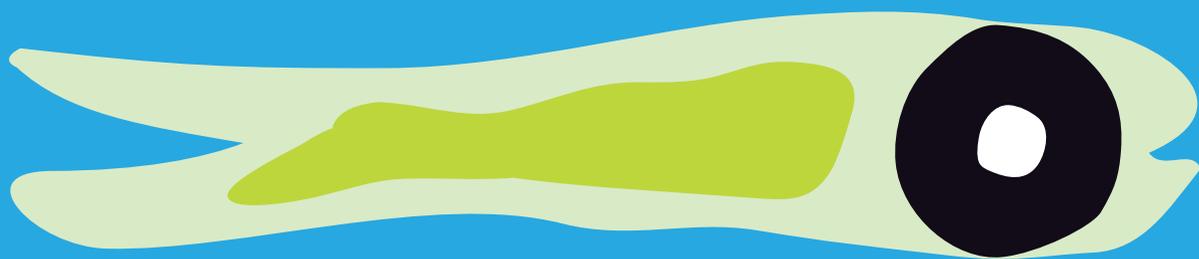




# RIMINI RIVIERA: YOUR HOLIDAYS



RIVIERA DI RIMINI





**RIMINI**  
**RIVIERA**  
YOUR  
HOLIDAYS

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# RIMINI RIVIERA





# DISCOVERY THRILLS AND EMOTIONS

It is easy to say Rimini Riviera and think you know all about it. It is so well-known that people immediately think of the beach, entertainment at all hours, local specialities such as “piadina”, the warm Romagnolo hospitality, the fiestas, events... That is all true and authentic. Come and see for yourself. And yet **Rimini Riviera has much more to offer**, even to those who have already been there on holiday, and not just because there are still other places to visit, monuments to see and panoramas not yet contemplated. But also because Rimini Riviera **is never the same**, there is always something new to discover because the people from this part of Romagna, on the shores of the Adriatic, are a dynamic race, full of initiative, imagination and creativity. They enjoy a challenge and want to reach their goals. They have it

in their genes. Whilst **Rimini Riviera is true to its tradition** - its vocation for welcoming visitors with hospitality - it is constantly **open to change**. Over the years the beach has changed (40 kilometres of beach facilities) where generations of Europeans have had their first seaside experience; its over 2,000 hotels have changed, becoming more up-to-date and able to satisfy the requirements of their guests; the wide tree-lined streets have changed to become more beautiful and convenient for walking or shopping; occasions for entertainment and leisure activities have developed along new lines (the boom in theme parks); new facilities have been created (trades fair, harbour, congress centre) to benefit people visiting for business or pleasure and there is a variety of choice for moments of relaxation.



Though Rimini Riviera **changes every day it continues to maintain the original spirit** which has led many to choose it for their holidays over the years. This is because the Riviera is no artificial tourist village, created on the drawing board to be reproduced anywhere. It is part of a region which has infused its professional approach to hospitality and tourist facilities with the **welcoming spirit of genuine cordiality which has always been part of its tradition. The tourist is a person** with a face to be remembered, an identity; a network of interaction with others. **He is a guest who should be treated with every respect**, in the same way as we welcome a friend into our home. This kind of smile, handshake,

courteous words or empathy with regard to needs and requirements are not things which can be learned from a manual on how to be the perfect hotelier. However, on the Rimini Riviera they can be experienced every day because this natural spontaneity has always been part and parcel of the true Romagnolo character. The Riviera changes face, **develops, becomes more refined and welcoming** but even so this would not be enough to explain its attraction without taking into account the **warmth and humanity** with which guests are received. By means of words and illustrations, these pages are an invitation to **explore**, for the first time as it were, a corner of Italy **where enjoyment is the order of the day.**



**DISCOV**

**VERIES**



# RIMINI





# HOSPITALITY SINCE THE BEGINNING OF TIME

Many years have gone by since **30<sup>th</sup> July 1843**, when the **Preferential Bathing Establishment** was first inaugurated in Rimini at the dawn of seaside tourism in Italy and the world. Almost 170 years later, this beach is famous all over Europe and is still **one of the most loved and sought after by tourists from Italy and abroad**. Rimini has been able to comprehend, and often anticipate, their wishes in a tradition founded upon the very **culture of hospitality**.

Rimini's success can be attributed not only to the classic winning formula of **seaside holidays for every one**, with family run hotels, good cuisine, beach facilities and the warm hospitality of Romagna, but also in the ability of the local people to inspire creative development and continually

come up with new ideas.

Now there are almost 300 hotels open all the year round, ready to accommodate the thousands of managers and businessmen who arrive in town to attend **trade fairs** (at one of the most modern facilities in Europe) or **international conferences**. This latter influx is destined to further increase in the future thanks to the ultra-modern complex housing the **Palacongressi Congress Centre** only a short distance from the historic town centre. Even lovers of active holidays and wellness choose this capital of the Riviera as their preferred destination. **An ancient heart is still beating in Rimini** and in recent years this historic aspect has rediscovered its antique splendour, authoritatively drawing the attention of visitors



looking for new cultural stimuli. From monuments dating back to Roman times (Arch of Augustus, Bridge of Tiberius, Roman Amphitheatre, the Surgeon's House - internationally unique) to others of Mediaeval and Renaissance origins, the lover of beauty will find satisfaction.

The thirteenth century frescos in the apse of the Church of St. Augustine and the Crucifix by Giotto are examples of mediaeval treasures left in the town by artists who stimulated the blossoming of the Arts in the Renaissance period. Thanks to the powerful **Malatesta family** there is the richly decorated Malatesta Temple, designed by Leon Battista Alberti and the fortress Castel Sigismondo, built by Sigismondo Pandolfo Malatesta which has now

been restored to house exhibitions of international interest.

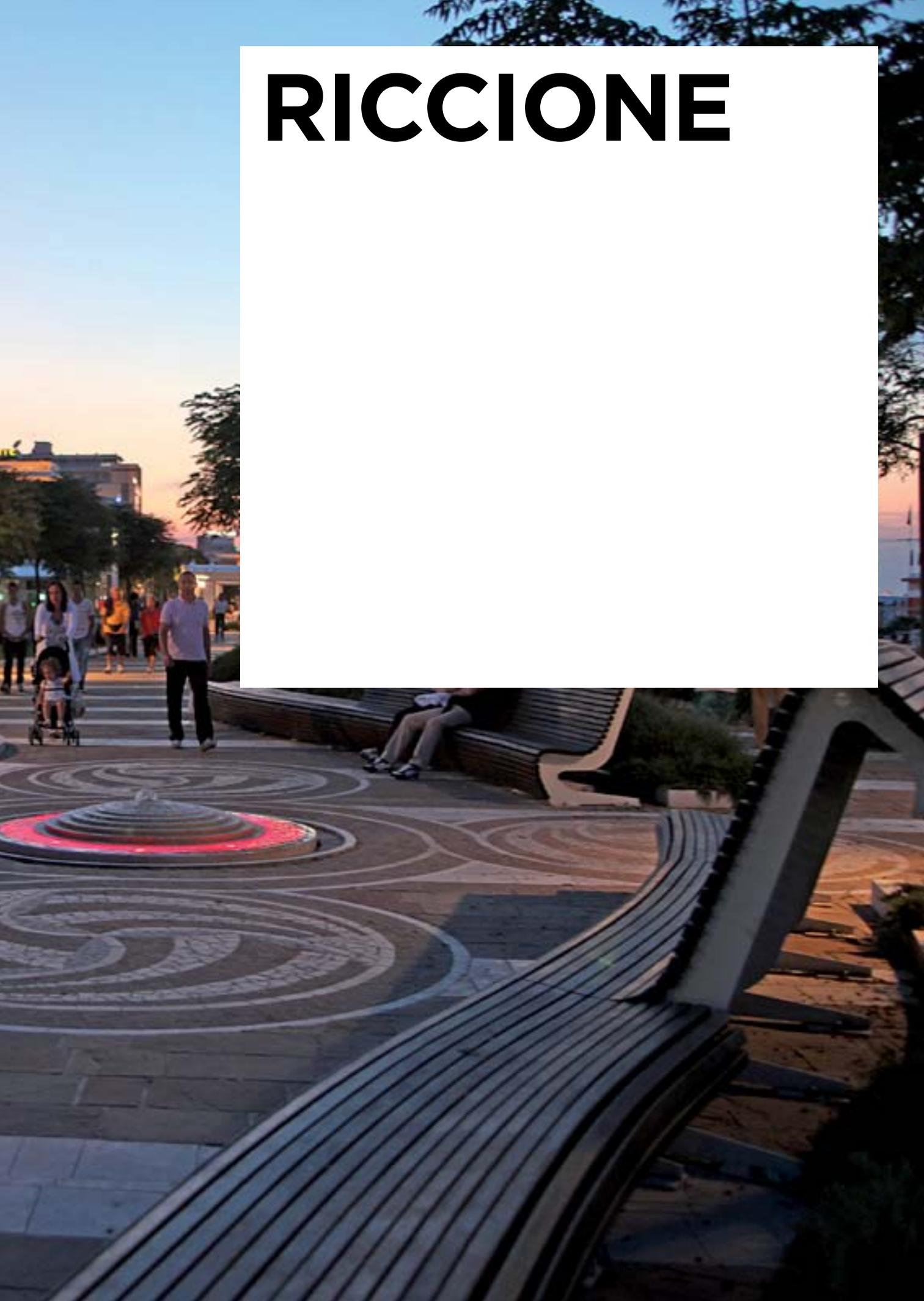
These diverse aspects to do with - culture, tourism, congresses, business and welfare - confirm Rimini's claim to be **'the beach of Europe'** even in our new millennium. It is a meeting place between individuals and peoples who, though different, come back again and again because they feel at home here, in a place where there is something new to discover every year and where they can experience lasting emotions.

