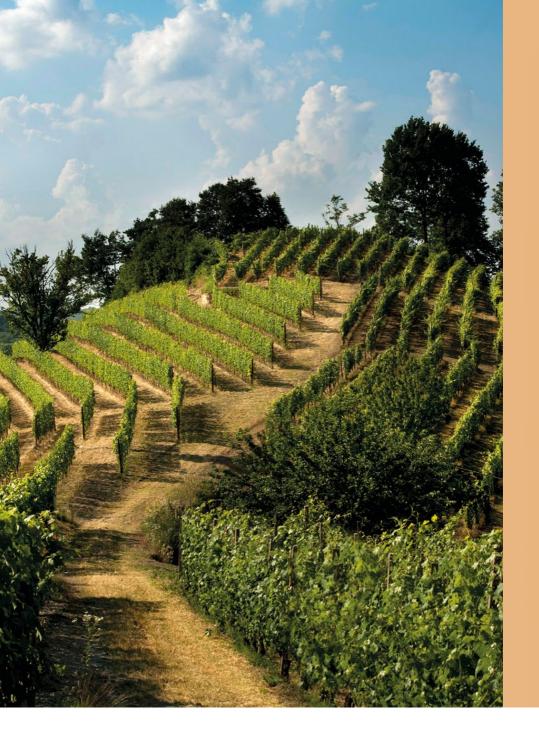




Index

The Home of BuonVivere	3
Roero of Bra	
Roero of Canale	17





The Home of BuonVivere.

anghe Monferrato Roero: a series of hills which rise uninterruptedly up to the Ligurian Apennines, among valleys and ridges, castles and towers, art and history, great wines and excellent products. A fairytale landscape that alternates rows of vines neatly combed like gardens with truffle groves, hazelnut groves and the pastures of the Alta Langa. A unique feature that UNESCO has rightly recognized as a World Heritage Site specifically for this cultural landscape which has been persistently created by mankind over centuries of hard work.

A landscape with subtle but significant nuances meant to enhance these itineraries, confident that every corner of this magic territory deserves attention, with eyes able to understand it and feet ready to tread it. An unhurried journey which, en passant, will tell the great story of Piedmont along with the various minor stories collected by the singers (poets, writers and storytellers) of these lands, which were once very poor and harsh, always on the margins of big politics and, at the same time, at the centre of the routes of merchants and pilgrims who moved from the sea to the plains.

These routes will lead you to discover some minor hamlets, often treasure troves of great art, and enchanted villages with just a few houses, extraordinary viewpoints and remote 1000-year-old country chapels, through endless ridge paths like the long hills of the Langa, winding ups and downs among the thousand waves of the Monferrato hills, steep paths in the "canyons" of the Rocche

del Roero and unexpected shores of a sea which disappeared millions of years ago, and yet, still provides fossils and memories.

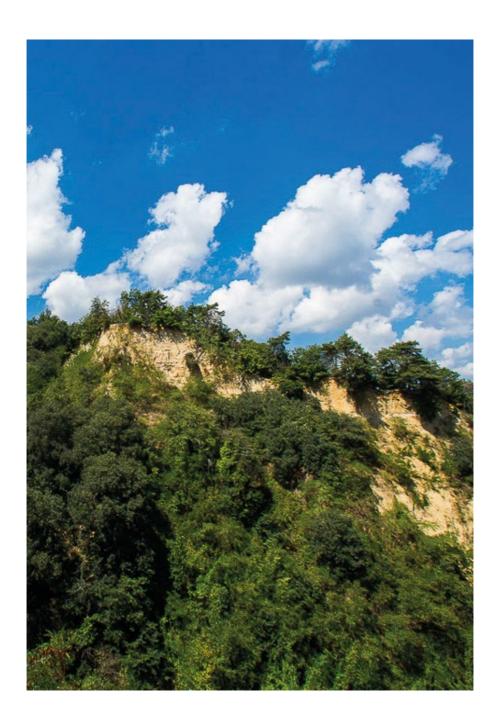
A journey, as it should be, through one of the most renowned cuisines of the Bel Paese, one of the few that truly succeeds in combining rustic, frugal and cheap dishes with noble wines red, white and sparkling - which are the genuine ambassadors of Italian oenology worldwide. A cuisine where the White Truffle, the ultimate gift of a perfectly happy nature, also reigns supreme, the magic that delights gourmets all over the world and that is revealed not through a magic wand but thanks to the generosity of the dog that finds it, and thus confirms itself as man's (and the cook's) best friend

