

THE WELCOME MAGAZINE

SMART EDITION

VERONA

APRIL 2022 #1

ALL YOU CAN DO IN THE CITY

EVENTS | SIGHTSEEING
FOOD & WINE | MUSEUMS
SHOPPING | MAPS

FLAVOURS
OF THE LAND
OF WINE

Welcome Smart Network

MAGAZINES | GUIDES | MAPS | WEBSITES

INTERACTIVE



SIGNORVINO

CANTINA CON CUCINA

A unique and bold project:
discovering, getting to know and sharing good Italian wine.
Thousands of labels bearing the names
of the best wine growers and the finest artisan products.
Top quality and value to enjoy at home
or simply, with our cuisine.
We never tire of exploring and promoting
a great Italian wine estate,
where everyone feels welcome and you are invited.



Verona | April 2022



Andrea Jarach
Publisher
Welcome
Smart Network

I am **Andrea Jarach, editor of Welcome Magazines**, periodicals that we have been publishing for 12 years for international visitors in some of the most important cities for tourism in Italy.

We have been present in Milan since 2010 and then in Venice, Florence and Turin, offering international (and also Italian) visitors valuable **tourist information** in an agile and prestigious format.

For editorial content, we count on our deep-rooted local presence and international experience.

We chose the province of Verona for our territorial development. The city is a Unesco Heritage Site since 2011.

Verona boasts many events of international importance, such as the one with which we are kicking off our publication, **Vinitaly 2022**. In September we will celebrate the **World Tourism Event**, a global convention that will make Verona the main tourist destination in the world.

As you can see in the following pages, the **Welcome Magazine** offers useful information **about events, shopping, food and wine**, everything that can interest the visitor answering the question: **“what can I do, what can I discover during my stay?”**.

Our aim is to create **memorable experiences of the visit**, also by linking together the different opportunities offered by the area. You will find the Welcome Magazines in the approximately **500 hotels belonging to the Welcome Magazine circuit in Italy**.

You can therefore use the traditional paper editions, but don't miss the chance to browse through the pages of the **digital and interactive editions** also on your computers and smartphones.

As always, you will also be able to access tourist information through our website **www.welcomemagazine.it**, which is always up-to-date and full of ideas for your trip.

Welcome to Italy, discover and enjoy!

Verona | April 2022



Paolo Arena
*Presidente
Confcommercio
Verona, Presidente
Aeroporto Valerio
Catullo*

Welcome to Verona,
a land of art, culture, wine and food,
shopping, the **city of love** par
excellence located in a province full
of varied and captivating proposals
and offers, just like its **landscapes**,
in which Lake Garda stands out with
its hinterland. An ideal territory for
lovers of good living and relaxation,
for **sportsmen** and **music lovers**.
The high quality of the welcome
and services are a guarantee of
a pleasant stay for **tourists and
business people** alike: Verona is
popular, everyone wants to return
to Verona.





Alessandro Tapparini
*Presidente
Cooperativa
Albergatori
Veronesi*

In September, 22 years after having been awarded World Heritage Site status by UNESCO, Verona will proudly host the **13th edition of the World Tourism Event** dedicated to World Heritage Cities and Sites. In the meantime, the comeback of **Vinitaly** marks the beginning of a new season that we have long awaited. Our commitment is to make you feel greeted by a city that keeps growing without losing its authenticity, where you can easily move from the **historic center** to the wineries of **Valpolicella** or to the shores of **Lake Garda**, never being afraid of getting lost. Take your time, we'll take care of the rest.

STAY IN TOUCH



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Italian experiences



www.proedi.it/welcome-smart-network



issuu.com/where-italia
Digital magazines

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An extraordinary collection in a unique location. Palazzo Maffei is a house museum just waiting to be discovered.



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DISCOVER MORE >



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OUR BRANDS: ADIDAS - BALDININI - BERETTA - BILLIONAIRE - BLUMARINE -
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CASTELLANI - FRATELLI ROSSETTI - FURLA - GANT - GUESS - IXOS - K-WAY - LORIBLU
- MOMONÌ - MORESCHI - NIKE - PATRIZIA PEPE - PAL ZILERI - PINKO - PIQUADRO -
POLLINI - PUMA - RICHARD GINORI - ROBERTO CAVALLI - ROSSIGNOL - TIMBERLAND -
TOMMY HILFIGER - TWIN-SET - UNDER ARMOUR - VILLEROY & BOCH **and many more.**

COME TO WHERE SHOPPING IS DOLCE VITA.

FRANCIACORTA VILLAGE
LAND OF FASHION

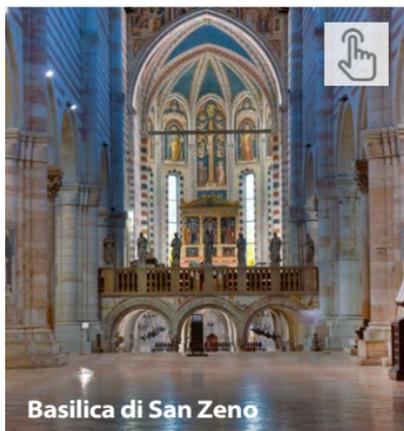
HIGHWAY A4 > OSPITALETTO EXIT > RODENGO SAIANO (BS) • FRANCIACORTAVILLAGE.IT

[UNMISSABLE]

Top in Town



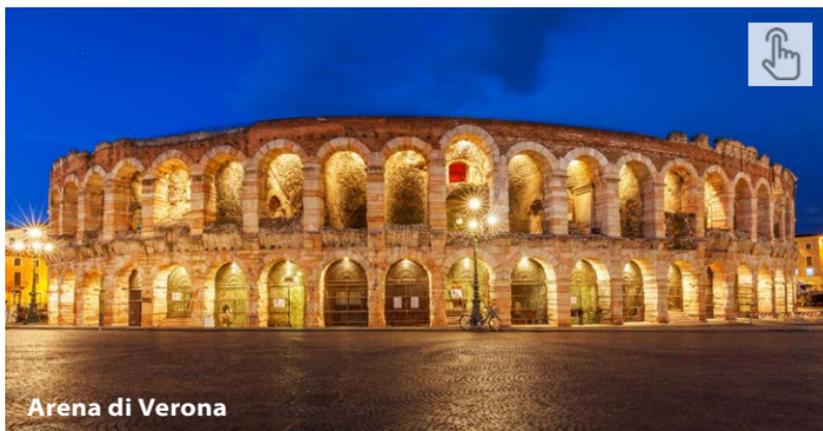
Casa di Giulietta



Basilica di San Zeno



Piazza delle Erbe



Arena di Verona



[UNMISSABLE]

Top in Town



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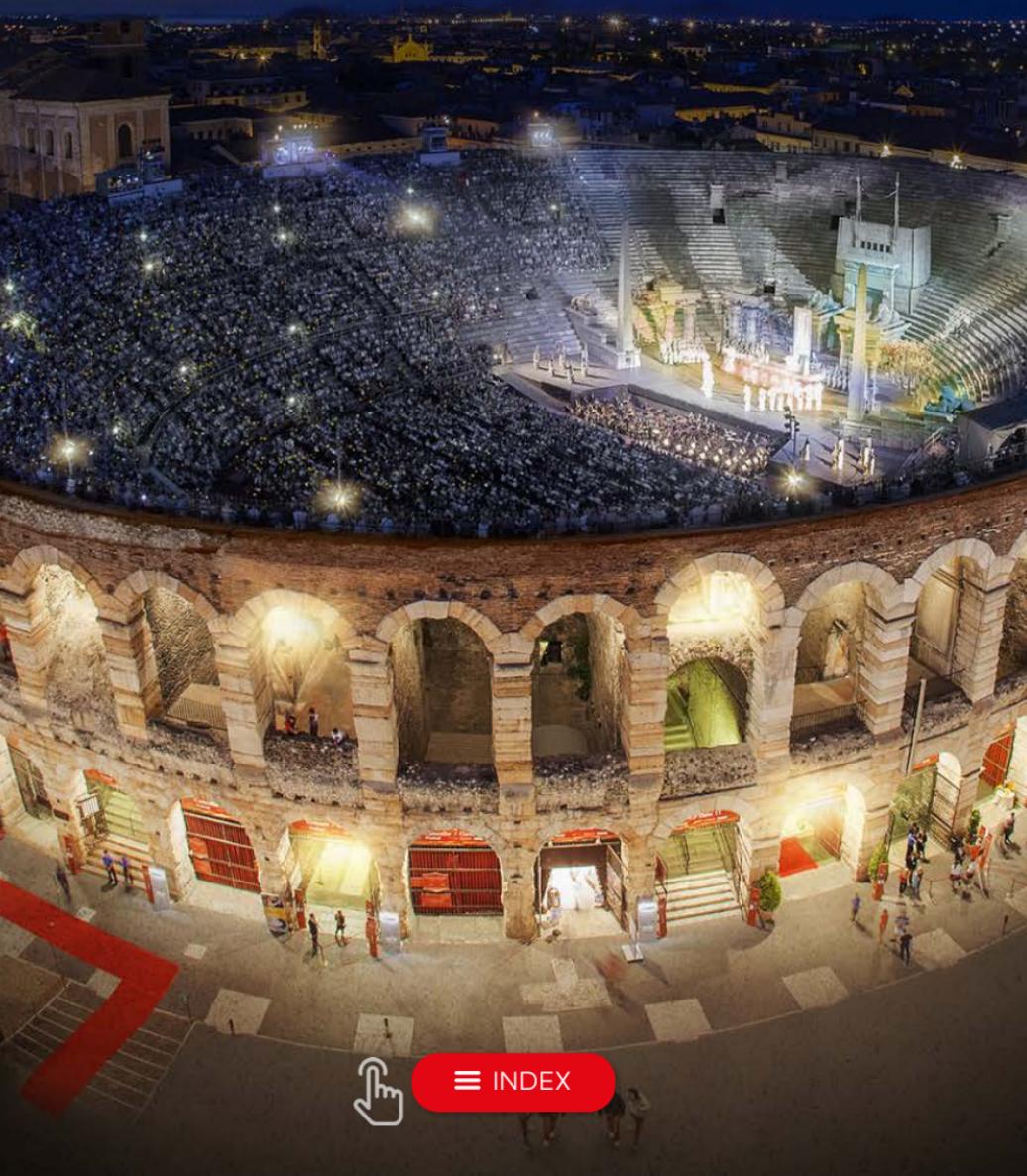


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WELCOME | PANORAMA

ARENA DI VERONA

FROM THE ANCIENT ROME TO THE CITY SOUND



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— **Symbol of the city** of Verona and the third largest Roman amphitheater in Italy, after those of Rome (the Colosseum) and Capua, the Arena of Verona was built around the middle of the first century AD to host **gladiator fights, naval battles** or shows with exotic animals.

— Since 1913, when **Giuseppe Verdi's "Aida"** was performed here for the first time, it has hosted a prestigious **opera festival** every summer. Attending an opera in the Arena is an experience that takes your breath away, thanks also to the perfect acoustics, due mainly to its particular elliptical shape, which allows the singers' voices and music to propagate perfectly inside, so as not to need amplification systems. Famous artists such as **Maria Callas, Luciano Pavarotti, Placido Domingo** have performed here.

— In recent years, moreover, the Arena is often the background to **musical concerts**, shows of various kinds, **sporting events**, such as the arrival of the Giro d'Italia or ice skating competitions, some of these broadcast on national TV.



>> **See the full 2022 Opera Festival Calendar at page 103.**

— In Roman times the show took place in the center, with the audience all around, today instead the structure is used as a theater: one end hosts the stage, while the audience sits in a semicircle on the opposite side. Although in **Roman times** it originally had a **capacity of 30,000 spectators**, today it contains about half that number, both for stage requirements and for safety reasons.

— Architecturally, the appearance of this imposing amphitheater today is quite different from the original, especially because of the lack of the outer ring. The only part of the original **monumental facade** still standing is the so-called **Ala** (Wing), composed of four arches, which has become the most iconic image of the Arena today.