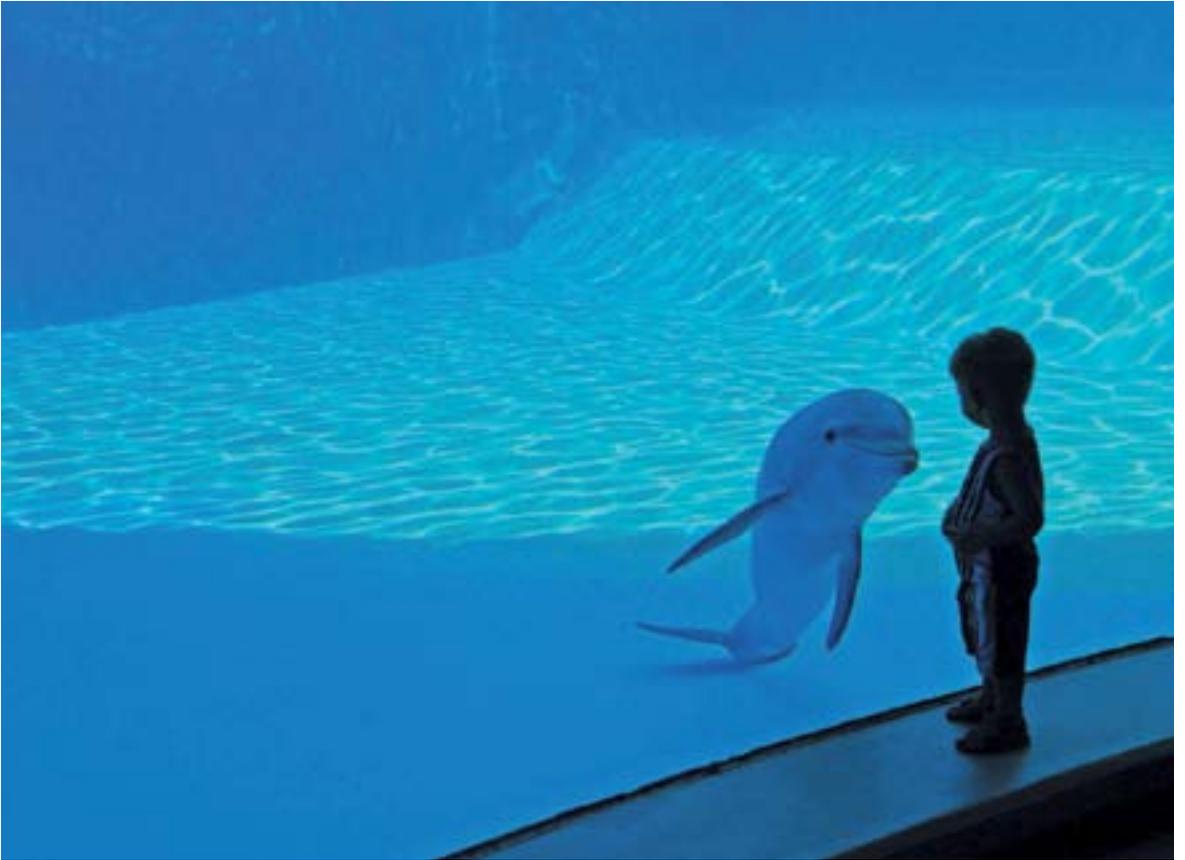
The city, birthplace of the great Federico Fellini (a dreamer, an anarchic and a ready wit - the same characteristics displayed by his fellow citizens), abounds in fascinating tales, some of which the Maestro portrayed on screen.





# RICCIONE





# HAPPY TO SURPRISE YOU

People who want to enjoy themselves like Riccione. By day or night the town has thousands of opportunities to offer for all. Young people or families with children can all spend unforgettable hours in the **amusement parks**: from the exciting water slides at **Aquafan** to the fascinating **Oltremare** with its playful dolphins.

Of all the **night-life** on the Riviera **Riccione is the leader**. On the nearby hillsides there are discos famous all over Europe and on the **beach**, in the area bordering that of Rimini, there are many places full of young people attracted by the magic of music and **dancing on the seashore under the stars**. Furthermore, the town organizes numerous **events** to entertain its guests, winter and summer alike.

In the evenings, **Viale Ceccarini** with its most elegant boutiques and fashionable coffee bars becomes the preferred place to go for a stroll. By late afternoon people are already in the bars to chat over an aperitif. If you want to keep up to date with the latest summer tendencies, it is enough to join the trendy crowd in the area from the railway to Piazzale Roma.

**Those who enjoy active holidays like Riccione, too**. The town has many **sports facilities**. **Cyclists** are accommodated with cordiality and competence at the numerous **Bike Hotels** which offer them hospitality and facilities tailored to their needs. Once out of the hotel, after just a short ride, you enter the green hilly countryside of the Valconca, dominated by castles and picturesque villages.



**Riccione is made for socializing.** It is unequalled for its **leisure activities and entertainment:** for example it is enough to mention the Aquafan and Oltremare parks. However, Riccione is also a place where **assemblies,** congresses and company meetings take place. The newly-built modern **Congress Centre** is situated right by Viale Ceccarini with its elegant coffee bars and glittering shop windows, so that, coming out from the centre after a working day one finds oneself immersed in a holiday atmosphere. **The town is full of life and just waiting to impart thrills and emotion.** Guests can have the pleasure of walking along the **recently renewed promenade** or of going into the town to see the **villas in art nouveau style** surrounded by luxuriant gardens.





# BELLARIA IGEA MARINA



# YOUR SMILE IS OUR SMILE

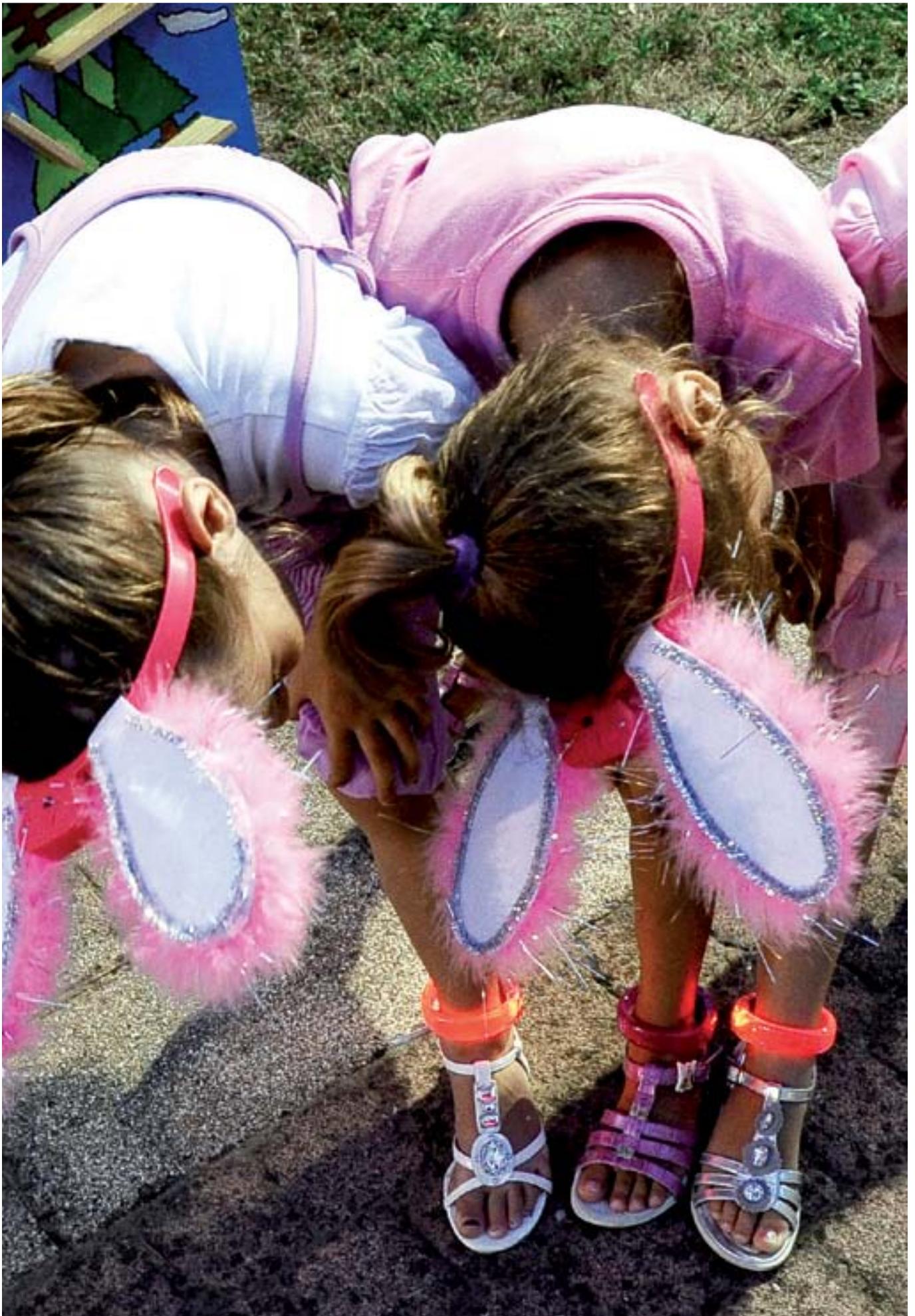
Bellaria Igea Marina was a small old fishing village which, in the course of the twentieth century, became a **well-known seaside holiday resort**. The beach stretches for seven kilometres along the Adriatic and, in summer, provides ample space to live and enjoy a holiday by the sea.

