

TRANSROMANICA

The Romanesque Routes of European Heritage



Provincia di Modena

crosscultour



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

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A treasure to be discovered by bike

The project "*Romanico in bicicletta*" (Romanesque by bike) is part of the general project aimed at promoting cycling trails tied to Romanesque architectural sites in the Modena area, with the aid of a cycling-tourist map.

But there is more for bikers to visit in the Province of Modena than just Romanesque art.

Thanks to the CrossCulTour project, the different cycling itineraries tied to European Romanesque sites have been further promoted: cultural biking itinerary along the Saale river in Germany, a bike itinerary in Carinthia (Austria) which combines different routes close to lake Wörth and two routes crossing the Modena district.

The signs along these routes guide cyclists and tourists along roads full of art and history.

Fresh air, history and... pedals: Romanesque in Carinthia

Fantastic natural surroundings, the setting of the majestic cathedral of Gurk, the old city centre of Friesach, the characteristic Maria Wörth peninsula, on lake Wörth: those who choose Carinthia, in southern Austria, can combine the pleasure of knowledge with a unique experience in contact with nature. The trails dedicated to cyclists surround the region's lakes, follow river courses and cross picturesque valleys, in a picture-postcard landscape.

Info: <http://alpregio.outdooractive.com/ar-kaernten/de/alpregio.jsp#tab=ToursTab>



Cyclists admire Modena Cathedral



Welcome sign ©: Tourism Association of Saxony-Anhalt

Cultural and culinary delights: experience the Romanesque sites by bicycle along the Saale river

427 kilometres altogether, to be experienced along a route full of charm and history: the cycling trail along the Saale river offers biking-tourists an exciting cultural tour through Saxony-Anhalt, Thuringia and Bavaria. The cycling trail crosses unique landscapes from the mouth of the river Saale as far as Fichtelgebirge. And, together with the natural wonders of this region, the old-town centres, like those of Halle, Naumburg and Jena, various major Romanesque sites and numerous castles invite tourists to stay and discover a land full of food and wine delights: the vineyards of Saale-Unstrut, Europe's northernmost wine-making area, produce a number of top-quality wines.

The cycling part of the trail, in Saxony-Anhalt, upstream of the city of Saalfeld in Thuringia, is particularly suitable for families and children. The upper part of the river is characterised by several steep gradients and is a big

favourite with cyclists: what is more, numerous ferries and boats offer a chance to take it easy and change perspective and means of transport, in a district also well served by public transport. For more details, special offers and bookings, log onto www.saaleradweg.de, www.sachsen-anhalt-tourismus.de www.thuringia-tourism.com and www.transromanica.com

In Modena, amid parish churches and castles

A "bridge" between the Po plain and central Italy, the province of Modena is full of parish churches, fortresses and castles which testify to its importance in the middle-ages, starting with Modena itself, with the Cathedral, the Ghirlandina and Piazza Grande, now part of Unesco's world heritage sites.

The cycling-tourist map is an instrument for promoting the area's cultural and tourist development potential, following the cycling itineraries tied to the Romanesque sites of the Modena district.

In fact there are two such itineraries, one on the flat and the other in the hills. Both wind their way along the district's cycling trails and secondary roads.

The routes are described by stages: for greater details please refer to the road books which can be downloaded from the website

www.provincia.modena.it/page.asp?IDCategoria=6&IDSezione=1619&ID=95599.

The cycling map is a small compass which enables you to always know where you are in the culturally most gratifying way, and to better understand the surrounding area.

Transromanica/CrossCulTour: for sustainable cultural tourism



CrossCulTour is a continuation of the previous European Transromanica project centred on the development of tourist itineraries tied to Europe's Romanesque heritage. CrossCulTour qualifies the work already done by promoting the cultural heritage through the building and application of a cross-marketing strategy able to boost sustainable cultural tourism in the regions, besides implementing a communication plan, both institutional and addressed to the market.

The transnational project involves different European regions: Saxony-Anhalt and Thuringia in Germany, Carinthia in Austria, Slovenia, Province of Modena, Monferrato Roero territorial development agency in Italy.

