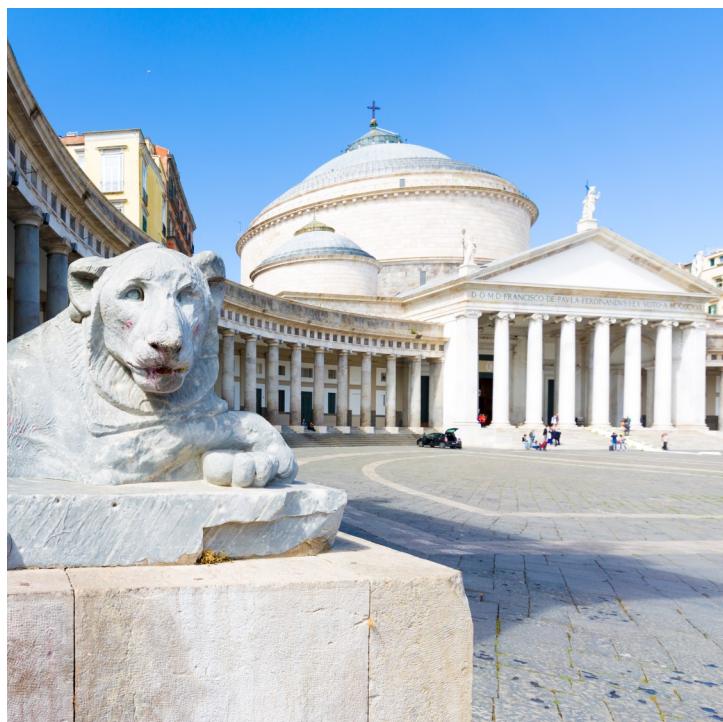


Campania Region

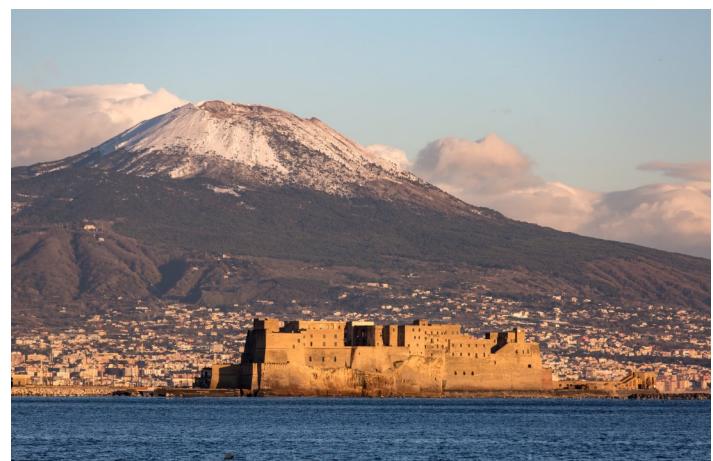
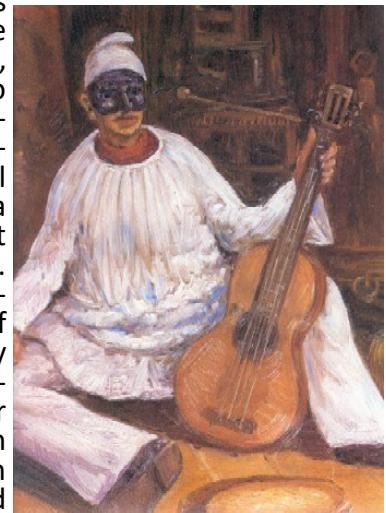
Located on the south-western portion of the Italian Peninsula, with the Tyrrhenian Sea to the west, it includes the small Phlegraean Islands and Capri. It is the most densely populated region in the country. Campania is the most productive region in southern Italy by GDP, and Naples' urban area is the 9th-most



populous in the European Union. The region is home to 10 of the 55 UNESCO sites in Italy, like Pompeii and Herculaneum, the Royal Palace of Caserta, the Amalfi Coast and the Historic Centre of Naples. Moreover, Mount Vesuvius is part of the UNESCO World Network of Biosphere Reserves. Coastal areas in the region were colonized by the Ancient Greeks between the 8th and 7th centuries BC, becoming part of the so-called *Magna Græcia*. The leading city of Campania at this time was Capua, with Naples being a Greek-speaking anomaly. Campania is rich in culture, especially in regard to gastronomy, music, architecture, and the presence of archaeological and ancient sites such as