Postcards of past times show elegant ladies strolling along the beach under their parasols. They testify to the early days of tourism, the beginning of **a tradition of warm hospitality** that Bellaria Igea Marina has never abandoned since, rather it has further enhanced and encouraged it.

There are: comfortable **hotels** with modern facilities, **restaurants** offering a choice of fish straight from the Adriatic and local agricultural produce, **sports facilities** of all

kinds and a profusion of **coffee bars, pubs** and **entertainment**. **Thanks to these characteristics and the facilities offered by its hotels, Bellaria Igea Marina has become a favourite holiday choice for families with children**. A short distance from the sea and the town centre there is a modern **congress centre** ready to welcome those attending business meetings and conventions.

The whole area enjoys modern conveniences. The centre of Bellaria Igea Marina has **tree-lined streets reserved for pedestrians** accessing boutiques, ice-cream vendors, pizza parlours and night clubs, places ideal for shopping or an evening stroll. There are even **entertaining events** organized by the town for its guests.





At Bellaria Igea Marina the blue is mingled with green thanks to the ample **Mulberry Park** at Igea Marina.

Evidences of the past are the **Saracen Tower** and the **Red House**. The Tower, built in the seventeenth century to look out for pirates, today houses an interesting collection of shells. In the Red House, a villa in art nouveau style, the writer Alfredo Panzini liked to spend his holidays by the sea. Every summer cultural and literary events

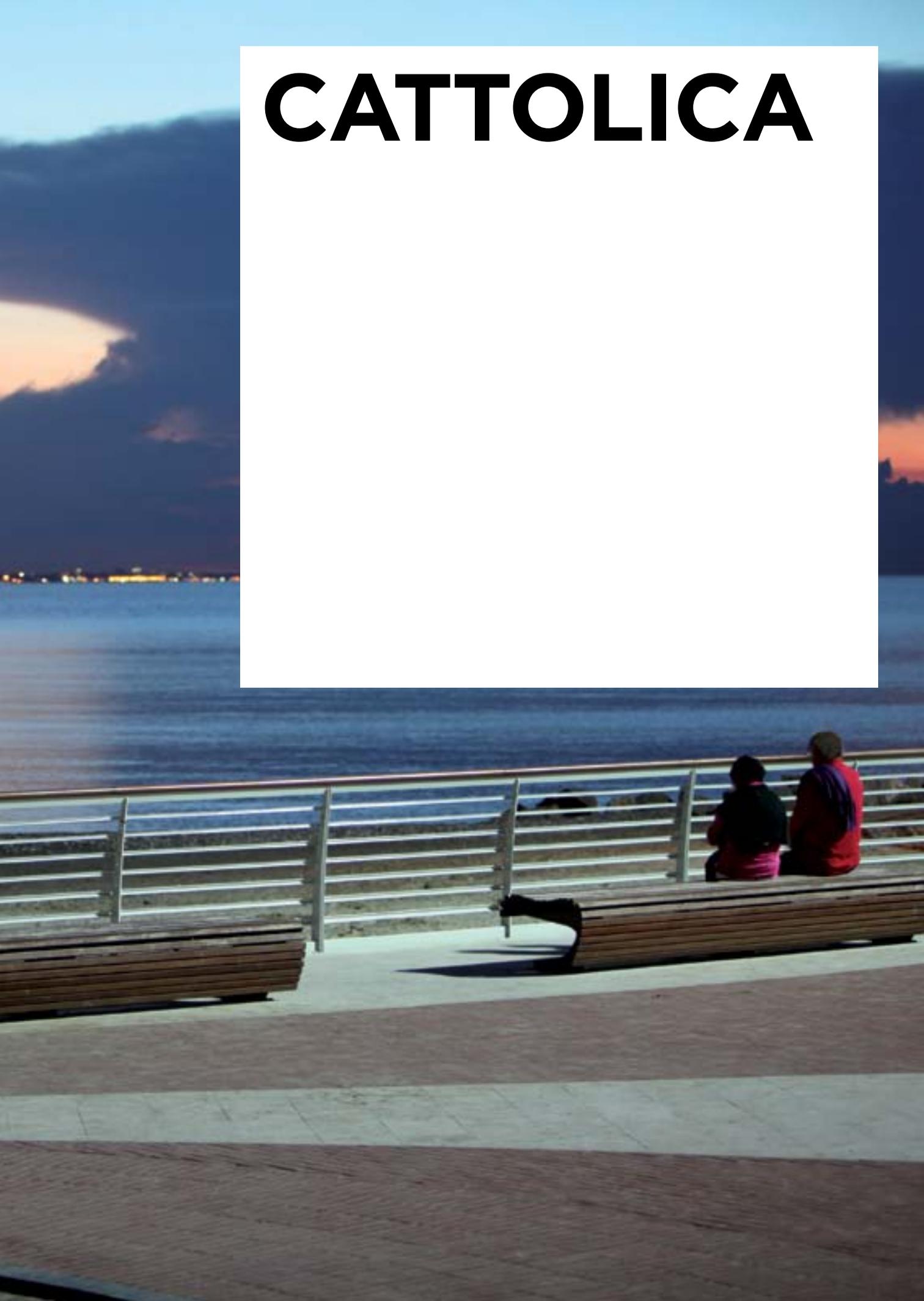
are held in its gardens.

The most important resource of Bellaria Igea Marina is its beach of fine sand, equipped with beach umbrellas, beach beds and other facilities. It is a place where every one in the family - children, young people and the older generation - finds **peace, relaxation and enjoyment. There is also night-life on the beach.** In fact, at Igea Marina, one of the centres of the Romagna movida is to be found in front of Pavese Park.