DISCOVER AND ENJOY



— Vinitaly **FAIR**

Veronafiere and several locations in Verona
• 10-13 April



— Vinitaly and The City **EVENT**

Cortile del Mercato Vecchio and its surroundings
• 8-11 April



— Verona Antiquaria **MARKET FAIR**

San Zeno district • 3 April



— Zucchero "Sugar" Fornaciari World Wild Tour

MARKET FAIR Arena di Verona

• 25 April-11 May



— Omaggio a Morricone. Musiche da Oscar

CONCERT Teatro Nuovo • 21 April



— Between Jazz and Classical

MUSIC Melissa Aldana Quartet • 21 April



— Gardaland Restor Reopening

ENTERTAINMENT Gardaland • from 2 April



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ESPOSIZIONE
DI BOSTONE
ITALIANO

Casa
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Agricoltura
Wine

11 EDIZIONE
vitality
WINE & SPIRITS EXHIBITION

COLDIRETTI

WELCOME | WHAT TO DO

DISCOVER AND ENJOY

The 54th edition of Vinitaly, the International Wine and Spirits Exhibition, invades the city of Verona with four days of major events, technical tastings, prestigious vertical tastings, walk around tastings, theme areas and focus on the main markets.

☰ EVENTS





10-13 APRIL

VERONAFIERE AND SEVERAL LOCATIONS IN THE CITY

From Europe to the United States, from Singapore to Japan, from Eurasia to emerging African markets. The 54th edition of Vinitaly - with more than **4 thousand exhibiting companies** - returns 10-13 April promising a full house. Sixty countries are involved in the promotion, communication and incoming programme organised by the Spa and Ice Agency, which, in addition to a total investment of 3 million euros, also share the selection of a business list of 500 top buyers from all over the world, joined by thousands of national and international operators.

Vinitaly will take place alongside "**Enolitech**" (Pavilion F), the International Exhibition of Technologies for the Production of Wine, Olive Oil and Beer, and "**Sol&Agrifood**", the exhibition dedicated to quality agro-foods.

The "**International Wine Hall**" (Pavilion I) is dedicated to international production. In the tasting area, there will be numerous guided tastings organised by the companies or national institutions to discover wines and spirits from Austria, Slovenia, Serbia, Turkey, Croatia, Argentina, France,



WELCOME | WHAT TO DO



South Africa, Spain, Venezuela, Moldova, Chile, Peru, Santo Domingo, the United Kingdom, Macedonia and Lebanon.

Other thematic areas include **"Vinality Tasting-The DoctorWine Selection"** (Pavilion 10); **"Vinitly Bio"**, an exhibition dedicated to certified organic wine produced in Italy and abroad; **"Vinality Design"** (Pavilion H), accessories and complements for catering and sommeliers; **"Mixology"**, an area dedicated to products from the cocktail world with a space for masterclasses; and **"Micro Mega Wines"** (Pavilion F), the new Vinality initiative dedicated to companies with small productions, from native and international vines, but with a high level of quality.

OFFICIAL WEBSITES

www.vinality.it

www.veronafiere.it

SOCIAL NETWORKS

Instagram @vinalityofficial

Facebook @vinalityofficial

#vinality

#vinality2022



8-11 APRIL

“INTO THE WINE”, THE VINITALY FUORISALONE

In the historic centre of Verona, “**Into the Wine**” boasts a rich calendar of unique events to immerse visitors in the world of wine. With **Vinitaly and The City**, the off-show of Vinitaly, Verona offers wine and good food enthusiasts **four days of tastings, meetings and events** but also theatrical performances, buskers, guided tours and much more.

In addition to tastings, master classes, workshops, sensory installations and exhibitions, workshops on the theme of sustainability and meetings with journalists, authors and leading wine experts, a rich **artistic programme** will take place every day in the squares of the centre of Verona.

A **tasting booklet (15 euros)** will be available for the purchase of one glass (with neck chalice holder) and three tastings at the stands in Piazza dei Signori, Torre dei Lamberti, **Cortile del Tribunale and Cortile del Mercato Vecchio**. The event’s most sparkling and trendy square is precisely the Cortile del Mercato Vecchio, home to the main stage and the main **concerts with free admission**: a location dedicated to a selection of the best Italian bubbles, as well as a special mixology activity.

>> **Discover more on: “Into the Wine”**



TRAILER



EVENTS





SAN ZENO DISTRICT, 3 APRIL

ANTIQUES, AN UNFAILING PASSION

MARKET FAIR Like every first Sunday of the month, the **San Zeno district** hosts a market for antiques, collectibles, modern and vintage items. The perfect occasion for tourists and the curious on the hunt for bargains, where they can rediscover **objects from the past and small hidden treasures**. About 250 exhibitors from all over northern Italy offer visitors art and antiques, furniture, knick-knacks, carpets, modern and vintage objects and clothes. There is also no shortage of fine embroidery, lace and traditional fabrics. Often this market is the occasion for thematic side events and small shows. The stalls are located in **Piazza San Zeno, Piazza Corrubbio, Piazza Pozza, Via S. Procolo, Via Lenotti** and **Via Porta San Zeno**.

VERONA ANTIQUARIA

Piazza San Zeno. Open 8am-6pm.



WELCOME | WHAT TO DO

ARENA DI VERONA, 25 APRIL-11 MAY

THE ITALIAN BLUES INVADES THE ARENA

CONCERT The Arena of Verona will be the only stop on the **world tour of Zucchero**, the Italian singer-songwriter and musician who is one of the leading exponents of the **blues in Italy**. The tour will touch Europe, Canada and the United States, South America, Australia, New Zealand and Asia. In the **14 shows in the Arena** between the end of April and the beginning of May the songs from the album "DISCOVER" (Polydor/Universal Music) and other important hits will be presented live in Italy. Composed of never-before-released reinterpretations, "Discover" is an album that collects **iconic songs of the Italian and international music scene**, combining its two musical souls, the best Italian melodic tradition and the deepest Afro-American roots.



ZUCCHERO "SUGAR" FORNACIARI WORLD WILD TOUR

Piazza Bra, 1.

www.zucchero.it

For info about tickets:

www.friendsandpartners.it

and www.ticketone.it.





TEATRO NUOVO, 21 APRIL

OSCAR SOUNDTRACKS BY ENNIO MORRICONE

CONCERT In the austere setting of the **Teatro Nuovo** in Verona, the second largest opera house in the city and the Veneto region, the emotional and nostalgic music of the **great maestro Ennio Morricone** will resound for one evening. The Ensemble Le Muse will perform re-elaborations of the most famous pieces that have made the history of his **famous film soundtracks**, from "Once Upon a Time in America" to "Mission", from "The Good, the Bad and the Ugly" to "Giù la Testa" and "Nuovo Cinema Paradiso", without forgetting some of his forays into Italian pop music.

OMAGGIO A MORRICONE. MUSICHE DA OSCAR

Ensemble Le Muse. Conductor: Andrea Albertini

Piazza Francesco Viviani, 10

www.teatro.it



WELCOME | WHAT TO DO

TEATRO RISTORI,
21 AND 29 APRIL

BETWEEN JAZZ AND CLASSICAL

MELISSA ALDANA QUARTET • 21 APRIL

Via Teatro Ristori, 7.

www.teatroristori.org

MUSIC Chilean saxophonist

Melissa Aldana will be one of the guest stars of the **Teatro Ristori** jazz concert season.

Described by *The New York Times* as "one of the more exciting young tenor saxophonists today", Melissa Aldana is inspired by the life and works of Frida Kahlo, creating a parallel between her experiences as a female saxophonist in a male-dominated community.

She will perform at the Teatro Ristori in an evening of good jazz music with Lage Lund on guitar, Kush Abadey on drums and Pablo Menares on bass.



OUT OF TOWN

GARDALAND RESORT, FROM 2 APRIL NEW “SCARY” ADVENTURES AT GARDALAND

ENTERTAINMENT April sees the inauguration of season 2022 at Gardaland Resort, a 238-day season of fun! The peak event is Saturday 2 with the opening of “Jumanji® -The Adventure”, the first Jumanji-themed attraction in the world, and the opening of the Resort’s three hotels. The new attraction will be a dark ride for adventurers of all ages, based on the popular Sony Pictures film series, in the heart of the Park. A stop not to be missed will also be a visit to Gardaland SEA LIFE Aquarium.

GARDALAND RESORT

Castelnuovo del Garda (30 minutes from Verona).

www.gardaland.it



ASPESI



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2022 EVENTS IN ITALY



APRIL

1-3/4 | Milan | Miart. www.miart.it

Mid-April | Milan | Milano Art Week. milanoartweek.comune.milano.it

10-12/4 | Milan | BIT Borsa Internazionale del Turismo. www.bit.fieramilano.it

10-13/4 | Verona | Vinitaly. www.vinitaly.com

23/4-27/11 | Venice | Biennale Arte 2022 (59th edition). www.labiennale.org

27/4-1/5 | Milan | MIA Fair (105th edition). www.miafair.it

MAY

2-15/5 | Rome | Tennis. Internazionali BNL d'Italia. www.internazionaliibnlditalia.com

6-29/5 | Several locations in Italy | Giro d'Italia (105th edition). www.giroiditalia.it

20/5-20/11 | Milan | 23rd Triennale Milano **12-14/5** | Turin | Eurovision Song Contest. www.eurovision.tv

28/5-5/6 | Venice | Salone Nautico Venezia. www.salonenautico.venezia.it

29/5 | Mugello (Tuscany) | Moto GP. Gran Premio d'Italia. www.motogp.com

JUNE

7-12/6 | Milan | Salone del Mobile. Milano. www.salonemilano.it

15-18/6 | Brescia-Rome-Brescia | Mille Miglia 2022. www.1000miglia.it

16-19/6 | Milan and Monza | Milano Monza Motor Show 2022. www.milanomonza.com

17-21/6 | Milan | Milano Moda Uomo. www.milanomodauomo.it

17/6-4/9 | Verona | Arena di Verona 99th Opera Festival. www.arena.it

24/6-10/7 | Spoleto (Umbria) | Spoleto Festival dei Due Mondi (65th edition). festivaldispoleto.com

JULY

3/7 | Siena | Palio. www.ilpalio.org

8-17/7 | Perugia | Umbria Jazz. www.umbriajazz.it

16/7 | Venice | Festa del Redentore. venice.wheretailia.com



2022 EVENTS IN ITALY



AUGUST

16/8 | Siena | Palio dell'Assunta.

www.ilpalio.org

31/8-10/9 | Venice |

International Exhibition
of Cinematographic Art.

www.labiennale.org

SEPTEMBER

10-18/9 | Milan | The Italian

Glass Weeks.

www.theveniceglassweek.com

11/9 | Monza (Milan) | Formula 1.

Italian Grand Prix.

www.formula1.com

15-17/9 | Verona | World Tourism

Event. www.wtevent.it

16-19/9 | Terni | Umbria Jazz.

www.umbriajazz.it

17-25/9 | Venice | The Italian Glass

Weeks. www.theveniceglassweek.com

20-26/9 | Milan | Milano Moda

Donna. www.cameramoda.it

22-27/9 | Genoa |

International Boat Show.

www.salononautico.com

OCTOBER

8/10- 6/12 | Alba (Piedmont) |

International Alba White Truffle Fair.

www.fieradeltartufo.org

9/10 | Trieste | Barcolana. www.barcolana.it

NOVEMBER

3-6/11 | Verona | Fieracavalli

(124th edition). www.fieracavalli.it

8-13/11 | Milan | EICMA

International Motorcycle and
Accessories Exhibition.

www.eicma.it

Mid-November | Milan | BookCity

Milano. bookcitymilano.it and Music

Week. www.milanomusicweek.it

21/11 | Venice | Festa della Salute.

www.wheretailia.com/venice

End of November | Venice | Teatro

La Fenice. Opening of Opera and

Ballet season. www.teatrolafenice.it

DECEMBER

7/12 | Milan | Teatro alla Scala –

Opening of the Opera Season.

www.teatroallascala.org



WELCOME | AROUND THE CORNER

LAKESIDE DESTINATION

Just 30 minutes from Verona, Lake Garda attracts millions of visitors thanks to its mild climate, its old-fashioned atmosphere and its breathtaking scenery, including scenic roads along the coast, Renaissance villas, Romanesque hamlets and small villages.



