



SENECA JOURNEYS

HOLIDAYS AND CURIOSITY BY BIANCONI OSPITALITÀ 2020/2021





PALAZZO SENECA

AT HOME IN AN UMBRIAN PALACE

Palazzo Seneca was built in the 16th century by the homonymous family from Piedivalle, a town near Preci, whose inhabitants were famous as skilled wood carvers. Inside is a large stone fireplace dating back to the 16th century, topped by the family crest which depicts a bar in the middle of which rests a compass and, under it, three roses. Compass and bar are a symbol of the guilds the family belonged to. Palazzo Seneca was the first hotel in Norcia and among the first in Umbria as it opened in the early 1900s. The residence has undergone several changes over time but it still maintains intact, on the ground floor, the features of the vaulted rooms typical of the 16th century. The structure underwent a major restoration following the earthquake of 1997 that ended with the reopening in June 2008, when the hotel went back to being one of the most beautiful monuments of Norcia. Winner of the “Hotel of the Year” award in 2017 by Virtuoso travel network which recognizes a hotel for including not only the top aspects of luxury hospitality, but also for being a model for a positive change in its community, Palazzo Seneca identifies its connection with the territory as fundamental for its own essence. The furniture, the decoration are the output of a strong collaboration with local artisans and a research of the Umbrian territory’s distinctive features. The four-poster beds, the leather armchairs and sofas, the use

of old wood presses, the wooden library, the paintings, each element reflects and seeps the richness of a place linked to history but with its own authentic identity. To stay at Palazzo Seneca means to immerse yourself in the culture and the spirit of this green and untouched land, surrounded by the National Park of Sibillini Mountains and cradle of thousand-year old artisan traditions. The context in which Palazzo Seneca is located is therefore an integrated part of the experience itself with the possibility to live unique moments that only Norcia and its surroundings can give to those guests who take shelter in the beauty of nature, in the open-air activities like truffle hunting and trekking, in the contemplation of the richness of boundless spaces and lands, in the discovery of enogastronomic traditions made with ancient methods. The attention to conservation of the territory and the traditions and the wish to pass them onto the future generations allowed Palazzo Seneca to be honored with the “Italian Award for the Responsible Tourism 2019”, which recognizes the commitment to environmental and social sustainability of the hotel in its region.














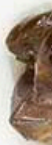


THE BIANCONI FAMILY

HOSPITALITY SINCE 1850

Our family has handed down, from father to son, a passion for hospitality and catering with unmatched continuity since 1850 when a guest house called 'Grotta Azzurra' was born in Norcia, a resting place loved by merchants crossing the Apennine Mountains under the Bourbon sovereign. The early years of the 1900s marked the first major corporate expansion with the acquisition of the neighbour restaurant 'Granaro del Monte della Pietà'. After almost two hundred years of hospitality, following the 30th October 2016 earthquake, some of our historic facilities had to close for an undefined period. This inevitable pause allowed us to keep analysing all the development projects that we had already started to study in the weeks before the earthquake. Our company has always planned investments considering the impacts they will have on the following thirty years, strongly conditioning the economy within our community. Relais&Châteaux Palazzo Seneca and the Vespaia Restaurant  were the first hospitality oriented attractions to open in the city centre of Norcia. Palazzo Seneca is the evolution of 150 years of tradition, of our studies, our experience and research, carried out in Italy and in the world. At the end of the 1990s we felt ready for a new challenge, to create a place of peace where local products could be the basis for a project involving high cuisine. We then wrote a manual on the philosophy and the emotions that this house should convey to its guests. We found the right architect after two years, a man who had never done hotels but with good taste and sense of harmony, Andrew Lerwill Bowen. We managed to re-open some of the rooms in two Les Dependances, and in 2020 to start a young, fresh and dynamic F&B format in Corso Sertorio, the "Salsiccia Bar". For the

Hotel Grotta Azzurra, we will aim high moving from three to four stars with SPA, with a relevant restyling of all the rooms. For our restaurant Granaro del Monte we are thinking about a traditional cuisine with two souls. The historic one that has always characterized it in its 16th century room, and a more contemporary one which looks at the main street with kitchen in view. For the other project we can tell you in advance that it will concern health, comfort and attention to people both mental and physical well-being. The new facility will rise where you would currently find Hotel Salicone and the 5 hectares of adjacent land. We build the future of our territory following some guidelines: sustainability, solidarity, safety, innovation and ethics. We wish to be a model, a virtuous example of reconstruction and a safe place for all the guests to come. Ours is a story of love for our job and for our city that renews itself from generation to generation. Thanks to our staff that supports us and to the trust that many guests have placed in us, we look to the future with optimism and ambition, eager to test ourselves in new challenges. We await you to make your stay a memorable one.



