

Lago Maggiore le sue Valli, i suoi Fiori.



LAKE MAGGIORE

A MIRROR BETWEEN ART AND NATURE

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Press kit Lake Maggiore

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MAGGIOREJÄRVI – LÖYDÄ AINUTLAATUINEN KOHDE TAITEEN JA LUONNON KESKELLÄ

Vuoristoalue Italian ja Sveitsin välissä lumoo kauneudellaan turistit ympäri maailman kaikkina vuodenaikoina. Maggiorejärvi on kokemisen arvoinen vuoden jokaisena päivänä.

Urheilua ja kulttuuria, designia ja maisemia, hyvinvointia, ruokaa ja viiniä – Maggiorejärvi pystyy tarjoamaan kaikkina vuodenaikoina kansainvälisille turisteille kaikkea, mitä täydelliseltä lomalta kaipaa. Italian ja Sveitsin välissä sijaitseva vuoristoalue on täynnä taidetta ja luontoa, ja sen järvi kuvastaa kauneutta, jota alueelle on rakennettu vuosisatojen aikana sopuisuudessa ympäristön kanssa. Tuloksena on maisemia ja kokemuksia, jotka kiehtovat kävijöiden mieltä.

Alueelle saapuvien turistien määrä osoittaa Maggiorejärven vetovoiman. Vuonna 2018 Maggiorejärvellä vieraili 7,47 miljoonaa turistia, jotka viipyivät siellä keskimäärin 3,1 päivää. Yli puolet turisteista (57 %) on kansainvälisiä ja loput 43 % italialaisia. Eniten turisteja tuli Saksasta (20 % kokonaismäärästä), ja seuraavina tulivat Alankomaat (7,2 %), Ranska (4,8 %), Iso-Britannia (3,1 %) ja USA (1,6 %).

Jokaiseen makuun – vinkkejä paikallisista helmistä

Viinin ja ruoan harrastajille alueella on runsaasti valinnanvaraa aina vuoristojuustoista Gorgonzola PDO -juustoon, hunajasta Ossola-laakson bresaolaan, Novaran Paniscia-riisosta hienostuneeseen paikalliseen riisiin ja Stresan makeisiin Margheritine-kekseihin. Paikallisesti tuotettu ja valmistettu ruoka alueen lukuisissa laaturavintoloissa tai perinteisessä Ticino-luolassa voidaan yhdistää Ossola-laakson Ticino-viinien kanssa. Novaran alueella olevat kukkulat on tehnyt kuuluisiksi Angeran grappa.

Musiikin ja teatterin ystäville on tarjolla ainutlaatuisia tapahtumia kuten klassisen musiikin festivaali Stresassa touko- syyskuussa. Kesän aikana jokaiselle löytyy jotain, esimerkiksi Tones on the Stones, Locarnon festivaali elokuussa, Moon and Stars heinäkuussa, JazzAscona kesäkuun lopussa, Varesen gospel-festivaali heinäkuussa ja Cusianon festivaali kesäkuussa.

Aktiivilomia ja ulkoilua suosiville Maggiorejärvi on hyvä valinta kaikkina vuodenaikoina. Talvella kävijät voivat lasketella Bosco Gurinissa, Mount Rosassa tai Formazzan laaksossa tai leudon ilmaston ansiosta pyöräillä järviä pitkin. Keväällä he voivat patikoida erilaisilla ja eri tasoilla patikkareiteillä, kesällä vierailta Val Granden kansallispuistossa, harrastaa vesiurheilua tai tutustua Camellian puistoon Locarnossa. Syksy sopii golfaajille – kenttiä on Italian puolella Aronassa, Stresassa, Solbiate Olonassa, Bogognossa ja Agrate Conturbiasa ja lisää golfausmahdollisuuksia löytyy Sveitsin puolelta.