**Punta San Vigilio
(Lake Garda)**

© STEFANO TERMANINI/SHUTTERSTOCK.COM

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WELCOME | AROUND THE CORNER

Surrounded by **three distinct regions** – Lombardy, Trentino Alto-Adige and the Veneto – **Italy's largest lake** is one of the most important tourist destinations in the country. Characterized by a mild climate all year round, Mediterranean vegetation, colours and scents reminiscent of the sea, Lake Garda is surrounded by **picturesque villages, seaside resorts, historical remains, harbours, parks and nature** reserves: capable of satisfying **nature lovers**, those who want to discover places rich in **history and culture**, as well as the more sporty who can enjoy trekking, excursions and above all, thanks to the constant winds, **water sports**.

The most famous places include **Sirmione**, the favourite destination of the poet Catullus and Maria Callas, with its splendid **Rocca Scaligera, Gardone Riviera**, with the Vittoriale degli Italiani, the house-museum of the poet Gabriele D'Annunzio, **Peschiera del Garda**, with its fortress and 16th-century ramparts.

Not far from Verona, we find Bardolino, a very lively centre with its typical maze of alleyways, shops, bars, restaurants and



WELCOME | AROUND THE CORNER



nightclubs, and **Garda**, where it is worth visiting the Pieve di Santa Maria in Garda, one of the oldest religious buildings in the area, which has a beautiful 15th-century cloister and some 15th-century frescoes.

Lovers of architecture should not miss the famous Garda villas, including the 16th-century **Villa Guarienti**, which stands at the centre of the San Vigilio promontory, with its Italian-style garden and lemon house built in Venetian Gothic style, and **Villa Albertini** surrounded by an immense park stretching across the hill behind it, in a riot of Mediterranean fauna.

History and archaeology enthusiasts should not miss the rock engravings in the **Torri del Benaco** area. Engraved on a rock that has become a sort of natural blackboard due to glaciation, you will find graffiti from various eras, mostly dating back to prehistoric times.

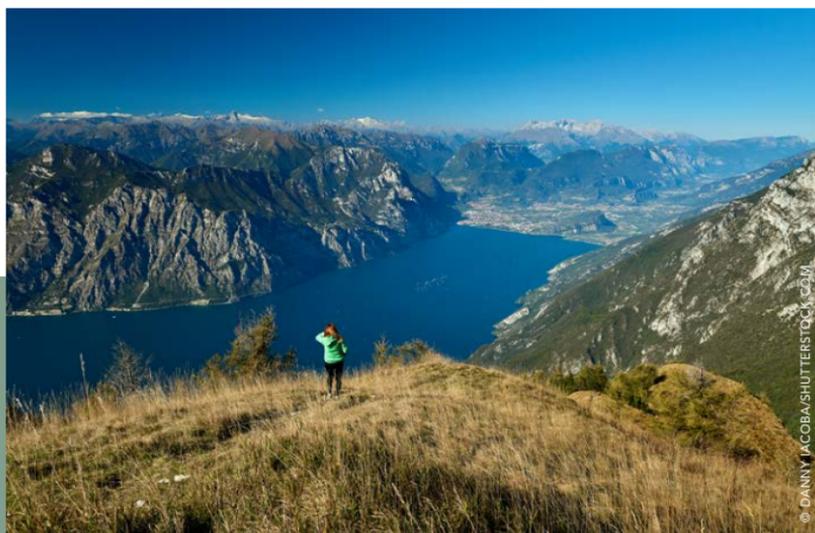
The area is also characterised by the production of excellent wine and olive oil. Custodian of extraordinary culinary and enogastronomic excellence, Garda is the production area of red radicchio, rice of the **vialone nano** variety, **Lessinia cheeses**,



WELCOME | AROUND THE CORNER

fish and Garda oil, and even **pandoro** and **Amarone della Valpolicella**, all typical products capable of satisfying even the most demanding traveller.

The nearby Gardaland, one of Italy's largest amusement parks, boasts several of the country's most famous attractions, including roller coasters, simulators and theme parks designed to appeal to visitors of all ages (www.gardaland.it).



THE NATURAL PARK OF MONTE BALDO

It dominates Lake Garda and is the ideal place for a **holiday in contact with nature and good food**. We are talking about **Monte Baldo**, a mountain resort in Trentino on the border with Veneto, which offers a 360° **panorama of the lake** (don't miss the Cima Valdritta viewpoint at 2,200 m). In the summer months, you can enjoy long walks along the mountain paths, mountain bike rides or horseback rides (for the more daring there are also hang-gliding or paragliding excursions). In winter, the holiday resort turns into a **top ski resort** thanks to the futuristic **Malcesine-Monte Baldo rotating cable car**.



[WELCOME TO ITALIA]

Dream experiences

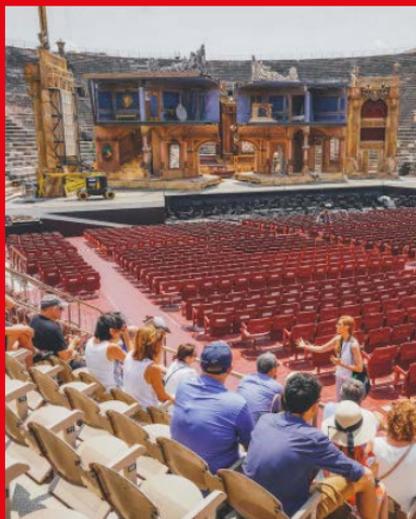
To discover the beauties of the city or to try out special experiences, Welcome to Italia offers you some unmissable opportunities. Choose whether to take part in **exclusive city tours** or book the **experience** you've been dreaming: www.welcometoitalia.com



VERONA HIGHLIGHTS WALKING TOUR

Enjoy a pleasant walking tour following your guide through the old town and discover the most famous landmarks.

> CLICK & BUY



ARENA TOUR WITH FAST TRACK

Visit the Arena and learn about its construction, its current and ancient use, and the historical legends behind it. Meet with the guide outside to join this guided tour, then skip the long queue at the entrance.

> CLICK & BUY



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In love with Italy?



Live your dream and get
your experience in a click

Welcome to Italia network
promotes the Italian tourist heritage,
combining selected contents
with high-quality experiences.

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www.welcometoitalia.com



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SHOPPING



When the elegance becomes smart

Discover Boggi Milano, the Italian brand of clothing and accessories for him, focused on quality fabrics and stylistic research.

>> **Via G. Mazzini, 14/16. T: 045 590823**
Open daily
10am-7.30pm.
www.boggi.com
 **BoggiMilanoOfficial**

In the heart of Verona, Boggi Milano has renovated its historic boutique in **Via Mazzini 14/16**, creating an innovative **synergy between collections and interior design**. The new masculine identity that the Italian brand wants to communicate today moves in the direction of greater **performance and comfort**. In fact, the brand is increasingly focusing on **innovation, technology, sustainability and quality**, thanks also to the use of raw materials with high technical performance. The concept store also has an **omnichannel approach**, the result of perfect integration between the physical and digital worlds, which allows it to work in synergy with the **e-commerce platform**.

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 SEE MAP



Outlet & More

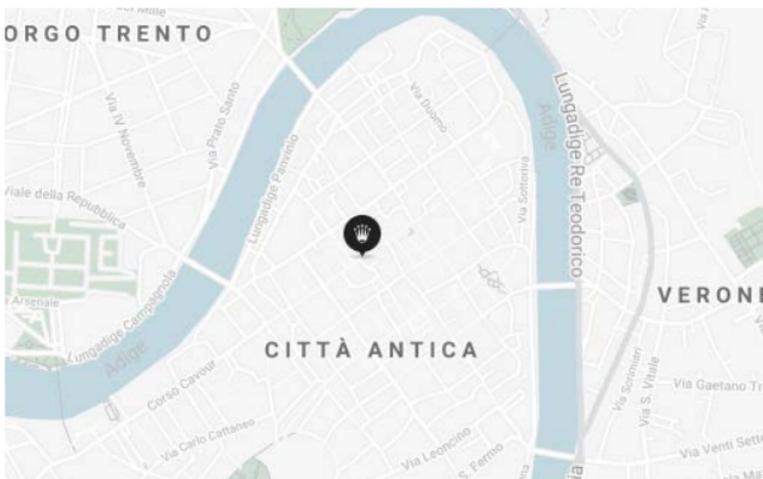


Official Rolex Retailer Benetti

Gioielleria Benetti is part of the global network of authorised Rolex dealers; they are the only ones in Verona who can sell and service Rolex watches. Expertise, technical preparation and exclusive equipment guarantee the long-term reliability of a wide range of models for him and for her and an unparalleled standard of quality.

**Benetti S.P.A. Erbe. Piazza delle Erbe, 39
(corner of Porta Borsari)
T: 045 59455. benetti.store**

OFFICIAL RETAILER



SHOPPING

Strolling through Verona

A stroll through the boutiques and craft shops in the centre is an opportunity to discover that Verona is a city that has nothing to envy to the great fashion capitals of Italy.



VIA MAZZINI, BETWEEN PIAZZA BRA AND PIAZZA DELLE ERBE

The main shopping streets are located in the **historic centre** and are all close and interconnected: Via Mazzini, Via Pellicciai, Via Cappello, Via Stella, Via Roma, Corso Porta Borsari, Corso Sant'Anastasia and Piazza delle Erbe. Here you can find boutiques selling clothing, eyewear, shoes, jewellery, perfume, furniture and antiques, as well as bookshops, grocery shops and cafés.

Via Mazzini is the most elegant and fashionable street can be defined as the shopping street par excellence due to the presence of big names in high fashion. There are also some famous **international store chains** with well-known names in fast-fashion.



PIAZZA DELLE ERBE, WHERE TO SHOP THE VERONESE WAY

If you fancy a more “traditional” shopping experience and want to immerse yourself in the habits of the Veronese, drop by the **market in Piazza delle Erbe**, which has become an institution. In this beautiful square, you will find stalls selling **everything from fruit to sweets to souvenirs**. The market runs from Monday to Saturday (7.30am-8.30pm) and exceptionally on some Sundays.



© ALIAXSANDR ANTANOVICH/SHUTTERSTOCK.COM



Fratelli Rossetti between style and craftsmanship



Italian high-end footwear brand Fratelli Rossetti has been a symbol of style and craftsmanship for 70 years. Now in its second generation, the brand has always demonstrated its ability to combine **contemporary design** and **manual techniques**.

From the slippers to the “Brera” and “Yatch” loafers, from the “Hobo” to the “Magenta” boots, the models designed by Fratelli Rossetti have made **history in Italian footwear design**. Iconic accessories that complete an elegant look that is in **step with the times and comfortable**.

The brand’s proposals are renewed every season, creating new lines of footwear for him and her.

For those who love accessories that express an “it”, the Fratelli Rossetti boutique in via Mazzini 21 is a must in the shopping street par excellence.



FRATELLI **ROSSETTI**

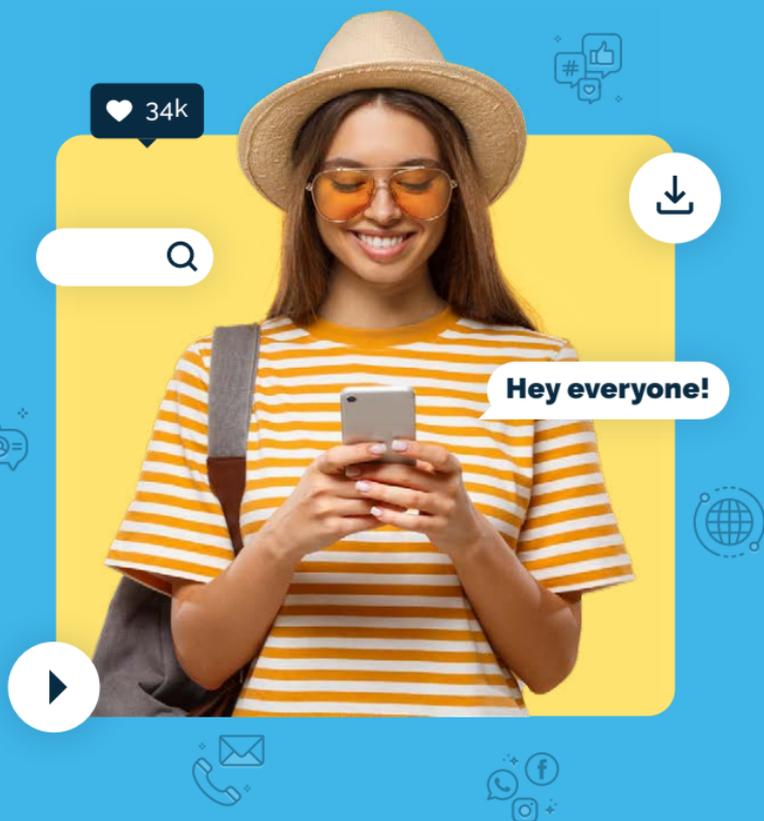
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SAN ZENO DISTRICT, FOR ANTIQUES LOVERS

Every first Sunday of the month “**Verona Antiquaria**” is held in this district, just a few steps from the city centre. It is a true paradise for **collectors and vintage lovers**. Among the stalls in Piazza San Zeno, Piazza Corrubbio, Piazza Pozza, Via San Procolo, Via Lenotti and Via Porta San Zeno, there is no lack of opportunities to buy an object of the heart, a souvenir or a unique collector’s item.



