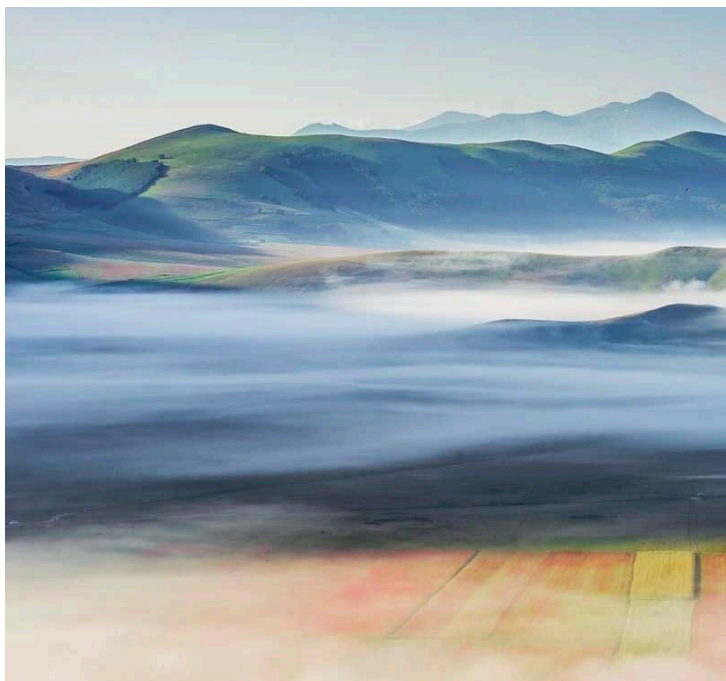


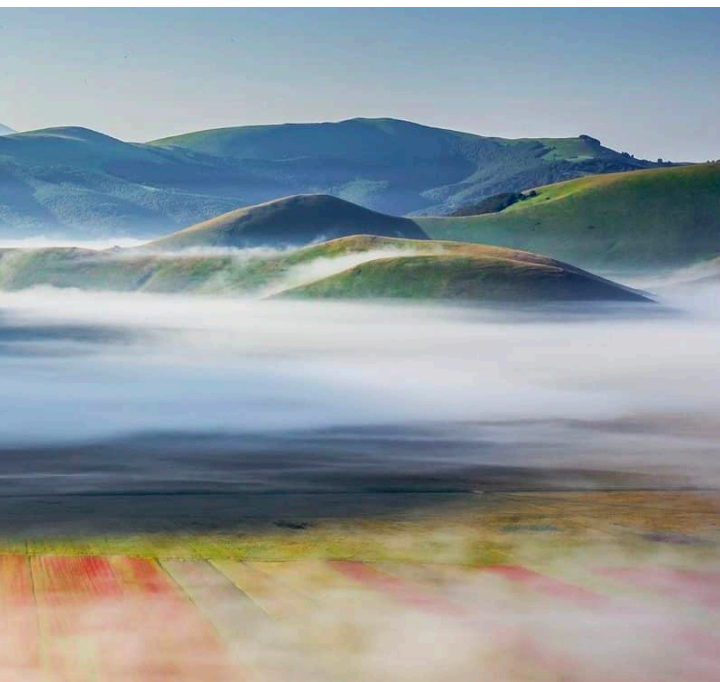


# SENECA JOURNEYS

HOLIDAYS AND CURIOSITY - 2023  
by Famiglia Bianconi 1850











# PALAZZO SENECA

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## *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 food and wine 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.

























