

RASSEGNA STAMPA VICENZA

A cura di Unexpected Italy ed Exploro.it

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LIFESTYLE

TRAVEL

Vicenza

A new 'antidote to overtourism' app makes a great guide to Palladio country

Words: Liz Boulter



may have nodded off in double geography once or twice, but I never thought I'd deliberately sleep in a school. However, La Scuola, in Lusiana, in the foothills of the Dolomites, is very different from an English camp. The former village school, closed in the 1960s, has been converted by Valeria Carfagna and her husband, Marco, into a charming and unexpected B&B (doubles from €95).

Its bedrooms are named after school subjects – maths, geography, literature, science – and the whole place is furnished with period dolls, books, abacuses and more. The breakfast room has a huge blackboard showing the Italian alphabet in cursive script, under it we take our time over homemade pastries and fruit, plus cheese and yoghurt from the local Asiago plateau. A timeline of satellites from woodies to leather to mid-century nylon – hanging on pegs beneath old school photos. A maths report book donated by a woman in the village shows she had good marks for sewing but "must do better" in arithmetic and "fascist cultural subjects".

In summer, tables are laid out in the playground, with views over the belltower towards Venice. La Scuola is the sort of boutique that's hard to find even with online resources (it's not on booking sites). But our trip to Vicenza province is one unlooked-for delight after another, thanks to a startup that makes the unexpected its business.

Elisabetta Faggiana used to work in the music industry in London and in 2017 set up Unexpected London with her new husband, Savio Louito, offering small group walking tours.



They have expanded the idea into Unexpected Italy, an app-based guide launched today – to place to stay, eat and visit away from tourists traps and Instagram lines. They call themselves the antidote to overtourism, using local experts to showcase lesser-known gems and drop visitors all crowding the same places. (Elisabetta's favourite statistic is that 70% of tourists to Italy visit just 1% of sights.)

Covering, so far, Florence, Rome, Venice and the complex's home territories in Vicenza and Puglia, it offers pre-trip planning tools plus, once you're there, GPS tours tailored to individual interests – and the weather.

Vicenza is an ancient, wealthy but unostentatious city that offers better value and a quieter pace than the other 1% of tourists Italy (Venice and Vesuvio). It was the home of architect Andrea

Bertolotti, whose classical style has been copied everywhere from Stomont to Illegante, but never with the calm, stately feel of the 16th-century originals. So we take in the Basilica Palladiana, the town hall rebuilt from 1549; the Teatro Olimpico, the world's oldest indoor theatre, with trompe l'oeil scenery that gives the appearance of streets receding to the horizon; and two grand country villas. We also sleep in Palladian grandeur, in an apartment within Palazzo Valmarana Braga from 1527, two-night minimum, which the man himself designed in 1565. It oozes atmosphere, with high ceilings, chandeliers, marble floors and frescoed walls.

An unexpected delight nearby is the Busato print shop, where Giuseppino, the city's last traditional

lithographer, runs the workshop started by his grandfather, making prints from artists' engravings and drawings. "I'm happiest when my hands are busy," he smiles, as he dabs coloured ink on a zinc plate. With cotton paper and a felt pad, it goes through the venerable printing press to make a limited print of an etching of the city's Piazza dei Signori. Tours cost from €10pp, with an Italian speaking guide if required.

Instead of checking Tripadvisor, we eat and drink, thanks to Elisabetta and Savio's knowledge, at places better known by locals. We start with an aperitivo at Vicenza favorite Da Renzo, where workers drop in for Aperol spritz at €1.50, and tapas-like farmhouse – bread topped with, say, truffle, egg, tuna or prawns (€1.50 each). Even more amazing is Osteria

The covered bridge over the Brenta at Bassano del Grappa, left; and trompe l'oeil scenery, right, at the Teatro Olimpico in Vicenza, the world's oldest indoor theatre.



Bertolotti, whose genial tattooed chef Daniele Renzi prides himself on unpretentious circa kilometre delicacies. Antipasti include a cold soup of melanzane (aubergine) with spring herbs, salad of raparotondo leaves with their tasty white root attached, olives of cured wild heart, and egg mayonnaise with wild hop shoots, before we share a scorching dish of risotto risotto with fresh peas.

Vicenza province stretches north into the Alps and more unexpected sights. Bassano del Grappa, with its red-tiled covered bridge over the powerful Brenta River – designed in 1569 by an old friend Palladio – is stuporously picturesque, in its deep green valley, with riverside buildings reflected in green water. It is also livelier than Vicenza, with bars and cafes all overflowing with chatter, thanks maybe to Bassano being home to Italy's (and therefore the world's) oldest grappa maker.

Distilleria Nardini has been at the head of the family descended from the mountains with his mobile still. A museum of distilling downstate tells its history of floods, wars and more. Uspitarsi, a plaque on the barrel-lined bar says *Qui c'era alla vita tempo bene gliato e new bene*, an 18th-century equivalent of "please drink responsibly". Heeding this, we settle for one chilled glass each of pleasantly bitter Mezzenzezero aperitif.

When not gorging up here, the people of Bassano clearly like supporting independent retailers. We enjoy Tassotti, a gorgeous stationer whose pretty cards, notebooks and gift wrap are all made in town, a bookshop over three floors of a 17th-century palace, and the Italian Indie Lab, which is like a smart H&M & Barrett except that the remedies, teas and essential oils are house-made, from mostly local plants.