SHOPPING



VERONETTA DISTRICT, THE YOUNG SIDE OF THE CITY

On the left bank of the river Adige, there is an area called Veronetta. It can be reached by leaving the Church of San Fermo and crossing the Ponte San Fermo. From here starts Via XX Settembre, a long street that leads to the university area, with multicultural shops and students walking around.

A buzzing neighbourhood full of alternative venues, art galleries and craft shops: this is Veronetta, home to one of the city's university centres, the Santa Marta campus. Less touristy than the centre, but with a young, alternative atmosphere.

Going in Veronetta will give you the opportunity to enjoy the local lively atmosphere.

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BOGGI
M I L A N O

VERONA

Via Giuseppe Mazzini 14/16

LEAF

THE VERSATILE SHIRT JACKET

shop at boggi.com

Modern atmosphere *historic* flair



Inspired by the wonders of nature, L'Occitane en Provence was founded in 1976 in Provence, where fragrant lavender fields are a constant reminder of **nature's bounty**. The products are formulated in the south of France from **essential oils** and **natural ingredients** developed according to the principles of phytotherapy and aromatherapy. A **network of 130 producer-partners** who cultivate precious ingredients, and a laboratory that combines tradition and innovation, developing natural, effective, sensory and sustainable cosmetic products. The product lines offer the best in quality for **body and facial care** or for **perfuming the home**. Among the bestselling products: Karité Hand Cream, Divine Cream with Immortelle flower, Concentré de lait Amande or Eau de Toilette Verveine. The Boutique in Verona is located in the central Via Mazzini 63 and is open every day from 10am to 8pm.

Pavin, *luxury* experience



In Verona Pavin Group has been present since 1980 with **4 boutiques in the historic centre**, offering a **unique and personalised shopping experience**, in refined and welcoming environments. If **Pavin Luxury Goods**, in Via Cappello 9, offers a unique selection of accessories by Italian and international brands (Salvatore Ferragamo, Sergio Rossi, Jimmy Choo, Chloè, Hogan, Philippe Model, Santoni, Premiata), **Pavin Elements**, in Via Mazzini 35, is the boutique dedicated to women and men looking for a refined and classy total look (Polo Ralph Lauren, Herno, Fay, CP Company, Barba, Tagliatore, Jacob Cohen, Parosh). **Cuoieria**, in Corso Porta Borsari 19/21, is the perfect shop for those who love Made in Italy artisan footwear, while **Erbavoglio**, in Via Mazzini 35, offers clothing and accessories for children to accompany them through the most important stages of their growth (Gucci, Off White, Palm Angels, Dsquared, Polo Ralph Lauren, Stella McCartney, Stone Island, Hogan, Premiata).

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Tax Free Refund Guide

According to the Italian law, non-EU resident travellers may be granted VAT relief/refund for goods intended for personal or family use purchased in Italy. This relief is surely **an advantage for the foreign travellers**: in fact, it allows to save from a minimum of 4% up to a maximum of 22% of the selling price of the goods purchased. Here is a **short guide** according to the **Italian legislation** to discover the common system of value added **tax exclusively for non-EU resident travellers**.

- 1. VAT** (in Italian: IVA) is a **value added tax** on goods and services, and is part of the European Union's value added tax system.
- 2. In some cases**, travellers may be granted a **VAT refund**. This refund does not cover the services supplied by hotels, restaurants, taxis or agencies.
- 3. You may be eligible for a VAT refund** provided that:
 - you are a **non-EU resident**;
 - the goods purchased are intended **for personal or family use** only and are carried in your luggage;
 - the overall value of the goods purchased exceeds **154,94 Euro** (VAT included);
 - the purchase is certified by an **invoice**. This invoice should include a description of the goods purchased, your personal information as well as the details of your passport or any other equivalent document;
 - the goods shall leave the EU territory by the **third month** following the date of issue of the invoice, as proved by the **"customs stamp"**;
 - from 1 September 2018, tax free invoices in Italy must be electronically transmitted by the national seller to OTElLO information system (**Online Tax Refund at Exit: Light Lane Optimization**) and their validation is digitally carried out.
 - after the digital "customs stamp" is obtained, OTElLO will send a message to the retailer that all the requirements are met and, as a consequence, the retailer will reimburse the amount due or will settle the tax relief.



Tax Free Refund Guide

- the invoice is **returned to the Italian retailer** within four months after the purchase was made. If the invoice is stamped by other EU countries, it needs to be brought to the shop retailer by the fourth month following that of the purchase.
- 4.** The goods purchased and the relevant invoice must be **shown at the customs** exit point when leaving EU territory (if you intend to pack the purchased items into your check-in luggage, you must go to Customs **BEFORE checking in**).
- 5.** After leaving EU territory, the traveller must return the original invoice, regularly endorsed by the customs office, to the Italian retailer. Said invoice must be returned within four months from the date when the document was issued.
- 6.** The refund can be made **directly by the Italian retailer** (however, make sure that the shop you've chosen displays a "Tax Free Shopping" or "Euro Tax Free" sign in its window).
- 7.** Several **Tax-Free companies are able to offer immediate VAT cash refunds** when the goods leave either Italian or EU territory (thus exonerating the passenger from having to return the invoice to the retailer). However, this procedure only applies at major international airports or main border crossings. **Most major department stores have Tax Free Refund offices.**
- 8.** The services provided by Tax-Free companies imply the payment of a small administrative sum which is **directly deducted** from the amount of VAT refunded to the traveller.
- 9.** In the event of a traveller not receiving a VAT refund within a reasonable period of time, he or she should re-contact the Italian retailer or one of the aforementioned companies.
- 10.** However, please note, VAT cannot be refunded directly by customs offices.

Source: www.adm.gov.it/portale/ee/citizen/



OUTLETS



In addition to the shopping destinations that can be found in Verona, those with a **passion for shopping** and **an eye for saving** cannot fail to plan a visit to the **outlet villages around the corner**, small towns where you can find many Italian and international **brand shops**.





NOVENTA DI PIAVE

The Designer Outlet is conveniently located for easy access from Verona, **just 1 hour and 30 minutes** away from the city centre. Noventa di Piave is part of the McArthurGlen group, Europe's leader in designer outlet shopping, with 26 outlets in 10 countries.

The group in Italy also boasts "Serravalle" near Milan and Genoa (the largest Designer Outlet in Europe), "Barberino" near Florence, "Castel Romano" near Rome and "La Reggia" near Naples.

- **WHERE:** The outlet has a beautiful setting with mosaics and frescoes, inspired by Venetian and Treviso palazzos. It is located adjacent to the motorway exit San Donà-Noventa di Piave (A4 Milan-Triest).
- **WHAT:** Noventa di Piave offers a strong mix of fashion and homeware brands for women, men and children, from the



OUTLETS



ultimate designer must-have to high-street fashion favourites. The outlet hosts 150 fashion and design brands, from iconic fashion brands like Prada, Gucci, Armani, Fendi, Polo Ralph Lauren, Jil Sander, Roberto Cavalli and Paul Smith to sporting labels, like Nike and The North Face, and high-street favourites, like Guess and Desigual. Discounts to 70% all year round.

- **WHEN:** You can visit the outlet every day, from 10am to 8pm.
- **NOT ONLY SHOPPING:** other highlights include cafés and restaurants, a children's play area, and free parking. Non-EU residents can reclaim any VAT paid on items purchased here. www.mcarthurglen.com/en/outlets/it/designer-outlet-noventa-di-piave

MANTOVA VILLAGE

Half an hour from Verona, Mantova Village offers a unique shopping experience in a land that combines shopping, culture and the sweet life. In addition to Mantova, the **Land of Fashion Villages** include 4 other outlets in Italy's most beautiful locations: Valdichiana, Franciacorta, Palmanova and Puglia.

A package of services is available using the **same "Village Card" at all Land of Fashion outlets.**

- **WHERE:** the Village, just 10 km from Mantua, is near to the



Brenner motorway. You can easily reach the outlet from Verona (Porta Nuova Station) by train or by car (A22 motorway with toll). The address is: Via Marco Biagi, Bagnolo San Vito (Mantova).

• **WHAT:** over 100 boutiques with a selection of Italian and international brands at prices reduced by up to 70% off the retail price. Among the fashion brands you can find Harmont & Blaine, Liu Jo, Luisa Spagnoli, Motivi, Nanapijri, Sisley, Timberland, Trussardi and many more. Sports brands include Adidas, Freddy, Nike and Salewa; and for your home and lifestyle discover Bialetti, Basetti, Gabel, Italian Factory and more.

• **WHEN:** you can visit the outlet every day, from 10am to 8pm.

• **NOT ONLY SHOPPING:** other highlights include cafés and restaurants, a playground, and an electric car charger. Non-EU residents can reclaim any VAT paid on items purchased here.

www.mantovavillage.it

FRANCIACORTA VILLAGE

Nestled between Lakes Garda and Iseo, **one hour from Verona**, Franciacorta is not only the home of the famous wines but also offers a unique shopping experience. In addition to Franciacorta



Franciacorta Village



OUTLETS

Village, the **Land of Fashion Villages** include other 4 outlets in Italy's most beautiful locations: Valdichiana, Mantova, Palmanova and Puglia. A package of services is available using the **same "Village Card" at all Land of Fashion outlets.**

- **WHERE:** you can easily reach the Village from the Verona airport (Villafranca) by car (A4 motorway with toll) or from the Verona train station (Porta Nuova) by AeroBus. The address is: Piazza Cascina Moie,1/2 - Rodengo-Saiano (Brescia).

- **WHAT:** over 190 stores with a selection of Italian and international brands at prices reduced by up to 70% off the retail price. Among the fashion brands and shops you can find Baldinini, Blumarine, Bric's (new), Del Mare 1911, Doriani Cachemere, Hartmont & Blaine, Liu Jo, Motivi, Nanapijri, Pollini, Roncato, Sisley, Timberland, Tommy Hilfiger, Trussardi and many more. Sports brands include Adidas, Dolomite, Freddy, Nike, Rossignol, Salomon, The North Face; and for your home and lifestyle don't miss Bialetti, Richard Ginori, Villeroy & Boch.

- **WHEN:** the Village is open from Monday to Sunday, from 10 am to 8 pm.

- **NOT ONLY SHOPPING:** other highlights include cafés and restaurants, a children's play area, and free parking. Non-EU residents can reclaim any VAT paid on items purchased here.

www.franciacortavillage.it



Franciacorta Village



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OVER 100 STORES UP TO 70% OFF

OUR BRANDS: ADIDAS - BLUGIRL - BLUMARINE - BREIL - CALVIN KLEIN - CALEFFI - CARPISA - CASTELLANI - CC COLLECTION CORNELIANI - GEOX - GUESS - LINDT - LIU-JO - LIU-JO UOMO - LEVI'S - LUISA SPAGNOLI - MANILA GRACE - NAPAPIJRI - NIKE - NORTH SAILS - POLLINI - PIQUADRO - THE BRIDGE - TIMBERLAND - TOMMY HILFINGER - TRUSSARDI **and many more.**

COME TO WHERE SHOPPING IS DOLCE VITA.

