



Alta Langa, Langa altra

Project funded by



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LANGADELSOLE.IT

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About

Langa del Sole is a local development project of the Alta Langa.

The program aims to enhance the tangible and intangible heritage of the Alta Langa. This is achieved by creating a coherent and integrated system of suggested activities that can be transformed into lived experiences in the region.

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➤ **19** Municipalities, united for the first time,
by the desire to represent their unique territory and identity

➤ **13** Different narrative tools: logo, evocative videos,
brand manual & visual identity, informational materials, map

➤ **7** Structural conservation projects
to preserve the historical landscape

➤ **1** Website dedicated to telling
the stories of the territory

➤ **1** Foundation that backs the long-term
potential of the territory



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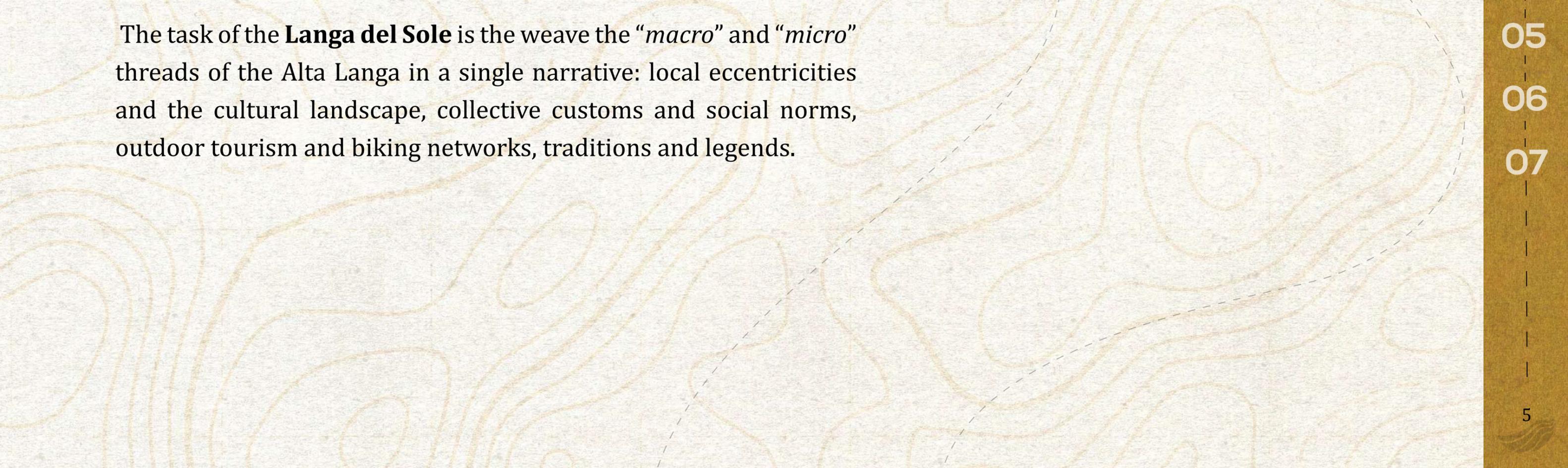
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The Big and the Little

The task of the **Langa del Sole** is to weave the “*macro*” and “*micro*” threads of the Alta Langa in a single narrative: local eccentricities and the cultural landscape, collective customs and social norms, outdoor tourism and biking networks, traditions and legends.





Who is Langa del Sole addressing?

Langa del Sole is a project from the Langa for the Langa. It is for anyone with an interest in developing a coherent and entwined narrative of experiences that define the Alta Langa: nature, tourism and bike tourism, outdoor activities, and a deep heritage.

