

An initiative by



TRAVEL IN



THE UNEXPECTED EXPERIENCES IN AND AROUND BIELLA



Nature, sport and adventure



Comfort and time for yourself



Spirituality, history and enterprise

In collaboration with



UNUSUAL EXPERIENCES TO DISCOVER IN BIELLA PROVINCE

Known throughout the world for its production of prestige superfine and cashmere wool fabrics, the Biella area (il Biellese) offers far more than you'd think. Nestling between the Piedmont Alps, rich in watercourses, valleys and rolling hills on one hand and rice growing plains and a lake on the other, the area boasts uncontaminated landscapes but also a wealth of history, culture, traditions and food and wine products. The city of Biella was listed in UNESCO's "Creative City for Crafts&Folk Art" network in 2019 in fact. An ideal destination for travellers seeking genuineness off the tourist-beaten track. Whether you're addicted to sport or longing for peace and quiet, this area will satisfy your needs. You can enjoy unique experiences in well conserved nature; drive along little known roads, such as the "Tracciolino" panoramic road straddling the Biellese Prealps and the Po valley plains; explore the many alpine sanctuaries, such as the famous Santuario di Oropa, whose "Sacred Mount" was granted UNESCO heritage status in 2003; visit hauntingly beautiful castles and country houses; stay in enchanting resorts and discover the sumptuous local food & wine heritage! The spectacular springtime blossoming of hydrangeas, rhododendrons and countless species of alpine flora, the luxuriant green and cooling shelter of the



woodlands in summer, the dazzling yellows, oranges and reds of the beechwood foliage in autumn, the whiteness of snow and a piping hot polenta concia around the fire in tiny hotels that make you feel at home sheltering from the winter cold.... Every season is a good excuse for an immersive trip in Biella province!

Discover Biella province in the manner most congenial to you. Choose between the recommended itineraries or build your own tour privileging experiences and hotels with a focus on:



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RUNNING CAMP



Nature, sport and adventure



Get ready for four days of running passion in Biella province! Our “Running Camp” offers an opportunity to enjoy an all-round experience including personalized training, panoramas, nature and relaxation.

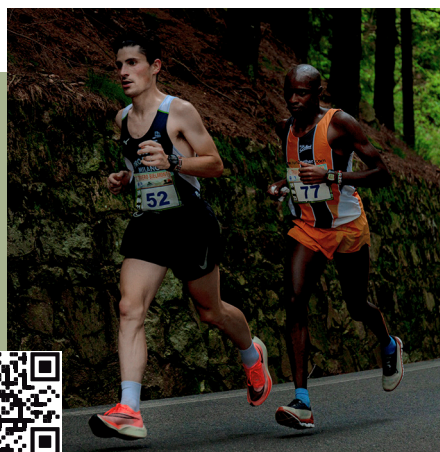
Put yourself to the test and train with our tutors on roads and paths that speak of the area’s history and beauty. Choose between cosy hotels and friendly B&Bs for an unforgettable experience, challenge yourself and feel the energy of running!

Come running in Biella and we’ll look after all the rest!

UNMISSABLE

for anyone wanting to train in the woods and mountains, with a qualified team and a personal programme.

DURATION: 4 days
PERIOD: Spring/summer
ACCOMMODATION: Bed & Breakfast
LOCATIONS: Biella, Oropa and surrounds



E-BIKE PATCHWORK



Nature, sport and adventure



E-bikes are the ideal means of transport for exploring the rich variety of nature and landscapes in Biella province. The E-bike Patchwork programme is designed to offer an unparalleled experience guaranteeing numerous services and 360° support. Technical assistance for your e-bike and a laundry service for your clothing will be available every day, so you can enjoy a dynamic adventure without sacrificing any comforts. Immerse yourself in this unique area for an experience in close contact with nature and without any worries.

DURATION: 4 days
PERIOD: Spring/summer
ACCOMMODATION: hotels (half-board with dinner)
LOCATIONS: Bessa, Oasi Zegna, Baraggia, Biella



UNMISSABLE

for 2-wheel fans in search of adventure in nature with all services included

AN IMMERSIVE EXPERIENCE OF NATURAL WELLBEING



Comfort and time for yourself



Discover Biella province, where well-being and gastronomy merge into a unique experience. Explore the marvels of the land on foot or by e-bike and admire the seasonal landscapes, from spring blossoms to autumn foliage.