Maggiorejärvellä luonto ja taide sulautuvat toisiinsa kauneutta arvostavia ilahduttavalla tavalla. Borromeonsaarilla sydäntä lämmittävät Borromeon palatsi ja sen upeat puutarhat, ja Brissagon saarilta löytyy ainoa saarella sijaitseva sveitsiläinen kasvitieteellinen puutarha. Vierailijan on ilman muuta käytävä myös pyhillä vuorilla, jotka ovat olleet UNESCO maailman kulttuuriperintöluettelossa vuodesta 2003. Ne kuvastavat paikallisen väestön hartautta ja kauneuden janoa.

Alueen ymmärtämiseksi on syytä myös tutustua sen arkeen ja käydä museoissa, jotka kertovat paikallisesta tuotannosta. Agusta-museo Varesessa on omistettu moottoripyörille ja helikoptereille, hana- ja designmuseot löytyvät Orta-järveltä, taide- ja teollisuusmuseo on Omegnassa, jossa on perustettu kuuluisia brändejä, kuten Alessi, Lagostina ja Bialetti. Ghiffassa on hattumuseo ja Gignessä sateen- ja aurinkovarjoille omistettu museo.

Vierailukohteita järvien, laaksojen ja kukkuloiden keskellä

Turistikohteiden lisäksi järviolueella on suuri joukko viehättäviä kyliä ja pieniä kaupunkeja, joissa kävijä voi käyskennellä kaduilla ja aukiolla ja tutustua paikallisten jokapäiväiseen elämään. Maggiorejärven länsipuolella kannattaa käydä Stresassa, Bavenossa, Verbaniasa, Aronassa, Cannerossa, Cannobiossa, Lesassa and Mergozzossa, joka on antanut järvelle nimensä. Itäpuolella Varesen ympäristössä on monia ihastuttavia paikkoja, kuten Laveno, Angera ja Luino.

Orta-järvioluetta tutkiville Orta San Giulio on ehdottomasti käynnin arvoinen, kuten ovat myös Domodossola, Macugnaga, Santa Maria Maggiore, Bognanco ja Premia kylpylöineen Ossola-laaksossa.

Novaran kukkuloille laskeutuessa kannattaa pysähtyä Novarassa, joka on alueen pääkaupunki. Sitä pienempiä mutta aivan yhtä viehättäviä kuntia alueella ovat Galliate, Casalbeltrame, San Nazzaro Sesia, Romagnano Sesia ja Ghemme, joka on kuuluisa Ghemme GCDO -viinistä.

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Sveitsin puolella Locarno, Ascona ja Brissago ovat kuvauksellisia ja kiehtovia kyliä mutta niissä on myös monia mahdollisuuksia aktiivilomailuun. Locarno ympäröivä alue on täynnä ihastuttavia ja aitoja maalaiskyläiä.

Maggiorejärvelle pääsee monin tavoin

Milanon lentokentät Malpensa ja Linate ovat lähellä, mikä tekee Maggiorejärven alueelle tulemisen helpoksi kaikista maailman kolkista. Junalla alueella pääsee parhaimmin Milanosta Domodossolaan. Hyvä vaihtoehto on myös lähteä Pariisista TGV-junalla ja vaihtaa Baselissa tai Genevessä.

Autoilijoille nopeimmat tuloreitit ovat A8-moottoritie Milanosta ja A26-moottoritie Genovasta suoraan pääkohteisiin järvialueella. Myös kantatiet 32, 33 ja 229 tuovat autoilijan alueelle.

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Culture

Museums, events, shows: the cultural ferment around these lakes is vibrant all year round. You can choose between a visit to a local museum such as the Landscape Museum in Verbania or one of the municipal museum networks of “Borgo della Cultura” in Domodossola. Or why not leaving for an excursion in Lake Maggiore to visit Isola Bella, where there is the wonderful Borromeo Palace with its enchanting gardens, or on the Brissago Islands.

In Gallarate, in the Province of Varese, from 1966 the MA*GA Museum boasts one of the most important collections of Italy, which includes relevant artists such as Renato Guttuso, Lucio Fontana and Carlo Carrà.

