

Come home, come back to Italy

2ITALY

#RENAISSANCE

| MARCH 2021

POWERED BY





**“Venice...A splendour of
miscellaneous spirits.”**

No one forgets the first glimpse of Venice. Whether arriving by plane, boat, train, or car, there is that startling moment when one looks across the waves and finds what should not be there – stone towers, rich churches, and packed buildings rising out of the sea.

How does such a city exist?

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WELCOME ONBOARD

2ITALY MAGAZINE



Alessandro Mancini - CEO Mancini Worldwide

I was asked to write about 2Italy Magazine and to go through the feeling that aimed to the creation of this wonderful and helpful tool.

2Italy Magazine was born as a clear request of our platform members, both sellers and buyers, who wanted to know better and deeply Italy, increasing not only their knowledge of particular itineraries or places but to have real and reliable contacts for a long-term relationship.

Our members are looking for extraordinary “simple” experiences that will make them real Italy’s specialists in their areas.

That is why on this online “magazine” the reader can discover as well as particular and unique itineraries or “secret escapes” where they could express all their knowledge about the extraordinary variety of emotional landmarks, experiences, particular stays, living the real ITALIA, the BEL PAESE.

But there is much more than this... Gastronomical Recipes, testimonial experiences, art, history and all the beauty that is within DOLCE VITA, that sweet life, that Italy is proud to represent and promote all over the world.

Enjoy the readings and do not hesitate to suggest us your ideas and feedbacks about the topics and if you have any curiosity about Italy, please send us an mail at info@connect2italy.com

“See Naples...and then die”

Here we are at last. The Italian proverb says “See Naples and die” but I say, see Naples and live; for there seems a great deal worth living for. *Goethe*



2ITALY MAG



CONNECT2ITALY

News from the Club



LOVE2ITALY

Talks about italian beauty



DISCOVER2ITALY

Italian hidden gems



EXPERT2ITALY

Tourism expert advise

SECTIONS



THE EXTRAORDINARY

ITALIAN STYLE

STYLE2ITALY

Italian excellences worldwide



FOLKLORE2ITALY

Italy and its local traditions



TASTE2ITALY

Discover Italy through its gastronomy



INTERNATIONAL CORNER

Feedback from International stakeholders



CONNECT2ITALY

THE FIRST B2B TOURISTIC PLATFORM

Alessandro Mancini - Co Founder Connect2Italy platform

This pandemic situation was not predictable and as everyone else, I found myself far from the common habits of my life: no more travels, no more live meetings, no more tourism fair, business forums etc... Connet2Italy started to welcome online A REAL B2B CLUB!

A dedicated team is spending time with International Tour Operators, hours of meetings, creating pages of products and putting them in touch with their perfect Italian match.

Great Italian entrepreneurs, such as DMC's owners, Hotel owners or Experiences providers with an excellent product, started to join Connect2Italy and spending time advertising the beauties of their territories and putting all the love and the professionalism needed to represent it.

I do believe, this is one of the greatest satisfactions achieved in my life: sharing a great multitude of reliable and well-grounded contacts built up in almost 20 years of commercial experience within the tourism field.

It is great that foreign members are in touch with Connect2Italy on a daily basis, asking about Italian travel solutions and great experiences.

Starting new valuable relationships with Italian members that are directly in touch with the foreign operators, explaining them about their unique and wonderful products.



Day by day Connec2Italy is growing up, embracing great Italian's travel solutions with a unique touch that now are easily shared among members that are

ever connected by the common feeling of LOVE towards my beloved country: ITALIA!