Do some “Forest Bathing” in the Oasi Zegna nature reserve or indulge in a spa in one of our selected hotels. Savour the excellent local food and wines and learn to cook with local chefs.

An experience that regenerates body and soul, and the palate!

UNMISSABLE

an unmissable experience of forest bathing, without forgetting the joys of the table

DURATION: 4 days

PERIOD: Spring, summer, autumn

ACCOMMODATION: hotels (Bed & Breakfast format)

LOCATIONS: Oasi Zegna



LAND OF WINE, BEER AND CHEESES



Comfort and time for yourself



In the food&wine heart of Piemonte, Biella province offers traditional dishes and products that will surprise you. Amidst breath-taking panoramas and places steeped in history, you can taste DOC wines on visits to the age-old vineyards and wineries of Castello di Montecavallo, Centovigne del Castello di Castellano and Villa Era. You'll discover award-winning ales at the Museo Me/Bo and tiny craft breweries and be able to try cheeses made locally in the Biella area's valleys. A voyage of discovery for eyes and palate!

DURATION: 4 days

PERIOD: all year round

ACCOMMODATION: Bed & Breakfast

LOCATIONS: Biella and surrounds



UNMISSABLE

for lovers of craft ales and genuine flavours

FABRICS, TECHNOLOGY AND COFFEE: DISCOVERING BIELLA, IVREA AND TURIN



Spirituality, history and enterprise



Three Piemonte cities that tell the story of Italian industry in a surprising journey! Biella, hometown of textile fashion and brands like Zegna, Piacenza, Cerruti, Barberis Canonico, Fila, with industrial museums, wool mills and outlets.

Ivrea, cradle of technological innovation, with the old Olivetti HQ and its "Redbrick Factory".

And lastly Turin, the first capital of the Kingdom of Italy and hometown of Lavazza, with a guided tour that will reveal the secrets of coffee from plantation to cup.

UNMISSABLE

for discovering piemonte's origins in creativity, history and enterprise

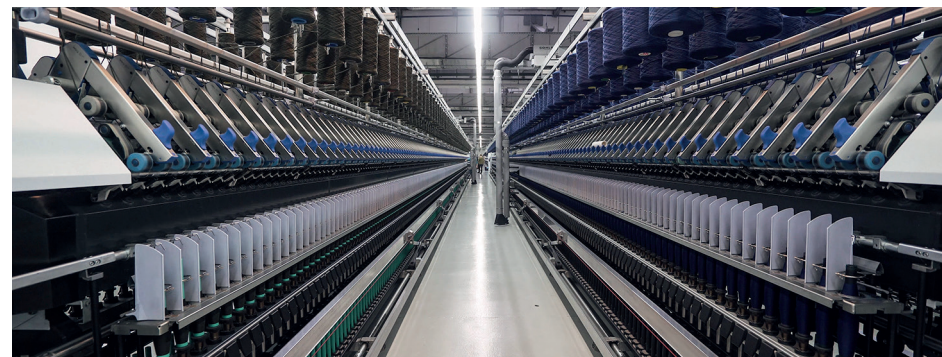
DURATION: 5 days
PERIOD: all year round
ACCOMMODATION: hotels (Bed & Breakfast format)
LOCATIONS: Biella, Ivrea, Valle Cervo, Turin.



A THREAD OF WOOL: TRADITION, QUALITY AND NATURE IN BIELLA PROVINCE



Spirituality, history and enterprise



Immerse yourself in a world where wool is the symbol of quality and nature. Discover Biella by strolling around the mediaeval part of town ("il Piazza") amidst the palaces of families that wrote the history of Risorgimento Italy.

Visit museums and old wool mills, explore the area and discover Ricetto di Candelo. Follow this imaginary thread to discover Biella province and its glorious tradition of wines, craft ales and many other local food&wine delights.

DURATION: 4 days
PERIOD: all year round
ACCOMMODATION: hotels (B&B format)
LOCATIONS: Biella, Pollone, Oasi Zegna, Valle Cervo, Ricetto di Candelo, Baraggia

UNMISSABLE

for anyone wishing to discover the history and enterprise culture of biella textiles, a by-word for elegance



DISCOVERING PIEMONTE'S SACRED MOUNTS



Spirituality, history and enterprise

Discover the seven Sacred Mounts in a journey combining spirituality, tradition and nature.