Big Benches

The small idea with giant effects.

Climb aboard and look at the world through the eyes of a child. You feel so small in the presence of such beauty of nature, these are the emotions ready to pervade you once you have climbed up. A circuit of over 100 giant benches, created by the American designer Chris Bangle who is in love with the Langhe region, and that are just waiting to be discovered and experienced.







Roero of Bra.

Paragraphy of the Rocche of the De Brayda family, is the perfect starting point to explore the complicated geography of the Rocche of the upper Roero as well as to wander through the woods and fields which were once the "beach" of the proto-sea of the Adriatic and which covered the whole of the current Po Valley.

The Turin plateau was in fact the prehistoric shore of this sea, and along this border, those arriving from the capital actually "descend" into the hills of the Roero and Monferrato. The sea-marsh heritage is also quite clear both in the frequent discoveries of prehistoric fossils such as the rare Mastodon or the Whale (Fossil Museum in Asti), and in the abundance of shells emerging from the softer layers of sandstone (Civic Museum "Federica Eusebio" in Alba and Civic Museum "Craveri" in Bra).

The Roero landscape is quite different from the one of the Langhe: the hills are steep, harsh but very close together. Here agroforestry happily reigns over the countryside rather than being based just on monoculture of vines, and vineyards alternate with orchards, meadows, vegetable gardens, woodland and, finally, with the wild rock.

From **Bra** (see Bra, Urban Itineraries), a charming Baroque town, the reference centre of this part of the Roero, we leave towards **Pocapaglia**, a small village perched on the first huge rock, with its Castle built by the Falletti family and revisited by Juvarra, the beautiful portal with warlike high reliefs attributed to Sansovino and the Ro-

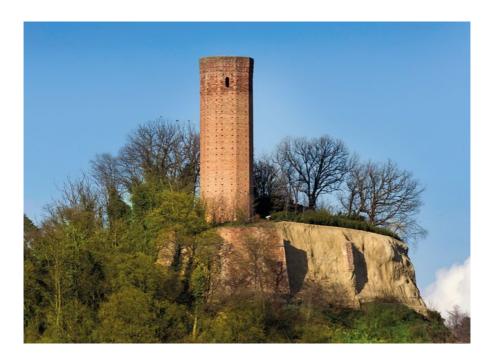
manesque apse of San Giorgio, set on a very panoramic hill towards the hamlet of Macellai. In Pocapaglia, about 300 years ago Michela, a poor woman from Barolo who had been accused of witchcraft and went down in history as the Masca Micilina, was put on trial, hanged and burned as a "witch": she was probably the last woman to be burned at the stake in Italy, and her story also inspired a tale by Calvino. The first view of the Rocche is also a must-see. Here, they are surrounded by an aura of mystery mainly because of the Rocca dell'Eremita, where the hermit used to live on a cliff edge. The Ecomuseo Rocche e Masche (Ecomuseum Rocche e Masche) tells us the story of these hills.





After leaving Pocapaglia we find the first of the many surviving fortifications: the Roero Castle of Monticello d'Alba has preserved the imposing features of a fortress (while revamping the interiors as a noble residence) and is evidence of the presence of the mighty Asti family over a large part of the area which today is named after them (it was once known as Astisio). Always in Monticello d'Alba, the small San Ponzio cemetery Chapel (one of the oldest in the area) with rare frescoes dating back to the 10th, 11th and 14th centuries, and "Frammenti", a contemporary art installation by Valerio Berruti, as well as the little gem of the Museo Etnografico (Ethnographic Museum), are also worth a visit.

