

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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PÅ FERIE MIDT I KUNST OG NATUR: LAGO MAGGIORE ER ET UNIKT OMRÅDE AT OPLEVE ÅRET RUNDT

Besøg alpeområdet mellem Italien og Schweiz, der tryllebinder turister fra hele verden med dets skønhed. Og her er grunden til, hvorfor Maggiore-søen er et besøg værd.

Sport og kultur, design og natur, wellness, mad og vin - Lago Maggiore er et charmerende område, der kan tilbyde det bedste til internationale turister, som drømmer om den helt perfekte ferie – uanset årstiden.

Dette bjergområde, beliggende mellem Italien og Schweiz, forbinder kunst og natur, og reflekterer århundreder af skønhed, skabt af mennesker i harmoni med det omkringliggende landskab. Resultatet er overdådige udsigter og et væld af aktiviteter samt oplevelser, der giver turisterne mulighed for at lade sig forføre af regionen, hvilket det høje antal af besøgende også viser.

Turismestrømmen: Et internationalt kald

I 2018 besøgte 7,47 millioner turister Lago Maggiore, hvor det gennemsnitlige ophold var på 3,1 dage. Internationale turister udgjorde størstedelen, med 57%, hvor de resterende 43% var italienske turister.

På førstepladsen finder vi Tyskland, som stod for 1,49 millioner af de besøgende turister, svarer til 20%. På andenpladsen er der Holland med 7,2 % af det samlede antal turister, herefter Frankrig (4,8%), efterfulgt af Storbritannien (3,1%) og USA (1,6%). Tallene bekræfter områdets mangeårige attraktivitet, hvor turister fra hele verden kan finde hyggelige steder og venlige mennesker, der frem for alt er opmærksomme på turisternes behov.

En destination for enhver smag: Gode tips til at opdage de lokale specialiteter

Blandt de turister, som vælger at besøge søen, oplever vi mange forskellige interesser og vi ser derfor også et stort antal af forskellige rejseprofiler.

Til dem, der elsker mad og vin, er der masser af muligheder: Fra bjergost til Gorgonzola, fra honning til bresaola fra Ossola-dalen, fra Novara paniscia til de raffinerede lokale ris, såvel som den søde margheritine fra Stresa. Maden er udelukkende lokalt produceret i en af de mange restauranter i området eller i en traditionel Ticino grotte, suppleret med vine fra Ticino fra Ossola-dalen, bjergene omkring Novara og den velkendte Grappa fra Angera.

For musik- og teaterelskere er der mange unikke begivenheder, såsom Stresa-festivalen, hvor der fra maj til september vil blive afholdt klassiske musikkoncerter. Om sommeren er der noget for enhver smag: Tones on the Stones, Locarno-festivalen i august, Moon & Stars-festivalen i juli, JazzAscona i slutningen af juni, Varese Gospel-festivalen i juli eller Cusiano-festivalen i juni. For blot at nævne et par eksempler.

De turister, der foretrækker en aktiv udendørsferie, kan sagtens forvente, at enhver sæson er passende for en rejse i denne region: Om vinteren er det muligt at stå på ski i Bosco Gurin, på Rosa-bjerget eller i Formazza-dalen, eller drage fordel af det milde klima og tage på en cykeltur langs søerne. Om foråret er det muligt at vandre langs en af de mange stier, der besidder forskellige sværhedsgrader. Om sommeren er det muligt at nyde en udflugt til Val Grande nationalpark, afprøve vandsport eller besøge Camellia Park i Locarno. Og om efteråret kan du nyde golfbanen i Arona, Stresa, Solbiate Olona, Bogogno eller Agrate Conturbia i Italien, udover de mange golfbaner, som ligger på den schweiziske side.

For dem, der ønsker at opleve skønhed i alle dens former, er der også mange muligheder. Området er bedst kendt for dets uspolerede natur og kunst: De Borromeiske Øer, som tryllebinder enhver, med Borromeo Paladset og dets fantastiske haver, Brissago øerne, ud for kysten af Ronco sopra Ascona, er de eneste schweiziske botaniske haver placeret på en ø. Og naturligvis bør en tur i disse områder også omfatte et besøg hos De Hellige Bjerge, som blev optaget på UNESCOs Verdensarvsliste i 2003, og som er en perfekt afspejling af den lokale befolknings hengivenhed, kombineret med god smag for skønhed.

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For rigtigt at kunne forstå og sætte pris på et område, er det vigtigt at kende til kulturen og historien bag. Det er derfor værd at besøge de museer, der fortæller historierne om de lokale produktioner: Agusta-museet i Varese, museerne for design og vandhaner ved Orta-søen, Foundation Museum of Arts and Industry i Omegna, hvor verdensomspændende kendte mærker som Alessi, Lagostina og Bialetti blev etableret, hattemuseet i Ghiffa, samt museet for paraplyer og parasoller i Gignese.

