

1. Rimini, general presentation.

It was 30 July 1843 when the Privileged Baths Establishment was inaugurated in Rimini, which marked the beginning of the history of Italian and international seaside tourism. Almost 200 years later, our beach is still one of the best known and loved, because Rimini knows how to capture, interpret and often anticipate new holiday questions and the wishes of guests.

In recent years the city has been transformed following the coordinates of regeneration of urban spaces, culture and art, environmental rehabilitation, sustainability and well-being: we invite you to take a walk to the Sea Park and discover the new waterfront that opens to the beach as a garden overlooking the horizon - no more parking, cars and concrete - between dunes, see islands and open-air gyms.

From summer 2020 the first four kilometers are ready, ten within next spring.

But inside Rimini there is also an ancient heart that unites history and modernity: from the monuments of the Roman era, such as the Arch of Augustus, the Tiberius Bridge, the Surgeon's Domus, to the medieval and Renaissance testimonies.

The fourteenth-century frescoes, the crucifix of Giotto, Piazza Cavour, are signs of a city that in the Renaissance, thanks to the powerful lordship of Malatesta, was enriched by the Malatesta Temple, a masterpiece signed by Leon Battista Alberti, and Castel Sismondo, stronghold wanted by Sigismondo Pandolfo Malatesta.

An historic center that has been the protagonist of an extraordinary renovation, with the creation of the large green area Piazza sull'acqua at Borgo San Giuliano and the rebirth of the nineteenth-century Galli Theater, from the inauguration of the PART - the new museum hub of the realm of contemporary art - to the restyling of the Cinema Fulgor - Casa del Cinema which, together with the forthcoming opening of the Federico Fellini Museum and the "Piazza deisogni," will give life to a Fellini itinerary with site-based installations specific, unique in the world.

Rimini is one of the most important congress halls in Europe and one of the largest trade fairs in Italy, is also Rimini Terme, a special place dedicated to wellness.

It is the Grand Hotel with its Art Nouveau facade and the charm unchanged since 1908, are 16 kilometers of coast and hospitality, beach clubs, kiosks and restaurants, a map of taste that holds together memory and future.

The city in its renewed identity intertwines a natural relationship with all the beauty that surrounds it, from the hills to the villages: landscapes, history, art, creativity and traditions that deserve to be discovered and lived, maybe by bike, starting from one of the many bike paths of the "bicipolitana".

2. Culture.

Rimini is a city of art.

Until a few years ago this statement, while objectively reflecting reality, would sound strange or at least curious while today, thanks to a new vision and an intense work of restructuring, regeneration and especially enhancement of the historical heritage-architectural and the opening of new cultural containers, those who arrive here are faced with a surprising goal, which offers an extraordinary journey that from the Roman era passes through the Middle Ages and Renaissance to the exaltation of contemporary. A rebirth that had as a center of gravity in 2020 the celebrations for the 100 years of a birth, that of the most illustrious fellow citizen, Federico Fellini, and a renewed bond with the Master of world cinema. A common thread that will also cross the 2021 thanks to the opening of the museum dedicated to him.

But let's take a step back. Within the direction defined on one side by the imposing Arch of

Augustus (28 BC) and on the other by the Tiberius Bridge (14 - 21 AD) beats the ancient heart of Rimini, rooted in history but perfectly attuned to the present.

Walking through the center - completely freed from cars - in addition to the Roman monuments just mentioned, you will find the Surgeon's Domus, an exceptional discovery whose findings can be seen at the nearby City Museum which, in addition to the archaeological section, preserves the treasures of the Rimini school of the fourteenth century and the Renaissance court, and the painting of the seventeenth century with Cagnacci, Centino and Guercino.

Along the promenade there are medieval and Renaissance remains: the fourteenth-century frescoes, Piazza Cavour and the palaces of the Arengo and the Podestà are signs of a city that then, in the Renaissance, thanks to the powerful Signoria dei Malatesta, was enriched by the Malatestian Temple (inside among other valuable works a crucifix by Giotto and a fresco by Piero della Francesca), a masterpiece signed by Leon Battista Alberti, and Castel Sismondo, a stronghold wanted by Sigismondo Pandolfo Malatesta.

