

APRIL 7-11, 2026 | EMILIA-**ROMAGNA**

LEARNING EXPEDITION – ITALY

Progetto Easmus Plus -> "H.A.R.E.T. – Hospitalitè – Accueil – Régéneratif de Territoires.

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WELCOME TO ITALY

BIENVENUE EN ITALIE



Welcome to Emilia-Romagna
Bienvenue en Émilie-Romagne

Origin of the Name Emilia-Romagna

The name Emilia-Romagna comes from the union of two historical areas: Emilia, derived from the Roman Via Aemiliabuilt by the consul Marcus Aemilius Lepidus in the 2nd century BC, and Romagna, a Byzantine term from the 6th century AD (Romania) used to indicate the territory of Ravenna in contrast to the Lombard lands.

Emilia:

The name comes from the prestigious consular road, the Via Aemilia, which connected Rimini to Piacenza, forming the main axis of the region.

Romagna:

It derives from Romania ("land of the Romans"), the name used by the Byzantines to describe the area between Ravenna and the coast when they lost the rest of the territory to the Lombards.

Union of the Name:

The current official name of the region was adopted only in 1947, combining the two historical names to define the administrative area.

The division between the two areas is traditionally linked to the Sillaro River, which serves as the natural boundary between the two subregions.

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- *Arrival in Romagna*
- *Guided tour of Faenza's historic center*
- *Welcome aperitif and dinner at Giulia – Cesarina*

Wednesday, April 8 – Faenza: Identity and Vision

- *Institutional meeting at the Municipality of Faenza.*
- *Visit to the International Museum of Ceramics (MIC)*
- *Workshop visit: Gino Geminiani & Ceramic Emotions project*
- *Light lunch*
- *Museum of the Territory: Quality & Supervisory Committees*
- *Evening visit to Modigliana – Agriturismo Solo per noi due*

Thursday, April 9 – Craftsmanship, Storytelling, and Memory

- *Pascucci Print Workshop: rust-printing technique*
- *Federico Fellini House visit*
- *Lunch at Agriturismo Maloura*
- *Montetiffi: historic teglie & piadina workshop*
- *Tasting dinner*

Friday, April 10 – Cooperation and Territorial Development

- *Dialogue with Rubicone Valley stakeholders in Roncofreddo*
- *Aperitif & lunch at Osteria dei Frati*
- *Final Steering Committee*
- *Evening apericena at Enoteca Astorre*

Saturday, April 11 – Departures

- *Departure of European Partners*
- *Closing reflections on the Learning Expedition*



FA EN ZA



Faenza is a city where history, craftsmanship, and innovation come together to shape a dynamic and evolving identity. With nearly 60,000 inhabitants and part of the wider Union of Romagna Faentina, it reflects the demographic trends of contemporary Italy: an aging population balanced by new residents from across the country and abroad, creating a diverse and resilient community.

Its economy is equally varied, combining strong manufacturing sectors—especially mechanics, ceramics, and agri-food—with a growing service industry driven by tourism, culture, and local entrepreneurship. The surrounding countryside remains vital, supporting high-quality agricultural production. While employment is relatively stable, challenges such as youth employment and gender balance persist.

Tourism continues to grow, attracted by Faenza's cultural richness and quality of life. At the heart of the city's identity lies its world-famous ceramic tradition, so influential that maiolica is known internationally as "faïence." This heritage is supported by important institutions, events, and research centers that connect Faenza to global networks of innovation.

Like many mid-sized European cities, Faenza is facing change. Traditional retail is under pressure and the historic center must adapt. In response, the Urban Hub project has emerged as a vision for regeneration—bringing together public and private actors to support local businesses, encourage innovation, and create flexible, community-oriented spaces. More than a place, it acts as a catalyst for new ideas and opportunities.
Rooted in its past yet open to the future, Faenza continues to redefine itself. Its elegant historic center, rich cultural traditions, and strong international ties—also expressed through partnerships and global connections—make it a vibrant and welcoming city.

In essence, Faenza is a place where heritage and innovation coexist, offering a living cultural landscape that is both deeply rooted and forward-looking.



GIULIA MELANDRI

My name is Giulia Melandri, I live in Faenza, and cooking has been my passion since childhood. I was fortunate to learn from my grandmother and mother, who taught me that great food is not only about ingredients and technique, but about love, hospitality, and sharing.

The kitchen is my favorite place — a space to dream, create, and care for my family and guests. I love rolling homemade pasta, preparing traditional Romagna dishes like cappelletti, tortelloni, piadina, and comforting roasts, and finishing meals with desserts such as zuppa inglese, pineapple zuccotto, and chocolate mousse. Each recipe carries a story, a memory, and the warmth of home.