VESPASIA RESTAURANT ❀

A FIVE SENSES' EXPERIENCE

The Vespasia Restaurant ❀ is located in Palazzo Seneca's old stables overlooking the inner courtyard. The Restaurant aims at being a tribute to this land and its immense gastronomic richness. Here innovation meets tradition treating it with respect as a child must have with a father. Everything at Vespasia tells this land, style, colors and flavors are sober but at the same time intense. The details always make the difference, for this reason they have been treated with great love and attention. Here the guests can even choose their seat, between comfortable padded chairs and large leather armchairs, soft and embracing, both created by master Umbrian craftsmen. The tables are lightened with large chandeliers designed by local artisans and the walls are decorated with paintings made by the apprentices of Umbrian painter Alberto Burri. When the season allows it you can eat outside where, in addition to tranquility, you can appreciate the views of towers, bell towers and, in the distance, the Sibillini mountains. The aroma of aromatic herbs from the garden completes a location of absolute quality. In the evening the Vespasia Restaurant ❀ expresses its maximum charm, all the candles light up, the lights go down, the uniformed staff checks that everything is perfect. The silverware, the crystal glasses and the white tablecloth go into the background as soon as the dishes prepared by our Chef and his staff appear on the table.



VALNERINA

THE UNIQUE ESSENCE OF UMBRIA

Valnerina is a beautiful land rich in nature, history, traditions and gastronomy, a green valley which gets its name from the Nera river that passes through. Going up along the river you can get to Valnerina's plateaux, a landscape shaped by the millenary presence of humans, by the culture and history of peoples who live in the Appennino mountains. The scenery is strongly characterized by medieval fortifications and towers, by powerful abbeys and lonely hermitages, by small fascinating villages, where the human being, participating in the surrounding life, slowed down the time to pay homage to an extraordinary and intact nature. Few kilometers far from Norcia is possible to visit Castelluccio's plateau, an ample karstic basin at 1.200m above sea level. When you get up to the top, the view is breathtaking. Mount Vettore, at 2.448m above sea level that fall straight above Pian Grande, almost 15 square meters large, appears majestic. It is a magic place, where the human being and the nature blend together and find their harmony. Between the end of May and the beginning of July, the plateau becomes a touristic spot not only for the trekking lovers, but also because a unique natural show takes place. Thousands of flowers which cover the three levels of the plateau, evocatively called Pian Grande (Big Plain), Pian Piccolo (Small Plain) and Pian Perduto (Lost Plain), bloom in a corollary which looks like the different

colours' brushes of an Impressionist painter. From blue to purple, from red to yellow, through white and blue again. Lentils, typical products of Castelluccio di Norcia, bloom in a great variety of colours and close to them it is possible to admire poppies, narcissuses, violets and many others. There is not a better or a worse timing, everything depends on the climate according to which it will be possible to see more or less species, more or less colours. The development and the trend of the blooming rely on many factors: rain in winter and spring, exposure to the sun, lentils' seeding, remembering that every species has its specific time to bloom. Along the Nera river course you can get to the Marmore waterfalls, one of the most famous in Italy and the highest in Europe, with a total difference in height of 165 meters divided in three jumps. Their beauty has fascinated the visitors throughout the centuries and continues leaving them breathless. The Velino river flows through the highlands that surround the city of Rieti, from Piediluco, a nearby lake. The name Marmore originates from the specific calcium carbonate salts that sediment in the rocks of the mountain, hence when they reflect the sunlight they resemble white marble ("marmo" in Italian) crystals. The waterfalls are man-made. In ancient times, the Velino river fed a wetland in the Rieti Valley that was thought to be a malaria-endemic area. To remove that threat to the city of Rieti, in

271 BC, the Roman consul Manius Curius Dentatus ordered the construction of a canal (the Curiano Trench) to divert the stagnant waters into the natural cliff at Marmore: from there the water fell down directly in the Nera river, tributary of Tevere. A panoramic view of the Waterfalls can be enjoyed from the medieval village of Torreorsina, the only one in Valnerina which faces them directly. Water is used to produce electricity in a hydroelectric power plant hence the waterfalls are turned on according to a set schedule. Access to the Park is possible from the bottom (lower Belvedere) and from the top (upper Belvedere) by paying a ticket. Different paths run along the Park and it is possible to walk through the two Belvederes, both uphill and downhill. To appreciate Valnerina you need to let the time go by slowly. Valnerina is the mix of the art of living and the green heart and represents by itself the unique essence of Umbria.

