



CITY and WATER

Pietrasanta

26 agosto 2017

La VERSILIA - TUSCANY



- The origin of the name "Versilia" dates back to the idiom Ves (s) idia (the ancient Germanic Wesser / Wasser = water), from which in the Middle Ages came the "Versilia" form by consonant dissimilation. The name of the region was mainly given by the Ruosina canal that historically corresponded to the fluvius Vesidia of the "Tabula Peutingeriana", which near Seravezza, joins with the Riomagno, coming from the southern slope of Monte Altissimo, the current Versilia river.

La VERSILIA – Mountains, sea, lake and cities



From a naturalistic point of view, the area is characterized for its diversified natural landscape comprising the majestic mountains of the Apuan Alps.



Lake Massaciuccoli and the marshland areas are the most lovely and delightful areas of the Regional Park. Our lake is a venue of great historical and environmental importance, celebrated also by the famous composer Giacomo Puccini, but above all there is a local community that has built a civilization and a system of activities of old tradition that need to be studied and recovered, such as the construction of little woodboat called barchini, used from hunters and fishermen, cultivation of red rice and so on.

The Versilia territory covers an area of about 160 square kilometres on the North-Western Tuscan coast. From an administrative point of view, it is a part of the Province of Lucca, including the municipalities of Camaiore, Forte dei Marmi, Massarosa, Pietrasanta, Seravezza, Stazzema and Viareggio. The area has always had a natural tourist vocation as balneotherapy treatments started here during the second half of the 19th cent. with the building of the first bathing establishments.



THE SEA

THE VEGETATION

THE HISTORICAL BUILDING

An encompassing glance from the sea to the beaches, from the pinewood to the lake, from the hills to the mountains that define and protect this land

La VERSILIA - Territory



Municipalities of the Versilia

- Seravezza

- Stazzema

- Forte dei Marmi

- Pietrasanta

- Camaiore

- Viareggio

- Massarosa

La VERSILIA - Seravezza



► SERRA E VEZZA

The confluence of two small rivers Serra and Vezza joining together, create the Versilia river. Over the centuries, the Versilia River has been a privileged settlement site because it provided access to the marble quarries, provided water for drinking and water to irrigate and cut stone, while today the river is less visible and less lived, often hidden from the banks, traffic and industrial areas. Nevertheless its water is clear and it is a delight to look at, the natural environment that runs along its course is of great value and the history of the valley that holds it is extraordinary, also because these are the places where Michelangelo came to choose raw material (marbles) for his works of art .

La VERSILIA - The famous marble quarries



Here Michelangelo came to choose the raw material for his works of art

La VERSILIA - Seravezza



Historical building-
Gambrinus it was
a cinema and
theatre,
nowadays seat of
the local tourist
office.

La VERSILIA - Seravezza



PALAZZO MEDICEO Patrimonio UNESCO

Of considerable interest is the 16th cent. Medici Palace with its impressive portal built in 1555 by Bartolomeo Ammannati for Cosimo I of the Medici family. The Villa Medicea of Seravezza, is an architectural complex consisting of the Palace, the Stables, the Chapel and the garden.

La VERSILIA - Stazzema



➤ Example of anthropic settlement on the Apuan Alps.

La VERSILIA - Stazzema



Antro del Corchia – a huge Karstic cavern recently opened to the public.

La VERSILIA - Stazzema

The village of Sant'Anna, where one of the most horrendous massacres by the Nazis took place in 1944. Here a monument to Peace has been erected as a symbol for mankind.



rmi



The Leopold Fort, 1782, also called "fortino", is a military building in the centre of the little town. It looks like a quadrangular plan complex, made up of two factory buildings lying between them.

La VERSILIA – Forte dei MArmi



The most famous touristic
centre of our Versilia



La VERSILIA - Pietrasanta

Art City

Pietrasanta : is a town of great artistic and cultural importance situated at the foot of the ancient Lombardic Fortress . The magnificent Piazza del Duomo full of marble workshops and sculpture studios.



La VERSILIA - Pietrasanta

Art City



Sculpture studios . Thanks to these
cultural tradition is now called
Little Athens
Little Athens



La VERSILIA - Pietrasanta

Art City



La VERSILIA - Pietrasanta

City of Art



The town also host the Museum of Models where sketches and models of famous Italian and foreign artists are displayed.

La VERSILIA - Camaiore



City of Traditions

The village is located at the bottom of a valley surrounded by hills. The famous via Francigena pass through Camaiore.