Since 2016, I have been honored to become the first Cesarina in Faenza, part of an Italian association dedicated to preserving local culinary traditions. As a Cesarina, I welcome guests into my home, sharing not just meals but the history, stories, and traditions behind them.

I also teach hands-on cooking classes, helping visitors experience the joy of making piadina, pasta, and desserts themselves — a way to bring a little Romagna into their hearts and hands.
Cooking for me is more than food; it is an act of love, connection, and memory.

NOTE



08 | APRIL

AICC – ASSOCIAZIONE ITALIANA CITTÀ DELLA CERAMICA

The AiCC – Associazione Italiana Città della Ceramica is an Italian organization that brings together cities known for their long tradition in ceramic production.

The main aim of AiCC is to promote and protect the cultural and artistic heritage of ceramics in Italy. Many Italian towns have been producing ceramics for centuries, and this association helps preserve these traditions while also supporting innovation and modern design.

AiCC encourages cooperation between different cities, artists, and institutions. It organizes exhibitions, cultural events, and educational activities to spread knowledge about ceramics both in Italy and internationally.

In a European context, AiCC plays an important role in fostering cultural exchange. It supports projects that connect people from different countries, allowing students and artists to share experiences, techniques, and ideas.
Ceramics are not only objects, but also expressions of history, identity, and creativity. Thanks to AiCC, this important heritage continues to live and evolve.

In conclusion, AiCC represents a strong example of how local traditions can be valued and shared at an international level, promoting culture, collaboration, and creativity.



08 | APRIL

ASSOCIAZIONE

MONDIAL TORNIANTI GINO GEMINIANI

AMTGG

On September 5, 2020, the Mondial Tornianti Gino Geminiani Association was founded by the will of eleven founding members, with the aim of fulfilling the desire of master wheel-thrower Gino Geminiani: to create a ceramic workshop where the transmission of know-how can take place—covering wheel-throwing techniques, decoration, and the entire ceramic production process in all its stages.

Located in Faenza, a city embodying the genius loci of majolica (faïence) known worldwide, the association represents a welcoming and hospitable place for artists, ceramists, and enthusiasts from all over the world.

The group of founding members is composed of Gino's family, collaborators from his workshop, and the organizing committee of Mondial Tornianti.
In addition to the activities described on its website, the Association will continue to organize Mondial Tornianti and Mondial Tornianti in Tour on behalf of AICC (Italian Association of Cities of Ceramics) and the Ente Ceramica Faenza.

NOTE



08 | APRIL

CLAN-DESTINO

FM MARKET CAFÈ

Clan Destino is a unique restaurant and cultural space in Italy. It is known for combining good food, music, and creativity. The menu offers a variety of options, including vegetarian and vegan dishes, prepared with fresh, local ingredients. Beyond dining, Clan Destino hosts live music, artistic events, and social activities, making it a lively meeting point where people can relax, connect, and enjoy a vibrant atmosphere.

The restaurant's style mixes vintage and modern elements, creating a warm and welcoming environment.

FM Market Cafè is a modern café that focuses on quality, convenience, and a friendly atmosphere. It offers a wide selection of coffee, drinks, and light meals, such as sandwiches, salads, and pastries. FM Market Cafè is designed to be a comfortable place for people to meet, work, or study, reflecting a modern lifestyle while emphasizing service and freshness.

Both places represent Italian hospitality and culture, showing how food, creativity, and social interaction can come together to create memorable experiences for locals and visitors alike.



08 | APRIL

MIC
MUSEO INTERNAZIONALE DELLE CERAMICHE FAENZA

Step into the world's leading museum of ceramic art in the heart of Faenza, Italy. The MIC showcases over 60,000 works spanning ancient to modern ceramics from Europe, Asia, and the Americas. Highlights include stunning Renaissance majolica, intricate Asian porcelain, and contemporary experimental pieces.

Visitors can explore beautifully arranged galleries, attend hands-on workshops, browse the specialized library, and enjoy temporary exhibitions that celebrate innovation in ceramic art. The museum is also home to the prestigious Premio Faenza international ceramic competition.

NOTE

L'AGRI TURISMO "SOLO PER NOI DUE"



MODIGLIANA (FC)

Born in a simple farmhouse in the hills of Faenza, without electricity or modern comforts, Professor Giuseppe Samorì built his life through study, determination, and a deep passion for people and places. From teaching languages to guiding students toward independence, his journey has always been shaped by care, vision, and hospitality.

The idea for this unique project was born almost by chance: a secluded table for two, hidden from the world, yet in great demand. That image stayed with him, growing into a dream—an intimate, exclusive experience where time slows down and every detail matters.