Few tourists would think to visit an insurance office, but Conteanzo Assicurazioni in Bassano has a wholly unexpected feature. Ross Ivano Conteanzo is a complete ceramics buff. The top floor of the building is a museum of hundreds of works by prominent contemporary ceramists (free guided tours Saturday 11am). Downstairs, there are ceramic owls on reception, and figurative panels by the filing cabinets.

When this art was new pigged, we head south to Nove, a town on the Brenta River with a 300-year history of clay expertise. Today it's a hub of



Ceramist Roberto Renzi at work in Nove, left; local artist at La Scuola in Lusiana, below left; and, below, Stefano Fracassi, of La Capa Allogia near Asolo, with an apocryphal happy goat.

contemporary ceramic art, with open studios in September, and renowned artists to visit, including Roberto Renzi. Inspiring in a different way is Conca d'Oro farm, a social enterprise near Bassano that offers work and dignity to special-needs adults, growing organic fruit, veg, wheat and olives.

"Trainers" also serve in the onsite restaurant and shop. Simple homemade maccheroni with chili and tomatoes is one of the best dishes on a strip of generally excellent meals.

Wines at Conca d'Oro come from a vineyard officially called La Bianca, but always referred to as Maule, after Angelino Maule, pioneer of the area's natural wine movement. Natural winemaking goes way beyond organic (which permits dozens of additives, some sulfites plus yeast, egg white and animal enzymes). Angelino has

More tales of the unexpected

Fall

In central Vicenza, **Il Cigno** looks like a deli, but a dining room in the ancient Roman castle offers specialties such as *lupoli* (the spaghetti) with duck, dried cod several ways, local salami called *aspro*, and *durello* sparkling wine (sharper and fresher than prosecco). La Capa Allogia (the happy goat) is a restaurant with rooms (from €100 high on the Asolo plateau, run by goat-meat chef Stefano Fracassi). Meals are local and delicious (lots of cheese), and there's a riding school and goat farm on site, plus hikes and cycling all around.

Drink

Natural winery **Menti** lets sheep browse the vineyards to keep weeds down and fed, and fertilized, though the animals do try to climb on one another's backs to reach the juicy grapes. Its sparkling wines, with crown caps, not cork, get their fizz by fermenting naturally in the bottle. White looks cloudy but is crisp, fizzy, and light at just to 10% alc. Tastings from €10.

High on a hill, ultra-modern **Vulcanella** was set up by Rosella Mastroratti with an all-female team. Her natural wines include *Ambrascia*, a fizz with a delicious bitter note and Patagonia, a slightly sparkling "amber" wine great with pork or fish. As well as tours and tastings (from €20), she offers four meals, modern rooms (from €100 B&B), a new pool, and homemade lunches on a south-facing terrace.

Stay

In a riverside palace in Bassano, stylish **B&B Le 13** (doubles from €150) is run by Francine and Julie Ferrel, a keen cook who serves copious breakfasts at a long table.





Travel

Italy's 'antidote to overtourism': exploring unexpected delights in Vicenza and beyond



Liz Boulter

Sat 3 Aug 2024 12:00 CEST

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Bassano del Grappa with its Ponte Vecchio over the Brenta River. Photograph: Alamy

A new Italian holidays app, created by locals, helps steer travellers away from tourist traps by highlighting unusual places to eat, sleep and visit

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ogni angolo della regione



Forbes

FORBES > LIFESTYLE > TRAVEL

Vicenza, Italy, Jewel Of Veneto: Palladian Architecture, Fewer Crowds

Lee Lane Contributor @
Award-winning travel
writer/photographer/podcaster, 100-plus countries

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Aug 30, 2023, 01:46pm EDT

Europe is flush with tourists and tourism, so finding a great destination without crowds is difficult. To minimize the overflow problem, this shoulder season is the best time to visit one of my favorite Italian cities, one that offers heart-stirring architecture, swish accommodations, and the real Romeo & Juliet house (sorry, Verona).

Vicenza, in the northeastern Italian province of Veneto, is filled with pleasures of many kinds, and with far fewer crowds than nearby Venice and Verona. Check out the city and its environs as a still somewhat undiscovered, underappreciated area.

Play

The Veneto region enjoys a rich artisan tradition and architectural history. Vicenza's UNESCO World Heritage site is where coppermiths, lithographers, and ceramicists still thrive, and Palladian architectural masterpieces remain.

Tour your way through La Rotonda, the Basilica Palladiana and the glorious Teatro Olimpico, equipped with the oldest surviving stage set still in existence.

Pag.03/21 Stuntman PR – USA – Report 11/23



The Olympic Theatre' ashlar gate.The theatre was the first design by the Italian Renaissance ...
[+]



Vila Almerico-Capra, also known as Villa La Rotonda, is one of the most important and beautiful ...
[+]

Vicenza's Beric Hills, Brenta river, and scenic grottos also play host to rafting, hiking, biking, and other outdoor sports.



Whitewater rafting on the banks of the Brenta River ...

Vicenza, not Verona, is where Shakespeare's Juliet paced her balcony: the Bard lifted the idea for his star-crossed lovers from *vicentino* Luigi da Porto's novella inspired by a duo of fortresses in small town Montecchio Maggiore. The medieval castles, aptly named I Castelli di Romeo & Giulietta, accept visitors today — and even host weddings.

UVM: 30,000,000

Forbes (con't)



'Castello della Vigna' and 'Castello della Bellaguardia' also known as Romeo's castle and Juliet's ...
[+]

Eat

Influenced by the cuisine of its greater region, Vicenza has no shortage of tempting traditions. Asiago shines as the province's cheese of choice, often produced in *malghe*, traditional alpine huts perched high in the mountains; Vicenza also holds a soft spot for the cheekily named *bastardo del grappa*, a soft, cow's milk variety.