Another stop of great artistic value is the Confraternity of San Francesco in Santa Vittoria d'Alba: the parish oratory houses a series of 19 scenes from the Passion of Christ, dated between the late 15th century and the first decades of the 16th century, which alone would be worth the trip. The surprises are not over, because, still in the upper village, apart from the castle, that today is a charming hotel, the towers, a distinctive feature of the village from afar, rise up from below. In the upper part of the village, the Gipsoteca (Gallery of plaster casts) of the sculptor Gioachino Chiesa and the San Rocco Chapel, recently restored and now home to the permanent exhibition dedicated to Carlo Bertero, botanist.



physician and physicist, are definitely worth a visit. Downstream are the Reali Cantine (Royal Cellars), built by Charles Albert of Savoy in the first half of the 19th century for his wine experiments and later purchased by the Cinzano brothers for the production of their sparkling wines: the cellars are dug out for several kilometres inside the Rocca and, furthermore, the Hollywood movie "The Secret of Santa Vittoria" was dedicated to them. Finally, next to the Cellars, there is the Glass Collection, one of the most important collections of glassware in the world.

From the Tanaro Valley the route heads towards the Riddone Valley, a pretty little stream that flows through **Corne-** liano d'Alba and Piobesi d'Alba before we get to Alba: the countryside here is extremely lush and relaxing. Before us is Corneliano's rare decagonal Tower, which has now been restored to delight visitors and is watching over the red houses of the old town. A triumphal arch marks the return of the Savoy family after the Napoleonic domination.

Next, the road heads into the transverse valley that leads to Canale (see itinerary Roero of Canale) and runs alongside many of the most important Rocks. The following villages are all located on this imaginary prehistoric "shore", tightly nestled between the plateau and the ravines. We reach

the last one, where the village of Santo Stefano Roero has lost its tower because of the erosion of the nearby gullies and from here we first go to Monteu Roero (with its beautiful Castle) and then to Montaldo Roero where both the Romanesque parish Church and the belvedere with its tall cylindrical Tower are worth a mention. From the so-called Ponte dei Sapori (Bridge of Flavours), which jumps right over the rock, you can clearly see both the Castle of Monteu Roero and the one in Baldissero d'Alba, our next stop. It is a neo-Gothic building which was created by remodelling the old manor house which saw the daring deeds of Oberto, a particularly bold and bossy local squire. The Romanesque apse of Sant'Antonino is equally evocative, today it is surrounded by woods but it is an obvious sign of the passage of the medieval road which is now lost. Baldissero d'Alba, like nearby Sommariva Perno, is famous for its delicious strawberries, just the first of many delicacies which make the Roero an immense hortus conclusus.

The last stop on this million-year-old "beach" is **Sommariva Perno**, a pretty village that preserves the Mirafiori Castle, which belonged to the "*Bela Rosin*", i. e. Rosa Vercellana, the morganatic wife of King Victor Emmanuel II and his lifelong great love. You can relive what has been described as Italy's last fairytale with an evocative



itinerary split in stages around the old town. The nearby vast Parco Forestale del Roero (Roero Forest Park), over 100 hectares, is a beautiful green lung ideal for outdoor sports activities as well as to enjoy the pristine nature and biodiversity of the Roero area. Worth visiting are also the historic Sanctuary of Tavoletto and the small Church of Cuore di Maria in Valle Rossi, which houses a work by Martino Spanzotti, a Renaissance master of the Lombard school, who signed a significant "Pietà" (Piety) here.