Pompeii, Herculaneum, Oplontis, Paestum, Aeclanum, Stabiae and Velia. The name of Campania is derived from Latin, as the Romans knew the region as *Campania felix*, which translates into English as "fertile countryside" or "happy countryside". The rich natural beauty of Campania makes it highly important in the tourism industry. Campania was a full-fledged part of the Roman Republic by the end of the 4th century BC, valued for its pastures and rich countryside. Naples, with its Greek language and customs, made it a center of Hellenistic culture for the Romans, creating the first traces of Greco-Roman culture, the area had many duchies and principalities during the Middle Ages, in the hands of the Byzantine Empire (also referred to as the Eastern Roman Empire) and



the Lombard. Under the Normans, the smaller independent states were brought together as part of the Kingdom of Sicily, before the mainland broke away to form the Kingdom of Naples. The region of Campania is rich with a vast array of culture and history.



Naples

In the shadow the Vesuvius tourism's roots run deep: on the imprints of great Greek columns refined aristocrats and roman emperors built their sumptuous villas and oasis all along the shoreline of the Gulf. It is not a coincidence that at the beginning of this third millennium the peculiar magic of this civilization continues to generate new sources of amazement: the recovery of age old monuments and traditions – folklore, gastronomy, genuine cultivation – that were thought irreparably lost, events and shows worthy of the great international circuit, new fodder for artistic and scientific research. The artistic treasure of Naples to visit are, in fact, to many to count: the historical center, a patrimony under the tutelage of UNESCO, the palaces, churches, catacombs and underground passageways, the Archaeological Museum, the places of medieval and renaissance power amassed around the Castel Nuovo and Royal Palace, the unforgettable waterfront from Castel dell'Ovo to Posillipo. The hilly area of Vomero offers masterfully restored buildings like the Capodimonte Royal Palace and the Certosa (monastery) of San Martino, museum collections amongst the most important in the world. A trip through the twentieth century city takes you, among the notable urban and architectural sights, to the rationalist Mostra d'Oltremare, with its park, sports complex and exhibition space. Science is also witness to the recovery of industrial archaeological complexes and the originality of a scientific tradition that renews itself. Unusual and surprising is the exploration of the new homes of contemporary art: monumental structures like the PAN, Palazzo delle Arti Napoli, the MADRE, Museo d'Arte Contemporanea Donnaregina (Donnaregina Contemporary Arts Museum), and the unique artistry of the metro stations that evidence the original horizons of farseeing cultural politics. Naples, in the final sum, remains, deep in its roots, even with all the difficulties and contradictions inherent to all big metropolitan cities, an extraordinary place to live, admire, and enjoy with all the senses: for the depth of the art and civilisation that has indelibly marked its history; for the mild climate that accompanies day and night the shows, musical and theatrical events, exhibitions, fairs and religious gatherings; for the gourmand possibilities to search out the age old culinary tradition, the seafood and the unique typical products (buffalo mozzarella, pizza, DOCG wine, varied and refined pastries) in all their local translations, or for finding fine hidden little.