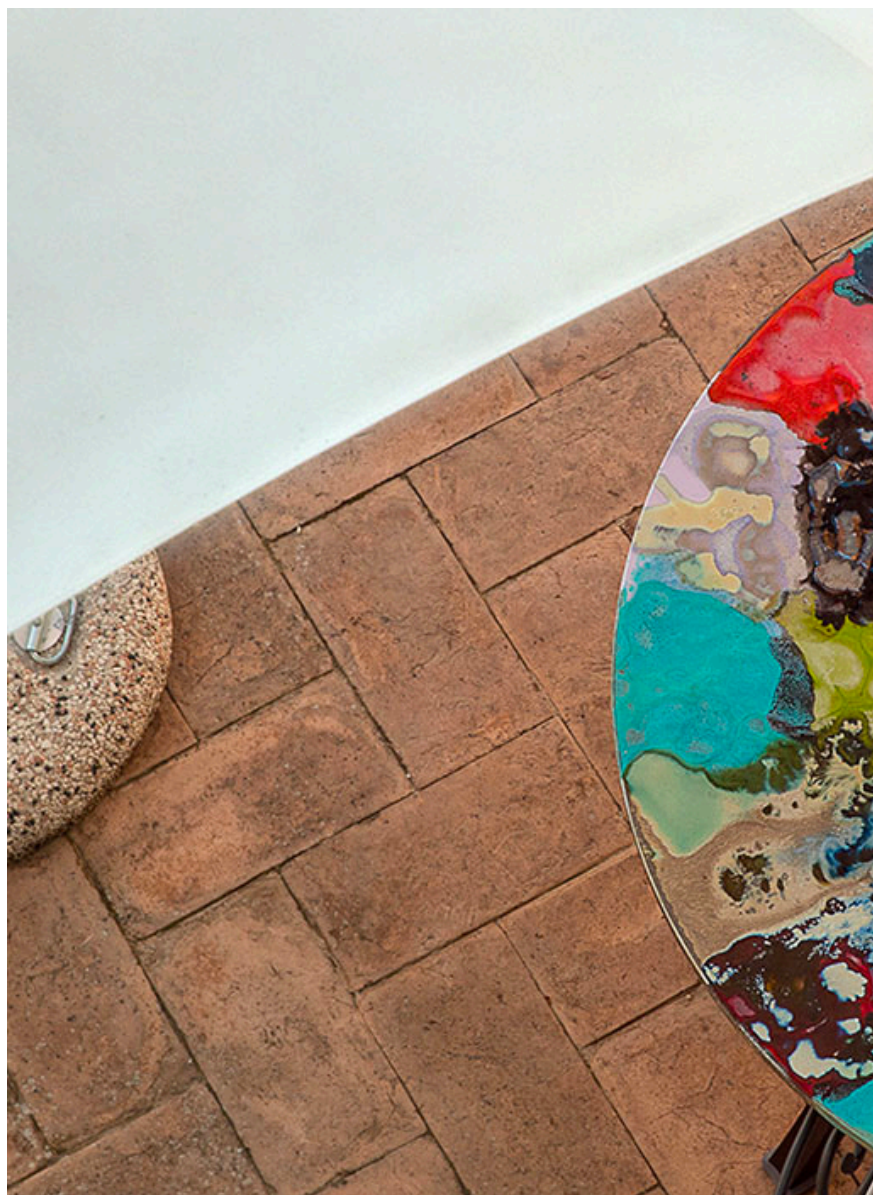






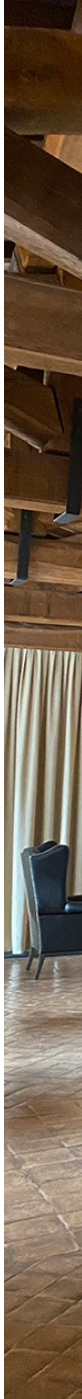



















# THE BIANCONI FAMILY

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*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 neighboring restaurant 'Granaro del Monte della Pietà' nearby. 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 analyzing 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 Vespasia  Restaurant were the first hospitality oriented attractions to open in the city center 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, with a rele-

vant restyling of all the rooms and a complete SPA. 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 a 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

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## *A NEW PROPOSAL*

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 riches, but not only. In recent months, the "Vespasia Manifesto" was born, which contains the key elements and values on which we have built our choices, our new proposal for cuisine and for the relationship with our land. Our recipes are born from the selection of the best products of our territory and from a study of traditional local dishes. We then want to enrich this journey into taste by adding, when useful, the fruits of our life adventures, our sensitivities, in order to make the experience with our dishes satisfying for our guests. Furthermore, to enhance our gastronomic identity, contribute to the revival of the economy, reduce the production of packaging waste and the air pollution generated by the transport of goods, we will purchase all the raw materials that we will be able to find from local and trusted producers to make our recipes. Finally, to add flavor to our dishes, reduce the waste of food, electricity and the use of plastic, we will purchase products for which freshness and fragrance make the difference. We will do it at the last useful moment and only in the necessary quantities. For this we need to make reservations and menu choices at least 24 hours before arrival at the restaurant.

