



The **DIFFERENT** Guide Torino.



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THE DIFFERENT GUIDE

Torino

Here we are, **DIFFERENT TORINO**.

With **DIFFERENT TORINO** we want you to discover the vibrant face of this city: the face that has always been fascinating us. And we are sure that it also will conquer your heart”!

We want to take you where we are going. To where the vibration of the city, our Turin, will make you fall in love. Or rather YOUR Turin: because we are sure, if you follow us, your feet, your hands, but every part of your body, will experience **DIFFERENT TORINO**...well..you will leave Turin with a tear...

We are sure, you will be eager to return, to re-live every moment of this holiday that you gave yourself in this city, that for centuries has welcomed EVERYONE, with open arms.

But to vibrate with Turin and the thousand activities that it animates, you have to know how to look at it, taste and breathe it. That is why we are here: we want you to discover the soul of Turin.

A soul that smells of multiculturalism, History, life, passions and of challenges, which makes you urge to experience yourself.

But who are we?

We are a group of creatives who live in Turin. We come from all over Italy and we have chosen Turin to live, and give life to our activities.

Why?

Because Turin UNLEASHES ENERGY, ADRENALINE, ENTHUSIASM AT FULL SPEED! And the desire to let you know the lesser-known DETAILS: those details that made us fall in love and that, we are sure, you will fall in love with too. Are you ready for the journey in a **DIFFERENT TORINO**?

Well, all you have to do is scroll through the pages, follow our suggestions, and dive headfirst into this VIBRANT, **DIFFERENT TORINO**!

Photographer Giuseppe Caldarella **Art director** Carlo Musso **Copywriter** Tiziano Picca Piccon

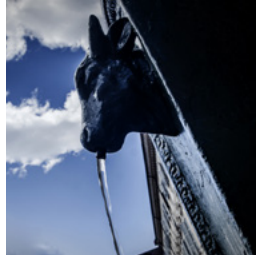
THE **DIFFERENT** GUIDE

Torino

OVERVIEW



MAP



SIGHTS

SHOOTING



FOOD



CAFÈ

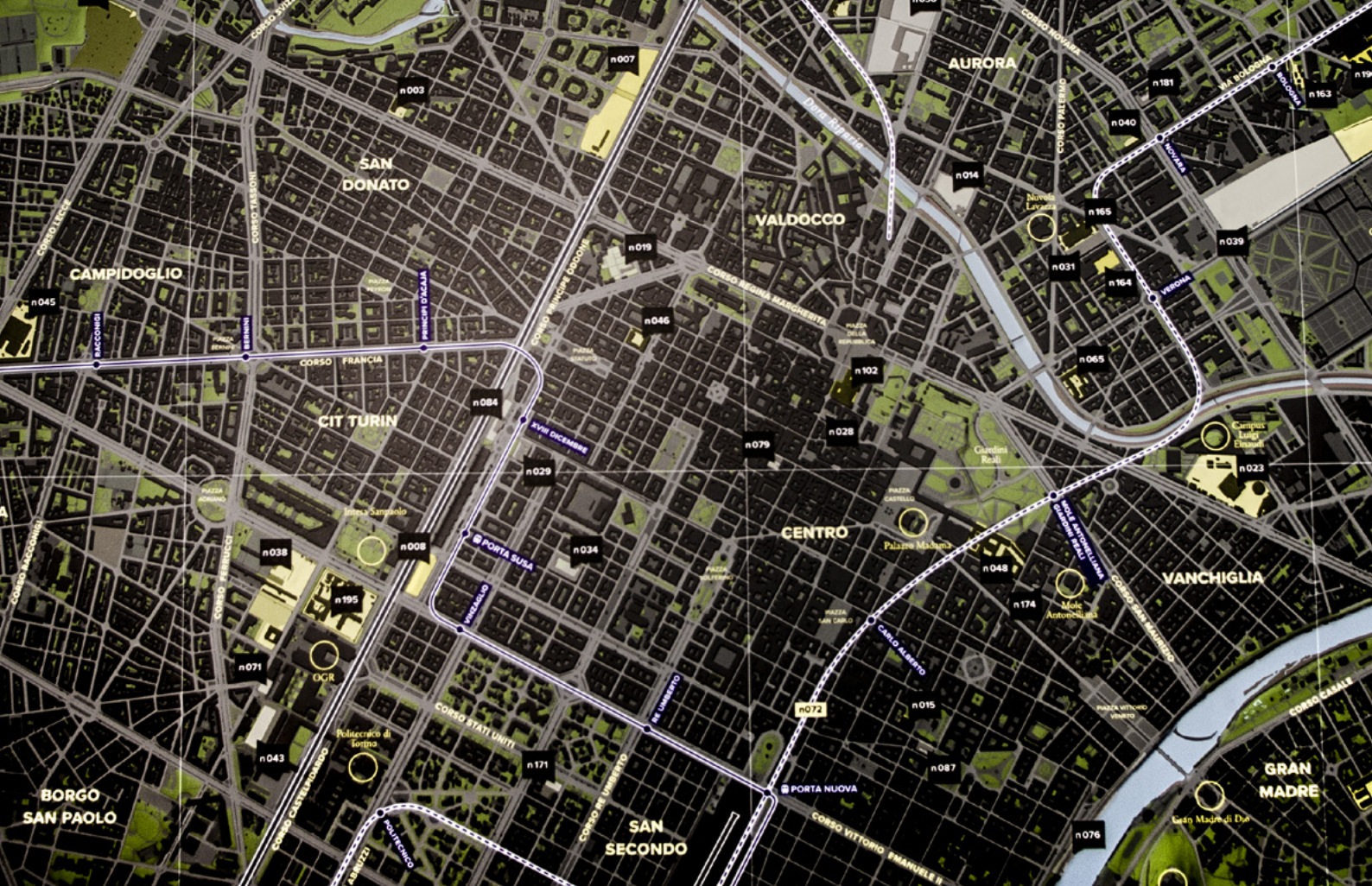


SHOPPING



NEWS





“Mappa della città che mostra le 150 aree in trasformazione o in attesa di essere trasformate tra Torino e prima cintura”. © Urban Lab, visibile in formato 2,80x3,50 metri su una lightbox in piazza Palazzo di Città 8f a Torino. Approfondimenti su [Visitul](http://Visitul.it)

THE DIFFERENT GUIDE

Torino MAP



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[aeroporto](http://aeroporto.torino.it)

[flibco](http://flibco.it)

[bus.torino.airport](http://bus.torino.airport.it)

[omio](http://omio.it)

[check.mybus](http://check.mybus.it)

[the.trainline](http://the.trainline.it)

Spostarsi in Bus.