From Sommariva Perno we continue onto the Pianalto which connects the provinces of Cuneo, Turin and Asti, in particular it features the breeding of the renowned Tinca Gobba Dorata (golden hump tench) in special natural fishponds. The landscape changes radically: gullies, spurs and cliffs of yellow sandstone have been replaced by the red lands of the plateau (and actually there were many brick kilns, so common in the architecture of the Roero as in the Bassa Langa), and where cultivated land easily alternates with large wooded areas, especially in the area between the two Sommariva, Sanfré and Bra. But first we should stop in Ceresole d'Alba, the last village in the province of Cuneo, which is famous (in addition to fishponds) for the battle of 1544 between the French and the Spaniards and which is well described in the MuBATT Museo della Battaglia





(Battle Museum). The 15th-century bell tower of the Baroque parish Church is also interesting. There are some important frescoes of the 16th-century, which were removed from the Romanesque Madonna del Buontempo (which stands in the open countryside, now in ruins) and are now displayed in the Town Hall; the Roero Castle is also worth a visit, it was converted into a noble palace in the 17th century.

It is time to visit the other Sommariva, namely **Sommariva del Bosco**, a bigger and more bustling village with a wealth of churches and confraternities (including the baroque jewel of San Sebastiano) and its highly private but very scenic Seyssel d'Ax Castle, as

well as a lovely idea like the trail of the Paese di Fiaba (Fairy-Tale Village), the Sleeping Beauty fairy-tale trail which unfolds through the old town to the delight of eternal children of all ages.

Finally, on our way back to **Bra**, a final stop in **Sanfré** which hosts the beautiful Isnardi Castle and Romanesque traces in the apse of the small Church of the Holy Trinity (which is private though). From here we suggest you should travel back to the village via the hamlets of Saliceto and America dei Boschi, some pretty hamlets far from the traffic of the main road and perfect for a walk or a lunch on the grass with the first fruits of the Roero.

Top Art and Culture

- Ceresole d'Alba Castle
- Ceresole d'Alba MuBATT Battle Museum
- Corneliano d'Alba Tower
- Monteu Roero Castle
- Monticello d'Alba Castle
- Monticello d'Alba Chapel of San Ponzio
- Monticello d'Alba Etnographic Museum
- Monticello d'Alba "Frammenti" by Valerio Berruti
- Pocapaglia Ecomuseum Rocche e Masche
- Sanfrè Castle
- Santa Vittoria d'Alba Chapel of San Rocco Permanent Exhibition dedicated to Carlo Bertero
- Santa Vittoria d'Alba Confraternity of San Francesco
- Santa Vittoria d'Alba Diageo Glass Collection
- Santa Vittoria d'Alba *Lichen Berteroa* by Hilario Isola
- Santa Vittoria d'Alba Gallery of Plaster Casts "Gioachino Chiesa"
- Santa Vittoria d'Alba The Turriglio
- Sommariva Bosco Fairy-Tale Village
- Sommariva Perno Walking with Bela Rosin

Top Nature

- Baldissero d'Alba, Bra, Cisterna d'Asti, Montà, Montaldo Roero, Monteu Roero, Pocapaglia, Santo Stefano Roero, Sommariva Perno - Rocche del Roero
- Baldissero d'Alba, Ceresole d'Alba, Pocapaglia, Sommariva del Bosco,
 Sommariva Perno Roero Forest Park
- Monteu Roero Fairy Wood