These architectural complexes date from the 16th and 17th centuries and are all UNESCO World Heritage sites.

Combining Christian faith, art, history and nature, this itinerary offers a new cultural experience amidst breath-taking landscapes and millennia of culture.

UNMISSABLE

for anyone wishing to regain a spiritual dimension by travelling in places out of time

DURATION: 6 days

PERIOD: all year round

ACCOMMODATION: hotels (B&B format)

LOCATIONS: Biella, Oropa, Valsesia, Alagna, Varallo, Stresa, Isole Borromee

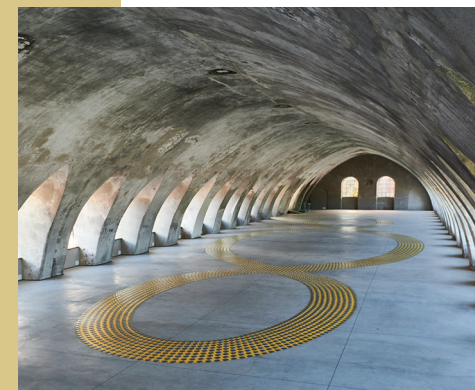


PERSONALIZE YOUR TOUR. CHOOSE AN EXPERIENCE IN LINE WITH YOUR PASSIONS

Choose between these experiences and build your special itinerary. Here are some original ideas. Browse and discover them all on the dedicated platform: www.ki-italy.com

CONTEMPORARY ART, TEXTILES INDUSTRY, WINE AND BEER

The authentic essence of Biella province in a journey through its industrial and food&wine history. Fondazione Pistoletto, based in an old factory now an art and experimentation facility, houses the works of Michelangelo Pistoletto, including his Terzo Paradiso. Famous textile brands and their history: discover Casa Zegna, the Menabrea-Botalla (Me/Bo) Museum and the Fila Museum. Satisfy your shopping desires in prestige outlets of well known wool mills like Ceruti, Piacenza and Zegna among others. And to stimulate all the senses, visit the vineyards and cellars that produce three DOC wines and one DOCG, with tastings in fairytale castles; and also try the local award-winning craft ales.



PERIOD: All year round

LOCATIONS: Biella and surrounds



Spirituality, history and enterprise



LOOKING FOR GOLD IN THE TORRENTE ELVO

Find gold in Piemonte? You can! Along the Elvo, a stream in the heart of Biella province, you'll have an adventure outside our times and learn about age-old gold prospecting tools and techniques under the guidance of expert recreational prospectors. Be fascinated by a practice that reveals the secrets of Bessa's ancient gold deposits.



Nature, sport and adventure

PERIOD: From April to October

LOCATION: Bessa Nature Reserve



FOREST BATHING, FOREST ART AND VARIOUS KINDS OF WELLNESS IN OASI ZEGNA

Enjoy the benefits of nature with "Forest Bathing", an ancestral Japanese therapy that nurtures the spirit and revitalizes the body. Immerse yourself in the Forest of Smiles, try the Qi-gong, contemplate "Forest Art", celebrate the summer solstice in the enchanting Oasi Zegna... Let serene nature take care of you: walk slowly, breathe deeply, lower your stress and reawaken your inner vitality!



Comfort and time for yourself

PERIOD: From May to October

LOCATIONS: Valle Cervo and Oasi Zegna

ESOTERIC TOUR OF ROSAZZA

In Valle Cervo, go on the most mysterious tour in Piemonte and discover the other face of Rosazza. Classified as one of the "most beautiful villages in Italy", it offers a sort of "initiation" into the worlds of freemasonry and spiritism. Uncover hidden secrets by wandering around its enchanting alleys amidst esoteric symbols that tell of the life and works of the legendary senator and freemason Federico Rosazza Pistolet.



Spirituality, history and enterprise

PERIOD: All year round

LOCATION: Rosazza

DISCOVERING THE "TRACCIOLINO" ON AN E-BIKE

Explore the Oropa and Elvo valleys on an e-bike by taking the "Tracciolino", a panoramic road, a veritable balcony from which to admire the landscapes on the alpine horizon and that continues into Valsessera towards Valsesia.. On a route within everyone's reach with the aid of an e-bike, enjoy local specialities and visit some magical and spiritual places, such as the old de La Trappa monastery. A unique adventure full of unforgettable emotions.