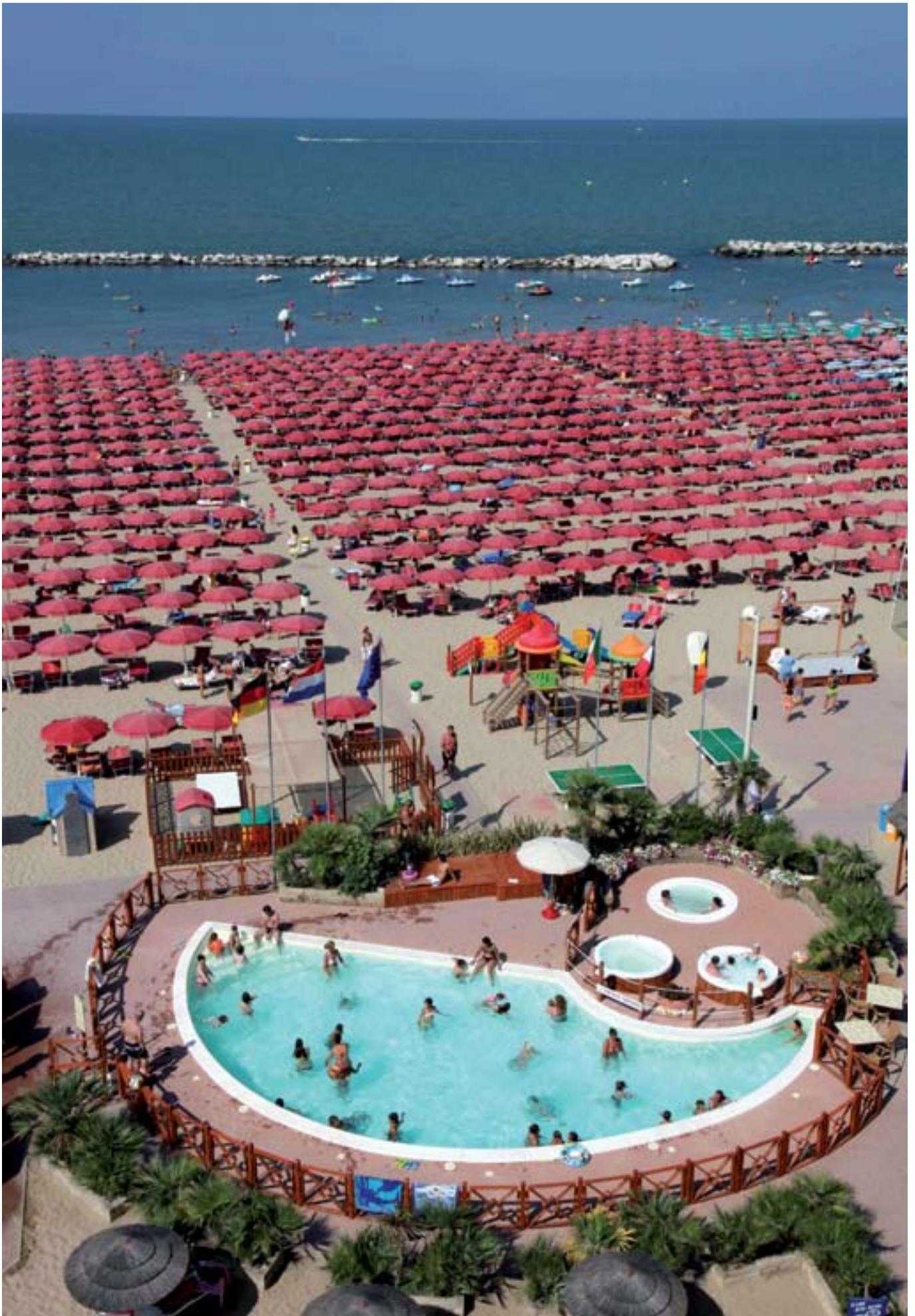
# CATTOLICA



## HOLIDAYS AS I LIKE THEM

On the border between Romagna and the Marches, nestling around a natural bay at the foot of Mount San Bartolo, Cattolica boasts an **age-old tradition of hospitality**. This capacity for making people feel welcome was developed in the nineteenth century when well-to-do families from Emilia built themselves small villas in the area for their seaside holidays. The vocation was definitely confirmed after the World War II with the building of many hotels which today make the resort one of the most popular centres on the Riviera of Romagna. It is called the **Queen of the Adriatic** and on careful appraisal reveals **elegance and refinement** as a short walk around the tree-lined streets and squares of the town centre will confirm. They are places

designed for socializing, enjoyment and getting the best out of life. Shops, boutiques, coffee bars, and ice-cream parlours welcome and accompany visitors walking through this open-air salon, from the Town Hall in Piazza Roosevelt to **Piazza Primo Maggio** overlooking the sea. Piazza Primo Maggio, also known as the **Square of the Dancing Fountains** is the beating heart of the township. An important renovation project planned at the end of the eighties, has given the square its present appearance - that of an inviting open-air meeting place characterized by beautiful fountains and gardens decorating the perimeter. Both during the daytime and in the evening guests are fascinated by the **impressive choreography** of the dancing





columns and jets of water in time to music.

Piazza della Repubblica is nearby, south of the centre where the Polivalent Cultural Centre is located. It includes a library, a media library and the **Teatro della Regina** (Queen's Theatre). In winter months the theatre puts on a rich programme of **events and shows**, whereas in summer these events take place in the adjacent **Arena della Regina**.

In the **Museo della Regina**

(Queen's Museum) evidence of Cattolica's **long-standing seafaring tradition** is found along with Roman remains testifying to the origins of the town.

The area around the port has been improved by the attractive **new harbour area** dedicated to tourism and surrounded by shops and night clubs. With the **Aquarium** at the Le Navi Park the town offers a further opportunity: an exciting trip into the depths of the sea.





# MISANO ADRIATICO





## AN OCEAN OF ENERGY

If you hear the **roar of motorbike engines** it means you have arrived at Misano Adriatico.

It is a place for racing drivers and motorbikes as evidenced by the **Misano World Circuit**, one of the temples dedicated to motorbike racing and the passion the people of Romagna cultivate for this sport.

Misano knows how to attract **lovers of sport** and those who opt for an active holiday. In the area there is an abundance of sports facilities able to satisfy all interests: from football to basketball, swimming or mini-golf. With regard to accommodation, the town can offer a **well-organized choice of hotels** where guests will enjoy the traditional welcoming atmosphere of Romagna.

Guests at Misano have at their disposal a **large beach** of three kilometres, protected by a backdrop of green hills. Along the shoreline there are a number

of restaurants with fresh fish on the menu. For lovers of the countryside, it is possible to go for relaxing walks along the River Conca or venture further afield **along footpaths, by bicycle or on horseback**.

For an evening stroll the ideal place to go is along the newly-designed **promenade**, now made more inviting than ever with elegant urban furnishings. Every evening there are **shows and events** to be enjoyed by all.

Misano Adriatica is also the holiday choice for those who revel in direct contact with the sea. In the **Porto Verde harbour**, one of the first of its kind on the Riviera of Romagna, there are moorings for almost 400 boats. This tourist harbour has all the necessary facilities and equipment to ensure easy berthing, not to mention, boat houses, custodians, and maintenance and repair services.



# MALATESTA & MONTEFELTRO



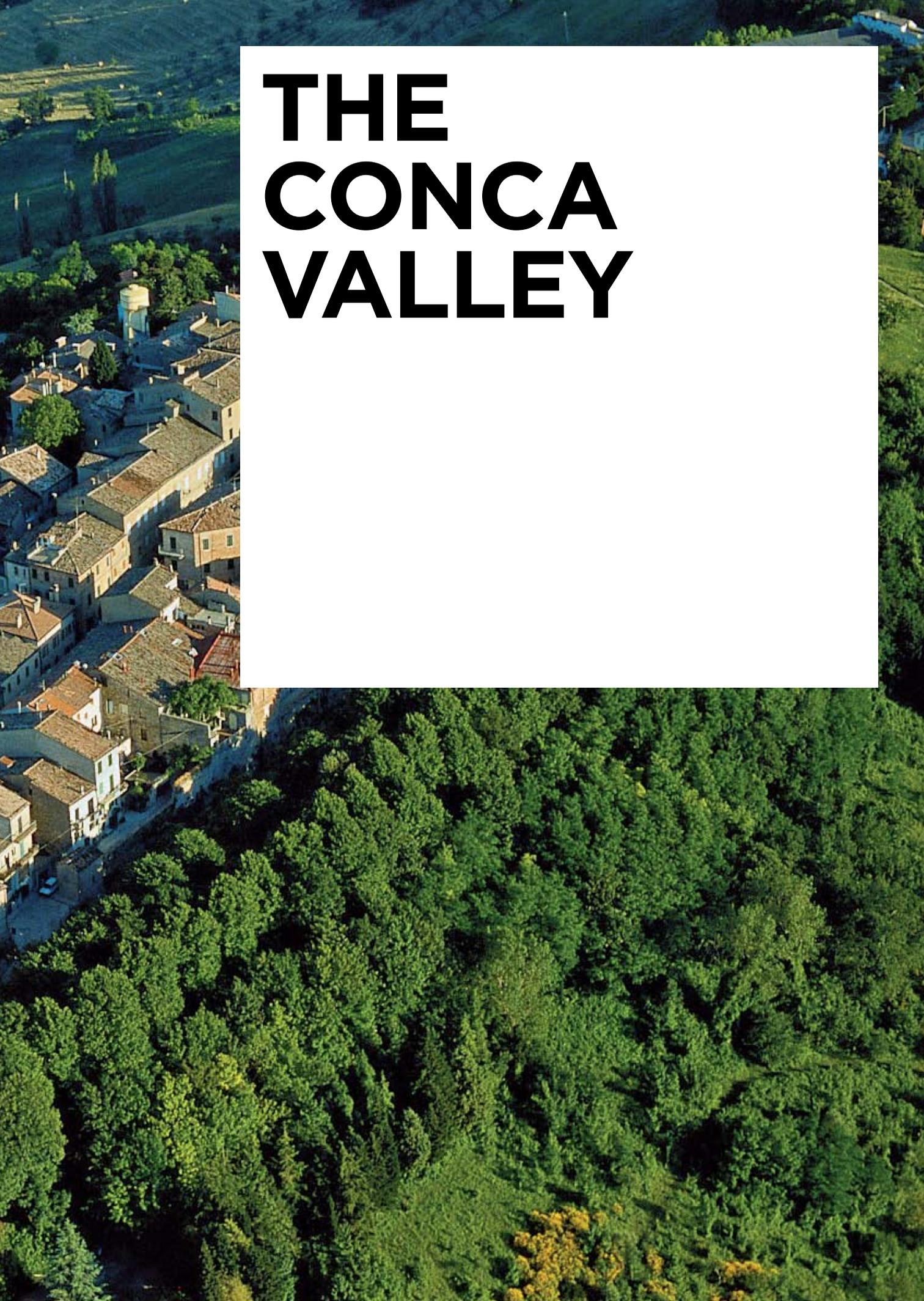


## LA DOLCE VITA IN THE HILLS OF RIMINI

Rimini Riviera is not just a seaside area. The beautiful valleys formed by the rivers Conca and Marecchia sweep down to the coast at this point. The restful green hills delight the eye and the picturesque towns and villages contain a wealth of historic and artistic treasures. Of the 27 municipalities there are four of the *Most Beautiful Villages in Italy* (Montefiore Conca, Montegridolfo, San Giovanni in Marignano and San Leo) and four Touring Club orange flags (Montefiore Conca,