HOW PLATFORM WORKS



1

Reach the platform professionals through the search filters, both geographic and sectorial



2

Click, view and visit the profiles of each, to know their services and proposals



3

Create a long-lasting professional and trustworthy relationship by writing proposals and needs to the operator

Get in the flow, become a member and experience fascinating stories



connect2italy.com

WHY WE'LL ALL RETURN TO ITALY WHEN THIS IS FINALLY OVER



Vincenzo Pizzolante - Co Founder Connect2Italy platform
Telegraph Article

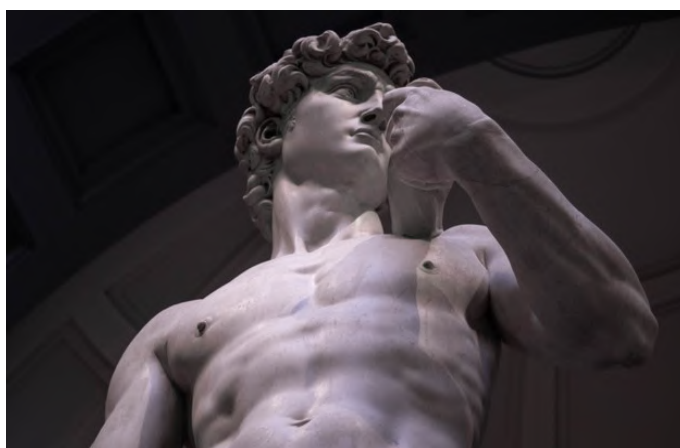
Because no other country has Italy's riches, its peerless combination of art, culture, food, wine, fashion, opera, people and landscape, nor its vivid blend of the old and new, the beguiling and the beautiful.

Above all Italy has extraordinary variety, not least its art – you don't like Gothic: then how about the Romanesque or the glories of the ancient world?

Not keen on Giotto: then what about Raphael, Michelangelo, or Leonardo? And landscape.

What other country has Italy's range, from the Alps in the north to Sicily's wild uplands in the south by way of Amalfi, the Lakes and the pastoral perfection of Tuscany and Umbria? We could go on.

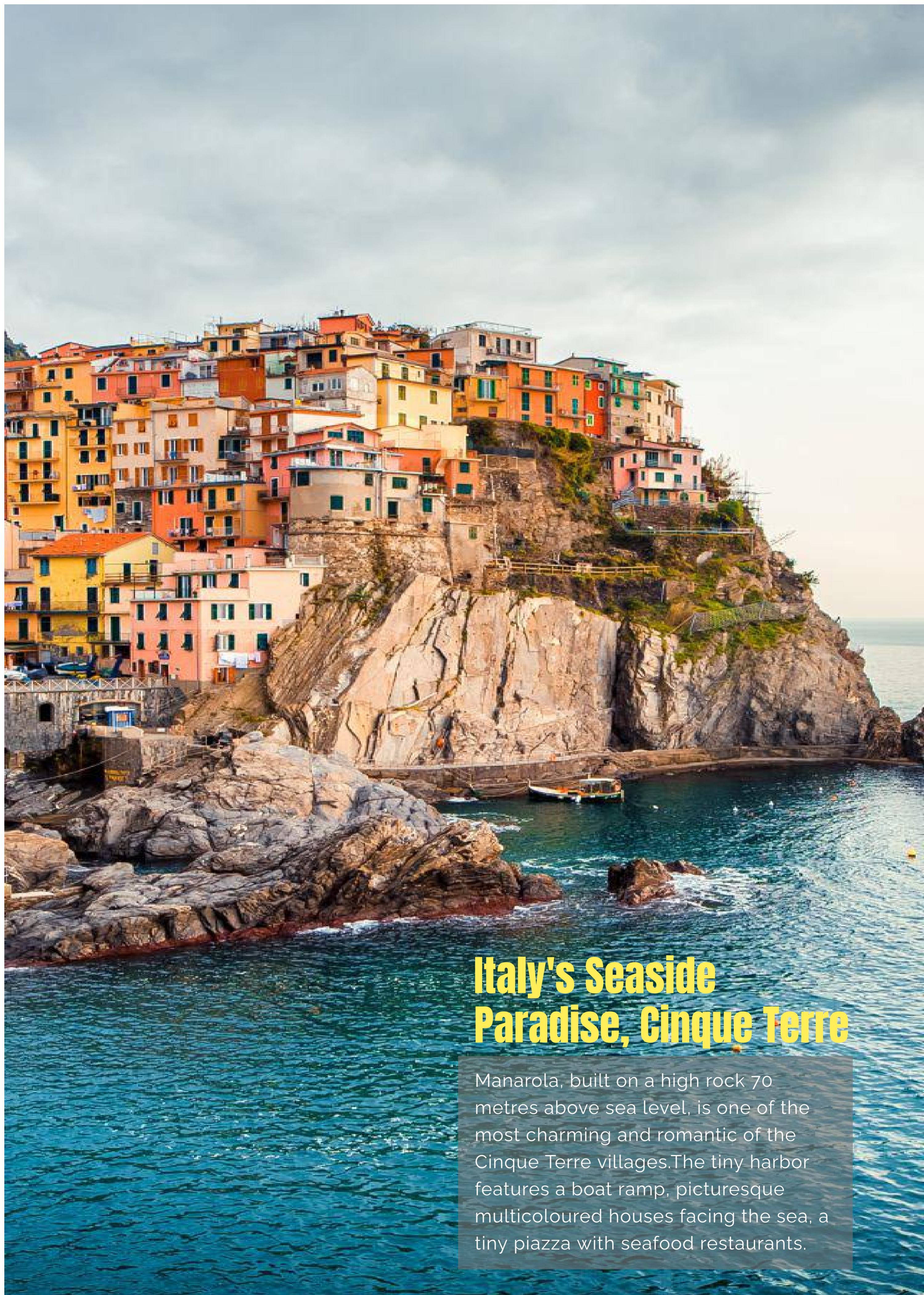
Connect2Italy is just a start. In the meantime, here is to the time we can once again stare in wonder at the Sistine Chapel,