[flixbus](http://flixbus.it)

[rome2rio](http://rome2rio.com)

Car Sharing.

[share.now](http://share.now.it)

[eplushare.drivalia](http://eplushare.drivalia.it)

[enjoy.eni](http://enjoy.eni.it)

drive.me

Noleggio Auto.

[skyscanner](http://skyscanner.com)

[avis.autonoleggio](http://avis.autonoleggio.it)

[europcar](http://europcar.com)

Noleggio Monopatino.

[moveo.telepass](http://moveo.telepass.it)

[bolt](http://bolt.it)

[torinotoday](http://torinotoday.it)

Noleggio Bike Scooter.

[turinbike](http://turinbike.it)

[jollysport](http://jollysport.it)

[ebike.bikesquare](http://ebike.bikesquare.it)

Torino Eventi.

[cittametropolitana](http://cittametropolitana.torino.it)

[eventi.a.torino](http://eventi.a.torino.it)

Musei Torino.

[museo.egizio](http://museo.egizio.it)

[museo.del.cinema](http://museo.del.cinema.it)

[mao](http://mao.it)

[museo.arte.urbana](http://museo.arte.urbana.it)

[museo.auto](http://museo.auto.it)

[fondazione.agnelli](http://fondazione.agnelli.it)

[gam](http://gam.it)

[fsrr](http://fsrr.it)

[torino.art.galleries](http://torino.art.galleries.it)

Teatri Torino.

[teatro.regio](http://teatro.regio.it)

[teatro.stabile](http://teatro.stabile.it)

[teatro.alfieri](http://teatro.alfieri.it)

[teatro.spettacoli](http://teatro.spettacoli.it)

[teatro.colosseo](http://teatro.colosseo.it)

[teatro.marionette](http://teatro.marionette.it)

[torino.spettacoli](http://torino.spettacoli.it)

[fondazione.tpe](http://fondazione.tpe.it)

Clubbing Torino.

[milk](http://milk.it)

[centralino.club.torino](http://centralino.club.torino.it)

[club.futuro.azimut](http://club.futuro.azimut.it)

[variante.bunker](http://variante.bunker.it)

[supermarket](http://supermarket.it)

Different Guide Torino

[San Salvario](http://san.salvario.it)

[Parco Dora](http://parco.dora.it)

[Eco](http://eco.it)

[Mercato del Balon](http://mercato.del.balon.it)

[Gran Madre](http://gran.madre.it)

[Luci d'Artista](http://luci.dartista.it)

[Cancello Futurista](http://cancello.futurista.it)

[Equinox](http://equinox.it)

[Casa 500](http://casa.500.it)

[Liberty](http://liberty.it)

[Casa dei Draghi](http://casa.dei.draghi.it)

[Cit Turin](http://cit.turin.it)

[Taurini](http://taurini.it)

[tùret](http://tùret.it)

[t'oro](http://t'oro.it)

[mistero](http://mistero.it)

[Casa Scaccabarozzi](http://casa.scaccabarozzi.it)

[Condominio 25](http://condominio.25.it)

[Pippo](http://pippo.it)

[Il Gianduiotto](http://il.gianduiotto.it)

[Pista Lingotto](http://pista.lingotto.it)

[Museo dell'Automobile](http://museo.dell'automobile.it)

[Food](http://food.it)

[Gandhi Ristorante Indiano](http://gandhi.ristorante.indiano.it)

[Gofreria Piemontesa](http://gofreria.piemontesa.it)

[Estratto Juice bar](http://estratto.juice.bar)

[Taglio Pizza per Fetta](http://taglio.pizza.per.fetta.it)

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[Antico borgo caffè](http://antico.borgo.caffe.it)

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[Artigianino Torino](http://artigianino.torino.it)

[Natural Raja](http://natural.raja.it)



BACK



THE **DIFFERENT** GUIDE

Torino

SIGHTS



As soon as you set foot in Turin, you'll find yourself surrounded by sumptuous baroque palaces and enchanting royal palaces. Let yourself be conquered by their beauty by visiting them. You will be amazed by the refined marbles, the elaborate vaults and the precious frescoes. For a further taste of the city, take a stroll through the elegant squares of the historic centre. These are meeting places, just like the cafe's, and little shops.



Don't forget to explore the famous **portici di Torino**, which stretches for over 18 kilometers. They offer shelter from the rain in winter and from the sun in summer, and allow you to walk comfortably through the city while admiring the shops' windows.



We recommend to pay a visit to both, the **Museo Egizio** and the **Museo del Cinema**. These are two unique jewels in the European panorama and will make you experience the history and the art of the city, first-hand.



BACK

THE **DIFFERENT** GUIDE

Torino

SIGHTS



ART



BALON

DESIGN



LIBERTY



ICON



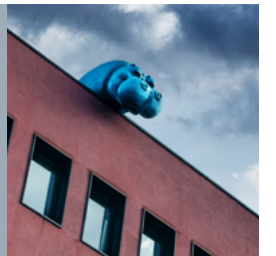
MAGIC



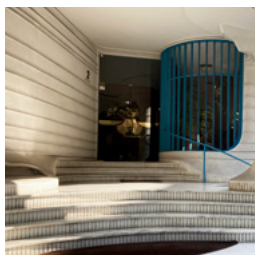
STRANGE



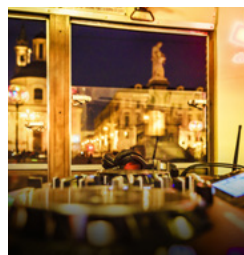
CREATIVITY



INTERIORS



CLUBBING





THE **DIFFERENT** GUIDE

Torino SHOOTING



How many times has a breathtaking landscape turned into an insignificant photo? If it has happened to you too, it's time to change perspective. With **DIFFERENT TORINO**, you will discover the city through your photographic lens. It doesn't matter if you use a **reflex** or your **smartphone**: with simple tricks, you will learn to exploit light, framing and composition to obtain impactful shots. How? With a practical and fun mini-course! I will guide you through the streets of Turin, from its most suggestive views to hidden details, to transform each photo into a memorable memory.

A perfect experience even if you start from scratch! And the great thing is that you can choose the path that most inspires you. Whether you want to immerse yourself in Art, discover Liberty Turin or explore its most unusual sides, each itinerary is designed to offer you a **tailor-made photographic experience**.

And your shots will not only be memories: they will be images that will leave your friends speechless!

Choose your photographic path: **ART BALON DESIGN LIBERTY ICON**
MAGIC STRANGE CREATIVITY INTERIORS

Contact me and get ready to transform every shot into a memory that speaks for itself!

tel: **+393288973229** info@giuseppecaldarella.it





ART

In Turin you will learn to walk with your nose turned upwards. Because the city is full of **murals**.