MANTOVA VILLAGE

LAND OF FASHION

HIGHWAY A22 > EXIT MANTOVA SUD • MANTOVAVILLAGE.IT

FOOD & WINE

TASTING



Welcome to Caffè Dante Bistrot

The heart of Verona's gastronomic tradition, Caffè Dante represents tradition and refined simplicity.

>> **Caffè Dante Bistrot**
Piazza dei Signori, 2.
T: 045 8000083
Open Tues-Sat 10am-11pm; Sun 10am-7pm.
www.caffedante.it

If you want to try **Veronese specialities**, with a touch of creativity, served in the **elegant rooms** of a 19th-century building with a **dehors** on the square, **Caffè Dante Bistrot** is the place to go. The "Dante" is reminiscent of a Parisian bistro, a **vintage corner** with art deco overtones, in the refined setting of **Piazza dei Signori**. The cuisine is based on local (and even national) specialities revisited with a **contemporary twist**. Great attention is paid to the choice and presentation of meat, with a preference for grilled meats. Perfect for a **classy lunch or a romantic dinner**, this restaurant will leave its mark with a food and wine experience that has few precedents.

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>> INSIDER TIPS



- **Breakfast time** in Italy can be from 6am to 11am, depending on what time you got up, and it usually includes a cappuccino, which is a morning drink, and “cornetto” or other sweet pastries.

- **Lunchtime** usually ranges from midday to 2pm (that is

why many of the shops of the shops close in these hours), **dinnertime** from 8pm to 10pm.

- Between 6pm and 9pm it's **aperitivo time**, an Italian tradition started in Verona. If you're feeling hungry between 3pm and 5pm then it's time for you to have a “merenda”, a quick snack between the two main meals. Should you be hungry at late night, you can check several list of **late-night restaurants in Verona**.

- Never forget to check the restaurant's **weekly closing day**, which – most of the time – will be Monday.

- **Reservations** for most restaurants are strongly advised.

- In Italy, service is included in the price meaning that although **tipping is not compulsory** but it is obviously appreciated as a sign of satisfaction.

- Some menus include the word “**coperto**”, a small surcharge corresponding to the cost of the service and bread (usually between 1 and 3 euros per person).

- If you want **tap water**, you should specify it to the waiting staff of the restaurant or bar, asking for a glass of “acqua di rubinetto”.

- Although no dress code exists in Italy, **semiformal clothing** is usually considered de rigeur at restaurants.

- All restaurants and bars are **non-smoking** unless a separate smokers' area is specifically offered.



Modern atmosphere *historic* flair



In the historic centre of Verona, **Casa Mazzanti Caffè** overlooks **Piazza delle Erbe**, the site of the city market since Roman times. The café is located inside the **Case Mazzanti**, extraordinary buildings that are among the most beautiful in the whole of Verona: owned by the Scaligeri family in medieval times, they are characterised by their **frescoed facades** from the 16th century. A **café, restaurant and lounge bar**, Casa Mazzanti Caffè welcomes guests from the morning with breakfast and selected coffees (try the Arabica Carcolito from Brazil) and the artisan pastries of Caffè Wallner. English breakfast variations within a typically Italian menu are also available. For **lunch and dinner**, prepared with the best of ingredients, **fresh pasta** is carefully cooked every day, dressed with seasonal sauces. Finally, for evenings with friends, **cocktails** for every taste and **aperitifs** to perfection.

A pasta *heaven* in Verona



In the streets of the centre, **La Bottega della Gina** offers the true taste of home-made tradition. A **speciality food and delicatessen shop** that has become an institution in Verona: gnocchi and fresh pasta of all kinds are prepared here by hand, especially with fillings. The pasta is handmade, “**express**” cooked and served with great courtesy and politeness. A small place, a little hidden away, but with an extremely **genuine cuisine** with delicate flavours and excellent ingredients, of high quality and well presented. Whether it's a portion of tortellini to enjoy while strolling, or fresh pasta to take home for a special evening of “**takeaway tortellini**”, La Bottega della Gina is the place to enjoy one of Italy's most typical specialities. Open Wed-Sat 10am-10pm; Tues and Sun 10am-7.30pm. Closed on Monday.

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Good *food* and great *music*



A restaurant, pizzeria and jazz club, **Le Cantine de l’Arena** is a stone’s throw from the Arena of Verona with an important dehors. The **restaurant-pizzeria** is located on the ground floor of a majestic 17th century building and offers a rich selection of **typical Veronese and regional dishes**.

The pizza is prepared faithfully following the Neapolitan recipe. The **music brasserie** is in the cellars with a vaulted brick ceiling: a refined environment with a **magical atmosphere**, where you can listen to good music while enjoying delicious food and grilled meat. From aperitifs to after-dinner drinks, the bar offers a variety of speciality wines and spirits accompanied by imaginative snacks, bruschettas and platters of cold meats and cheeses. Live music three or four times a week, with a strong preference for jazz and blues.

Genuine flavours in the Custoza hills



Food that is always fresh and **raw materials of the highest quality**: at **Principe Amedeo** all this is cared for and offered to guests with great passion. Situated in the **hills of Custoza** to the south-east of Lake Garda in an environment of great **natural beauty**, this agriturismo has been dedicated to catering, hospitality and food for forty years. A location where you can savour the pleasure of a memorable evening or lunch, not least because of the **courtesy and attention to detail**. Authentic flavours are brought to the table, from the first courses prepared day by day, to the wine list that reflects the tradition of the area. The rooms have a veranda that opens onto the gardens, the pergola of strawberry grapes, the BBQ area and, above all, the first fruits of the almond and pomegranate orchards, the olive trees and the vegetable gardens where the ingredients served at the table are grown.

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Verona flavours

It would be a pity to visit Verona without dedicating some time to the discovery of the local enogastronomical excellences, some of them are internationally known, others are more niche, but equally noteworthy.



AMARONE

This is a dry red raisin DOCG wine, produced exclusively in **Valpolicella**, a hilly area surrounding Verona and extending from Lake Garda to almost the border with the province of Vicenza. The climate and soil of this area, protected by the Lessini Mountains to the north and influenced by the almost Mediterranean climate, mild and not very rainy of Lake Garda, contribute to determine the organoleptic characteristics of this wine with its **full and velvety flavor**, which goes well with **full-bodied meat dishes**, such as braised meat, stews and roasts, but also with **cold cuts** and **hard cheeses**.

RISOTTO ALL'AMARONE

If you are true lovers of Amarone, you cannot avoid to taste a typical recipe where it is the protagonist together with another excellent product of the territory: **Vialone Nano rice**. This is



the delicious **Risotto all'Amarone**, which you can obviously taste in the best restaurants of Verona.

MEAT-BASED MAIN COURSES

Rich **stews served with polenta** are also a feature of Veronese cuisine, such as **brasato all'Amarone** (beef braised in red wine) and **pastissada de caval**, a horse meat stew made rich with medieval spices.

MONTE VERONESE DOP CHEESE

Another traditional product of the area, which goes very well with Amarone and with the other red wines of Valpolicella, is **Monte Veronese DOP cheese**, which was born in the mountains of Lessinia, paradise for lovers of **dairy products**: from butters, to caciotta cheeses, to various malga cheeses.

DESSERTS

As for desserts, Verona's most popular dish is **Pandoro**. Literally meaning "Pan de Oro" ('golden bread'), it is a sweet brioche-style cake dusted with icing sugar, with its typical eight-pointed star shape. Like the Milanese panettone, but much older, it has become an Italian staple for Christmas and New Year.

Another typical local cake is the **Torta Russa**, a pastry cake wrapped in a thick **almond paste**, so-called because its shape resembles that of a colbacco.



WINE



Signorvino, cellar with kitchen

In Verona and surroundings, lots of (excellent) Italian wine labels and quality food: a stop at Signorvino is well worthwhile.

>> Verona: Corso Porta Nuova, 2 | Via Mazzini, 6 | Via Preare, 15
 Affi: Via San Pieretto, 15
 Vallese: Via Spinetti, 1
www.signorvino.com

It is not just a shop. Signorvino is a reference point in the city for all **wine and food enthusiasts** and for all those who want to **experience the best of Italian production at affordable prices**. At Signorvino you can buy a bottle of wine for any occasion, have **lunch or dinner**, have an **aperitif tasting** new combinations, take part in lessons, tastings, Masteclasse or spend an evening together thanks to the over 1000 events organised every year. In all stores you can find **over 2000 labels** representing the Italian territories with the greatest wine vocation, **big names and very small companies** that are often hard to find.



Enjoy the top



ENOTECA VILLAFRANCA

More than 1700 labels of quality wines, including wines from all over the world, French wines, old vintages and spirits, selected with passion from **large wineries** and **small wine producers**. The wines can be tasted, collected or given as gifts. Online shop.

**Via Angelo Messedaglia,
124/a. T: 02 6305342**
www.enotecavillafranca.it



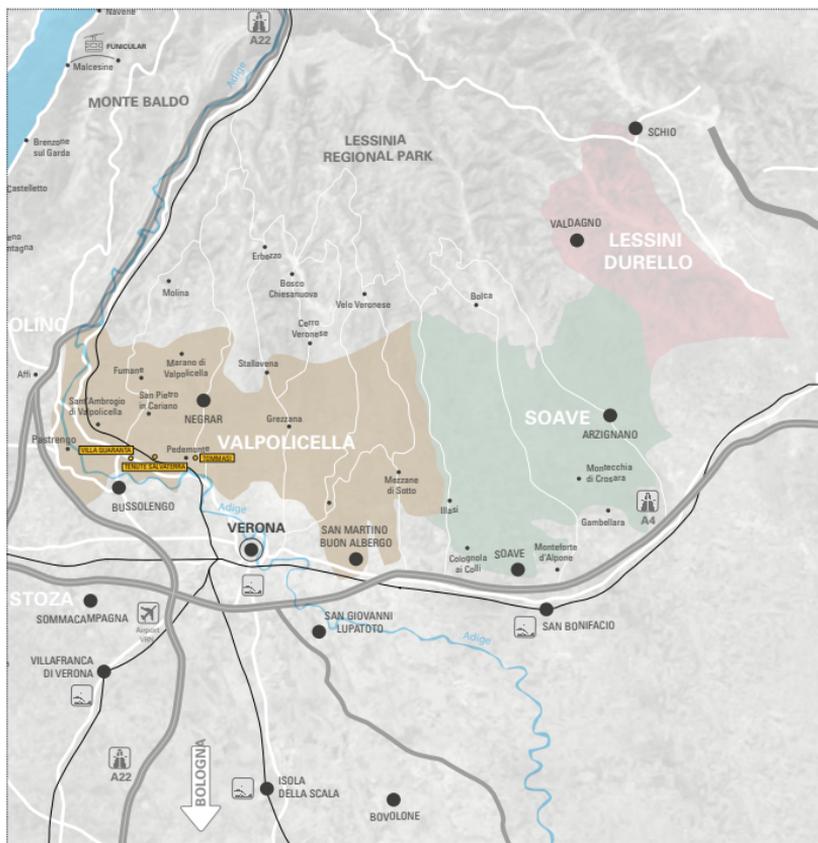
BOTTIGLIERIA BARALDI

Wine, beer and liqueurs selected with passion by the **Baraldi family**. A wide choice of wines, both local and not, a good range of small producers of Champagne, small refined **gastronomy**, craft beers, high quality Spirits and **vintage bottles**.

Via Roma, 10
T: 02 566393 winebar-
bottigliera-baraldi.business.site



Valpolicella-Soave-Lessini Durello



On the trail of taste/1

A few kilometres north of Verona are famous wine-growing areas where many of the world's most exported Made in Italy wines are produced: these include the hilly area of Valpolicella, the kingdom of Amarone, Soave and Lessini Durello. The whole area deserves an itinerary to discover the most prestigious or characteristic wine cellars.





History and nature in *Valpolicella*



Torre di Terzolan is a historic settlement in the upper Squaranto Valley that represents excellence in Valpolicella. A winery perfectly sized for its **small production**: 3 hectares of **vineyards** and 6 of **olive groves** that lead to a variable production of organic oil and wine. An **ancient residence** dating back to the 1600s that belonged to Cardinal Ridolfi, today it is equipped with **four elegant suites** that welcome guests in a refined atmosphere.