Staples like *bigoli* pasta with duck ragu and codfish dish *baccalà alla vicentina* anchor their menus.

Pag.04/21 Stuntman PR – USA – Report 11/23



Polenta and 'baccalà alla vicentina' (Dried cod fish recipe) ...

• Standout Ristorante: Angolo Palladio

This traditional restaurant overlooks the centrally located Piazza dei Signori. Angolo Palladio has perfected regional dishes like *bigoli con ragù di anatra*, *baccalà alla vicentina*, polenta, and *gnocchi* scattered with the province's signature black truffle. They also shimmy thick-crust pizzas topped with local ingredients out of wood-burning ovens.

Drink

Vicenza serves as the birthplace of grappa, Italy's fragrant, brandy-like beverage. Grappa hails from vicentino city Bassano del Grappa, home to Italy's oldest distillery, Distilleria Nardini. Family-run to this day, this more than 200-year-old distillery off Renaissance architect Andrea Palladio's wood-covered Ponte Vecchio has led the evolution of grappa production since its inception.



Bassano del Grappa, small medieval town in the Alps mountains, Veneto region, Italy ...

Nardini is responsible for cult favorite Mezzomezzo, an Italian aperitif made with equal parts rhubarb liqueur and the bitter, herb-infused Nardini Rosso, finished with soda water and a lemon peel.

• Standout Bar: Bar Borsa

This jazz club & cocktail bar sits snugly on the bottom floor of the 16th-century, UNESCO status Basilica Palladiana, Vicenza's symbolic landmark. Bar Borsa now serves as one of the pillars of Vicenza's nightlife: with a bird's eye view out onto central square Piazza dei Signori, the vintage-inspired watering hole offers an eclectic drink list, live jazz performances and an annual jazz series.



Forbes (con't)



Main city square and palladian basilica with tower at night in Vicenza Italy. GETTY



Palazzo Valmarana Braga in Vicenza, Italy, a Renaissance Palace built by Andrea Palladio. GETTY

Stay

Vicenza offers a staggering 4,300 historic villas – many of which are available for rent – including 23 sweeping 16th-century villas designed by legendary architect Andrea Palladio. These show stoppers can be reasonably priced, especially compared to nearby Venice and Verona.

- Standout Accommodation: [Palazzo Valmarana Braga](#)

Seven rooms in this sweeping, historical palazzo are now rental vacation apartments. Designed by Andrea Palladio in 1566, this unique accommodation is smack in the center of the city and is part of Vicenza's UNESCO World Heritage site collection. It was originally the property of the aristocratic Valmarana family; family matriarch Isabelle commissioned it in memory of her late husband. Details on each apartment can be found [here](#).

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Travel Pulse



Credit: Unsplash

Lesser-Known Italian Province Launches Tourism Campaign



by Rich Thomaselli
Last updated: 5:35 PM ET, Sun September 3, 2023

A lesser-known region in Italy wants to reap the rewards of tourism.

Vicenza, a northeastern province in Italy, is seeking to share and promote its eclectic identity to a global audience. The campaign will be taglined "Explore Vicenza."

It will be administered by a group of businesses known as Exploro.

"Exploro is a community project born from the strong desire of a group of Vicenza entrepreneurs to highlight their territory through its local excellences and people," Lorenza Breda, president of Bassano KMQ, lead member of Exploro, said in a statement. "A land rich in small villages and hill-top towns waiting to be discovered, from Vicenza to Bassano del Grappa, from Marostica to the Berici Hills, from the Brenta Valley to Asiago. Authentic places that, unlike neighboring Venice and Verona, remain unexplored from a tourist perspective. Vicenza is a destination that captivates nature enthusiasts, architecture lovers, and food and wine enthusiasts alike, all throughout the year."

Vicenza serves as a calmer, culturally-rich counterpoint to neighboring Venice and Verona. Significant highlights span its staggering 4,300 Venetian villas – many of which have been converted into reasonably priced accommodations – including almost two dozen 16th-century villas. Vicenza also holds coveted UNESCO World Heritage status and features the Teatro Olimpico (equipped with the oldest surviving stage set still in existence) and the Basilica Palladiana.

Vicenza's Beric Hills, Brenta river, and scenic grottos host rafting, hiking, biking, and other outdoor sports. In addition, the province sustains its own ancient customs, illustrated in the town of Marostica's biannual Living Chess Match, where costumed locals replace pawns in a live, large-scale chess game in the central square. Vicenza, not Verona, is the location of the "true" Juliet of Shakespeare's Romeo and Juliet fame.

The region is a quieter, more historical departure from the major cities in Italy.

UVM: 405,329

Pag.06/21 Stuntman PR – Report 11/23



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Untold Italy Podcast



PODCAST EPISODES
EPISODE #190: VICENZA – ELEGANT
RENAISSANCE CITY NEAR VENICE

POSTED ON SEPTEMBER 8, 2023 BY UNTOLD ITALY



Pag.07/21 Stuntman PR – USA – Report 11/23

The Travel



10 Top Attractions To See At This Beautiful, But Less-Crowded Italian City Near Venice

Discover hidden gems in Vicenza, Italy: Palladian architecture, Teatro Olimpico, and charming villas in serene surroundings.