walk medieval streets on a balmy summer evening and indulge Italy's other wonderful and countless pleasures.

What is the fatal charm of Italy? What do we find there that can be found nowhere else?

I believe it is a certain permission to be human, which other places, other countries, lost long ago.



Italy's Seaside Paradise, Cinque Terre

Manarola, built on a high rock 70 metres above sea level, is one of the most charming and romantic of the Cinque Terre villages. The tiny harbor features a boat ramp, picturesque multicoloured houses facing the sea, a tiny piazza with seafood restaurants.

ORCHIDS VALLEY

A PARADISE IN BLOOM!



Guido Maggiore - Relationship Manager Connect2Italy

There is an enchanted place hidden in Southern Italy, a magic thing repeats itself every year.



This magic has become a UNESCO heritage site and it is the Orchids Valley.

In the heart of the Cilento Park, two hours from Naples airport, in an uncontaminated valley, every year there is a spontaneous blossoming of over 180 varieties of orchids, a record at European level.



Along the almost 15 km of path where biodiversity reigns supreme, the variety of colours of the flowers and their incredible scent will make you feel inside a Pennac fairy tale.

Voted several times as one of the most evocative trails in Campania, the Orchids Valley is one of those hidden treasures which Italy is full of and that deserve to be discovered, experienced and told.

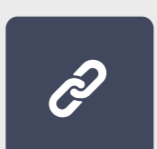
The best time to visit the valley is mid-May where there is also the annual Spring Festival that involves neighboring villages. A feast with ancient flavors, made of local food cooked by the local grandmothers on the notes of the classic Cilento tarantella.



From April to May, regular as only nature can be, and so beautiful that the whole area stands to admire it.



Cilento, terrain in the Region of Campania marked by gently-rolling hills covered in olive trees that see their reflection in the blue of the Tyrrhennian, is pure magic and a crossroads between multiple populations and traditions.



For further informations:
Cilento Viaggi DMC - cilentoviaggi.com

ARE YOU READY FOR A NEW ITALIAN EXPERIENCE?



Sergio Valentini - Tourism Expert

Everywhere, the leisure industry is now faced with unprecedented challenges.

