

Seven good reasons to visit Umbria

In Umbria you learn to know the meaning of beauty. Umbria is the heart of Italy, but not simply for its geographical position. The region's wealth of natural and artistic wonders seems almost inexhaustible. Travelling the roads of Umbria is a journey full of surprises, continuously suspended between the signs of a well-preserved past and a vocation for the future that is entirely new, that has reawakened Umbria from a torpor that lasted for centuries (from the Renaissance onward, at least), bringing to light a region that is alive and exquisitely beautiful. Umbria today, reinventing itself fashionable but without overdoing it, has much to offer visitors: sport, culture, museums, epicurean delights, healing waters, and musical events of international renown. Because

Umbria is a land of balance, able to assemble a thousand facets and a thousand different souls into a single fresco, a blend of man and nature, intense spirituality and secular pride. Immersed in an atmosphere of palpable harmony, every stretch of land and every city has its own unique identity, the result of millennia of civilisation that have left dense layers of memory and timeless masterpieces throughout the land: Umbrian, Etruscan, and Roman first; the extraordinary - and in many ways revolutionary - period of the Middle Ages, and then the Renaissance. In parallel, rural ingeniousness patiently chiselled the environment, reclaiming land, tilling and planting olive groves and vineyards that not only produce prized oils and wines but have become the symbol of the region. Dotted with

medieval towns and silent hermitages, the Umbrian hills have just as much to offer as other regions that may be more famous. In Umbria you need only travel a few kilometres to discover places of unspoilt wilderness, with centuries-old beech woods, deep caves, and mountains populated by ancient legends. And Umbria is also rich in water: it rises in springs and mountain lakes, runs in rivers that carve impressive rocky gorges, and broadens out into wetlands and man-made lakes that are magically transformed into nature reserves. Lake Trasimeno, the gentle flowing of the Tiber, and the leaping falls of the Cascata delle Marmore all seem to have been created intentionally to inspire poets and painters. At the end of the journey, one thing is certain: Umbria has a true vocation for beauty.

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