

La Blue Way Piemontese



Bicycle to discover environment,
culture and traditions

Pistaaa: La Blue Way Piemontese is a project of CioCheVale, the Cultural Association of the social promotion.

We tell, map and network those who produce a positive change from below aimed at greater sustainability, equality and economic, social, environmental and cultural equity.

Goals & values

- ① To promote the area beyond the Turin hills through itineraries to be covered on foot or by bicycle along a route between paths and byroads.
- ② To assign a wider and more meaningful role to cycle tourism.
- ③ To strengthen a territorial identity capable to safeguard the peculiarities and excellences of certain places
- ④ To spread the Blue Economy idea as a reference model for a local economy capable to generate new opportunities and greater prosperity.
- ⑤ To promote sustainable and responsible tourism centered on the human being in areas of high environmental and historical value.




We intend to invest in the existing heritage of our territory by interpreting the usability of the natural, architectural and cultural capital in an innovative way.

Our Project

- ④ Promotion and valorization of the local economy.
- ④ Identification, promotion and protection of local products and traditions, local know-how as an extraordinary source of cultural wealth.
- ④ Involvement and identification of the most virtuous territorial actors.
- ④ Raising community awareness of environmental issues.
- ④ Building of new territorial relationships and intensification of existing ones with the involvement of local community.
- ④ Discovery and mapping of cycle/pedestrian itineraries.





Each
path...

...tells a
story



The path of food

Encourages the production and consumption of local, natural, healthy food that respects the natural rhythms of the earth, seasonal productions and local varieties.

The path of reflections

Develops new cultural opportunities for information, comparison and sharing of know-how among local players.

Stimulates the pride of local communities in the quality of their territory, products and cultural heritage.

The path of hospitality

Promotes experiential and proximity tourism that makes visitors participate in community life as "temporary citizens".

Promotes an accommodation network on the various itineraries based on small private offers that favors hospitality, relations with the guest and enhances local products

The path of professions

Creates a territorial brand that expresses the authenticity and values of a community. A distinctive sign on the origin and quality of a product or service offered by a network of operators cohesive in image and values.





Agri-food producers and processors,
agricultural cooperatives and
agrotourisms



Accommodation offers, tourist services
and cultural operators

Our Partners

Our way is a collective one
in which everyone follows
its own path that leads
towards the common goal





Institutions, parks authorities,
associations, schools and
universities



Restaurateurs and small
consummation points



Artisans who use natural
methods and materials,
combining traditional techniques
and innovative technologies



Commercial companies of local
natural agri-food products from
low-impact production sectors



Web activities

interaction, info and discovery



Management of a web portal “Pistaaa: «La Blue Way Piemontese» equipped with a Web-GIS for the search for bicycle / pedestrian itineraries in the Turin hills area.



The portal allows:

- To disseminate updated information on routes, points of interest, services and accommodation.
- To foster contact and dialogue between people and to share experience and values through the diaries and information about courses.
- To promote initiatives and events by collaborating with experts, organizations and small business sensitive to environmental sustainability and people's well-being.



Use of the «Pistaaa» App which augmented information.

By pointing the smartphone camera at the images of the Third Paradise by the master Michelangelo Pistoletto, drawn on signs along the routes, the visitor will be able to learn more about the peculiarities of the territory crossed.





Augmented info

Crossing the chosen route, the tourist is invited to point his smartphone, with the PISTAAA App installed, towards specific signs that he will find along the way to depict images created by local artists that characterize the area.

The App recognizes the framed scene and is thus able to determine the part of the path the user is at or the object in front of him, and provides relevant information, images, descriptions, video or audio.

The same result can be obtained by pointing the smartphone at some articles published in "Picchio Verde", the magazine of culture and promotion of the territory, of which the CioCheVale Association is the Publisher. The reader will thus be able to receive further information about the point of his interest.

Local activities



- ② Infopoint at the headquarter of the CioCheVale in Chieri.
- ② Guided tours with local experts to discover the beauties of the area.
- ② Editorial activity through the periodical illustrated magazine il "Picchioverde".
- ② Meetings to promote cultural initiatives and events that encourage the sharing of experiences and values.
- ② Training courses and seminars, exhibitions and all those activities aimed at divulgation, protection and development the culture of slow and sustainable tourism.



Download the Pistaaaa App and point to this image with a tablet or smartphone, to view more information about the Pistaaa: la Blue Way Piemontese

Pistaaa: la Blue Way Piemontese is a project by the Association of social promotion :



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