However, unsurprisingly for a country that has been in the limelight for millennia, Italy's tourism sector has been long entrenched in habits both on the supply and on the demand side. It could rely on both usual customers and on vast numbers of people around the world making their "trip of a lifetime".

There was no need to actively promote one's services: clients would be attracted naturally and effortlessly. Italy's unique mixture of history & art, food, and quality of life appealed to everyone, from jet-set socialites to budget travellers. In spite of some over-tourism in peak periods, when domestic holiday makers overlap with foreigners in the most iconic locations, every need could be catered for.

After a year of pandemic, the scenario has been altered, perhaps forever. What are the main changes that have taken place and what has 2021 in store for us?

Italian hoteliers and tour operators have made use of the periods of inactivity to rethink their offer. As a consequence, they invested to improve existing structures, and more are currently underway, preparing for the summer season.

The forced closure also made it possible to retrain staff, so we can expect an even more professional approach from everyone.

Last but not least, the digitalization of entire sectors convinced all tourism professionals to reconsider and update their offer, both online and internationally.

In short, the impossibility for many to visit Italy in 2020 meant a renewed attention to what makes it special: its people and the variety of true experiences that can be made, from North to South. Therefore, the offer that Italy is now presenting to visitors and guests is both more attentive and professional: everyone is looking forward to being a host again.

So, what are we all waiting for?

AMARONE

— BEYOND TIME —



MEMBER OF
CONNECT2ITALY



Amarone Zenato vertical tasting | Vinitaly 2019



ZENATO®

AN ITALIAN WAY OF STYLE

matteogatto&associati



Matteo Gatto - Founder of Matteogatto&associati

Italy has always been a symbol of style and good taste, in fashion and design, not only in aesthetic terms, but also and above all in knowing how to represent a lifestyle that involves all the senses and is capable of producing a real experience.

It's no coincidence that the "Italian Dolce Vita" praised by every visitor is first of all a matter of style that becomes an experience of living and enjoying.

In this tradition the experience of matteogatto&associati is rooted, a creative hub specialized in experience design for major events and projects on a metropolitan scale, Italian excellence in the world.

Born from the experience in the direction of architectural planning and design of Expo Milano 2015, matteogatto&associati approaches each project with enthusiasm aiming to create experiences and generate emotions.

From the Italian pavilion to Expo Dubai 2020, passing through the venues of Matera 2019 European capital of culture, it is not a question of gracefully designing spaces and infrastructures, but of designing how the event is experienced. An all-Italian way of style designed as a visitor experience.

"Italy has always represented style in the world: in design, in fashion, in architecture. It is no longer enough just to look at beauty, but you have to excite by having overwhelming experiences."



Expo Italian Pavillion Dubai2020



Cava del Sole
Matera 2019 - Italy

Masterplan Expo2015 - Milan



SICILIAN TRADITIONS AND EXPERIENCES

Giuseppina Macchiarella - CEO JustSicily DMC



Sicily has been a crossroads of the Mediterranean for thousands of years and a cradle of civilizations that have dominated it for centuries, making this people a mine of rites, traditions and folklore.

Religion always accompanies the life of Sicilians but some recurrences are celebrated with evocative rituals and characteristic processions that attract thousands of people and are shrouded in mystery.



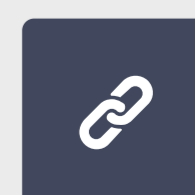
Scicli (RG) - The Man Alive Festival, Procession of the Risen Christ, affectionately called Joy

Among the experiences not to be missed are the procession of Sant'Agata in Catania and the feast of Santa Rosalia in Palermo, patron saints who are remembered by carrying the relics through the streets in memory of the miracles that saved the cities.

In Caltanissetta and Trapani take place the famous rites of Holy Week, that see parade statues with flowers and lights that represent the Passion of Christ accompanied by bands of musicians and gastronomic moments. Real experiences that leave a mark and make you live the authentic Sicily.