STUNNING E-BIKE RIDES IN THE VALNERINA AREA

- 2 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- Free WIFI
- Half-day excursion - 3/5 hours of e-bike riding - available for families with children from 14 years too. For younger children, itineraries and bikes are available upon request
- Includes: English-speaking guide, bike rental with assisted pedaling, helmet, repair kit, water bottle and lights, guide with first aid kit and all the necessary equipment for small mechanical interventions. Transfer from/to Palazzo Seneca. Take-out starry snack
- Free parking (350 meters far)

Total rate for 2 persons in double room, starting from € 780,00

TREKKING AND RAFTING TO LIVE OUTDOORS

- 3 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- Free WIFI
- Transfer service with pick-up and drop-off at Palazzo Seneca, trekking with guide in the National Park of Sibillini Mountains (5 to 8 hours)
- Transfer service with pick-up and drop-off at Palazzo Seneca, rafting excursion
- Free parking (350 meters far)

Total rate for 2 persons in double room, starting from € 1.650,00



THE BLACK TRUFFLE

A UNIQUE NATURAL PRODUCT

The truffle

The origin of the word truffle has been long debated among linguists that got to the, not definitive, conclusion that it derives from *terriùfrù*, popularization of late Latin *terrae tufer* (growth of the terrain), where *tufer* was used instead of *tuber*. Recently the historian Giordano Berti credibly proved that the word truffle derives from the similarity that in Middle Ages was noticed between this hypogeous mushroom and the *tuff*, a porous stone typical of Central Italy. The word was then shrunked in *terra tufide* and in the dialectal versions *tartùfola*, *trìfula*, *tréffla*, *trìfola*. The word truffle spread in Italy during the Seventeenth century. The first information about the truffle appear in the *Naturalis Historia* of Pliny the Elder. On 1st century a.C. the Greek philosopher Plutarch of Chaeronea conveyed the idea that this magnificent mushroom was born from the mixed actions of water, heat and lightnings. According to this theory many poets, including Juvenal, explained that the origin of the precious fungus was the consequence of a lightning thrown by Jupiter close to a oak (a tree sacred to the father of gods). Jupiter was also famous for his extraordinary sexual dynamism. This is the reason why the truffle has always been considered rich in aphrodisiac properties. Doctor Galen said: "the truffle is very nourishing and can provide satisfaction". Among the Renaissance authors it is important to refer to the Umbrian doctor

Alfonso Ceccarelli, who wrote a book about truffle, the *Opusculus de tuberis* (1564), where the opinions of Greek and Latin naturalists and several historical anecdotes are collected. This reading reveals that the truffle has always been appreciated, especially on the tables of noble families and prelates. For some of them its aroma was a sort of quintessence which provoked an ecstatic effect.

The Harvest

The truffle harvest in Umbria and in Norcia area is linked to the different varieties and seasons. The only months when the truffle hunting is not allowed are May and September. According to the old tradition a pig was used for the hunting. The problem was that the pigs are very gluttonous for truffles and it is necessary to hold them to prevent them from eating the finding. Moreover, their training is not very easy. Nowadays, instead, only well trained dogs are used. The dogs don't need to belong to specific breeds but generally a small size crossbred is preferred.

NERO NORCIA

A SIGN OF RE-BIRTH AND CONTINUITY

The Umbria region is known for its truffles. For this reason, several markets and fairs take place in many villages and cities each fall and spring. The most important of these fairs takes place in February and March in Norcia. Renamed in the past few years as 'Nero Norcia', this fair mixes continuity and innovation, showcasing the resources of an area that can be discovered through its flavours by following the path that starts in Piazza San Benedetto, throne of 'King Truffle', and intercepts all the main roads of the town. Stalls with pyramids of prosciutto, pork loin, salami, and curtains of sausages will make the visitors' mouths water thanks to their typical colours and smells, physical proof of the products' high quality. But the fair also offers a detailed program of activities such as art and photographic exhibitions, theatre and folklore, and the reproduction of old and traditional crafts from that of curing cheese and pork

meat all the way to iron mongering. There is also a rich program of conferences on the dynamics of the Food & Wine sector as well as on how to best enhance and promote rural areas. Other activities on the list are gastronomic twinning with other Italian towns, both north and south, with an eye to enhancing and promoting quality and regional products. The 'Nero Norcia' is a huge feast of typical gastronomic tradition and local culture and a must for anyone visiting the region. Norcia was injured by the 30 October 2016 earthquake, that has left a scar in the city. Yet, even if injured, Norcia keeps resolutely to organize annually the 'Nero Norcia' fair, as a courageous sign of continuity and re-birth.

TRUFFLE HUNTING, RICOTTA CHEESE MAKING CLASS AND PICNIC

- 2 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- WIFI
- Transfer from/to Palazzo Seneca, truffle hunting, ricotta cheese making class, picnic and all activities as planned (about 5 hours)
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 860,00**

TRUFFLE HUNTING AND MICHELIN STARRED COOKING CLASS

- 2 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- WIFI
- Cooking class and tasting of the dishes
- Transfer from/to Palazzo Seneca, truffle hunting, picnic/aperitif and all activities as planned
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 1.000,00**

THE DISCOVERY OF LOCAL PRODUCERS

- 2 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- WIFI
- Transfer from/to Palazzo Seneca, entrance fees, visits to black belted pig's farm and chocolate factory, picnic lunch, tastings as planned.
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 800,00**

