



The Biellese territory is characterized by a multiplicity of landscapes, from plains to mountains, rice fields to alpine pastures, passing through the lunar charm of the Bessa Nature Reserve and the rolling hills around Lake Viverone. So, prepare to be left speechless. And feel free to ask as many questions as you like.

Why visit the Biellese region?

Because it is an area that will surprise you, far from mass tourism and extremely rich in nature, culture and atmosphere. It offers diverse environments ranging from wild mountains to green hills and plains dotted with rice fields in just a few square kilometers.

Any visiting ideas?

The Sanctuary of Oropa, the Burcina Park, the Ricetto of Candelo, the village of Piazzo in Biella, Masserano and the hills of eastern Biella, the Serra Morenica of Ivrea, the Elvo Valley and Lake Viverone. And for the mountains, the Cervo Valley and the Zegna Oasis.

How to organize a first weekend in the Biella

region?

Devote the first morning to Oropa: visit the Sanctuary, walk in the mountains and taste the characteristic polenta concia. Then go down to Biella to explore the town, particularly the medieval village of Piazzo. On the second day, spend the morning in the magnificent Burcina Park, then go to Candelo to visit the Ricetto. This fortified town has remained unchanged since the 14th century. Finally, if you have time, walk in the fantastic Baraggia, the "Biellese savannah."

An itinerary to discover the mountains of Biella?

On the first day, explore the Cervo Valley: the mysterious Rosazza, one of "Italy's Most Beautiful Villages", the view from Oriomosso, the Sanctuary of San Giovanni, the paths that connect the valley's hamlets, until you reach the highest village, Piedicavallo with its stone houses and trails that climb to the mountains. In the evening, enjoy a dinner of local cuisine at one of the local restaurants. On the second day, follow the Panoramica Zegna and make as many stops as possible: Bocchetto Sessera with its flat paths through the woods, Bielmonte perfect for families with ski slopes and summer bobsled, the view of Mount Rosa from Bocchetta di Margosio, the Sanctuary of San

Bernardo with its breathtaking scenery, the Conca dei Rododendri (Rhododendron Basin) and Casa Zegna in Trivero Valdilana. And remember to stop at some of the many eateries scattered along the route.

Are there nature reserves and parks?

Of course: in Pollone is the Burcina Park Nature Reserve, created by the Piacenza family of wool industrialists in the mid-19th century. Spanning an entire hillside, it boasts incredibly diverse vegetation with species from all over the world. It includes the famous rhododendron basin, in bloom between May and June. The Bessa Nature Reserve is an ancient open pit gold mine exploited by the Romans. The large piles of pebbles created by old prospectors create a unique, almost lunar landscape. The Baragge Nature Reserve is also a unique environment reminiscent of the African savannah: a vast, flat prairie with a few scattered trees and a breathtaking mountain range view. The Oropa Nature Reserve is linked to the presence of the Sacro Monte dedicated to the life of the Virgin. It has been a UNESCO World Heritage Site since 2003. It is an area with unique characteristics, combining nature and culture. It extends from the Sanctuary complex up the mountain to the entire Oropa Basin, up to the border

with the Mount Mars Park in Valle d'Aosta. Oasi Zegna is a nature park created in 1993 after Ermenegildo Zegna's green thinking. It is a magnificent mountain area crisscrossed by numerous trails of all difficulty levels, with excellent farmhouses, cool streams and waterfalls, rich wildlife and splendid views of Mount Rosa and the plains.

Why was Biella included in the UNESCO Creative Cities network?

The textile manufacturing sector's grand tradition, craftsmanship and creativity earned it the nickname of Italian Manchester and it still lives on today thanks to several prestigious brands. The award also aimed to reward attention to sustainability and the area's potential.

The Biella region is famous for religious tourism; what are the primary sites?

The best known is the Sanctuary of Oropa, at 1,200 meters above sea level, where an ancient statue of the Black Madonna is venerated. But there are also the picturesque Sanctuary of Graglia dedicated to Our Lady of Loreto, the Sanctuary of San Giovanni in the Upper Cervo Valley, and the Sanctuary of the Brughiera near Trivero Valdilana, as well as numerous small sanc-

tuaries scattered throughout the different valleys.