Nature, sport and adventure

PERIOD: From April to October

LOCATIONS: Oropa and Valle Elvo



BIELLA PROVINCE MICRO-BREWERY TOUR

Know the secret of Biella beer? Come and find out! You can try the excellence of the area's famous craft breweries at the annual Bolle di Malto review at the end of August or, for a taste experience all year round, visit the Menabrea-Botalla (Me/Bo) Museum and renowned micro-breweries such as Birra Elvo, Un Terzo, JEB and BerIn, and taste the various ales at the end of your visit.



Comfort and time for yourself

PERIOD: All year round

LOCATION: Biella



AUTUMN FOLIAGE

In autumn (October), the landscape in Biella province is lit by all the shades of the warm colours that paint the Parco della Burcina, on the wooded slopes of Oasi Zegna, and the dense vegetation surrounding the Santuario di Oropa, one of the 7 Sacred Mounts (UNESCO). Come and admire the spectacle of this foliage on a slow stroll through the woods, gardens and parks in Biella province.

PERIOD: End of October/November

LOCATIONS: Parco della Burcina, Oasi Zegna, Santuario di Oropa



Nature, sport and adventure

SPRING BLOSSOMING

Between mid-May and mid-June, Biella province explodes in a unique spectacle of colour. Admire blossoming rhododendrons from Conca dei Rododendri to Oasi Zegna, immerse yourself in the beauty of the Nature Reserve in the Parco della Burcina, explore the alleys framed by marvellous floral installations at Ricetto di Candelo, and enjoy the blossoming hydrangeas along the mountain roads, in gardens and villas, everywhere.

PERIOD: All year round

LOCATIONS: Biella and surrounds, Oasi Zegna, Parco della Burcina, Candelo



Nature, sport and adventure

FROM KITCHEN TO TABLE... UNUSUAL GOURMET EXPERIENCES

Love cooking? Try your hand at making cheese at La Bürsch, a country house, do a cooking class at Hotel Il Bucaneve in Biemonte and enjoy a period picnic in the vineyards of Castello di Montecalvallo. A range of culinary experiences to delight all five senses.

PERIOD: All year round

LOCATIONS: cooking classes (Bürsch, Bucaneve)



Comfort and time for yourself



FROM OASI ZEGNA TO VILLA PIAZZO ON HORSEBACK

In Oasi Zegna, you'll experience unique emotions on horseback, deep in the nature and culinary tradition of Biella province. You start from "Al Maneggio", the stables in Biemonte, and ride to Pettinengo and Villa Piazza amidst breath-taking mountain panoramas. Savour the area's cuisine and ride back through the woods to Biemonte. An unmissable experience for lovers of nature and adventure, with 7 options for all levels.



Nature, sport and adventure



HIGH ADRENALINE EXPERIENCES

If adrenaline is your thing and you're looking for something to get it flowing, Biella province is the perfect place for you! You can choose between two chilling adventures that offer an original angle on the area: a 2-seat paraglider flight from the "Tracciolino" panoramic road or a 152 metre jump from the Bungee Center in Veglio, Italy's first permanent bungee jumping pad.



Nature, sport and adventure

PERIOD: Bungee jumping – from March to December | Paragliding – all year round
LOCATIONS: Veglio; Biella and surrounds

WINE TASTING AT CASTELLO DI MONTECAVALLO

Castello di Montecavallo invites you to a unique wine experience in Biella's enchanting hill country, amidst enchanting vineyards, woods and an Italian style garden. This neogothic jewel in Piemonte has been producing high quality wines since 1830. After visiting the famous cellars, you can taste five labels paired with gourmet delicacies.



PERIOD: All year round
LOCATION: Vigliano Biellese



Comfort and time for yourself

CASTELLO DI CASTELLENGO AND ITS "CENTOVIGNE"

Explore the fascinating Castello di Castellengo, guardian of a centuries-old wine making tradition. Taste Nebbiolo and Erbaluce, fruit of vines cultivated on marine-glacial terrain, and discover the Castle's sumptuous apartments and, above all, the 18th century cellars and the magical production of this old estate now called Centovigne.



Comfort and time for yourself

PERIOD: All year round
LOCATION: Castellengo - fraz. Di Cossato



THE DISCREET ALLURE OF VILLA ERA

Villa Era has been the centre of the “science of fine living” for over 30 years. It’s also home to the magazine Eubiotica and the Centro ICARE and makes its knowledge available through conferences, seminars and a well-stocked library. But the Villa is also famous for its wine. The two vineyards in its gardens are a rarity in fact. It’s possible to visit them and taste the wines in the company of the owner.