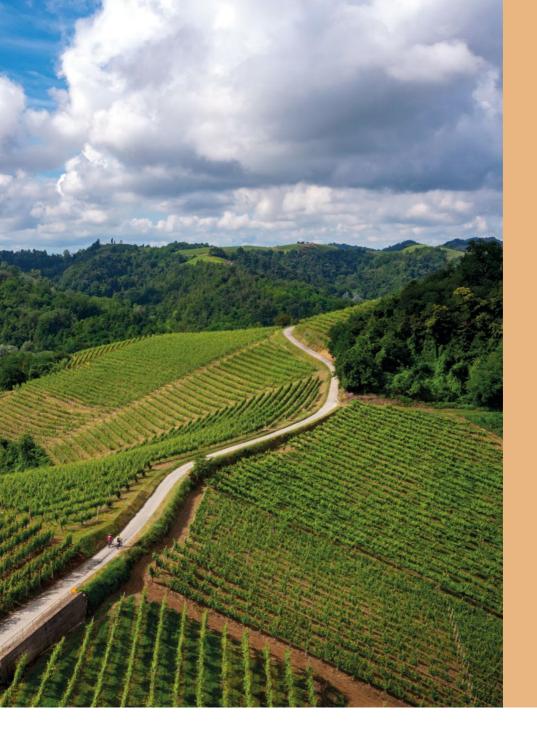
PLEASE NOTE:

The opening times of the sites listed in this itinerary may be subject to change. Keep updated and please check www.visitlmr.it

From Tower to Tower

All the charm of the towers. Strong and strategic, yet also noble and aristocratic. These are the towers of Langhe Monferrato Roero, a sighting system which nowadays allows you to enjoy a 360° view of landscapes, while imagining the history that has been written in the place you are visiting. Towers in towns as well on the hills, an ideal tour not to be missed, a journey through the centuries that will surprise us.





Roero of Canale.

anale is the biggest village in the Roero area. Key centre for wine production of excellence, It's the only one which is almost completely surrounded by rows of vines, (not only Nebbiolo, but also the famous indigenous grape variety Arneis, a successful white wine worldwide), located at the junction of several valleys (Borbore is the main one) along many communication routes. Which is why it is an excellent starting point to explore the eastern Roero, between Borbore and Tanaro. The village retains the original villanova plan, wanted by Asti in 1260 with the expulsion of the Biandrate family and the creation of many new entities such as Montà, Pralormo, Poirino, Buttigliera. From the origins, we can observe part of the city walls, the Municipal Tower, today the bell tower of San Giovanni, and the beautiful Malabaila Castle with its centuries-old park.

In the grip plan of the chessboard-shaped olto town it is worth visiting two baroque churches: the parish Church of San Vittore, with a 65-metre bell tower and the Roero tombs, and the Confraternity of San Bernardino, with its curious sundial on the facade, a 15th-century wooden Christ and another cherry wood statue of Jesus from the early 17th century and then stroll under the porticoes of the Via Maestra (Main Street). Canale is also well-known for its peaches and for its excellent fruit and vegetable market where all the traditional products of the Roero are gathered. Finally, we should also mention the beautiful Enoteca Regionale del Roero (Roero Regional Wine Centre), a dynamic centre for promotion and culture.

We leave Canale along the old road to Turin and climb up to Montà (linkage between Rocche and Pianalto), with its private Castle and tall Municipal Tower, a place full of surprises. First there is the Strada del Miele (Honey Road), not only a delicious local specialty, but a network of several local producers, from different villages, who are ready to open their doors to you and help you discover all the secrets about bees: then there is the equally charming route of Piedmont's smallest Holy Mount, known as Sacro Monte dei Piloni (Sacred Mount of the Pylons), which starts from the ancient Church of Santissimi Giacomo e Filippo, still with Romanesque traces. and runs through plaster statues and 13 hexagonal chapels up to the min-





iature copy of the Chapel of the Holy Sepulchre of Jerusalem. Lastly, there is the very dynamic and ever-expanding Ecomuseo (Ecomuseum) delle Rocche del Roero, a true driving force behind green trails, events, active tourism, and the rediscovery of the Roero's historical roots: the ideal place to explore many of the themes we have only mentioned.

