



  
**Akorn**

AKORN DESTINATION MANAGEMENT

2024 Italian Events Inspiration  
with Akorn



JANUARY



Experience scenes of a winter wonderland awakening slopes of the Dolomites, with outdoor adventure and wellness amongst the glaciers. Though January is quickly passing, several events and exhibitions feature annually in the Italian calendar.

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**Ride of the 3 Wise Men, Florence:** A celebration of Three Kings Day, known as the Adoration of Magi is held on 6th January and every region in Italy marks this feast. One of the most traditional events is held in Florence where you will see a wonderful parade along the streets and the three Wise Men riding their horses until they reach Duomo, where they present their traditional gifts.

**Befana Event in Urbania, Umbria:** In Italian folklore, Befana is a woman who delivers gifts to children on Epiphany Eve, in a similar way to St Nicholas at Christmas. Usually portrayed as a witch riding a broomstick through the air, Befana visits all the children of Italy during the night with gifts. In Urbania, within the Umbria region, the village organises a day in honour of Befana to enjoy watching an enactment of the legend.

**Pitti Uomo, Tuscany:** An event celebrating leading brands in men's fashion bringing together stylistic evolutions, new collections and cultural initiatives.



February is an inspiring month of carnival in Italy, with the prominent Venice Carnevale taking place, discover traditions of this celebration alongside our insider access experiences of a private mask masking workshop or behind the scenes tour in the art of Venetian gondola building. Beyond Venice, several festivals are hosted with the couple listed below just a taste representing local regional traditions.

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**Carnevale di Viareggio, Tuscany:** During the carnival there are tens of satirical floats parading along the promenade, ending in the highlight of an impressive fireworks show. Floats are often over 20 metres in height and built through the year in dedicated hangars called Cittadella del Carnevale, for which we are able to provide exclusive insider access with a private viewing of the floats before they are on display.

**Battle of Oranges, Ivrea in Piedmont:** A unique carnival held in Ivrea near Turin where you can assist at the old orange battle in the lead up to Shrove Tuesday. According to tradition, it recognizes the valour of a young woman and how she freed an entire town.

**Milan Fashion Week:** Showcasing latest collections with the runway reflecting upcoming trends, attracting international designers and high fashions to the city.

**San Remo Music Festival, Liguria:** In celebration of Italian song, the event is a competition for new songs held at the Ariston Theater in the Liguria region.



As the beginning of Springtime, March entices with warmer climes to enjoy food and wine in the sunshine. Several food festivals are held as the seasons change to delight in local Italian produce.

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**EuroChocolate Festival, Perugia:** One of the largest chocolate festivals in Europe, held since 1993 in the Umbria region, taking place in March & October. Enjoy chocolate tasting and workshops organised by worldwide chocolate manufacturers.

**Taste Festival, Florence:** A week dedicated to top Italian food producers, take a journey through new tastes and flavours.

**Kase Cheese Festival, Bolzano:** Held in the South Tyrol region, cheese lovers rejoice in this exhibit marking European cheese producers with demonstrations of processes, workshops and family-friendly activities for children to be involved in creating mozzarella guided by local producers.



April is, of course, a holiday highlight as Italy marks Easter with regional processions and traditions taking place. Additionally, festivals are held in recognition of Italian food and drink, demonstrating the inspiring array of regional specialities.

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**Explosion of the Cart, Florence:** On Easter morning, a pyrotechnical tower positioned on a cart is pulled along the streets of Florence until it reaches Piazza del Duomo, at the same time a fire will be lit igniting an array of fireworks from the cart, symbolising the victory of life.

**Milano Design Week:** Annual design event featuring contemporary furniture held across the city, similar to the Fashion Week.

**Vinitaly, Verona:** Wine lovers will delight in Italian wine producers showcasing their creations to sample from the smaller, organic to larger wineries on display.

**Festa del Carciofo, Tuscany:** An artichoke festival held in Chiusure, a hilltop town which celebrates the peak of the local artichoke season and other delicacies.