Pag.08/21 Stuntman PR – Report 11/23

Vicenza, in the Veneto region of Italy, is often overlooked – with visitors to the region heading to Venice and Verona. But there are plenty of reasons to head to this Italian gem – that is hiding in plain sight. From Vicenza city itself with its Palladian architecture, rich (literally) history and vibrancy, to the nearby unique towns famous for chess, cherries, cheese and grappa, not to mention the real origin story of Romeo and Juliet.

Show notes

We talk to Elisabetta of [Unexpected Italy](#) who is working on the [Explore](#) project bringing together Vicenza's top producers, artisans, and experiences. The area enjoys a rich, artisan tradition, where coppersmiths, lithographers, and ceramicists still thrive. Its cuisine and drink scene are worth a trip alone. Alongside incredible cheeses and unique dishes like Baccalà alla Vicentina, it's home to Grappa and Nardini, the oldest distillery in Italy and has a variety of exceptional wines, with many family-run wineries. Vicenza is where the famous architect Andrea Palladio is from and the city is full of examples of his work, including La Rotonda, upon which the US White House is based. You will find one of the world's most beautiful libraries, accessible skiing, a town taken over by chess as well as artisan ceramics, leather and paper.

UVM: 619,140

SUMMARY

- Vicenza, nestled in Italy's Veneto region, is a hidden gem of timeless beauty and architectural treasures, including the Basilica Palladiana and Teatro Olimpico.
- Visitors can explore Vicenza's rich history and artistry at attractions like the Vicenza Cathedral, Santa Corona, and Palazzo Chiericati (Museo Civico).
- From the charming streets of Corso Andrea Palladio to the scenic footpath leading to Villa Almerico Capra (La Rotonda), Vicenza offers a serene Italian experience.

Nestled in the heart of Italy's Veneto region, Vicenza beckons travelers with a beautiful blend of Italian Renaissance grandeur and timeless charm. This enchanting place, which is the lesser-known Italian city, is a living testament to the architectural genius of Andrea Palladio, whose masterpieces dot its landscape. As travelers wander through its cobbled streets, they encounter the Basilica Palladiana, an iconic marvel gracing the Piazza dei Signori. Nearby, the Teatro Olimpico awaits, offering a glimpse into Renaissance theatrical ingenuity. They venture further and discover the breathtaking Villa Almerico Capra, known as La Rotonda, and a wealth of other Palladian villas set amidst lush countryside. From cultural treasures to picturesque gardens, Vicenza unfolds a tapestry of delights waiting to be explored.



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Note

In the shadow of Venice's bustling charm lies a hidden gem: Vicenza, an Italian city of timeless beauty, yet far from the maddening crowds. As travelers increasingly seek quieter, more authentic experiences, Vicenza emerges as an enchanting destination brimming with architectural treasures. From the iconic Palladian villas to the historic Basilica Palladiana, this article unveils the top attractions that make Vicenza an alluring alternative for those yearning to explore Italy beyond the well-trodden tourist paths. Discover the art, culture, and history that await in this serene Italian city.

10 Vicenza Cathedral



Vicenza, Italy

Pag.09/21 Stuntman PR – Report 11/23

Venturing southwest along Via Garibaldi will bring visitors to Piazza del Duomo, where the cathedral stands proudly. This Gothic marvel, constructed of brick with a façade decorated in white and red marble, was built in the 15th century and lovingly restored following damage during World War II. Inside, people encounter a 14th-century triptych by Lorenzo Veneziano. Beneath the cathedral lie the foundations of three earlier churches, while beneath the sacristy, remnants of a Roman road can be explored. On the southwest side of Piazza del Duomo, the Bishop's Palace boasts a Neoclassical façade dating to 1819.

- **Accommodation:** [Palazzo Otello 1847 Wellness & Spa](#)
- **Address:** [Corso Antonio Fogazzaro 4, 36100 Vicenza, Veneto](#)
- **Amenities:** Spa and wellness center, Bar/Lounge, Free Wi-Fi, Tea/coffee maker

9 Teatro Olimpico

Opposite the Museo Civico, people discover the Teatro Olimpico, a remarkable architectural gem initiated by Palladio in 1580 and eventually completed in 1584 under the skilled hands of Vincenzo Scamozzi, following Palladio's passing. Constructed from wood and stucco, this theater represents a Renaissance reinterpretation of ancient amphitheaters. As visitors step inside, they take a moment to appreciate its grandeur and the visual magic employed to make the stage appear much larger than it is.

- **Accommodation:** [Glam Boutique Hotel](#)
- **Address:** [Viale Antonio Giuriolo, 10, 36100 Vicenza, Veneto](#)
- **Amenities:** Adults only, Bar/Lounge, Free Wi-Fi, Tea/coffee maker

The Travel

8 Santa Corona

The Gothic allure of Santa Corona, a 13th-century church constructed to house a holy relic—a thorn purportedly from Christ's Crown of Thorns beckons history enthusiasts and art lovers alike. The church boasts several noteworthy paintings, including Giovanni Bellini's "The Baptism of Christ" from around 1500, which adorns the fifth altar on the left, and "Adoration of the Magi" by Veronese, situated on the third altar to the right. What draws most visitors to Santa Corona is the Cappella Valmarana, a chapel believed to have been designed by Andrea Palladio himself, who is also interred within the church.

