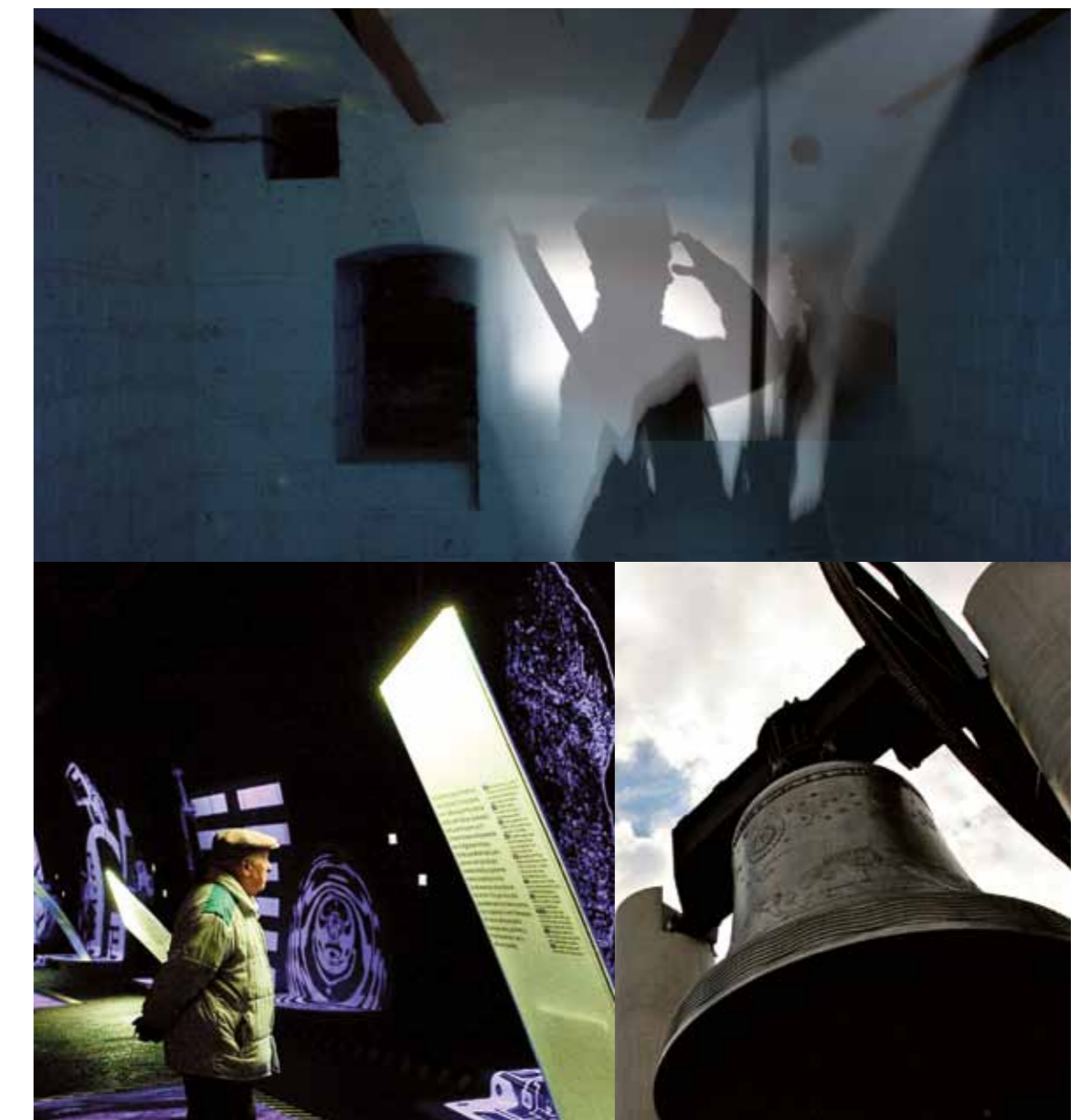
www.visittrentino.it/castelli



the sacred Along the spiritual paths

Probably the peak of Trentino sacred art is the 22 metre long and 2 metre high fresco on the medieval wall of the San Vigilio Church in Pinzolo, Val Rendena. It is the Danse Macabre, a hymn to equality in the face of death, painted in 1539 by Simone Baschenis, the supreme representative of the itinerant family of painters of Bergamasque origin who came from Val Averara. Between 1461 and 1547, the two dynasties of Lanfranco and Cristoforo Baschenis also decorated the churches in Val di Non, Val di Sole and the Valli Giudicarie. The heart of Trentino religious faith and a magnificent example of the Lombard-Romanesque style is San Vigilio Cathedral in Trento, which hosts the tomb of the patron saint of the city. The building of the Cathedral was started in 1212, commissioned by Prince Bishop Federico Vanga. In the sixteenth century the most important sittings of the Council of Trent were held in the Cathedral and the relative historic decrees were promulgated. Among the most picturesque and venerated places of faith in Trentino are the San Romedio sanctuary, perched on a calcareous rock in Val di Non, the Sanctuary of the Madonna, a centre of Marian devotion in Piné, and the San Colombano hermitage dug in the rock in the vicinity of Rovereto.

www.visittrentino.it/chiese-santuari



memory From war to peace

The front line of the First World War in Trentino has now become a Path of Peace. This is an itinerary in 33 stages extending almost 400 kilometres from the Stelvio Pass to the Marmolada. It was devised more than twenty years ago by the Autonomous Province of Trento to travel along on foot, or in some parts by mountain bike. Trenches and forts can be seen here and there everywhere, on Adamello, in the Valli Giudicarie, on Altissimo, Pasubio, the Altipiani di Folgaria, Lavarone and Luserna, and in Lagorai. In the Belvedere Gschwent Fort, in Lavarone, visitors are welcomed to the multimedia installations. The 'Sounds of the Howitzers' reproduce the explosions of cannon fire, the 'Sentinels' reconstruct the military activities and a large animated

model is interactive. The Bus de Vela Fort, in Cadine, is being turned into an information centre on the Trentino fortification network. The War Museum in Rovereto, one of the most important in Europe, is responsible for promoting the memories of a momentous conflict online. Rovereto also hosts the huge Peace Bell that tolls one hundred times on Colle di Miravalle every evening and was made in 1924 by fusing the cannons donated by 19 nations who took part in the Great War. A work of deep symbolic significance and the result of the intuition of the Rovereto priest Antonio Rossaro.

www.trentinograndeguerra.it



traditions

Festive rituals

There are many rituals deeply embedded in the local culture and preserved in the Trentino valleys. The most popular are those of Christmastime that create a particularly warm atmosphere. In the month of December the Christmas markets in Trento, Rovereto, Arco, Levico Terme, Pergine, Rango and Andalo, just to mention a few, highlight the local craft products. Cribes are another tradition. Scenes of the Nativity are proudly displayed in every village. The best known are those of Tesero, a village in Val di Fiemme that not so long ago was asked to set up one in the Vatican. The wealth of popular rituals is the result of the influence of diverse cultures. Some of these traditions are still observed, especially in the Ladin and German ethnic linguistic areas. This is the case of the Stela, when a group of singers with a rotating coloured wooden star goes round the houses collecting gifts in the period between