Today, that dream has taken shape in the quiet hills of Modigliana, where nature, silence, and beauty come together. Here, guests can enjoy a private dinner at sunset in a panoramic gazebo, followed by a night under the stars in a transparent bubble room—an experience designed to awaken emotions and create unforgettable memories.

More than a stay, it is a journey into authenticity, where hospitality becomes personal, and every moment is made just for you.

NOTE



GAMBETTOLA

Stamperia Pascucci 1826 – Historic Hand-Printed Textile Workshop

Step into one of Italy's oldest living craft traditions in Gambettola, Emilia-Romagna. Founded in 1826, Stamperia Pascucci has been hand-printing textiles for two centuries, passing its artisanal know-how down through seven generations of the Pascucci family.

This historic workshop specializes in richly decorated fabrics and home textiles created using traditional techniques: wooden carved blocks are dipped in natural colour and struck onto linen, hemp or cotton to create iconic rustic patterns, including the famous rust-coloured motifs of Romagna.

Throughout 2026, Stamperia Pascucci is marking its bicentennial with a vibrant programme of cultural events, exhibitions, workshops and public displays celebrating its legacy of craftsmanship and local culture.

Visitors today can admire the authentic print-making process in person, explore centuries of tools and patterns, and take home beautifully handcrafted textiles that reflect a living piece of Italian art and heritage.



the only true realist is a visionary

FEDERICO FELLINI - CASA FELLINI - GAMBETTOLA -FC -

A Refuge for Art & Social Innovation
The goal is to transform Casa Fellini into a cultural production center, connecting visiting artists, students, and the Gambettola community through residential programs.

This place aspires to be a crossroads of knowledge, stories, and crafts, creating an environment of exchange and mutual care. Through courses and workshops, artistic innovation seeks to preserve traditions while caring for the community, encouraging people to defend their dreams and, perhaps, bring them to life. In doing so, Casa Fellini contributes to a new sociocultural habitat that is inclusive, participatory, and creatively vibrant.

NOTE



MALOURA

SAN MAURO PASCOLI

Agriturismo Maloura is a welcoming country retreat nestled in the peaceful Romagna countryside, just a short drive from the Adriatic Coast and local towns like Savignano sul Rubicone and Cesenatico. It blends traditional rural charm with modern comfort to offer guests a genuine taste of agricultural life in northern Italy.

What to Expect

Stay in spacious, tastefully restored rooms set in a historic farmhouse surrounded by orchards, fields and gardens. Start your day with a fresh, wholesome breakfast made from organic, local ingredients, and relax in the outdoor areas — including a garden and panoramic solarium.

Local Flavours

The on-site restaurant serves authentic Romagna cuisine, with dishes prepared using ingredients grown on the farm or sourced locally. Expect hearty pastas, seasonal vegetables, and traditional recipes that reflect the region's rich culinary heritage.

Why Visit

Agriturismo Maloura is ideal for travellers looking for a relaxing farm holiday, a taste of countryside life near the Adriatic, and easy access to cultural sites and beaches. The friendly, family-run atmosphere and scenic setting make it perfect for couples, families, and anyone wanting to unwind in nature.



THE LAST TEGLIAIO OF MONTETIFFI

a living tradition of Romagna

In the charming medieval hamlet of Montetiffi in Sogliano al Rubicone, Emilia-Romagna, you'll find **the last artisan** workshop where the historic teglie di Montetiffi are still hand-made — a rare surviving example of an age-old craft deeply rooted in local food culture.

These terracotta baking trays, known locally as teglie or testi, are traditional ceramic discs used for cooking the legendary Romagna piadina over wood fire or stovetops. Made exclusively by hand from natural clay sourced in the surrounding hills, each teglia is an individual work of craft — thick, gently curved, and designed to deliver even heat and rich aroma to the bread.

For centuries, making teglie was a common artisanal profession in Montetiffi and the Alto Rubicone area, but today only one workshop remains active, keeping this heritage alive. Visitors can often see the maker at work, learn about the traditional forming and firing processes, and purchase authentic Montetiffi teglie as a souvenir or functional piece of culinary history.

This living craft connects food lovers not just with a tool, but with the heart of Romagna's gastronomic and cultural identity — where earth, fire and community come together in every piadina served.
If you'd like, I can also describe how teglie are used in cooking piadina or suggest nearby places to visit in Sogliano!

PIA DI NA



Piadina Romagnola – The Taste of Romagna

What it is: A traditional flatbread from Romagna, made with wheat flour, lard or olive oil, water, salt, and baking soda or yeast. Cooked on a hot stone plate (testo) or pan.