“CASA BIANCONI” COOKING CLASSES

COME COOKING WITH US

A cooking class is like a journey, the finer details are what make it memorable. At Casa Bianconi, we thought a lot about travellers. We've constructed classic itineraries for those who appreciate them, and alternative routes to satisfy those that long for something new. To cook well it's mandatory knowing how to choose good products. It is possible to arrange themed tours of the best local producers. Then, depending on the number of participants, the lesson will take place at “Casa Bianconi” or in another appropriate location. At Palazzo Seneca, with the Michelin-starred Chef or his brigade, or at Casa Bianconi with our reliable local cooks, the secrets of Italian and local cuisine will be revealed before your eyes, explaining how to choose the right ingredients and teaching the necessary techniques to recreate at home what it was done during the course. Alternatively, our expert hiking guide can take you around Norcia enjoying a picturesque landscape to recognize and gather herbs, flowers and wild fruits. An easy, flat route of 5 km in total

where the guide will illustrate all culinary peculiarities and beneficial properties of the fruits and herbs of local flora. Later, you will arrive at Casa Bianconi for a fun and unique guided cooking class, creating savoury dishes or syrups and herbal teas typical of the local tradition with informal tasting. You will have a workstation equipped with everything you may need and, at the end of the lesson, you will savour the dishes you have prepared while sipping a nice glass of local wine. Please note that a minimum number of two people is required to organize the lessons and that is possible to book customized courses.



COOKING CLASS WITH HERBS AND PLANTS

- 2 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- WIFI
- Walk with an English speaking guide starting from Palazzo Seneca, picking herbs and flowers, cooking class, informal tasting and activities as planned (around 5 km)
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 680,00**

COOKING CLASS WITH THE LOCAL HOUSEWIFE

- 2 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- WIFI
- Cooking class and tasting of the dishes prepared (about 2 hours)
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 540,00**



MONTEFALCO

A WINE AND CASHMERE DISCOVERY

Montefalco is not only an amazing little medieval city nestled on the Umbrian hills, one hour from Norcia. But it is the name of a vineyard area surrounding the communes of Montefalco itself and Bevagna, a half-hour drive south-east of Perugia. This area is steeped in grape-growing and winemaking traditions. The cultivation of grapes in this territory dates to Roman times but only starting from the fifteenth century, municipal law began to protect, in a certain way, vines and wine. For the Montefalco Rosso wine, production regulations require a mix of red grapes (mostly Sangiovese) as well as the principle variety, Sagrantino. The ageing period must last for at least eighteen months. It is bright ruby red in color with grapey, intense perfumes and hints of more or less ripe plums. To the palate, the wine expresses a generous body and dry flavor, tannic to the right degree. It is a structured wine but very drinkable. It pairs especially well with traditional Umbrian first courses and second courses of roast or grilled meat. But this area is celebrated also of its precious cashmere tradition. "Interweaving of skills and abilities secretly kept in Umbria in small domestic workshops" as Renzo Tasselli usually said when in the Seventies he decided to start his little workshop in the historic center of Bevagna. Skilled artisans worked the lowered knitting according to the Umbrian tradition and they knew that the thread should not be wasted but worked with care. Innovation in tradition became the watchword allowing to continuously grow and mature even today.

Umbria as a whole remains significantly less touristy than neighboring regions. But exactly for this reason, Palazzo Seneca guests chose to come back over the years to deepen their knowledge on this authentic region and their amazing products.



PRECIOUS WINES AND CASHMERE EXPERIENCE

- 2 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- WIFI
- Transfer from/to Palazzo Seneca, lunch as a picnic in the vineyard, visits to a cashmere workshop and tastings as planned
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 890,00**

ARTISANAL RAW BEER AND NATURAL WINE SECRETS

- 2 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- WIFI
- Transfer from/to Palazzo Seneca, lunch at the beer shop, visits of the brewery and the natural wine cellar and tastings as planned (about 8 hours)
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 870,00**



THE PASSION OF LOCAL CRAFTSMEN

THE ADMIRABLE EXAMPLES OF LOCAL CRAFTSMANSHIP

The Valnerina is a land where the talent meets the “know-how”. A territory in which nature interweaves with the hand of man. A place where to live an authentic experience. Craftsmanship in Umbria has ancient origins, dating back to before the Middle Ages. At that time the quality of the work done by the workshops was already rigorously safeguarded by the foundation of Arts and Corporations to prove the economic and cultural value of the craftsmanship. In the villages of Umbria many ancient workrooms and stores still exist and are in use. They are witnesses of many stories, tales of artisans and craftsmen of generations old and new, lives intertwined by the passion of “doing”. Cashmere and hemp, pottery and tiles, and other high level artistic products are made by some of the most capable firms in the region. Many of these made a brave choice combining tradition and progress, achieving success with great patience, deep respect for the ancient crafts, and pure passion. This is why so many products of the area can boast a quality so high. A glaring paragon of this is the luxury creative director Brunello Cucinelli. In writing about Brunello Cucinelli, there’s no need for typical CEO clichés. His company is headquartered in the 14th-century hilltop medieval village of Solomeo, which he restored. He has a passion for the ancient classics. And football. Then there’s his surprisingly sustained, upward trajectory in the stock market. In fact, Cucinelli’s life and experience is anything but a stereotype. He built a business that generated sales of more than \$425 million last year and has 1,300 employees, selling in more than 60 countries, and traded his company in one of Italy’s most successful public stock offerings in recent years. Cucinelli describes it as “a graceful and sustainable” growth, peppering his conversation with quotes from Marcus Aurelius Antoninus, Socrates and Seneca. Through his Foundation, Cucinelli has decided to restore Norcia’s Theatre with the help of said Municipality, and the Castellina Museum as well. With reference to the Theatre, the Foundation “Brunello and Federica Cucinelli” will take care of the restoration of the exterior while the Municipality will be in charge of reconstructing the interiors.