Christmas and Epiphany. In Val di Fassa young people dressed as the Three Kings carry the star and sing the song of the Trei Rees. On New Year's Eve, New Year's Day and Twelfth Night in Palù, Val dei Mocheni, the star is carried by the Conscripts, eighteen year old boys wearing the *Krontz*, a traditional decorated hat. At Carnival time the Ladins of Fassa use traditional wooden masks called *Facères*. In Penia the first *Mascherèda* takes place on 17 January, when the mischievous *Bufón* goes on the rampage in the *Bufonèdes* and is followed by the dance of the *Marascóns* carrying bronze bells. In Valfioriana, in Valle di Fiemme, the principal characters are the *Matòci*, with wooden masks, colourful costumes decorated with lace, bows and ribbons and a bell hanging from the belt. Bowing and jeering they descend to Casatta for the final grand festivity.

www.visittrentino.it/natale



yesterday, today, tomorrow

festivals Artistic performances

Walking up to a high mountain refuge with a great musician carrying his instrument on his back instead of a rucksack, to listen to a concert in the afternoon, or at dawn the next day, in the most beautiful mountains in the world. This is the magical formula of Sounds of the Dolomites, one of the most popular Trentino festivals. However, there are many others full of

charm and interest. TrentoFilmfestival is at one and the same time the oldest and most innovative cinematography event highlighting the mountains. Arte Sella features works and creations of contemporary art made with natural materials in a natural environment. Pergine Spettacolo Aperto turns the little town in Valsugana into a workshop for the performances of

great artists and promising young people. Drodesea Fies has made a former hydro-electric power station one of the driving forces behind contemporary theatre. Oriente Occidente, in Rovereto, is one of the most important international dance festivals.

www.artedellavacanza.it



I create

"I've been dreaming of running an agriturismo since I was a child. Cooking the products of my land is my favourite pastime."

Francesca Mazzalai
Born in Trento in 1995.
Student of the Professional
Hotel Training Institute
in Levico Terme

The value of hospitality

Trentino not only has a varied and scenic countryside, but also a host of accommodation facilities that vary from first-class hotels to campsites, from spas to mountain refuges, from

restaurants to characteristic taverns. The options are wide-ranging and can satisfy all demands, especially for people who are curious and always seeking something different. Hospitality is inborn in this region and

the four and a half million tourists who stay here every year benefit from this, as do students, who find it is an ideal place for studying, and those who work in Trentino and have made it their second homeland.

Feeling at home



accommodation

Not only hotels

Traditional values of family management combined with a business approach necessary to improve the facilities and services. This is the secret of many Trentino hotels that, although deeply attached to the territory, are oriented towards international standards of quality. The over 1,500 hotel establishments can sleep more than 92,000. There are 350 agriturs that not only offer warm and peaceful accommodation, but also open the door to the Trentino countryside and help adults and children to discover and share in the cultivation of farm produce, taking care of the livestock and the preparation of gastronomic specialities. In recent years the bed & breakfast formula has also become widespread. In 2001 there were only 15 B&Bs, now they total 175, 71 of which belong to a qualitative certification system and, among other things, take particular care in the preparation of breakfast.

Another important sector involves campsites, which combine open air holidays with increasingly ultramodern facilities, and the attractive offer of chalet holidays. The campsites have received many awards in recent years: one was the first in Europe to obtain both the Iso 9001 certificate for the quality of its facilities and the Iso 14001 that assesses environmental impact. Two others have been awarded by the Adac, the influential German automobile club, and by the ANWB the Dutch Touring club. Over 120 establishments (hotels, campsites, B&Bs, agriturs) can boast the European Ecolabel for environmental quality, a figure that represents almost 60 per cent of the national total. A precise indicator of the great attention for sustainability in the tourist offer.

www.visittrentino.it/alberghi

clubs

A holiday made to measure

Not everything can be done single-handed. Teamwork and a common project based on a view everyone shares is necessary. In the field of tourist accommodation therefore, Hospitality Clubs have been created. These associations have similar commitments and display signs to show guests they are reliable. These are the Bed & Breakfasts of Quality in Trentino, Trentino Charme (charming hospitality), the Dolomiti Walking Hotel (for hiking enthusiasts), Club Appartamenti Turistici (Tourist Apartments), Club Comfort residences and apartments, Club Qualità Parco (for a nature holiday in the Trentino Parks), Mototurismo, Vita Nova Trentino Wellness, Agriturismo, Trentino Outdoor (camping sites), Giocovacanza - family-friendly hotels, Cuore Rurale and Vacanze in Baita (Chalet Holidays).

www.visittrentino.it/hotel-speciali

mountain refuges

Eco-friendly hotels

The mountain refuges must maintain the essential requisites they have always been known for. For this reason everything is shared here, which is an added value; eating at the same table with the other guests and sleeping in multiple-bed rooms. There are 143 refuges for a total 4,500 beds. In the summer season they are the arrival point for trekkers and the starting point for mountaineers. About fifty of them are open in winter. They can also be reached on snowshoes in the evening, or by snowcats or snowmobiles, to enjoy the specialities of the Trentino cuisine in a fascinating and convivial atmosphere.

www.trentinorifugi.com



spas **Regenerating water and herbs**

Curative waters, health restorative and preventive. The spa waters, rich in precious natural elements and known since the time of the Romans, supply seven of the eight centres of the Trentino Health Circuit. Grass provides the eighth one. The Levico and Vetriolo antistress and antioxidant waters relieve joint pains and respiratory problems. The Terme di Comano cure psoriasis and atopic dermatitis of children. The Terme di Rabbi combat cellulite and rheumatism, and those in the nearby Fonti di Pejo anaemia and digestive disturbances. The Terme Val Rendena-Fonte Sant'Antonio treat pathologies of the respiratory tract. The waters of the "bagn da tof" of

the Terme Dolomia are ideal for combating sinusitis, rhinitis and circulation disorders. Built in the heyday of the Belle Epoque, the Casa di Salute Raphael offers homeopathic, phytotherapy and anthroposophical therapies. Lastly the Terme di Garniga, with a new and completely refurbished hotel, specialise in baths of officinal and medicinal herbs that grow in the meadows on Monte Bondone. These are particularly recommended for arthritis and rheumatic sufferers.

www.visittrentino.it/terme



flavours **The story of the land on the table**

Michelin stars and Slow Food snails attest the Trentino restaurant service has reached an excellent standard. You can also enjoy genuine and tasty dishes in the restaurants displaying the Osteria Tipica Trentina sign. These propose menus based on traditional recipes deposited in the Chamber of Commerce in Trento, either the original version, or re-elaborated by the chef. Only local products are used, from water to wine, from salamis to cheeses, from meat to fish,

from vegetables to extra virgin olive oil, from fruit to honey, all selected for their quality and genuineness. Here a magical atmosphere is created, ideal for savouring dishes that are the expression of the land. Like Canederli (dumplings), Strangolapreti (spinach gnocchi) and Orzotto (barley risotto) accompanied by the Trentodoc bubbles, or a glass of Teroldego Rotaliano, or Marzemino, or Nosiola wine.

www.visittrentino.it/ristorazione



students

Doors open to young people

As in every community that wants to develop and thinks about the future, hospitality in Trentino also takes into account the over 15,000 university students. Most of the university faculties are in the centre of Trento, while engineering and science are in the hills and cognitive sciences in Rovereto. In Trento there are five libraries, open also in the evening, IT classrooms with fixed computers and laptop service, five university restaurants, a centre for seven foreign language courses, 2,600 scholarships granted every year and 1,500 lodgings for those who study in communal residences or apartments. The new San Bartolomeo students' residence hosts 850

young people from all over the world, including the disabled for whom facilities and personalised lodgings are available, as well as a transport service, assistance and didactic aid. The university sports system is an integrated programme that makes use of the facilities and the many opportunities offered by the natural environment. Students can therefore practise various sports, from skiing to water sports and gliding. The Trentino university ranks first in Italy for the quality of research and didactics (ministry classification) and fourth for student services (Censis - Social Investment Study Centre).

