

## A territory to discover

VISIT OASI ZEGNA







"ERMENEGILDO ZEGNA CULTIVATED DREAMS OF GRANDEUR FOR HIS HOMELAND. HIS SOCIAL WELFARE PROJECTS AND THE BEAUTIFUL SCENIC ROAD THAT HE CREATED NEAR BIELLA ARE PART OF THE REALIZATION OF THOSE DREAMS."

Piero Chiara "Oltre l'orizzonte" Edizioni Virginia 1985



TRIVERO-VALDILANA. ERMENEGILDO ZEGNA WOOL MILL. IN THE BACKGROUND, THE PLANTING OF OVER 500,000 CONIFERS AS PLANNED BY ERMENEGILDO ZEGNA. STUDIO BCC - 1950 SATIZ (TURIN).

## Ermenegildo Zegna's "green thought"

AN ENVIRONMENTAL AND SOCIAL PROJECT

Oasi Zegna was created in 1993 as a natural development of the "green thought" of Ermenegildo Zegna, the entrepreneur and philanthropist who started in the '30s to fund and implement a far-reaching program of social and environmental improvements in the mountains around Trivero-Valdilana (Biella), which is still the site of the Ermenegildo Zegna wool mill.

Oasi Zegna is now a freely accessible protected mountain area of around 100 Km<sup>2</sup>. It's an ideal place for leisure and sport, throughout the year and with full respect for local ecosystems. It has numerous tourist facilities (offering services and hospitality typical of mountain culture and traditions) grouped under a Tourism Consortium that promotes the area.

It is also one of the cells of the Ecomuseo del Biellese, a museum focusing on the historical and cultural heritage of alpine agriculture in the area.

In July 2016, Oasi Zegna -Ezre obtained the prestigious Quality Label Level I from the Swiss Tourism Federation, following a program of quality improvement launched in 2013.

This major certification reflects ongoing commitment to improving territorial management and promotion and the engagement of stakeholders.

One of the priorities for Oasi Zegna's management is now to extend this Quality Label to the operators in its Consorzio Turistico (Tourism



Interview         Interview <t< th=""><th></th><th>VEGLIO</th><th>BRUGHIERA DI TRIVERO</th><th>TRIVERO VALDILANA</th><th>PORTULA</th><th>CAULERA</th><th>BOCCHETTA DI MARGOSIO</th><th>BOCCHETTA DI LUVERA</th><th>BIELMONTE</th><th>BOCCHETTO SESSERA</th><th>SAN GIOVANNI D'ANDORNO</th><th>CAMPIGLIA CERVO</th><th>PAG.</th></t<>		VEGLIO	BRUGHIERA DI TRIVERO	TRIVERO VALDILANA	PORTULA	CAULERA	BOCCHETTA DI MARGOSIO	BOCCHETTA DI LUVERA	BIELMONTE	BOCCHETTO SESSERA	SAN GIOVANNI D'ANDORNO	CAMPIGLIA CERVO	PAG.
MOUNTAIN RUNNING     • <td>GREEN ACTIVITIES</td> <td></td>	GREEN ACTIVITIES												
HOBE FREKING         I <t< td=""><td>TREKKING, HIKING, NORDIC WALKING</td><td>•</td><td>•</td><td>•</td><td>•</td><td>•</td><td>•</td><td>•</td><td>•</td><td>•</td><td>•</td><td></td><td>15</td></t<>	TREKKING, HIKING, NORDIC WALKING	•	•	•	•	•	•	•	•	•	•		15
THE SULVA FORSET / FORSET JATHING       Image of the second	MOUNTAIN RUNNING	٠	•	•	•	•	•	•	•	•	•	•	15
GREE WELLNESS         Image: Constraint of the second	HORSE TREKKING								•	•			15
IPOC (6YM         IPOC	THE SMILING FOREST / FOREST BATHING								•	•			16
TENNIS         COCCR.         O <th< td=""><td>GREEN WELLNESS</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>•</td><td></td><td></td><td></td><td>16</td></th<>	GREEN WELLNESS								•				16
POOL BASKET AND YOLLYYIM	ROCK GYM							•	•				17
MTR. ROAD BIKE. ENDURD. FEMICE BIELMONTE KIDS. ADVENTURE FOREST ROLDA. RUN ADVENTURE FOREST ADVENTURE FOREST ADVENTURE FOREST ADVENTURE FOREST ADVENTURE FOREST ADVENTURE FOREST ADVENTURE FOREST 	TENNIS, SOCCER,			•		•			•				17
DIEL MONTE NDS, ADVENTURE FOREST     I </td <td>POOL, BASKET AND VOLLEY</td> <td></td>	POOL, BASKET AND VOLLEY												
ROLBA RUN       Image: Constraint of the second secon	MTB, ROAD BIKE, ENDURO, E-BIKE	٠	•	•	•	•	•	•	•	•	•	•	17
ADVENTURE PARK / BUINGEE JUMPING         •         ·         ·         ·         ·         8           WHITE ACTIVITIES             · <td>BIELMONTE KIDS, ADVENTURE FOREST</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>•</td> <td></td> <td></td> <td></td> <td>18</td>	BIELMONTE KIDS, ADVENTURE FOREST								•				18
WHTE ACTIVITIES         Image: Constraint of the second of the secon	ROLBA RUN								•				18
ALPINE SKIING, SNOWBOARD            25         CROSS-COUNTRY SKIING            25         BABY PARK             25         BABY PARK             26       25         BABY PARK             26       26         NIGHT SKIING            26       26       26         SKI SCHOOLS            26       27       27         SNOWSHOE HIKING            27       27       27         SNOWSHOE HIKING            27 <td< td=""><td>ADVENTURE PARK / BUNGEE JUMPING</td><td>•</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>18</td></td<>	ADVENTURE PARK / BUNGEE JUMPING	•											18
CROSS-COUNTRY SKIING         Image: Constraint of the stress of the	WHITE ACTIVITIES	1	1	1		1	1	1	1	1			
SKI MOUNTAINEERING       I	ALPINE SKIING, SNOWBOARD								•				25
BABY PARK         Image: Constraint of the second seco	CROSS-COUNTRY SKIING									•			25
NIGHT SKIING         Image: Ski Schools         Image: Ski Sc	SKI MOUNTAINEERING								٠	•			25
SKI SCHOOLS         Image: SKATING         Image: SKA	BABY PARK								•				26
ICE SKATING       I <td< td=""><td>NIGHT SKIING</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>•</td><td></td><td></td><td></td><td>26</td></td<>	NIGHT SKIING								•				26
SNOWSHOE HIKING         Image: Constraint of the stress of the stres	SKI SCHOOLS								•				26
WELLNESS         Image: Constraint of the second secon	ICE SKATING								•				27
HOSPITALITY           HOTELS         Image: Constraint of the state of the st	SNOWSHOE HIKING						•	•	•	•	•		27
HOTELS         Image: Constraint of the second	WELLNESS								•				27
BIKE HOTELImage: Constraint of the second secon	HOSPITALITY		I			I	I	I		1			
FARM-STAYS / GUESTHOUSES         Image: Constraint of the state	HOTELS								•	•	•		20-23
RESTAURANTS / BARS / LOCANDASImage: Constraint of the state of the stat	BIKE HOTEL		•		•				•	•	•		21
HOSTELS, HUTS AND MOUNTAIN RETREATS••Image: Constraint of the state of the stat	FARM-STAYS / GUESTHOUSES		•		•	•			•				20-23
WellnessImage: constraint of the straint	RESTAURANTS / BARS / LOCANDAS		•	•		•	•	•	•	•	•		20-23
ART AND CULTURECASA ZEGNAImage: Constraint of the second	HOSTELS, HUTS AND MOUNTAIN RETREATS		•						•		•		20-23
CASA ZEGNAImage: CA	WELLNESS								•				21
"ALL'APERTO"Image: constraint of the state of	ART AND CULTURE					1	1	1	1				
ECOMUSEUM CELLS AND LOCAL PRODUCTS●Image: Services of the service of the serv	CASA ZEGNA			•									30
ECOMUSEUM CELLS AND LOCAL PRODUCTS●Image: Services of the service of the serv	"ALL'APERTO"			•									31
SERVICESINFO POINT•••••44SPORT EQUIPMENT HIRE••••••44CAMPER AREA•••••••42·43PHARMACY AND FIRST AID•••••••42·43E-BIKE CHARGING POINTS•••••••42·43		•			•		•		•			•	32-35
INFO POINTImage: Second se			<u> </u>			<u> </u>	<u> </u>	<u> </u>		<u> </u>			
SPORT EQUIPMENT HIREImage: Sport Equipmen				•					•				44
CAMPER AREA         Image: Comparison of the system         Image: Comparison of the system <td></td> <td></td> <td></td> <td></td> <td></td> <td>•</td> <td></td> <td></td> <td></td> <td>•</td> <td></td> <td></td> <td></td>						•				•			
PHARMACY AND FIRST AID         Image: Marcine Stress of the stress o													
E-BIKE CHARGING POINTS				•									
									•				
ROUTES FOR DISABLED • 18									_				