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Bourbon's Tunnel in Naples

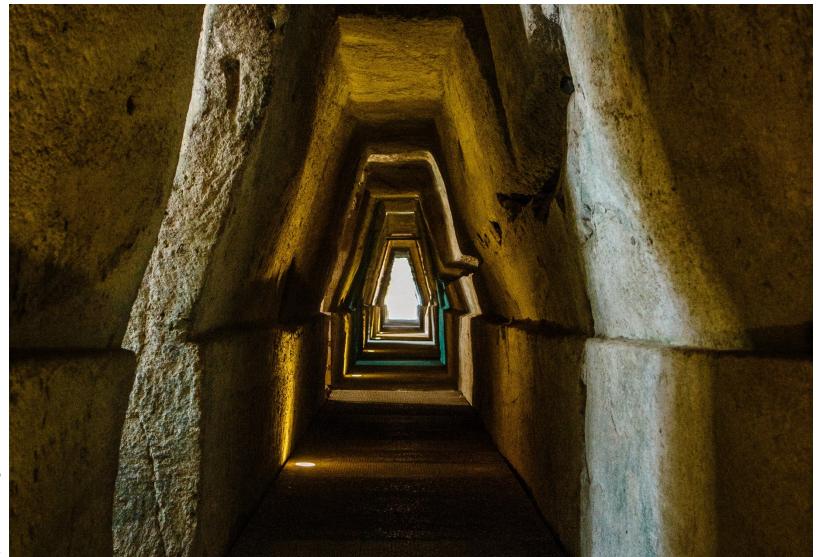
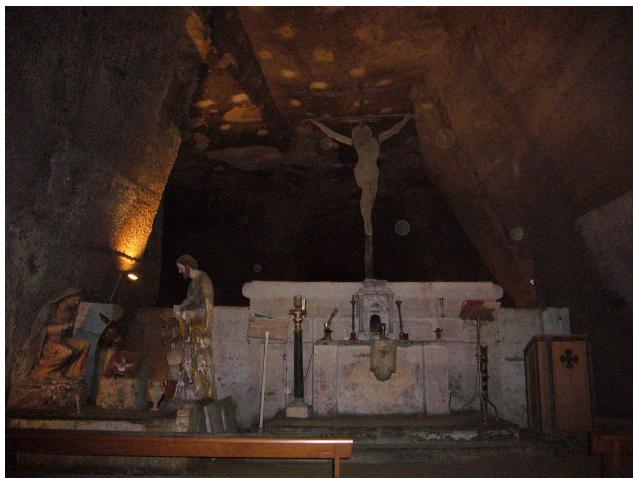
It is a thrilling and well worthwhile experience to visit the Bourbon Gallery: a seventeenth-century aqueduct; a military passage in the 1800s complete with magnificent feats of nineteenth-century civil engineering; an underground shelter in the Second World War; and a dumping ground where vintage motorbikes, cars, and statues have been unearthed. Fifty percent of the tunnel offers easy access to all, including wheelchair users.



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Fontanelle cemetery

The Fontanelle cemetery is an old charnel house located in a former tuff quarry at the heart of the Sanità district, once used to bury the corpses of people for whom there was no room in the public graves at the churches within the city. Before long it became a place of popular worship and the focal point for various rites, legends and tales of miracles. The anonymous bones are the object of great devotion and have always been referred to by the Neapolitans as the anime pezzentelle, or 'little wretches', thus creating that link between the living and the dead that is ever present in the Parthenopean city.



Antro della Sibilla

Discovered in 1932, the long straight gallery with a trapezoidal section was interpreted by the first diggers as the place in which the Sibyl, Apollo's prophetess, admitted her worshippers and prophesied in the name of the god. Excavated in the tuff rock from north to south, the gallery connects the Acropolis with the southern hill. Due to its position, in defense of the Acropolis' entrance, it has been thought that such construction had been built as a defense system, between the end of the IV and beginning of the II century B.C., when the walls of Cumae's acropolis were enlarged and strengthened. During the Roman period, the floor was lowered to the current level and the gallery was turned into a cryptoportico connected to the external terrace of the Acropolis.

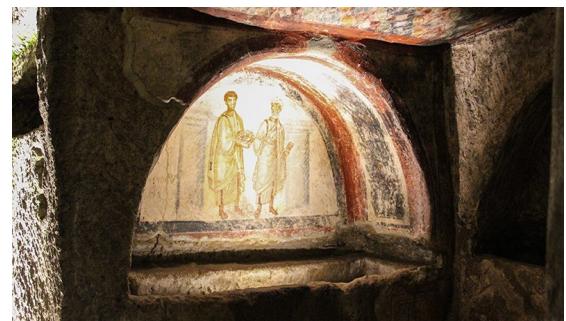
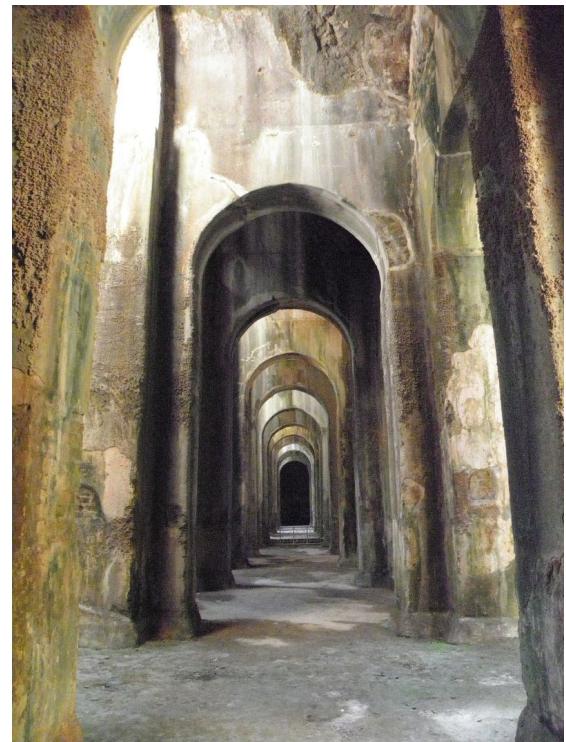
Piscina Mirabilis