The Castle, with the redeveloped Piazza Malatesta, will be the seat, starting in spring 2021, of the Museum Federico Fellini, an original and technologically avant-garde space where you can immerse yourself in the dreamlike imagination of the Master, between costumes, sets and multimedia installations.

A museum in progress that will dialogue with the nearby Cinema Fulgor - Casa del Cinema (reopened in 2018 with a restyling by Oscar winner Dante Ferretti) and with the

Piazza dei Sogni and its site-specific architecture: a unique Fellini itinerary in the world.

This intertwining of ages, beauty and dreams also passes through the PART - Palazzi dell'Arte Rimini, the new museum site inaugurated in 2020 and housed in the medieval palaces of the Arengo and the Podestà, in front of the Old Fish Market (1747) The PART is at the center of a project dedicated to contemporary art, 1,770 square meters with 62 works from the collection of the Fondazione San Patrignano, from Damien Hirst to Vanessa Beecroft.

The creative ferment of Rimini also counts on a universe of designers, performers and artists who move on the territory but are also protagonists of the international scene, as Eron, among the most famous graffiti and street artists of our country (do not miss his work for the Church of San Martino in Riparotta), the Motus, a company of reference for the research theater, along with the new galleries and concept place that organize temporary exhibitions and events.

To complete the journey into the New Renaissance of Rimini, it is necessary to travel along Corso d'Augusto, the ancient decumanus maximus, up to the Tiberius Bridge, at the center of an urban design that has enhanced an immense green area with the creation of a unique Square on the water, now essential meeting point of Rimini, cycle-pedestrian routes and perfect places for a picnic with baskets prepared by the restaurants of the nearby Borgo San Giuliano, with its colourful houses and alleys that tell the world of Fellini through murals of artists from all over the world.

3. Sea.

16 kilometres of coastline, 250 establishments, 1,200 hotels, 16 million visitors a year.

These are the numbers of the Rimini beach, the most known and imagined, although not everyone knows how much has changed and how, especially in recent years, thanks to a strategic plan centered on the quality of supply, urban regeneration and the environment.

Hotels have changed, where the original imprinting of authentic hospitality is always present but many have become interpreters of the urban rebirth of the city, leaving room for innovation and creativity, design and research. The bathrooms have been transformed

into real containers dedicated to wellness, from dawn to after dinner, with whirlpools and fitness areas, the chiringuito and gourmet restaurant, the beach tennis courts, sup at sunset, yoga by the sea.

But above all it is changing the waterfront, one of the most important redevelopment projects. A few steps from the Grand Hotel in the summer of 2020 the Parco del mare was inaugurated, the first stretch of the new promenade of the city: no concrete, no parking spaces and cars to create a pedestrian promenade overlooking the beach, among oases of greenery, cycle paths and an open air gym with Technogym equipment.

In the same summer also opened the Belvedere, a terrace that overlooks the Park and that, thanks to an original architectural intervention, hides inside a state-of-the-art plumbing, with giant containment tanks that prevent any spillage into the sea and protect the quality of water and bathing.

A real green revolution, in the name of sustainability and quality of life of citizens and guests. A revolution that has also involved the beaches, which are increasingly ecological and provide for separate collection and plastic free in addition to the recent ban on smoking on the shore.

And if the wind of change blows hard, there are still some fixed points that are immutable. The Rimini Riviera has the safest beaches in Italy, constantly monitored by lifeguards, a real institution: a baywatch tower every 150 meters watches over bathers' dives all day long.

On the beach, safety has always been the responsibility of the careful organization of our lifeguards who, even in a particular season like that of 2020, have been able to guarantee peaceful and risk-free holidays.

When you think of well-being and quality of life, it is natural that Rimini comes to mind. A snapshot that draws not only on an imaginary that relies on our history and our identity, but also because it is enough to take a trip here at least once to breathe a positive atmosphere that makes you feel comfortable and immediately at ease.