### 10 things not to miss in Oasi Zegna.

#### NATURE, SPORT, CULTURE AND WELLBEING

### **1.** PANORAMICA ZEGNA

This road is the axis along which Oasi Zegna has developed. Its dual purpose is to provide a panoramic road link between Trivero-Valdilana – where the Wool Mill still operates – and Bielmonte and Valle Cervo and access to paths and itineraries where contact with nature is increasingly genuine.

#### **3.** GREEN WELLNESS: FROM TREES TO HUG TO FOREST BATHING

Relax, breathe, walk, and regenerate thanks to nature! This new frontier of wellbeing brings active ingredients straight from the forest. All perfectly scientific. Forest Bathing and experiential walks through the Forest of Smiles are two powerful ways to achieve greater interior harmony and psycho-physical wellbeing.



#### 2. A WALK IN THE RHODODENDRON BOWL

A marvelous mountain garden with flowing lines and surprising colors, to discover while strolling on its comfortable paths. There are numerous guided tours in its spectacular blossoming month and in autumn with its magical foliage.





A nature laboratory of European interest, a splendid destination for hikers, mountain bikers or horse riders, offering amazing places and panoramas. This is also the natural habitat of the beautiful iridescent beetle Carabus Olympiae, a protected endemic species and the emblem of Oasi Zegna.





#### 5. POLENTA AT MONTE MARCA AND DOWN THE ROLBA RUN

A typical alpine dish at Rifugio Monte Marca - a peaceful, relaxing mountain refuge reachable on foot or chairlift - to eat with various cheeses. And for the return, what better than a bob on wheels down some breath-taking z-bends?



A delight for the palate, always fresh tasting and intense. It's the king of cheeses in France but also loved in Italy. And Agriturismo Alpe Margosio know why: they produce a rich range of excellent alpine caprino cheese flavored with mountain herbs.

#### 8. SNOW-SHOEING UNDER A FULL MOON



Numerous winter itineraries. One way to experience all the magic of the mountains at night is a moonlight snow-shoe hike combined with a tasting of flavors and recipes that speak of this territory. An emotion-packed activity to enjoy with all the family!

**6.** NORDIC WALKING AND BIKING

WITH SPLENDID PANORAMAS In the uncontaminated nature of pastureland, valleys and woods in the Biella Alps there's a dense network of trails. Pedaling or walking on signpo-

sted paths is a pleasure that also means wellbeing

at all ages. Discover this on your own or in the

company of expert local guides, and try some

local food products and excellent craft beers on

your way.

#### 9. Wellness solutions with An "infinite" view

This is Bucaneve Wellness, a hymn to nature in all its manifestations: the herbs used in the treatments come from mountain pastures; the lighting is mostly natural, filtering in through the huge windows; the regenerative solutions are designed to alternate indoor treatments with open-air immersion in the alpine landscape. A special place in which to top up with vital, regenerative energy.

### 10. Casa zegna and all'aperto

Corporate museum, historical archive and cultural center, Casa Zegna opens in spring and autumn with two temporary exhibitions and hosts various meetings and workshops for kids. Also in Trivero-Valdilana and the surrounding areas is the ALL'APERTO project, an open-air contemporary art museum promoted by Fondazione Zegna.



PIEDICAVAL

### Genius Loci

#### THE SPIRIT OF A TERRITORY

Oasi Zegna is an environment that communicates the natural characteristics that define it. A particular integrated system of information panels produced under the supervision of the Oasi Zegna Scientific Committee and the Natural History Museum in Milan offers visitors an overview of the territory's flora and fauna, insects and minerals.



LEFT: INFO PANEL. BELOW: ECODESIGN CHARTS



#### THE SYENITE ROAD

This is the lower mountainous part overlooking the Torrente Cervo. Rich in geological interest and still inhabited villages, it offers a genuine example of mid-montane life. The vegetation has alpine characteristics and the landscapes are modeled by glaciers that filled the course of the Cervo. It is characterized by syenite, a magmatic rock formed over 30 million years ago and which is still worked by local artisans with their chisels.

#### THE ROAD OF THE PASSES

This is the mid-montane part crossed by a large section of the Panoramica Zegna road. In the middle of it is Bielmonte, a tourist resort built in the '50s and now at the heart of Oasi Zegna. On the northern flank, the road links a number of passes ("bocchette") to reach Alta Valsessera, the wildest and most uncontaminated zone of Oasi Zegna.

#### THE RHODODENDRON ROAD

This is the "garden" part of Oasi Zegna created in the '50s adjacent to the Ermenegildo Zegna wool mill. Following the work of the illustrious Florentine landscape architect Pietro Porcinai at the end of the '60s, it was recently extended by Paolo Peirone. The result is an explosion of colorful blooms (rhododendrons and hydrangeas in May and June) that paint the mountainside.



TO GET THE MOST OUT OF OASI ZEGNA, IT'S IMPORTANT TO KNOW ABOUT ITS **10-POINT MISSION** 

1. TO DESIGN

a territorial improvement initiative to create a "communicating" environment that promotes dialog between humans and nature.

2. TO RESUME the dialog between industry, the environment and the community established by Ermenegildo Zegna, and develop its more innovative concepts.

3. TO COMMUNICATE an image of enlightened enterprise capable of identifying needs and implementing projects to satisfy them.

4. TO SATISFY new needs arising from the general demand for a higher quality of life.

5. TO INTERVENE on a voluntary basis to

safeguard the territory, restore equilibrium between ecosystems and favor accessibility to natural resources

6. TO PROMULGATE

a "modus vivendi" rooted in antique values but also in highly modern concepts such as environmental culture and interrelations between eco-systems.