The Piscina Mirabilis was a freshwater cistern on the Bacoli cliff at the western end of the Gulf of Naples, southern Italy. One of the largest freshwater cisterns built by the ancient Romans, it was situated there in order to provide the Roman western imperial fleet at Portus Julius with drinking water.



Blue Grotto

Whether by land or sea, when we approach the Grotto, we have to board small boats that are capable of squeezing through the narrow entrance. The Romans knew of its existence, but it was rediscovered in the 19th century. It owes its spellbinding atmosphere to a geological phenomenon that caused it to drop by 20 meters, lowering the entrance to almost below the sea level. Filtered by water, the light creates an exceptional color: an intense blue that shines with silver reflections on the inside. The grotto is not very large – 54 meters wide, 14 meters wide and 30 meters high – and it extends towards the inside with the Galleria dei Pilastri, which is an area covered in stalactites.



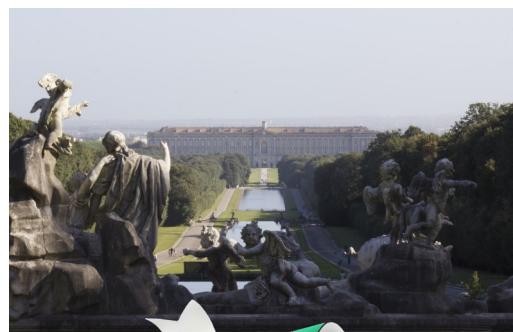
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St Genaro's catacombs

The catacombs of St. Genaro are the most important in southern Italy in terms of size and historical/artistic value. They lie on two, not directly overlapping, levels, which follow a wide, horizontal, rather than vertical, excavation pattern over a total walkable area of 5,600 square meters. The artistic stratification is clear and impressive, showing that the rooms, which are decorated with frescoes and mosaics, date from the 2nd to the 6th century A.D. The so-called 'lower vestibule' is particularly striking, looking as it does like a proper underground city, and the 'Basilica major', a subterranean basilica with three naves dug out of the tuff and dedicated to the ancient cult of St. Genaro, the patron saint of Naples, is also very beautiful.



Caserta

The name of Casa Hirta is quoted for the first time in the 11th century. It is evident that it refers to the geographical position of the medieval town founded in the 8th century, which is situated in a defensive position on a slope of the Monte Virgo belonging to the chain of the Tifatini mountains. It was a landmark for all the inhabitants of the Campania plains, victims of the Saracen raids. With its conquest by the Normans, it became a feudal domain of the Sanseverino family, who lost it in 1268 after they supported Conrado di Svevia against Charles I of Anjou. The town then passed from one family to another and with the construction of the Reggia (Royal Palace) of Caserta, it gradually depopulated. But the medieval town of the Casertavecchia, perfectly intact, tightly surrounding the cathedral, with its tufa houses, its portals, courtyards, loggias and mullioned windows, is different to the magnificence and the grandiosity of the Royal Palace. One of the largest and most majestic buildings in Italy, it is also one of the most visited places by tourists. It took 22 years to build, from 1752 to 1774. The plans of the Royal Palace of Caserta and the park were designed by the architect Luigi Vanvitelli who followed part of the works, which were completed by his son Charles



Benevento

legendary "city of the witches", is the repository of ancient memories. The Samnite city of Malentum was re-baptised by the Romans Beneventum in honor of the victory over the King of the Epiro, Pirro. The Longobards also passed by, as did the Angioines and the Papists. This land held tenaciously on to its character throughout; dating back to perhaps the ancient Samnite warriors, the only ones to resist the superpower of the Roman legions. Taken by the Goths in 490 AD, Benevento fell to the Longobards in 571, who then founded the duchy. After the year 1,000, it became a Papal city and remained part of the Papal State until the Unification of Italy. The symbol of the City is the Trajan Arch, erected at the start of the Trajan Road (via Traiana) on the Benevento-Brindisi tract.

