

# Extraordinary Piedmont. The hidden side of beauty



*"People don't take trips—trips take people."*

*John Steinbeck, "Travels with Charley"*

**Extraordinary Piedmont. The hidden side of beauty** is the type of trip that John would have liked. Conceived by Fioredentro™, a small but dynamic 100% Made in Italy fashion brand, the *Extraordinary Piedmont. The hidden side of beauty* journey offers **an itinerary designed to explore exclusive locations and enchanting environments**, experiencing a full immersion in beauty, out of the traditional tourist circuits and inside enticing stories. **An original way to know the most authentic Piedmont, its culture and its art, its elegance, its past as well as its contemporary manufacturing heritage.**

Piedmont is in fact one of the most elegant and sophisticated Italian regions, it's a land that intimately and deeply "bonds with you" through its landscapes, its history and excellence.

**Together we will explore this land of kings and queens, but also of great entrepreneurs, artists and intellectuals**, which offers spectacles of rare beauty as well as examples of creative ingenuity and vibrant energy.

We will immerse ourselves in a wondrous path that will unfold among the charms of unusual **medieval hamlets**; we will meet those who, still today, in **timeless workshops**, produce precious artefacts for the most prestigious royal houses in Europe and in the world; we will discover the history of perfume through the magic of multi-sensorial experiences at the remarkable (European) **Academy of the Essences**, and **after shopping in Porta Palazzo**, Europe's largest open market, we will revel in brilliant **food and wine sessions**, to understand closely Piedmont's culinary tradition and learn how to prepare Vermouth, the celebrated **fortified wine created in Turin in 1786**. We will travel through time, with a visit to the impressive **Egyptian Museum**, only second to the Cairo's for its importance worldwide, and a tour of overwhelming beauty to see the **Baroque monuments of Turin**, city elected first capital of the Italian kingdom in 1861. We will investigate the evolution of fashion, first by visiting the **oldest silk yarn currently in existence in Europe**, proud evidence of the intriguing trade challenge with France back in the eighteenth-century, and then by encountering **Ermenegildo Zegna**, by contrast one of today's luxury fashion brands Made in Italy.



## Details

**DATES:** May 8-16, 2017

**PRICE:** 5.590,00 € *per person, double occupancy in 4 Star hotels*

**GROUP SIZE:** MIN 10 - MAX 15

**BOOK BY:** Nov 8, 2017

*A special initiative by Fioredentro™  
in cooperation with Jo-in TOUR OPERATOR*

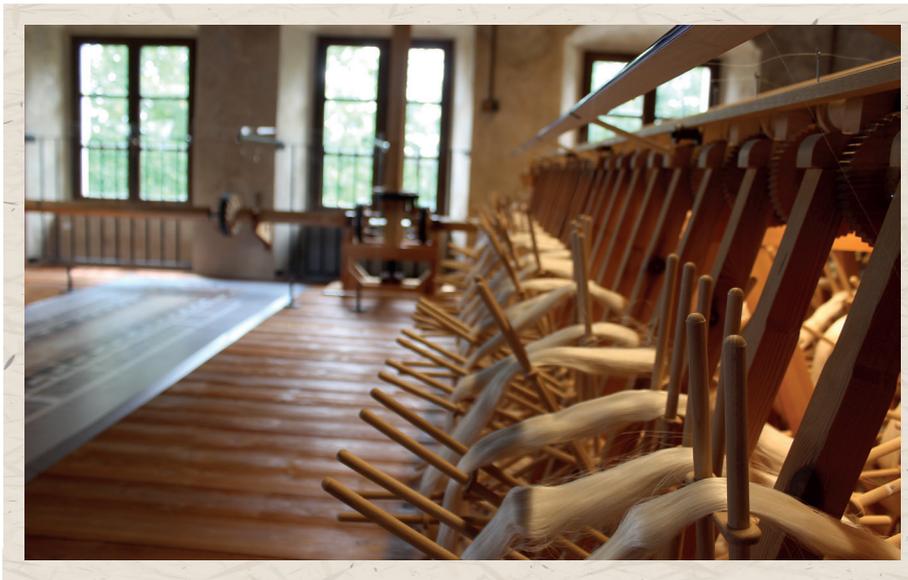


Our extraordinary journey through Piedmont will find its perfect conclusion in the enchanted embrace of the **Lake Orta** and **Lake Maggiore**, two freshwater pearls nestled in breathtaking landscapes and atmosphere.