You'll find them at almost every corner, from the center to the suburbs. Some arise spontaneously, others are part of urban redevelopment projects.

If you want to discover the art that promotes dialogue between culture and community, you can start your tour beginning at San Salvario.

Here the murals address social and environmental issues.

Barriera di Milano is another epicenter of **Street Art**, with huge murals. Made by **Millo**.

Not to be missed are the "Urban Art Museum" the **M.A.U.**, in **Borgo Campidoglio**, and also **Parco Dora**.

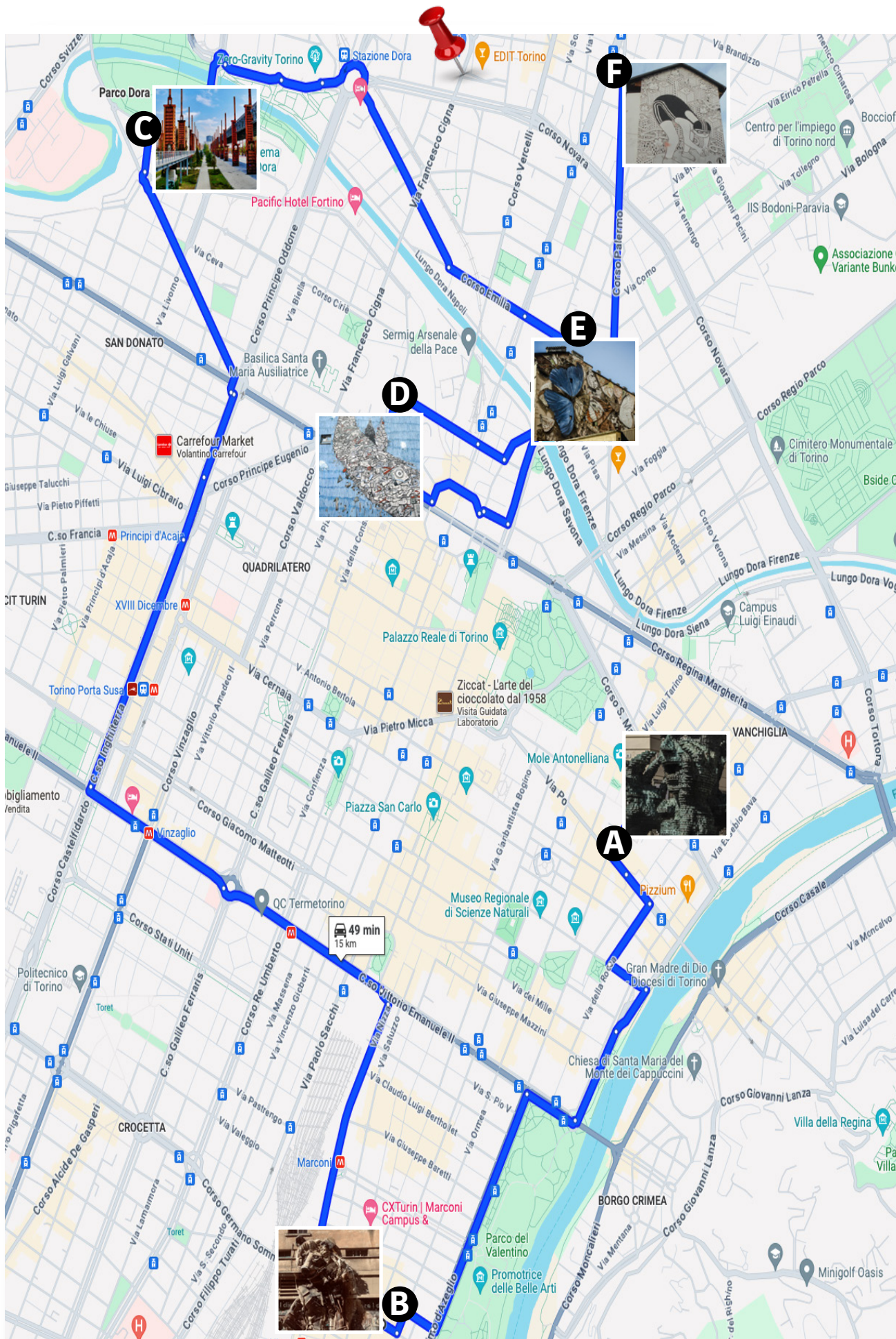
But it doesn't end there.

In fact, you will continually come across unexpected works of contemporary art.

Like **Eco** di Marc Didou, which is over six feet high.

It represents two faces, one upside down and one upright, caught in the act of screaming.





PATH ART

A - Eco - Via Giuseppe Verdi 39

B - L'orso - Via G. Bidone 30

C - Parco Dora - C.so Mortara

D - Balena - C.so Regina Margherita 140

E - Farfalle - Via Ancona 18

F - Millo - C.so Palermo 124





BALON

Would you like to discover a hidden treasure?

At the **Mercato del Balon**, which you can find this is a real possibility!