JustSicily is a Boutique Incoming Tour Operator specialized in tailor-made tourism experiences.

For further informations:
JustSicily DMC - justsicily.it



La Cavalcata di San Giuseppe - Scicli



On the weekend of the Feast of St Joseph, Scicli commemorates the biblical Flight into Egypt with a colourful two-day festival. Events include tastings of local products and, on the Saturday, a spectacular parade which sees locals in medieval peasant garb riding horses adorned with handwoven floral mantles.

MY FIRST TRIP TO ITALY

LA DOLCE VITA



Shruti Amriwala - General Manager of Mishutana Travel

My first trip to Italy, magical and simply out of this world. Personally, I have always been fond of Italy's art, history and culture since childhood. The experience was beyond my expectations.

I was invited from Connect2Italy for the programme "Buy Lombardy -2019", which was organised by Promos Italia last September to visit Milan and Lake Garda.

When I landed at Milan Malpensa airport, I was politely greeted by the gentleman who had been sent to receive me at the airport.

He promptly dropped me at the hotel, a lovely boutique hotel located opposite to Milan Central Station.

I was offered a beautiful room with jazzy interiors, on the 11th floor that offered panoramic views of downtown Milan.

We were first taken to Castle Sforzesco to see the priceless works and frescoes of Leonardo Da Vinci, which was accompanied by a spectacular light show.

On the next day we had a heavenly breakfast and after that we checked out of the hotel and we were taken for our day excursion.

First stop was the magnificent Teatro alla Scala, that still houses the costumes, jewellery and portraits of artistes, performers and musicians belonging to the 19th century.

A short walk to the Galleria Vittorio Emanuel and the Milan Cathedral/ Duomo di Milano which is the main tourist attraction and the landmark of Milan. I was mesmerized by the colossal architectural structure of the Duomo. The piazza square of the Duomo had positive and peaceful vibes.

At Lake Garda, we were put up at a lovely 4 star resort called Bellerive, located in Salò, which provided pristine views of the Lake Garda. In the morning, I woke up amongst magical and astounding views of the lake. Post breakfast, we visited the House of celebrated Italian poet Gabriele D'Annunzio.

Gabriele D'Annunzio was a leading Italian writer, journalist, politician and had served as a soldier during the World War I. After retiring from politics, Mr. D'Annunzio wanted to spend the last years of his life away from the hustle and bustle of the city.



D'Annunzio was very compassionate towards dogs, therefore he had ordered to create a cemetery in the compound of his house, specially dedicated to his dogs, where they were buried after death.



My first trip to Italy was simply magical and out of this world. Personally, I have always been fond of Italy's art, history and culture since childhood.

The experience was beyond my expectations. I wish to convey to anyone reading this blog, that Italy is not just about wine and gastronomy. It is much richer in experiences. It is a melting pot of fashion, history, art, culture, business, gastronomy, and modernity. But something that touched me the most was the amiable nature of the people of Italy, their passion and dedication towards their occupation.

Till now, I have visited Italy twice and Milan has already become like a 2nd home for me. I am eager to visit Rome again so that I get a chance to explore the Eternal city thoroughly.

On my next trip to Italy, I wish to explore other regions of this marvellous country like Tuscany, Emilia Romagna, Southern Italy etc. Till then.... tanto amore, Italia!

GNOCCHI ALLA SORRENTINA



Pierangelo Dal Ben - Italian cuisine expert

Named after the famed location just off the Campanian coast, gnocchi alla Sorrentina is a dish that perfectly embodies the spirit of this region, in which flavours from high-quality, locally-sourced ingredients are combined into dishes that shine for simplicity as much as for sophistication

The joyous nature of gnocchi alla Sorrentina makes it especially suited to a festive family lunch.

This perhaps justifies the effort of making the dish from scratch, starting with the potato gnocchi themselves and moving on to the homemade tomato sauce.



And yet, despite being fairly labour-intensive, the ingredients are of the simplest kind, and so is their coming together, inevitably, under the influence of a hot oven, which will melt the mozzarella and bind the gnocchi into a delicious thread of cheesy strings.