Pennabilli, San Leo and Verucchio). During the Middle Ages and the Renaissance periods these are the lands which Sigismondo Malatesta, lord of Rimini and Federico da Montefeltro, Duke of Urbino, fought to possess. Fortresses and fortified villages are to be found at every turn in testimony to their turbulent past. **Malatesta & Montefeltro** is the name under which this treasure trove of tourist opportunities in the province of Rimini is offered to the public.



An aerial photograph of a village with a dense forest in the foreground. The village features numerous buildings with terracotta roofs and a prominent white tower. The forest is lush green and covers a large portion of the lower half of the image. The text 'THE CONCA VALLEY' is overlaid on a white rectangular background in the upper right quadrant.

# THE CONCA VALLEY

## THE PASSION OF A GREAT DISCOVERY

The Conca Valley takes its name from the river, known in ancient times as *Crustumium*: it is an area able to offer a unique mixture of beautiful natural surroundings and historic interest, thanks to its hills, countryside, vineyards, olive groves and pastures where animals are still kept out to grass as well as fortresses and fortified villages steeped in history. The river, which has its source 1,200 metres up on Mount Carpegna, has carved its way across the territory through the hills until it widens out into an open plain and flows down to Cattolica and Misano into the sea.

The valley has preserved intact some environmental assets of great naturalistic value, such as the caves of Karstic rock at Onferno in the municipality of **Gemmano**, the natural reserve which surrounds it,

or the woods around *Albereto* which also has a splendid fortified village in the municipality of **Montescudo** where oak trees grow in abundance. Along the borders of the territories belonging to the Duke of Urbino there are many castles down the valley, built by the Malatestas, one of the most important and powerful families of the XV<sup>th</sup> century, to defend their territory around Rimini. Among these castles, the most imposing of them all is that of **Montefiore Conca**, an impressive military and residential complex which has given hospitality to princes, emperors and popes. Exhibitions and shows are held there throughout the year. However, the old mediaeval village where it stands is also full of charm. **Mondaino** is another characteristic little town in the valley which has a castle considered impregnable, even





by its enemies. Today it houses the Paleontological Museum which contains many interesting fossils. The village has an interesting square laid out on a semi-circular plan where the traditional challenges related to the Palio del Daino (the Deer Contest) take place in mid August.

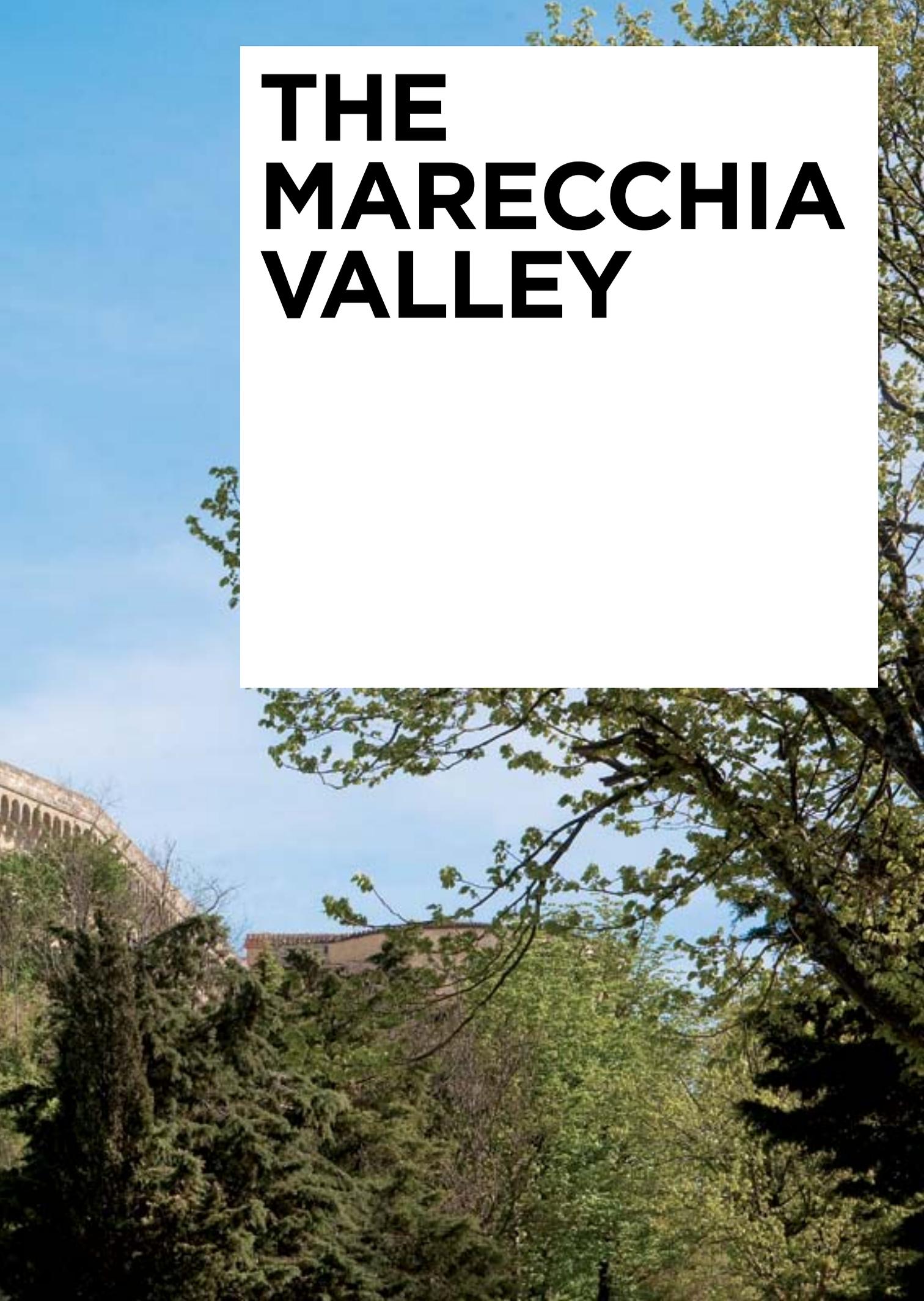
From the XVI<sup>th</sup> to the XIX<sup>th</sup> century, **Saludecio** was the capital of the valley and here powerful families erected their prestigious mansions, local intellectuals rose to fame and a church, still considered to be a small cathedral, was built. In spring and summer the historic centre hosts a number of very popular exhibitions and festivals, including the Saluserbe and the '800 Festival. In the Valconca all traces of the past have been kept alive over the course of time thanks to some important

conservatory operations. An example of such is the village of **Montegridolfo**, where accurate restoration has preserved its mediaeval character to the full, with the idea of cultivating hospitality, tourism and culture. A trip down the valley will lead you to other places, such as **San Giovanni in Marignano**, known as the granary of the Malatestas, where now the site of the Riviera Golf Resort, an elegant sports facilities completely integrated into the natural surroundings; **Morciano di Romagna** the local business centre; **San Clemente**, with its vineyards and fine wine; **Montecolombo** which has traces of the Malatestas and is surrounded by splendid hillsides; **Coriano**, a strikingly verdant area in the centre of the Marano valley.





# THE MARECCHIA VALLEY





## WHERE MEMORY AND BEAUTY MEET

This long valley has been formed by the Marecchia, a river whose source is in Tuscany on Mount Zucca in the Luna Alps, from where it flows down to its estuary in Rimini. It is characterized by attractive panoramas which are harmonious yet full of contrast, alternating green hills and cultivated areas with startling spurs of calcareous rock upon which the Malatestas built their castles to control the territory and from which it is possible to enjoy the most extraordinary views in all directions, towards the mountains or towards the sea.