In studying the new proposal for the kitchen, a fundamental aspect was the desire to have two high-level Chefs collaborate to enrich the culinary offer of the Vespasia ✿ restaurant. Fumiko Sakai is a passionate, kind and hardworking Chef of Japanese origin. He has been in Italy for 20 years and has built his professional career and in-depth study of cooking in the "Bel Paese" by working alongside prestigious Chefs of important restaurants such as: The Ancient Royal Crown, Da Caino and for 7 years at the Torre del Saracino as Sous Chef of Gennaro Esposito. He also studied French and Northern European cuisine. Fumiko arrived in Norcia because she shared the ambitious gastronomic project of the Bianconi brothers. With them he wants to make it happen, making it also his own. Fabio Capiello is an Apulian Chef, now a Nursino by adoption. He grew up in the restaurants of the Bianconi family in Norcia, where he has been working for over 15 years. He has had a tough apprenticeship and has earned, year after year, the trust of his colleagues and the Bianconi. In 2018 he became Sous Chef in the Vespasia ✿ Restaurant at the time already started. He has participated in haute cuisine events in Italy and Asia alongside renowned chefs. Fabio is a great connoisseur of Norcia products, the best local suppliers, traditional recipes and flavors of this land. This collaboration in the kitchen has led to a mutual exchange of experiences, knowledge and recipes that has made the restaurant's culinary background grow. We leave to our Guests the honor of trying.



# MICHELIN STARRED COOKING CLASSES

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## *LIVE A UNIQUE EXPERIENCE*

A cooking class is like a journey, the finer details are what make it memorable. At Palazzo Seneca, we thought a lot about travelers. 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 to know 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 the Michelin-starred restaurant *Vespasia* or at Casa Bianconi for little groups and special events. At Palazzo Seneca, with the *Vespasia* restaurant staff managed by the Chefs Fabio Capiello e Fumiko Sakai, you will discover the secrets of Italian cuisine will be revealed before your eyes, explaining how to choose the right ingredients and teaching the necessary techniques to recreate at home what 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. Upon returning, you will try your hand at fun and unique guided cooking class, creating savory 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 savor 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 it is possible to book customized courses also for families.

## COOKING CLASS WITH HERBS AND PLANTS

- 2 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- Free 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 a double room, starting from € 810,00. The program may be subject to changes. Availability upon request.**

## MICHELIN STARRED COOKING CLASS

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

**Total rate for 2 persons in a double room, starting from € 640,00. The program may be subject to changes. Availability upon request.**







# TENUTA VALLACONE

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## *THE RECOVERY OF A SECULAR MEMORY*

The Vallaccone Farm is the joint venture of two long-standing Italian hotelier families, one native to Norcia and the other from the Amalfi Coast; both with a strong dedication to high product quality and sustainability. In 2018, brothers Vincenzo and Federico Bianconi, together with Carlo and Vito Cinque, co-purchased the Vallaccone estate north of Norcia. The Bianconi's father, Carlo, had always dreamed of returning this important piece of territory to its cultural and agricultural heritage. After years of neglect, an authentic tribute to the land's original patrimony is being restored. The Vallaccone Estate stretches across 136 hectares, of which 42.22 is arable land with the rest made up of centuries-old woodland that includes six truffle grounds. There are an additional 1200 square meters of buildings with a manor house, a farmhouse and a small church dating back to the 1600's when the property belonged to the noble family of Marchesi Antici-Mattei, close relatives of the poet Giacomo Leopardi. Leopardi sometimes visited the estate, naming the beauty of the surrounding landscape "the blue mountains" because of the unique shade of color often seen during sunset. The property commands an extraordinary view of these mountains and the surrounding valley. Seen from satellite, it closely resembles the shape of a horse's head, reinforcing the character of the terrain's strong and wild nature. Our mission is


a 100% natural agricultural production that fully respects the earth's cycles; good for the environment, the consumer, and based on the essential values of Umbrian tradition and passion for the high quality of authentic Italian products. Our fields produce spelt, chickpeas, lentils (recognised with the IGP mark), roveja, Senatore Cappelli wheat and cicerchie or "grass pea". The produce is intended for exclusive sale and is used in the kitchens of both families' Michelin-starred restaurants.



# PICNIC WITH THE STAR

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*PICNIC, YES PLEASE..BUT WITH STYLE!*

Turn your excursion into a gourmet tour. Choose among three menus prepared by our Michelin-star restaurant Vespasia . The picnic basket will allow you to discover the most hidden corners of the National Park of the Sibillini Mountains without giving up your meal with the star.