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Salerno

From above, in the bright frame of sea and sky, Salerno seems as though it is hanging to the sides of the mountain, in a spectacular position on the gulf. The city became the most flourishing of southern Italy with its conquest by the Longobards in the 8th century, especially under Duke Arechi II. Seat of the principality, Salerno entered a period of splendour, also becoming an important scientific centre with its much celebrated School of Medicine of Salerno, the oldest such institution in the west. After the Longobards followed the Normans, and then the Hohenstaufen emperors, all of whom favoured the growth of the city, a growth that only ended in the 16th century when the Spaniards took over control. It was in Salerno that the Allied forces disembarked in 1943. Today the city is in full rebirth, theatre of a transformation into 'city-laboratory', a model of urban revival of international importance. The heart of the city is the medieval quarter, whose main artery is via dei Mercanti (Merchants' street). The narrow city streets, today rich with shops, follow the form of the medieval urban plan and conserve beautiful historical buildings and much of its religious architecture. The Duomo (11th century) is dedicated to San Matteo and is the most important monument of the city, a masterpiece of Norman architecture.



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Avellino

The capital is located in a splendid natural setting, surrounded by the Picentini Mountains. In the centre, with its modern feel, one finds interesting historical buildings; the Cathedral, with the beautiful neoclassical façade has paintings from the 1500's and a splendid Roman crypt. The bell tower is majestic. The symbol of the town is the Baroque Torre dell'Orologio (Clock Tower) in the Piazza Amendola, which rises above the rooftops of the town.



Capri

One of the magnetic points, one of the most famous islands on earth. This immense cliff that rises from the abysses is a true miracle combining earth, sky, sea and light. The marine grottoes, the Faraglioni with their extraordinary shapes, the green of the vegetation on the steep rocky slopes, the incomparable scenery, the mix of nature, art, culture, and jet-set society, make this most dreamed of and celebrated island of them all. Capri has enchanted writers, poets, musicians and painters. Many are the producers that have chosen



this as set for their films, and many are the famous stars

that have filled the tables of its celebrated little square, "la piazzetta". One of the first admirers of the island was the Emperor Tiberius, who lived here during the last years of his life. The true vocation of the island was discovered in the mid 1800's, when visitors from all over the world chose it as their home, forming a cosmopolitan colony that has spread the myth

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Ischia

The largest island in the Gulf of Naples is a very popular destination and is visited in all seasons by travelers from all over the world, thanks also to its particularly mild climate. For its extraordinarily beautiful scenery the island has merited the name Green Island: the fertility of its terrain, which produces prized wines, also paints the island with beautiful flowers. Apart from the attraction of the scenery and its bathing facilities, that which makes Ischia a must are its thermal baths, famous for the quality of its waters and the landscape that is the backdrop for spas and thermal parks. The



Procida

the smallest and least known of these islands, has kept unaltered its Mediterranean identity. With strong seafaring ties, it is an ideal destination for those seeking an out-of-the-way holiday, far from the mass tourism routes. It is geologically tied to the Phlegrean Fields area that from the west of Naples goes to Cuma. The tuff ground and the jagged coast confirm its volcanic origins. Compared to Ischia and Capri, famous tourist destinations, Procida still today seems like an island "to discover", fascinating for its quiet streets, the vivid colours of the ancient buildings and the villages clinging to the rocks above the little ports.

thermal wealth of the island is immense: 29 basins, and hundreds of mineral springs and fumaroles. The use of the thermal-mineral waters for therapeutic reasons is ages old, and has contributed to spreading of the island's fame the world over. It has attracted the attention of travelers fas-

cinated with the idea of treating their ills naturally and amidst an enchanted and uncontaminated scenery. Next to the baths, in fact, the island's biggest claim to fame is its scenery. Breathtaking landscapes of valleys and hills, cliffs and beaches, woods and mountains.