The town nearest to Rimini is **Santarcangelo di Romagna** where a carefully conserved historic centre complete with old palazzi, cobbled steps and characteristic squares, is dominated by a fortress built by the Malatesta family. There are also many

restaurants and taverns where you can enjoy the authentic Romagnolo cuisine. Faithful to its traditions but open to modernity the town hosts a festival of open-air theatre in July and St. Martin's Fair in November, two events well-worth attending. The small municipality of **Poggio Berni** lies on three gentle hillsides on which there are still numerous palazzi and villas belonging to the local nobility of past eras as well as irresistibly fascinating water-mills. Built high on a spur of rock dominating the plain, **Verucchio** can be plainly seen for miles around. It rivals Pennabilli in its claim to be the "cradle of the Malatestas" and traces of its glorious past can clearly be seen, especially in the historic centre where there are noble palazzi and old churches. The village is dominated by the fortress where, every year, interesting



exhibitions, fairs and theatrics take place. Testimony of an important more ancient past can be found in the Archaeological Park and the Villanovian Museum where a splendid Etruscan throne can be admired. The original name of **Torriana** was *Scorticata* (also the name of the traditional fair celebrating the local wine and cuisine) which means 'scratched and scraped', well expressing the idea of this little village clinging to the high bare rock. The Malatestas built a fortress here to guard the 'Via Maior', the old road which wound its way up the Marecchia Valley to Tuscany. The tiny village of **Montebello** is an authentic historic gem with a castle and a bundle of legends belonging to it. From here it is only a short distance to the **Alta Valmarecchia** (the upper end of the valley) the heart of the old Montefeltro

region, the place where many famous great men loved to stay, Dante, St. Francis, Cagliostro and Ezra Pound. The upper Marecchia valley is much appreciated by visitors for its uncontaminated environment, incomparable panoramas, historic remains and famous local products which are famous all over the world. The first place encountered after Verucchio is Torriana after which the traveller is led on to **San Leo**, the gateway to the Montefeltro region. Its fortress rises up among the clouds anchored to a massive outcrop of rock, the prime motive for its leonine excellence. The historic centre is completely unspoiled with a Romanesque parish church next to the Cathedral and the Palazzo Medici, as well as the austere fortress where Cagliostro languished in prison.



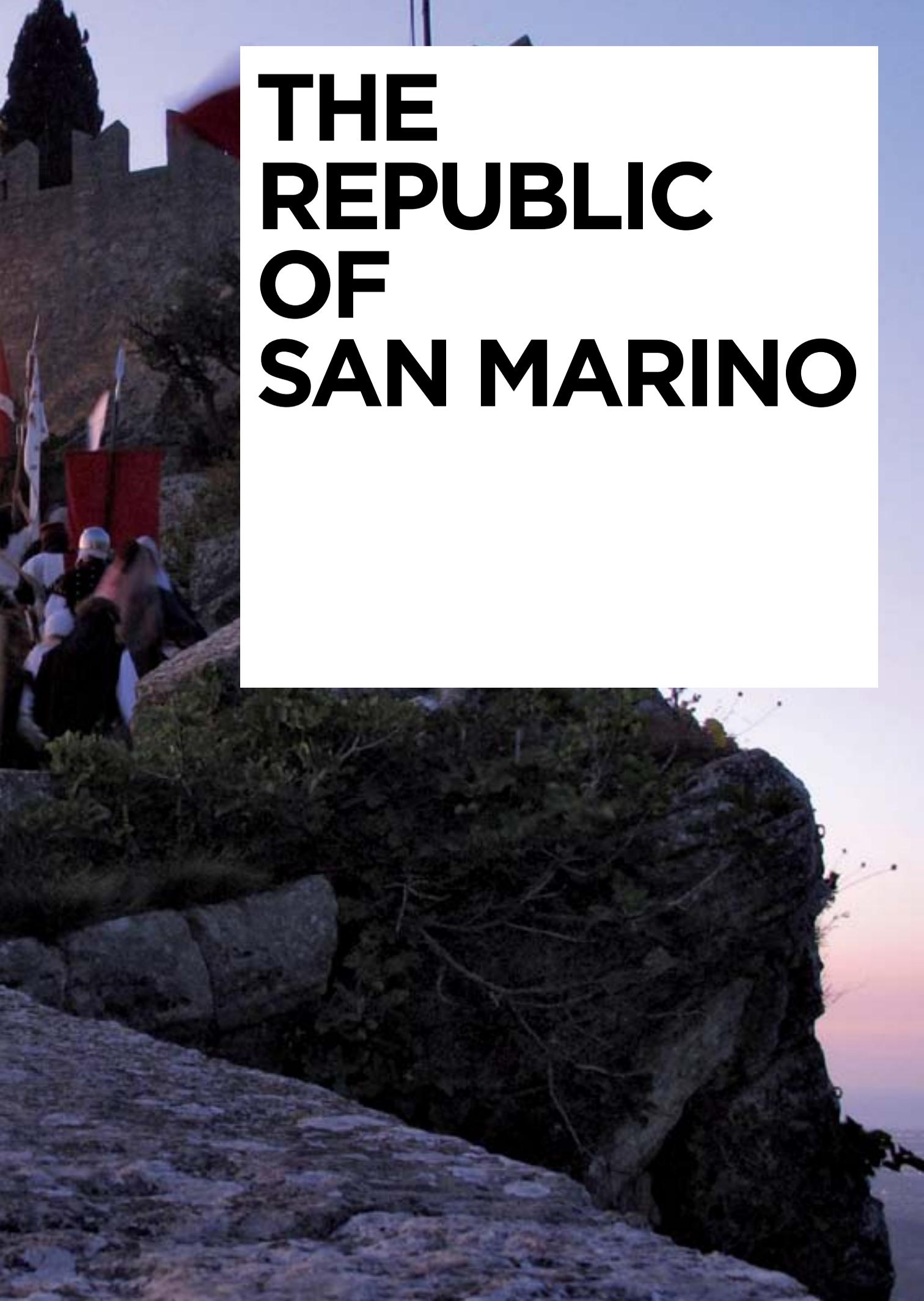
A summer festival is dedicated to the memory of this famous alchemist.

**Novafeltria** is a dynamic little town at the centre of the Marecchia valley where commercial and industrial activities are carried on and from the point of view of historic and artistic interest; there are several Romanesque parish churches of the XI<sup>th</sup> century.

**Talamello** is famous for its chestnuts and *Ambra* a kind of “Formaggio di fossa” (cheese matured underground in pits) - the object of a special fair held there in autumn. In the parish church there is the Miraculous Talamello Crucifix of the school of Giotto. On the other hand, agriculture is the order of the day in **Maiolo**, the second smallest municipality in the valley, famous in past times for its bread. In fact, in June there is a traditional fair dedicated to this traditional product. **Pennabilli** is

situated in the upper Marecchia valley and occupies a third of the territory assigned to the *Natural Park of Sasso Simone and Simoncello*. It is the chosen residence of Tonino Guerra, a poet and writer who has created a kind of open-air museum around the historic and artistic remains of two old castles, one in Billi, on the top of the cliff and the other in Penna on the Roccione (Great Rock). Going still further up river you arrive at **Casteldelci**, a place without a single factory, where the level of pollution is zero and the surrounding countryside unspoiled. **Sant’Agata Feltria**, with its monumental castle is the last place in the valley under the jurisdiction of Rimini. Apart from its beautiful countryside, this locality is well-known for its prized white truffles, an excellent product which is celebrated by a National Fair in October.



A photograph of a stone castle wall with battlements and a red flag, with people gathered below on a rocky hillside. The scene is set against a clear sky, possibly during sunrise or sunset, with a soft glow on the right side. The foreground shows a large, dark rock formation.

# **THE REPUBLIC OF SAN MARINO**

## A COUNTRY TO FALL IN LOVE WITH

“Welcome to the ancient land of Freedom” recites the message welcoming visitors as they cross over the border from Italy. When you arrive in San Marino you are entering a territory with a **long and interesting story to tell**. You are immediately captivated by the atmosphere and, although on one hand it seems that time has stood still, on the other there is evidence of all the modern amenities we can no longer live without. After crossing the frontier, about ten kilometres further up the climbing road, you are at the foot of Mount Titano in **Borgo Maggiore** an old market centre which has conserved unchanged its XIII<sup>th</sup> century town squares over the centuries. From there, in only a couple of minutes it is possible to take the cableway up to the capital

of the republic, **San Marino City**, perched the slopes of **Mount Titano** (750 m. above sea-level). The historic centre, surrounded by fortified walls, invites the visitor to take an intriguing walk around **characteristic little old quarters of town**, innumerable little corners around which there are **glimpses of incomparably beautiful panoramas**, pathways which wind their way up to the three medieval towers, built by the people of San Marino as a valid fortified system, linked together to defend their freedom. From these towers there is a magnificent view of the countryside, a patchwork of different colours, framed in the distance by the slopes of the Tosco-Emilian Appennines which progressively sweep down to the Rimini Riviera





In the heart of the historic centre, in Piazza della Libertà, there is the **Palazzo Pubblico** seat of the “Consiglio Grande e Generale” (the San Marino parliament) which was rebuilt in neo-Gothic style at the end of the nineteenth century. By the side of the **Basilica del Santo** is **the little Church of St. Peter’s** next to which the stairs and the stone sleeping places cut out of the rock by the saints Marino and Leo can still be seen. Truly San Marino is a special place to live, for its countryside and aesthetic qualities and therefore it has rightly been declared **a World Heritage Site** by UNESCO.