There are **four historic vineyards** surrounding the property: Il Brolo Alto, Il Binte, La Mezzaluna and La Pala, planted with the indigenous varieties Corvina, Corvinone, Rondinella and Croatina. Its production of **Valpolicella Superiore** and **Amarone** wines - elegant, persistent and refined - is niche, with limited availability. In the ancient portico of the Torre di Terzolan the carefully selected grapes are left to dry, then taken to the evocative stone cellar, until they are optimally dried.

Soave, between tradition and quality



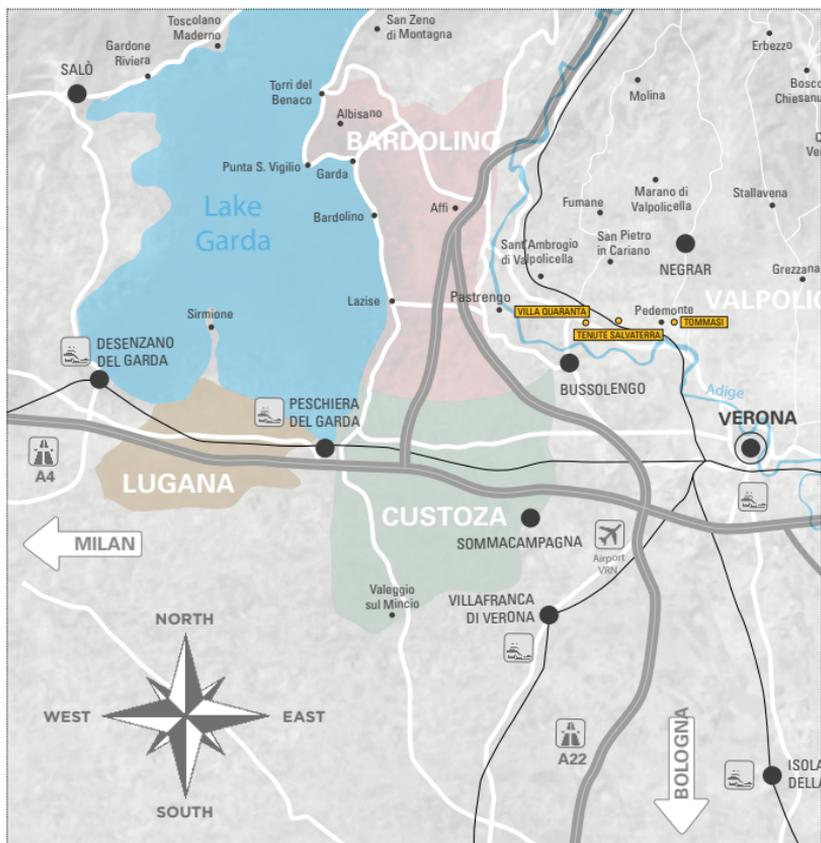
From a **long family history**, in the heart of the **medieval town of Soave** stands the **Pieropan** winery, where grapes and wines of excellence are produced. A great knowledge of the land and raw materials, combined with a great passion and a strong entrepreneurial spirit make this company a flagship in the Veneto region. The cultivation of the grapes, pressing, vinification and bottling all take place on site. Its vineyards are all located in the **classic hilly area of Soave**, with different exposures and altitudes: **Calvarino**, cultivated in terraces and on soil of volcanic origin; **La Rocca** located in the **impressive hypogeum of a hillside** of calcareous origin, and **Monte Garzon**, 400 metres above sea level, ventilated and clayey for rich, structured and elegant wines. There are **two Pieropan cellars**: the historic one, in the heart of Soave, where all stages of production take place and which also houses the historical memory of Pieropan production - and the other in a modern, sober style at Villa Cipolla.

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Lugana-Custoza-Bardolino



On the trail of taste/2

Along the Veronese shores of Lake Garda, the three wine regions of Bardolino, Custoza and Lugana have in common the Garda terroir, which guarantees a moderate microclimate and altitude and a moraine soil rich in humus. Bardolino is a land of red and rosé wines, Custoza and Lugana of white wines, but all are distinguished by their freshness and ease of drinking.





Lugana, a duo of vine and territory



The **Ottella winery** in the Peschiera del Garda area is one of the most renowned wine producers in the **southern part of Lake Garda**. Relying on the Trebbiano di Lugana vine, locally known as “turbiana”, the company produces modern wines in full respect of the particular characteristics of the territory. A clay and limestone soil of glacial origin of **40 hectares**, combined with a constantly ventilated microclimate, results in fine, healthy grapes. A few ingredients, where simple becomes synonymous with quality. The Ottella winery cultivates **both white and red grapes**, producing a large number of labels. Among the reds, the Venetian wine expressions of **Amarone** and **Valpolicella** stand out, while among the whites, **Trebbiano di Lugana** reigns supreme. Mineral sapidity, aromatic finesse and freshness define the imprint of Ottella wines, which can tell the soul and essence of a grape variety and a territory.

Tasting experience in the *Custoza* land



To the **south-east of Lake Garda**, just a few kilometres from Verona and Mantua, the **Menegotti farm** cultivates **30 hectares of vineyards** that extend into the evocative landscape of the moraine hills of Custoza, ideal territory for the production of high quality wines. More than half a century's experience has been handed down for three generations in the production of classic Garda wines and **Classic Method sparkling wines**, all strictly from grapes grown on the farm. Menegotti is today synonymous with elegant and harmonious traditional Garda wines such as **Custoza, Bardolino and Charetto**, as well as excellent sparkling wines born from the care and thirty years' experience in bottle fermentation. The company offers the possibility of tasting and visiting the production and ageing cellar. In addition, tastings, company meetings and dinners are organised in the unique setting of the **elegant showroom** designed by Atelier Mendini.

[DISCOVER MORE >](#)

[SEE MAP](#)

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LEISURE



History, nature and flavours

The hills of Valeggio and Borghetto sul Mincio are the perfect destination for a trip out of Verona, especially in the spring season.

The area of **Valeggio sul Mincio**, south-west of Verona, offers breathtaking scenery, sunny cycle paths, parks, sports facilities, horse riding, restaurants, art itineraries and outdoor activities all year round. Here you can spend the morning simply **strolling through the narrow streets** of the centre. Beneath the imposing **Castello Scaligero** lies the magnificent **Parco Giardino Sigurtà**, a botanical and naturalistic spectacle known throughout the world. A short distance from Valeggio, the hamlet of **Borghetto sul Mincio** is worth an afternoon stop. Characterised by **ancient medieval fortifications**, it owes its charm to the harmonious relationship between history and nature.



Bike tour along the Mincio



A perfect itinerary for those who love to combine sport, nature, culture and wine and food experiences with **slow tourism**, between natural parks, botanical gardens and ancient castles: the **Mincio Valley cycle path** offers the possibility of organising a bicycle trip suitable for everyone.

On a city bike, or better still on a mountain bike, the section of cycle path from **Borghetto sul Mincio** to Peschiera del Garda is **15 km long** (the complete Garda-Mantova route is about 45 km long) through the green of the dense vegetation and the blue waters of the River Mincio. A flat route, on an asphalt road reserved for bicycles only, which crosses the protected area of the **Mincio Natural Park**, skirting the river in places, to arrive at the Unesco World Heritage fortress town of **Peschiera del Garda**. This is also the starting point for the 40 km Peschiera-Garda cycle path (round trip) along a picturesque route overlooking the lake.

[DISCOVER MORE >](#)

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A flower garden near Verona



The **Parco Giardino Sigurtà**, about 30 km from Verona, offers a spectacle of green spaces as far as the eye can see with **amazing seasonal blooms**. One of the highlights is the famous **“Tulipanomania”** between March and April, when hundreds of thousands of tulipiums of all shades of colour bloom in unison. Then there is the **“Avenue of Three Thousand Roses”**, which in May covers more than a kilometre of promenade. Also worth visiting are the **“Labyrinth”** of 1,500 yew trees that form a path over an area of 2,500 sq.m., the **“Water Gardens”** and the **“Great Oak”**. Other places of interest are: the **Castelletto**, the **Horizontal Sundial**, the **Stone of Youth** and the **Hermitage**. A **riot of greenery and ponds** - in which hundreds of water lilies and lotus flowers, water hibiscuses and papyrus triumph in summer - where you can stroll and enjoy fantastic views, on foot or by electric golf-cart, panoramic train, electric shuttle or bicycle.

Outdoor season of the Garda Trentino

Spring for Garda Trentino means one thing: the **start of the sports season!** Marathons, trail running, bike racing and mountain biking, climbing and water sports: there are many activities available in the area, as well as competitions of national and international importance. All immersed in breathtaking views and the uncontaminated nature of the lake and mountains. There are many **competitions of national and international** importance. Here is a selection of the first events on the calendar.

>> On **Sunday 3 April** there will be the **Lake Garda 42**, the running race that crosses the three provinces of Alto Garda: Brescia, Trento and Verona. Two courses in one, the 42 km main course and the 21 km half marathon. The finish line will be in Malcesine, in the province of Verona.

>> From **29 April to 1 May** the entire European mountain bike scene will gather on Lake Garda for the **Bike Festival**, three unforgettable days dedicated to MTB, eMTB, in a unique and evocative setting, which will attract over 50,000 visitors. **www.gardatrentino.it**



ITINERARIES



Palazzo Maffei, where art is at home

An extraordinary collection in a unique location. Palazzo Maffei, which overlooks Piazza Erbe, is a house museum just waiting to be discovered.

>> **Palazzo Maffei**
Casa Museo
palazzomaffeverona.com
Piazza Erbe.
T: 045 5118529.
Open on Sat, Sun and
festivities 11am-6pm.

The Veronese entrepreneur and collector **Luigi Carlon** has recently opened his house-museum to the public: Palazzo Maffei, one of Verona's most scenic **17th-century buildings**, is a treasure trove of masterpieces and curiosities that has become a **new reference point for art lovers**. Five centuries of history for an exhibition of **ancient and modern art**, with more than **350 works**, including almost **200 paintings**, about twenty sculptures, drawings and an important selection of applied art objects. **Twenty rooms** decorated with stuccoes and frescoes overlooking Piazza Erbe make an elegant domestic setting into a **wunderkammer** that is a synthesis of the arts.



Giulietta between legend and reality



The universal fame of **Romeo and Juliet** stems from a 16th century novella set in Verona, inspired by Dante's "Divine Comedy" and the story of the Montague and Capulet families. The story reached England at the end of the 16th century and was staged by **William Shakespeare**, whose immortal verses made the two **unfortunate lovers** universally famous. In the eighteenth century, European travellers on the Grand Tour went to visit **Juliet's tomb** and would later attribute to her a home in this place where, from the balcony, according to tradition Juliet would look out to talk to her Romeo. Open to the public since 1973, after numerous restorations, Juliet's House has become a **house-museum** and one of the most important tourist attractions in the city, giving it the reputation of the "city of love". Don't miss a souvenir photo next to the **bronze statue** of the heroine, better still if touching her right breast for good luck.

[SEE MAP](#)[≡ INDEX](#)



ARENA DI VERONA

Built around the 1st century A.D., this is a **symbol of the city** and the **largest open-air opera house in the world**.

In an excellent state of preservation, what once was an ancient amphitheatre where gladiator shows took place is now used for operas and concerts. Every year since 1913 it has been hosting the **famous Opera Festival**. www.arena.it





CASA DI GIULIETTA

This is a tourist must-visit for all fans of Shakespeare's tragedy "Romeo and Juliet". The **13th-century Gothic tower-house** is located in Via Cappello: in the courtyard there is the **bronze statue of Juliet** (which according to tradition grants luck and love to the person touching her breast) and the **balcony** described in Shakespeare's romantic tragedy. casadigiulietta.comune.verona.it





PIAZZA BRA

This is the **largest square in Verona**, overlooked by the famous Arena and a number of **historic buildings**, including Palazzo della Gran Guardia and Palazzo Barbieri. The characteristic "liston", a sidewalk paved in pink marble from Valpolicella, with which the Arena was also built, is the perfect place to enjoy a coffee or an aperitivo, perhaps just before attending a show inside the amphitheatre.