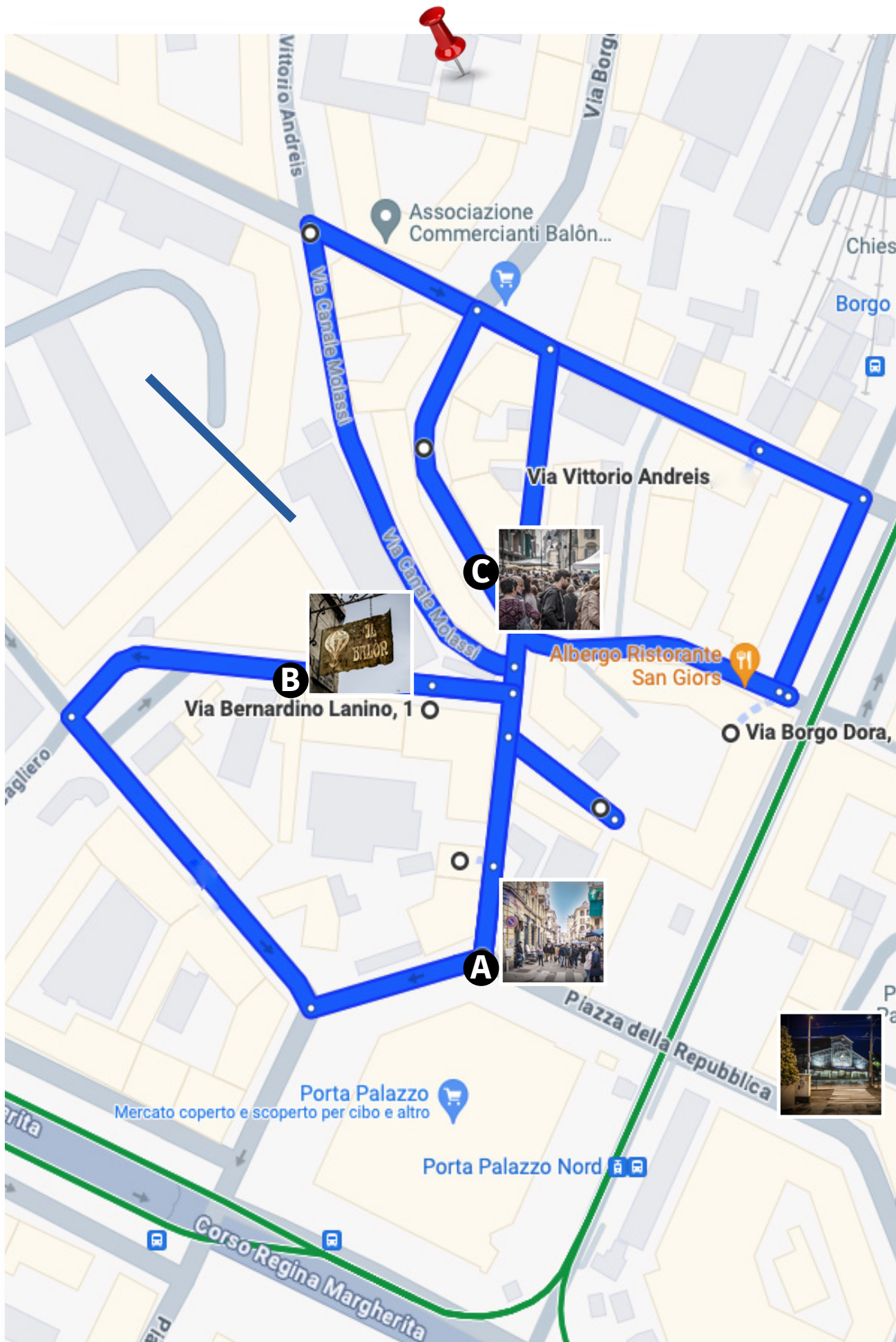
Since 1857, this fascinating market has been taken place every saturday and every second sunday of the month, in the streets nearby **Piazza della Repubblica** also known as Porta Palazzo.

In the stalls there you will find a rich variety of antiques, second-hand goods, crafts, vintage and collectibles, but also used clothes, books, vintage postcards and much much more. Whether you're looking for a deal or just curious, you'll always find something interesting.

"Il Balon" is also the ideal place for a snack with friends. The restaurants in "Borgo Dora" offer you some delicious aperitifs', coffee and dinners in the **historic taverns**. The atmosphere of the market is unique, with a strong historical identity that makes every visit special.

If you want to get to know a truly DIFFERENT place, don't miss Il Balon!





PATH BALON

- A** - Via V. Andreis
- B** - Via B. Lanino
- C** - Via Borgo Dora





DESIGN

Are you curious to know how design can transform a city? Then, let yourself be surprised by **Richi Ferrero**'s creations. This Turin artist is a pioneer in the theatrical lighting of monuments. He illuminated the **Gran Madre** of Turin and participates in **Luci d'Artista**.

He created the **Cancello Futurista** in honor of Fortunato Depero, and the **Equinox** sculpture, which watches over the skies of Turin.

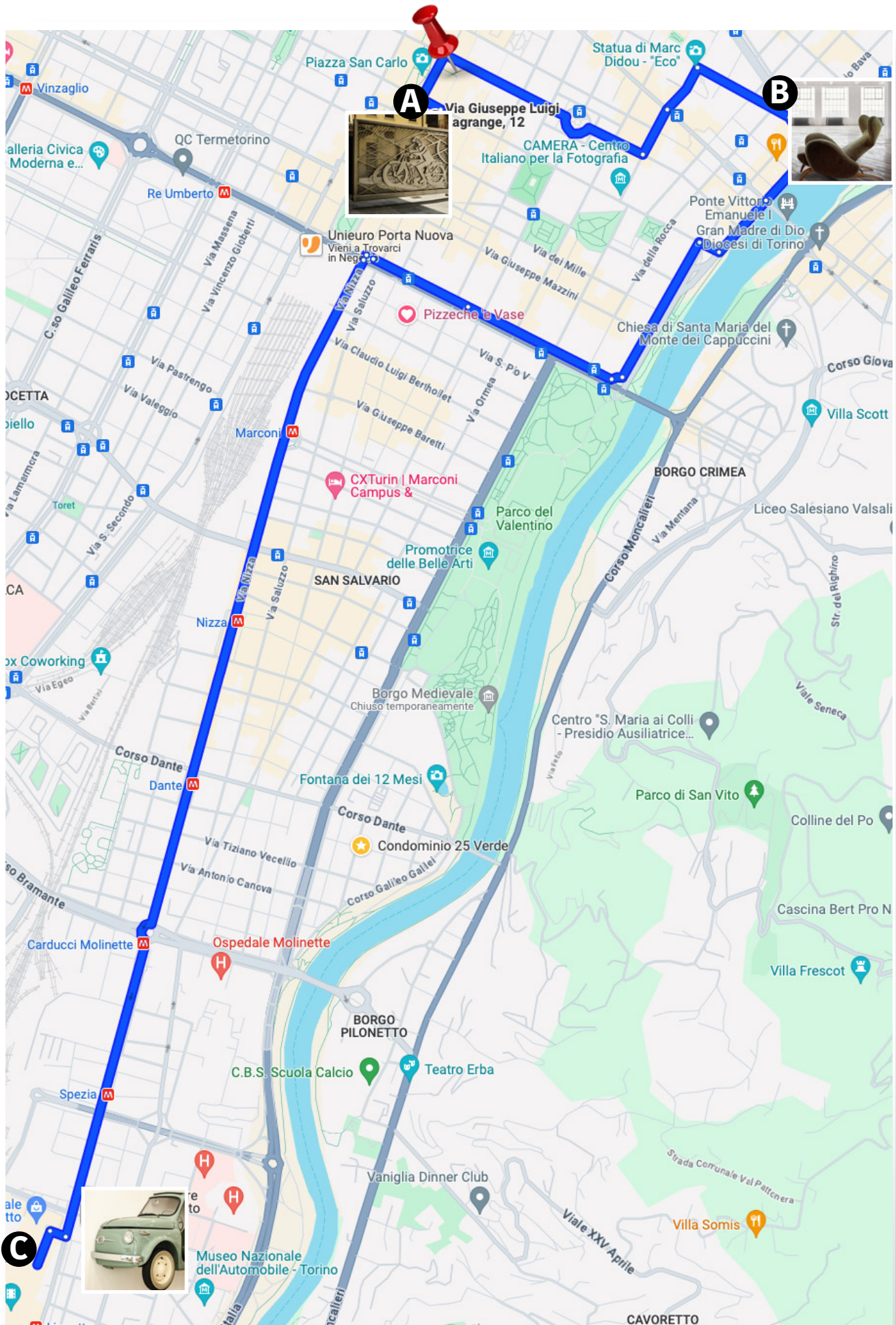
But we still go on, because Turin has been the home of visionary movements and designers, such as **Carlo Mollino**. Photographer, architect and interior designer, Modernism, Surrealism, Liberty, Baroque and Rococo come together in his works.