The route then zigzags over the moraine of Pianalto, ancient shore of the prehistoric Adriatic Sea. Passing through San Vito and the Valle del Morto (the Dead Valley, a common toponym, usually attributed to Saracen massacres, but in reality, it is a more prosaic plague cemetery), we reach **Cellarengo**, which in Roman times was the name of all the

woods between *Hasta Pompeia* and *Augusta Taurinorum*. From Cellarengo you descend along a charming green ridge towards **Ferrere**, another village dedicated to beekeeping as well as vines. The Castelvecchio (today's Town Hall), Castelrosso and the San Secondo panoramic point on the opposite hill are worth a mention.

A nice shady road through the woods now takes us to **Cisterna d'Asti**, whose unconquerable Rocca houses one of the best-preserved Castles in the area. Inside there is the Museo Arti e Mestieri di un Tempo (Arts and Crafts of Bygone Days Museum) with a beautiful collection of items, dating back to the

17th and 20th centuries. It's gathered in 20 different settings which have been recreated and explained, ranging from school to blacksmith, from carder to carpenter. Cisterna d'Asti also gives its name to the homonymous DOC wine, made from Croatina grapes. The route that from Cisterna d'Asti takes us back to Canale is by far one of the most scenic of the whole Roero.

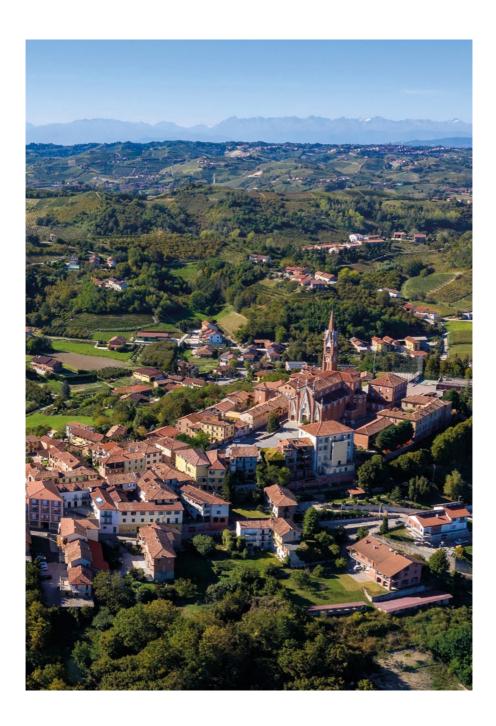
Passing through San Matteo and heading towards the nearby San Damiano d'Asti (see itineraries San Damiano d'Asti, a Chessboard on the Borbore and Romanesque in and around San Damiano d'Asti), the route then climbs the opposite bank of the Borbore river,

passing below the Castle of Lavezzole, to finally reach **San Martino Alfieri.** The Castle, with Kurten's beautiful Englishstyle park, is privately owned, but it preserves around it a hamlet consisting largely of its outbuildings. The Bottega del Vino (Local Wine Shop) in the Town Hall and Garibaldi's house (built for the hero's third wife: Francesca Armosino) in the hamlet of Saracchi, are also worth a visit. San Martino Alfieri is also the hometown of Giuseppe Marello, Social Saint and founder of the Oblates of San Giuseppe.

Opposite, just a stone's throw away, is the virtually twin village of **Govone**, dominated by the imposing Castello







Reale (Royal Castle), that was the residence of Charles Felix, the last member of the Savoy dynasty, but long before that it hosted a young J.J. Rousseau as pedagogue to the Solaro lineage. Today one of its wings houses the Town Hall; it features some remarkable Chinese rooms, an impressive reception hall and an entrance staircase with Juvarra-style grotesques and telamons. The rose park is also beautiful, as is the terrace belvedere overlooking the village which has been created above the old stables.

Once past the hamlet of San Pietro the route reaches **Priocca**, where the Romanesque parish Church of San Vittore (frescoed but also renovated) is a must-see along with a visit to the

Museo (Museum) Wine Experience by Mondodelvino, a multimedia museum to explore the wines of these hills with all five senses. Next, we go down into the beautiful valley towards Castellinaldo, authentic celebration of the Roero's rural virtues. The small village is known for the beautiful atmosphere of its medieval old town enclosed by the Damiano Castle, for its vineyards which prefer Barbera to Arneis, for the curious tradition of Bocce Quadre (Square Bocce Balls game) and, above all, for the country Church of San Servasio (with frescoes dating back to 1581), which borders with Vezza d'Alba and Castagnito, a true point of spiritual meditation overlooking the entire Roero area.