San Marino has been able to complete and enrich its natural charm by providing a wealth of **opportunities to enjoy shopping**, hospitality and leisure activities. In addition to urban walkways, nature walks in an uncontaminated environment have been created. Traditional dishes accompanied by local wines, which have always been the strong point of San Marino hospitality, offer **typical products** bearing a guarantee of origin and quality. The Republic of San Marino is also an important place for cultural events taking place throughout the year ([www.visitsanmarino.com](http://www.visitsanmarino.com)).



**EMOT**

IONS



# ON THE BEACH

It is **on the beach of the Rimini Riviera** that you have to be if you want to have **a holiday rich in emotion**. Many friendships have been formed here, and love stories have begun. Every one who has been there has some memory of an unforgettable event, something that happened on that beach, in that bathing area, on such a day or in such a year. It is a beach that pulls at your heartstrings, obliging you to return. It is a beach of the finest golden sand, and therefore a first choice especially for **families with children**. The youngest find a place where the fun never ends. Many beach areas have special playground areas reserved for them. And when they feel like taking a splash, there is nothing to worry about either: the shallow water and slow slopes into the water have made the **Adriatic a place where generations of Italians and other European children have learnt to swim**. **Beach umbrellas, sunshades and deck chairs** can be rented in the official beach areas where you also find everything else that makes the stay on the seafront a pleasure. There are many cafes and food stalls where you can get a drink, an ice-cream or a snack if you prefer not to have a big lunch. **The boss on the beach is the “bagnino”** who helps you with everything you need and often becomes a friend and advisor. **The sea in the early morning** when the beach umbrellas are still closed and the sands are more or less deserted. These are moments in which you can actually hear **the sea sighing**. Very early risers will have the emotional experience of seeing **the sun slowly rise out of the Adriatic** but it is just as moving to stay out late on the beach in the evening after a day in the scorching sunshine and enjoy the breeze and the sea at rest.

# IN HISTORY AND ART

It is enough to take a walk around the centre of Rimini to find veritable gems of beauty and history in close proximity. The **Surgeon's House** - unique in the world - is an archaeological site which has brought to light the mosaic floors of the house complete with the instruments used by this surgeon of the second century. **The Augustus Arch Augustus**, erected in 27 B.C., is also of Roman times. It was one of the gates to the city on the opposite side to that of the **Tiberius Bridge** which was constructed during the reign of Emperor Tiberius, from whom it takes its name. It is roughly a kilometre away from the arch as the crow flies. Around the year 1300 **Giotto** paid a brief visit to Rimini. On his departure he left behind a flourishing school of painters which produced the extraordinary **frescos to be found in the apse of the Church of St. John the Evangelist, today known as St. Augustine's**. They illustrate episodes in the life of St. John the Evangelist, Christ enthroned, the Virgin and Child and a 'Noli mi tangere'. In the **City Museum a fresco depicting the Universal Judgement** from this same church is on display and there is also a rich section devoted to archaeological finds. **Castel Sigismondo**, also dates from the era of the Malatestas. It is now used to put on important art exhibitions. The **Malatesta Temple**, a masterpiece of the Renaissance fruit of the genius of Leon Battista Alberti and Agostino di Duccio, dates from the same period. It was restored at the beginning of this millennium. Noteworthy too is the **Church of San Giuliano** in the village of the same name, which has an altar-piece depicting the martyrdom of the saint painted by Paolo Veronese. Some centres in the territory of Malatesta & Montefeltro contain authentic treasure troves. A classic example is at San Leo where there is a Romanesque parish church a recently restored cathedral.



# FELLINI'S CITY

Rimini is the birthplace of **Federico Fellini**, a Maestro when it comes to recounting heart-warming dreams and emotions. The city of the director of the “Dolce Vita”, a film about night-life in Rome, has now become the capital of the “dolce vita”, a place to feel good and enjoy yourself more. To discover Fellini's Rimini, it is a good idea to stand for a few moments in front of the **Grand Hotel** and give your imagination free rein, or visit **Borgo San Giuliano**, the little place described in *Amarcord*. You can get there from the centre passing in front of the Fulgor Cinema, where the Maestro conceived his love for the seventh art. When you arrive in the Borgo you can wander around its uneven streets lined with appealing colourful little houses and discover a Rimini very different from that portrayed on picture postcards. It is also ideal to visit this area in the autumn or winter when the colourful murals on the walls of various buildings appear out of the mist to evoke, faces, stories and myths created by Fellini's visionary imagination.





# IN THE AMUSEMENT PARKS

Enjoy yourself thoroughly and have fun like when you were a child. Rimini Riviera's magical atmosphere has been enhanced over the years by its development encouraged by the local people with their vision and innate sense of enterprise typical of Romagna. This has resulted in the creation of numerous amusement parks, well-known all over Europe. The very first theme park in this country was **Italia in Miniatura**, a trip around the most famous historic monuments in cities of art in Italy and Europe, with 272 scale models on show. A different kind of park, also in Rimini takes you into a fairy-tale world. **Fiabilandia**, a theme park for all the family, surrounded by greenery, over 30 attractions and many interactive live shows. At Riccione, there is the recently opened **Oltremare**, a theme park dedicated to land, sea and sky. Inside there are many areas to visit, including a dolphin lagoon where these playful mammals are a source of amusement and acclaim.

The underwater environment can be admired at the **Cattolica Aquarium** in **Le Navi** park. There are more than 3 thousand creatures of 400 different species of fish from every sea in the world. Also, right by the sea in Rimini, the **Dolphin Pool** is an amusing place where you can get close up to the very friendly dolphins.

Don't forget to visit the most famous water park in Europe.

**Aquafan** in Riccione is just the place to spend a cool day, plunging down its breathtaking slides.

Adventure lovers will enjoy the thrills of **Sky Park** at Perticara near Novafeltria where breathtaking routes through the park hold out thrills for all.

# AT THE TABLE

Rimini Riviera is situated in an area where food is genuine and the people love the **art of eating well**. Numerous restaurants and typical little eating places where you can test the truth of this statement are to be found along the coast or in the hills. It is possible to eat out anywhere and be sure to obtain the best value for your money without sacrificing quality. The table is not usually lacking in "**piada**" (now referred to as "**piadina**") a symbol of the Romagna cuisine. It is a kind of thin unleavened bread, to eat while still warm with ham or other cured meats, or spread with fresh cheese.

A speciality which is a general favourite is **home-made pasta** (tagliatelle, strozzapreti, ravioli, gnocchi, cappelletti) served with a fish or meat sauce. Mixed grills are prepared in generous portions.

**Fresh and cured meat** is on offer in the best restaurants of the hinterland, where you can also taste truffles and "**formaggio di fossa**" (cheese matured underground in pits). However, along the coast the prime item on the menu is undoubtedly **fish**, cooked in the traditional way or according to some brilliant new recipe, on the grill, in the oven, or fried. Take your choice. With your meal you can try the **typical wines** of excellent quality from the nearby hills (Sangiovese, Trebbiano, Pagadebit). The **finest olive oil** D.O.P. from the local hills is another important culinary item.

And of course, the one typical product that gives holiday its unmistakable taste must not be forgotten: **traditional homemade ice-cream**, prepared by internationally renowned masters of taste in the best traditional way and quality, with creativity and professionalism that distinguishes Italian ice-cream. Rimini is in an area **full of good taste!**





# AT NIGHTFALL

When the sun goes down and the beach umbrellas are all closed **Rimini Riviera comes alive to stir the emotions by the light of the moon.** The street lights come on, as do those in the discos, the amusement parks, coffee bars, ice-cream parlours and other meeting places. **Night-time on the Riviera is pleasantly warm and attractive.** It is memorable to look down over Rimini from one of the inland hillsides from where it appears as a kaleidoscope of coloured lights. **The night has something for all, every one will find something enjoyable in enjoyable company.** Some prefer to walk along the promenade, others like to stop for an ice-cream or a pizza, or go shopping. There are numerous events in the streets along the coast in which to participate, roundabouts for the children and dancing in the discos on the hills. The night-time is truly bewitching and tranquil, **sweet** as you might say. It finds its ideal expression in the **Notte Rosa**, a fiesta held at the beginning of summer to let every one know what a **welcoming, hospitable and enjoyable place** Rimini is. **Even the beach has its own night-life.** What could be nicer than to **listen to music and dance on the seashore under the stars?** On the Riviera dreams come true and in many points along the beach there are places that get really effervescent after sundown. Sipping a drink, dining by candlelight accompanied by soft music the evening goes on into the middle of night.