- **Accommodation:** [Relais Santa Corona](#)
- **Address:** [Contrà Santa Corona, 19, Vicenza, Veneto](#)
- **Amenities:** Free Wi-Fi, Tea/coffee maker, Free toiletries

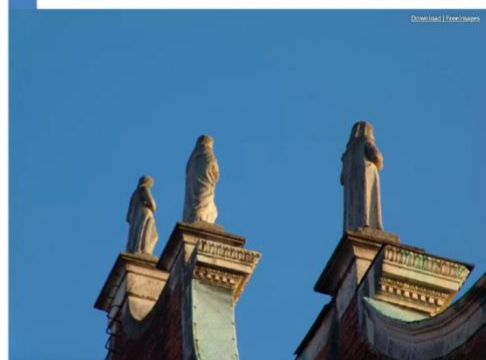
7 San Lorenzo

Just a short walk from Palazzo Valmarana, approximately halfway along Corso Andrea Palladio, travelers find Via Fogazzaro leading northwest to the brick-clad church of San Lorenzo. This Romanesque and Gothic church, built between 1280 and 1344, features a slender campanile and an exquisite main entrance. Within the church's elegant interior, you'll discover impressive tombs and a remarkable fresco by Bartolomeo Montagna, "The Beheading of St. Paul," dating from around 1500. Be sure not to miss the charming cloister adjoining the church, one of Vicenza's most enchanting spots.

- **Accommodation:** [San Lorenzo 5122](#)
- **Address:** [Calle San Lorenzo, Castello 5122, 30122 Venice, Veneto](#)

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6 Basilica Palladiana and Museo Palladiano



Dominating the southeast side of Piazza dei Signori stands the graceful Basilica Palladiana, an architectural masterpiece by Palladio. The basilica boasts two levels of open colonnades, with the lower tier decorated in Doric columns and the upper tier featuring Ionic columns. This design not only adds to its grandeur but seamlessly integrates it with the spacious square, providing easy access to the street. Originally intended as a meeting place for the Grand Council rather than a church, the lower level of the basilica once housed rich boutiques catering to the nobility of Palladio's era. Today, it still accommodates goldsmith shops, reflecting Vicenza's historical prominence as a center for gold craftsmanship.



The Travel

5 Walk To La Rotonda



Connected to Villa Valmarana via a scenic footpath, approximately a 10-minute stroll away, people discover one of Palladio's most iconic creations, Villa Almerico Capra, affectionately known as La Rotonda. Designated by a retiring Vatican priest as his countryside retreat, this villa attracts inspiration from the iconic Pantheon in Rome. In turn, La Rotonda has served as a muse for countless architectural endeavors worldwide, including Thomas Jefferson's Monticello in Virginia, USA. People venture inside to be captivated by intricate frescoes, complete with trompe l'oeil architectural elements, columns, niches, and capitals integrated into the walls.

- **Accommodation:** [Romantik Hotel Villa Margherita](#)
- **Address:** [Via Nazionale 416, 36030 Mira, Veneto](#)
- **Amenities:** Restaurant, Bar/Lounge, Free Wi-Fi, Free parking

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The Travel

3 Palazzo Chiericati (Museo Civico)

Positioned at the northeast terminus of Corso Andrea Palladio, the Renaissance masterpiece Palazzo Chiericati, one of Palladio's most exceptional creations, now houses the Museo Civico, a municipal museum that offers a captivating journey through Vicenza's rich history and artistry. On the ground floor, people encounter archaeological collections, while the main floor unveils a picture gallery showcasing the city's impressive array of paintings. The collection includes works by esteemed artists from the Vicenza school, such as Bartolomeo Montagna and Giovanni Buonconsiglio.

2 Palazzo Leoni Montanari

A short distance northwest of Piazza dei Signori lies Corso Andrea Palladio, Vicenza's principal thoroughfare. Lined with palaces, many designed by Palladio himself, this avenue is a treasure trove of architectural wonders. About halfway along the street, people encounter the splendid Palazzo del Comune, a creation of Vincenzo Scamozzi, completed in the early 17th century. Northeast of this palace is the Gothic Palazzo Da Schio, affectionately known as the Cà d'Oro or House of Gold. Corso Andrea Palladio caters not only to aficionados of Renaissance architecture that still stands but also to shoppers, offering Italian designer stores, international brands, boutiques, gourmet food shops, cafés, and restaurants.

- **Accommodation:** [Hotel Palladio](#)
- **Address:** [Contrada Oratorio dei Servi, 25, 36100 Vicenza, Veneto](#)
- **Amenities:** Bar/Lounge, Free Wi-Fi, Free parking

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4 Basilica Di Monte Berico



Embarking from Villa Roi, located on Vicenza's southern outskirts, the Portici di Monte Berico beckon, a series of arcades erected in 1746, leading to the Basilica di Monte Berico. This sacred pilgrimage site, designed by the Bologna architect C. Borella in 1668, boasts a centralized layout inspired by the Rotonda. Inside, people sense an almost Byzantine ambience, illuminated by votive candles surrounding the high altar. Notable artworks await discovery, including Bartolomeo Montagna's "Lamentation," gracing the chapel to the right of the high altar and his expansive "Banquet of St. Gregory Magnus" within the refectory.

1 Corso Andrea Palladio

A short distance northwest of Piazza dei Signori lies Corso Andrea Palladio, Vicenza's principal thoroughfare. Lined with palaces, many designed by Palladio himself, this avenue is a treasure trove of architectural wonders. About halfway along the street, people encounter the splendid Palazzo del Comune, a creation of Vincenzo Scamozzi, completed in the early 17th century. Northeast of this palace is the Gothic Palazzo Da Schio, affectionately known as the Cà d'Oro or House of Gold. Corso Andrea Palladio caters not only to aficionados of Renaissance architecture that still stands but also to shoppers, offering Italian designer stores, international brands, boutiques, gourmet food shops, cafés, and restaurants.