For more details, visit the website www.transromanica.com, designed to provide useful information to "travellers" along the Romanesque roads.

Bell'Italia narrates "Romanesque with taste"

A journey amid the gems of Modena's Romanesque period which also helps readers discover the traditional culinary specialties of the area. This is the task which the November issue of the monthly Bell'Italia, the most prestigious Italian magazine dedicated to tourism, printed in 100.000 copies, has set itself with a 20-page insert edited in conjunction with the Province of Modena as part of the European CrossCulTour project.

The journey starts in the provincial capital, with the Cathedral complex, Ghirlandina, Piazza Grande, Unesco world heritage site, and continues with the discovery of the Abbey of Nonantola, the church of the Sagra in Carpi, Formigine Castle and the parish churches and medieval castles of the plain and Apennine mountains. And alongside the history and architectural gems, the Bell'Italia journalists also narrate a major culinary path which winds its way among the cheese factories of Parmigiano Reggiano, Lambrusco wine cellars, vinegar producers (with a visit to the museum of traditional balsamic vinegar of Spilamberto), ham factories, shops and restaurants in which to enjoy the traditional produce of the area. Among the participants in this journey are the archaeologist and writer, Valerio Massimo Manfredi, also known for his TV shows, the expert in medieval history, Chiara Frugoni, and the chef Massimo Bottura, a real ambassador of Modenese food products in the world.

The publication, which will also be translated into English, will be used in coming months as a tool for the promotion of the Modenese Romanesque heritage as part of the European Transromanica circuit.



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Signs of the Romanesque

A new signpost system to outline and “narrate” to tourists the history of a number of monuments of special artistic and architectural interest: one of the most important aspects of the CrossCulTour project is the creation of a new signpost system to help visitors become acquainted with Romanesque buildings. These signs have been conceived with a common graphic design in all partner countries, to ensure a strong degree of recognition within the transnational project.

In Saxony-Anhalt and Thuringia, about 80 signs have been made. The new signs in different languages such as German, French and English, enable visitors to obtain initial important information on the buildings: some texts narrate ancient legends or provide a brief history of the monument.

The Province of Modena has identified six Romanesque churches, where descriptive and information panels will be located.

Four of them have a history which intertwines with that of Boniface of Tuscany and his daughter, Matilde of Canossa: the church of the Assunta at Rocca Santa Maria di Serramazzone, with its splendid 11th-cent. capitals; the basilica of S. Cesario at San Cesario sul Panaro, which belongs to an ancient abbey built along the medieval Romea road; the parish church of S. Bartolomeo at Fiumalbo, with reliefs dating to approx. 1220 A.D., in which tradition recognises the image of Countess Matilde; and finally, the parish church of the Assunta and S. Claudio at Frassinoro, once linked to the Abbey, founded in 1071 A.D. by Matilde and her mother Beatrice of Lorraine, along the ancient Bibulca road towards the valleys that lead to Tuscany.

Finally, two of the oldest and most illustrious parish churches of the Modena Apennines: that of S. Silvestro at Fanano, founded towards the valley of the Croce Arcana in 749 A.D. by the Lombard duke S. Anselmo, and the parish church of S. Giovanni Battista at Renno di Pavullo in Frignano, the burial place of the Montecuccoli, the feudal family of Frignano into which was born the famous Raimondo, general of the Empire and military strategist.



Art Museum Monastery of our Lady
©: Tourism Association of Saxony-Anhalt

The ancient guardians of the land: the Modena Castles

A project for the rehabilitation, management and promotion of the Modena fortresses

Mighty castles and fortresses stand guarding the horizon of the low plain, keeping guard over valleys and water courses amid the gently-rolling hills at the foot of the mountains, dominating over the surrounding countryside from their elevated positions. The province of Modena boasts an extraordinary number of castles, built in different periods to control a territory which has always been a hub of roads criss-crossing the peninsula from north to south, from east to west. And a history packed with events involving kings, feudal lords and communities has resulted in castles being built, later transformed into rich palaces to host some of the most sumptuous courts of the Po Valley Renaissance, alongside huge and gloomy medieval structures, some dating back to the Roman age. Various fortifications were built as a defence against the Magyars in the 10th century, others kept guard over strategic places and old pilgrim roads.