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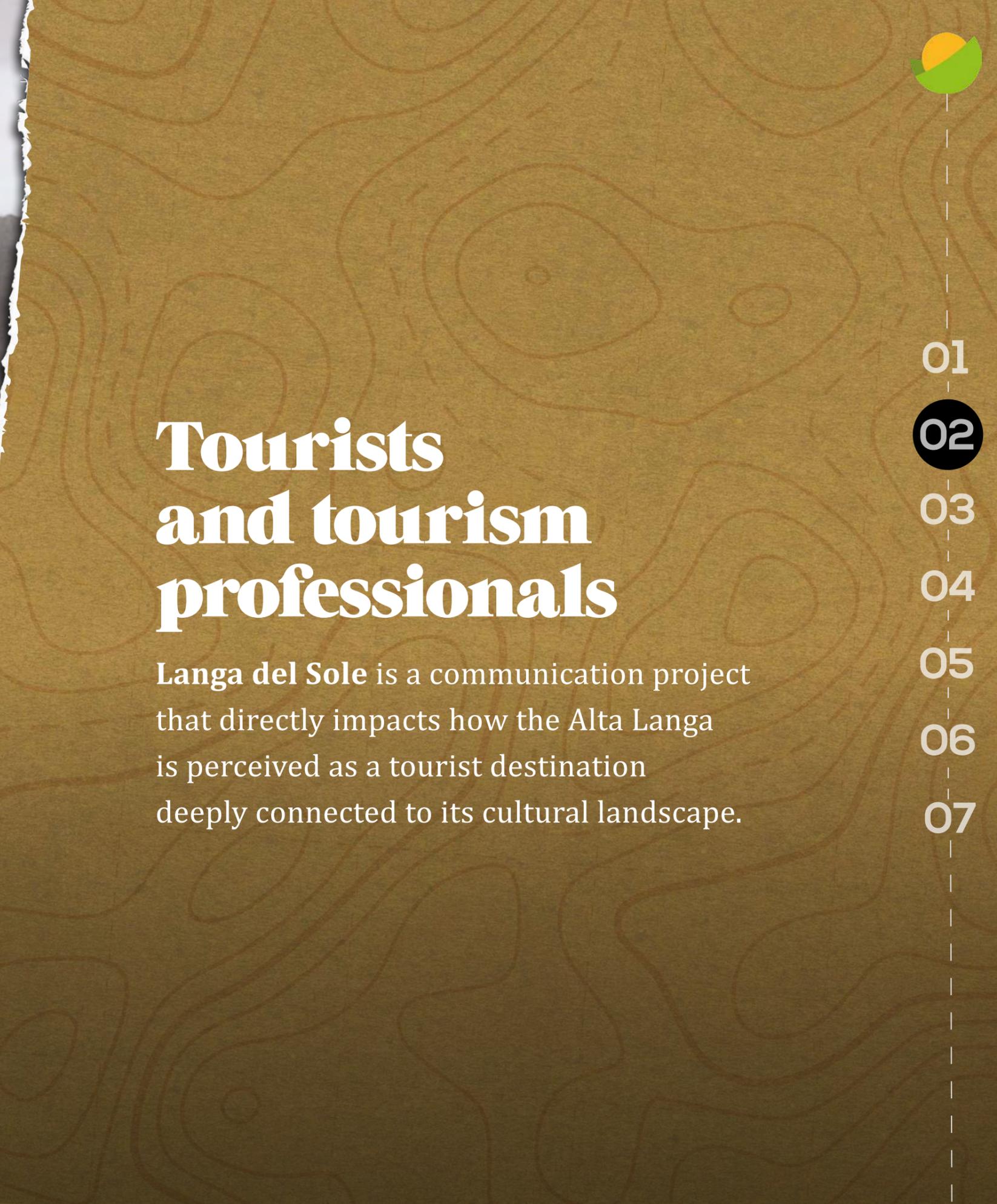
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The local community

Langa del Sole is a territorial project for shared actions aimed at increasing awareness and the participation of citizens in their territory.



Tourists and tourism professionals

Langa del Sole is a communication project that directly impacts how the Alta Langa is perceived as a tourist destination deeply connected to its cultural landscape.

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What is Langa del Sole?