# THE SAGRANTINO WINE

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## *JOURNEY TO THE HEART AND SOUL OF A RUBY RED WONDER*

It is impossible today to talk about Umbria without mentioning the Sagrantino. An ancient selection of vines which grant grapes of a rich red with excellent characteristics, perfect for both long aging and raisin wines. It seems that their origin may be traced back to the Roman empire. Pliny the Elder in his "Naturalis Historia" mentions the Irtiola grapes as the typical variety found in the "Bevagna of Umbria" and the Piceno area; in 1953 the archaeologist Carlo Petrangeli suggested the juxtaposition of the Irtiola grape with the Sagrantino, considering that Montefalco was part of the Bevagna municipality. According to some researchers the Sagrantino vine arrived in Umbria thanks to Franciscan monks returning from Anatolia. According to others, however, it was brought in the area by Byzantine monks coming from Greece. The name itself is also of uncertain origin, possibly from sagra (feast) or sacrestia (sacristy). This theory would suggest that it was used specifically during the holy mass and religious services. During the Middle Ages, following the increasing importance of wine in the religious communities and the spread of viticulture in convents and countryside, thanks to the commitment of the monks, the role and importance of the Sagrantino grapes grew as shown by the municipal accounting books which tracked the shipment of Montefalco wine to cardinals and popes. Nowadays the use of the Sagrantino is no longer exclusive to religious occasions, but it can be tasted and appreciated by everyone. The Sagrantino is a vigorous, disease-resistant vine, and the wine produced from it is of excellent quality. With over 14 wineries spread all over Umbria, the major of which in proximity of Montefalco, the Sagrantino exhibits a wide range of natures: some are elegant and refined, others are rich and intense, and still others are surprisingly, yet delightfully, strong and exuberant. Always characterized by a deep ruby colour, a delicate fragrance of blackberries, and an harmonious, dry flavour, it is a wonderful pairing for the roasted red meats, venison, and aged cheeses that are so predominant in the cuisine of Norcia.

## PRECIOUS WINES AND CASHMERE EXPERIENCE

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

**Total rate for 2 persons in a double room, starting from € 1.060,00. The program may be subject to changes. Availability upon request.**

# THE CASHMERE

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## *THE UMBRIAN REALITY*

What could be better than to wrap yourself in the warm embrace of a cashmere sweater? The realities that have made Cashmere one of the productive centers are different and scattered throughout the region. Some are established brands and very well known internationally, others are small workshops, but all are attentive to fashion, tradition and product quality. Starting from the example of some leading companies in the sector, others have succeeded in establishing a successful sales network. In 1907 Luisa Spagnoli was one of the first Italian women entrepreneurs, founded the Perugia chocolate factory, but she also began to breed angora rabbits from whose hair she derived the yarn that made the fortune of her knitwear brand, then transformed into a large clothing company. And, in the heart of the medieval town of Bevagna, the experienced staff of a small artisan cashmere showroom collaborates with Palazzo Seneca to reveal all the secrets of this rare and precious raw material. From the original machines, to the working tools and the furniture of the 40'. In addition to these rare pieces, the use of the glass, the wood, the stone vaults and the possibility to visit the ancient Roman foundations frame the simple and refined style of the garments of high craftsmanship.



# THERE IS STRENGTH IN NUMBERS!

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## *TEAM BUILDING ACTIVITIES IN OUR MOUNTAINS*

Recently companies have been appreciating 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. 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 the co-workers better, 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 Chefs. Among the activities which include races and which stimulate competitiveness between teams but also cohesion there are several experiences such as archery, mountain bike or e-bike, rafting or a treasure hunt which has the truffle as its main finding.

## 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 a double room, starting from € 1.650,00. The program may be subject to changes. Availability upon request.**



# THE SIBILLINI MOUNTAINS

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## *THE IMPORTANCE OF THE FLOWERING OF CASTELLUCCIO DI NORCIA*

Between the end of June and the first days of July, the Castelluccio plateau witnesses a particularly important event, La Fioritura. For several weeks the chromatic monotony of the pasture is broken up by a mosaic of colors, with variations of tones ranging from ochre yellow to red, from purple to white. Walking along the paths we can meet: gentianella, narcissus, violets, poppies, buttercups, asphodels, purple Eugeniae, clovers, sorrel and many others. Growers plant crops in different areas and at different times the flowers do not bloom all together. This is the secret of the alternation of blooms and colors that has made this landscape famous all over the world. This important agricultural area is also at the same time a paradise for lovers of outdoor activities: the hiking trails offer splendid views of the valleys and mountains that stretch as far as the eye can see. In recent years Castelluccio has become a very popular destination for Italians for a weekend escape from city life. To safeguard the fragility of the naturalistic context, various solutions are being studied to limit the flows in this very limited period to allow a sustainable use of the area while respecting the work of farmers.