Amalfi Coast

Amalfi

The heart and soul of the coast is Amalfi. In the serene blue of the sky and sea, Amalfi, guarded by its port, seems held in the palm of a hand. Above, the scenic drapery of the mountains, hinged like a backdrop, dotted with houses; below, a picturesque weaving of alleys and steps, all the way to the Piazza, where the Cathedral dominates from the top of its majestic stairs. A unique scene, where historic memory intertwines with unforgettable natural beauty. Suspended between the slopes of Lattari Mountains and the sea.



Minori

Justly famous for an impressive site dating back to imperial times which attracts thousands of visitors each year. The remains of the Villa Marittima Romana, which dates back to the 1st century AD, are located at the far end of Minori's seafront, towards Amalfi. It is not known who commissioned it but the choice of project and its decorative display suggest that it must have been a person of significant wealth, with an appreciation of culture and good taste.

Ravello

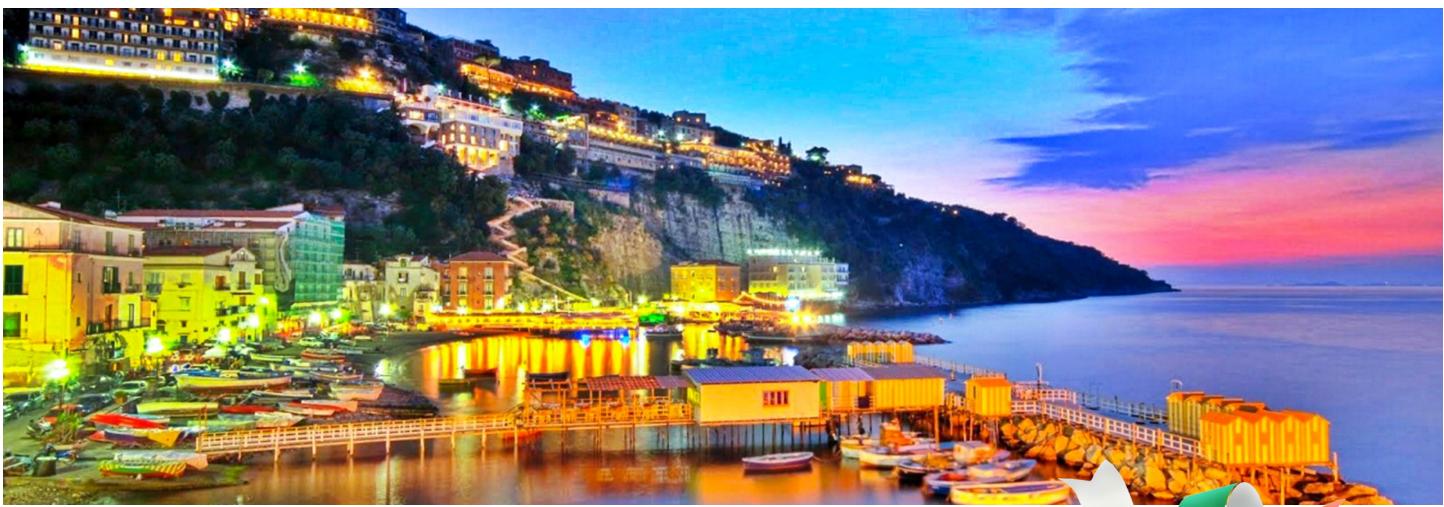
One of the gems of the Amalfi coast is Ravello, 350 meters above sea level, where the light effects and magical architecture create a vision of rare intensity. Its name is immortalized in Boccaccio's Decameron. Famous for its tranquil and serene atmosphere, Ravello offers architectural gems of rare elegance. The 11th century Duomo, dedicated to San Pantaleone, is rich with artistic treasures like the grand bronze central door adorned with 54 panels. To the right of the Cathedral a square tower marks the entrance to Villa Rufolo. Immersed in a verdant park of exotic and Mediterranean flora, the original structure dates back to the 13th



century; and even today some of its arab-sicilian architecture is evident. The polychromatic arabesque colonnade is splendid. The garden is one of the most beautiful in Campania. Villa Cimbrone was, originally, a simple hut. It was bought in 1904 by Ernest William Beckett, who transformed into an exceptionally fascinating Villa. It has hosted many celebrated personalities, from Winston Churchill to Greta Garbo. There is a very special feeling in the cloister of the villa, still showing elements of the ancient arab-sicilian style it was built in. The belvedere is a terrace that gives on to infinity, and has no equal in the world.