**Extraordinary Piedmont. The hidden side of beauty is a unique one-of-a-kind experience, a journey-therapy that makes beauty in all its forms a privileged way for an invigorating personal transformation.**

### Organizational notes

- One sole change of hotel is scheduled to be able to fully enjoy the two days holiday on the lakes.
- For any room upgrade request, please, contact us
- With Turin as a base all other destinations will be easily reached via comfortable private shuttles.
- All activities are tailored around a specific minimum quantity of participants and are conditioned to sufficient confirmation upon proposed dates.
- Our tour is conceived for small size groups from a minimum number of 10 participants to a maximum number of 15.



*In the picture: "Filatoio di Caraglio, silk museum"*



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JO-IN tour operator  
www.jo-in.it



## Extraordinary Piedmont. The hidden side of beauty

An unconventional journey  
around the origins of Italian  
fashion

### DAY 1:

Tuesday - May 8

Torino

*Warm-up*

#### Accommodation:

Grand Hotel Sitea - Torino

### DAY 2:

Wednesday - May 9

Torino - Biella

*From a luxury fashion brand  
to a Medieval village*

#### Accommodation:

Grand Hotel Sitea - Torino

Arrival at Malpensa airport and transfer to Torino city center.  
Check-in at Grand Hotel Sitea. Aperitivo and tour introduction by  
Fioredentro™ and Jo-In.

*Welcome dinner at a high quality restaurant in the hotel vicinity*

### Morning

Transfer to Casa Zegna (1 hour and half by Minibus from  
Torino).

**Activity:** visit to Casa Zegna - historical archive and  
fashion cultural center.

**Where:** Trivero, province of Biella, the Italian wool capital

**Visit duration:** approx. 1 hour and a half.

Casa Zegna, part of Fondazione Zegna, recounts the story  
and gives continuity to the values and philosophy of  
Ermenegildo Zegna, one of the most appreciated and  
environmentally and socially caring Italian luxury, fashion  
and style brand worldwide. A new "archive-museum"  
concept has been developed inside the Zegna Wool Mill,  
a 1930s building and once the family's home.

*Lunch in local restaurant*

### Afternoon

Transfer to Candelo and visit to the "Ricetto".

**Where:** Candelo

**Visit duration:** approx. 1 hour and half

"Ricetto" is a dialectal expression used to refer to a  
particular medieval fortification built by local farming  
communities. The Ricetto di Candelo, unlike many similar  
monuments in Piedmont (more than 200) has undergone a  
few rearrangements. It has been thoroughly examined and  
studied also by foreign universities and is among the best  
preserved in Europe. Today its unique atmosphere is still  
intact. Transfer to Torino.

*Dinner organized in a city center restaurant*

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### DAY 3:

Thursday - May 10

Torino

*Food market, cooking class  
and Vermouth experience*

#### Accommodation:

Grand Hotel Sitea - Torino

### DAY 4:

Friday - May 11

Torino surroundings

*Perfumes, essences and silk origin*

#### Accommodation:

Grand Hotel Sitea - Torino

### Morning

**Activity:** Guided visit to the *Porta Palazzo market*, grocery shopping, cooking class with the food purchased and lunch with what has been prepared.

**Visit duration:** approx. 5 hours

**Where:** Torino city centre

Torino city center tour and visit to *Porta Palazzo market* experiencing its unique atmosphere: from fresh Farmers products to the indoor meat and cheese market, from the flower market to boutique liquor and chocolate shops. The *Porta Palazzo market* is the largest open air market in Europe with around 800 stalls open from Monday to Saturday spread over its 50,000 m<sup>2</sup> surface.

*Self prepared lunch, after cooking class*

### Afternoon

Time off after lunch to enjoy freely before attending the "Vermouth Experience" in the late evening.