Origins: The name comes from medieval Latin plàdena, from Greek pláthanon ("long plate, tray"). First mentioned in 1371 in Modigliana's historical records. Likely influenced by Etruscan cereal cooking traditions.

Cultural significance: Celebrated by poets and musicians, it has been a staple of Romagna's cuisine for centuries. Originally "poor man's food," now also featured in high-end gastronomy.

Regional variations: Thicker in northern Romagna, thinner near Rimini; fillings vary by area.

Special forms:

Crescione / Cassone: filled, folded, and sealed half-moon flatbread. Traditional fillings include wild herbs, pumpkin, potatoes, sausage, or cheese.
Other variations: layered piada, piada with pork cracklings, piadotto (corn flour), piada in ashes, fried piada.

Modern relevance: Street food favorite along Romagna's coast, yet also appreciated in restaurants as bread or gourmet dish.
Recognition: Protected Geographical Indication (PGI) since 2014.
Cooking tip: Roll thin, cook 2–3 minutes per side on a hot testo, and keep warm in a cloth.

Suggested pairing: Sangiovese di Romagna DOC red wine.

NOTE

Valle del Rubicone e Mare



Imagine a river winding slowly through the countryside of Romagna, from the first Apennine hills to the Adriatic Sea over a stretch of 40 kilometers. It is not merely water flowing: the Rubicon is living history, layered memory, identity. It crosses plains, fields, orchards, and vineyards, touching ancient villages where time seems to slow down, suspended between myth and reality.

Along this valley, each town preserves a fragment of a larger story: medieval walls, cobbled streets, silent churches, and squares still animated by an authentic social life, deeply rooted in the land and in community traditions.

Here, history takes on a universal meaning. According to tradition, it was by crossing this very river that Julius Caesar uttered the famous phrase “alea iacta est” (“the die is cast”), setting in motion events that would change the fate of Rome. The Rubicon, now quiet and almost unassuming, was once a symbolic boundary—political, human, and moral.

The Rubicone Valley is also a tangible experience. It is an ideal destination for cycling and hiking, with routes that connect the plains to the hills, offering scenic views and moments of tranquility. Travel here is measured in details: the wind moving through the fields, the silence of the paths, the natural rhythm of the seasons. In the same way, the food and wine tradition reveals another layer of identity. Typical dishes of Romagna—such as piadina and cappelletti—together with local products like “formaggio di fossa” and regional wines, express a cultural heritage grounded in conviviality, flavor, and memory.

Within this landscape lies a complex and articulated territorial structure. The Unione Rubicone e Mare represents an integrated system that connects coast, plain, and hills into a single functional framework. The coastal area, with towns such as Cesenatico and Gatteo, acts as the economic engine thanks to its strong tourism vocation, characterized by high population density and strong attractiveness. The plain, with productive centers like Savignano sul Rubicone, Gambettola, and San Mauro Pascoli, plays a stabilizing role through manufacturing activities, services, and infrastructure that ensure employment continuity and territorial connectivity.

The hilly area of the Rubicone Valley, including municipalities such as Sogliano al Rubicone, Roncofreddo, and Borghi, reflects the typical challenges of inland areas: low population density and an economy largely based on agriculture, alongside forms of rural tourism that are gradually developing. What emerges is a highly interdependent territorial system: the coast generates income through tourism, the plain consolidates it through industry and services, while the hills contribute environmental quality, landscape value, and local productions.

The Rubicone Valley can thus be seen as a “living book”: a territory where every element—historical, environmental, economic, and social—represents a page in a broader narrative. It is a place that brings together different worlds—the sea, the countryside, the hills—and holds them in a delicate balance shaped by relationships and contrasts. Visiting it means not only crossing a geographical space, but also experiencing a deeper story, capable of leaving lasting impressions on memory and perception.

Katia Mastroeni

Roncofreddo



THE AUTHENTIC
HEART OF
HILLY ROMAGNA”

This chapter presents a detailed tourist and statistical analysis of Roncofreddo, a small hilltop community in the Rubicone Valley, within Forlì-Cesena, Emilia-Romagna. The study examines demographic, economic, and territorial characteristics, highlighting both challenges and opportunities for sustainable local development.

Roncofreddo exhibits features typical of inland rural areas: low population density, an aging demographic, and limited economic diversification, with agriculture and small-scale crafts as the main activities. Migration toward coastal and urban centers contributes to demographic stagnation and a fragile labor market.

Tourism in Roncofreddo is mainly slow and experiential, focusing on rural landscapes, historical villages, and local gastronomy. Agritourism, hiking and cycling trails, and cultural events form the backbone of its tourism offering. While visitor flows remain limited, the town benefits from its proximity to the coastal system of the Unione Rubicone e Mare, integrating hills, plains, and coast into an interdependent functional network.

