



“UMBRIA: The Green Heart of Italy”

Chiara Morucci (June 10, 2013)



The green heart of Italy was presented by Enit Director, Eugenio Magnani, Fabio Paparelli Regional Umbria Councilor, Valentino Valentini the Former Mayor of Montefalco and Chiara Dall’Aglio, Head of Umbria Territorial Marketing.

On June 4, the Italian Government Tourist Board (ENIT) hosted an interesting presentation on the Italian Region of Umbria. The event was presented by the Director of ENIT, Eugenio Magnani who welcomed the guests, Fabio Paparelli Regional Umbria Councilor, Valentino Valentini the Former Mayor of Montefalco and Chiara Dall’Aglio, Head of Umbria Territorial Marketing.

The Region is known as “the green heart of Italy,” because of its location in the centre of Italy and also because of the intense green color of its hills. Umbria is a region where all is art, from the natural beautiful landscapes to the handmade ceramics and the art of “slow-living” and “slow-food.”



“Umbria is a bridge between the past and the future; it is a perfect combination of tradition and innovation. The landscape has remained unaltered by the centuries however the right innovations of a modern age have been taking place,” explained Paparelli. “Umbria is a wonderful region where you can try different experiences,” he continued.

There are at least seven reasons to visit this territory. First, the art and the culture. The main town of Perugia and other towns such as Assisi, Deruta, Todi, Spoleto, Spello, Gubbio, Foligno, Orvieto and Terni, just to mention a few, are filled with architectural splendors and masterpieces of art, and often host international cultural events.

Second, nature and parks. Lake Trasimeno and its three famous Islands: Isola Maggiore, Minore and Polvese; the leaping falls of the “Cascata delle Marmore” that have inspired poets and painters; the Monti Sibillini National Park where one can go rafting and Colfiorito and Monte Subasio Regional Park.

Third, to find the mystical Umbria. Be part of a pilgrimage to the spiritual places such as Assisi, the hometown of Saint Francis and Saint Claire, or to Cascia the land of Saint Rita. Fourth reason is Umbria's archeology. In Umbria it is quite possible to still find buried treasures of ancient Etruscans and Romans.

Fifth reason is of course the food and wine. Homemade pasta umbricelli and strangozzi, chick pea and chestnut soup of the Orvieto Area. Pork is a traditional Umbrian cuisine, known there as “porchetta,” it is cooked in a wood fired oven and flavored with herbs and garlic. The land of Umbria also abounds of white and black truffles. Umbria produces excellent olive oil and DOC wines, for example the “Sagrantino di Montefalco” and “Grechetto.”

Sixth, artisan craft. Umbria offers a wide variety of traditional crafts, products and artisan jewelry. The seventh reason is Umbria's pure waters. It has the best water in all of Italy. The two renowned mineral waters Sangemini and Fabia, both bottled, come from the springs of Acque di San Gemini. The waters take also a plunge into wellness; two of the most famous Spas are the Terme di Fontecchio at Città di Castello and the Terme Francescane at Spello.

In the last years Umbria has experienced a higher percentage of international visitors, mostly American. In the era of technology, the region has decided to promote an online application that makes it possible to discover Umbria via the web. “Umbria is the first Italian Region that adopted an App-system for i-phones, i-pads and androids called [“Umbria App.”](#) [2] Through the web it is now possible to discover all the natural and artistic attractions of our marvelous region” said Dall’Aglio.

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