www.unitn.it

integration

The coexistence of cultures

Immigration policies that respect and appreciate the differences. This is the aim of the 'Piano Convivenza' (coexistence plan) of the Province of Trento that is at the forefront of integration policies in Italy. The key words are information, hospitality, listening, training, multiculturalism, support and dialogue. The Plan is assigned to the Cinformi, the information centre for immigration set up in 2001, which also assists the Police Headquarters in related administrative procedures. Trentino readily accepts new cultures that contribute to the evolution of its identity. It has not forgotten it was a country of great emigration in the not too distant past and it supports projects of international solidarity in many parts of the Third World.

www.cinformi.it





mobility **Virtue is in moderation**
 Good and modern hospitality should provide the possibility to travel easily without using a car. In Trentino a widespread network of cable lifts serves 800 kilometres of pistes and enables people to reach refuges and panoramic sites without much effort. There are 235 lifts for a total capacity of 340,000 persons per hour and covering an altitude gain of 4,500 metres. In winter a single electronic

card gives access to the two main ski circuits, the 'Dolomiti Superski' and the 'Skirama Dolomiti Adamello Brenta'. In summer Val di Fassa issues a PanoramaPass for gondolas, chairlifts and coach transfers at special rates. The provincial network of public transport has coach services that travel to every municipal district in Trentino. In winter special services operate between the airports in North Italy and the ski resorts and between

the villages, towns and ski lifts. In summer ecological shuttle buses take people into the nature parks. Three railway lines, one running through Valle dell'Adige, one linking Trento to Marilleva through Val di Non and Val di Sole and the Trento-Venice line along Valsugana, integrate the system and allow travellers to take their bikes on the trains.

www.trasporti.provincia.tn.it



I help

"Everything depends on sincere united forces, for the sole purpose of helping each other, all for one and one for all"

don Lorenzo Guetti
 Born in Villa Lomaso,
 Valli Giudicarie, in 1847
 founded the first Family Cooperative,
 then the first Cooperative Bank



Together

Solidarity

The cooperative and voluntary spirit of Trentino goes back thousands of years. Instead of sharecropping and farm labour, this land was characterised by smallholdings that promoted solidarity and participation. The idea that you won't be able to cope single-handed and the habit of joint management of property were the bases on which the cooperative idea, supported by don Lorenzo Guetti, rapidly spread in the late nineteenth century. For the same reasons widespread voluntary work is the expression of the solidarity spirit that is part of the moral constitution of Trentino.



cooperation

Life style and work

The idea of the Rhine burgomaster, Friedrich Wilhelm Raiffeisen, to create a cooperative bank to help farmers purchase products at a low interest rate, was applied in Trentino by don Lorenzo Guetti who, in 1890, founded the first Family Cooperative. This is still the name used today in the sector of consumer cooperatives. In the field of credit the Cooperative Banks were opened. Today there are 227,000 members out of a population of little more than half a million. Another Trentino characteristic is the fusion between Lega Coop and Confcooperative, which has led to the creation of a central office for all the cooperatives and a single trademark 'Coop'. Since the first law on social cooperation was passed in Trentino this sector has evolved in a virtuous relationship between entrepreneurs and voluntary workers.

www.ftcoop.it

voluntary work

The real wealth

More than 5,000 associations account for some 40,000 to 50,000 voluntary workers, almost one in ten Trentino citizens. In most cases these are small organisations. Voluntary service covers various sectors, from senior citizens to maternity and infancy, from social marginalization to the disabled, from blood donation to health, from first aid to environmental conservation, from training to education, from sport to culture. Many are also committed in important welfare services carried out alongside public authorities. Participation in the world of social cooperatives is also significant, where Trentino voluntary workers constitute 26.1 per cent of the staff, as opposed to the Italian average of 10.9 per cent.

www.volontariatotrentino.it

protection

A peaceful and friendly army

On 6 April 2009 at 3.32 am, a violent earthquake struck Abruzzo. The same day, at 11 o'clock in the morning the first column of the Trentino civil defence started out for Aquila. An episode that is proof of solidarity also based on voluntary work. Apart from the central nucleus of the provincial service for risk prevention, the civil defence is mainly composed of firemen, a widespread organisation in Trentino that, besides the permanent and highly specialised Trento brigade, includes voluntary firemen divided in 239 brigades grouped in 13 district unions, for a total of about 4,800

persons. Each brigade has a station with equipment and vehicles for transporting people and tankers. A tradition that shows no sign of declining. The Federation representing this world is currently training 1086 cadets, 897 males and 189 females. The Trentino civil defence also relies on the help of voluntary Alpine troops called 'Nuvola', specialists in setting up equipped camps, and on the association of psychologists created to give support to people who have experienced traumatic events.

www.protezionecivile.tn.it

solidarity

Unlimited commitment

The culture of peace is also evidenced in concrete aid to populations in difficulties and countries torn by conflicts. This is the primary mission of the International Solidarity Training Centre, the Trentino Forum for peace and the Balkan and Caucasus Observatory, all committed in the dialogue between populations, cooperation for development in the

poorest areas of the planet and the promotion of human rights. A fixed quota of the provincial budget (at least 0.25 per cent) is set for international solidarity. Therefore many solidarity projects have been carried out by over 200 Trentino voluntary groups operating first and foremost in Africa, but also in Latin America, Asia and East Europe. Owing to its history and conviction, Trentino is on a special

wavelength with those who support pacific autonomous values. Solidarity with Tibet is therefore expressed in the Trento Charter, a document that Trentino, together with Alto Adige, has promised to get other autonomous regions in the world to sign in support of the Dalai Lama's cause.

www.forumpace.tn.it
www.tcic.eu
www.balcanicaucaso.org



copyright: ZED - Marianne Chaud



I grow

"Dealing with apples is a family tradition.

Rather than an economic operator I think of myself as a gardener who contributes to the care of the land"

Loris Calliari
Born in Cles in 1972.
A farmer in Val di Non

Back to the future

Agriculture, the essence of this land

There are places in the world where farming has been abandoned to meet the needs of housing. In Trentino the opposite is true. Uncultivated areas are recuperated. For instance, in Vallagarina 130 hectares, including some terraced vineyards at an altitude of 850 metres, will soon be turned into farmland again. A return to the fields that has also won over many young people. More than 650 settlement bonuses have been granted to farmers under 40 years old, who want to rediscover tradition and therefore contribute to the added value of an agriculture that invests in quality and naturalness.



cheers! **The brilliant bubbles of Trentodoc**

The effervescent flagship of Trentino winemaking is the Trentodoc classic method, made chiefly with Chardonnay grapes. With around 8 million bottles, out of 18 million produced in Italy, Trentino is the national leader of this sparkling wine obtained, like Champagne, following the rigorous rules of second fermentation in the bottle. A story of success that started out at the beginning of the last century due to the intuitive passion of Giulio Ferrari, an enterprising student of the San Michele all'Adige Agricultural Institute. Today there are over 30 producers.

www.trentodoc.com





glasses

In Trentino Veritas

"Pour the wine! Excellent Marzemino!". In Don Giovanni Mozart thus praises this Vallagarina nectar with a floral aroma and notes of berry fruits. It is obtained from a native vine, as are two other Trentino wines. Teroldego, produced in the green Campo Rotaliano described by Goethe as "the most beautiful vineyard in Europe", is a fruity red wine of excellent quality, ideal to accompany game and mature cheeses. Nosiola, instead, is a straw coloured white wine, originating in Valle dei Laghi. Nosiola grapes are also left to dry on racks and then pressed to produce Vino Santo, a sweet amber-coloured wine. The marc while still fresh is used to make Trentino Grappa, protected by the pertinent Institute that only allows carefully made products to use the trident trademark. The secret is the Tullio Zadra method, an original slow bain-marie distillation that preserves aromas and flavours intact. To learn more about these products it is worth visiting Palazzo Roccabruna, in the historic centre of Trento, a residence chosen by the Chamber of Commerce as a point of reference for the promotion of the Trentino food and wine world. Palazzo Roccabruna also hosts the Provincial Wine Collection and the Observatory of local productions.

www.enotecadeltrentino.it

vitamins

An apple a day...