ANTICO FRANTOIO CARLETTI

*VISIT ONE OF THE MOST ANCIENT
OLIVE MILLS OF THE REGION*

The Antico Frantoio Carletti was one of the first mills to come into fruition in the area. Situated in the heart of the Umbrian valleys, the Carletti family extends its ownership between the beautiful hills of Assisi, Foligno and Spoleto where the olive tree is the dominant feature of the landscape. The company produces oil through the ancient techniques of harvesting and olives milling that have been handed down from generation to generation, by selecting the best fruit

to ensure the genuineness, recalling flavours and fragrances forgotten. The customers of the mill will have the opportunity to learn the whole production cycle, rediscovering a culture and a tradition that are disappearing, tasting the newborn oil

accompanied by the company's products. The olive harvest begins middle of October and continues throughout the month of November and December. It's done exclusively by hand, through special bags with a shoulder strap and long ladders of wood, choosing the best fruits and the right degree of ripeness, avoiding contact with the ground or the use of mechanical means that could ruin the fruit. This technique is pretty expensive and time-consuming, but it's necessary in order to obtain a fragrant extra virgin olive oil. Before of visiting the olive mill, the tour will bring the guests to visit the Basilica of San Salvatore in Spoleto. The church is ancient and was erected prior to the 9th century likely around the burial site of two early Christian martyrs, Concordio and Senzia. Around that time, under Lombard rule, the church was dedicated to San Salvatore. In 2011 it was declared a UNESCO World Heritage Site as part of seven sites recalling Lombards in Italy. Places of power (568-774 A.C.). After departing from Spoleto, the next stop will be the springs of the Clitunno river. The waters surge in well-heads from cracks in the rocks and gather in a small lake no more than 4 metres deep. They then flow north along the "Forma Nuova", an ancient artificial river bed whose purpose was to transport water to the mills of Passignano. In ancient times there was a greater abundance of water and the river was deeper: the Roman Emperor Caligola crossed the river with boats when he came and consulted the oracles worshippers of Clitumnus, the god of the river. Nearby stands the Temple of Clitumnus, a small early medieval church that was declared, as well, UNESCO World Heritage Site in 2011.





ORA ET LABORA

SAINT BENEDICT EXAMPLE AND THE INTERIOR HARMONY

The Monks of Norcia, who have called the city home since the year 2000, were forced to begin work on a new, seismic-resistant monastery on site of their old monastic grange when a series of earthquakes destroyed their church and home in town in 2016. The international community of monks in Norcia is required to live in accordance with the ancient Rule of St. Benedict and understands tragic moments in history as a call from God to deepen their vocation as men of prayer, conversion, study and manual labour, and to prefer nothing to the love of Christ. The monks have become a source of light and hope for generations, welcoming local citizens and pilgrims to pray and days of retreat, offering them the silence and peace that the world cannot provide. Inspired by the ancient musical texts, the monks chant the full Office in Latin and offer the Holy Mass each day in the Extraordinary Form of the Roman Rite. Both the Sung Conventual Mass at 10:00 and Vespers are open to the public daily in the wooden chapel of San Benedetto in Monte. The monks dedicate their prayers to those who have asked them for intercession, for the benefit of the local Nursini and all Italians, as well as for the sake of the whole Church and world. The monks have shared their chants with the world in many ways since the founding of their community, most notably in the release of a Billboard-topping album in 2015. From the first days of their arrival in

Norcia, the monks have been welcomed with open arms, warm smiles and spiritual, as well as material, assistance of all kinds. Whether cooking a meal for a special feast, lending a helping hand with big moving projects or bottling beer with the monks for a few hours, townspeople have shown their great devotion to the Saint through their consistent support of the monastic community. The monks hope that San Benedetto in Monte can offer the inhabitants of Norcia and pilgrims from around the world a place to pray and, through silence and peace they cannot find in the world, an opportunity to seek God. The monks call their building campaign “Deep Roots.” With commitments made by the EU and the Italian state to restore the historic buildings in town for the needs of the diocese, the monks will concentrate their efforts on their 16th century church and rural property outside the walls of town. There, a new magnificent church and monastery will rise up to complement the old one, encompassing all that the monks hold dear: the restoration of man through the worship of God, so that men might become monks, that monks might become saints, and Norcia, Europe and the world might be brought closer to God.