- **Accommodation:** [Hotel Palladio](#)
- **Address:** [Contrada Oratorio dei Servi, 25, 36100 Vicenza, Veneto](#)
- **Amenities:** Bar/Lounge, Free Wi-Fi, Free parking

UVM: 2,671,169



Travel Agent Central

TRAVEL AGENT
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EUROPE

Italian Province of Vicenza Launches New Tourism Campaign

By Newsdesk · Sep 7, 2023 10:02am

UVM: 50,013



Castelli di Romeo e Giulietta (Exploro)

Pag.13/21 Stuntman PR – Report 11/23

Vicenza, a northeastern province in Italy, is seeking to share and promote its identity to a global audience. Helmed by local community project **Exploro**, the “**Explore Vicenza**” initiative aims to highlight the region’s unique offerings and promote tourism.

Vicenza serves as a calmer, culturally rich counterpoint to neighboring **Venice** and **Verona**. Significant highlights include its 4,300 Venetian villas, many of which have been converted into reasonably priced accommodations, including 23 16th-century villas designed by architect **Andrea Palladio**. Vicenza also holds **UNESCO World Heritage** status and is home to **Teatro Olimpico** (equipped with the oldest surviving stage set still in existence) and the **Basilica Palladiana**.

The region is also home to **Nove**, “**The Town of Ceramics**.” The province is also the birthplace of Italian staples such as **Asiago** cheese, grappa, Recoaro spring water and baccalà alla vicentina. Vicenza’s **Berici Hills**, **Brenta River**, and scenic grottos host rafting, hiking, biking and other outdoor sports. The province sustains its ancient customs, illustrated in the town of **Marostica**’s biannual **Living Chess Match**, where costumed locals replace pawns in a live, large-scale chess game in the central square. Lastly, Vicenza, not Verona, is the location of the **Juliet** house: **Shakespeare** lifted the idea for his star-crossed lovers from Vicentino **Luigi da Porto**’s novella, inspired by a duo of fortresses in the small town of **Montecchio Maggiore**. The medieval castles, aptly named **I Castelli di Romeo & Giulietta**, are open to visitors.

“Exploro is a community project born from the strong desire of a group of Vicenza entrepreneurs to highlight their territory through its local excellences and people,” said **Lorenza Breda**, president of **Bassano KMQ**, lead member of Exploro. “A land rich in small villages and hill-top towns waiting to be discovered, from Vicenza to **Bassano del Grappa**, from Marostica to the Berici Hills, from the **Brenta Valley** to **Asiago**. Authentic places that, unlike neighboring Venice and Verona, remain unexplored from a tourist perspective. Vicenza is a destination that captivates nature enthusiasts, architecture lovers, and food and wine enthusiasts alike, all throughout the year.”

For more information, visit www.exploro.it.

Global Traveler



Vicenza, Italy, Accuses Verona of Stealing Claim to Iconic Romeo and Juliet Location

By Anna O'Riordan
Sep 16, 2021

In a dramatic plot twist that seems to have emerged from one of Shakespeare’s own plays, Vicenza, [Italy](#), recently informally accused fair Verona, Italy, of stealing the claim to the famed Romeo and Juliet. For centuries, visitors have made the trip to Verona’s Juliet House to see the famous balcony.

But Vicenza points to the true Juliet house as **I Castelli di Romeo & Giulietta**. The region of Vicenza claims Shakespeare drew inspiration from Vicentino writer **Luigi da Porta**, whose novel was inspired by two side-by-side fortresses in **Montecchio Maggiore** in Vicenza. The castle today is open to visitors.

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Even more, Verona’s Juliet House, the one drawing thousands of tourists for years, was simply a former residence of a local family, with the supposed balcony where Juliet once stood not in existence until the 20th century.

As you head to Italy on your next trip, it’s worth a visit to, as Vicenza argues, the “true” Juliet House that serves as the muse for Shakespeare’s world-famous play.

UVM: 50,378



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Vicenza, Italy, Accuses Verona of Stealing Claim to Iconic Romeo and Juliet Location
In a dramatic plot twist that seems to have emerged from one of Shakespeare's own plays, Vicenza, Italy, recently informally accused fair Verona, Italy, of stealing the claim to the famed Romeo and Juliet.



Reach: 40,000

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BOOK COTTAGES



Vicenza, Italy: The Real Romeo and Juliet



Pag.16/21 Stuntman PR – Report 11/23

Most travelers have heard of Verona, Italy due to its connection with "Romeo and Juliet." Vicenza, Italy, however, remains an unknown gem, but in a dramatic plot twist worthy of the Bard himself, fair Verona has been accused of stealing the claim to "Romeo and Juliet" from nearby Vicenza. Starry-eyed visitors should pilgrimage to the true location of the Juliet House, skipping neighboring Verona and its decades-long masquerade.

The plaintiff province insists Shakespeare lifted his star-crossed lovers from Vicentino writer Luigi da Porto, whose novella "Historia Novellamente Ritrovata di due Nobili Amanti" was inspired by two, side-by-side fortresses in Montecchio Maggiore, Vicenza. In fact, the last name Montecchi – Montague in English – derives from the town's moniker, further illustrating Vicenza's dibs on this stolen origin story.

While tourists have been flocking toward the fraudulent Juliet's balcony in Verona, Vicenza's aptly named I Castelli di Romeo & Giulietta that actually inspired the legendary tragedy accepts visitors today.