The apple, a concentration of goodness and health, is the princess of Trentino fruits. Golden and Red Delicious, Renette and Granny Smith, Royal Gala and Morgenduft grow on the sunny slopes of Val di Non and Val di Sole, and also Upper Garda, along the course of the river Adige and in Valsugana. Trentino is also a big producer of berry fruits, from bilberries in upper Valle dei Mocheni and on the Lagorai slopes to strawberries in Valsugana and on the Altopiano di Piné, and dark red raspberries called *ampò mole*, redcurrants and blackberries. Val di Gresta, situated between Vallagarina and lower Valle del Sarca, is particularly suitable for growing vegetables: green cabbage, white cabbage,

carrots, celeriac, leeks, cauliflowers, courgettes, chicory, French beans, etc.

The Valli Giudicarie Esteriori are the domain of the Montagnina potato that is cultivated in uncontaminated high altitude terrains and is therefore rich in flavour. In Valle del Chiese the red kernels of a maize called Nostrano di Storo produce a valuable yellow flour that makes an excellent mountain polenta. Lastly, the golden coloured Garda Trentino extra virgin olive oil with a fruity and slightly spicy flavour is one of the most awarded olive oils and appreciated by connoisseurs.

www.osservatorioproduzionitrentine.it
www.apot.it



calcium

Mountain dairy fragrances

The mountain pastures should not be a legacy of the past visited like a museum, but a living and vibrant world where the animals graze in summer and milk is processed in mountain dairies. There are many young people, even girls, who have chosen to live this kind of life all year long. As a result it has recently been possible to reopen ten or so mountain dairies. Significant in this sense are the examples of Cheyenne who has a flock of sheep in Val di Rabbi, or the American Teresa who takes about 300 goats to graze at Masi di Cavalese. Cow's milk produces delicious cheeses like the Trentingrana, which is left to ripen for 20 months without added preservatives, and the Sprezza of the Giudicarie that may be sweet or spicy according to the maturing period. Then the Casolét of Val di Sole, excellent in savoury pies, the Puzzone di Moena that is sponged every day during the maturing period, the tasty and slightly spicy Vezzena, and many others made with cow's milk and goat's milk.

www.visittrentino.it/prodotti-gastronomia

proteins

Taste improves in the mountains

The Rendena cows that spend four months in the summer in the Val Rendena mountain pastures, in the Brenta Dolomites, not only provide excellent milk, but also tasty veal and beef. The quality of Trentino meat produced in the mountain farms is the reason for the many specialities that can be enjoyed in the region. The 'carne salada', of Basso Sarca origin and now widely used throughout the territory, is very lean beef that has been spiced for 20-25 days in a mixture of salt, bay leaf, black pepper, juniper berries, garlic and rosemary. Thinly sliced it can be eaten raw; slightly thicker slices are cooked. The Trentino luganega has a delicate taste, with a hint of pepper and garlic, and can be eaten with polenta, tortèl di patate (potato cake) or as an ingredient of canederli (dumplings). The Mortandèla of Val di Non is made with a mixture of fat and lean pork meat wrapped in a net or sprinkled with flour and can be eaten fresh or seasoned and is excellent on pasta. The Ciùga instead is a fresh sausage made in Banale with pork meat and white turnips, smoked in a room without a chimney and eaten cooked and sliced with potatoes or polenta.

www.visittrentino.it/prodotti-gastronomia



excellence

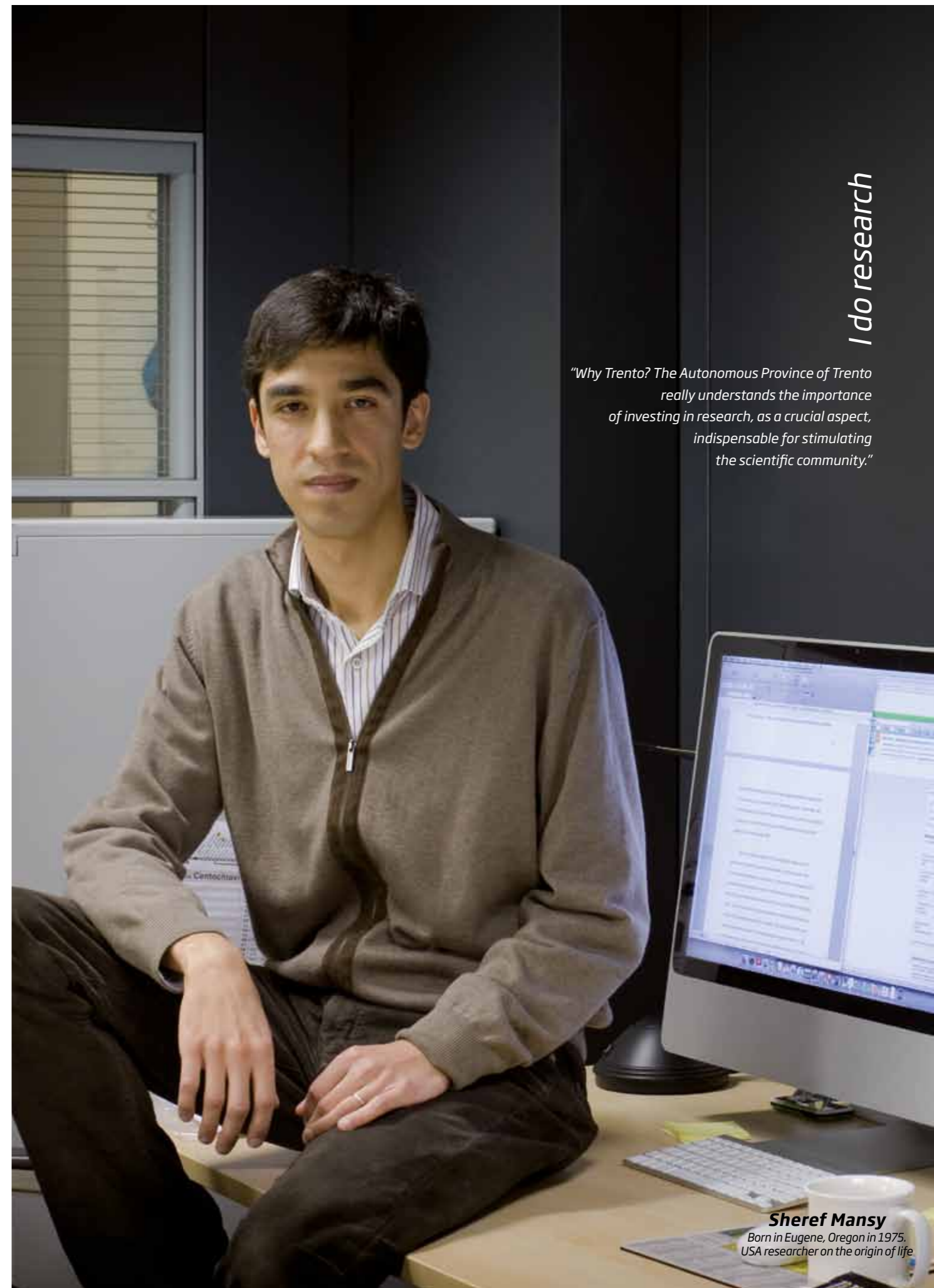
Good, genuine and healthy

The quality of the Trentino agricultural and food products is often certified by trademarks guaranteeing the genuineness and healthiness of the environments and the cultivation and production processes. The DOP (Protected Denomination of Origin) was obtained by the Val di Non apples for the Golden Delicious, Renetta and Red Delicious varieties, by the