Landsbyer og byer, der er værd at besøge blandt søer, dale og bakker

De mange turistattraktioner, som dette område kan bryste sig af, er tilsvarende det store antal af landsbyer og små byer, der er værd at opleve. Tag en spadseretur mellem gader, stræder og pladser for at opleve dagligdagen med de lokale, der er så privilegerede at bo her året rundt.

På Piemonte-bredden ved Maggiore-søen må du ikke gå glip af Stresa, Baveno, Verbania, Arona, Cannero, Cannobio, Lesa og Mergozzo, der har udsigt over søen, som den også lægger navn til. På den østlige side, omkring Varese, er der mange andre fantastiske steder, såsom Laveno, Angera og Luino.

Besøger man Orta-søen, må man heller ikke gå glip af Orta San Giulio, mens Domodossola, Macugnaga, Santa Maria Maggiore, Bagnanco og Premia, med byens spa i Ossola-dalen, bestemt også er et besøg værd.

På vej mod bjergene omkring Novara, skal du stoppe i Novara, som er provinsens hovedstad, men det er også værd at stoppe op i de små, fortryllende kommuner som Galliate, Casalbeltrame, San Nazzaro Sesia, Romagnano Sesia og Ghemme, som er verdenskendt for vinproduktionen Ghemme.

I det schweiziske område skiller især byerne Locarno, Ascona og Brissago sig ud. På den ene side for deres maleriske og fascinerende landsbyer, og på den anden side for de mange aktiviteter, de tilbyder. Derudover er hele området omkring Locarno rigt på landsbyer fulde af charme og autencitet.

Måder at rejse på: Med fly, tog og bil

Fra alle verdenshjørner er området let at komme til, da det ligger i nærheden af den internationale lufthavn i Malpensa. Den nyligt åbnede lufthavn Linate i Milano giver ligeledes mulighed for at rejse dertil på meget kort tid.

Med tog er de bedste linjer dem fra Milan til Domodossola eller fra Paris via TGV, med togskitte i Basel eller Genève.

De fleste forbindelser til området sker med bil via motorvejen A8 Milano-Laghi og A26 Genova-Gravellona Toce, som fører direkte til de vigtigste destinationer. Det er dog også muligt at tage landevejene 32 Ticinese, 33 Sempione eller 229 Lago d'Orta.

Læs mere her: www.illagomaggiore.it

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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 Caviglioglio, 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 Vigizzo 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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The events of 2020 on Lake Maggiore

2020 is a year packed with cultural, artistic and sports events in every area facing on Lake Maggiore.

In **Switzerland** the protagonist is Ascona, with Settimane Musicali (Musical Weeks) that from 2 September to 15 October will celebrate 75 years of the renowned festival of classical music; the same location will also host **JazzAscona** from 25 June to 4 July.

In spring there will be important news for bicycle tourists, with the **Vallemaglia cycling trail from Locarno to Cavigno** which will be open on a separate lane, without interruptions. For those preferring the railway charm, this year on the **Centovalli Express** trains there will be the opportunity to travel with new audio guides.

Moving on the Italian side, that of **Verbano Cusio Ossola** is a calendar full of events. For those who love sports, on 5 April there will be the **14th edition of the Ossola Trail**, with two itineraries: the 27 km itinerary, with an altitude difference of 1900 metres, and the Ossola Bech Trail of 17.5 km and an altitude difference of 1200 metres. The **Half Marathon of Lake Maggiore**, scheduled on 19 April 2020, will see athletes facing the 21 km that separate Verbania Pallanza from Stresa.

In Verbania, from 12 March to 1 November, Villa Taranto will open its enchanting gardens where, on 12 April there will be the **Tulip Festival**; while from July to October they will host the **Dahlias Exhibition**. On the contrary, in November there will be the **15th Camellia Exhibition**.

Summer is a hot season also for the music lovers, which will have the opportunity to enjoy the **Orta Jazz Festival**, on Lake d'Orta.

In the Varese area, on the Lombardy shore of Lake Maggiore, from 20 March to 4 April there will be the **Busto Arsizio Film Festival**, a movie festival that in the years has seen the participation of important artists such as Carlo Verdone, Laura Morante, Sergio Castellitto, Valeria Solarino and many others. The Lake of Varese, from 1 to 3 May, will host **Varese Rowing**, a rowing competition that in 2020 will also be a qualifying event for the 2020 Tokyo Olympic Games.

In October the cycling enthusiasts will have the opportunity to attend and take part in the **100th edition of the Tre Valli Varesine competition**, which will be preceded, in the same area, by the **Gran Fondo competition** on 3 and 4 October.

Until 5 April, for the art lovers, the Castello Visconteo Sforzesco of Novara will host the exhibition entitled "**Divisionismo – La rivoluzione della luce**" (Divisionism. The revolution of Light), with seventy works by important artists such as Gaetano Previati and Giuseppe Pellizza da Volpedo.

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Vi ser frem til at møde dig til
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