Ingredients

600 g of floury potatoes.
150 g of plain flour,
2 egg yolks,
250 g of mozzarella cheese, torn into small chunks
8 basil leaves, roughly torn,
pecorino, gratesalt.



SERVES 2



25 MINUTES



ROASTING



MEDIUM

Step 1 - Boil the potatoes whole, skin on, until cooked through. Drain then transfer to a frying pan set over a low heat. Gently heat the potatoes until they feel dry on all sides. Allow them to cool.

Step 2 - To make the tomato sauce, place the oil and the garlic in a medium pan set over a medium heat. Add the passata and 60ml water, cover and cook for 30 minutes, stirring often.

Step 3 - Peel the skins from the cooled potatoes and discard.

Step 4 - Scatter three-quarters of the flour over a work surface. Press the potato through a ricer onto the flour, form the mixture into a well and add the egg yolks. Shape everything into a soft dough, gradually adding the flour until you form a soft pliable texture. Dust the work surface with a little more flour and divide the dough into 4.

Step 5 - Roll out the dough into long cylinders, about the thickness of your thumb. Cut each length into segments, more or less 1 cm. Reserve on a flour-lined tray.

Step 6 - Preheat the oven to 200°C.

Step 7 - Bring a large pot of heavily salted water to a rolling boil. Add the gnocchi and cook until they float on the surface, this should take approximately 3 minutes. Drain with a slotted spoon and place in the tomato sauce.

Step 8 - Stir and transfer to an oven-proof dish. Dress with the mozzarella and basil, dust with grated pecorino and cover with foil. Bake for 10 minutes, until the mozzarella has melted. Remove the foil and finish under the grill for 2–3 minutes, until the cheese is golden.

Serve immediately and...**buon appetito!**





The most famous ball event in Venice

"The Il Ballo del Doge is not a dream, it is The Dream!"

Antonia Sautter



del Doge®



MEMBER OF
CONNECT2ITALY



PROCIDA - ITALIAN CAPITAL OF CULTURE FOR 2022

Repost of Onuitalia.com

Procida, the island in the Gulf of Naples that served as the set for films such as “Il Postino” and “The Talented Mr. Ripley,” is the Italian Capital of Culture 2022. The announcement was made by the Minister of Culture, Dario Franceschini.