From May to September, the Stresa Festival makes the happiness of classical music enthusiasts, while in Luino there is the Theatre Festival every summer.

In the quarries of marble and granite in the Province of Verbano-Cusio-Ossola, every year, there is Tones on the Stones, international event with shows ranging from opera to performing arts. The same location hosts also the Nextones Festival, aimed at fans of electronic music and digital art. The performing arts are a novelty of the last few years celebrated at the Cross Festival of Verbania.

In June, on the San Giulio Island, the Cusiano Festival of Ancient Music: baroque symphonies, Gregorian chants and traditional ballate invite the public in a medieval atmosphere which tells a lot about the history of these places.

In July, “Tra Sacro e Sacro Monte” is the theatre festival that for ten years, has been bringing on the Pilgrims’ Trail great classical and contemporary authors of the domestic and international scene, as well as great texts both in prose and poetry capable to capture a diverse public, yet, sharing the same passion for theatre.

Remaining in the Varese province, at the feet of the archeological park of Castelseprio, there is the Torba Monastery: its thousand year history began as military outpost of the late Roman Empire and then of Goths and Longobards, to become a place of prayer for the Benedictine nuns; today this is a location for events and meetings. In a short distance and equally ancient there is the Rocca Borromeo of Angera, whose medieval building overlooks Lake Maggiore and hosts the Museum of Dolls and Toys. And, as far as history is concerned, the 18th century Palazzo Estense of Varese, with its Gardens inspired by those in Vienna, is one of the most enchanting places of the area.

On the other hand, in Switzerland, the Locarno Film Festival is one of the most important rendezvous in Europe for the movie lovers. In August, here they can watch the movies competing for the Golden Leopard in the evocative setting of the piazza Grande of Locarno. From the end of June to the beginning of July, always in the Swiss Confederation, takes place JazzAscona with hundreds of concerts that make the happiness of those who love the sounds of New Orleans for ten days. The Swiss region is also home to many museums, some with artistic traits, other more historical, but each of them capable of telling about the territory with their own style and voice, placing always in the centre the deep relationship between man and territory. Going down to Novara, it is possible to visit the Cupola of architect Antonelli in the Basilica of San Gaudenzio, with a breath-taking view, or visit an exhibition in the renovated halls of the Castle once home to the Visconti and Sforza families.

And for those who are in the city, a not-to-be-missed occasion is to take part in one of the NovaraJazz events, full of concerts and tastings, artist residences, workshops and active listening, exhibitions and installations, literature presentations and discographic initiatives.

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Landscape / Heritage

The harmony between art and nature represents the deepest essence of this territory and its history. Many are, in fact, the architectural signs that show the local population ability to build facilities that perfectly melt with the landscape. The most ancient and representative example of this symbiosis is probably the Hermitage of Santa Caterina del Sasso in Leggiuno, perched on a rock wall overlooking Lake Maggiore and dating back to the 12th century.

Not to be missed are, without any doubt, the Borromean Islands, undisputed symbol of Lake Maggiore, located on the side where Stresa and Pallanza overlook the lake. The name of this little archipelago comes from the Borromeo family, who, in the 14th century became the owner and that still has Isola Bella and Isola Madre: among manicured gardens, enchanting palaces and a great variety of eastern birds such as white peacocks and golden pheasants, visiting these places is like going on a journey back in time.

Two other green gems in the middle of Lake Maggiore are the Islands of Brissago: here grow more than 2000 plants coming from the Mediterranean and from the subtropical regions of all over the world. Thanks to this biodiversity and its uniqueness, the Botanical Garden of the Islands of Brissago is part of the Gardens of Switzerland, which gather the most beautiful gardens of Switzerland.