Overall, the chapter concludes that Roncofreddo represents both the vulnerabilities and the potential of inland municipalities: it is a community with high cultural, environmental, and gastronomic value, where sustainable and experience-based tourism could foster local development while preserving identity and landscape.

NOTE

i RUBICONI
areali enogastronomici

Widespread agri-food supply chains for the gastronomic areas of Romagna
The goal is to define the "I Rubiconi" area with a long-term vision and to intervene in order to raise the quality of the relational system by connecting businesses, associations/third sector, and institutions through a project that links the highlands and the plains, responding to recurring crises while enhancing the various supply chains.

A new vertical supply chain for developing relationships among producers, processors, distributors, restaurateurs, and gastronomes based on respect, collaboration, and transparency, aimed at promoting the excellence of the territory, starting from interactions between different generations.
A horizontal supply chain that pairs quality with cultural, ethical, and health-conscious awareness ("good, clean, and fair"), attentive to the full use of raw materials and local resources, in harmony with the environment and landscape, within a social and inclusive dimension, synergizing with artistic craftsmanship and slow, sustainable tourism, while recovering the best traditions.

A gastronomy that innovates through transparency and integrates into an economy where environmental and social dimensions—also for those living in the territory—are prerequisites for sustainable and conscious development, practicing cooperation and competition simultaneously with respect for other local stakeholders.

A unified project among the most important gastronomic associations of the territory to engage with Public Authorities, other associations, professional categories, and sectors already operating in a modern framework of inclusion and social integration.

THE TERRITORY
The territory of this area refers to the course of the three rivers that have historically been known, officially or popularly, as the "Rubicone": from the Urgòn (or Pisciatello), which crosses the Calisese valley, to the Fiumicino, which flows from Sogliano to the sea via Savignano, and up to the course of the Uso north of Santarcangelo, reaching Bellaria-Igea Marina.

From an administrative perspective, the "I Rubiconi" area extends from the Adriatic coast (Municipality of Cesenatico, the seaside villages of Gatteo Mare, Savignano Mare, and San Mauro Mare), moving inland to the pre-hill municipalities of Gambettola, Gatteo, San Mauro Pascoli, and Savignano, and further to the hill municipalities of Borghi, Roncofreddo, Longiano, Sogliano al Rubicone, Montiano, and the 'Rubicone' district of Cesena.

Sergio Diotti

Puppeteer Author of Puppet Theatre Shows Storyteller



Born in Ravenna on May 23, 1953.
After graduating in Dramaturgy at DAMS Bologna, in a path strongly influenced by Giuliano Scabia, Maria Signorelli, Gianni Celati, and Roberto Leydi, his work has developed both as a solo artist and in collaboration with theatre companies and institutions: Drammatico Vegetale (1974–1980); Centro Teatro di Figura (1981–1985); Teatro Del Carretto, Lucca (1985–1989); Centro Teatro Ragazzi di Bologna (1989–1991). He has also directed performances in Italy and abroad (Israel, Poland, Switzerland).

Together with Stefano Giunchi, he founded **"Arrivano dal Mare!"**, the International Puppet Festival, which for 36 years animated the squares and streets of Cervia, later moving to Gambettola, Longiano, and Gatteo in the Romagna hinterland.

Since 1992, his research has focused on a theatre project that combines storytelling, puppets and objects, and music. He has revived the figure of the "Fulèsta," the traditional storyteller of Emilia-Romagna's popular culture, positioning himself in a unique way within the contemporary rediscovery of the art of narration.

The Fulèsta cycle has been presented in Italy and abroad, in Italian and dialect, and has been translated into French, Spanish, and English.

Sergio Diotti's Canzoniere today includes nearly a hundred fables, legends, short stories, life stories, and contemporary texts. Major productions include: "Il Tempo delle Fiabe", "L'uomo che racconta le favole", "Racconti attorno al fuoco", "Bella ciao, un Oratorio laico", "Ehitù! la volta che il fulesta incontrò Pulcinella in Persia", "Una recita straordinaria"after Giovannino Guareschi—several of these created in collaboration with Stefano Giunchi.
In all productions, Romagna-based artists have been involved, including Stefano Daga, Margherita Conventi, Maria Donata Papadia, Giuseppe Tolo, Il Laboratorio dell'Imperfetto, Stamperia Pascucci, and musicians Stefano Delvecchio, Davide Castiglia, Pepe Medri, Andrea Branchetti, Stefano Zuffi, Umberto Giovannini, and many others.
In addition to theatre tours, Sergio Diotti collaborates with organizations and associations committed to storytelling, its educational value, and its social and cultural role, including: Slow Food, Il Lavoro dei Contadini, La Musica nelle Aie, Associazione Culturale Pro-Rubicone, and others.
As a teacher at the Atelier delle Figure – School for Puppeteers and Storytellers, he has trained a new generation of young storytellers and helped spread this theatrical language in schools.
He has also been involved in the reopening and management of the municipal theatres of Gambettola and Longiano.
He has published "Il Ritorno del Fulesta" (Rimini, Guaraldi, 1993) and "La Favola dei Giorni più Buoni" (Arrivano dal Mare! – Comune di Cervia, 1998, CD). In November 1999, he received the "Pulcinella d'Oro" award in Bari for his research, recovery, and promotion of the art of storytelling.