**Activity:** *Esperienza Vermouth®*

**Where:** Torino city centre

Did you know that Vermouth was originally created in Torino in 1786? And that since then, it has become the protagonist of most cocktails and aperitivi? You'll have the chance to make your own during the workshop.

*Free dinner plans*

### Morning

Transfer to Savigliano and visit to the "Accademia Europea delle Essenze" (1 hour and 15 minutes by Minibus from Torino).

**Where:** Savigliano, province of Cuneo, southern part of Piedmont

**Visit duration:** approx. 1 hour and half

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### DAY 4:

Friday - May 11

Torino surroundings

*Perfumes, essences and silk  
origin*

#### Accommodation:

Grand Hotel Sitea - Torino

### DAY 5:

Saturday - May 12

Torino

*The royal heritage and the  
King's artisan*

#### Accommodation:

Grand Hotel Sitea - Torino

The Accademia Europea delle Essenze is a unique place to discover the fascinating world and history of perfumes and essences: a multi-sensorial path and experience where art, history, technology merge in one of the most representative baroque locations in Piedmont.

*Light lunch inside the Accademia*

#### Afternoon "in the name of silk!"

Transfer to Caraglio and visit to the "Filatoio di Caraglio" - Spinning factory of Caraglio (30 minutes by Minibus from Savigliano).

**Activity:** Visit to the "Filatoio di Caraglio" - Spinning factory of Caraglio

**Visit duration:** "Filatoio di Caraglio" approx. 1 hour and half

**Where:** Caraglio, province of Cuneo, southern part of Piedmont

The "Filatoio DI Caraglio" is the oldest silk factory in Europe and one of the very few in Italy. Built in 1676, the Filatoio stands like a noble king in the middle of the countryside after a major restoration work in 2002. Impressive proof of the sumptuous tradition which rendered Piedmont the most-refined silk producer during the XVIII century, the Filatoio of Caraglio is a must-see. Transfer to Torino.

*Pizza for dinner*

#### Morning

**Activity:** Visit to the Palazzo Reale - The Royal Palace of Turin

**Where:** Torino city center

**Visit duration:** approx. 2 hours

Guided visit to the elegant apartments hidden behind the facade of the Royal Palace. A journey back in time and into the life of the King of Italy, also known as the King of Sardinia before 1861. Awaiting in the many different rooms are the stories and anecdotes of court life, from the strict protocol to the menus for large official dinners, from the

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### DAY 5:

Saturday - May 12

Torino

*The royal heritage and the  
King's artisan*

#### Accommodation:

Grand Hotel Sitea - Torino

### DAY 6:

Sunday - May 13

Torino

*From Egyptian heritage to  
baroque allure*

#### Accommodation:

Grand Hotel Sitea - Torino

dances at the Palace to the halls of government. The Royal Palace of Turin is a World Heritage Site since 1997. The itinerary includes the visit to the Royal Armory, one of the richest collections of arms and armours in the world.

*Light lunch in the Torino city center.*

#### Afternoon

Transfer to Pianezza, in the outskirts of Turin

**Activity:** Visit to Massia

**Where:** Pianezza (Torino)

**Visit duration:** approx. 1 hour and half

Supplier to the Royal Court of Savoy since 1843, managed by the same family for almost 200 years and with its roots in the weaving industry dating back to 1685, Massia is an amazing factory creating trimmings to embellish several castles, palaces, theatres and aristocratic mansions still today. Transfer to Torino.

*Free time for dinner*

#### Morning

**Activity:** Visit to the Egyptian Museum and the Mole Antonelliana, location of the National Cinema Museum.

**Where:** Torino city center

**Visit duration:** approx. 3 hours

Guided visit to the Egyptian Museum, the second most important museum in the world entirely dedicated to the Egyptian Antiquities.

Then you will have the chance to take the panoramic lift located inside the Mole Antonelliana, Torino's most important landmark, and see the breathtaking view of the city from the top Free time on your own for lunch Torino city center.

*Free lunch in the Torino city center*

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### DAY 6:

Sunday - May 13

Torino

*From Egyptian heritage to  
baroque allure*

#### Accommodation:

Grand Hotel Sitea - Torino

### DAY 7:

Monday - May 14

Lago Maggiore and Lago

D'Orta

*Water enchantment*

#### Accommodation:

Hotel Bristol - Stresa

### Afternoon

Transfer to Superga (15 minutes by Minibus from Torino).