Famous all over the world are also the Sacred Mountains of the territory, Unesco world heritage since 2003: the one entitled to the Holy Trinity in Ghiffa, the one dedicated to St. Francis on Lake Orta, the Way of the Cross on the hill of Mattarella overlooking the town of Domodossola and, at last, the Sanctuary of the sacred Mountain of Varese, with the 14 chapels that have guided the pilgrims since the 17th century along a cobblestone of about 2 km, surrounded by a large forest of beech, chestnut and hazelnut trees.

On the contrary, in Switzerland the Sacred Mounts of Brissago and Madonna del Sasso will soon become a Unesco world heritage. Both are renowned architectural ensembles; the first is located over Brissago, the second majestically dominates the city of Locarno.

On the San Giulio island, on the Orta Lake, a devotional place of great interest is the Abbey Mater Ecclesiae, a female cloistered Benedictine abbey which hosts groups or single visitors both religious and lay.

At last, the complex of the Castles of Cannero in Cannobio, whose ancient ruins tell the story of the dynasties that have taken place in the area, is also worth a visit.

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Outdoor Nature

There are really many recreational and sport activities to practice outdoors in a territory that for centuries has based its essence on the relationship between man and the surrounding environment: just think that the Val Grande National Park is the largest wilderness in the Alps.

But in this spot between Piedmont, Lombardy and Switzerland there are also protected areas such as the Regional Park of Alpe Veglia and Alpe Devero or the Wildlife Oasis of Macugnaga, located at the feet of Mount Rosa. North of Varese, on the other hand, there is the Regional Park Campo dei Fiori which overlooks the hill area and the many forest reserves of the Locarno region.

Those who love adventure can try their hand at the Trail Park and the Adventure Park of Mount Mottarone, while those who prefer cycling can choose different cycling paths, from Ossola Valley to Verbania, up to the three valleys near the town of Varese, go through the gentle hills around Novara to reach the Ticino Park or even choose the Vallemaggia trail, between Locarno and Caveragno, one of the most beautiful cycling paths of Switzerland.

There is also a great variety of possibilities for those who love hiking and slow tourism, from the trail that joins Lake Orta and Lake Maggiore to that around the Lake Ispra, up to those on peaks, the so called “vie alte”, mountain tracks in the Swiss territory. In winter, the ski lovers can enjoy the ski facilities of San Domenico, in the Vigezzo valley, or of the Mottarone, up to reach international renowned destinations on Mount Rosa or in Macugnaga.

Many are also the golf courses, from Arona to Stresa, from Varese to Solbiate Olona, from Bogogno to Agrate Conturbia and, in Switzerland, in Ascona, Locarno and Losone.

Of course, we cannot forget the sports to practice on the lake, starting from the Liberty-style piers of Lake Maggiore, or sailing on the waters of Lake Orta around the gracious San Giulio island. In Switzerland, on the shores of Gambarogno up to Ascona, the water sport choice is huge and includes sailing, diving, water-skiing, wakeboard, wake-surf or stand up paddle.

Many are also the experiences for the runners: the Lake Maggiore Marathon, which takes place in November, in the most beautiful Italian landscape, the UTLO along Lake Orta, among the most important running trails, and the races on the mountains like the BUT in Val Formazza, the VEIA Sky Race in the Bognanco valley and the MEHT in Macugnaga. Those who love canoeing, sailing, diving, windsurfing and canyoning have many opportunities to choose from in the valleys of the Ossola area. In this territory, active tourism, sport and outdoor activities plunged in this beautiful landscape, represent a rich tourist offer, accessible to everyone.

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Food and wine

The food and wine tradition of this area is closely linked to the combination of man and nature.

From the mountain cheeses to Gorgonzola PDO, the excellent local cheeses are extraordinary. Therefore, we cannot forget the Bettelmatt, symbol of the Ossola gastronomy, with its unique flavour and the colour of hay, or Formaggella del Luinese, the first goat cheese to have obtained the Protected Designation of Origin (PDO) in Italy.