7. TO RECORD the characteristics of Oasi Zegna's territory in terms of flora and fauna, minerals and

anthropology. 8. TO PROMOTE scientific, cultural and environmental education initiatives strictly connected with the eco-system in which the area is located.

#### 9. TO FOSTER

educational activity by creating a system of communication to promote Oasi Zegna's objectives.

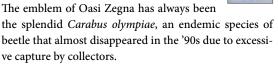
**10. TO DEVELOP** 

infrastructure enabling people to enjoy the territory in line with the principles outlined above.

### Nature needs to be known in order to be respected

NATURAL ATTRACTIONS AND COLLABORATIONS TO SAFEQUARD SPECIES

#### OASI ZEGNA AND THE LIFE PROJECT



Under the European Community's LIFE Natura, a program safeguarding species threatened by extinction, the LIFE Carabus project (launched in 2012) aims to reduce the threats to the Carabus olympiae of the Alpi Biellesi through management and conservation of the species' preferred habitats in Alta Valsessera. The project is a joint effort between Ermenegildo Zegna, Regione Piemonte, Turin's Università degli Studi, D.R.E.Am. Italia soc. coop. Agricolo-Forestale and Comunità Montana "Val Sessera, Valle di Mosso e Prealpi Biellesi". In addition to conservation of the species, the LIFE Carabus project organizes special initiatives focusing on the territory for visitors to Oasi Zegna and also addresses the general public and schools on-line at www.lifecarabus.eu.

One of Oasi Zegna's priority objectives is environmental education, particularly for the new generations, for whom guided tours focusing on the territory's numerous natural attractions are organized on a regular basis. A systematic nature survey of Oasi Zegna and Alta Valsessera has been conducted in collaboration with Milan's Natural History Museum since 1998. The results have been published in the Oasi Zegna Guide Books (on botany, entomology, zoology and ornithology), which are also ideal for use in schools. The Museum in Milan has a diorama of a golden eagle (*Aquila chrysaetos*), a majestic predator frequently sighted in Valsessera, a Site of Community Interest (SCI) in the European Natura 2000 network.





OASI ZEGNA'S LOGO IS A GREEN MOUNTAIN WITH A BOLD WHITE Z REPRESENTING THE PANORAMICA ZEGNA ROAD IN THE SECTION STARTING IN TRIVERO-VALDILANA AND PAYING TRIBUTE TO THE ENLIGHTENED ENTREPRENEUR AND PHILANTHROPIST ERMENEGILDO ZEGNA. JUST UNDERNEATH IT IS A STYLIZED BEETLE RARE. IRRIDESCENT SPECIES THAT BECAME THE EMBLEM OF OASI ZEGNA, THE Carabus Olympiae Sella, NAMED IN 1854 BY THE ENTOMOLOGIST EUGENIO SELLA IN HONOR OF ITS **DISCOVERER. HIS** COUSIN OLIMPIA SELLA. 

### Landscape management

HUMAN SETTLEMENTS IN MOUNTAIN TERRITORY



#### MAIN OBJECTIVES

1. In-depth management designed to conserve the highlands by maintaining their mountain settlements. The alpine pastures at Moncerchio and Margosio have become cells of the Ecomuseo Biellese and are valuable resources for transmitting the values of alpine agriculture, also through tastings of typical products and education and awareness raising events.

**2.** Landscape development, an activity to share with the community. This started in the '30s with a major forestry program involving the planting of over 500,000 conifers and hundreds of rhododendrons and hydrangeas and continued over the decades with various studies and mountain habitat reclamation and maintenance activities.

GIARDINI

#### ZEGNA BABY FOREST

In 2011, in line with its commitment to environmental conservation, Ermenegildo Zegna Group launched the "Zegna Baby Forest", a project that plants a tree in Oasi Zegna for every baby born to the Group's 7,000 employees. The project has already helped consolidate terrain under the risk of avalange in winter season.

#### OASI ZEGNA AND GRANDI GIARDINI ITALIANI

In early 2015 Oasi Zegna joined the circuit Grandi Giardini Italiani, the network of the most beautiful gardens in Italy founded in 1997 by Judith Wade. To find out more: www.oasizegna.com - www.grandigiardini.it

#### OASI ZEGNA AND SESIA VALGRANDE GEOPARK

Oasi Zegna is part of the Sesia Val Grande Global Geopark, one of the 10 Italian geoparks recognized by Unesco for promotion and conservation of the country's geological heritage.

To find out more: www.oasizegna.com www.sesiavalgrandegeopark.it



#### OASI ZEGNA AND FAI FONDO AMBIENTE ITALIANO

egna and FAI - Ita-

PATROCINIO

Always Ermenegildo Zegna and FAI - Italian Environment Fund share the respect for and the protection of landscape and cultural heritage in Italy. Fondazione Zegna, for over 10 years, supporting the FAI in the implementation of environmental improvement projects. In 2014 Oasi Zegna has received - the only case in Italy - the auspices of the FAI, in recognition of this commitment.

To find out more: www.fondazionezegna.com www.fondoambiente.it



## Enjoy nature, discover Oasi Zegna

SPORT, NATURE AND FUN

Ideal for all the family, Oasi Zegna makes possible to experience the mountains in their truest aspects. A dense network of paths link the area's mountain huts and there are also a wide range of sporting and recreational activities which are also designed for children, even the youngest.



#### HIKING, TREKKING AND NORDIC WALKING

Thanks to an intricate network of paths it's possible to reach mountain pastures and huts (on one's own or with experienced guides) and try some of the local produce made there. Equipment can be hired on site. An advanced version of assisted walking, Nordic Walking makes it possible to gently increase stamina and strength and above all firm up the body by losing weight. Oasi Zegna has a Nordic Walking Park<sup>®</sup>, certified to the criteria of SINW (Scuola Italiana Nordic Walking), where you can do physical exercise geared to your capability and rediscover the joy of walking with the help of poles. Three signposted itineraries of different lengths and difficulty provide graded levels of training.

#### Information

Overalp srl www.overalp.com tel. +39 0150990725 - +39 3496252576



#### MOUNTAIN RUNNING

There are itineraries for mountain enthusiasts or those who run for passion or just fun, with varying degrees of difficulty up to the challenging 60 km course of the most important race in June, the traditional Oasi Zegna Trail, an enthralling competition in the mountains of UpperValsessera.

#### Information

trailrunningvalsessera@gmail.com www.trailrunningvalsessera.it



#### HORSE TREKKING

At 1,400 meters, there is a horse riding center that offers basic courses for adults and kids and advanced courses for experienced riders. The trekking itineraries (1 or more days) in Alta Valsessera take in some extremely beautiful landscapes. There is also a typical restaurant.

Centro Equestre Oasi Zegna Località Marchetta, 16 - 13844 Piatto (Bi) P. +39 015.7591460 - +39 340.1989593 info@oasizegna.com - www.oasizegna.com

#### GREEN ACTIVITIES



#### THE SMILING FOREST AND FOREST BATHING

Walking in a forest is healthy for the spirit and for the health. The practice of Forest Bathing originated in Japan, where it plays an important role in preventive medicine. Walking in and exploring the woods, especially if they have certain biological characteristics, reduces stress and depression. The beech woods in Oasi Zegna have a high capacity to release volatile substances (monoterpenes) from their foliage and this has a beneficial effect on our immune defense. The marked routes all run from Bocchetto Sessera. Information and maps: www.oasizegna.com Locanda Bocchetto Sessera P +39 015 744115



#### ROCK GYM

At around 1,300 meters on the slopes of Rocca di Argimonia, the site offers a dozen secured routes, of easy to medium difficulty, on a rock wall of excellent quality and free from danger.

