



The Marche Region (Italy)

The Marche region can be assimilated to a wide-spread museum. In part already organized, partly to be built and further promoted. It is a region that has the peculiarity of representing stories, characters, biographies, naturalistic and cultural sites. On the first side, we find literati, musicians and artists. From Gioacchino Rossini (the fiftieth anniversary of his death is celebrated in 2018) to Giovan Battista Pergolesi. From Bramante and Raffaello Sanzio, to Giacomo Leopardi. To get to Frederick II who valued artists like Piero della Francesca, Tiziano, Rubens. On the landscape side, Marche can be considered a network of art towns and cities, with 70 accessible theaters, castles and widespread fortresses. We also have 500 restored squares or on the way to recovery that host historical re-enactments, 90 abbeys and sanctuaries, 200 Romanesque churches.



Cultural heritage and environmental resources

There are a lot of beautiful landscapes, architectural and historical sites. Starting from Urbino, whose historic center is an UNESCO heritage ; birthplace of Raphael and city that has – as well as Florence - represented the Italian Renaissance. In Ascoli ther is “Piazza del Popolo”, one of the most beautiful monumental square in Europe. Directly connected with the sea, there are two main landscape sites: the Conero Riviera and the Palm Riviera in San Benedetto del Tronto. In the hinterland of Pesaro it’s possible to find one of the spiritual places celebrated also by Dante Alighieri: the Monastery of Fonte Avellana. A little further to the north, you come across the Furlo’s gorge, crossed by the ancient Via Flaminia: it is a small but suggestive canyon. The Castle of Gradara, where the story of Paolo and Francesca is set in the Canto V of Dante’s Inferno, is another well known site. For lovers of religious tourism there is Loreto, or the Abbey of Fiastra. In the same area, we find the URBS Salvia Archaeological Park, from the 2nd century BC. C. : the largest archaeological area in the Marche region. Strategic is the naturalistic structure: about 8% of the region, almost 90,000 hectares, are covered by parks and protected areas including two Natural Reserves, four Regional Parks and two National Parks.





Economic activities and regional strategies

Over the past 15 years, the structural crisis and a series of emergencies (such as the earthquake) have not benefited from the development of tourism in the area. Except for a few digital companies, the model of the industrial districts of the Third Italy, including the Marche, were in crisis. The total amount of work that the districts need to produce (in shoes, clothes, furniture and appliances sector) on the spot has been reduced due to the contraction of demand, increased competition and delocalization. However, a considerable weight of craftsmanship remains, among the highest at national level (with consequences also related to the offer that can characterize touristic and cultural packages). Finally, 8 thematic areas of interest are: robotic systems, industrial automation, eco-efficient products, multifunctional products, micro-mechanics, biomedical, product design, aptic interfaces. The earthquake of 2016 (area of the crater between Fermo, Ascoli and Macerata) on the one hand has increased the flow towards the coast of the inhabitants; on the other hand, it represents an opportunity for development and recovery that should not be underestimated.



Tourist attractions

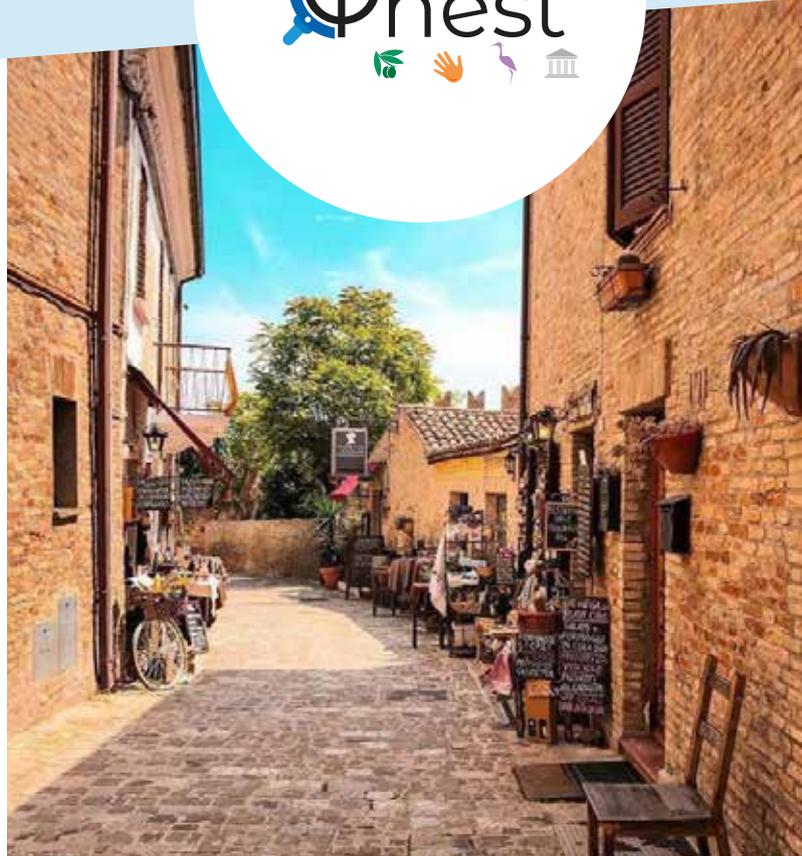
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Local products linked to the Mediterranean Diet

The soul of typical products is definitely the TRUFFLE where the Marche have a good production of all the main species. Provinces of Pesaro Urbino, Ascoli Piceno, Macerata and Ancona are Typical places of the truffle. There are two varieties: the bianchetto, present mainly in Fossombrone in the province of Pesaro Urbino, and the scorzoni, present everywhere. Also the pig has a main importance in the Marche tradition. Ascoli Piceno and Macerata are the places of origin of the porchetta that was designed here and later exported throughout the ancient Roman world. There is a great variety of salami prepared with all kinds of spices and in which every town of the Marche can boast its own recipe. But the art of cooking pork is also seen in the preparation of roasts and spits. The flavors of the sea are not far behind: the fish broth proposed in different variations, the blue fish: marinated mackerel, fried and ortolana anchovies are the main ones. The Marche wines are exported all over the world and are considered exceptional.



Cultural routes and itineraries

Many routes and itineraries have been created in the region, which include also a number of "immaterial" elements such as traditions, rites, practices and customs, which help to shape the cultural identity of a certain region or a certain community. The main characteristic of the Marche region is that it can be assimilated to a widespread museum. It is a region that has the peculiarity of representing stories, characters, biographies, naturalistic and cultural sites. On the first side, we find literati, musicians and artists. From Gioacchino Rossini (the fiftieth anniversary of his death is celebrated in 2018) to Giovan Battista Pergolesi. From Bramante and Raffaello Sanzio, to Giacomo Leopardi. To get to Frederick II who valued artists like Piero della Francesca, Tiziano, Rubens. On the landscape side, Marche can be considered a network of art towns and cities, with 70 accessible theaters, castles and widespread fortresses. We also have 500 restored squares or on the way to recovery that host historical re-enactments, 90 abbeys and sanctuaries, 200 Romanesque churches.