The route heads along a relaxing secondary road to Magliano Alfieri, dominated by the imposing Castle of the Alfieri di Sostegno family, which completely overlooks the Tanaro Valley; the palace was also home to the young but already rebellious playwright Vittorio Alfieri. Today it hosts the Town Hall. the beautiful Museo dei Soffitti in Gesso (Plaster Ceiling Museum), a work by master Antonio Adriano, and the multimedia Teatro del Paesaggio (Landscape Theatre), where you can "immerse yourself" in five natural environments and follow different paths and timelines. The panoramic viewpoint set on top of the castle gardens is equally beautiful.

Another stunning place to enjoy a moment of airy contemplation is in the nearby village of **Castagnito**, whose upper part (where Castel Verde once stood) still dominates the two valleys Tanaro and Borbore; furthermore, the curiously sloping baroque Church of San Bernardo di Chiaravalle, located near San Giuseppe, is also of particular interest. The hills of Castagnito and its surroundings are also the setting for the 19th-century novel "Valentina di Sant'Andrea" by Luigi Allerino, a Piedmont-style version of Mazoni's novel "Promessi Sposi".

From here, the high ridge that leads to **Guarene** is yet again a very scenic route, with the panoramic view overlooking

the Provana Castle, a grand Baroque palace built on the ruins of the Roero stronghold, now privately owned. A must-see is also the Italian-style garden overlooking the Tanaro Valley, just opposite Barbaresco (see itinerary Langa of Barbaresco) and the Poggiolo, wonderful view point where you can enjoy a panorama without equals. The village is very pretty, with narrow streets that go down from the castle or up from the provincial road to meet in the square with the imposing Church of Santissima Annunziata featuring two paintings by Moncalvo, the Pinacoteca del Roero (Roero Art Gallery) and the remarkable Town Hall, the heart of the village. Another must-see is the beautiful Palazzo Re Rebaudengo, now an artist's

residence and home to contemporary art exhibitions by the Fondazione Sandretto. Contemporary art can also be enjoyed in the open air, thanks to the Parco d'Arte (Art Park) Sandretto Re Rebaudengo.

Next, our route passes through the hamlet of Madernassa, which gives its name to the much-appreciated homonymous pear which is ideal to be cooked in wine, to descend along the Borbore river and climb up to the last hilltop village: Vezza d'Alba. The Museo Naturalistico del Roero (Roero Nature Museum) is useful to learn more about the flora and fauna of the Rocche biotope, as is the Educational Truffle Ground, which reminds us of the local truffle-growing



tradition (but in fact the whole of the Rocche area is very popular) which is celebrated at the local National Truffle Fair. Today there is only a stump of the tower left in the ancient defence fortress, nonetheless, it offers an unprecedented view of the upper Roero; the baroque Confraternity of the Battuti (currently known as San Bernardino) which is used today as a concert venue is quite interesting, and then, also the Sanctuary of the Madonna dei Boschi is a must-see. In the church's attic is

preserved perhaps the most beautiful late-Gothic fresco in the Roero area: a moving "Annunciazione" (Annunciation) dating back to the late 15th century. The church is obviously located in a high place, immersed in the woods, and it is possible to take a pleasant walk and ascend or descend on foot.

The charming Val Rubiagno route takes us back to **Canale**, through woods, vineyards, and cornfields.





The Romantic Road of Langhe and Roero

There is no need to be in love to take it, because you will fall in love with the landscape as you walk along it.