Turin also welcomed **Radical Design**, famous for the break between Modernism and the desire to renew design. **Guido Drocco** and **Franco Mello**, with their iconic **Cactus** produced by Gufram in 1972, are among the most important exponents of the movement in Piedmont.

And speaking of design made in Turin, can we not mention the Fiat 500? Born in 1957, she has become an icon of Italian style. An advice?

Pay a visit to **Casa 500**: you will experience an extraordinary "different" journey into Italian automotive culture!





PATH DESIGN

A - Cancello Futurista - Via G.L. Lagrange 12

B - Museo Casa Mollino - Via G.F. Napione 2

C - Casa 500 - Via Nizza 270





LIBERTY

Did you notice? Turin is not only Baroque and Savoia Royal palaces, but there's also a lot of Liberty.

This style flourished in Turin thanks to the emerging bourgeoisie of the early twentieth century. It has been chosen by them, to affirm their social status.

A suggestive example is **Casa Fenoglio**, designed in 1902 by Pietro Fenoglio. The decorative elements enhance the floral style, remembering the shelters of the Paris metro.

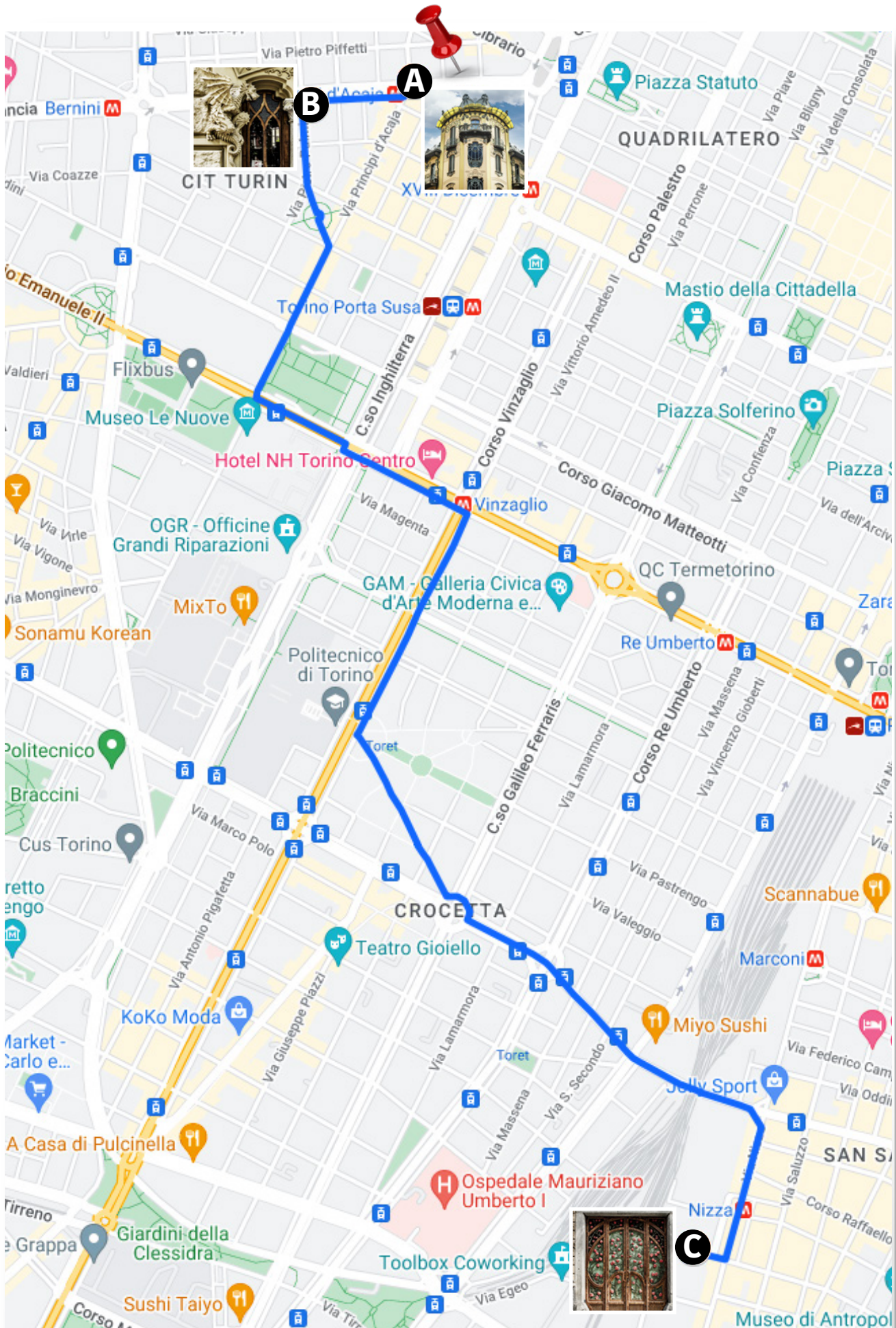
And the Casa dei Draghi? Known as **Palazzo della Vittoria**, it celebrates Italy's victory in World War I, with a mix of neo-Gothic and Liberty Style.

And the splendid **Portone del Melograno** in San Salvario? It is really a piece of ironwork art.

To admire the best of Liberty in Turin?

Explore the "**Cit Turin**" district, which begins at **Piazza Statuto** and **Corso Francia**: you will discover fantastic buildings, it's a true feast for your eyes.





PATH LIBERTY

A - Casa Fenoglio - Via Principi d'Acaja 11

B - Casa dei Draghi - C.so Francia 23

C - Portone del melograno - Via G. Argentero 4





ICON

Why is the bull “il toro” the symbol of Turin?

As you may have noticed, the name of the city is linked to the image of a bull. Between history and legend.

On one hand, history tells us that the name derives from the **Taurini**, a Celtic-Gallic people settled at the confluence of the **Po** and the **Dora Riparia**.