The Biellese is a very green area and seems perfect for outdoor enthusiasts. Any recommendations?

Those who enjoy walking can reach the alpine refuges, open in summer, and mountain lakes such as Lago della Vecchia in the Cervo Valley and Lake Mucrone above Oropa. There are several via ferrata routes, particularly in the Oropa Basin; one of the easiest is the Infernone route in Sordevolo, which runs along the Elvo stream, where you can also take a refreshing swim or engage in canyoning. Among the many opportunities for two-wheelers are the dirt roads of Oasi Zegna, perfect for mountain biking or e-biking, which go as far as Valsesia. In addition, many devotional paths exist, such as the Cammino di San Carlo, the Cammino della Gran Madre, and the Via Francigena. The Cammino di Oropa (3 or 4 days) crosses all the environments of the Biellese, from the plains to the mountains and is ideal for discovering the area. The province is also crisscrossed by a horse trail equipped with stage points. For thrill-seekers, the Biellese offers various sports and exciting experiences: bungee jumping from the Pistolesa bridge,

adventure parks with tree trails in Oropa and Veglio, paragliding and water sports at Lake Viverone. Excellent choice for golf enthusiasts, with as many as 6 courses.

What does the Biella region offer to art and culture enthusiasts?

In Biella, you cannot miss the Romanesque Baptistery, the Renaissance Church of San Sebastiano, the Museum of the Territory, and the medieval village of Piazzo with its historic palaces Gromo Losa, La Marmora and Ferrero. Cittadellarte - Fondazione Pistoletto, housed in a former woolen mill, is an art hub of excellence in contemporary art with exhibition spaces and international workshops. Some Biella companies, such as MeBo (Menabrea brewery and Botalla dairy) and the Fila Museum Foundation, have created attractive museum spaces dedicated to their histories. Of great interest is the Rete Museale Biellese, which since its founding in 2012, has involved numerous museums in many municipalities. The territory is rich in historic villages, all to be discovered. To be noticed in the small medieval town of Masserano are the rooms of the 17th-century Palazzo dei Principi, rich in marble decorations, stucco and frescoes. Another authentic jewel is the Ricetto di Candelo, a fortified village that has remained unchanged

since the Middle Ages. Finally, enthusiasts will appreciate a visit to the industrial archaeological heritage scattered throughout the territory, particularly in Biella along the banks of the Cervo stream, the Cervo Valley, and the Mosso Valley.

Let's talk about food and wine.

Biella's cuisine is a poor one, of mountain and peasant tradition. The most typical dish is polenta concia, a specialty of Oropa: a soft polenta in which local cheese is melted, served with melted butter. Local products include maccagno, an excellent mountain cheese made with raw milk and paletta di Coggiola, a shoulder ham flavored with local herbs and black pepper. For dessert, try torcetti and canestrelli (chocolate-filled wafers here) accompanied by a glass of cherry ratafià. Toast with a mug of Menabrea, Biella's historic brewery, try one of the area's many microbreweries, or sample one of the excellent DOC wines from the eastern Biellese or the vineyards of the Lake Viverone area.

What is that long, flat hill closing the horizon to the west?

It is the Serra of Ivrea, the longest moraine hill in Europe, shaped by the movements of the balteo glacier in the Pleistocene. 25 km long and about 600 meters high, it is



At a glance

FOR THOSE ARRIVING FROM THE SOUTH, THE GLIMPSE OF THE BIELLESE IS ALWAYS STRIKING. WITHIN A FEW KILOMETERS, ONE GOES FROM THE PLAINS TO THE MOUNTAINS, FROM AN ALTITUDE ABOVE SEA LEVEL OF 187 MT (IN THE VILLAGE OF GIFFLENGA) TO THE 2800 MT OF MOUNT MARS