Current projects include:
"NATURA MAGICA – ANDAR NARRANDO PER BORGHI E BOSCHI"
narrative walks and trekking, in coop with AIGAE environmental guide Roberto Forlivesi
"DOVE NASCONO LE STORIE" – storytelling excursions in the heart of Cesena, with Teatro Bonci / Emilia Romagna Teatro
"PERIPEZIE FELLINIANE" – for the centenary of F. Fellini, in coop with the Mun of Gambettola and the ass."Non solo Ruggine"
"L'INFANZIA DEL MONDO" – storytelling path in Pennabilli (Rimini), dedicated to Tonino Guerra on the centenary of his birth
"LA FIABA IN SOSPESO" –
open-form storytelling incorporating contributions from the audience, by and with Sergio Diotti, live music by Pepe Medri
"I NOSTRI ANTENATI" – recital of stories, music, and songs, by and with Sergio Diotti & Andrea Pari

NOTE



OSTERIA DEI FRATI RONCOFREDDO

Rustic fine dining in the heart of Romagna

Nestled in the picturesque hilltop village of Roncofreddo in Emilia-Romagna, Italy, Osteria dei Frati is a celebrated trattoria that offers an elegant yet warm take on traditional Romagnolo cuisine. Run since 2012 by chef Giorgio Clementiand front-of-house host Valentina Grandotti, the osteria embraces seasonal ingredients, local Slow Food Presidia and classic regional products, creatively reinterpreting them with refined technique and respect for tradition.

Set on the site of an old monastery, the restaurant blends rustic charm with sophisticated details — from cozy indoor dining rooms with wood and antique accents to a sun-dappled veranda and garden for outdoor meals in warmer months.

The kitchen is known for dishes that celebrate Romagna's food heritage in vibrant, contemporary ways, such as handmade pasta, seasonal vegetable creations, artisanal bread and piadina, and inventive pairings of meats and local cheeses. The extensive wine list spans regional and international labels, enhancing the culinary experience.

Osteria dei Frati has earned recognition in top Italian guides, including a Slow Food "Chiocciola" distinction for its commitment to quality, hospitality and authenticity — making it a must-visit for food lovers exploring the tastes of the Romagna countryside.

Coordinatrice Turistica Territoriale

Coordinatore Turistico Territoriale

GMT Gruppo di Marketing Territoriale

A model and a methodology for becoming welcoming communities (starting from inland areas)

The Culture of Hospitality does not coincide with tourism, but it is its prerequisite.

Andrea Succi

More than 70% of municipalities have fewer than 5,000 inhabitants and face challenges such as depopulation and the reduction of essential services—healthcare, education, and mobility.

"The first thing to do before you think about promoting a territory/destination is create the cultural conditions, services and propositions as parts of a vision and a management model, as well as visibility.
Making the Culture of Hospitality – which does not correspond to the traditional definition of Tourism – means addressing the fragmentation and facilitation of forms of inter-territorial cooperation: a cultural change based on a participatory approach".

Andrea Succi

To enhance the richness of experiences available year-round, and to make a territory more competitive compared to others, it is necessary to "train" and "activate" authentically welcoming host communities—true Territorial Marketing Groups (GMT™). How?

➢ By applying an operational model and methodology for organizing territorial hospitality: the GMT™ Model
➢ Following a methodology - the "Five Steps of the GMT™ Format
➢ By equipping communities and local administrations with local expertise:
the Territorial Tourism Coordinator™ (CTT™)—a valuable link between local administrators and their communities, and an added value for tour operators and travel agencies in their relationship with clients once they arrive at the destination.

This represents the new frontier of professionals in the culture of hospitality, which does not coincide with tourism but is its prerequisite.

Through the methodological approach of Temporary Management, local communities can acquire the professional skills they need—skills whose absence often represents the main critical issue for most small Italian municipalities.
Here is the ecosystem of Territorial Tourism Coordinators™ present in Italian regions and in Patagonia (Argentina).