1. A LOCAL DEVELOPMENT PROGRAM

Langa del Sole is a communal project between 19 municipalities and the Fondazione CRC, with the support of various stakeholders, organizations, and associations, formed on the basis of administrative collaboration to achieve a singular strategy: enhance the story of the cultural landscape of the Langhe that is found deep on the ridge that unites Diano d'Alba to Paraldo.



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2. A CONCRETE PROJECT

Langa del Sole promotes and supports concrete actions that conserve and enhance that places and strategic paths of the “cultural landscape” of the Alta Langa.

- Restoration and upgrading of the **Spianamento San Sebastiano** in Diano d’Alba
- Creation and curations of the **Museo della Pecora** in Paroldo
- Creation and preparation of **Diorama** Outdoor Cycling
- Reparations and upgrading of the **Giardino Cycling Outdoor** in Bossolasco
- Creation and preparation of the **Inforama** about Castino and Serralunga
- Reparations and upgrading of **Censa di Placido** in San Benedetto Belbo
- Restoration of the **Chiesa dei Battuti** in Montelupo d’Alba



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3. A DIFFUSED STARTUP INCUBATOR

Langa del Sole seeks to support young professionals and start-ups that are leveraging the tourism sector and cultural heritage attached to the project.

The scalability of **Langa del Sole** is its biggest asset. Beginning with a series of concrete actions, the program only amplifies proportionally with each new collaboration, initiative, and contribution to the image of the Alta Langa and the growth of the region.

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4. A «VISIBLE» PROJECT

Langa del Sole aims to equip citizens and tourists alike with a set of multimedia storytelling tools that can be used independently and combined to shape a personalized « landscape experience » of the Alta Langa.

TOOLS OF INFORMATION AND TECHNOLOGICAL WINDOWS

Starting from the goal to showcase a multi-faceted image of the region whereby the possibility of discovering infinite points of view is achievable, **Langa del Sole** has created digital info points that are palimpsests of storytelling:

DIORAMA-INFORAMA



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Diorama

These are controlled info points where you can experience the cultural landscape of the **Langa del Sole** at a broad glance. Located in strategic points of the region, they visually represent the complexity of the area.

Diorama delle Suggestioni
Spianamento di San Sebastiano, Diano d'Alba

Diorama Cycling Outdoor
La Morra and Bossolasco



Headquarters of the
IANUA DATA CENTER, Rodello

Computerized central information point of the **Langa del Sole's Diorama-Inforama** system.



Inforama

Diffused info points along the Langa del Sole ridge that provide tourists with a wide range of cultural, historical and environmental information and materials.

Ianua editi loci
Museo Conti Rangone di Montelupo Albese

Districtus albensis
Serralunga d'Alba

Langa profonda di Paco
Censa di San Benedetto Belbo

Langa interna
Castino

High Pastures
Museo Etnografico della Pecora di Paroldo



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5. A TRAINING PROJECT

Langa del Sole carries out training projects on the tangible and intangible elements of the region, which are carefully researched and presented in collaboration with the project's partners. Much of the training can be completed independently online.

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6. A COMMUNICATION PROJECT

Langa del Sole exists through communication and leveraging storytelling tools to share the narratives of the cultural landscape.

ONLINE TOOLS

WEBSITE

An immersive digital experience of the **Langa del Sole** that forms the foundation of our communications.

SOCIAL STRATEGY

Telling the story of **Langa del Sole** on social networks.
Goals: promoting the brand with digital content, build stable relationships with visitors to share their experience of the **Langa del Sole**, and illustrate personal stories from the region.

OFFLINE MATERIALS

Creation of tangible narration tools to consult and guide all storytelling efforts: a brand manual and visual identity document to uniform communications, a single logo, a paper and digital map to physically guide you in the area, evocative videos, postcards, and informational materials.