CASTELVECCHIO

This is one of Verona's main monuments and today houses the **city's civic museum**. Once the military seat of the Scaligeri family, it is now a place of historical interest that contains some of the most beautiful **works of art** in the city, as well as being an **architecturally interesting building**.
museodicastelvecchio.comune.verona.it





TORRE DEI LAMBERTI

With its **84 metres overlooking Piazza delle Erbe**, Torre dei Lamberti (built in 1172) is one of the tallest buildings in Verona. The central section of the tower is decorated with a **large clock**, while at the top are **four bells**. The top, which can be reached by lift or a **spiral staircase**, offers a **spectacular view** of the historic centre. www.torredeilamberti.it



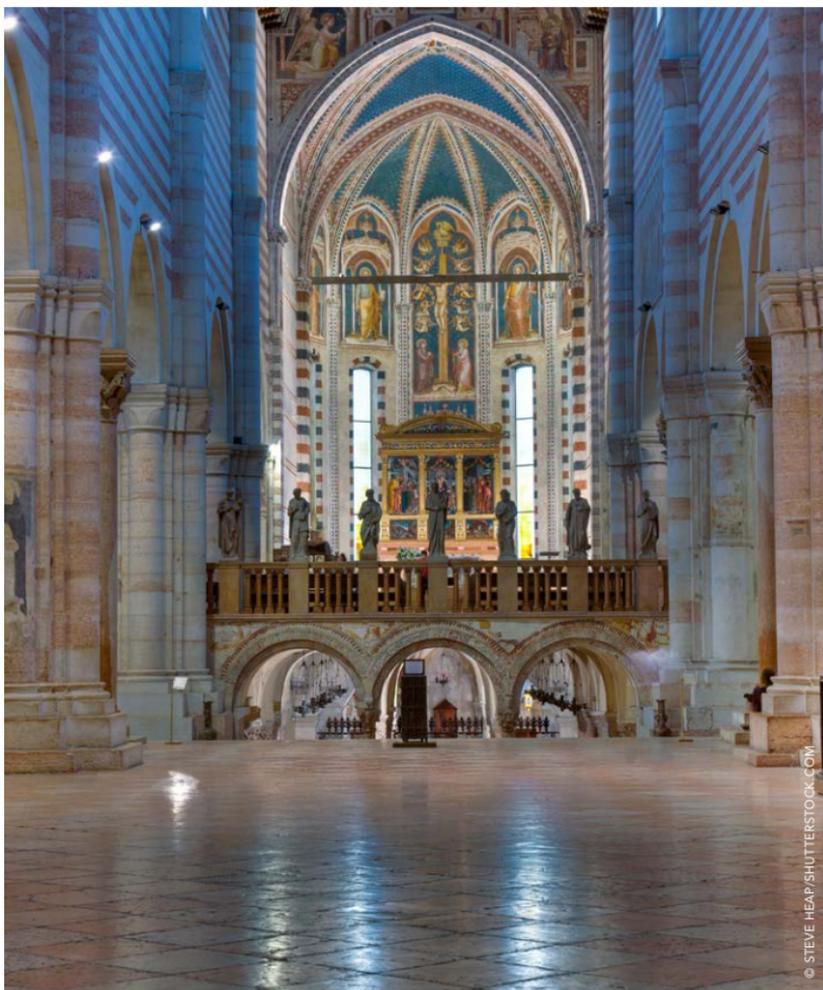


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DUOMO DI VERONA

The church of **early Christian origins** was consecrated in 1187 by Pope Urban II and is part of an **architectural complex** that includes other religious buildings. The majestic and solemn interior of **Romanesque design with Gothic touches** on the façade contains **Renaissance trompe l'œil frescoes** and the famous painting "Assumption of the Virgin" by Titian (1535). www.cattedralediverona.it





© STEVE HEAP/SHUTTERSTOCK.COM

BASILICA DI SAN ZENO

The church dedicated to Verona's patron saint has early Christian origins, it is a **sacred place par excellence in the city** and one of the masterpieces of **Romanesque art** in Italy. In the shape of a Latin cross with three naves, the interior is on **three levels**. Notable features on the façade are the **central rose window**, also known as the "Wheel of Fortune", and the bronze portal. basilicasanzeno.it





PIAZZA DELLE ERBE

Verona's oldest square stands in the area of the Roman Forum, which for many centuries was the hub of the city's social, economical and political life. Surrounded by palaces, towers and statues, among which the Torre dei Lamberti, it is considered **one of the most characteristic squares in Italy**. Every weekend a **colourful fruit and vegetable market** is held here.





PONTE PIETRA

It is the **oldest of the seven bridges crossing the Adige River** in the city and now the preferred transit route for those wishing to reach the **Roman Theatre**. Destroyed by the Germans in World War II, it was rebuilt with the rubble of the original bridge and retains the characteristic **shape of donkey's back**, typical of Roman bridges.





CASTEL SAN PIETRO

To admire the city from a different point of view, you can take a nice walk up to Castel San Pietro (a funicular is also available). From the top of this hill, you can admire an **enchanting panorama of Verona and the Adige River**.

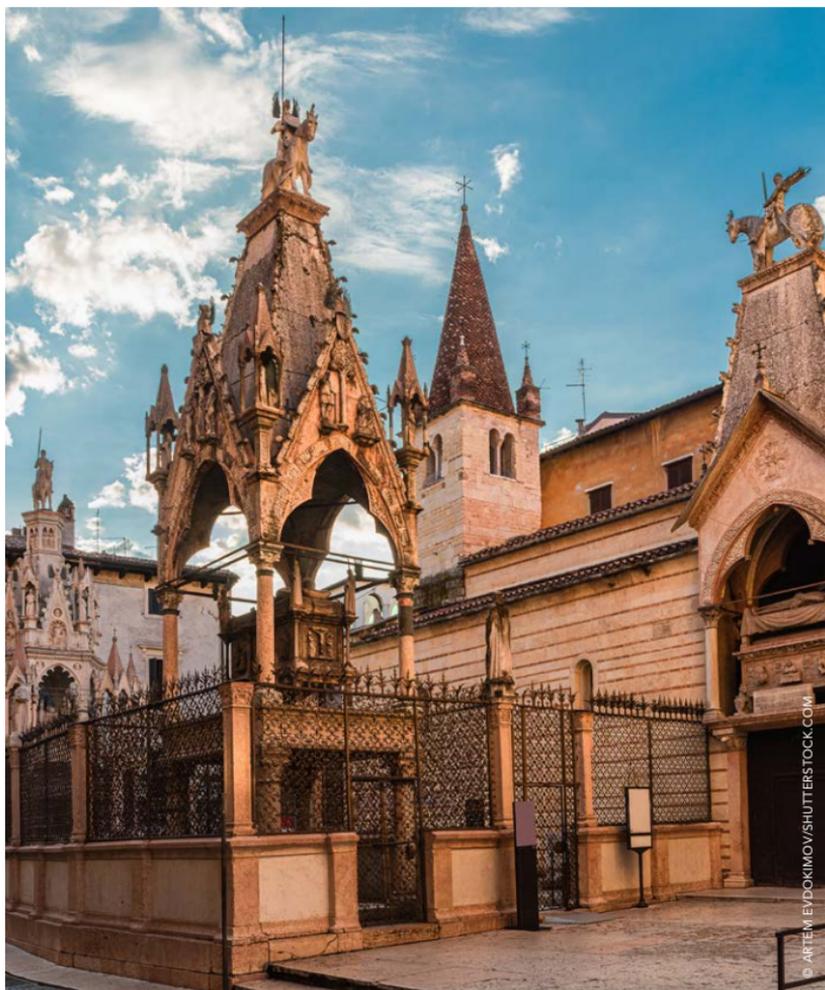




GIARDINO GIUSTI

Located in the historic centre of Verona, this garden created at the end of the 14th century is considered one of the most significant examples of **Italian Renaissance gardens**. An oasis of greenery just a few steps from the Arena. A combination of **nature, art and history** that recalls many elements of the Medici gardens, an aesthetic reference point for the elite of the Renaissance. giardinogiusti.com





ARCHE SCALIGERE

The **Gothic funerary complex** in the heart of the historic centre houses the tombs of the **most illustrious members of the Scala family**, one of the richest and most powerful families in ancient Verona. Among them is the **Ark of Cangrande**, Lord of Verona from 1308 to 1311, also known as the friend and protector of the great poet Dante Alighieri.





TEATRO ROMANO

The **1st century B.C. open-air theatre** is among the oldest buildings in the city. Built on the **natural slope of the San Pietro hill**, it was completely covered by buildings and dwellings after the end of the Roman era. Brought back to the surface at the end of the 19th century, it has been hosting **musical concerts and theatrical performances** since 1948. museoarcheologico.comune.verona.it





VIA MAZZINI

Via Mazzini is a **narrow cobbled pedestrian street** that connects the city's two most important squares: **Piazza Bra and Piazza delle Erbe**. About 500 metres long, it is considered the **shopping street**, with rows of boutiques of the most famous **fashion brands**. Together with Corso di Porta Borsari, Corso Sant'Anastasia, Piazza delle Erbe and Via Cappello, it forms a small shopping district.





PORTA BORSARI

One of the gates that opened along the Roman walls of Verona, it dates back to the **first century AD** and was the **main entrance to the city**, being located along the axis of the decumanus (the main street in Roman times). In an **excellent state of preservation**, it is characterised by a white stone façade and an overall **height of 13 metres**, which also includes the upper defensive structure.





© ARTMEDIAFACORY/SHUTTERSTOCK.COM

BASILICA DI SANTA ANASTASIA

The **largest and most solemn Catholic church** in Verona's historic centre, this is also the city's most important **Gothic monument**. Founded in 1290, its construction took over a century. The unfinished façade features a **magnificent double portal** with polychrome marble, reliefs and frescoes. Inside, the basilica has **three large naves** supported by 12 imposing columns of red Verona marble.





CASA MUSEO PALAZZO MAFFEI

In a spectacular **seventeenth-century building overlooking Piazza delle Erbe**, the extraordinary art exhibition born from the collecting passion of the Veronese entrepreneur Luigi Carlon is a “wunderkammer” with **ancient masterpieces in dialogue with the modernity**. The collection consists of over **350 works** arranged in **20 rooms** decorated with stuccoes and frescoes. palazzomaffeiverona.com





PIAZZA DEI SIGNORI

Also known as **Piazza di Dante** because of the statue dedicated to the Great Poet placed here in the 19th century, it is located near Piazza delle Erbe. Since the Middle Ages it has had **administrative and political functions** and from an architectural point of view it is characterised by the succession of **historic buildings connected by arcades and loggias**.

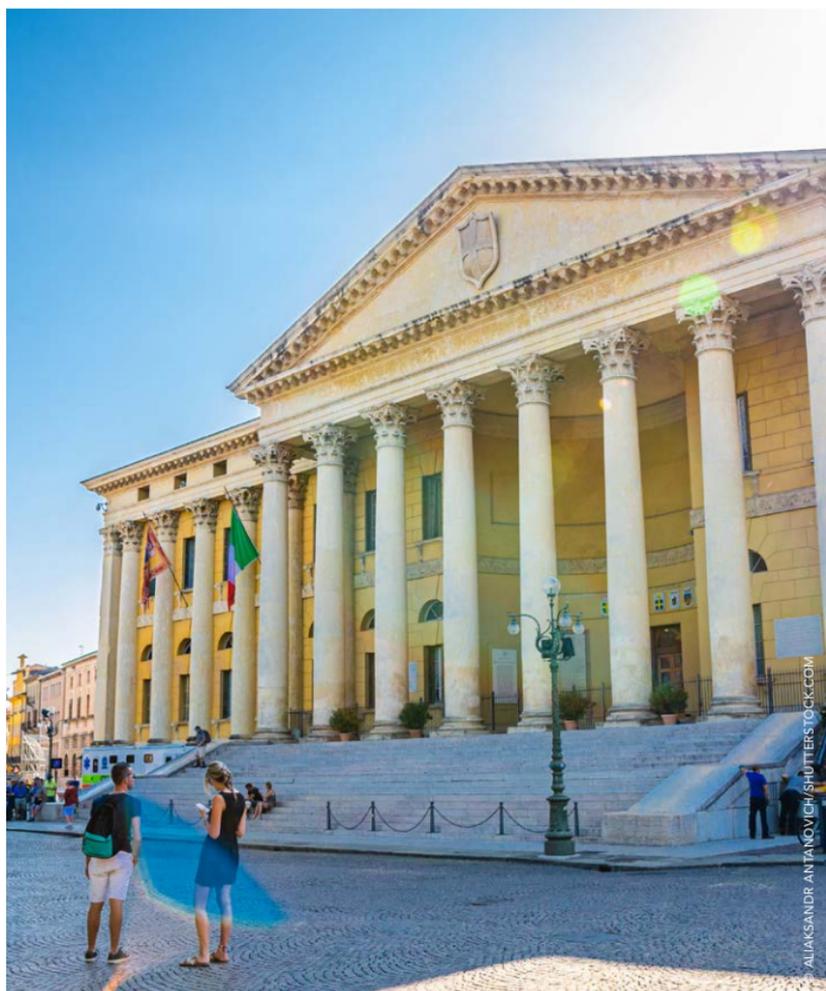




PONTE SCALIGERO

Also known as **Ponte di Castelvecchio**, it was built in the middle of the 14th century at the request of Cangrande II della Scala. It has been described as “the most daring and admirable work of the Middle Ages in Verona”, a **masterpiece of military engineering**: a robustness that has allowed it to cross **five centuries of history** and the harshest floods of the Adige River intact.