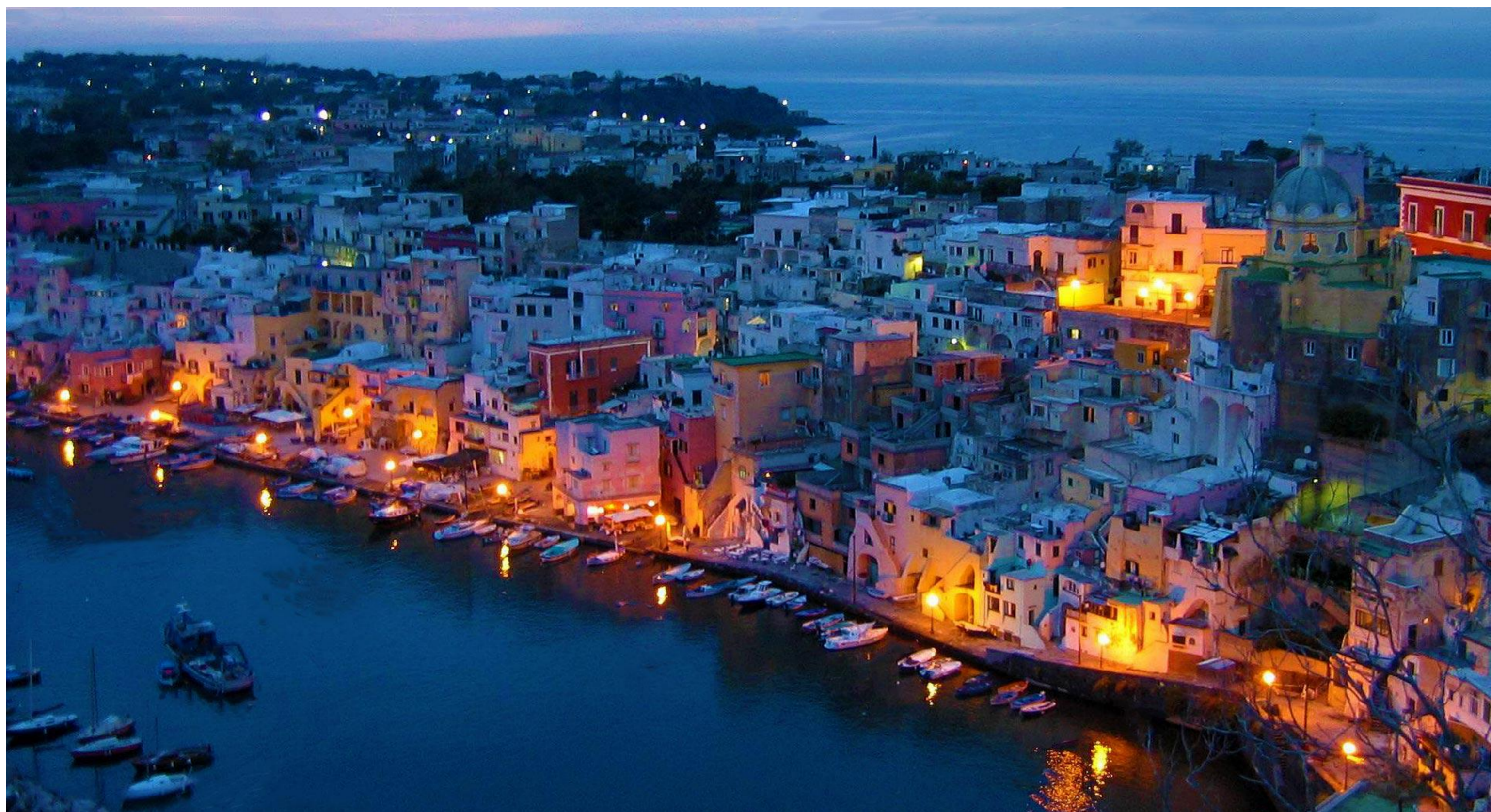
The island was chosen by a jury upon the review of 10 projects presented by the candidate cities. The following proposals were made: Ancona, Bari, Cerveteri, L'Aquila, Pieve di Soligo (Treviso), Taranto, Trapani, Verbania Lago Maggiore and Volterra.

The cultural project of Procida is entitled “La Cultura non isola”, literally, ‘Culture does not isolate’: “It offers elements of attractiveness and qualities at an excellent level. The context of local and regional public and private support is well structured, and the patrimonial value and landscape are extraordinary.

The laboratory dimension, which includes social aspects and the diffusion of technology, is dedicated to the Tyrrhenian islands, but is relevant for the realities of all, small Mediterranean islands,” reads the motivation of the jury, according to Franceschini.

Procida will pick up the baton from Parma, the Italian capital of culture for 2020-2021. The idea of the Italian capital of culture dates back to 2014: “The goal is to stimulate all cities, beyond the winner, to valorise themselves. It sets in motion a virtuous and attractive mechanisms, similar to what happens with films aspiring to an Oscar,” said Minister Franceschini.





“Listen. I do not want to see Procida as she goes and fades away, she becomes like a grey thing ... I prefer to pretend it never existed.” - Elsa Morante





"Spreading and promoting the beauty and the joy of Italy is our aim. It makes us proud and enthusiast to allow people from all over the world to know a different face of the Bel Paese."

Itineraries, hidden gems and unique stays are part of our daily life and still, we get surprised of the magnificent experiences Italy could offer.

If you want to become part of Connect2Italy network, contact us at business@connect2italy.com