Sorrento

The city sits high above the sea on an imposing tuff outcrop with deep gorges. The houses are immersed in luxuriant green and surrounded by groves of olive, lemon and orange trees. The whole is framed by the high reliefs of the Sorrentine Peninsula. Sorrento is a tranquil place, to be enjoyed in all seasons for its mild climate, the perfume of its gardens and the panoramic terraces that give onto the sea. The town became famous in the 1800's, but its history has much deeper roots. The name Surrentum is possibly tied to the legend of the siren and theories of a Phoenician foundation are entertained. What is certain is that in Roman times it was the favourite dwelling of the aristocracy. The town center is piazza Tasso, which takes its name from the author of "Jerusalem Delivered", born in Sorrento in 1544.



Positano

The climate of Positano thanks to its position is very mild, of the Mediterranean type; the winters are very warm with minimum temperatures that almost never fall below 6 degrees, while the summers are long, warm and sunny but often refreshed by the sea breeze. Thanks to the mild temperature and the beauty of the landscape, Positano has been a holiday resort since the time of the Roman Empire, as evidenced by the discovery of a villa in the bay. Typical are the many staircases that from the top of the village connect the upper districts with the valley area. Positano was an essential stop for the ancient Greeks and Phoenicians on their expeditions to western areas. It is said that the coastal village was named after Poseidon, God of the Sea. Like many other places along the beautiful Campanian coast, it was a favourite site for wealthy ancient Romans to build rich and grand villas, one of which lies below the church of Santa Maria Assunta and has recently been opened to the public. A dome made of majolica tiles as well as a thirteenth-century Byzantine icon of a black Madonna. According to local legend, the icon had been stolen from Byzantium and was being transported by pirates across the Mediterranean. A storm had blown up in the waters opposite Positano and the frightened sailors heard a voice on board saying "Posa, posa!" ("Put down! Put down!"). The icon was unloaded and carried to the fishing village and the storm abated.

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Pastiera

It is the most typical Easter cake of all; famous all around the world and ever-present on every table in Campania. A base of traditional short pastry, filled with a mix of ricotta, sugar, lard, durum wheat, eggs, perfume flower water and vanilla; the top is decorated with short pastry stripes positioned to look like lozenges. Pastiera is then cooked in the oven and sprinkled with icing sugar. The legend tells that the mermaid Partenope lived in the gulf of Naples and emerged every Spring to sing to the local population. One year her songs were so good that the whole population ran to the sea to bring her gifts in gratitude. The mermaid received flour, symbol of strength and richness of the country; ricotta, gift of the shepherds; eggs, symbol of life reborn; soft grain boiled in milk, proof of the two realms of nature; orange flower water, representing the earth's scent; spices, to honour far away populations and finally sugar, to express the mermaid's intangible sweetness. Partenope, was so happy for the many gifts, that she lay them down by the feet of the gods who assembled the ingredients together and with their divine artfulness created the first Pastiera. For sure the bond with Spring in this fascinating legend is true, it seems like pastiere where prepared in ancient heathen celebrations for the return of the season. The modern version was created by the nuns of San Gregorio Armeno's monastery to celebrate the Resurrection through the symbology which unified the scent of the convent's orange gardens, the white ricotta, grain and eggs, symbol of new life, perfume flower water which smelt of Spring, citron and Asian spices. Since then the nuns, masters of the difficult manufacturing process, produced many pastiere for the noble and rich families. Pastiera must be done quite in advance, not after Thursday or Good Friday, so that it can rest and all the ingredients are put together in the typical round tin pans, in which it's cooked and even sold because otherwise it would break.



Babà

The origin of the babà cake is to be found in 18th century Poland, at the court of King Stanislaw Leszczinski. The babà then made its way to Paris where it was greatly appreciated. Later it was brought to Naples by the "monsù", a distortion of the word monsieur, the French cooks who served the Neapolitan noble families. In Naples the babà was then perfected, finding its distinctive peculiarities: the softness, gained by wetting it in water and sugar, and the distinctive mushroom-like shape. For these reasons, the babà today is considered an original specialty from Campania. The cake is made with soft grain flour, eggs, butter or lard, salt, sugar, and yeast. It is put to rise twice and is cooked in the oven and it is wet with a solution of water and sugar, which has been aromatized with lemon or rum, before being served. The classic babà, as well as the chocolate and cream varieties, can be found in every workshop of the region.