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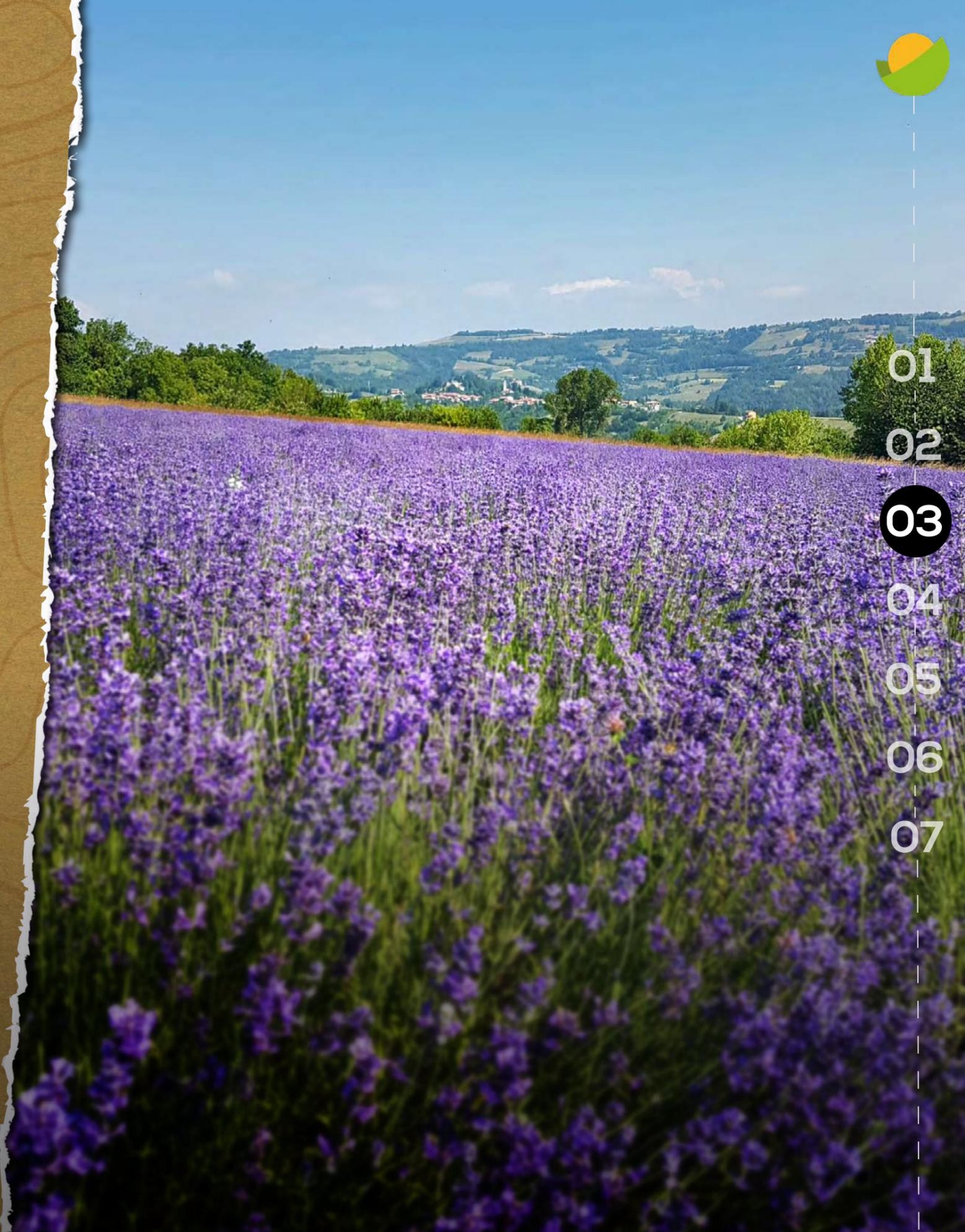
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7. AN “EXPERIENCE” SYSTEM TO MANAGE TOURISM DEVELOPMENT

The Langa del Sole’s efforts in conservation, enhancement, and promotion are aimed in developing the “Alta Langa” as a destination by directing and managing local experiences. Eight different experiential categories have been identified which can be integrated and layered to create diverse outcomes:

- **EXPERIENCE “COUNTRYSIDE NOBLES”**
The Spianamento di San Sebastiano
- **EXPERIENCE “SPORT & OUTDOORS”**
Cycling paths between the upper and lower Langhe, the Balon
- **EXPERIENCE “LANGA PROFONDA DI PACO”**
Journey through Beppe Fenoglio’s villages in the Belbo Valley
- **EXPERIENCE “HIGH PASTURES”**
Shepherds and sheep of the Alta Langa
- **EXPERIENCE THE “WOMEN OF THE LANGA”**
The *masche*, infamous healers and witches of the Langhe.
- **EXPERIENCE THE “ANGEVIN LANGA” and “COMMUNIS ALBE”**
The Serralunga Castle and Alba during Provençal rule.
- **EXPERIENCE “COMITATUS DIANENSIS”**
Montelupo and Diano during the Early Middle Ages.
- **EXPERIENCE “MEDIEVAL LANGA”**
Monasteries, country churches and Castino.

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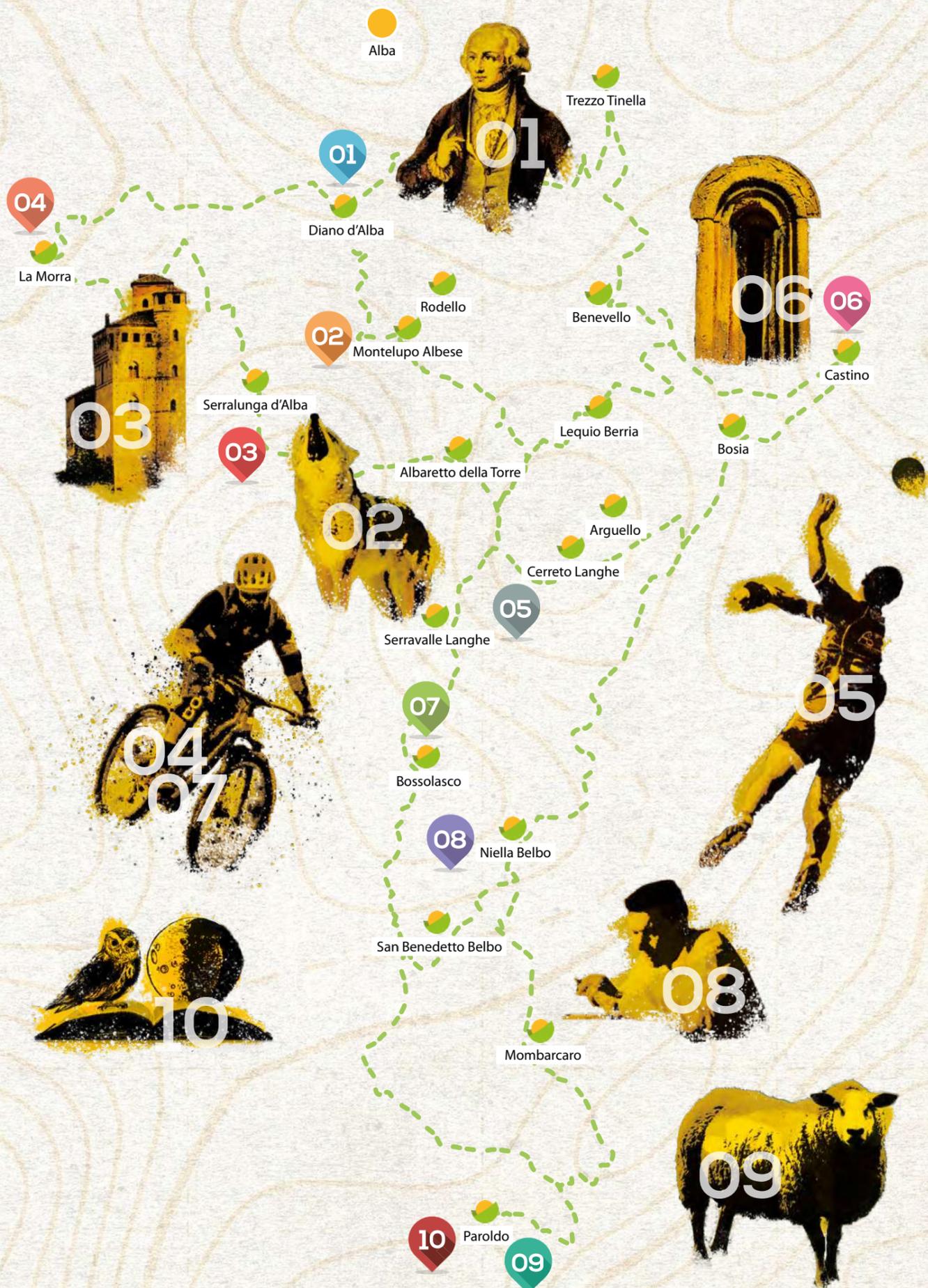
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- 01 LIKE A COUNTRYSIDE NOBLE**
 Dedicate a day to living in the eighteenth-century atmosphere of the **Spianamento di San Sebastiano** and its *hortus conclusus*, perfect synthesis between nobility and rural life.
- 02 THE LEGEND OF THE WOLF**
 Unchallenged dominator of the woods, the wolf's ancestral home is in **Montelupo Albese**. In fact, his presence continues to dominate today in the many houses and on the many walls that display fairytale murals of his adventures.
- 03 A DAY IN A CASTLE**
 There is no other place like **Serralunga d'Alba** that can elicit a thrill of power like that which flowed through the veins of 14th century squires.
- 04 BIKE BETWEEN TWO UNIVERSES**
 Follow the path that connects **La Morra** to **Bossolasco** and immerse yourself in similar yet very different worlds: from rows of vines and gardens to high pastures, from *ciabots* in the vineyards to stone farms and silence.
- 05 TWO SHOTS AT THE BALON**
 Traversing the **Langa del Sole** without witnessing a game of **Balon** is like going to Paris and not seeing the Eiffel Tower. Balon, also known as *pallapugno* or *pallone elsatico*, is the 'national' sport of these hills.