Castle of Montecuccoli (Pavullo nel Frignano -Mo)
Valli del Cimone Archive - Photo Roberto Leoni

Among these was the Castle of Sestola, part of the Nonantola Abbey since the 8th century. It guarded the roads towards the Croce Arcana Pass, which leads to Tuscany; the Abbey itself, according to tradition, also founded the Fortress of Vignola to guard over its lands and the Romea Nonantolana road. In the same way, the Fortress of Montefiorino was built by the Abbey of Frassinoro to guard the Bibulca road towards the Lucca area. Also of very ancient origin is the Castle of Carpi, subsequently Palazzo dei Pio, which also belonged to Matilde of Canossa, who rebuilt the church of Santa Maria, a true Romanesque gem. The Castle of Levizzano with its Matildica Tower, also preserves memories of the Countess of Canossa, to whom belonged various castle buildings, from Guiglia to Montegibbio.

The Province of Modena is promoting a project for the rehabilitation, management and cultural and touristic promotion of the Modena castles which contemplates the creation of a programme of activities including a coordinated visual identity system and quality upgrading of castle standards, especially as regards visitor hospitality.

For details: www.castellidimodena.it



Audioguides

The CrossCulTour project also concerns the production of specific audioguides for numerous Romanesque sites: the guide files can be downloaded free of charge and provide visitors with a useful and important aid in their journey along the Romanesque routes.

For tourist operators, this is a value-added feature for their customers, who can insert the files in their smartphones or multimedia players to be accompanied by a virtual multi-language guide. The audioguide project also contemplates children's versions.

Various audio guides are already available in Mp3 format, prepared for the Province of Modena, Thuringia and Saxony-Anhalt. They can be downloaded free of charge into handheld, player or computer from:

www.visitmodena.it or

www.transromanica.com/en/audioguide



Burg Kreuzburg

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Successful CrossCulTour exhibition event in Kamnik

International Tourism Institute Slovenia organized the Final CrossCulTour event »Kamnik with Culture«. The event took place on 24 September within the European Heritage Days in Slovenia. All day workshops brought together volunteers and children where colourful and artistic souvenirs were produced. The older population enjoyed in cooking specialties prepared according to old medieval recipes. The event closed with a concert of old music performed by Cappella Carniola. This also marked the end of season at Mali grad and of the CrossCulTour project in Slovenia. Cooperation with ITI Slovenia within the CrossCulTour project presents a great opportunity for Kamnik, that brings new partnership. At Mali grad we will continue with revitalization started within the CrossCulTour project and every effort will be made to ensure this programme becomes a traditional event, said Dr. Andreja Eržen, director of the Kamnik Agency for Tourism and Business.

Info: www.turizem-institut.si/si/home
www.kamnik-tourism.si/



MaliGradKamnik

Policies, ideas and funds for cultural tourism

A chance to take stock of cultural tourism promotion policies, outlining strong points, weak points and prospects, starting with the results of the CrossCulTour project: this is the aim of the "Policy Making Event" staged in Modena on 4 November. Taking part in the event were administrators, directors, executives, area marketing experts, cultural site contact persons, development and tourist agency managers. The testimonies were presented of participants in the CrossCulTour project. During the event, the CrossCulTour project Travelling Exhibition was expounded which had already been presented on 16 October as part of the cycling holiday map launch event.