THE ITALIAN RESPONSIBLE TOURISM AWARD

Since the beginning of its operations, Palazzo Seneca wanted to be a different hotel and to target a diverse set of guests interested in sustainability. To do so, the Bianconi family knew that the best way to promote their land was to keep it as original as possible. Following this philosophy, Palazzo Seneca won the 2019 Italian sustainable tourism Award inspired by the criteria of the Global Sustainable Tourism Council (GSTC) developed by the tourism community as a response to the global challenges of the United Nations “Millennium Development Goals”, where poverty reduction, rights categories, and sustainability are the main transversal problems. The hotel proposed a touristic package for the Italian market called “Norcia, where History and Tradition embrace Nature”. Being Palazzo Seneca the ideal home for guests aiming at recovering and reconnecting with ancient history, tradition, and nature, this package covers four days of unique experiences. Starting with a deep immersion on the local history and the culinary proceedings, the guests are charmed by the imposing nature of the Sibillini National Park during the outdoor experiences: the search for the delicious black truffle with a picnic in the woods or a walk gathering flowers and berries for a possible cooking school with herbal teas and sweets. Palazzo Seneca has been honored to be chosen

among many Italian hotels believing in the sustainability principles with a remarkable motivation: “Palazzo Seneca has embraced the mission of ensuring a rational and lasting development of the area, with the awareness that the destination in which it is located must be appreciated and valued to be passed onto future generations”. This means also that Palazzo Seneca continued collaborating with the local community on the occasion of the Post-Covid19 phase. The Bianconi Family decided to create a special voucher permitting the donation of 10% of the bookings nominal value to the Association Tutti i Colori del Mondo of Norcia. Since the 2016 earthquake, the Association is establishing again its “Casa Famiglia”. This daily center will provide educational, rehabilitation, welfare, and recreational spaces in favor of social integration and the improvement of interpersonal skills for disabled young adults and their families.

THERE IS STRENGTH IN NUMBERS!

TEAM BUILDING ACTIVITIES IN OUR MOUNTAINS

Recently companies have been appreciating always more the importance of team spirit and cohesion in their teams. It has been demonstrated that a united group who has the opportunity to develop cross expertise and soft skills, works better and happier. Team building consists of different activities that can be done both indoor and outdoor which allow this team spirit and union among co-workers to grow and develop. Norcia and the National Park of Sibillini Mountains are the perfect location to organize outdoor team building activities surrounded by a pristine landscape. Among the most extreme activities which certainly stimulate the teams to develop their soft skills and the trust among co-workers are survival camps. These can be organized in the Park for 2/3 days at different levels and, while they allow the participants to learn specific techniques such as light up a fire or build a shelter, at the same time they develop the ability to operate in a different context and to take fast decisions which will affect the survival and wellbeing of the entire team. Excursions and trekking are good alternatives which allow to know better the co-workers especially outside from the working environment only. These activities allow to appreciate the contact with nature and the environment. In the National Park


of Sibillini Mountains it is possible to organize excursions with certified guides at different difficulty levels, and the excursion can be followed by a delicious picnic prepared by our Chef. Among the activities which include races and which stimulate competitiveness between teams but also cohesion there are several experiences such as archery, rafting or a treasure hunt which has the truffle as its main finding.

WELLNESS CENTER

THE SEARCH FOR WELLBEING

Wellbeing is a particular state in which body, mind and spirit are in perfect balance, with calm and harmony. Norcia may offer you many culinary, natural and spiritual activities to help you reach this achievement. And we can be of assistance to you as well. In the dungeons beneath the palace, an eerie silence surrounds the rooms dedicated to the research of the wellbeing of both body and mind. Vaulted and cross-shaped ceilings and ancient stone floors are the perfect scenario to the Sibilla room in which to indulge in a relaxing massage, or to the Room of Quiet where you can sip a tea made with herbs from the Monti Sibillini National Park. The whirlpool bath in marble is located in a private room adjoining the Turkish bath and sauna. These areas, together with other rooms, offer a moment of full relaxation, in tuning with and enhanced by the mystical atmosphere of the place.