Trentingrana cheese that does not exceed a production of a hundred thousand cheeses a year, thus guaranteeing its genuineness, by the Sprezza cheese of the Valli Giudicarie, by the Garda Trentino extra virgin olive oil and by two exceptional species of fish, rainbow trout and char, populating the Trentino lakes and torrents. Six products are listed Slow Foods: three cheeses, Casolèt, Puzzone and

Vézzena, and also three salamis, Ciuga, Lugànega and Mortandèla. Wine and Flavours Routes have been created to guide the visitor in the discovery of the regional food and wine. These are signposted routes through vineyards and wineries, farms and processing centres of local products.

www.visittrentino.it/prodotti-gastronomia
www.stradedelvinodeltrentino.it



I do research

"Why Trento? The Autonomous Province of Trento really understands the importance of investing in research, as a crucial aspect, indispensable for stimulating the scientific community."

Sheref Mansy
 Born in Eugene, Oregon in 1975.
 USA researcher on the origin of life

New frontiers

Research has found a home

Where is the first research centre in the world in which Microsoft has linked its name with other groups? Where has the American Sheref Mansy chosen to use the million dollars obtained for his studies on the origins of life? Where

was the genome of the grape vine decoded for the first time? In Trentino, Microsoft and Mansy at the University. The genome at the Edmund Mach Foundation of the San Michele all'Adige Agricultural Institute.



internationality

The origin of life is studied here

Ten years ago the Indian Minister for Research, on a visit to Italy, was invited to Trento. Having been told how many inhabitants there are in the province, he jokingly remarked: we produce that number every week in India. This was the beginning of a collaboration that envisaged the setting up of joint laboratories in the sector of computer science micro-systems. Recently the European Commission asked India to indicate the research agreements that it considered were particularly satisfactory and India replied the one with Trento University. An episode revealing the commitment of researchers in their work here at international level. This is evidenced by the centre of Computational and Systems Biology (CoSbi), created by Microsoft and the University with the ambitious goal of closing the gap that separates computer science and biology. Another emblematic case is Sheref Mansy, a young American researcher, the pupil of the Nobel prize winner Jack W. Szostak, who has chosen the Trentino laboratories to use the million dollars awarded him by the Armenise-Harvard Foundation for the purpose of developing his studies on the origin of life.

www.cosbi.eu

territoriality

From the phylloxera to the genome of the grapevine and the apple tree. And to silicon.

The Agricultural Institute at San Michele all'Adige was established in 1874 to combat the blight of the phylloxera that was destroying vineyards all over Europe. In 2007 the Institute's Edmund Mach Foundation' research centre decoded for the first time in the world the genome of the grapevine, in particular of pinot noir. A sign of continuity that adds prestige to research in Trentino. In 2010 the Foundation also decoded the genome of the Golden Delicious variety of apple. A discovery that broadens our knowledge of this plant at least a thousand times, in particular with regard to the nutritional properties, environmental impact, exploration of the biodiversity and phylogenetic and evolutionary studies. This means it will be possible in future to obtain fruit without the need for agro-technical interventions.

At the same time the Foundation continues to prepare agricultural, environmental and forestry professionals and to convey the value of innovation, tradition and attachment to the land. More than 350 researchers, 220 degree and doctoral candidates and visiting professors; 5 international high profile research centres; 7 laboratories, among which an MT-LAB equipped for the design and production of silicon devices; 14 spin-offs and start ups; a library specialized in history and philosophic-theology sciences with over 250,000 books. These are the figures of the Bruno Kessler Foundation (FBK) that conducts research in the areas of Information Technologies, Materials and Microsystems, Theoretical Physics, Italo-Germanic History Studies and Religious Sciences. Through its own network, the FBK also does research in the fields of communication and public policies.

www.iasma.it
www.fbk.eu



university

Quality of life, quality of studies

For many years the point of reference of the Trentino University has been Italy and the whole of Europe. 1,200 applications from 43 countries have arrived for the 80 places of the international doctorate in computer science. Among the excellences figure neurosciences and integrated biology.

In the field of telecommunications and computer science, "Trento RISE", launched in 2010, is the association of the provincial system of research, innovation and education, now a partner of the European Institute of Technology and Innovation (EIT). The scientific research carried out by the University of Trento is gaining national and international acknowledgments and prestige in different areas of study. Evidence of this are the various European funds the University has received and some substantial grants assigned by the prestigious ERC - European Research

Council. The prominent internationalisation of the University gives its 15,000 students and 600 professors and researchers numerous opportunities for studying and working in other countries. The University participates in the Erasmus Mundus and Atlantis projects between the European Union and the United States. For several years the double degree programme has permitted students to do part of their studies abroad and to obtain an Italian degree and the equivalent foreign diploma. Students, professors and researchers like to come to Trentino also because of the high quality of life here and the environment. The competitiveness of the region also influences this field.

www.unitn.it
www.fbkeu.trento_rise

sustainability

The house in wood

Habitech, the technological district for energy and the environment based in Rovereto, is the expression of the will to adopt stricter rules in the field of sustainable building construction. In Trentino all new buildings, either sold or rented, must have a Leed energy certificate, while public buildings must have one by December 2013. Leed provides the most widespread standard energy and sustainability certification in the world, which not only takes consumption into account, but also other aspects, like the production line. For example, a house in wood made with local raw material does not have the same environmental impact as one made with timber from another continent. Habitech has an important role also in the project 'Case Legno Trentino', a new trademark that will certify buildings made with innovative technologies, as in the case of frames and panels studied by Ivalsa, the institute highlighting the timber and arboreal species recommended by the CNR, which guarantees energy efficiency, environmental sustainability, earthquake and fire resistance.

www.dtt.it
www.ivalsa.cnr.it

technologies

The optical fibres of the future

Trentino not only invests in research and the university, but also in innovation. With the project Banda Larga (broadband) a network of about 740 kilometres of optical fibres is being laid in the shortest time possible to supply families, public bodies and businesses with a super fast link to Internet, at least 100 Mbps, to activate innovative services like teleradiology for hospitals, VoIP, videoconference, certified electronic mail and so on. In the meantime one of the most extensive wireless networks in Europe has been created to cover the zones without ADSL services, the installation of radio stations in 767 sites, with 1170 apparatuses and 1530 antennae, and 372 links with public administration offices. In 2009 the transfer from analogical to digital television was completed.