- 06 BETWEEN THE SACRED AND THE PROFANE**
 Journey to discover **parish churches** and **ancient monasteries**, sacred sites built on former sites of the pagan and profane. Ponder between devotion and life surrounded by pristine nature.
- 07 ON FOOT OR BY BIKE**
Bossolasco is the perfect destination for cycling and hiking in the Langa del Sole. Here, there are two routes: the **BarToBar**, a 124 km bike path linking Barolo to Barbaresco, and the over 60 km of GTL trails, the Great Traverse of the Langhe.
- 08 LIKE ONE OF FENOGLIO'S STORIES**
 The high valley of the Belbo River was one of Beppe Fenoglio's favourite places. A renown 20th century Italian writer on the rural society of the Langhe and Partisan movement, he spent much of his childhood here.
- 09 IN THE PASTURE WITH THE LANGHE'S LAST SHEEP**
 The high pastures of the **Langa del Sole** are the perfect place to relive, even if just for a day, the solitary and wandering lives of shepherds.
- 10 THE MASCHE OF THE LANGA**
 Who is scared of the Masche? No one. Which is to say, everyone. There is nobody who lives in the **Langa del Sole** whose back doesn't tingle when they hear a story about these "witches from the hills."





Pagus, myth and connection.

Narrative cornerstones of the Langa del Sole

Langa del Sole is a project, a network, an overview. It is concrete actions, training, and communication integrated through a common connection: the shared vision of the Alta Langa based on three main cornerstones.

Alta Langa as *PAGUS*

Alta Langa as *MYTH*

Alta Langa as *CONNECTED WITH THE WILD*

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Pagus

Pagus > Pagano > Paese > Paesaggio

The Latin *pagus* is the root of the entire Langa del Sole system. Meaning village, it signifies these places of ancient and atavistic cultures (the “pagan”) that have stratified and compounded to give rise to the villages of today.

It recognizes the never-ending relationship between man and nature to build civilizations.