## 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 a double room, starting from € 1.060. The program may be subject to changes. Availability upon request.**

# THE LENTILS OF CASTELLUCCIO DI NORCIA

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*"I WAS BORN IN THE MOUNTAINS AT THE FOOT OF MOUNT VETTORE, I AM THE BEST OF THE LENTILS. FOR THE CHILDREN I AM THE SUPPORT, FOR THE OLD MEN I AM THE WALKING STICK."*

Goes like this the old said of grandfather Sirio, a veteran of the cultivation of lentils. In his simple words there are the unique properties of the lentils of Castelluccio. The first element that distinguishes them from all the others is definitely the place where they grow: the plateau of Castelluccio is situated at an altitude of about 1300 m above sea level and is characterized by a climate with winters rather rigid and spring frosts lasting until June; the summer is very short with abrupt temperature change between day and night. The specific shape of the valley, formed in prehistoric times as a result of the drying up of a large mountain lake, contributes to the accentuation of the climatic properties. For this reason the soil is particularly rich in organic material, with a high percentage of limestone that, in contrast to what you might think, is one of the basic requirements for the growth of the ecotype. Castelluccio lentils differ from all the others for its extraordinary resistance to drought and cold of the long winters,

that does not allow the weevil (small beetle long about 4 mm) to attack and destroy the expanses of legumes. This explains the non-use of herbicides and pesticides in the cultivation method of the product, making it unique in the world. In the pods you may find from one to three seeds rather small (with a diameter of about  $3/4$  mm), roundish and flattened and brindle, whose color varies from green to light brown. The skin particularly fine and tender allows you to cook the product directly, without this being soaked as it happens for the other legumes. Castelluccio lentils are finally known for their high nutritional value: it is food characterized by a high content of protein, a good amount of sugar and almost non-existent presence of fat. They are rich in vitamins, minerals and fiber, which are a very effective element in the process of controlling the pressure and cholesterol. What are you waiting for then? Lentils are good in taste and good for health. Eat them right away!



# THE BLACK TRUFFLE

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## *HOW TO USE IT IN THE KITCHEN*

The truffle harvest in Umbria and in the Norcia area is linked to the different varieties and seasons. The only months when truffle hunting is not allowed are May and September. According to the old tradition a pig was used for 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. Truffle, like all mushrooms, is a very delicate and easily perishable product, precious and rich in scents and aromas, but to be able to better appreciate it, you need to know how to use it in the kitchen. The prized black truffle has an intense and sweet flavor, very pleasant on a large variety of preparations. Its delicate and pleasant scent slightly deviates from the intensity of the fine white truffle, in a variety of scents that make it much more versatile. Once cleaned, the truffle is ready to be tasted. It is in this operation that the great difference between white truffle and black truffle is expressed: the black one gives its best raw and simply grated on a dish with delicate flavors, but also placed as the protagonist of the dish. It is fabulous in flakes on meat tartare, fried eggs, taglierini or risotto. The black truffle is revealed above all in cooking: cooking must be light and fast, but it is excellent for example in pâtés, cooked together with risotto, inside meatballs or in some types of filling. It is also excellent in combination with fish. Pasta with scampi and black truffle is a tasty and effective first course. The delicate taste of the scampi goes well with the intense taste of the truffle. The combination of the two ingredients gives life to an extremely tasty and fragrant dish, which is sure to conquer the most demanding palates.







## 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
- Free WIFI
- Transfer from/to Palazzo Seneca, truffle hunting, ricotta cheese making class, picnic (about 5 hours)
- Free parking (350 meters far).