www.trentinonetwork.it



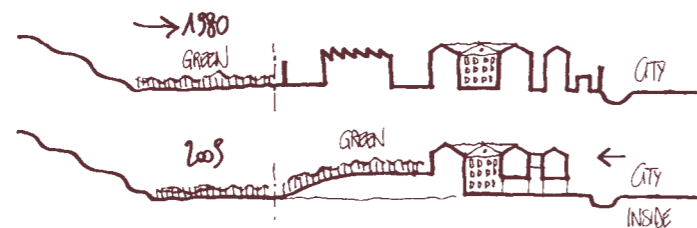
recuperation

The old factories for the new
 There are abandoned industrial buildings here too. Plants built in the first half of the 20th or even the 19th century that have closed down and offer the opportunity for innovative and farsighted recuperation. In Trento the ex Michelin site is being transformed into a modern residential

area with an important cultural and scientific centre called the Muse, the new Museum of Sciences. Important projects in Rovereto involve the ex Manifattura Tabacchi and the ex Alumental industry. In this case not only the areas will be recovered, but also the buildings. The former will host businesses, workshops and

educational areas for environmental sustainability projects. The latter is the subject of a national study that intends to exploit it as a new and highly attractive industrial site.

www.muse2012.eu
www.manifactor.it
www.trentinosviluppo.it



Recuperation Project of the ex Manifattura Tabacchi in Rovereto



I plan

"I'm a small craftsman and I strongly believe in innovation and creativity"

Mauro Ambrosi
 Born in Trento in 1973.
 Designer of helicopter flight simulators

Dynamism



Tertiary at the top

Trentino has 525,000 inhabitants with a population density of 84.5 per square kilometre, against the 200.4 in the rest of Italy. The gross domestic product in 2008 was around 16 thousand million euro, equivalent to a per capita value of 31,092 euro, compared with the national average of 25,237.

The primary sector contributes 3 per cent to the gross domestic product, industry 26 per cent and services 71 per cent. The lion's share belongs therefore to the tertiary sector, which combines the contributions of rapidly evolving sectors, such as tourism, commerce and services to the enterprises.

The per capita income is 18 per cent above the national average, with a working population of about 238,000 units, 103,000 women and 135,000 men, bringing the rate of employment to 69.1 per cent, among the highest in Italy. Altogether Trentino has the characteristics of a dynamic economy, open to innovation and, increasingly, to foreign markets. Its structure chiefly consists of small and middle-sized enterprises, about 49,000. However, larger industries and multinational groups are also active in the territory. Another flagship of the Trentino economy is the production and workmanship of local stone, in particular porphyry, which is used throughout the world for construction, decorative and paving work of great value.



system **A cooperative society**

One in two Trentino families are involved in the cooperative system. The agricultural cooperative interests and governs the four main sectors: market gardening (30 million fruit trees and 11,000 cultivated hectares, mostly apple orchards that in 2009 accounted for 4.5 million quintals), wine-growing (8,000 farm members, 19 wine producers' cooperatives, 1 second degree consortium, the Cavit; 1.2 million quintals of grapes produced and 8,100 hectares of vineyards), animal husbandry (1,300 farm members of the provincial Federation, which in turn is a cooperative farming society) and dairy farming (over 120 million litres of milk produced annually).

The consumer cooperative in Trentino accounts for 38 per cent of the market with an annual turnover of 303 million euro. It can count on over 81,500 members, 379 sales points and 2,130 employees working in the 81 Family Cooperatives, all grouped in a second degree consortium, the SAIT. The Cooperative Banks have 107,000 members, 376 branches and 2,600 employees, with a total saving of 14.861 thousand million euro (in 2007). Loan expenditure of the system amounts to 10.5 thousand million euro. Last but not least, a significant sector involves production and labour cooperatives, services, housing, social and solidarity purposes.

www.ftcoop.it

tourism **The core of the GDP**

As we have already said, the tertiary sector plays a fundamental role in contributions to the gross domestic product, also due to the constant increase in tourism. There are 160,000 beds in hotel and similar establishments, in addition to which 114,000 in private lodgings and about 200,000 in second homes. You could say the number of beds for tourists in Trentino is almost equal to the number of inhabitants.

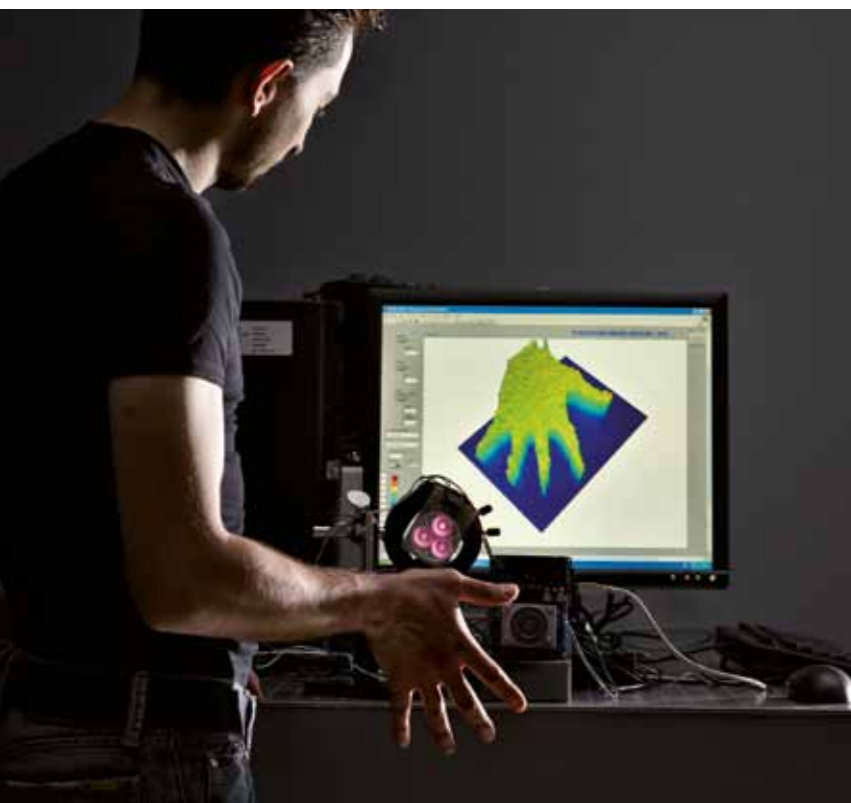
www.turismo.provincia.tn.it

small enterprises **Following the course of tradition**

No less important are the 13,989 small enterprises, of which 10,000 are one-man businesses, equivalent to 27 every thousand inhabitants. Nearly 50 per cent of the Trentino firms are therefore small; they employ 38,000 workers and 63.6 per cent of them have a turnover of less than 100,000 euro.

www.ceii.it
www.artigiani.tn.it





reaction **An effective response to the crisis**

The economic world crisis has proved the ability of Trentino to counter the production deficit, by deciding interventions to accompany and help social and economic sectors to recover from the recession. The significant counter-cyclical manoeuvre, approved by the provincial council in 2009, has made available 1,250 million euro, of which 967 in 2009: 93 million