COUPLE WELLNESS

- 3 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- 1 entrance for two at the Wellness Center
- One 45-minutes massage per person
- At Vespasia Restaurant  3 dinners (beverage not included)
- WIFI
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 800,00**

INNER PEACE WITH YOGA

- 3 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- Entrance at the Wellness Center of Palazzo Seneca
- One 45-minutes massage per person
- Two classes of yoga and meditation
- WIFI
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 1.000,00**



THE BLOOMING

A STOP WHERE THE EARTH MEETS THE SKY

The sky meets the earth in small ponds hidden in a valley far away from everything and everyone. This is what the Pantani di Accumoli are, an emerald green area during the summer, which creates a powerful and stark contrast with the blue sky and white clouds reflected in these bodies of water. The feral horses with their foals roam freely. In the distance you can see many Chianina cows grazing, resembling large white flowers on the verdant hills surrounding the valley. However, the Chianina are known for their somewhat surly temperament, they do not like being approached, nor being in close proximity to humans. They place a great value in their own personal space, and they do not like being cornered. Looking up, you clearly see the Monte Vettore and the chain of the Sibillini Mountains that crosses through Umbria and Marche. The paths to follow are clearly visible, and it is not necessary to be an experienced hiker

to reach the Pantani di Accumoli. For the lovers of hiking however, the Pantani walk may offer a more challenging route. Alternatively, for lovers of relaxation, you can get there on a nice day with a blanket, few sandwiches, and something to drink to enjoy the nature and take some time to relax. In winter it is a nice walk to do and even cross-country skiing can be practised. Although, during this season, the snow may hide the karst lakes at the centre of the valley and therefore, for safety reasons, they are surrounded by a wooden fence. Then, slowly the snow melts, the soothing rays of the sun warm the fertile soil, and the belly of the earth eats small seeds that are going to need a few months before to peep in the uniform expanse mountain, completely transforming the landscape. Between late May and early July, the plateau becomes a tourist destination not only for the mountain trek but also because there is a most amazing show of nature.





The thousands of flowers that cover the three levels of the plateau, evocatively named Pian Grande, Pian Piccolo and Pian Perduto, open their corolla painting the ground as impressionist brushstrokes of different colours. From blue to purple, red to yellow, passing the white and the blue. Norcia's lentils are in bloom excelling in many shades of colours, next to which you can see expanses of poppies, daffodils, violets and many other varieties of flowers.

CHRISTMAS IN NORCIA

- 3 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- Entrance at the Wellness Center of Palazzo Seneca
- 1 dinner at Vespasia Restaurant ❀ (beverage not included)
- Christmas Eve dinner at Vespasia Restaurant ❀ (beverage not included)
- Christmas lunch at Vespasia Restaurant ❀ (beverage not included)
- on 24th December visit to Montefalco and Umbrian valley discovering Sagrantino grapes and olive oil mill;
- a guided tour of Assisi (transfer not included);
- participation to the Compline at San Benedetto in Monte monastery.
- WIFI
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 1.520,00**

NEW YEAR IN NORCIA

- 3 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
 - Entrance at the Wellness Center of Palazzo Seneca
 - Two dinners at Vespasia Restaurant ❀ (beverage not included)
 - New Year's Eve dinner at Vespasia Restaurant ❀ with the Chef's menu, selection of wines, champagne and live music
 - on 31st December visit to Montefalco and Umbrian valley discovering Sagrantino grapes and olive oil mill;
 - a guided tour of Assisi (transfer not included);
 - participation to the Compline at San Benedetto in Monte monastery
 - WIFI
 - Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 1.640,00**

EPIPHANY IN NORCIA

- 2 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- Entrance at the Wellness Center of Palazzo Seneca
- One dinner at Vespasia Restaurant ❀ (beverage not included)
- One dinner at Granaro del Monte Restaurant (beverage not included)
- Epiphany lunch at Vespasia Restaurant ❀ (beverage not included)
- WIFI
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 840,00**

EASTER IN NORCIA (3-6/4/2021)

- 3 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- Entrance at the Wellness Center of Palazzo Seneca
- Two dinners at Vespasia Restaurant ❀ (beverage not included)
- Easter lunch at Vespasia Restaurant ❀ (beverage not included)
- WIFI
- Free parking (350 meters far)

**Total rate for 2 persons in double room,
starting from € 924,00**

NORCIA: THE WORLD'S LARGEST HEART

A CITY'S REBIRTH AFTER THE EARTHQUAKE

Norcia has been struck by an earthquake in 2016, and a great part of it has been heavily damaged, particularly the churches and the towers. Thanks to the solidity of the buildings, together with a certain amount of luck, all the people were unharmed. Our Relais&Châteaux Palazzo Seneca has been judged by the Civil Protection engineers an example of excellent anti-seismic construction, being totally intact after the earthquakes. The spirit of the community of Norcia is high, full of positive energy. There are the optimism and the determination to create in the future a new 'Renaissance' for the city. Norcia has never stopped being a destination of interest for

gourmet travellers, nature lovers and sports enthusiasts. Since the earthquake hit the town, many different events (sport, gastronomy, nature and music) have been organised and many others will take place in the future. This testifies the dynamism of this community and the love of its many supporters. Coming to Norcia in this moment, choosing the Relais&Châteaux Palazzo Seneca or the Vespasia Restaurant 🌸 means to select a top quality experience, to contribute to the path towards the normality of this community.