# OUT IN THE OPEN AND WELLNESS ON THE RIVIERA

Rimini Riviera is always **alert to the latest trends**. Indeed sometimes they anticipate the trends of tomorrow.

During summer, on the beach, in the discos and any place where people get together to enjoy themselves **fashions and trends are often anticipated**, proposed life-styles are later copied everywhere. That is what happened over **wellness**, taking care of one's body in **a quest for physical and mental wellness**. For years there has been a specific Fair dealing with this sector and many hoteliers have installed facilities to offer their guests moments of relaxation and regeneration. **At the thermal water spas at Rimini and Riccione**, surrounded by greenery and directly on the beach, it is possible to have treatment aimed at energizing the body.

Even on the beach several bathing establishments offer the possibility of improving wellness by making use of gyms and hydro massage *en plein air*. Furthermore, on the Riviera there are areas of the beach called **Wellness Beaches** where you can do gymnastics in the water and undergo beneficial massage.

The beaches of the Rimini Riviera are the **realm of active holidays**: emotion together with movement. From **Bellaria Igea Marina to**





**Cattolica** there is a sequence of areas set aside for **beach volley, beach basket, beach soccer and beach tennis**. Traditionalists can also take part in bowls tournaments. Those wishing to continue with their weight-lifting will find various **perfectly equipped gyms** in numerous bathing establishments. Then, if the call of the sea is irresistible, there are centres where you can learn **sailing** or **wind** and **kite surfing**. Even off the beach there is no lack of opportunity for exercise. Those who prefer the golfing green can choose from the **Rimini-Verucchio Golf Club** at Villa Verucchio or the **Riviera Golf Resort** at San Giovanni in Marignano. **Whereas for cycling**, the Riviera is a veritable paradise. The flat area along the coast immediately gives way to some quite steep hillsides through **charming countryside full of important reminders of the past**.





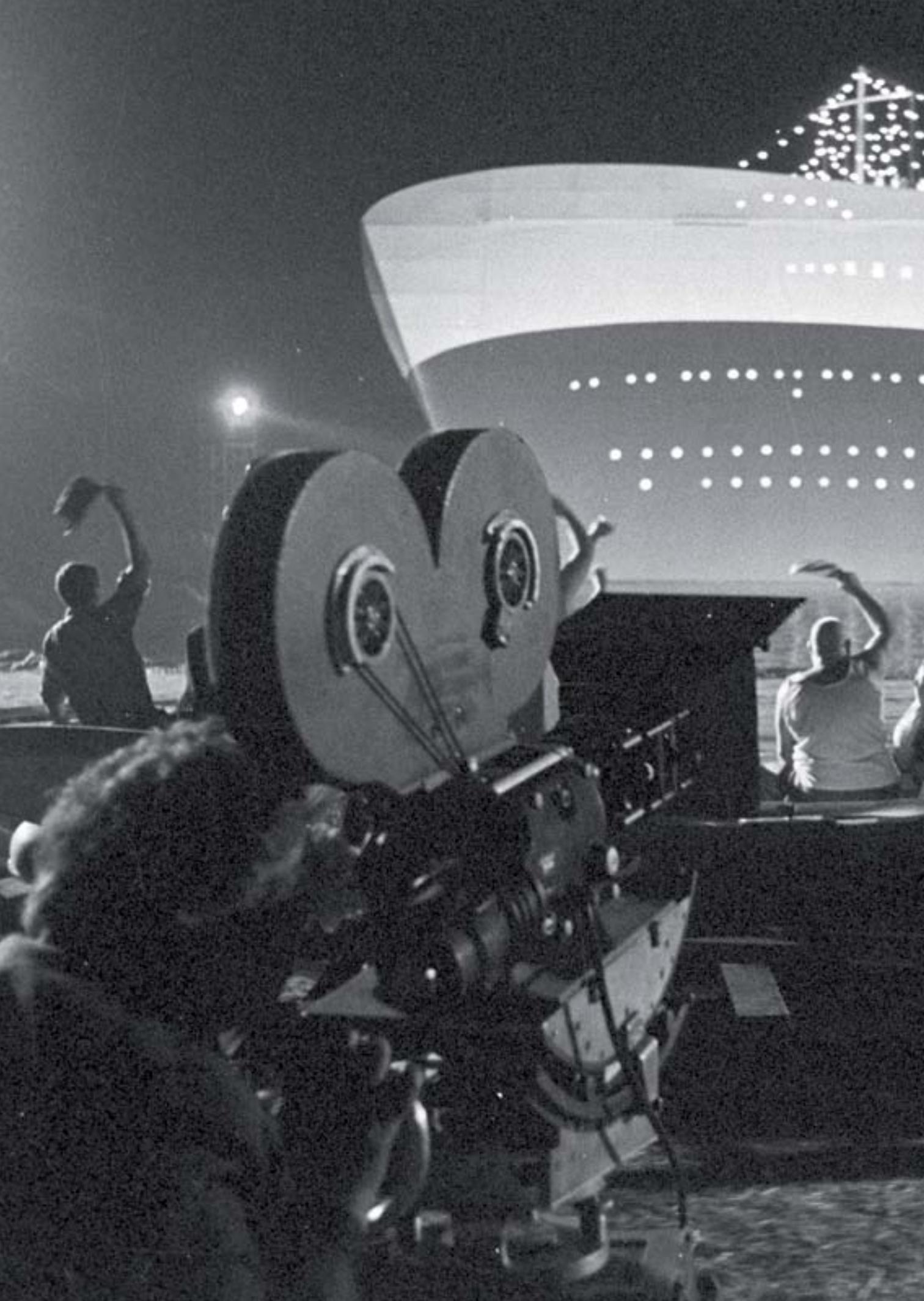
# MEETING PEOPLE, AND DOING BUSINESS...

Even a stay in Rimini to attend a fair (the ample modern fair complex is the scene of many events each year) or a congress can transform itself into a very enjoyable experience. First of all, there is the pleasure of being **in Rimini or Riccione at one of the two new congress facilities** that, together with the **European Congress Centre in Bellaria Igea Marina**, have transformed the Riviera into the **capital of tourism associated with congress attendance**. It is a nice surprise, to come out from work to find yourself **in the heart of these places**, among shops, coffee bars and other attractions. You are on the Riviera for work but it is more like a holiday. Those who come to the Riviera on business or as delegates of a congress appreciate the **professionalism and the quality of the services** that the people have “invented” for them to make their work easier.

# IN THE CENTRE OF ACTION

Where can you find **the richest programme of shows and events in the world**? Anyone who has ever visited the Rimini Riviera knows the answer. The programme is put together every year by places along the coast and in the hinterland. When you invite a guest to your home you want him to enjoy himself and leave contented. In the same way, **all of the places open to tourists are keen to entertain their guests in ever more imaginative ways**. Starting with the **Notte Rosa**, a great fiesta held at the beginning of the season, followed by the **MotoGP** Grand Prix, the **Meeting** to encourage friendship among the nations, **festivals** of the theatre and cinema, the important **exhibitions** in Castel Sismondo and events of a historic nature organized in centres around the Rimini area, every season of the year, Rimini knows how to entertain its guests. **Every day and every evening there are many possibilities to choose from**. On leaving, the visitor feels **enriched by many emotions**.





# WHERE WE ARE



Riminese director Federico Fellini  
at the set of his film "Amarcord" in 1973



## How to get here

### By plane

**Rimini** - International Airport "Federico Fellini"  
**4,5 km** from the city centre  
**Forlì** - International Airport "L. Ridolfi"  
**40 km**  
**Ancona** - International Airport "R. Sanzio"  
**90 km**  
**Bologna** - International Airport "G. Marconi"  
**100 km**

### Distances

Amsterdam, 1.405 km  
 Berlin, 1.535 km  
 Brussels, 1.262 km  
 Budapest, 1.065 km  
 Copenhagen, 1.770 km  
 Frankfurt, 1.043 km  
 London, 1.684 km  
 Munich, 680 km  
 Paris, 1.226 km  
 Prague, 1.089 km  
 Warsaw, 1.533 km  
 Vienna, 887 km  
 Zurich, 645 km



### By car

Rimini is connected to the north (Bologna/Milan) and to the south (direction of Bari) via the "autostrada" (motorway) A14

### Four exits:

Rimini Nord  
 Rimini Sud  
 Riccione  
 Cattolica

### Distances

Bologna, 121 km  
 Florence, 165 km  
 Milan, 330 km  
 Naples, 586 km  
 Rome, 325 km  
 Venice, 270 km

### By train

The Riviera is well-connected to the rest of Italy. There are train lines from Milan to Bologna/Bari and via Ferrara and Ravenna to Rimini.

### Distances

Rimini-Bologna: 1 hour  
 Rimini-Florence: 2 hours  
 Rimini-Rome: 4 hours  
 Rimini-Milan:  
 less than 3 hours



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**Provincia di Rimini**

[www.riviera.rimini.it](http://www.riviera.rimini.it)