**Activity:** visit to the Church of Superga (Basilica di Superga)

**Where:** Superga (Torino)

**Visit duration: approx.** 1 hour

The Basilica of Superga is one of the most relevant religious monument in Turin. Its late-baroque majesty, looking over the city from the top of a hill, makes the place an impressive blend of magic and extraordinary history.

An exclusive musical moment will be opening the dinner.

*Dinner inside a reserved room in Superga*

### Morning

Hotel check out and transfer to Orta San Giulio (1 hour and half by Minibus from Torino city center).

**Activity:** Orta San Giulio guided visit and transfer to Island of Saint Giulio, pic-nic lunch on the island.

**Where:** Orta San Giulio & Isola di San Giulio

**Visit duration: approx.** 4 hours

Mount Mottarone separates Lago Maggiore - Lake Maggiore from the smaller and more intimate Lago D'Orta - Lake Orta, named after Orta San Giulio, the cozy little town on the lake shore characterized by a romantic and evocative atmosphere. A meeting place for students and artists, the small village is an ideal location for a pleasant walk through its alleys. In particular, a place worth seeing is the Isola di San Giulio, located exactly in the middle of the lake, 400 m off the shore and almost entirely occupied by a Benedictine monastery, a real oasis of silence and beauty.

*Lunch in local restaurant*

### Afternoon

Transfer to the Lago Maggiore area and check-in at the new accommodation. Free time.

*Dinner organized in a local restaurant or at the hotel*

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**DAY 8:**

Tuesday - May 15  
Lago Maggiore  
*Water enchantment*

**Accommodation:**

Hotel Bristol - Stresa

**DAY 9:**

Wednesday - May 16  
Lago Maggiore  
*Departure day*

**Morning**

**Activity:** Guided visit of the *Isola dei Pescatori*

**Where:** Lago Maggiore and *Isola dei Pescatori*

**Visit duration:** approx. 4/5 hours

The only island still home to a few inhabitants on the Lake Maggiore is the *Isola dei Pescatori* - Fishermen Island. Here, within a frame of unique elegance and vocation for tourism, time seems to have stopped and it is possible to spend a day on the island with a local fisherman to discover the secrets of the Lake. The late morning is also the best time for a walk through the market stalls and the gift shops.

*Lunch at a restaurant located on the island: menu will include the original mouth-watering recipes with the fresh catch from the lake.*

**Afternoon**

Return from the island and free time at the lakeside area.

*Farewell dinner in a high quality restaurant close to the Lago Maggiore*

**Morning**

Check out and transfer\* to the airport according to the return flight.

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### About us

Fioredentro™ is a dynamic 100% Italian fashion brand specialised in manufacturing one-of-a-kind jewelry and fashion accessories. Devoted to promote the authentic Italian manufacturing excellence and history, Fioredentro™ partners tour operator Jo-In, highly specialized in tailor made journeys in Piedmont, to offer unique experiences and inspiring moments for unforgettable tours.

### Extraordinary Piedmont. The hidden side of beauty

5.590,00 € per person, double occupancy in 4 star hotel  
Additional single room 750,00 € (total price).

**Contact us for room upgrade. Please note that credit card payment requires an additional 4% of the total cost due to commissions.**

Offert from June 1 – Nov 8, 2017

### The price includes:

- 8 nights in the mentioned hotel including city tax and breakfast
- All transfers in a private luxury minibus with air conditioning
- All activities mentioned in the program
- Lunches and dinners (wine included chosen by our sommelier) as mentioned in the program
- Tour leader and /or local professional guides for the full visit duration of the tour

### The price doesn't include:

- flights
- travel – baggage insurance
- personal extras and everything not mentioned in "the price includes"

For full details and travel terms and conditions, visit  
[www.jo-in.it/en](http://www.jo-in.it/en)

For more info about **Extraordinary Piedmont. The hidden side of beauty** send us an email here [info@fioredentro.com](mailto:info@fioredentro.com)