Information Tel. +39 015.756129 - 015.744126 info@oasizegna.com



#### POOL/TENNIS AND MORE

An indoor pool, built in the '40s in Trivero-Valdilana by Ermenegildo Zegna, measure 10 x 15 m. The tennis / soccer court is next to a typical mountain Inn. The Palasport in Bielmonte can host various sports as basket, volleyball, handball, five-a-side football and a climbing wall.

#### Pool

Via Marconi, 39 - Trivero-Valdilana Tel. +39 015.757151 - trivero@atheneumgroup.com **Tennis / Soccer** Ristorante Caulera Tel. +39 392.4768292



#### BUCANEVE WELLNESS

In the delightful atmosphere of Bucaneve Wellness, discover special treatments that stretch and relax your muscles at the end of a day's sport or other open air activity. Sport massages, winding-down treatments, relaxing hay baths or an enticing Jacuzzi tub with a panoramic view!

#### Info and booking

Bucaneve Wellness a Bielmonte Tel. +39 015.744184 / +39 348.5247378 wellness.bucaneve@oasizegna.com



#### GREEN WELLNESS

Oasi Zegna has always believed in aiming at perfect balance between man and nature to achieve physical and mental wellbeing. In fact, it's ideal for relaxation yet full of energy, ideal for switching off and regenerating with mindfulness activities, Qi Gong and yoga, and some high profile partners.

Information www.oasizegna.com



#### MTB, ROAD BIKE, ENDURO AND E-BIKE

Numerous signposted panoramic routes, also ideal for electric mountain bikes, through Oasi Zegna but also uncontaminated Valsessera and Valsesia as far as the slopes of Monte Rosa, to enjoy on your own or in the company of expert local guides. Optimal gradients and varied terrain also characterize the natural setting of Oasi Zegna's Enduro Bike Park, with 4 signposted routes. Services also include two free charging points for E-bikes in Trivero-Valdilana and Bielmonte and a specially equipped bike hotel.

#### Information

Ass. Scuola Nazionale MTB Oasi Zegna Tel. 348.7107283 info@mtboasizegna.it ASD Oasi Zegna Enduro MTB Tel. +39 335.5913796 oasizegnamtbenduro@gmail.com STS BIKE ASD Tel. +39 340.3024754 stsbike17@gmail.com Bike hire: Chalet Bielmonte Tel. +39 015.744126 info@oasizegna.com



#### BIELMONTE KIDS AND BOSCO AVVENTURA

A recreation area run by educators providing Montessori-inspired activities and workshops linked to Bosco Avventura (opposite Albergo Bucaneve, always open, entrance free of charge), in which to try free climbing trees without harnesses, "adventure courses" with rope bridges and netting to climb in search of one's senses.

Tel. 342.1502321 info@tantintenti.org



#### ADVENTURE PARK AND BUNGEE CENTER

A network of seven courses in woodland with over 90 suspended platforms. There is a children's area (Kids Camp) and for the more adventurous a Bungee Center offering a 152 m jump.

#### Exploring Outdoor srl

Veglio Tel. +39 015.702488 veglio@parcoavventura.it www.veglio.parcoavventura.it



#### ROLBA RUN

The Rolba Run starts from the top of Monte Marca and has 10 exciting sharp bends down the slopes and green meadows. It has a height difference of 120 meters over a total distance of 650 meters.

Information Bielmonte Tel. +39 015.744131 - +39 3343765806 rifugio@montemarca.it

#### ROUTES FOR THE DISABLED

In the Conca dei Rododendri, there are three reserved parking lots, a picnic area and an easy 45 min walk with flat sections and relaxation points where it's possible to sit down, rest and enjoy the spectacle of nature, especially in May and June. The amenities and refreshment points are designed for accessible tourism.

#### Information

Information

Trivero-Valdilana Tel. +39 015.7561460 - +39 3401989593 info@oasizegna.com



## Typical mountain hospitality

NESTED IN THE MAGICAL SETTING OF THE ALPI BIELLESI, HOTELS, ALPINE INNS, RESTAURANTS, CHALETS AND FARM TRANSMIT THE WARMTH AND EMOTIONS TYPICAL OF MOUNTAIN HOSPITALITY. THEY ALL ARE MEMBERS OF THE TOURIST CONSORTIUM

1000







#### **1** AGRITURISMO CA' NEL BOSCO Fraz. Gila 25/b, Portula (BI) Tel. +39 349.8015473 info@agricanelbosco.it



www.agricanelbosco.it

#### 2 AGRITURISMO ORO DI BERTA

Via dell'Oro, 173 Fraz. Castagnea, Portula (BI) Tel. +39 015.756501 info@orodiberta.it www.orodiberta.it

#### Prodotti 🖓 🕅 🚔 🔤 🖪 🕀 🕕

3 AFFITTACAMERE

E RISTORANTE CASTAGNETO

Via Brughiera,1 Trivero - Valdilana (BI) Tel. +39 015.7158175 castagneto.trivero@gmail.com www.ilcastagneto.org



CASCINA IL FAGGIO

Next to the Santuario della Brughiera, amidst the splendid colors of nature, this quest house is an ideal place to try the local cuisine. It has a spacious conference room and sun terrace.

Surrounded by greenery and

with a spectacular panorama

of the Po Plain, upstream of

this quest house offers an

relaxation and spirituality.

appealing mix of nature,

It has an outdoor

swimming pool.

the Santuario della Brughiera,

A family-run farmstay

offering three bedrooms

(with bathroom and TV) and

a restaurant seating 24, the

whole being furnished in rustic

style perfectly in line with the

surrounding woods. The food

is home-cooked, natural and

traditional. Visitors can enjoy

an experience of relaxation

This farm stay specializes in

(typical Piemontese late

recipes featuring

afternoon meal) based on

organic produce and local

in-season ingredients, and jams,

iellies and other fruit preserves.

It's a good base for hikes and

mountain bike itineraries.

menus and merende cenoire

and contact with nature and without space or time

restrictions.







🖌 😂 🚧 🖪 🕀 🕕

CAULERA Fraz. Caulera Trivero-Valdilana (BI) Tel. +39 392.4768292 chalet.caulera@gmail.com



8 AGRITURISMO ALPE MARGOSIO Strada Panoramica Zegna Località Bocchetto di Margosio Mosso (BI) Tel. +39 347.9148768 / 340.6438771 olcera@libero.it



9 LOCANDA ARGIMONIA Strada Panoramica Zegna Località Bocchetto Luvera Mosso (BI) Tel. +39 349.7022351 rudydelpi@gmail.com 

🔊 🖌 P 💽

Close to the Dolciniano itinerary, the Santuario S. Bernardo and the Alta Valsessera trails, this locanda offers local specialties such as bagna cauda, polenta and game. It has a terrace for use in the summer

Near Marcello Maloberti's

"All'Aperto" contemporary

and Alberto Garutti's

installations for the

art project, this bar-

restaurant offers local

specialties such as fresh

pasta and risottos, and in

pizzas from a wood oven.

Surrounded by centuries-

connected with mountain

bike trails, the Oasi Zegna

Bike Park. It offers a large

and a five-a-side football

pitch. Its food specialties

recipes and grilled meat.