Spirituality, history and enterprise

PERIOD: From May to October

LOCATIONS: Villa Era, Vigliano Biellese



WAX SCULPTURE

At Villa Era you can also discover the art of wax sculpture, an ancient technique that was used to catalogue varieties of fruit, among other things. Under the guidance of wax sculptor Davide Furno, give rein to your artistic bent and try making a wax model of a small fruit in this unique workshop.



Comfort and time for yourself

PERIOD: From May to October

LOCATIONS: Villa Era, Vigliano Biellese

DISCOVERING GOLF ON THE BEST COURSE IN ITALY

Discover golf at the Golf Club Biella “Le Betulle”. Tee off on the practice course or, if you’re already a golfer, try the 18-hole links that’s been judged best course in Italy 18 times. You’ll be fascinated by this 74-hectare links on the Biella side of the Serra d’Ivrea, Europe’s biggest morainic formation, a veritable natural terrace overlooking the Po valley plains.



Period: March – October

Location: Cerrione, Magnano



Nature, sport and adventure

STORIES AND EXPERIENCES OF TASTE AT OROPA

A sensory journey into the heart of the Biella area to savour its culinary tradition at the Croce Bianca inside the Santuario di Oropa. Explore the flavours and the stories behind local food and wine in a unique experience for eyes, palate, nose and ears. Discover “Fricc del marghè”, “polenta concia”, Biella-style risotto and other delicacies in show cooking sessions and tastings.



Comfort and time for yourself

PERIOD: All year round

LOCATION: Oropa

COMPLETE YOUR TOUR OF DISCOVERY WITH THE HOTEL BEST SUITED TO YOUR NEEDS



RELAIS SANTO STEFANO

Immersed in greenery at the foot of the Biellese Alps, this 4-star hotel has 75 rooms and suites, a restaurant, pool, gym, spa and a sports centre with 6 padel courts. Relais Santo Stefano, a place to live.



BUCANEVE

A small ecological hotel with all the charm and warmth of an alpine chalet in the middle of Oasi Zegna. It has 20 rooms and a wellness centre for holidays geared to physical activities, “green” wellbeing and food&wine experiences.



LA BÜRSCH

Nestling in the heart of Valle Cervo, La Bürsch is a country house with a mission to promote Piemonte under a project launched in 2018 by entrepreneuse Barbara Varese and now being carried forward together with chef Erika Gotta.

RELAIS CASCINA ERA

Offering a unique experience of comfort and wellbeing, this designer hotel has 23 rooms and suites and a private spa for holidays in total relaxation and privacy. Also an ideal venue for weddings and other events.



HOTELS

Book on the website www.ki-italy.com

CASTELLO DI CASTELLENGO

An old residence and boutique B&B with three rooms and an apartment, Castello di Castellengo is also a venue for events and a winery. It offers its guests tranquillity and splendid panoramas thanks to its elevated position far from urban chaos.



CASTELLO DI MONTECAVALLO (B&B)

Three exquisite rooms in the Castle's guest house beneath the tower, two with double beds and one with singles. It also has a communal living room with access to the park and the garden opposite the chapel. Ideal for a relaxing stay, with wine tasting too.

TENUTA CASTELLO GOLF CLUB CERRIONE

Immersed in the lush hill country between Biella and Ivrea, this estate has the discreet charm of English clubhouses, with the ruins of a 10th century castle in the garden, which is overlooked by the establishment's mini-apartments. An ideal place for a relaxing stay, taking individual golf lessons or doing other outdoor sports.



BIELLA AND ITS PROVINCE



How to reach Biella by air

The nearest airports are Milano Malpensa and Torino Caselle. From these airports, hire a car or go to a railway station.

How to reach Biella by car

- From Turin (72 km): A4 motorway, exit for Santhià; turn left onto the SS143 for Biella.
- From Milan (75 km): A4 motorway, exit for Carisio; turn right and after 1 km turn left onto the SS230 for Biella.

How to reach Biella-Stazione San Paolo by train (www.trenitalia.com)

- From Torino Porta Nuova and Porta Susa: train for Milan, changing at Santhià.
- From Milan: train for Turin, changing at Novara.

www.ki-italy.com

An initiative by



<https://www.fondazionebellezza.it>