From the Roero to the Alta Langa, passing through the Langa of Barbaresco and that of Barolo: an ideal 11-stage route through the most suggestive places and atmospheres of Langhe Monferrato Roero.



Top Art and Culture

- Cisterna d'Asti Castle and Arts and Crafts of Bygone Days Museum
- Ferrere, Mongardino, Montaldo Scarampi, Rocca d'Arazzo, Rocchetta
 Tanaro, Vigliano d'Asti "Per ferro del mare padano" by Sergio Omedé
- Govone Royal Castle of Carlo Felice of Savoy
- Guarene Art Park Sandretto Re Rebaudengo
- Guarene Palazzo Re Rebaudengo
- Guarene Roero Art Gallery
- Magliano Alfieri Castle, Landscape Theatre and Plaster Ceiling Museum
- Montà Sacred Mount of the Pylons
- Priocca Wine Experience Museum

Top Wine and Gastronomy

- Canale Roero Regional Wine Centre
- San Martino Alfieri Local Wine Shop of San Martino Alfieri

Orange Flags

Villages certified by the Italian Touring Club. A recognition of excellence developed from the grassroots, thanks to the attention paid to hospitality, sustainability and the environment. A flag that is flying in many Italian municipalities, with an increasing number in the Langhe Monferrato Roero area every year.



Top Nature

- Baldissero d'Alba, Bra, Cisterna d'Asti, Montà, Montaldo Roero, Monteu Roero, Pocapaglia, Santo Stefano Roero, Sommariva Perno - Rocche del Roero
- Montà Ecomuseum of the Rocche del Roero.
- Vezza d'Alba Educational Truffle Ground
- Vezza d'Alba Roero Nature Museum

PLEASE NOTE:

The opening times of the sites listed in this itinerary may be subject to change. Keep updated and please check www.visitlmr.it

Along the Frescanti Trails

An imaginary trail through the various Roero hamlets in search of frescoes kept in chapels, churches or unusual places. A collection of works of art that spans across the centuries and narrates the devoted nature of the inhabitants, which is jealously kept from most people. A different way of visiting this part of the local area, aimed at slow tourism in search of beauty.



Unexpected treasures

Churches and Chapels along the routes

Baldissero d'Alba - Remains of the Church of Sant'Antonino

Canale - Chapel of San Vittore

Castellinaldo - Parish Church of San Servasio or Gervasio

Montaldo Roero - Church of San Giovanni

Pocapaglia - Apse of the Ancient Church of San Giorgio

Priocca - Parish Church of San Vittore

Did you know app..bout this?

Did you know about the app that allows you to visit chapels and churches that are normally closed?

One more way to access unexpected beauty in the palm of your hand. And on your mobile.



Langhe Monferrato Roero Tourist Board

Alba Tourist Office

Piazza Risorgimento, 2 - 12051 Alba (CN) Tel. +39 0173 35833

Asti Tourist Office

Piazza Alfieri, 34 - 14100 Asti (AT) Tel. +39 0141 530357

Bra Tourist Office

Palazzo Mathis - Piazza Caduti per la Libertà, 20 - 12042 Bra (CN) Tel. +39 0172 430185

Download here the itineraries of Roero



Dowload here all the itineraries of Langhe Monferrato Roero





Texts by Pietro Giovannini

Translation by Raffaella Rolla

Photos by

Can't Forget Italy, Valeria Gallo, Tino Gerbaldo, Alessandro Sgarito - Archive Ente Turismo Langhe Monferrato Roero; Archive Comune di Ceresole d'Alba; Tino Gerbaldo, Lavezzo Studios - Archive Consorzio di Tutela del Roero; Virginia Scarsi - Archive Ecomuseo delle Rocche del Roero

Concept by Serviceplan Italia

Design and Print by
PUBLIALBA - Comunicazione • Grafica • Stampa digitale

Edition January 2023



The Home of BuonVivere

www.visitlmr.it

info@visitlmr.it Tel. +39 0173 35833