MTB School and the Enduro

outdoor area, a tennis court

include traditional Piemonte

With a magnificent panorama

Valsessera, this zootechnical

goat cheese. It is a cell of the

Ecomuseo del Biellese (alpine

tastings from June to the end

of Monte Rosa and the Alta

farm produces excellent

agriculture museum) and

of September.

hosts demonstrations and

old pines, this chalet is

the evenings also delicious

In the delightful atmosphere of Bucaneve Wellness, discover sport massages, winding-down treatments, relaxing hay baths or an enticing Jacuzzi tub with a panoramic view! And to escape your daily routine and regenerate body and spirit, gift yourself a "warming winter treat" or a special personalized treatment for confronting the winter season in top form.

#### 4 AGRITURISMO Borgata Brughiera nº5 Mosso (BI) - Tel. +39 015.756613 info@cascinailfaggio.it www.cascinailfaggio.com ▶ 🗙 & 🕶 🔛 🖓 🕅 🔊 🖌 🖭 🖻 🔿



"CASA SILVIO" Frazione Brughiera Trivero-Valdilana (BI) Tel. +39 015.7158209 info@santuariodellabrughiera.it www.santuariodellabrughiera.it

20

This converted farmhouse, built in the 18th century on the ruins of an old brickworks, offers a breath-taking panorama across the eastern Biella plains. Open all year round.









ALBERGO BUCANEVE

SPORT&WELLNESS

Strada Panoramica Zegna Località Bielmonte (BI)

bucaneve@oasizegna.com

Tel. +39 015.744184

+39 393 5453705

21

#### **6** BAR RISTORANTE AL CENTRO

Via Marconi, 41 Trivero-Valdilana(BI) Tel. +39 015.756100 ristorante.alcentro.trivero@gmail.com



**7** RISTORANTE





#### BAR RISTORANTE CHALET BIELMONTE

Strada Panoramica Zegna Località Bielmonte (BI) N°1 Tel. +39 015.744126 steu76@hotmail.it www.chalet-bielmonte.it



Restaurant and alehouse offering traditional local specialties such as fried bread with cold-cuts, cheeses and paletta di Coggiola with polenta. Located below the Palasport and next to the sports equipment hire center.

The recently renovated Bar

Panoramica is in the heart

of Bielmonte's piazzetta.

From the inside, there's a

with a panoramic view.

with home-made cakes.

window overlooking the original

Outside, it has a covered terrace

The Bar offers baguettes, cold

dishes and a cafeteria service

This mountain hut can be

on foot and in winter with

It is extremely comfortable

and has a 360° view of the

It serves typical mountain

reached by chair-lift or

snowshoes or skis.

Alps and the Po Plain.

food.

single-seat ski-lift to Monte Marca.



#### ALBERGO RISTORANTE LA PINETA

Località Bielmonte (BI) Nº15 Tel. +39 015.744124 - fax 015.7443914 albergolapineta@vittonienzo.com www.albergolapineta.altervista.org



WING OVER BAR Strada Buca Di Forno Località Bielmonte, Callabiana (BI) Tel. +39 015.744167



#### BOCCHETTO SESSERA

Tavigliano (BI) - Tel. +39 015.744115 locandabocchettosessera@gmail.com www.bocchettosessera.it



and stone building at the entrance to the Alta Valsessera, at the start of the Nordic ski trails and the Bosco del Sorriso path. Its specialties include hot vegetable-based antipasti deer with forest fruits and polenta with milk.

Located near the ski lifts, it

traditions of the valley.

In Bielmonte's Piazzale

butter (to order in advance).

offers the comfort of bright

rooms and courtesy of a family

hospitality. Cooking with local

dishes that reflect the ancient

Immersed in the green of the Upper Valsessera, is a mountain hut that can be reached with an easy walk from Bocchetto sessera or Casa del Pescatore. It's an ideal place to sleep during horse riding or mountain bike treks or to use as a refreshment point for walkers. It's possible to organize parties and dinners and also stay the night in the hut (24 beds).

Tastefully renovated lodgings comprising a double bedroom, generous living room with sleeping space, and kitchen. Also included: linen, kitchen equipment. TV and all other comforts. Splendid view.









# 

BAR AL MANEGGIO Località Marchetta Tel. +39 015.7591460 340.1989593 www.oasizegna.com

Situated next to the Lasiria riding stables at Bielmonte, the bar has a terrace with breathtaking views of the Po Plain. It specializes in traditional and tasty snacks. Open from spring to autumn.



**B** AGRITURISMO ALPE MONCERCHIO

Bielmonte (BI)

Alpe Moncerchio Località Bielmonte (BI) Tel. +39 339.7289682 / 329.2060620 www.alpemoncerchio.it ferreroluciano54@gmail.com giada.ferrero1983@gmail.com

22

Located in moncerchio valley, reached by a forest track. A feast for the eyes but also for the palate, thanks to its production of high quality cheeses, meat and cured meats. Don't miss the platters of local produce to eat or the other traditional dishes, all strictly organic. A cell of the Biella ecomuseum, the farm grazes its cows here in summer to make milk and cheese.







**P**RIFUGIO PIANA DEL PONTE Località Piana del Ponte, Bioglio (BI)

CONDOMINIO MIRTO" RENTED APARTMENTS Bielmonte Tel. +39 340.9080912 info@oasizegna.com marco.toffanello@zegna.com

2. this bar manages the camper area and looks out over the Alta Valsessera. Its specialties include the platter of mixed meat cuts and cheeses and soft polenta with cheese and



BLOCANDA

Località Bocchetto Sessera





🛏 🗙 (Prodotti) 📾 🐼 🏹 争



Tel. +39 366.3976595

### 



### The magic of snow clad mountains

#### WHITE SPORTS IN OASI ZEGNA

A skiing and nature area in continual evolution and particularly suitable for families. Bielmonte, the heart of Oasi Zegna, is a winter resort for healthy outdoor sport and a training center for the Italian national ski team.



#### SNOWBOARDING

Fans can enjoy safe slopes and may also improve their technique with the help of instructors from the ski schools. Sporting and entertainment related initiatives are organized in the evenings.

Scuola Italiana Sci Bielmonte Oasi Zegna Tel. +39 015.744178 - 333.8232850 www.scuolascibielmonte.it

Scuola Sci Monte Marca Bielmonte Tel. +39 015.744110 - 333.4611412 www.scuolascimontemarcabielmonte.it

#### CROSS COUNTRY SKIING

32 km of constantly beaten trails (between 1,200 and 1,500 meters) and suitable for all techniques. Starting from Bocchetto Sessera. Numerous guided tours (day and night time). Equipment can be hired on site.

Ass. Amici del Fondo Località Bocchetto Sessera Tel. +39 328.9345001 - 339.7628696 info@bocchetto.it - www.bocchetto.it



#### ALPINE SKIING

Between 1,230 m and 1,620 meters above sea level, there are 10 km of downhill slopes ideal for beginners to skiing and snowboarding but also for those wishing to improve their technique with the help of instructors from the ski schools. Equipment can be hired on site.

Icemont sas Bielmonte Tel. +39 015.744102 - info@bielmonteneve.it



#### SKI MOUNTAINEERING

Ski trekking to Valsesia and climbing the Asnas accompanied by alpine guides is a wonderful way to enjoy the excitement of the mountains and the beauty of the landscape.