It is no coincidence that this is the Wellness Valley, where there is everything you need to feel good. While maintaining the original imprinting and its authentic features, over the years Rimini has changed a lot and has done so pushing in this direction, in the sign of urban quality and territory, a trajectory that passes through the redevelopment of spaces, the kilometers of cycle paths, the health of the sea, a palimpsest of cultural proposals and entertainment of value, services dedicated to wellness, also on the beach and in the hotel. The goal is a sustainable and diversified tourism, present in every period of the year depending on vocations, from art to sport to food to wellness. Wellness in Rimini today means a waterfront with cyclo-pedestrian tracks and Technogym equipment for a large open-air gym that looks at the beach, make the greeting to the sun on the seashore at dawn or pilates at sunset, eat healthy under the umbrella thanks to the delivery at lunchtime, try the many hot tubs that the lifeguards have equipped together with the fitness area, choose one of the many hotels with spa services for both guests and external customers.

On the beach of Rimini there is Riminiterme, a large structure that has both a spa and rehabilitation area and a beautiful wellness center with swimming pool with

biomarine pool, various types of paths and treatments and a bathing establishment. But if we were to tell you exactly what the word wellness coincides with in today's Rimini, we could only indicate the Piazza on the water at the Tiberius Bridge, an immense green area with paths and trails, walkways over the water, relaxation areas where to read, dogymnastics or a picnic with take-away baskets from the nearby Borgo San Giuliano. And if on the coast, wellness often translates into movement, energy and liveliness - concepts that now, as mentioned, go hand in hand with environmental quality and sustainability, culture and quality events - just walk a few kilometers towards the hills and find its declination. slow, among villages, poets, typicality, b & b and clubs that look at tradition but also the most glamorous trends of contemporary taste.

5. Food.

Tagliatelle, skewers, piadina, a good wine: these are some of the ingredients of the classic menu of Rimini, those to which our cuisine owes its fame, the most desired by those who come to visit us.

On our table there is never a lack of homemade pasta, such as strozzapretui or passatelli, obviously fish, grilled, baked, fried or in broth, but especially her, the absolute queen, the piadina: stuffed in infinite ways is the star of our gastronomic tale, both in the role of main protagonist and as an accompaniment to other dishes.

The most typical pairing is with squacquerone (a soft cheese spreadable) and rocket or stuffed with radicchio and sardoncini or basic with raw ham: but the advice in this field can not be given, because piadina everyone has his own. In addition to the typical dishes, accompanied by extra virgin olive oil DOP and DOC wines from our hills, here you can really choose from an incredible variety of proposals ranging from kiosk on the beach to Michelin-starred, from the farmhouse in the green to the shabby chic inn in the village and the trendy bistro.

Over the years, in fact, the map of taste has changed a lot and has been enriched with modernity: along with the historical tradition there are more and more rooms that mix design and research, old and new flavors, organic and zero kilometer, gourmet seafood sandwiches and signature street food.

Thanks to this liveliness in Rimini since 2013 comes every year the great show of Al Mèni, a giant circus tent that brings back to the imagination of Fellini and that, under the direction of Massimo Bottura, brings together for a long weekend chefs from around the world, the precious products of the territory and the novelties of the international cuisine.

6. Sport.

Apart from skiing (but on the nearby Carpegna there is snowshoeing), there is not a single sport that you cannot practice in Rimini and surroundings, from kite surfing to climbing, from beach tennis to mountain biking. Rimini rhymes with movement: that of endless creativity and the continuous circulation of ideas and that of training and keeping fit. Here in every season you can find the ideal solution to your desire to move, outdoor or indoor, from dawn to sunset.

We start from the sea. At the sea and on the beach at any time of the year you can really indulge. It goes from sup to surfing to kite, from sailing and of course swimming, while the sand is all an alternation of beach volleyball, beach tennis, beach basketball. In the bathing establishments it is frequent to find hydromassages, equipped gyms, spinning bikes and there are at all times of the day - but especially at sunrise - functional gymnastics, pilates and yoga workouts.

In the months when the beach is free from umbrellas the shoreline becomes a destination for walks, Nordic walking, running on foot and by bike, as well as the promenade a real huge open-air gym, with people running at all hours, pedaling, stretching, especially at the Parco del mare, the cycle-pedestrian promenade inaugurated in 2020 and has also Technogym equipment.