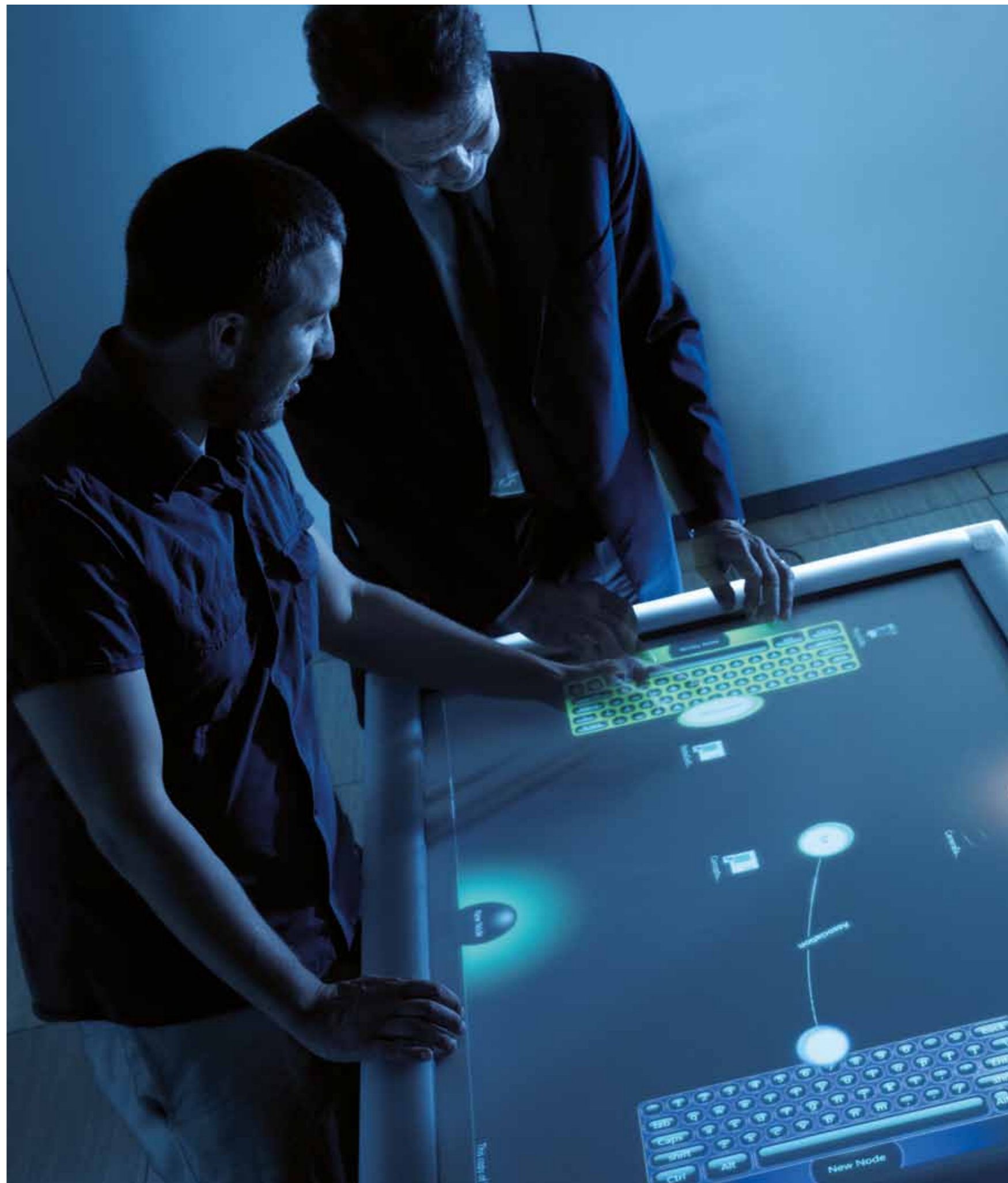
went to the financially weak, 244 were paid out to support enterprises, 52 were used for actions in favour of productivity and competitiveness, 579 million were invested in interventions to support private and municipal building.

www.innovazione.provincia.tn.it

research **Laboratory for the future**

Trentino concentrates its energies today above all on innovation, with its University and the many research centres in the region. From Information Communication Technologies to biotechnologies, from partnerships with Microsoft and Fiat to the field of research of the Bruno Kessler Foundation and the Agricultural Institute of San Michele all'Adige - Mach Foundation and the Manifattura Domani as a future centre in the field of green economy. Trentino is more and more like a big laboratory, with obvious advantages for the whole of its production activity. One example: the Trento Rise association, the Trentino system of research, innovation and higher education, which recently, after rigid selection, became a partner of the EIT, the European Institute of Technology and Innovation.

www.uniricerca.provincia.tn.it

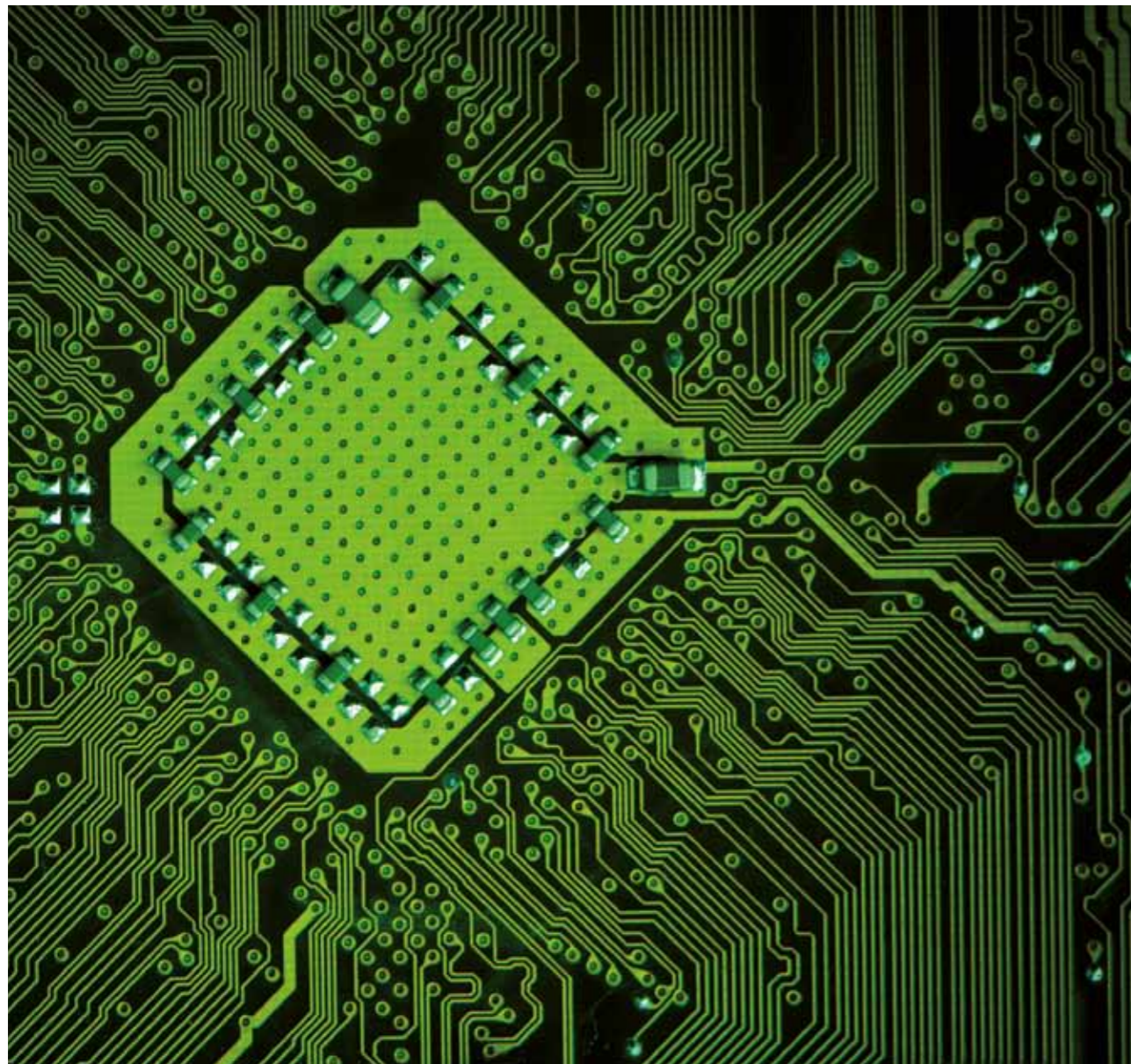


Economy in movement

All this reflects positively on the standard of living of the population also in terms of a high propensity both to consume and save, as well as on occupational levels. The climate of collaboration among the various actors of the economic system,

and between these and the public administration, favours social cohesion and concerted action. Trentino offers investors a first-class infrastructure system: roads, railways, connections with the main north-east airports, first of all Verona, and telematic networks in constant evolution.