Informazioni Scuola Sci Bielmonte Oasi Zegna Tel. +39 015.744178 www.scuolascibielmonte.it





#### BABY PARK

Next to the ski lifts, the Baby Park has a magic carpet for beginners and a play area for infants. There is a special tobogganing area at Piazzale 2. The Volpina, the Oasi's mascot, is always ready to amuse kids with fun and games in the snow.

Icemont sas Bielmonte tel. +39 342.1502321 info@tantintenti.org info@oasizegna.com www.oasizegna.com



#### ICE SKATING

There is an ice rink in the Palasport in Bielmonte, a venue for various events and initiatives. Skates can be hired at the rink. In winter, a number of special themed evenings are organized.

Palasport Bielmonte Bielmonte Tel. +39 015.744126 palasport.bielmonte@gmail.com www.palasport-bielmonte.net



#### SNOWSHOES HIKING

Nature trails to enjoy alone or with local guides. Star watching classes, night time photography and orienteering are organized in the evenings. Equipment can be hired on site.

Ass. Amici del Fondo Località Bocchetto Sessera Tel. +39 328.9345001 - 339.7628696 info@bocchetto.it - www.bocchetto.it

Chalet Bielmonte Bielmonte Tel. +39 015.744126 - steu76@hotmail.it



#### NIGHT SKIING

"Lights on the slopes" for those wishing to try the thrills of skiing at night on illuminated slopes, at events or special initiatives like "Una stazione per te".

Icemont sas Bielmonte Tel. +39 015.744102 info@bielmonteneve.it



#### SKI SCHOOLS

Instructors specialized in the various techniques - downhill, cross country, snowboarding, telemark - are also qualified to teach children and the disabled.

Scuola Italiana Sci Bielmonte Oasi Zegna Tel. +39 015.744178 - 333.1232850 www.scuolascibielmonte.it

Scuola Sci Monte Marca Bielmonte Tel. +39 015.744110 - 333.4611412 www.scuolascimontemarcabielmonte.it



#### BUCANEVE WELLNESS

In the cozy atmosphere of the Bucaneve Wellness, discover treatments for relaxing your muscles after a day's sport so you're ready to start up again full of energy! Sports massages, winding down treatments and a Jacuzzi tub with a panoramic view! Take a break for your wellbeing and gift yourself a relaxing treatment or a hay bath: they'll help you regain wellness of body and mind. Info & booking

Bucaneve Wellness a Bielmonte Tel. +39 015.744184 - 348.5247378 wellness.bucaneve@oasizegna.com

## Enterprise and Culture

CULTURAL VALUES





Trivero-Valdilana is a pleasant locality at around 800 meters above sea level. Its landscape is characterized by spruce woods, chestnut, beech and ash. The numerous villages making up the municipality of Trivero-Valdilana surround the industrial center of the Wool Mill and Centro Zegna, at the beginning of the 26 km Panoramica road up into Valle Cervo. Started in 1938 by Ermenegildo Zegna, this road crosses Oasi Zegna to provide easy access to the numerous paths that lead into the wild Valsessera, thus leaving behind the more anthropized side of Biella's territory.

#### ERMENEGILDO ZEGNA WOOL MILL

Founded in 1910 by the Biella industrialist Ermenegildo Zegna, this wool mill in Trivero -Valdilana, at the bottom end of the Panoramica Zegna road, processes the most precious raw materials, such as merino wool, kid mohair, cashmere and vicuña. Already widespread in the middle ages, the art of working wool became established in the Biella area thanks to its abundance and quality of water, the softest in Europe. It is this property of the water, so essential in the wool transformation cycle, that explains the secret of the excellence of the fabrics this mill produces for men's fashion.



#### CASA ZEGNA

Trivero-Valdilana is also the location of Casa Zegna, housing the historical archives and cultural center. Designed to be an innovative archive and museum concept in a building from the '30s that was once the family's home, it now has, in addition to a splendid collection of textile samples, from 1859 to the present day, a permanent exhibition and a space for temporary exhibitions and teaching (photo 8). In spring and autumn, Casa Zegna opens every Sunday from 14.00 to 18.00. Entry is free of charge and expert personnel are on hand to help visitors. *www.casaze*-

#### ALL'APERTO

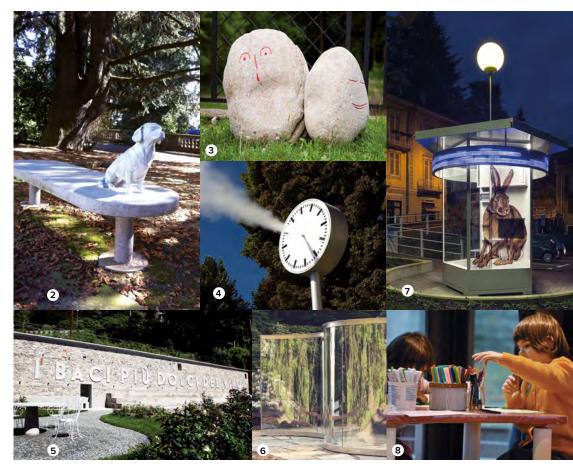
Promoted by Fondazione Zegna, the All'Aperto public art project (curated by Andrea Zegna and Barbara Casavecchia) aims to make contemporary art and its values more accessible to the general public. Since 2008, it has given the township of Trivero-Valdilana and Oasi Zegna a series of permanent site specific artworks by artists of international renown, works that address the community and give a new focus on places familiar to all the inhabitants, new itineraries for exploring this territory. All the works are outdoor and can be seen free of charge. *www.fondazionezegna.org/allaperto*  DANIEL BUREN "LE BANDERUOLE COLORATE, LAVORO IN SITU, 2007, TRIVERO-VALDILANA" (PHOTO 1) ALBERTO GARUTTI "DEDICATO ALLE PERSONE CHE SEDENDOSI QUI NE PARLERANNO" (PHOTO 2) STEFANO ARIENTI "I TELEPATI" (PHOTO 3) ROMAN SIGNER

ROMAN SIGNER "HORLOGE" (PHOTO 4)

MARCELLO MALOBERTI **"I BACI PIÙ DOLCI DEL VINO"** (PHOTO 5)

DAN GRAHAM "TWO WAY MIRROR / HEDGE ARABESQUE" (PHOTO 6) LILIANA MORO

29,88 KMQ, 2015. (PHOTO 7)



## Oasis of Flavors and typical mountain products

NO EXPERIENCE OF OASHZEGNA CAN BE SAID TO BE COMPLETE WITHOUT TRYING THE GENUINE FLAVORS OF ITS LOCAL PRODUCTS



#### ALPINE PASTURE CHEESES

The traditional cheese here is undoubtedly Maccagno (Macagn): typical of the Biella Alps, it's made with the milk of semi-wild reared cows and ideal for dressing polenta made with local maize flour. The "hot" process used is very old and doesn't involve lactic cultures or other additives. The local farmers also offer goat's milk cheeses, fresh and matured. At the Moncerchio and Margosio dairies it's also possible to see the milk being worked and take part in workshops.

