

italea



The journey to your roots

Italea is the promotion program of roots tourism, launched by the Ministry of Foreign Affairs and International Cooperation within the NRRP project and financed by NextGenerationEU for the period 2022-2025.

The project invites Italians living abroad and their descendants to discover the places and traditions of their origins. It offers a range of tourist services – including itineraries, workshops, benefits, and discounts – to facilitate travel to Italy, thanks to a network of professionals in every region of Italy who will inform, welcome, and assist travelers (**italea.com**).

Italea stops in Toronto during the 2024 Year of Italian Roots worldwide to present some of its offerings in a branded pavilion.

Information materials will be distributed both at the booth of the Ministry of Foreign Affairs and for International Cooperation and at the booths by the various regional Italea groups from Abruzzo, Calabria, Friuli Venezia Giulia, Lazio, and Molise.

Here is the program for the two days:

Italea Pavilion Program

SATURDAY JUNE 15

11:00 AM – 12:30 PM Pizza Masterclass - Scuola Pizzaioli
1:00 PM – 1:30 PM Italea Inauguration event
1:30 PM – 2:30 PM Olive oil demonstration - Evooschool
3:00 PM – 9:00 PM Tiramisù competition - Tiramisù World Cup

SUNDAY JUNE 16

10:00 AM – 11:00 AM Olive oil demonstration - Evooschool
11:30 AM – 12:30 PM Tarantella Experience - Lucia Scarabino
1:00 PM – 2:30 PM Tiramisù Masterclass - Tiramisù World Cup
3:00 PM – 9:00 PM Trofeo Pizza Italea - Scuola Pizzaioli



Furthermore, the following entities will be present with a booth.

APT Basilicata will offer visitors tastings of typical local gastronomic products. With the support of the Association of Basilicata Inhabitants in Toronto, you will have the opportunity to discover the unique characteristics of these products, hear historical anecdotes, and learn about the region's excellent landscapes, culture, and art.

You will also hear about "Roots-In 2024" taking place in Matera on November 18-19, 2024, an event designed to provide information about the "back-to-the-roots" tourism movement.

"Tasting Typical Food from the Basilicata Region" will take place at: 11:00 AM to 1:00 PM; 3:00 PM to 5:00 PM; 7:00 PM to 9:00 PM.

The **Lazio Region** will introduce the Sagra delle Regne Festival, celebrated in Minturno. Experience the spirit of the festival firsthand as volunteers, dressed in historical clothing, share blessed bread with visitors. Engaging videos and presentations will showcase the essence of the Sagra delle Regne, along with exciting summer camp opportunities and the captivating beauty of Minturno itself.

The booth also features traditional activities with artisans who will exhibit materials used for constructing baskets (the "stramma") and other objects of Lazio craftsmanship. Workshops and demonstrations are planned for groups of 10-15 people, and gadgets and artifacts created during the workshops will be distributed to visitors and participants.

The **Molise Region** will offer demonstrations of local craftsmanship, featuring an exhibition of works and a demonstration of the artisanal processing of wheat and straw used to decorate the "traglie," presented by two representatives of the APS Sant'Anna Committee of Jelsi. Additionally, there will be cooking show activities, including the preparation and tasting of traditional Molise dishes. These activities will be conducted by three chefs/sommeliers from the Molise Region Chefs Union.

Other activities in the Molise Region booth will include folk dance performances by the Zig-Zaghini folk group. The booth will also feature specific stations for the display of promotional material (brochures, leaflets, and gadgets). They will be pleased to arrange meetings to promote the region and its economic operators, in collaboration with representatives of the associations and federations of Molise people in Canada.

Unaprol is the association representing extra virgin olive oil enthusiasts in Italy. They will introduce you to the fantastic world of Italian olive oil, rich in history, culture, and flavor, through Evooschool.

Italy boasts over 500 varieties of olives, each with unique characteristics influenced by the climate, soil, history, and traditions of the region where they are grown. Olive oil is not just a dressing; it is a piece of Italy.



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Do you think you know enough about olive oil? Test your knowledge with Unaprol's masterclass and learn to recognize the best qualities of this extraordinary oil.

Scuola Pizzaioli will announce the Trofeo Italea in Toronto, Canada. This event will bring together passionate pizza chefs from across the country to compete in the prestigious Pizza Napoletana STG (Traditional Specialty Guaranteed) category.

The competition will take place in an atmosphere filled with passion and culinary excellence, where competitors will showcase their skill, creativity, and dedication to authentic Neapolitan pizza. The Neapolitan Pizza STG is characterized by its preparation according to rigorous traditional standards, guaranteeing an unparalleled gastronomic experience. Participants will be evaluated by a jury of experts who will select the best three, awarding prizes that recognize their mastery and commitment to Italian tradition.

This event not only celebrates the individual skill of each pizza chef but also promotes cultural exchange and appreciation of true Italian cuisine. We invite all lovers of pizza and Italian culture to join us in this unique celebration of the art of the Neapolitan pizza chef.

The **Tiramisu World Cup** is the international competition proudly dedicated to discovering the best tiramisu in the world since 2017. The Grand Final takes place annually in Treviso, and this year it will be held from October 10th to 13th. Beyond celebrating the world's most famous Italian dessert, the Tiramisu World Cup provides an excellent opportunity to explore Italy's scenic, cultural, and culinary attractions.

The Canadian selections for the Tiramisu World Cup, the most delicious competition of the year, will take place with the presence of World Champion Giuseppe Salvador, the audience will learn the best techniques for preparing the dessert and cheer for their favorite contestant.

Together with the regions, Italea proposes the following performances, which will take place on the main stage:



LA TOSCA OPERA - THE LAZIO REGION

The art of opera singing, recognized as a UNESCO Intangible Cultural Heritage in December 2023, best represents Italy around the world. A soprano, a tenor, and a musician will perform excerpts from "La Tosca" with a set design depicting the locations in Rome where Puccini's opera takes place: Palazzo Farnese, the Church of Sant'Andrea della Valle, and Castel Sant'Angelo.

Saturday 7:15 PM; Sunday 2:00 PM.

TARANTELLA EXPERIENCE BY LUCIA SCARABINO

A dancer, actress, and teacher of ritual dances from Southern Italy, Lucia Scarabino has numerous important collaborations with artists and groups in the field of Italian folk music and dance. In 2011, she joined the dance group of the Popular Orchestra of "La Notte della Taranta," with whom she still collaborates.

Saturday 9:15 PM; Sunday 1:30 PM.

ZIG-ZAGHINI - THE MOLISE REGION

Zig-Zaghini consists of about 30 members, including singers, dancers, and musicians, who perform popular music from Molise with costumes faithfully reconstructed from the late 1700s. Even today, nearly 53 years after its foundation, the Zig-Zaghini folk group continues to export its most authentic traditions and culture around the world. They have performed in all regions of Italy and international festivals in the United States, Canada, Argentina, and Venezuela, representing the pride and joy of the Molise Region.

Saturday 1:30 PM; Sunday 2:30 PM.



Ministero degli Affari Esteri e della Cooperazione Internazionale



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