NORCIA

“FAR FROM THE CLICHÉS”

“MONTI SIBILLINI” NATIONAL PARK - Hidden among the peaks of the Sibillini mountains, you will find the bigger karst plateau of Europe, a place rich in suggestion, stories and magic. All over the year Castelluccio renews its beauty, its colors and scents change. It is a place where practicing outdoor sports such as mountain biking, hang gliding, paragliding, cross country skiing, trekking and horse riding. The sky meets the earth in tiny lakes hidden in a valley far from everything and everyone, where wild horses with their foals freely move. The ideal place to walk, to enjoy a relaxing sight for body and soul. During winter you can also practice cross country ski.

GASTRONOMY - How to surprise and be surprised in the kitchen after a holiday in Norcia. Palazzo Seneca / Casa Bianconi, 2 hours minimum duration, booking required. Tradition, variety and excellence of productions made Norcia one of the capitals of Italian gastronomy thanks to the exceptional variety of products: black truffles, salami, ham, cheese, lentils, spelt, roveja, brown trout, fresh meat of pork, Chianina and wild

boar, wild berries and mushrooms. With the ‘Cavatore’ and his dog, hunting for the black truffle of Norcia in the woods 15 minutes from Norcia is the homeland of the black truffle, ‘Tuber Melanosporum Vittadinis’, one of the most valuable products of the Italian cuisine, making you appreciate its combinations during the meals. Discovering expert winemakers and producers of extra-virgin olive oil. Come with us in the most famous wine cellars and oil mills. In autumn, you can collect and tread grapes or taste our excellent wines sitting on barrels, walking in the vineyards or relaxing on armchairs in front of a lit fireplace. You can also taste all the different Umbrian olive oil pressing, on a soft slice of homemade bread.

NATURE - Walking or mountain biking from Norcia along the ‘old railway’ Norcia Marcite area, total length 50 km, suitable for everyone. Here, where once a small steam train connected Norcia to Spoleto, now comes back to life a fantastic path in the countryside. Ideal place for trekking, Nordic walking and mountain biking lovers. Perfect also for jogging enthusiasts.

VISIT - Discovering the best artisans. Distances and times can vary depending on destination to be reached. We can take you to discover our magical little villages, craft shops where, for generations, it has been handed down the art of restoration, the creation of jewelry or the realization of items in noble yarns such as cashmere which Umbria is one of the largest districts of luxury in Europe.







NORCIA



- A** ROMANA GATE
- B** VALLEDONNA GATE
- C** NARENULA GATE
- D** PALATINA GATE
- E** ORIENTALE GATE
- F** MASSARI GATE
- G** MEGGIANA GATE
- H** TEMPIETTO
- I** MEDIEVAL FOUNTAIN
- L** THEATRE
- M** TOWNHALL
- N** SAINT BENEDICT SQUARE
- O** BASILICA OF SAINT BENEDICT
- P** CASTELLINA FORTRESS
- Q** CHURCH OF SAINT MARY
- R** AUDITORIUM OF SAINT FRANCIS

- 1** FOOTBALL FIELD
BEACHVOLLEY - BASKET
- 2** SPORTING CENTER
OUTDOOR SWIMMING POOL
- 3** HOTEL PALATINO
- 4** BEST WESTERN HOTEL SALICONE
- 5** LES DEPENDANCES
- 6** HOTEL GROTTA AZZURRA
RESTAURANT GRANARO DEL MONTE 1850
- 7** SALSICCIA BAR
- 8** RELAIS & CHÂTEAUX PALAZZO SENECA
RESTAURANT VESPASIA 
WELLNESS CENTER PALAZZO SENECA
- 9** RESIDENCE LA CASTELLINA
- 10** RESTAURANT GRANARO DEL MONTE 1850
TEMPORARY LEASE
- 11** LES DEPENDANCES

APPOINTMENTS

SAFFRON FESTIVAL

CASCIA

30TH OCTOBER - 1ST NOVEMBER 2020

LI FAUNI

(FIRE IN THE MAIN SQUARE OF THE TOWN)

9TH DECEMBER 2020

NERO NORCIA (BLACK TRUFFLES FESTIVAL)

26TH - 28TH FEBRUARY 2021

6TH/7TH MARCH 2021

13TH/14TH MARCH 2021

ST. BENEDICT CELEBRATION

20TH/21ST MARCH 2021

GOOD FRIDAY PROCESSION

2ND APRIL 2021

FLOWERING FESTIVAL

CASTELLUCCIO DI NORCIA

END OF JUNE - HALF OF JULY

SPOLETO FESTIVAL

(BALLET, CLASSIC CONCERT AND ART)

JUNE 2021

UMBRIA JAZZ

PERUGIA

9TH - 18TH JULY 2021

SIENTINPO FAIR (LOCAL MARKET)

16TH AUGUST 2021

EUROCHOCOLATE

OCTOBER 2021

SAFFRON FESTIVAL

CASCIA

29TH OCTOBER - 1ST NOVEMBER 2021



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RELAIS & CHÂTEAUX PALAZZO SENECA

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