Like the new waterfront, the recent Piazza sull'Acqua at the Tiberius Bridge has immediately become a place where sportspeople gather: there you can do activities in the open, between dirt paths, walkways over the water and terraces dedicated to yoga. Rimini could not miss the tourist port and the Marina di Rimini is one of the most beautiful in the Mediterranean, with 622 berths and a body of water that exceeds 100,000 square meters: it hosts boats up to 45 m. and offers a really spectacular walk on the horizon.

The tens of kilometers of bike paths allow you to cross the city far and wide training in total safety, and if you move inland you can have fun on mountain bike trails or gravel, to dedicate to trekking or sport climbing on the walls overlooking the sea. The territory of Rimini is ideal for cycling: from the coast you pass in a short time to the hills up to more challenging climbs, so much so that right here was born the network of bike hotels, with exclusive services for professionals and amateurs.

Along short distances you can reach Monte Carpegna (where our Marco Pantani trained), the Sasso Simone and Simoncello Natural Park and the nearby Monte San Bartolo Regional Park, between Gabicce Mare and Pesaro, a wonder overlooking the sea where to go for paths accompanied by a breathtaking view.

Also a few kilometers from the city there are two golf courses, the Rimini-Verucchio Golf Club and the Riviera Golf Resort, both 18 holes, and a beautiful international equestrian center as the Horses Riviera Resort. Let's not forget that this is also the land of engines and just a few minutes from Rimini is staged the show of the World Motogp at the Misano World Circuit Marco Simoncelli, which, in addition to the Motogp Grand Prix, throughout the year hosts international races and competitions.

7. Hinterland

Rimini, you know, is not only sea. But many do not know that immediately behind the coast there are two valleys, those of the rivers Conca and Marecchia, where you can get lost in the hills overlooking the sea and discover villages, castles and fortresses (as well as food and wine!), testimony of a turbulent past and of the rivalry between Sigismondo Malatesta, lord of Rimini, and Federico da Montefeltro, duke of Urbino.

If you move from Rimini towards the south, a few kilometers from the Riviera you meet Valconca with its rolling hills cultivated with vineyards and olive groves, and the many fortified villages. Difficult to choose which to advise you, because each has its own beauty and singularity, but we point out those that we think are just unmissable.

We begin our tour from San Giovanni in Marignano, known as granary of the Malatesta for the many pits excavated for this purpose that meet along the walk, especially pleasant towards the evening so you can then stop for dinner and enjoy the atmosphere in one of the many restaurants or tavern. A short distance away stands the imposing fortress of Montefiore, from where you can admire an incredible view that reaches to the sea, and you meet the beautiful villages of Mondaino, with its particular semicircular square, theater of the challenges of the Palio del Daino (every year in mid-August, not to be missed for the accurate historical reconstruction), and Saludecio, which has a particularly characteristic old town thanks to the many murals that color the facades of the houses.

Further north, just behind Rimini, begins instead the Valmarecchia, which, unlike the Valconca, is characterized by the contrast between a harmonious landscape and unexpected spurs of rock on which the Signoria dei Malatesta has built towers and fortresses to control the territory. This valley is a land of poets, artists and creatives and its heart beats in Santarcangelo di Romagna, known to most for its theatre festival. The town has preserved a historic center that deserves a visit of at least a few hours and definitely a stop to eat: ancient buildings, stairways, alleys and squares, the village is dominated by a fortress of Malatesta era and is full of locals that mix memory and future, where you can taste the authentic traditional and revisited Romagna cuisine.

Do not miss a trip underground, where there are beautiful tuffaceous caves, and the incredible Mutonia, a community of artists that gives life to sculptures composed only of scrap metal materials - pieces of cars, engines, pipes... - that become automata, mythological animals, post-atomic insects, cyborg-monsters.

A few kilometers away is Verucchio, well visible from a distance on the spur of rock

that dominates the plain and that contends for Pennabilli the fame of "cradle of the Malatesta". The signs of its glorious history can be seen above all in the historic center that has preserved the typical medieval imprint, where, between prestigious palaces and ancient churches, the beautiful rock rises. The testimonies of an important past are collected in the Archaeological Park and in the Museum Villanoviano that conserves a splendid wooden throne of Etruscan age. An authentic jewel is the village of Montebello with its fortress and the legends that find a home there.