10 APRIL

L'ENERGIA POSITIVA DELLE AZIONI
TERRITORI
eItalianità
CHE STA NEL FARE PER PENSARE

Identity
Territori e Italianità (founded by **Andrea Succi**) was launched on June 23, 2020—right in the middle of the lockdown—by organizing an online event dedicated to rural and regenerative tourism projects emerging across different Italian regions, presented live by the very people driving them.

Awareness is growing of a shared community of professionals, entrepreneurs, academics, researchers, and consultants, including those with experience in public administrations and local organizations across Italy. They exchange experiences, principles, methods, and goals, exploring the new frontiers of the **Culture of Hospitality** and the Regeneration of Italy's inland areas.

The initiative represents a model of a "Knowledge Economy" built on collaboration. It aims to promote the best professional energies and the values scattered throughout the Italian territory, starting from the **rural areas**, positioning Territori e Italianità as **a facilitator and active agent of change**.

Objective: to engage diverse professionals across Italy—sometimes somewhat isolated—in order to strengthen local work opportunities together, fostering a conscious and sustainable development of the Italian territory.



NOTE

AURAMUNDI is my emotional travel agency and incoming tour operator.
Within my world, I create unforgettable experiences in **Piedmont**, the land of rice and wine, in **Sicily**, in the enchanting Nebrodi area, and in **Emilia-Romagna,** among the captivating **Rubicone** lands and the sea.

The heart of my work is telling stories through travel, revealing cultures, traditions, and the rural beauty of each place, and turning every experience into a treasured memory.
My mission is to offer visitors authentic moments that stay in the heart, full of emotions, encounters, and discoveries.

My offerings cover everything that can enrich a journey: from sports to gastronomy, from immersion in nature to the most authentic cultural experiences.

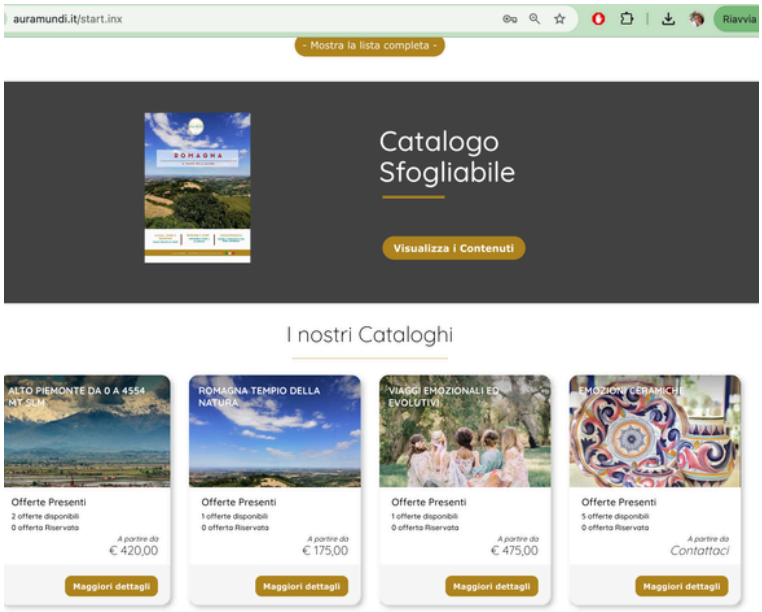
I deeply believe in social integration. Aura Mundi belongs to everyone who feels the breath of the world: I have always collaborated with local cooperatives, youth centers, and universities, involving young people of different backgrounds and ethnicities in my projects. This collaboration not only enriches travelers' experiences but also provides young people with real opportunities for growth and discovery.

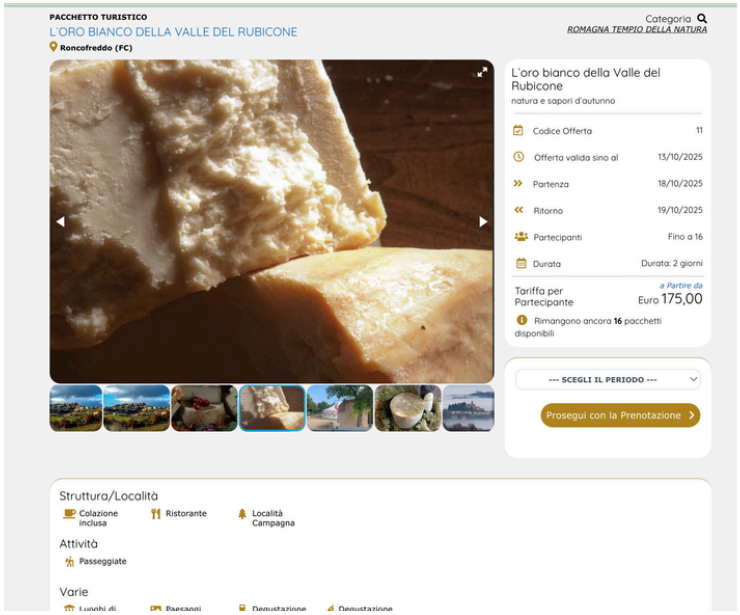
Through Aura Mundi, **I am a bridge between people, cultures, and places**—a catalyst for unique experiences. With my commitment to education, sustainable tourism, and social integration, I aim to be a reference point for those who want to experience the best of Italy, from north to south, with fresh eyes and an open heart.