Limoncello

It is an Italian lemon liqueur mainly produced in Southern Italy, especially in the region around the Gulf of Naples, the Sorrentine Peninsula and the coast of Amalfi, and islands of Procida, Ischia, and Capri. Limoncello is the second most popular liqueur in Italy and it has recently become popular in other parts of the world. Traditionally, limoncello is made from the zest of Femminello St. Teresa lemons, also known as Sorrento or Sfusato lemons. Lemon zest, or peels without the pith, is steeped in rectified spirit until the oil is released. The resulting yellow liquid is then mixed with simple syrup. Varying the sugar-to-water ratio and the temperature affects the clarity, viscosity, and flavor.



Buffalo's Mozzarella D.O.P.

Campania's buffalo mozzarella is the most important Dop brand in Central and South Italy. In 2016, just over 44 million kg of Bufala Campana Mozzarella (+ 7% over 2015) were produced, of which 32% were exported (+ 10.7%), mainly in France, Germany, Great Britain, United States, Switzerland and Spain. The first news about Mozzarella di Bufala goes back to the 12th century when the Benedictine monks of San Lorenzo in Capua, started to offer bread and "mozzarella", as a mark of hospitality. Initially the diffusion of mozzarella was limited to the area of production, but from the mid of the 18th century, this cheese was introduced on Neapolitan markets, thanks to the zootechny development. The Mozzarella di Bufala of Campania today is, among cheeses, the most important dop of the region. It is a fresh drawnout cheese, produced in the humid southern coastal plains. It comes under the area of Napoli and Benevento, the plain of Volturno river in province of Caserta and the Sele plain in province of Salerno. The buffalo milk is taken to the dairy within a few hours where it is heated to a temperature between 33° and 36° degrees. Whey obtained from the day before is added to the milk and left to acidify at room temperature. Curdling takes place with the addition of liquid calf rennet. The curds are broken up in the traditional way with a wooden stick, sometimes mechanically too, until the pieces are the size of walnuts. The curds mature for 3-6 hours in the whey. The mixture is cut into thin slices, placed in a wooden vat, and then water is added at 95°C. The mixture is pulled out using wooden sticks and worked until it becomes a homogeneous and shiny mixture. Then it is cut up, traditionally by hand: a worker holds the bulk of the mixture in his arm and the other hand cuts off (mozza) a smaller piece held between the index finger and thumb: this is the mozzarella.

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San Marzano

This tomatoes originate from the small town of San Marzano sul Sarno, near Naples, Italy, and were first grown in volcanic soil in the shadow of Mount Vesuvius. One story goes that the first seed of this tomato came to Campania in 1770, as a gift from the Viceroyalty of Peru to the Kingdom of Naples, and that it was planted in the area of San Marzano sul Sarno. In the United States, San Marzano tomatoes are the genetic base for another popular paste tomato, the Roma tomato. The Roma is a cross between a San Marzano and two other varieties. Compared to the Roma tomato, San Marzano tomatoes are thinner and more pointed. The flesh is much thicker with fewer seeds, and the taste is stronger, sweeter and less acidic. Many people describe the taste as bittersweet. San Marzano tomatoes have been designated as the only tomatoes that can be used for Vera Pizza Napoletana (True Neapolitan Pizza).



Neapolitan pizza



also known as Naples-style pizza, is a style of pizza made with tomatoes and mozzarella cheese. It must be made with either San Marzano tomatoes or Pomodorino del Piennolo del Vesuvio, which grow on the volcanic plains to the south of Mount Vesuvius, and Mozzarella di Bufala Campana, a protected designation of origin cheese made with the milk from water buffalo raised in the marshlands of Campania and Lazio in a semi-wild state and "Fior di Latte di Agerola", a cow milk mozzarella made exclusively in the Agerola comune. Neapolitan pizza is a Traditional Speciality Guaranteed (TSG) product in Europe, and the art of its making is included on UNESCO's list of intangible cultural heritage. This style pizza gave rise to the New York-style pizza that was first made by Italian immigrants to the United States in the early 20th century.