On the other, there's a legend.

Telling us about a bull, defeating a dragon, which lived in the forests near the Taurini village.

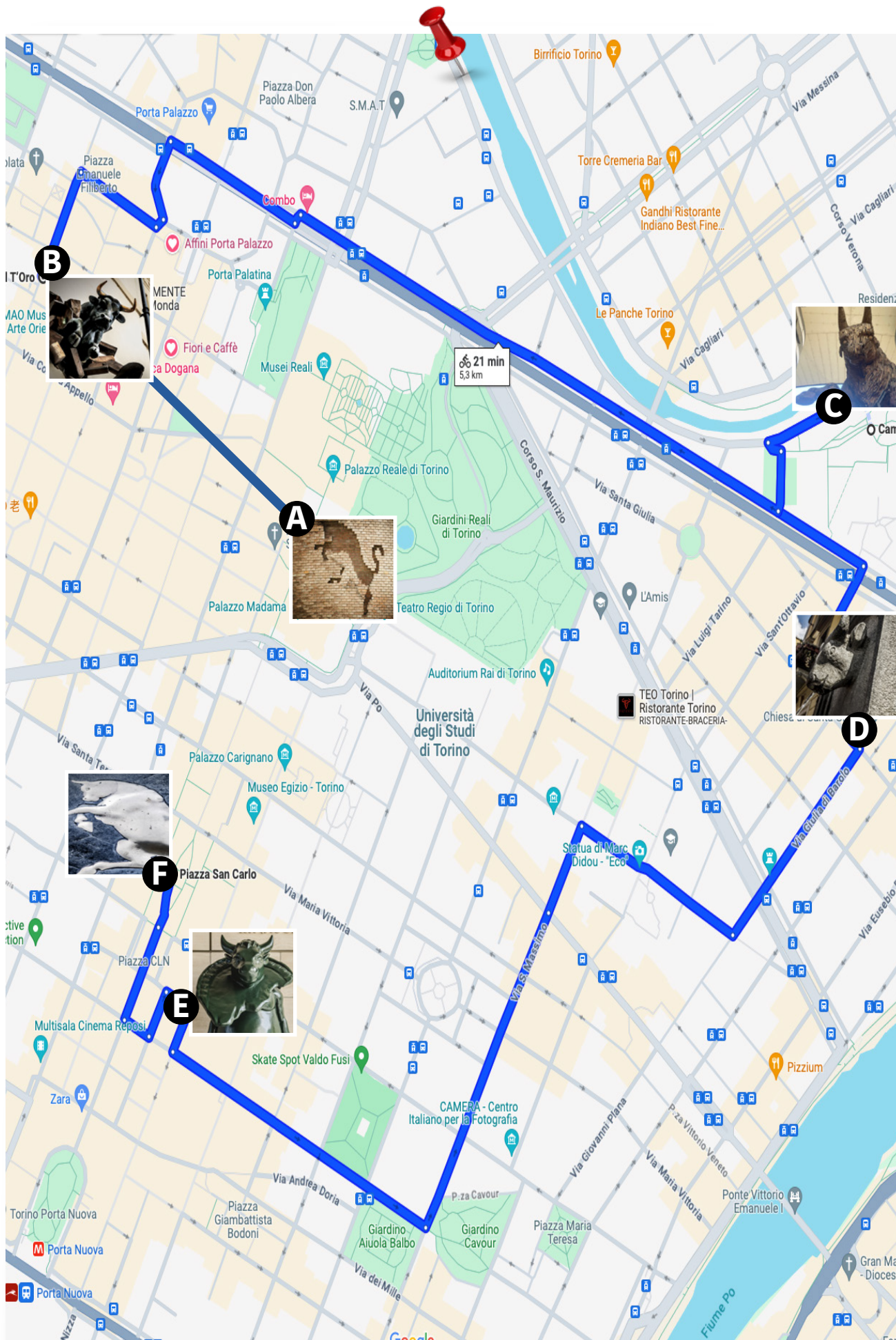
This explains why the bull is everywhere. You will find it under the arcades, trampling it, will bring you good luck.

You can recognize it in the famous **tùret**, the little green fountains that dispense fresh drinkable water.

You can find it in cast iron, marble, bronze. The bulls decorate doors and frontside of buildings.

In short, the bull is truly an icon, celebrated by artists of the past and present.





PATH ICON

A - Teatro Regio - [P.zza Castello 215](#)

B - Il T'oro - [Via delle Orfane 20](#)

C - Campus L. Einaudi - [Lungo Dora Siena 100](#)

D - Torè di pietra - [P.zza Santa Giulia](#)

E - TOH - [Via G. L. Lagrange 15](#)

F - Caffè Torino - [P.zza S. Carlo 204](#)





MAGIC

Walking around Turin, you will feel observed! Dragons, lions and eagles peer at you from the facades of buildings, telling you stories of strength, wisdom and **mistero**.

The city is a true open-air bestiary. Lionheads, symbols of nobility and protection, decorate the doors of **Via Milano**.

Eagles, symbols of power and freedom, soar in **Piazza San Carlo**.

In **San Salvario**, owls keep silent watch from the buildings.