#### WHERE TO BUY

► Agriturismo Cà nel Bosco, Portula, Tel. +39 349.8015473: caprino (goat) cheeses available from May onwards

► Agriturismo Alpe Margosio, Bielmonte, Tel. 347.9148768: cured meat products and goat's milk cheeses

► Agriturismo Alpe Moncerchio, Bielmonte, Tel. 339.7289682: meat, cured meat products and cow's milk cheeses

#### ECOMUSEUM CELLS



#### AGRITURISMO ALPE MARGOSIO

Strada Panoramica Zegna –Bocchetto di Margosio, municipality of Mosso-Valdilana (BI)

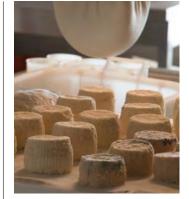
Open in the green season, this place delights hikers and other visitors with demonstrations and delicious tastings of goat cheeses. It also offers, by reservation, flavorful local polentas, cured meat platters and other traditional dishes. The homemade cakes and tarts are excellent for snacks.



AGRITURISMO ALPE MONCERCHIO Alpe Moncerchio - Bielmonte (BI)

33

Open in the green season and on winter weekends, this farm produces excellent cheeses, including the local "Maccagno", bull salami, goat salami, mocetta (a cured meat), bacon, lard and excellent "zero km" quality meat. For a quick but gourmet break: mouthwatering starters and traditional polenta concia. Don't miss the tasty outdoor barbecued dishes.





#### CURED MEATS

"Paletta di Coggiola" is a local cured meat product that gets its name from the shape of the pig's shoulder blade from which it's cut. It is cured for around 30 days in a solution flavored with berries, aromatic herbs and pepper. Perfect with apple mostarda or local cheeses.

#### WHERE TO BUY

Bottega dell'Oasi, Bielmonte, Tel. +39 015.744124
Bottega della Valle del Cervo, Campiglia, Tel. +39 015.60388
Bottega del Dahu, Veglio, next to Parco Avventura



### THE MANY WAYS OF ENJOYING POLENTA

► Bistrot Bucaneve: deer cutlets with polenta croutons, polenta, egg and fondue.

► Chalet Bielmonte: polenta and chocolate flavored wild boar

▶ Ristorante La Pineta: polenta and scioet (a local meat sauce)

Rifugio Monte Marca: polenta del brigante Bangher (dressed with various cheeses and browned in the oven)

► Alpeggio Monte Cerchio: polenta and fricc del marghé (with egg and cheeses)

 Ristorante Al Maneggio: polenta and sausage, polenta and gorgonzola

 Rifugio Piana Del Ponte: polenta concia, polenta, mushrooms, and sausage, polenta, mushrooms and gorgonzola

### SWEET TRADITIONS, SPIRITS AND WINES

Maize flour is center-stage in its sweet version too, with local paste di meliga or polenta imprigionata, a sort of maize flour shortbread covered with nib sugar. Another must-taste: Canestrelli di Crevacuore, a delicately spiced chocolate shortbread made to an old recipe. Not to mention select BVC brand spirits and wines, including the exclusive Amaro Vallecervo.

#### WHERE TO BUY

 Pasticceria Piantanida, Coggiola, Tel. +39 015.78302
 Bottega della Valle Cervo, Campiglia, Tel. +39 015.60388





#### AND A BEER TO GO WITH IT

Rhododendron honey and roast chestnuts are the surprising notes in craft beers made by breweries Beer In and Jeb. Pale, amber or dark, they're all non-pasteurized and made with only natural ingredients. The traditional base cereals (oats, barley malt, wheat) are here joined by local spices or honeys to give an unmistakable aroma.

#### WHERE TO BUY

▶ Birrificio artigianale Beer In, Trivero-Valdilana,

Tel. +39 338.7357605

▶ Birrificio Jeb, Caulera, Tel. +39 015.756371 (cheese and cured meat tastings, sandwiches, toasted sandwiches and miacce)

#### OUR STORES

Tiny oases of flavor where you can rediscover tastes that are culinary and cultural values in the Biella area, in a selection of foods and exquisite specialties.

#### WHERE TO BUY

Bottega del Dahu,Veglio, next to Parco Avventura
Bottega dell'Oasi, Bielmonte, Tel. +39 015.744124
Bottega della Valle Cervo, Campiglia, Tel. +39 015.60388

#### FROM JAMS TO HERBAL TEAS

Genuine, typical and locally produced: excellent jams for breakfast or delicious snacks, made strictly with fruit preserves, juices, mostarda and sauces to accompany 1st courses, meat and cheeses. While small fruits like raspberries, bilberries and goji berries are used in anti-inflammatory, digestive and depurative herbal teas that exploit all the plants' goodness.

#### WHERE TO BUY

 Agriturismo Oro di Berta, Portula, Tel. +39 015.756501 (marmalades - jams - preserves - mostarda - vinegars - walnut oil)
 Agriturismo Cà nel Bosco Portula, Tel. +39 015.8015473 (products in oil - products in vinegar preserves - jams)
 Agriturismo Cascina il Faggio, Trivero, Tel. +39 015.756613 (herbal teas)

▶ Benessere al Centro, Trivero-Valdilana, Tel. +39 320. 6114879

(herbal teas and phytotherapeutic products)



### A territory made for kic

### GENERAL AND ENVIRONMENTAL EDUCATION



#### OASI ZEGNA SUMMER CAMP

#### JUNE-JULY

At just over an hour from Turin and Milan, Oasi Zegna is a mountain area ideal for families looking for summer experiences and opportunities to help their kids grow well. From the end of school in June till the end of July, "green weeks" of immersion in nature are being organized with multidisciplinary outdoor activities in which to get to know the nature that surrounds us. A perfect combination of recreation, environmental education and outdoor life, and the possibility of discovering, playing, training and socializing with new friends.

#### Info and booking www.oasizegna.com



#### BASKETBALL PASSION (for kids from 6 to 16)

#### JUNE-JULY

Weeks of sport and fun: in addition to the main activity, basketball, it's also possible to try out other sports, such as mountain biking, horse riding, swimming and climbing.

Info and booking Tel. +39 333.5401614 volpi.marchetta@gmail.com





#### HOLIDAYS IMMERSED IN GREEN (for kids from 7 to 14)

JUNE-JULY

At Rifugio Piana del Ponte, green weeks with horse riding, donkey trekking, nature workshops and experiences and English lessons.

Info e booking Tel. +39 366.3976595



#### MOUNTAIN BIKE

#### GREEN SEASON

Exploring a territory is even more fascinating from the saddle of a mountain bike. Even more so if the routes are suitable for everyone, adults and kids alike. The area has a National Mountain Biking School that's been introducing young children to the sport for years now, with an MTB School camp, courses and lessons (from 4 years upward) all year round.

#### Info and booking

Ass. Scuola Nazionale MTB Tel. 348.7107283 www.mtboasizegna.it



#### RIDING

GREEN SEASON Introductory courses and horse care, basic and advanced riding lessons. Mountain trekking for

**Centro Equestre Oasi Zegna** Piazzale 2, Bielmonte

adult and expert riders.

#### BIELMONTE KIDS AND BOSCO AVVENTURA

#### GREEN SEASON

A recreation area run by educators providing Montessori-inspired activities and workshops linked to Bosco Avventura (opposite Albergo Bucaneve, always open, entrance free of charge), in which to try free climbing trees without harnesses, "adventure courses" with rope bridges and netting to climb in search of one's senses.

#### Info and booking

Tel. +39 3421502321 - info@tantintenti.org www.oaziegna.com info@oasizegna.com



#### TREKKING

#### GREEN SEASON

Generous choice of signposted nature itineraries, walkable in just 60 minutes, suitable for small children. Many of them start from the Panoramica Zegna road and follow paths, mule tracks or dirt roads up towards the high pastures, as far as Alta Valsessera, or down to the towns in Valle di Mosso and Valle Cervo.