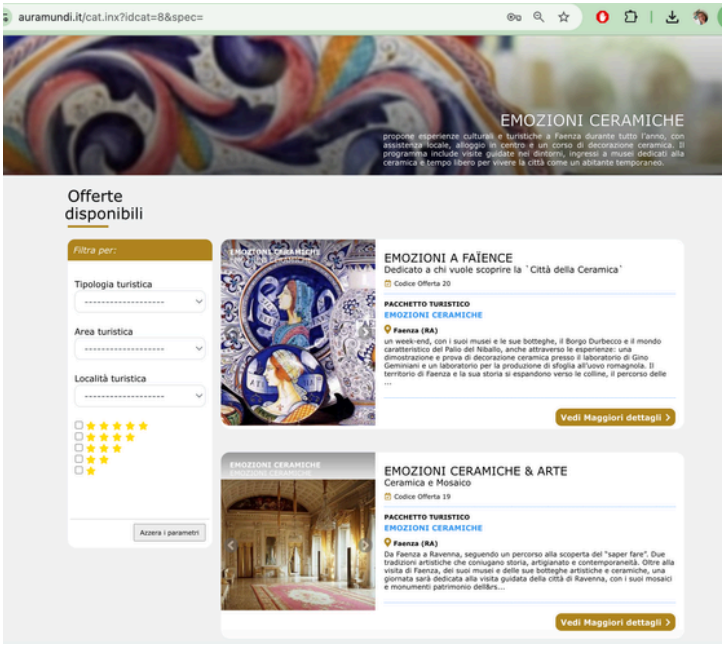
"Our strength comes from a passion for turning every moment into an authentic and unforgettable experience. This is the guiding star everything we do."

Inbound Tourism: I love designing inbound tourism experiences that allow visitors to discover the beauty of our country in a unique way. Every proposal is tailor-made, crafted to offer an authentic local experience that stays in the heart.
Promotion of Rural Realities: I enjoy sharing the stories of rural territories, from culture and traditions to gastronomy and natural landscapes. We guide travelers to form a true and deep connection with the places they visit.
Education and Training: Every year, we host high school and university students in educational projects that offer hands-on learning experiences in the tourism sector. We believe in young talent and their potential to grow.
Social Integration: We collaborate with reception centers and local projects, involving young people of diverse origins and backgrounds. These experiences enrich both participants and travelers, creating meaningful and authentic encounters.
Diverse Tourism Offerings: Our experiences range from sports tourism to gastronomy, from nature immersion to cultural exploration. We organize artisanal workshops, cooking classes, and hands-on activities that add a unique touch to every journey.

With Aura Mundi, every experience becomes an emotion to live, a memory to treasure, and a meeting with people, cultures, and places that leave a lasting impression.







auramundi.it serves as a hybrid showcase and e-commerce platform, offering both our own services and experiences, as well as curated links to external operators.

The main thematic areas include:

Italian Villages – highlighting local heritage, culture, and regional traditions.
Sacred Sites Worldwide – spiritual tourism and experiences fostering connection and reflection.

Family Travel – safe and enriching experiences designed for children and parents alike.

Training and Events – educational programs, workshops, and cultural initiatives for deeper learning and shared experiences.

For an international audience, the platform aims to combine:

Emotion – authentic and memorable experiences;

Clarity – clear guidance on where to click and what to explore or purchase;

Immediate Call to Action – direct prompts such as “Shop”, “Book”, or “Explore Now”.



Katia Mastroeni was born and raised between Northern and Southern Italy, often on the move, navigating changes that have shaped her personal growth and deepened her connection with her own nature.

Her passion for exploration has led her to travel the world, refining her skills and relational abilities. She loves connecting with people, traditions, and nature, cultivating empathy, presence, and relationships grounded in mutual respect every day.

Katia founded Aura Mundi, a space where individuals can reconnect with themselves through contact with what truly matters.

Aura Mundi is both an inner and outer journey, where every encounter becomes an opportunity for growth, every place feels like home, and every person can feel seen, welcomed, and part of something greater.



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THANK YOU

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