THE SOILS OF THE BIELLESE HILLS ARE PARTICULARLY SUITABLE FOR WINE PRODUCTION

THE SOUTHERN EDGE OF BIELLA'S TERRITORY IS CHARACTERIZED BY RICE FIELDS. EXCITING FACT: TOGETHER WITH THOSE IN SWITZERLAND, THESE ARE THE NORTHERNMOST RICE FIELDS IN THE WORLD

THE MOST FAMOUS HILL IN THE BIELLESE AREA IS UNDOUBTEDLY THE SERRA. ITS FLAT TOP AND MORE THAN 20 KM LENGTH CHARACTERIZE THE WESTERN BIELLESE; IT IS A MORaine REMNANT OF THE GREAT BALTEO GLACIER

THE HIGHEST MOUNTAIN IN THE BIELLA REGION IS MOUNT MARS (2800 MT). STILL, THE SYMBOLIC PEAK OF THE AREA IS MOUNT MUCRONE (2335 MT), WHOSE UNMISTAKABLE SILHOUETTE STANDS OUT ON THE HORIZON AND CLOSES THE OROPA BASIN TO THE NORTH

THE BIELLESE ALPS ARE VERY INTERESTING FROM A GEOLOGICAL POINT OF VIEW. IN FACT, THEY ARE CROSSED BY THE "INSUBRIC LINE", THE POINT OF COLLISION BETWEEN THE ROCKS OF THE AFRICAN PLATE AND THOSE OF THE EUROPEAN PLATE

PICTURED IS THE SUMMIT OF MOUNT MARS, WITH ITS CHARACTERISTIC PYRAMID SHAPE

THE BIELLESE ALPS ARE RICH IN WATER; ITS SPRINGS, IN PARTICULAR, ARE KNOWN FOR THEIR EXTREME LIGHTNESS



At a glance

A destination for all seasons

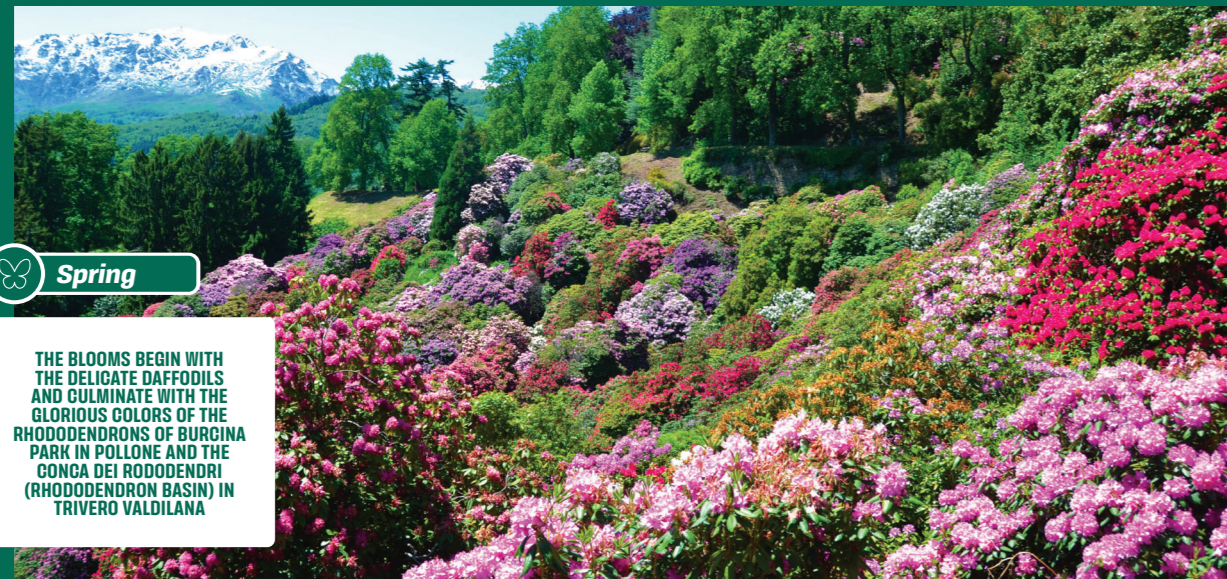
a verdant area covered with dense chestnut forests. It is ideal for exploring by bicycle or on foot. Visit the village of Magnano with the Romanesque church of San Secondo, surrounded by meadows, the ecumenical monastery of Bose, the medieval ricetto and the prestigious "Le Betulle" Golf Club. Inquire about visiting hours at the Rifugio degli Asinelli, near Sala Biellese, which houses donkeys and mules, often rescued from mistreatment or abandonment.