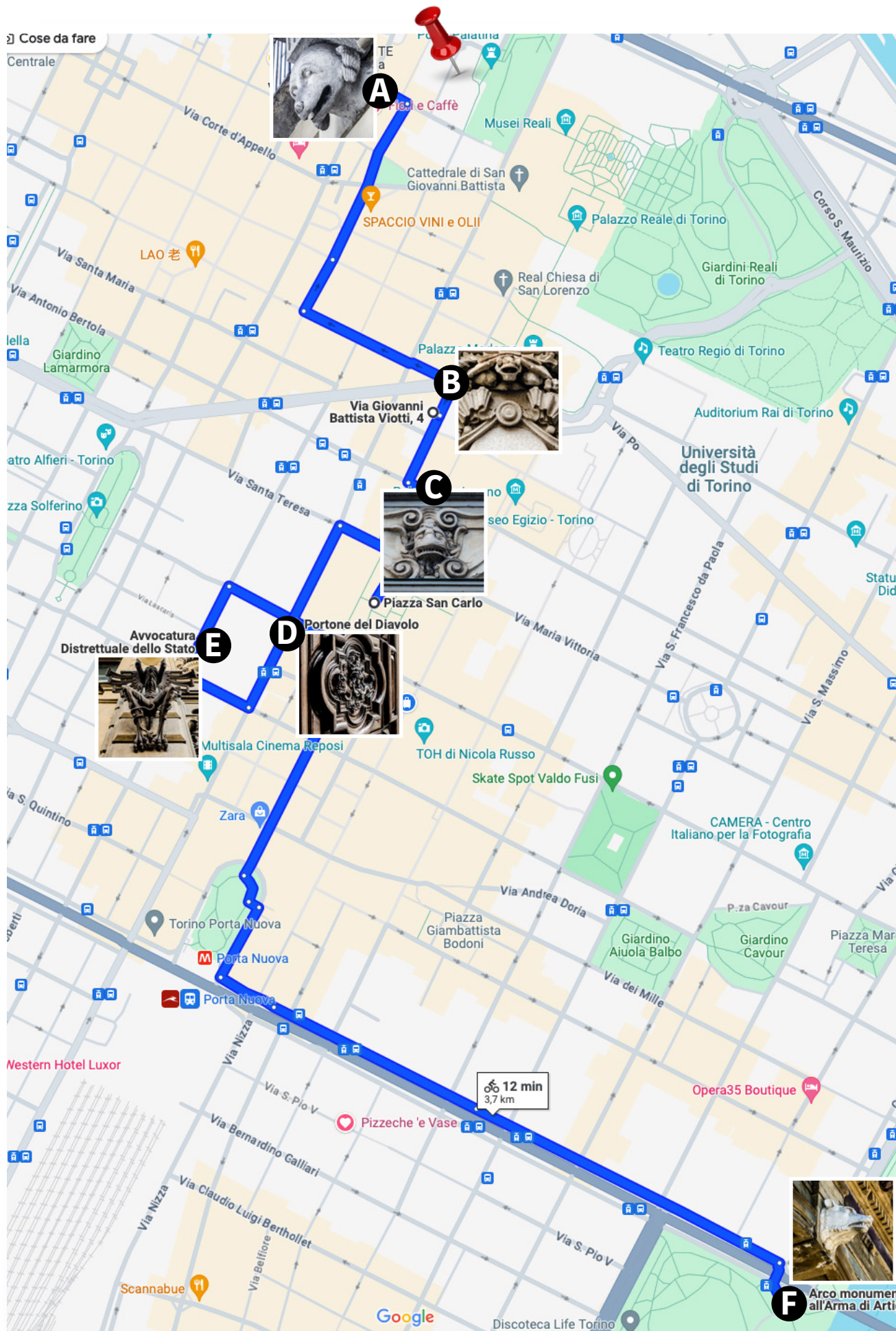
And then there are the dragons and griffins, half eagles and half lions, who guard the entrances with their grandeur.

These fascinating figures date back to the **Middle Ages** and the **Renaissance**, periods in which artists and craftsmen used them for protection and good luck.

Therefore, as you walk around the city, observe carefully.

Every door, every railing and every window has a secret to discover.





PATH MAGIC

- A** - Testa Cane - [Via Milano 11](#)
B - Tartaruga - [Via G. B. Viotti 4](#)
C - Teste buffe - [P.zza San Carlo](#)

- D** - Portone del Diavolo - [Via XX Settembre 40](#)
E - Draghi - [Via dell'Arsenale 21](#)
F - Lupo - [Viale Virgilio](#) - Parco del Valentino





STRANGE

Have you ever seen a giant slice of polenta?

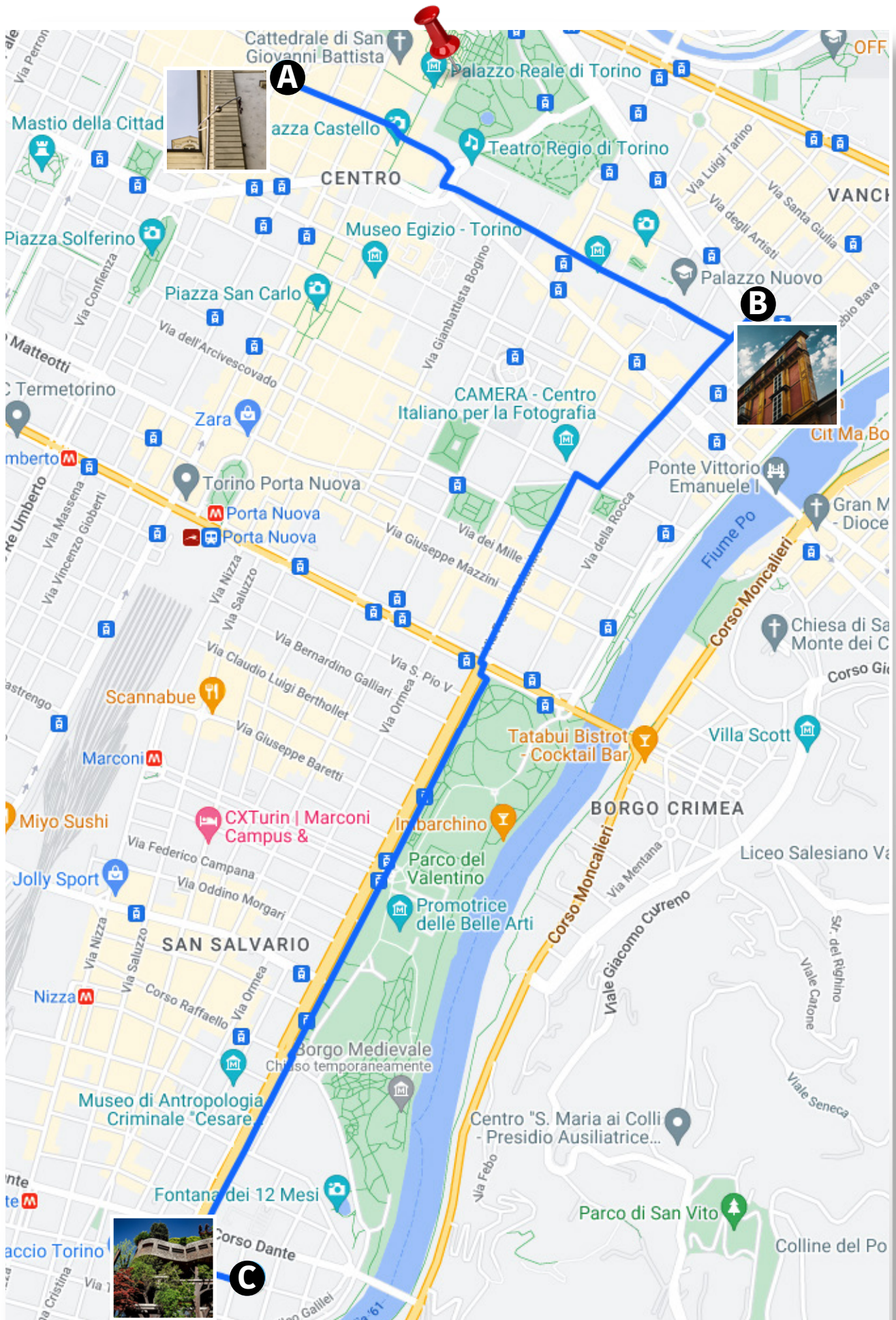
Casa Scaccabarozzi, also known as **Fetta di Polenta**, is a trapezoidal building designed by **Alessandro Antonelli**. It's 16 meters wide on one side and just 54 centimeters on the other, it is a masterpiece of extravagant engineering.