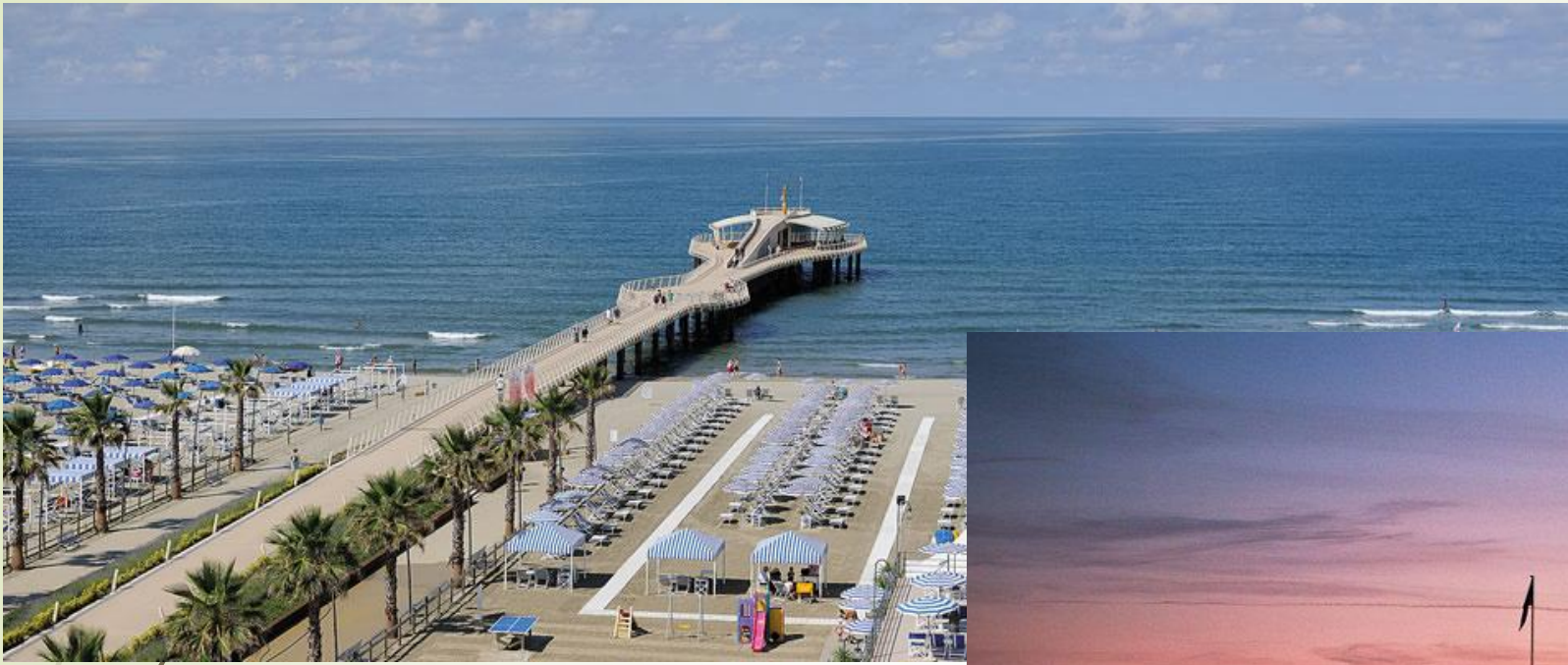
La VERSILIA - Camaiore



City of Traditions Corpus Christi Feast – June –the main street of the historic centre is covered with the traditional coloured sawdust carpets.

La VERSILIA - Camaiore

Lido di Camaiore seaside resort , from the modern pier a beautiful sea shore and the inland landscape.



La VERSILIA - Viareggio



Lucca's outpost ...

...City and sea



La VERSILIA - Viareggio



Lucca's outpost ... City and sea Viareggio is the largest municipality in Versilia with an ancient centre dating back to the 12th cent. Its name derives from the Via Regia, which joined the old centre with the coast. Here the tourism industry is born with the development of the most bathing establishments, restaurants and cafès in 1902.

La VERSILIA - Viareggio

Liberty City



Sea establishments and buildings were built in Liberty style following the trend of the epoch using an easy-to-model material such as wood. Unfortunately a great part of the original architecture decorating the entrances of shops and bathing establishments was lost in a big fire that broke out in 1917.