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Myth

The task of the Langa del Sole is to showcase the mythopoeic (the « *narrative myth creation*») of the Alta Langa. From the layering of time to create distinct cultures to the stories of settlement and displacement that formed the landscapes of today.



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Connected with the Wild

The heart of Langa del Sole's external communications is deeply rooted in the theme of conservation and enhancement of the Alta Langa's wild nature. It is a journey of dialect to a common language:

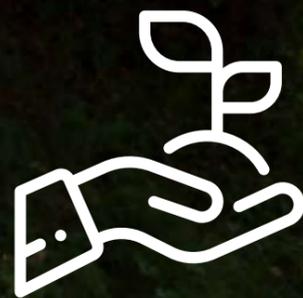
Servaj > Selvaggio > Wild

This means:



Experiences

Guides, maps and physical exploration of the land, the flora and the fauna



Custodians

Ecosustainability and preservation of the environment



Technology

Interactive and immersive: technology enables experiences and custodians

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Impact on the region

The Langa del Sole project has both a direct and indirect socio-economic impact on the region in the short and medium terms.



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Direct

- » Creation of a new association
- » Creation of new jobs
- » Consolidation of other businesses and associations that already work in this field in the Langhe
- » Economic gains for professionals in the tourism & cultural sectors
- » Improvement and integration of information services for outdoor and cultural tourism
- » Better access, on site, to touristic and cultural information due to better technology



Indirect

- » Support the creation of new businesses focused on developing products and services regarding the enhancement of cultural and outdoor tourism in the Langhe
- » Increased value for unused and/or under-utilized buildings
- » Creation of new tourism services
- » Economic impact from increased revenue generated by new services and activities
- » Attract further investment and projects



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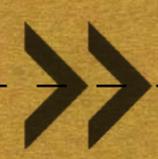
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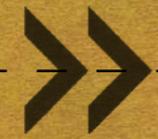
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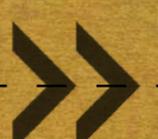
**TOURIST
IMPACT**

Strengthening the Langhe's hiking and biking trails, restoration and infrastructure initiatives, creating a network of widespread, multimedia sites for easy access to information.



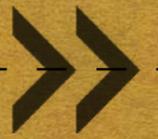
**CULTURAL
IMPACT**

By leveraging advanced technological tools, an increased access to cultural information through widespread dissemination, both online and offline.



**ENVIRONMENTAL
IMPACT**

Conservation of the rural landscape by increasing controlled access to nature areas with the improvement of hiking and biking trails.



**INFRASTRUCTURAL
IMPACT**

Restoration of the Spianamento San Sebastiano as the central point of the **Langa del Sole's** network.



**TECHNOLOGICAL
IMPACT**

Increased access to information and immersive experiences through the network of DIORAMA-INFORAMA digital information points throughout the network.

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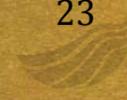
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The Stakeholders

Lead

COMUNE DI DIANO D'ALBA

Partner

Comuni di Albaretto della Torre, Arguello, Benevello, Bosia, Bossolasco, Castino, Cerretto Langhe, La Morra, Lequio Berria, Mombarcaro, Montelupo Albese, Niella Belbo, Paroldo, Rodello, San Benedetto Belbo, Serralunga d'Alba, Serravalle Langhe, Trezzo Tinella.

Project Manager

Associazione per il Patrimonio dei Paesaggi Vitivinicoli di Langhe-Roero e Monferrato, Associazione dei produttori di Dolcetto di Diano d'Alba I Söri, Associazione Langa Medievale, Associazione ONLUS Parco Culturale Alta Langa, Associazione Strada Romantica delle Langhe e del Roero, Associazione Turismo in Langa, Wärtsilä APSS srl.

Project Manager

Arch. Mauro Rabino

Communications

Well Com

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Alta Langa, Langa altra

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FONDAZIONE CRC

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Credits:

Original logo idea by Daniele Allario

Communication strategy by Well Com

Comune di Diano d'Alba

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