From here the step is short to reach the Alta Valmarecchia, of which it is impossible not to fall in love: the unspoiled nature, the landscapes, the art and the history, the famous and sought-after typical products all over the world make it a unique and unmissable travel destination. The first town you meet going up the valley, after Verucchio and Torriana, is San Leo, the entrance gate of Montefeltro, with an intact historic center, anchored to a mighty and unmistakable rock overhanging, where there is a beautiful Romanesque church next to the Cathedral and the Medici Palace, and of course the majestic fortress that saw Cagliostro prisoner.

Pennabilli is located in the Sasso Simone and Simoncello Natural Park: elected residence by Tonino Guerra, poet and writer, who has made several stages of The places of the soul, a poetic museum spread over the territory: Do not miss The forgotten fruit garden and the walk to the viewpoint where there is an incredible Tibetan bell.

Still going up the river Marecchia you get to Sant'Agata Feltria, with its monumental fortress that seems to come out of a fairy tale, famous for its natural beauty, for the white truffle, an excellence that is celebrated every year in October. Along with the truffle we must also mention the amber of Talamello, the famous cheese of fossa, the result of an ancient tradition, which owes its rich and unique flavor to the environment that is created in hermetically sealed pits where it is preserved.

TWO STEPS OUTSIDE THE PROVINCE

A few kilometers from the provincial borders we must certainly remember that to the north there is the beautiful Ravenna with its famous mosaics and the tomb of Dante, while to the south, right near the coast, the legendary Castle of Gradara, theatre of the tragedy of Paolo and Francesca narrated by Dante in the V Canto dell'Inferno, and not far, towards the interior, the extraordinary Urbino, UNESCO World Heritage Site and homeland of Raffaello Sanzio. A few kilometers from Rimini you can also cross the national borders and go abroad thanks to the Republic of San Marino, the oldest republic in Europe.

8. Lifestyle.

It is true that those who arrive in Rimini feel immediately at home but to move around the city by real locals there are some points which cannot be ignored. The

“Riminese doc “certainly does not miss the walk to the port, a walk along the "palata" that starts from the ancient eighteenth-century lighthouse and arrives to the Rock Island, a historical place that is now the postcard of the easter pier. Here in summer the collective ritual of waiting for the sunset takes place so it is obligatory to stop until the sun disappears and leaves its colors on the water and on the horizon.

The whole promenade from north to south is an area very popular with citizens, who like to go there on foot or by bike: but the new reference point is certainly the Parco del Mare with the Belvedere, an area freed from cars and transformed into a green oasis overlooking the beach. The appointment for an aperitif is in the historic center, at the cellars of the VecchiaPescheria or at Borgo San Giuliano, while on the sea, very popular - even for dinner - is the Marina area with the new urban architectures that are combined with the low and colored houses of the fishermen.

Rimini people like to move around by bike and one of the areas to reach by bike to stay outdoors and in the middle of the green is the Piazza on the water at the Tiberius Bridge, a beautiful park where to play sports (do not miss the yoga classes in summer), stop in the sun or eat something quick, like a flatbread, street food par excellence. Piadina is eaten everywhere, of course, but the real competition is between the kiosk on the beach and the one in the hills: the choice is yours.

Remaining on the subject of food here nothing is missing and even on this side the city is always on the move. Both in the seaside area and in the city centre, new bars, shops and bistros are constantly open, attentive to the trends of contemporary taste: our gourmets are linked to traditional cuisine but also open - and could not be otherwise - to new products. The autochthonous shopping is strictly in the ancient heart, in the streets between Piazza Cavour and Piazza Tre Martiri, where next to the flagship there are concept stores, original proposals and young designers of new generation.

9. 365 days a year.

In Rimini you will find summer in every season. Its beach vocation is alive and well rooted but in recent years the city has redesigned its profile and has rediscovered a multi-faceted identity, while maintaining its authentic features. A renewal that speaks of environmental sustainability and stop the consumption of soil, regeneration of urban spaces, culture and art, the quality of life and well-being of citizens and guests.