**Total rate for 2 persons in a double room, starting from € 860,00. The program may be subject to changes. Availability upon request..**

## 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
- Free 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 a double room, starting from € 1.000,00. The program may be subject to changes. Availability upon request.**



# NERO NORCIA

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## *A SIGN OF RE-BIRTH AND CONTINUITY*

The Umbria region is known for its truffles. For this reason, in the fall and spring markets and fairs about the Umbrian precious truffles take place in many villages and cities. 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 flavors 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 make the visitors' mouths water thanks to their typical colors 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.

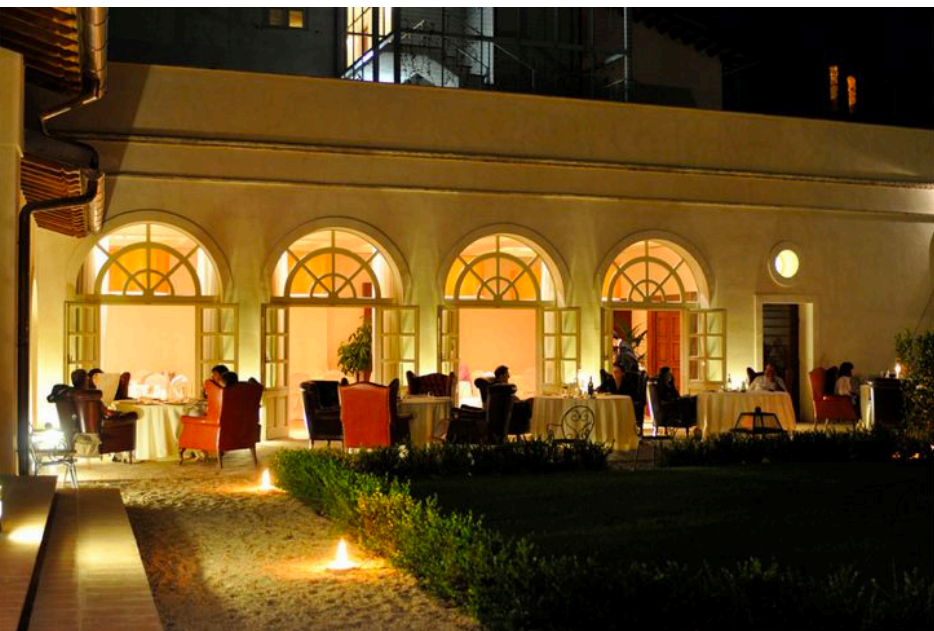


# WEDDING CEREMONIES

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*The art of creating the atmosphere*

Palazzo Seneca represents the essence of Umbria, with a perfect combination of design and tradition. The elegance and uniqueness of a 16th-century palace immersed in the nature of the Sibillini National Park. A high-level culinary proposal that with creativity and taste brings the excellence of local products to the table. The garden with its part of the Chef's vegetable garden is a special glimpse for your intimate and welcoming celebration. The terrace dominates the landscape with the roofs of Norcia, the valley and the mountains. A dynamic and flexible team with a great spirit of collaboration and attention to detail who will accompany you until the day of your wedding. This is the magical atmosphere that reigns in Palazzo Seneca and awaits only you!





# SAINT BENEDICT MONKS

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## *A NEW CHURCH*

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 labor, 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. The Sung Conventual Mass at 10:00 is 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. 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. The historic 16th-century church of Santa Maria della Misericordia was the only church that remained standing after a massive earthquake struck Norcia in 2016. Though severely damaged, diligent work by local craftsmen and benefactor support from around the world allowed the monks to reopen in December of 2020. Alongside the Church, the monks are rebuilding the dilapidated monastery overlooking the Valley of St. Scholastica, expected to be completed in early 2023. Bringing new life to the ancient buildings help the monks live their motto: *Nova Facio Omnia* (Apoc. Ch. V).

# WELLNESS CENTRE

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## 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 many culinary, natural and spiritual activities to help to reach this achievement. And we can assist 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 calcareous stone is located in a 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
- One 50-minutes massage per person
- Free WIFI
- Free parking (350 meters far)

**Total rate for 2 persons in a double room, starting from € 850,00. The program may be subject to changes. Availability upon request.**

## ENRICHING WELLNESS EXPERIENCE

- 2 nights in a double room of your choice
- Breakfast buffet overlooking the garden and Norcia's historic center
- One 50-minutes massage per person
- At Granaro del Monte Restaurant:
- 1 lunch with traditional local products (beverages excluded)
- At the Vespasia Restaurant ☞ :
- 1 dinner with 5 courses Menu (beverages excluded)
- Free WIFI
- Free parking (350 meters far)

**Total rate for 2 persons in a double room, starting from € 890,00. The program may be subject to changes.**



# THE ITALIAN RESPONSIBLE TOURISM AWARD

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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 provides educational, rehabilitation, welfare, and recreational spaces in favor of social integration and the improvement of interpersonal skills for disabled young adults and their families.