The PDO honey of Ossola, produced in the Valleys around Lake Maggiore, is perfect for pairings with cheeses, but also with local cold cuts, such as the smoked ham of the Vigezzo Valley, the Brisaula of the Ossola valley or even the flavoured lard of Macugnaga, without forgetting in the province of Novara, the Salam d'la Duja and the Fidighina, a little liver mortadella.

Moreover, the Swiss region boasts two products of Slow Food presidia: the cicitt, long and thin goat sausages coming from Vallemaggia, and the bóna lour, a special roasted corn flour of the Onsernone Valley.

Rise is another extraordinary example of the virtuous relationship between the territory resources and the people who live in it: for more than 500 years, in fact, the farming industry of Novara – as much as its landscape – has been marked by this traditional production. From the well-known Baldo, Roma and Carnaroli to the black rice varieties such as Venere, Nerone and Artemide, the use of this cereal is essential to prepare traditional dishes like Paniscia, paired with local cold cuts and spices. Once a luxury dish for holidays, today Paniscia is a real delicacy to taste in the several restaurants as well as the local farm houses.

And then let's move to the sweet side of the lake: in Mergozzo it is possible to taste the Fugascine while in Stresa there are some special biscuits created in honour of Queen Margherita of Savoy and named Margheritine. Another preparation is the Crescenzin of the Ossola Valley: raisin, figs and walnuts are added to the brown bread dough in order to create a delicious sweet loaf. Simple and light are the biscuits of Novara, which are prepared with eggs, sugar and flour, according to the recipe conceived in the ancient 16th century convents of the city.

Dolce Varese, Brutti e Buoni Amaretti are the traditional sweets of the Lombard and Varese shores of Lake Maggiore, while on the Swiss side you have to try the bread cake and the delicious Panettone.

All these delicacies can be paired with native wines, like a good DOCG Ghemme or other Nebbiolo varieties of the Novara hills, that with their ancient hamlets, castles, fortified villages, vineyards are among the oldest wine regions in Piedmont. As an alternative, there are also the DOC Ossola Valleys wines, which have now a solid reputation, or those from Ticino, perfect to be matched with meat preparations.

To conclude a meal, there is nothing better than a Grappa from Angera, already appreciated by the Italian royal family between the end of the 19th and the beginning of the 20th century, a Swiss grappa or a nocino.

For the wellbeing of body and mind, it is a true pleasure to enjoy all these delicacies in the restaurants of the territory: from the most familiar ones, to the traditional Ticino grottos, up to the Michelin-starred, romantic restaurants: there is plenty of choice!

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Made in Italy

Design and fashion are sectors of primary importance for the local economy of a territory intensely devoted to beauty. In order to better understand the historic importance for its social fabric, it is possible to enjoy the industrial tourism with a wide choice of company visits – from the most prestigious brands to small local artisanal producers – and in the many factory outlets.

The “local made in Italy” itinerary includes the Museum of Design and the Museum of Taps on Lake Orta, the Hat Museum in Ghiffa and... for rainy days, the Museum of Umbrellas and Sunshades in Gignese.

The lovers of industrial tourism can also visit the Agusta Museum, which gathers memorabilia and prototypes of this famous company of Varese, where there is also the Museum of Textiles and Industry which witnesses the exceptional hard work of the local population. Remaining in the Province of Varese, Volandia in Somma Lombardo is also worth a visit, with its park and flight museum, and Birrificio Angelo Poretti, renowned brewery inside an enchanting Liberty building dating back to the beginning of the 20th century in Induno Olona.

And speaking of important brands, this is an extremely fertile soil for design; in Omegna, in fact, were founded worldwide famous brands like Alessi, Lagostina and Bialetti and in the same place there is the Foundation Museum of Arts and Industry.

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Odotamme innolla tapaavamme sinut
Matkamessuilla Helsingissä
osastollamme **6B78!**

Klikkaa kuvaa ja tutustu
upeaan Maggiorejärveen...

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