As the high season approaches, May offers a range of outdoor events from a Venetian celebration of the sea in north Italy to the impressive, colourful flower displays held in Sicily to the south of Italy.

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**Vogalonga, Venice:** An annual parade of traditional boat with the celebration held on Pentecost day, as boaters cross the Lagoon to Burano and coast back through Cannaregio at the end of the Grand Canal.

**Infiorata di Noto, Sicily:** Transforming several streets into floral works of art, with flowers grown especially for the event, admire creations of floral mosaics.

**Festa del Limone, Monterosso:** Held in the largest of the five coastal villages known as Cinque Terre, lemon decorations will line the streets of Monterosso celebrating the citrus fruit with local produce to sample the flavours of Italian lemons.

**Giro d'Italia, Turin:** An exhilarating Italian cycling race, made up of 21 legs with this year starting in Turin and finishing in Rome.



June unveils key summer events, with an vibrant opera programme across Italy and the ancient amphitheatre in Verona hosting extraordinary performances to mark the 101st Arena di Verona Opera Festival. Music and sporting highlights make for an exciting start to the summer season.

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**Arena di Verona Opera Festival:** A series of operatic performances held at Verona amphitheatre, including esteemed works of 'La Boheme' by Puccini and 'Aida' by Giuseppe Verdi. A beautiful backdrop to view performances at sundown.

**Luminara di San Ranieri, Pisa:** A candlelight festival in honour of the patron saint of the city, as Pisa is alight with thousands of candles outlining architectural forms located along the banks of the Arno River.

**Tour de France, Florence:** For the first time, Tour de France will depart outside of France owing to preparations for the Paris Olympics 2024. The route will commence in Florence through the Emilia Romagna region, ending in Nice in France.



With the summer season in full swing, July continues playing host to key events in music and outdoor festivities, providing an array of Italian inspiration.

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**Umbria Jazz Festival:** Every year, Perugia holds its jazz festival, lasting ten days and 2024 set to host a leading program of reputable musicians.

**Palio Horse Race, Siena:** An iconic event in Tuscany's calendar taking place in July & August, with processions in the days leading up to the race. Embrace the event with a unique insider access opportunity in Siena on the day of the race, enjoying the Palio from a private terrace overlooking Piazza del Campo.

**Festa del Redentore, Venice:** One of the most prominent events in the Venetian calendar is the Feast of the Redeemer, combining religion with entertainment. A regatta is a key part of the Redentore celebration with a spectacular fireworks display as the finale illuminating Venice's waters.

**Lucca Summer Festival, Tuscany:** Located in the scenic city of Lucca, an exciting music festival with the 2024 lineup including performances from Rod Stewart and Ed Sheeran at the main square of Piazza Napoleone or outside the historic walls of Lucca at Campo Ballila.

**Andrea Bocelli, Lajatico:** Born among the Tuscan hills, see the 19th edition of this exclusive Teatro del Silenzio performance.





Italy celebrates their national holiday of Ferragosta mid-August, originating in 18 BC as 'Feriae Augusti' when emperor Augustus created a holiday marking the agricultural work of harvest season, creating a day of rest and has such remained a vacation month for Italians. A number of festivities take place ending the summer with music and dance events.

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**Ravello Music Festival:** Located along the Amalfi Coast, classical music is celebrated in the stunning gardens of Villa Rufolo. For the occasion, a stage is created overlooking the Mediterranean landscape, an inspiring setting to see concerts at sunrise.

**La Notte della Taranta, Puglia:** Held in Salento, the festival is one of the largest cultural events in Italy, dedicated to the traditional music of Salento and southern dance of Taranta. A dance style closely likened to the Spanish flamenco, the region is aplenty with celebration of taranta.

**Assumption of Mary, Positano:** As the star event of Positano, the religious festival is held mid-August, with a replica of the Byzantine icon of the Madonna carried from the church to the sea, finishing with fireworks at night and music on the main beach.