Where do the locals go swimming in summer?

The streams that run through the valleys are a favorite destination for a refreshing swim. But those who prefer a more seaside setting point to Lake Viverone, Piedmont's third-largest lake that appeals to everyone, with equipped beaches, pedal boats for hire, sailboats, boat rides, a lively summer nightlife, as well as bird-rich reed beds and protected area included by UNESCO in the system of Prehistoric Pile-Dwelling Sites of the Alpine Arc. Nearby is Roppolo, picturesquely located with its castle, paths through the hills and vineyards that produce the excellent local white wine Erbaluce DOCG and Canavese DOC.

Spring

THE BLOOMS BEGIN WITH THE DELICATE DAFFODILS AND CULMINATE WITH THE GLORIOUS COLORS OF THE RHODODENDRONS OF BURGINA PARK IN POLLONE AND THE CONCA DEI RHODODENDRI (RHODODENDRON BASIN) IN TRIVERO VALDILANA



Fall

THE FORESTS ARE DRESSED IN THE BRIGHTEST COLORS. ENJOY THE FOLIAGE ALONG THE TRAILS OF OASI ZEGNA, AT BURGINA PARK, AMONG THE BEECH TREES OF THE CERVO VALLEY OR THE BEAUTIFUL VIEWS OF THE ELVO VALLEY



Summer

ALPINE REFUGES ARE OPEN AND THE MOUNTAINS ARE MORE BEAUTIFUL THAN EVER. AND FOR THOSE WHO PREFER TO RELAX, LAKE VIVERONE OFFERS CLEAR WATERS AND EQUIPPED BEACHES



Winter

WITH SNOW, OASI ZEGNA OFFERS THE DOWNHILL SLOPES OF BIELMONTE, CROSS-COUNTRY TRAILS AT BOCCETTO SESSERA AND MANY ROUTES FOR SNOWSHOES OR GRAMPONS



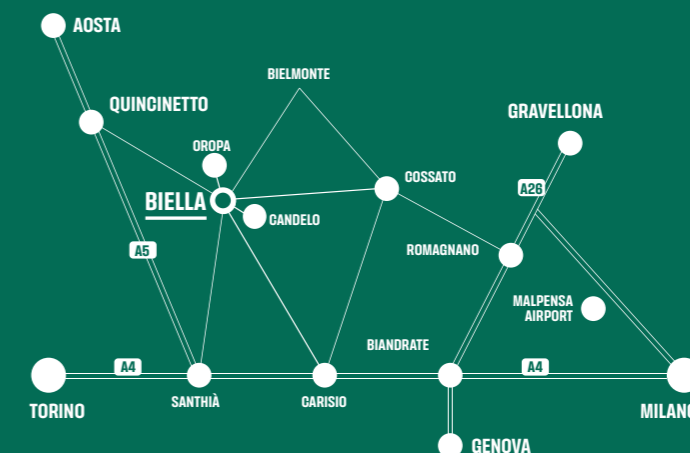
Scan the QR code and discover the Biellese territory

For more information:

**ATL Terre dell'Alto Piemonte
Biella Novara Valsesia Vercelli**

Piazza Vittorio Veneto 3 - 13900 Biella
+39 015 351128
infobiella@terrealtopiemonte.it
www.atl.biella.it

biellaturismo



IMAGES: COVER AND WINTER PICTURES BY MASSIMILIANO TARELLO
TEXTS: OLIMPIA MEDICI | GRAPHIC DESIGN: ANDREA DALLA FONTANA
ÉQUIPE ARC-EN-CIEL



BIELLESE: TRAVEL NOTES

The Biellese



EN