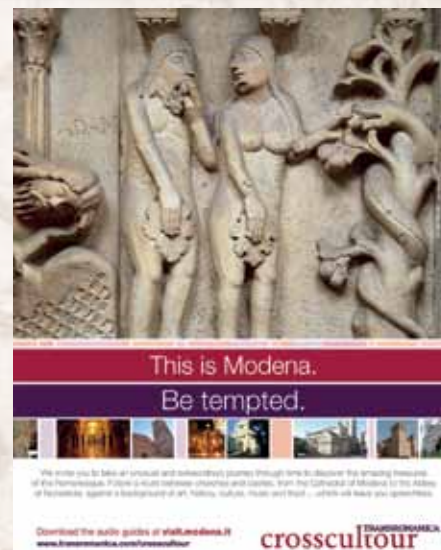
For info
www.provincia.modena.it/page.asp?IDCategoria=7&IDSezione=829

Welcome Chinese and American Tourists!

The promotion of the partner regions on the Chinese and American market is a key project within the CrossCulTour: its aims are to prepare service providers for welcoming guests from overseas through workshops, to assist in suitable product development, to create apt sales documentation and to meet with Chinese/American tour operators to establish sustainable B2B-partnerships. In spring 2011, 30 partners from Germany, Italy, Austria and Slovenia attended workshops to obtain information about the demands and needs of Chinese and American tourists and create special tourist packages. In April 2011, the Transromanica cultural route received the "Chinese Tourists Welcoming Award" which was presented by the China Outbound Tourism Research Institute in Beijing. Currently, the Sales Documents and the Sales Tour are being prepared. For further information please contact Claudia Tscherne, claudia.tscherne@arco.

"Let yourself be astonished": the Romanesque like you have never seen it before

This campaign intends promoting tourist routes on the Romanesque theme proposed by the Province of Modena as part of the European CrossCulTour project: "Lasciatevi stupire" (Let yourself be astonished) is the very simple invitation launched, both through dedicated press media (culture, art, tourism, travel...) and national and local periodicals, by a very exceptional spokesperson. The message is in fact addressed by the astonished and grotesque face of one of the icons of Modena Cathedral. A message which is simple, immediate and has a strong visual and emotional impact and invites us not to miss the appointment with the best of Modena's Romanesque heritage. This campaign, which will also include other images, always taken from Modena Cathedral, and equally appealing headlines, has been designed by the communication agency, Labirinto together with one of the most famous names of art photography and international reporting: the Modena photographer Ghigo Roli.



Joseph and Mary asking for lodgings

On Saturday 17 December 2011, at 5 pm and 7 pm, the exclusive Christmas market will be held in the inner courtyard of the Council building and will include the suggestive live nativity scene of the medieval town of Friesach. Saint Francis of Assisi is often referred as the "Father of all mangers" for he built the first Christmas manger in a forest near Rieti in 1223. You will find the figures of the holy family as well as ox and donkey in his mangers. He used these medieval mangers to make his fellow men understand the birth of Jesus Christ. In using live actors, his mangers were visited by a huge crowd of people, which listened to his Christmas preaching. This old tradition is kept alive within the medieval city walls of Friesach in Carinthia, Austria. In medieval costumes the actors find their way to the manger. Experience the world's most famous search for lodgings and be conveyed into another age... Free entry.

Information:
Tourist information Friesach
E-mail: tourismusinformation@friesach.at
Phone: +43 4268 2213 43
Web: www.friesach.at



Christmas Market Friesach; Photo Hammerschlag

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Tourist Packages

Valsousa - Portugal

The Romanesque of sentiments and tastes

Duration: 1 day

Regional confectionery workshop and lunch on a Tourism farm
Church of Saint Mammes of Vila Verde
Church of Saint Mary of Airães
Church of the Saviour of Unhão

Price per person: 85 € (minimum 4 participants)

The price includes participation in the workshop, lunch, admission to places mentioned and expert/interpreter guide. Transport is not included.

Romanesque weekend

Duration: 3 days and 2 nights

Church of Saint Genesius of Boelhe
Church of the Saviour of Cabeça Santa
Memorial of Ermida
Memorial of Sobrado
Boat trip to Ilha dos Amores
Amadeo de Souza Cardoso Museum

Price per person: 245 € (minimum 2 participants)

The price includes two nights with Bed and Breakfast accommodation, free entrance to Spa Circuit, one lunch and two dinners, admission to places mentioned and expert/interpreter guide. Transport not included.