La VERSILIA - Viareggio

Construction work began immediately availing itself with the collaboration of architects such as Galileo Chini, Alfredo Belluomini and Ugo Giusti. In a few years' time the town was provided with the typical characteristics of the Twenties and Thirties with a style that ranged from Liberty to Art deco.

Liberty City



La VERSILIA - Viareggio

Liberty City



This style is recognizable still today in the façades and architectures of many buildings.



La VERSILIA - Viareggio

Liberty City



Along the Viale Regina Margherita we can admire many hotels and palace with beautiful details, oriental – style cupolas such as the Cafè Margherita.

La VERSILIA - Viareggio

Torre del Lago Puccini



The Viareggio municipality also includes ^{Villa di Giacomo Puccini} Torre del Lago Puccini, home of the Maestro Giacomo Puccini, where he lived and composed many of his operas.

The Grand Open air Theatre.

La VERSILIA - Viareggio

Torre del Lago Puccini



The colour of the Lake at sunset.

La VERSILIA - Massarosa

City and Lake



Many painters at the end of the 19th cent. Lived in Torre del Lago, inspired by the colour of the Lake . They created the Club La Bohème together with the Composer



La VERSILIA - Massarosa

City and Lake

At Massaciuccoli (Massarosa) there are the ruins of a Roman villa with a small museum, **Antiquarium**, containing findings dating from the 2nd cent.B.C. to the 3rd cent. AD. A short distance from the centre are the ruins of the Roman Baths.



La VERSILIA - Massarosa

City and Lake

Massaciuccoli –
Villa dei Velune



Ruins of the Roman bathing ex- Spa at Massaciuccoli

The human presence in Versilia dates back to the Neolithic Age and many traces still remain in a number of areas on the Apuan Alps

La VERSILIA - Dati statistici

ANNO 2016			
ALBERGHI hotels			
	N. STRUTTURE	N. LETTI	N. CAMERE
STELLE - 3	N. 2	40	22
STELLE -2	N. 2	48	27
STELLE -1	N. 1	25	12
EXTRALBERGHIERO			
	N.39	589	299
AGRITURISMI farm holidays			
	N.11		
ALLOGGI PRIVATI private accomodation			
	N.14		

La VERSILIA - Dati statistici

ALBERGHIERO		
ITALIANI+STRANIERI	ARRIVI	PRESENZE
	5071	13895
X ALBERGHIERO		
ITALIANI+STRANIERI	3994	17962

STATISTICA ANNO 2016 MASSAROSA

ALBERGHIERO ed EXSTRAALBERGHIERO			
ITALIANI	ARRIVI	PRESENZE	TOTALI GENERALI
	345073	1436751	612014
STRANIERI	266941	1294202	2730953