PALAZZO BARBIERI

Headquarters of Verona **City Municipality**, it is a **neoclassical building** constructed around the middle of the nineteenth century in Piazza Bra. Characterized by a **majestic façade**, for an Austrian military barracks, it recalls a Roman temple in its forms. The Sala degli Arazzi and the Sala del Consiglio Comunale are noteworthy for their paintings and furnishings.





CASA DI ROMEO

A **medieval building** that belonged to the Montecchi family, now a private residence, it is characterised by an alternation of **Romanesque, Gothic and Renaissance windows**, surmounted by splendid battlements.





PORTA DEI LEONI

One of the gates that opened onto the city in Roman times (1st century BC), giving **access to the cardo maximus**, the city's most important road axis after the decumanus. It takes its name from a sarcophagus found nearby depicting a pair of lions.



ESSENTIALS



Verona, a romantic city

Some information and local tips to experience the best that this charming city has to offer.

Situated on the banks of the **river Adige** in the north-eastern **Veneto region**, Verona is **Italy's second most well-preserved Roman city after Rome**. What makes this city - which was Roman, Gothic, Byzantine, Lombard, Scaligera, Visconti and finally Venetian - unique is the harmonious combination of all these dominations. Declared a **World Heritage Site by UNESCO**, Verona boasts countless monuments and attractions not to be missed, such as Juliet's house, and Piazza delle Erbe. Verona is also the **romantic city par excellence**, where the timeless love story of **Romeo and Juliet** is set or where you can indulge in the best of local cuisine after attending an evening show at the Arena.

ABOUT CORONAVIRUS REGULATIONS

Are you in Verona or have already planned your trip to the city? You will need to know the updated regulations regarding public transportation, visits to museums and theaters, access to restaurants, hotel rooms and shops.

Since the beginning of the Coronavirus Pandemic **regulations have constantly changed**: you can find some useful answers and updates on the situation by clicking on these links.

>> For more information on the **Italian regulations** concerning the COVID-19 Green Certification, please visit the official website <https://www.dgc.gov.it/web/>

>> To know the regulations that apply to **travellers from abroad** please visit: <https://www.salute.gov.it> > **Nuovo Coronavirus**



ESSENTIALS

EMERGENCY

• EUROPEAN EMERGENCY NUMBER: 112

112 is the unique European Emergency Number created to provide all European citizens with a single number: **Ambulance, Firefighters, Police**. 112 is **free of charge** from fixed and mobile phones everywhere in the EU.

• **OPEN PHARMACIES** - T: 045 594774 (10am-3pm) or www.farmacieverona.it - www.farmaciediturno.org

• **PASSPORTS - Questura Centrale di Verona**. Lungadige Antonio Galtarossa, 11. T: 045 8090411. www.questure.poliziadistato.it/Verona

• LUGGAGE DEPOSIT AND SERVICES

Via Carlo Cattaneo, 5C. T: 045 2216921 or 349 3168780.

Taxi

In Italy taxis cannot be flagged down as they pass you along the street; they are stationed at special taxi parking stands in most of the major squares in any city or town and at the airport, and can be requested by phone.

Radio Taxi Verona offers a 24-hour service.

Get all the information on radiotaxiverona.it or call T: 045 532666

Getting around Verona

• **ATV Azienda Trasporti Verona** - www.atv.verona.it
Infoline Mon-Fri 8am-6pm T: 045 8057922.

Purchase your ticket before you get on the bus or the tram. Buses run approximately from 5 a.m. to midnight. Tickets can be purchased online via the Ticket Bus Verona app, or at the ATV Office (Piazza Renato Simoni, 12) or at an authorised retailer (tobacconists, newsagents, I.A.T.) and last 90 minutes from the first validation. There are also **day tickets**, which can be used until midnight on the day they are validated, or **10-trip carnets** which save money compared to a single trip.

It is also possible to travel around the city by bicycle using one of the many bike, e-bike and kick-scooter rentals (see also bikeverona.it).

• **ZTL information** – The majority of the city centre is a **restricted traffic area (“ZTL-Zona a Traffico Limitato”)**, closed to normal vehicles apart from residents and hotel guests.

If you are coming to Verona by car, you can opt to park your vehicle in a covered car park, where charges apply, close to the city centre. Or there



are **free car parks**, a little further from the city centre but connected by buses to the centre.

- **From the Valerio Catullo Airport to the city centre** – The airport is only 12 kilometres from Verona. An **Airlink transfer** will get you to Verona Porta Nuova train station in about 20 minutes for only 6 euros; alternatively you can choose to take one of the taxis always available at the arrivals.

Tourist Information

- **IAT VERONA UFFICIO INFORMAZIONI E ACCOGLIENZA TURISTICA** – Via degli Alpini, 9 - Piazza Bra. T: 045 8068680.
www.visitverona.it

VERONACard, a key to the city

With the **VeronaCard** you have access to **all free urban buses**, as well as free or **reduced access** to the city's main museums, monuments and churches. VeronaCard is available in two versions: a **24-hour card** (20 euros) and a **48-hour card** (25 euros) and it is activated on first use (museum entrance or bus journey).

VeronaCard can be purchased at the IAT Office in Piazza Bra or at the various sites and monuments that can be visited, but also at various sales points in the city and outside the city: tobacconists, accommodation facilities or at the Porta Nuova railway station. www.visitverona.it

With VeronaCard you can visit these places free of charge:

Anfiteatro Arena, Arche Scaligere, Basilica di Sant'Anastasia, Basilica di San Zeno, Casa di Giulietta, Chiesa di San Fermo, Complesso della Cattedrale, GAM | Galleria d'Arte Moderna Achille Forti, MusALab Franca Rame Dario Fo, Museo Archeologico al Teatro Romano, Museo Lapidario Maffeiano, Museo della Radio, Museo degli Affreschi G.B. Cavalcaselle alla Tomba di Giulietta, Museo di Castelvecchio, Museo di Storia Naturale, Torre dei Lamberti.

Additional facilities at: *Fondazione Museo Miniscalchi Erizzo, Museo Africano, Giardino Giusti; Adige Rafting, Arena di Verona Opera Festival, CitySightseeing Verona, Parcheggio Saba Arena, SIM Shakespeare Interactive Museum, Simonetta Bike Tours, Trenino Turistico.*

Special Tours

• WAYSTOURS

Waystours offers **guided tours, activities and experiences** related to the Verona area. All activities for small groups, personalised experiences, events in which the guests are the protagonists (such as



ESSENTIALS

cooking classes).

“**Discover by the locals**” sums up the spirit of Waystours, with a package of experiences ranging from walking or biking tours, to a special Verona Food Tour or an Amarone Wine Tour. Discover all the city and out of town tour at www.waystours.com

Waystours: *Vicolo Carmelitani Scalzi 14B,*

T: 045 5701561

• CITY SIGHTSEEING VERONA HOP ON-HOP OFF

Hallmark red double-decker bus offering 2 routes, from March to October (starting point: Piazza Bra – duration: 1 hour).

Line A leads to the PradaVal Gardens, then along the medieval walls to the San Zeno district, with its famous basilica; it then heads towards the Adige River to Castelvecchio, the Porta dei Borsari and the Roman Theatre.

Line B runs along the east side of the city, then reaches one of the most beautiful viewpoints, Castel San Pietro. It then descends the hill and enters the city’s historic quarter, with the Duomo and Santa Anastasia. From here you can also reach Piazza Erbe and Piazza dei Signori, until you reach Juliet’s House.

Audio-guide on board with 12 language commentary. Ticket valid 24h-48h (starting from 20 euros). Free app “Sightseeing Experience”.

www.city-sightseeing.it/it/hop-on-hop-off-verona



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The magazine in digital and paper editions is available at these hotels which are part of the Welcome Smart Network.

Albergo Fontana - Via Goffredo Mameli, 148

Albergo Mazzanti - Via Mazzanti, 6

Best Western Hotel Armando -

Vicolo dietro Pallone, 1

Best Western Plus Hotel De Capuleti -

Via Del Pontiere, 26

Bologna - Piazzetta Scalette Rubiani, 3

Casa Fola City Centre Rooms -

Vicolo Pietrone, 8

Colomba d'Oro - Via Carlo Cattaneo, 10 •

Corte San Mattia - Via Santa Giuliana, 2/a

Escalus Luxury Suites - Via Tre Marchetti, 12

Fiera - Via Ugo Zannoni, 26

Giberti - Via Gian Matteo Giberti, 7

Giulietta e Romeo - Vicolo Tre Marchetti, 3

Italia - Via Goffredo Mameli, 58/66

Leonardo Hotel Verona -

Via Enrico Fermi, 11 C

Milano&Spa - Vicolo Tre Marchetti, 11

NH Collection Palazzo Verona - Via Adua, 6

Opera Relais De Charme - Via Valerio

Catullo, 1

Palazzo Monga Boutique Guesthouse -

Corso Porta Borsari, 36

Relais Fra' Lorenzo - Via Castello S. Felice, 11

San Luca - Vicolo Volto San Luca, 8

San Marco City Resort & Spa -

Via Baldassarre Longhena, 42

San Pietro - Via Santa Teresa, 1

Touring Verona - Via Quintino Sella, 5

Trieste - Corso Porta Nuova, 57

AROUND THE CORNER

Airport-Sommacampagna

DB Hotel Verona Airport and Congress -

Via Aeroporto, 20/c

Airport-Villafranca di Verona

Best Western Plus Hotel Expo -

Via Portogallo, 1/P

Veronesi La Torre - Via Monte Baldo, 22

West Point Airport Hotel - Via Staffali, 2/A

OUT OF TOWN

San Martino Buon Albergo

Shg Catullo - Viale del Lavoro, 35

Castel d'Azzano

Muraless Art Hotel - Via Scuderlando, 122.

Villa Malaspina - Via Cavour, 6.

Pescantina

Villa Quaranta Tommasi Wine Hotel &

SPA - Via Ospedaletto, 57.

Bussolengo

Centro Turistico Gardesano -

Via Pastrengo, 69.



List in progress. For updates go to
www.proedi.it/welcome-smart-network



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verona.welcomemagazine.it

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ARENA DI VERONA

99° Arena di Verona Opera Festival

17th June/
4th September
2022

OPERA

Carmen

by Georges Bizet

17, 24, 30 June/
14, 21, 31 July/
11, 14, 27 August

Aida

by Giuseppe Verdi

18, 23 June/
3, 8, 16, 24, 28 July/
5, 21, 28 August/
4 September

Nabucco

by Giuseppe Verdi

25 June/
1, 7, 10, 23, 29 July/
18 August/ 3 September

La Traviata

by Giuseppe Verdi

2, 9, 15, 22, 30 July/
6, 20 August/
1 September

Turandot

by Giacomo Puccini

4, 7, 10, 13, 19, 26 August/
2 September

GALA

Roberto Bolle

and Friends

20 July

Carmina Burana

12 August

Domingo

in Verdi Opera Night

25 August

Fondazione Arena di
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