This is to keep the territory in line with the needs of an economy in movement, not only inserted in the flow of goods, but also of the ideas that cross the world, and to keep it open to the opportunities offered by globalisation.



"I cultivate my fields and do voluntary work with the same enthusiasm. The strength for this lies in the happiness of being able to help others."

Vincenzo Iori
Born in Revò in 1949.
Voluntary fireman



The most precious possession

The ties uniting mountain populations and the deep-rooted tendency to deal with everything by themselves when the community or one of its members are in difficulties, are the basis of a manifold system of voluntary associations and also of an efficient health and first aid system. For instance, the mountain guides

are always ready to leave at any hour of the day or night in any kind of weather to assist mountaineers, skiers or hikers in difficulties. The distribution of the hospital facilities over the whole region guarantees a rapid intervention. The role of the helicopter service is fundamental as it can quickly reach any zone in Trentino.

The value of safety



health **A widespread and rapid system**

A widespread network of medical facilities and rapid intervention in cases of emergency. These are the two mainstays of the Trentino health system, at the service of residents and also guests. There are 43 local ambulance service stations, in addition to the 12 with vehicles for advanced first aid, 5 district hospitals and 2 provincial ones in Trento and Rovereto. In 18 minutes maximum the yellow helicopters of the Elisoccorso (air ambulance service) are able to reach any Trentino locality. X-rays can be transmitted with a Pacs system to Santa Chiara hospital in Trento, where a cardiologist and a neurologist are always present. People who visit Trentino can also count on the ease and rapidity of being taken in charge by the local health system: all that is required is a letter from one's family doctor to continue treatments also on holiday. And for expectant mothers there are eight maternity points distributed over the region.

www.apss.tn.it

rescue **Guardian angels**

There are 680 members of the Trentino mountain and speleological rescue association, distributed in 34 territorial stations, one speleological and five operational areas. Among these angels of the peaks there are 61 technicians and 30 instructors, 23 helicopter rescue operators, 17 dog units and 22 speleological operators. Out of an average 700 interventions a year, more than half are made to rescue hikers, many of whom risk ventures beyond their ability or are poorly equipped. Over 200 interventions require the use of a helicopter,

an indispensable means for such a complex territory. The Trento Nucleus is the first in the Italian Alps to have established the helicopter rescue service in the mountains. For this purpose there are two crews constantly on duty from dawn to dusk. Over 60 per cent of their missions concern health rescue. The rest consists in interventions of civil defence, forest fire fighting and checking avalanches.

www.soccorsoalpinotrentino.it





Two photos, two stories

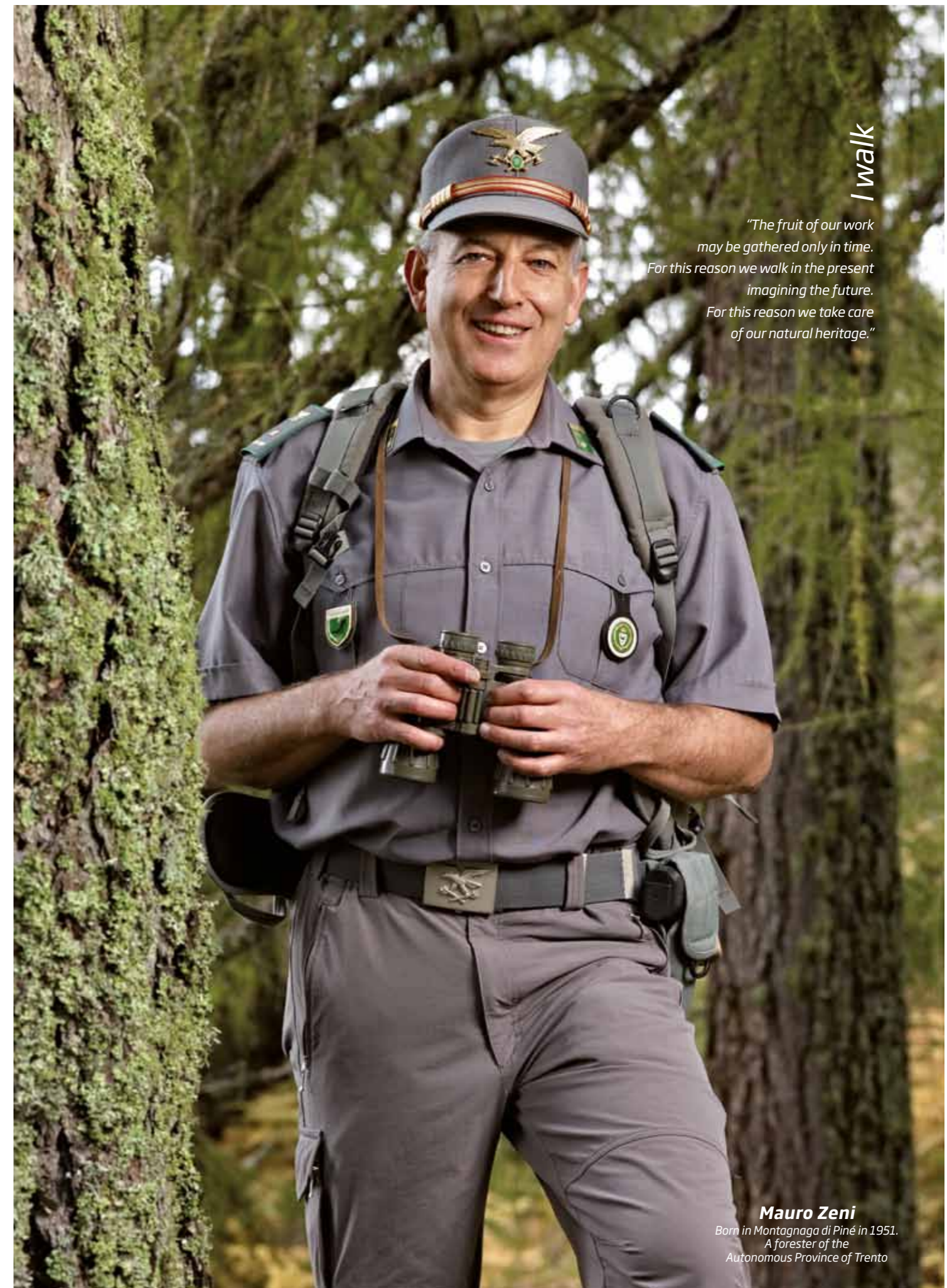
Christmastime, in a farmhouse, the wonderment of a child fascinated by a tiny flame.

In the woods in summer, the reassuring smile of a forester,
the guarantee of a relationship between man and nature that increases and improves in time.

Two symbolic images of a land that day after day welcomes its guests

to Emotions and Peak Experiences.

Arrividerci in Trentino.



I walk

*"The fruit of our work
may be gathered only in time.
For this reason we walk in the present
imagining the future.
For this reason we take care
of our natural heritage."*

Mauro Zeni
Born in Montagnaga di Piné in 1951.
A forester of the
Autonomous Province of Trento



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