SEPTEMBER



September marks the beginning of Autumn with Harvest festivals occurring across Italy, amongst a range of other leading calendar events.

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**2024 Italian Grand Prix:** Held in the Lombardy region, the Italian Grand Prix at Monza is one of the most historic events in Formula One. Monza Eni Circuit, universally known as the Temple of Speed, is located on the outskirts of Milan and considered one of the greatest homes for motorsport.

**Chestnut Festivals:** Native to Italy, in the Autumn months, chestnut festivals take place throughout Italy in Piedmont, Treviso and Florence.

**Grape Festival, Impruneta:** Known for its winemaking heritage, the Italian calendar would be incomplete without a festival marking the harvest. Set in the region of Tuscany, the celebration includes a spectacular parade of themed floats and, of course, wine tastings from local vineyards of Chianti and Montepulciano.

**Regatta Storica, Venice:** A re-enactment held every September, the Historical Regatta is the most important sporting event of Voga alla Veneta, in which you can gondola along the Grand Canal. After the regatta, Venetians continue festivities with celebrations into the evening.

**Pitti Fragrance, Florence:** An exclusive international event dedicated to the world of fragrances and beauty, the only exhibit of its kind in Europe.



A perfect month for food enthusiasts to visit Italy, with a number of festivals taking place in recognition of the Harvest season, celebrating the wonderful produce in Italy. Additionally, October welcomes the nautical event of the largest sailing race in the world to Trieste.

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**Balsamic Festival, Spilamberto:** An Autumn fair dedicated to the original Italian produce, in the province of Modena, the festival is held in association with the museum of traditional balsamic vinegar in Spilamberto. View the production process of balsamic vinegar and enjoy tastings of the harvest.

**Barcolana Regatta, Trieste:** During mid-October, the Gulf of Trieste becomes the international home of sailing with more than 2000 boats taking to the Mediterranean waters. An event born by chance, it began as a regatta among local yacht clubs growing into the international attraction of today.

**Pistacho Festival, Sicily:** Held in Bronte, near the edge of Mount Etna, the pistachio festival celebrates their culinary traditions in Sicilian culture. Featuring tasting sessions of pistachio-based recipes, local artisans and live entertainment.



# NOVEMBER

As the off-peak season in Italy, November marks a perfect autumnal opportunity to enjoy the sights without bustling crowds. Additionally, several food festivals are held offering ways to immerse yourself in Italian culture.

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**International Rome Film Festival:** One of the most rewarding festivals for international emerging artists and creators to showcase their recent works.

**International White Truffle Fair, Alba:** Experience culture and gastronomic delight in the Piedmont region, learning about the renowned truffles and other local delicacies at cooking demonstrations and tasting workshops.

**L'Oro di Spello, Umbria:** Convinced of producing the best olive oil in Italy, the ancient Umbrian town of Spello celebrates with an olive oil festival. One attraction of the event is a parade of olive trees carried on farm carts, with a band performing and dancers reflecting the pride in their produce.



DECEMBER



December welcomes seasonal wonder with magical events illuminating cities and Christmas markets bringing festive scenes across Italy.

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**Luminarie, Lecce:** Impressive displays of illumination light up Lecce during the weeks leading up to Christmas. Established since the first lighting in 1932, with famed illumination features including the 'Duomo di Milano'.

**Merano Christmas Market:** Christmas markets mark the season in each region of Italy, from Piazza Navona in Rome to Merano in South Tyrol. Experience more than 80 holiday stalls in the old town of Merano, with the idyllic backdrop of snow-capped mountains of the Dolomites offering a perfect seasonal atmosphere.

**Umbria Jazz Winter Festival:** For more than 15 years, the Winter fiesta has taken place in Orvieto at the end of December with a duration of five days. A perfect opportunity to enjoy the host of international performances and a fabulous celebration of the New Year.

Akorn Europe is here to support you and will be delighted to assist with any queries relating to the events throughout Italy.

Please do not hesitate to get in touch at:



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