Verona's Juliet House, meanwhile, is nothing more than the former residence of a local family; the infamous balcony wasn't added until the 20th-century. Although the landmark has earned Verona the nickname "City of Love," the House and Balcony itself amount to touristic fluff. Vicenza hopes visitors to Veneto will now seek out I Castelli di Romeo & Giulietta, the duo of medieval towers that gave rise to Shakespeare's iconic, doomed lovers, located just a half an hour from Verona.

Beyond Romeo and Juliet, Vicenza makes for a great day-trip or overnight excursion for travelers to Italy.

Reach: 31,740



Book Cottages

Eat

Influenced by the cuisine of its greater region, Veneto, Vicenza has no shortage of tempting traditions. Asiago shines as the province's cheese of choice, often produced in *malghe*, traditional alpine huts perched high in the mountains; Vicenza also holds a soft spot for the cheekily named *bastardo del grappa*, a soft, cow's milk variety.

Staples like *bigoli* pasta with duck ragu and codfish dish *baccalà alla vicentina* anchor their menus.

- Standout Ristorante: [Angelo Palladio](#)

This traditional restaurant overlooks the centrally located Piazza dei Signori, Vicenza's beating heart. Angelo Palladio has perfected regional dishes like *bigoli con ragu di anatra*, *baccalà alla vicentina*, polenta, and *gnocchi* scattered with the province's signature black truffle. They also shimmy thick-crust pizzas topped with local ingredients out of wood-burning ovens.

Drink

Vicenza serves as the birthplace of grappa, Italy's fragrant, brandy-like beverage. Grappa hails from vicentino city Bassano del Grappa, home to Italy's oldest distillery, [Distilleria Nardini](#). Family-run to this day, this more than 200-year-old distillery off Renaissance architect Andrea Palladio's wood-covered Ponte Vecchio has led the evolution of grappa production since its inception. Nardini is responsible for cult favorite *Mezzomezzo*, an Italian aperitif made with equal parts rhubarb liqueur and the bitter, herb-infused Nardini Rosso, finished with soda water and a lemon peel.

- Standout Bar: [Bar Borsa](#)

This jazz club & cocktail bar sits snugly on the bottom floor of the 16th-century, UNESCO status Basilica Palladiana, Vicenza's symbolic landmark. Today, Bar Borsa now serves as one of the pillars of Vicenza's nightlife: with a bird's eye view out onto central square Piazza dei Signori, the vintage-inspired watering hole offers an eclectic drink list, live jazz performances and an annual jazz series.

Stay

Vicenza boasts serious real estate swagger, flush in a staggering 4,300 historic villas – many of which are available for rent – including 23 sweeping 16-century villas designed by legendary architect Andrea Palladio. Mercifully, you don't have to earn like an aristocrat to live like one: Vicenza's lavish showstoppers prove reasonably priced, especially compared to nearby Venice and Verona.

- Standout Accommodation: [Palazzo Valmarana Braga](#)

Seven rooms in this sweeping, historical palazzo are now rental vacation apartments. Designed by Andrea Palladio in 1566, this unique accommodation is smack in the center of the city and is part of Vicenza's UNESCO World Heritage site collection. It was originally the property of the aristocratic Valmarana family; family matriarch Isabelle commissioned it in memory of her late husband. Damaged in a WWII bombing, the villa was eventually acquired and restored by Luigi Braga Rosa. His daughter, architect Francesca Braga Rosa, currently owns and runs it today. Details on each apartment can be found [here](#).

Play

The province also enjoys a rich artisan tradition and architectural history. Travel through time in Vicenza's UNESCO World Heritage site where coppersmiths, lithographers, and ceramicists still thrive and Palladian architectural masterpieces reign. Tour your way through La Rotonda, the Basilica Palladiana and the glorious Teatro Olimpico, equipped with the oldest surviving stage set still in existence. Vicenza's Beric Hills, Brenta river, and scenic grottos also play host to rafting, hiking, biking, and other outdoor sports.

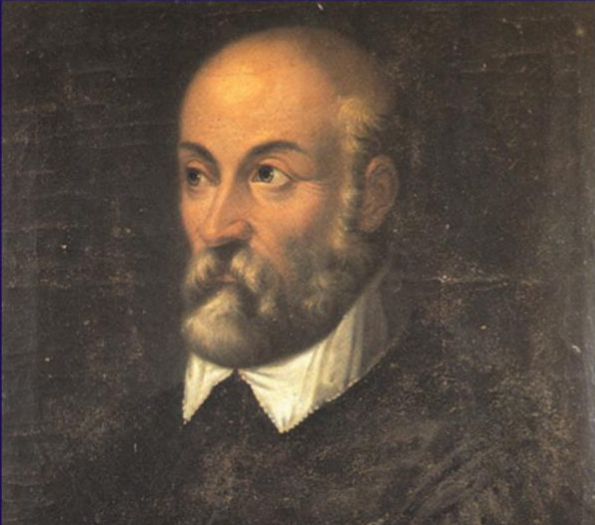
- Standout Excursion: [Castelli di Romeo & Giulietta](#)

Fair Vicenza, not Verona, is also where Shakespeare's Juliet paced her balcony: the Bard lifted the idea for his star-crossed lovers from vicentino Luigi da Porto's novella *Historia novellamente ritrovata di due nobili amanti*, inspired by a duo of fortresses in small town Montebelluna Maggiore. The medieval castles, aptly named I Castelli di Romeo & Giulietta, accept visitors today – and even host weddings!