## EASTER IN NORCIA (7-10/04/2023)

- 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
- Easter lunch or dinner at Vespasia Restaurant ☼ (beverage not included)
- Free WIFI
- Free parking (350 meters far)

**Total rate for 2 persons in a double room, starting from € 850,00.**

**The program may be subject to changes. Availability upon request.**

## CHRISTMAS IN NORCIA

- 3 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- on 24th December visit to Montefalco and Umbrian valley discovering Sagrantino grapes and olive oil local traditions
- a guided tour of Assisi (transfer not included)
- attendance to the Compline at San Benedetto in Monte Monastery.
- Free WIFI
- Free parking (350 meters far).

**Total rate for 2 persons in a double room, starting from € 900,00.**

**The program may be subject to changes. Availability upon request.**

## NEW YEAR IN NORCIA

- 3 nights in a double room of your choice
- Breakfast overlooking the garden and Norcia's historic center
- on 31st December visit to Montefalco and Umbrian valley discovering Sagrantino grapes and olive oil mill traditions
- a guided tour of Assisi (transfer not included)
- Exclusive New Year's Eve Dinner at Vespasia Restaurant ☼ with live jazz music
- participation to the Compline at San Benedetto in Monte monastery
- Free WIFI
- Free parking (350 meters far).

**Total rate for 2 persons in a double room, starting from € 1350,00. The program may be subject to changes. Availability upon request.**



# NORCIA: THE WORLD'S GREATEST HEART

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## *A CITY'S REBIRTH AFTER THE EARTHQUAKE*

Norcia has been struck by an earthquake in 2016, and a great part of it has been 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 as 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 is 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 travelers, nature lovers and sports enthusiasts. Since the earthquake hit the town, many different events (sport, gastronomy, nature and music) have been organized 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, choosing the Relais&Châteaux Palazzo Seneca or the Vespasia 🍷 Restaurant means contributing to the path towards the normality of this community.



# NORCIA

## “FAR FROM THE COMMON PLACES”

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### “MONTI SIBILLINI” NATIONAL PARK

- It will enchant you with its landscapes. Hidden among the peaks of the Sibillini mountains, you will find the biggest 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 the perfect place to practice 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 roam in liberty with their foals. The ideal place to walk, to enjoy a relaxing sight for body and soul. During the winter months it is also possible to practise cross-country skiing

**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 its products:

black truffles, salami, ham, cheese, lentils, spelt, roveja, brown trout, fresh pork meat, Chianina beef and wild boar, wild berries and mushrooms. With the ‘Cavatore’ and his dog, go hunting for Norcia’s black truffle in the woods 15 minutes from the city. Norcia is the homeland of the black truffle, ‘Tuber Melanosporum Vittadinis’, one of the most valuable products of Italian cuisine, and you will appreciate its combinations in many 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’ across the Marcite marshes 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 the destination to be reached. We can take you to discover among 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, of 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 IN NORCIA AND IN VALNERINA

NERO NORCIA  
(BLACK TRUFFLE FESTIVAL)  
FEBRUARY 2023

ST. BENEDICT CELEBRATION  
21ST MARCH 2023

GOOD FRIDAY PROCESSION  
7TH APRIL 2023

FLOWERING FESTIVAL  
CASTELLUCCIO DI NORCIA  
END OF JUNE - HALF OF JULY

SPOLETO FESTIVAL  
(BALLET, CLASSIC CONCERT AND ART)  
JUNE 2023

UMBRIA JAZZ  
PERUGIA  
JULY 2023

SIENTINPO FAIR  
(LOCAL MARKET)  
16TH AUGUST 2023

EUROCHOCOLATE  
OCTOBER 2023

SAFFRON FESTIVAL  
CASCIA  
28TH - 31ST OCTOBER 2023

LI FAUNI (FIRE IN THE MAIN SQUARE OF THE TOWN)  
9TH DECEMBER 2023



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RELAIS & CHÂTEAUX PALAZZO SENECA

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