A dynamic and lively city that always offers at any time of the year proposals that answer the different questions of vacation, experiences, fun.

So you can choose autumn to go to the hills, villages and Malatesta fortresses, immerse yourself in our culinary culture, devote yourself to the historic center of the city, between Roman, medieval, Renaissance and contemporary art.

Among the suggestions there is a visit to PART, the new museum opened in 2020, which houses works by international artists, or to the Fellini Museum with multimedia installations that dialogue with a castle of 1400. It's the perfect season to move by bike and go to discover the ancient heart of Rimini and its surroundings: enter the Malatesta Temple, a masterpiece by Leon Battista Alberti that houses a fresco by Piero della Francesca and a crucifix by Giotto, know the Domus of the surgeon, a unique in the world, visit the Cinema Fulgor or the Bridge of Tiberius and its 2000 years of history.

A tour of the hills promises a taste of the territory that goes from a myriad of gastronomic delicacies to landscapes and villages of great beauty, from Santarcangelo di Romagna to San Leo, Verucchio and Pennabilli, from Mondaino to Saludecio and Montefiore, just to name a few.

Winter is ideal to live the beach totally free, that poetry natural and true that only places like this can give. We slow down a bit, yes, but we don't stop. On the seafront and on the sand you can walk, run, pedal and dive into the waves with surfing, sup or kite, while immediately behind us the city center offers museums, art galleries, a newly reopened nineteenth-century theater, design clubs, bistros and restaurants of all kinds, from tradition to fusion. There are more and more hotels open all year round and many of them have a spa that in this period becomes the right place to enjoy, maybe with eyes on the sea.

Rimini is also Rimini Terme, a special place completely dedicated to body care and wellness. It is one of the most important congress halls in Europe and one of the largest trade fairs in Italy, precious containers where, especially between autumn and spring, international events and appointments are held that attract thousands of people from all over the world.

With the arrival of spring, it becomes difficult to choose what to recommend. The beach is more beautiful than ever and in total excitement to prepare for the summer, the Parco del mare (Sea Park), the new pedestrian waterfront, from morning to sunset is a large open-air gym, the city has a special light, especially in some places as at the Tiberius Bridge.

The invitation then is to move on foot or by bicycle and stop right here, in the large green area of the Piazza sull'acqua, and organize a picnic with the baskets prepared by the restaurants of the nearby Borgo San Giuliano, where you absolutely must have a stroll through the alleys and houses painted in colors and murals. For those who love nature, sport and movement, it is the right season to walk the paths of

Valmarecchia, the Sasso Simone and Simoncello and Carpegna Park or the nearby Monte San Bartolo Park with its cliff overlooking the sea. At the end of May it is completely tinged with yellow due to the flowering of the gorse.

And summer.... summer is inside us all year long and when it explodes it is always a party. As much as it brings with it innovation every time - new places, new services on the beach and in the hotel, new trends related to the world of food or wellness - there are places and experiences that can never be missed, such as the walk to the gardens of the Grand Hotel, world icon of hôtellerie and cinema, with its charming Art Nouveau facade unchanged from 1908, or the wait for sunset on the "palata", the pier of the canal port where it seems to be right in the middle of the sea.

The beach is obviously the great protagonist, starting from the first lights of the day where on the shore there are yoga or pilates lessons and until evening there is absolutely no way to get bored, between beach tennis courts, beach volleyball, gyms and swimming pools with whirlpool tubs. Take the aperitif or dine with your feet on the sand is another must have: are 16 kilometers of coast of clubs, kiosks and restaurants starred, a map of taste that holds together memory and modernity.

This is definitely the season of events, from the great concerts in the arenas on the sea to the outdoor cinema, from festivals to reviews: we are sure that everyone can find the right answer to his desire to have fun. And to spend a slow evening the advice is to choose the old town, where there are courtyards and unexpected gardens, or one of the villages in the hills, where you can stroll and stop for dinner in one of the many restaurants that keep our classic dishes or in the more and more places that love research and experimentation.