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Reach: 31,740

ITALY SEGRETA



TRAVEL /
VENETO /
CULTURE /
ARCHITECTURE

by Elizabeth Djinis
NOV 23

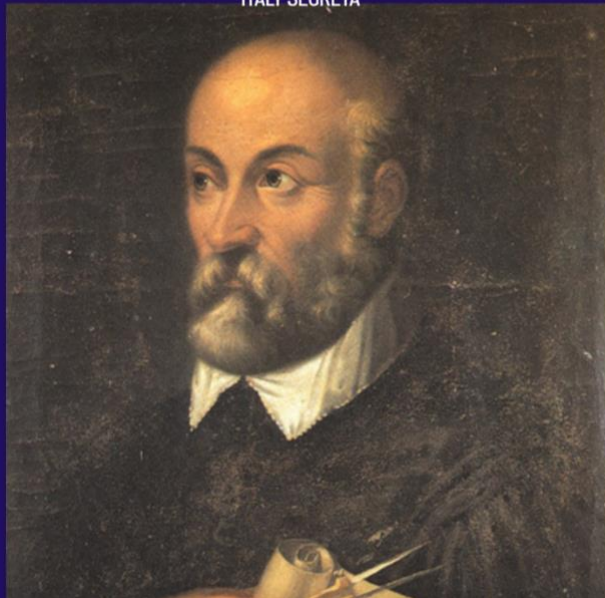
ANDREA PALLADIO: "THE
FATHER OF AMERICAN
ARCHITECTURE" WAS FROM
VENETO

PALLADIO WAS THE ARCHITECT OF THE VENETO.
THEN HE BECAME THE ARCHITECT OF THE
WORLD.

LEGGILO IN ITALIANO



ITALY SEGRETA



It's a misty October day when we visit the villa. Opening the gate, we're greeted by a sloping pebbled path lined on either side by roses. It functions as a sort of cue, directing the eye ahead to what we've all come to see: architect Andrea Palladio's **Villa Almerico Capra**, detta "La Rotonda," the basis for Thomas Jefferson's Monticello and perhaps Palladio's own *capolavoro*.

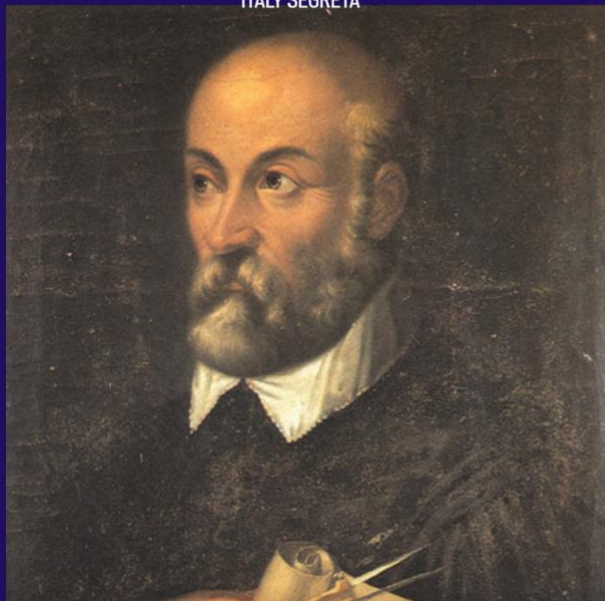
We are initially stunned by the aspects we knew to expect—the villa's pleasing Vitruvian proportions, its four identical facades, its flattened dome, based on the Pantheon, the fact that, as Palladio expert Roberta Parlato told us, "it's all clear. You understand immediately where you have to go."

And yet, like any piece of art, it is what we don't expect that stuns more. Our tour guide, Emma De Puti, urges us to turn our gaze towards the steps that flank each side of the house. We are standing on one of the porches, looking from above at the expanse through the columns. But as we tilt our eyes to the ground, instead of the steps we know to exist, we see only grass and air. It is as if the building simply stops at the end of the porch.

At this realization, we all gasp almost involuntarily, stunned by how effective this illusion is, even if we know it is exactly that. One time, De Puti told us, a visitor to La Rotonda actually panicked, so persuaded by the illusion that she thought there really were no stairs. She wanted to know: *How do I get down?*

This is the power of Palladio—his work makes the fantasy so convincing that, for a second, it becomes reality.

ITALY SEGRETA



To understand Palladio, we have to understand his humble beginnings as a stonemason and how much he was a child of Veneto; he was born in Padova in 1508 and died in Vicenza in 1580. Yet he went on to become one of the leading architects of the Renaissance, influential both inside and outside of Italy.

We're on this tour in Vicenza thanks to Exploro, an initiative meant to expose travelers and residents alike to the area's jewels. When people think of Vicenza, they think of Palladio. His impact was so far-reaching that he was even named by Congress in 2010 as "the father of American architecture," despite dying almost 200 years before the country's independence.

His path to becoming an architect was not assured. While working on the rebuild of a villa outside of Vicenza, the stately home's wealthy patron, Count Gian Giorgio Trissino, took notice of Palladio, then called Andrea di Pietro della Gondola. He offered him a Humanist education, steeped in part in the understanding of Roman architect Vitruvius' principles, which hinge on physical strength, utility, and an almost heavenly idea of proportion. Essentially, a building had to be all things—sturdy, clearly laid out for its use, and beautiful—to follow the standards of Vitruvius. As if to confirm the divine nature of architectural beauty, the count even gave Palladio his new name, calling him thus in reference to Pallas Athena, the Greek goddess of wisdom and warfare. By the time Palladio had really cemented his new career, he was almost 30, an age that would have been viewed as quite late to begin, according to Parlato. (We might breathe a sigh of relief that the same is not true now.)