#### **Overalp srl** www.overalp.com Tel. +39 015.0990725 - 3496252576

www.oasizegna.com





#### ADVENTURE PARK

#### GREEN SEASON

A network of seven courses in woodland with over 90 suspended platforms. There is also a children's area (Kid's camp) with occasional openings in the evenings to enjoy the magic of fun in the mountains.

Exploring Outdoor srl Veglio Tel. +39 015.702488 veglio@parcoavventura.it



#### A DAY IN THE ALPINE PASTURES

#### GREEN SEASON

Itineraries for discovering local traditions and work in the upland pastures. It's possible to visit the cowsheds, watch milking and the cheese making process, and also stay overnight in places of peace and relaxation.

#### Info

Agriturismo Alpe Moncerchio Tel. +39 339.7289682 / 329.2060620 Agriturismo Alpe Margosio Tel. +39 347.9148768 / 340.6438771

#### ROLBA RUN

#### GREEN SEASON

The Rolba Run starts from the top of Monte Marca and has 10 exciting sharp bends down the slopes and green meadows. It has a height difference of 120 meters over a total distance of 650 meters.

Info Bielmonte Tel. +39 015.744131 - 334.765806 rifugio@montemarca.com



#### TEACHING AND ARTS

#### GREEN SEASON

A wide range of educational-recreational workshops and tours in the company of expert personnel to introduce small children to nature and respect for the environment.

Info Tel. +39 015.756129 info@oasizegna.com





#### BIELMONTE KIDS

#### WHITE SEASON

Alongside the ski facilities, a 500 m2 monitored area with games, entertainment and a handy uphill moving walkway reserved for beginners.

#### Info

Tel. +39 342.1502321 info@tantintenti.org www.oasizegna.com info@oasizegna.com



#### ALPINE SKIING

#### WHITE SEASON

Ensconced in the marvelous setting of the Alpi Biellesi, 15 km and 11 downhill slopes ideal for taking one's first steps on the snow or perfecting one's technique.

#### Icemont sas

Bielmonte Tel. +39 015.744102 info@bielmonteneve.it



#### SKI RACING

WHITE SEASON

The Bielmonte ski resort is popular for ski training and racing. Competitions in winter include a number of F.I.S. events for young athletes.

Icemont sas Tel. +39 015.744102 info@bielmonteneve.it

# Round about

#### OROPA AND ITS SANTUARIO

With its Sacro Monte (UNESCO Heritage), Oropa is the most majestic Marian sanctuary venerating the Black Madonna in the whole of the Alps. www.santuariodioropa.it

#### VALLE CERVO AND ROSAZZA CASA MUSEO

The Museum conserves the community's memory in the form of documents, images and objects embodying local tradition. www.casamuseo-altavalledelcervo.it

#### THE WHEEL FACTORY

At Ponzone, this is a remarkable industrial archeology monument for the Biella area and is characterized on the outside by the wheels that used to drive machinery. *www.docbi.it* 

#### RICETTO DI CANDELO

A medieval fortified village dating from the 14th century. www.comune.candelo.bi.it

#### INDOOR SPORTS AND ICE SKATING RING

WHITE SEASON Ice rink open in winter. Skates can be hired.

ALL YEAR ROUND The Palasport has basketball, volleyball, handball and five-a-side football facilities and a permanent indoor climbing wall.

#### Palasport Bielmonte

Bielmonte Tel. +39 015.744126 palasport.bielmonte@gmail.com www.palasport-bielmonte.net

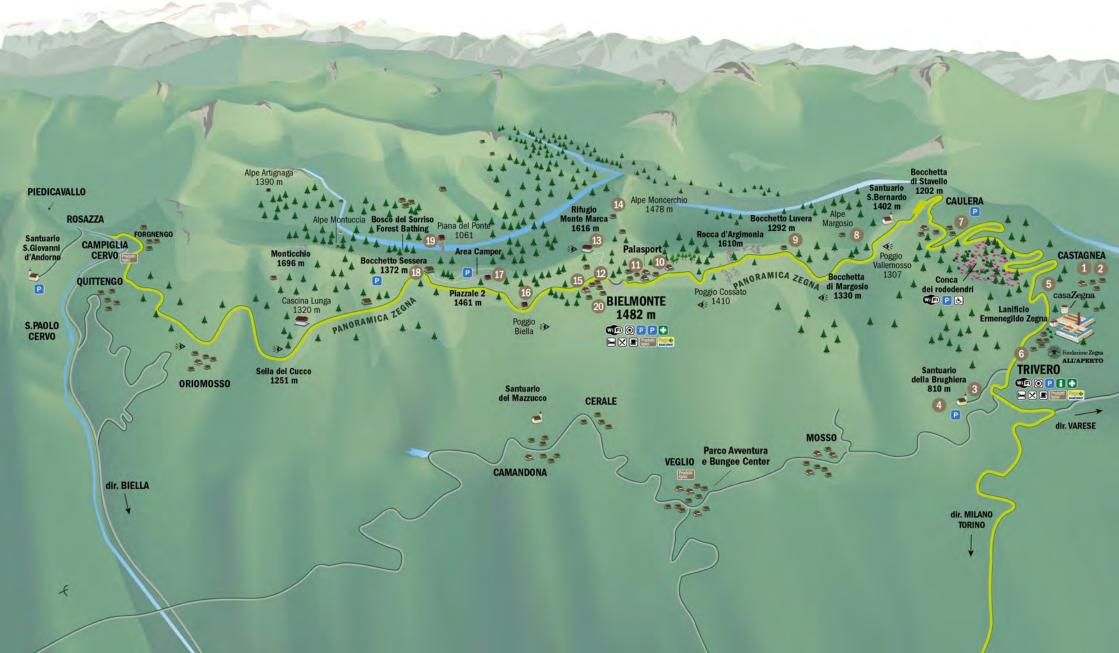


#### CITTADELLARTE FONDAZIONE PISTOLETTO

A contemporary art foundation in Biella where it's possible to admire works by Michelangelo Pistoletto. *www.cittadellarte.it* 

#### BIELLA, THE OLD BORGO OF PIAZZO

An old quarter of great beauty with steep cobbled alleys. Don't miss the cable railway linking piazza Curiel and Stazione Cucco, with splendid panoramic views across the city. www.atl.biella.it





A8 Milano-laghi A26 direction Genova exit Romagnano Sesia follow directions Coggiola Trivero-Valdilana and Bielmonte. *A4 Milano-Torino* Exit at Carisio and follow directions for Cossato, Vallemosso, Trivero-Valdilana and A26 Genova-Gravellona Toce Exit at Romagnano Sesia and follow directions for Coggiola, Trivero-Valdilana and

#### OASI ZEGNA

P. +39 340.1989593 (monday – friday 9.00 – 18.00) info@oasizegna.com

#### SPORT RENTAL

GREEN SEASON Chalet Bielmonte (bikes, nordic walking poles) P. +39 015.744126

WHITE SEASON

Chalet Bielmonte P. +39 015.744126 Rolando Sport Bielmonte P. +39 015.75348 Wing Over Bar P. +39 015.744167

a.com



ALPINE RESCUE P. +39 112

ATL BIELLA P. +39 015.351128 www.atl.biella.it

info@oasizegna.com www.oasizegna.com