These prices are valid until 30 April 2012. Departure from Lousada Portugal.

Please refer to group prices.

Information

VALSOUSA - Associação de Municípios do Vale do Sousa
Rota do Românico | Route of the Romanesque
Praça D. António Meireles, 45 4620-130 Lousada - Portugal
GPS: 41°16' 33.72" N / 8°17' 1.54" O
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E-mail: rotadoromanico@valsousa.pt
Web: www.rotadoromanico.com



Memorial of Ermida

Saxony-Anhalt - Germany

Pilgrimage between east and west on the Harz Monastery Hiking Trail

A travel experience to discover the Romanesque gems of Saxony-Anhalt, from Ilsenburg to the monastery of Woltingerode, passing the natural beauty of the Harz mountains national park.

Duration: 3 days and 2 nights

Price per person: in double room/pension 62 € per night

In double room/hotel 64 € per night

The price includes: overnight stay in pension/hotel, breakfast, two excursions with return to hotel by train.

Information

Tourist Information Office of Ilsenburg
Marktplatz 1, 38871 Ilsenburg Germany
Phone: +49 39452 19433
E-mail: info@ilsenburg.de
Web: www.ilsenburg.de



Harz Monastery Hiking Trail

Thuringia - Germany

A culinary journey into the Middle Age

Enjoy a delicious culinary delight at the restaurant "Goldene Henne" at Arnstadt and get abducted to a journey into the middle ages! Moreover the city of Arnstadt offers numerous interesting points to visit including the Romanesque cathedral.

Included:

- 2 overnight stays incl. castle breakfast
- use of the wellness area "Jungbrunnen" (fountain of youth)
- "Elisabethtrunk" (Elizabethdrink)
- 1x menu "Miracle of the Rose" (4-course-menu) at the "Landgrafentube" restaurant
- guided visit of Wartburg castle with Palas and "Elisabethkemenate"

Price:

- 287 € p.p. (double room; single room supplement 27.50 €/night)

Information

Booking and information:
(booking code: ESA 528)
Thüringer Tourismus GmbH
Willy-Brandt-Platz 1 99084 Erfurt, Germany
Phone: +49 3 61 / 37 42 0
Fax: +49 3 61 / 37 42 299
E-mail: service@thueringen-tourismus.de
Web: www.thueringen-tourismus.de

Istria - Slovenia

Gastronomic treasures of Istria

Primorska wine region is one of the three wine-growing regions in Slovenia. This daily trip will combine the best products of the Primorska wine region - exploring of the typical wines (Refosco, Teran, Malvazija, etc.) the Mediterranean cuisine and exceptional cultural heritage in the attractive landscapes of Slovenian Istria.

Services included:

- Guided tour of Koper: www.koper.si/
- A tour of the Hrvatin olive-oil factory: www.oljarna-hrvatin.si/index.html
- Bordon wine cellar: www.sloveniaholidays.com/kmetija-bordon
- Lunch at Jakomin Inn: rezerviraj.si/lokali/gostilna-jakomin/
- Visit of the Romanesque church of Holy Trinity: www.burger.si/Hrastovlje/uvod_eng.htm
- Visit of the St. Stephen's Church in Zanigrad: www.slovenia.info/en/kul-zgod-znamenitosti/Zanigrad.htm?kul_zgod_znamenitosti=7815&lng=2

Tips

- 'Gastronomic treasures of Istria': every Thursday at 7 pm from the beginning of April till the end of June: 25 € /person: www.koper.si/index.php?page=static&item=2001943
- 'Sweet Istria': a two-day event is organized in Koper annually at the end of September: www.sladka-istra.si/en
- 'Istranka Panoramic boat trip alongside Slovenian coast: Fish picnic': This full-day trip lasts 7 hours. The price of this boat trip costs around 38 €
- 'Days of Olives, Wine and Fish'
- 'Fisherman's Festival' takes part in Izola every August

Information

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Web: www.koper.si