VERSILIA ANNO 2016



Villa Le Pianore Capezzano Pianore





Villa Borbone Viareggio





Villa Gobbi Benelli **Bargecchia - Massarosa**





Villa Lorien

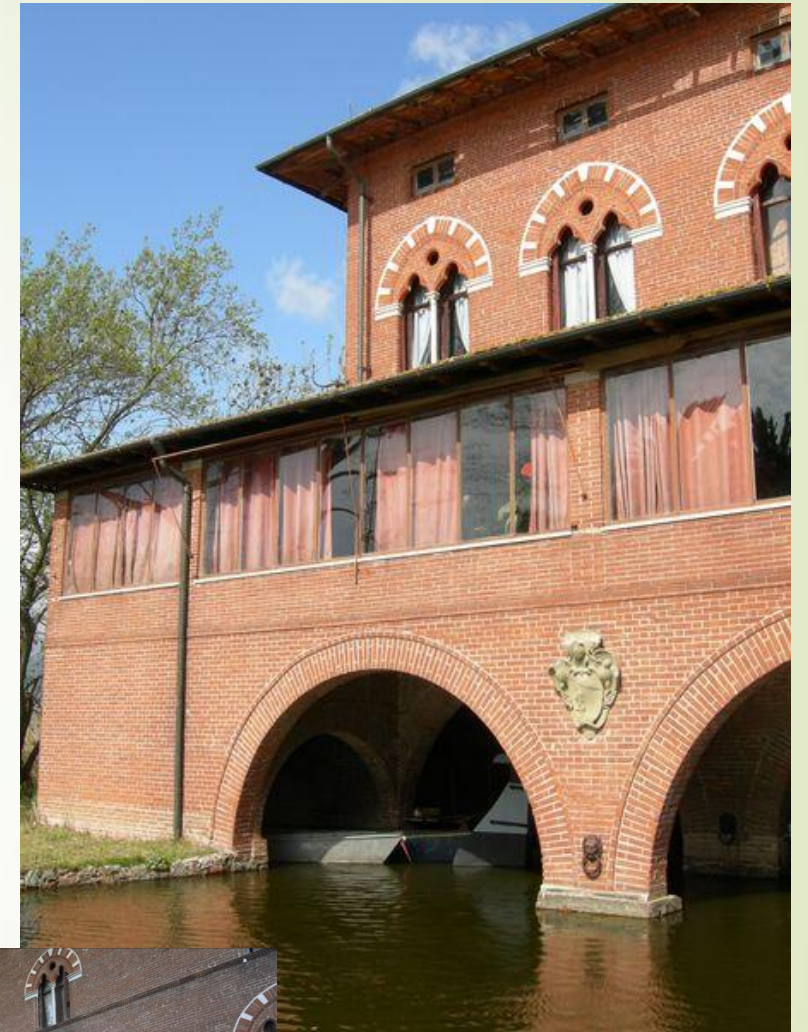
Bargecchia – Massarosa





Villa Cenami **Bargecchia - Massarosa**





**Villa Ginori, La Piaggetta
Massaciuccoli - Massarosa**





Villa Orlando Torre del Lago Puccini





**Chalet del Lago
Torre del Lago Puccini**



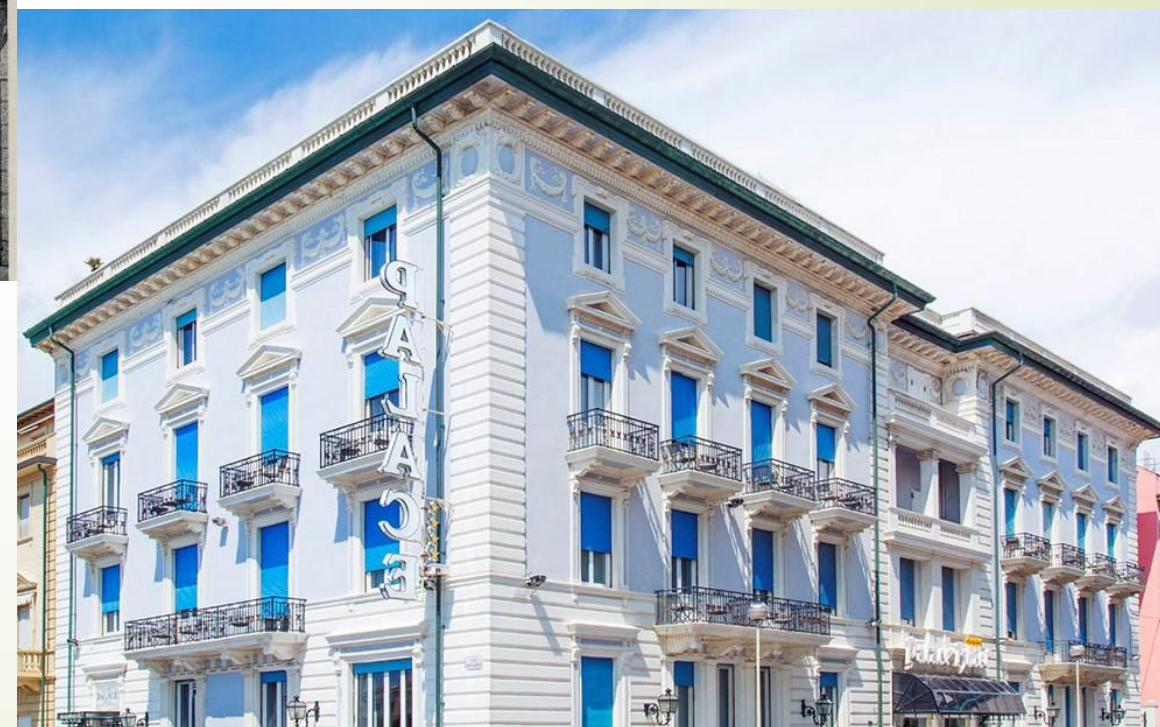


Grand Hotel Royal Viareggio





Hotel Palace Viareggio





**Villa Tina
Viareggio**





**Villa Ariston
Lido di Camaiore**



Grazie a tutti per l'attenzione/Thanks to everyboy for the
attention

Maria Assunta Casaroli
presidente