But the oddities don't end there. In **Corpus Domini square**, there is the **House with the Piercing**. Also known as **Baci Urbani**, it's an installation by **Corrado Levi**.

The piercing symbolizes modernity and rebellion, and the drops of blood (one red and one blue) represent the proletarian and noble soul of the city.

And what about the magnificent **Condominio 25 Verde** by **Luciano Pia**? It is a "palazzo foresta" green house, with trees growing on the terraces and gardens on the roof. Located near the **Valentino Park**, It integrates vegetation with architecture, it's the first experiment in eco-sustainable bio-architecture in Turin.





PATH STRANGE

- A** - Piercing - Via Palazzo di Città 19
- B** - Fetta di polenta - Via G. di Barolo 9
- C** - Condominio 25 Verde - Via G. Chiabrera 25





CREATIVITY

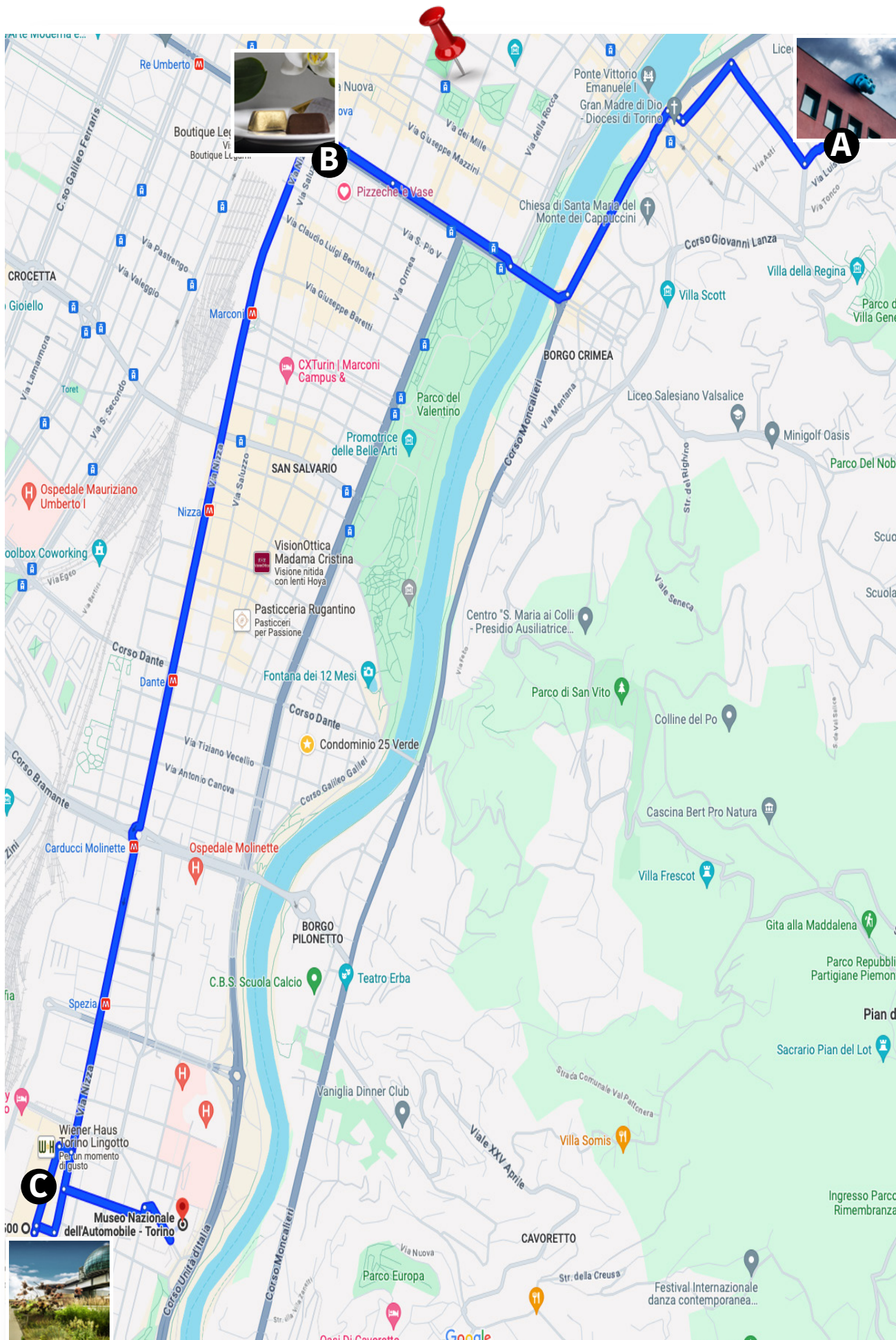
But what is a blue Hippo doing on the top of a building? It is **Pippo**, an advertising icon, created by **Armando Testa**, a brilliant advertising genius from Turin. He's the founder of one of the most famous advertising agencies in the world.

This is just one example because, when it comes to creativity, Turin is second to none.

Another example? Il **Gianduiotto** born during the Napoleonic blockade, when the importation of cocoa was prevented. And what did the Turin pastry chefs do? They replaced cocoa with hazelnut and thus was created "Gianduia."

And **Giovanni Agnelli**, the king of creativity? Founder of FIAT, he made Turin a beacon of the automotive industry. Today, the **Pista Lingotto**, renovated with artistic installations, lets you experience the future of the city. Check it out! Also take a look at the **Museo dell'Automobile**: you will discover a lot about Turin's creativity!





PATH CREATIVITY

A - Pippo Lines - Via Luisa del Carretto 58

B - Gianduiotto - Lo trovi in pasticceria e nei bar

C - Roof Garden - Via Nizza 230





INTERIORS

Did you know that if you walk along Via Po, to visit the **Gran Madre** or to go to **Piazza Vittorio** (the largest porticoed square in the world) it is best to walk on the left side? And do you know why?

In case of bad weather, you will be covered for the entire journey! It was the passage of the royals in the mid-1800s.

And it was precisely in that period that the fashion of the French “**passages**” also influenced the rest of Europe and landed beyond the Alps, in Turin. Now it is up to you to discover them all!

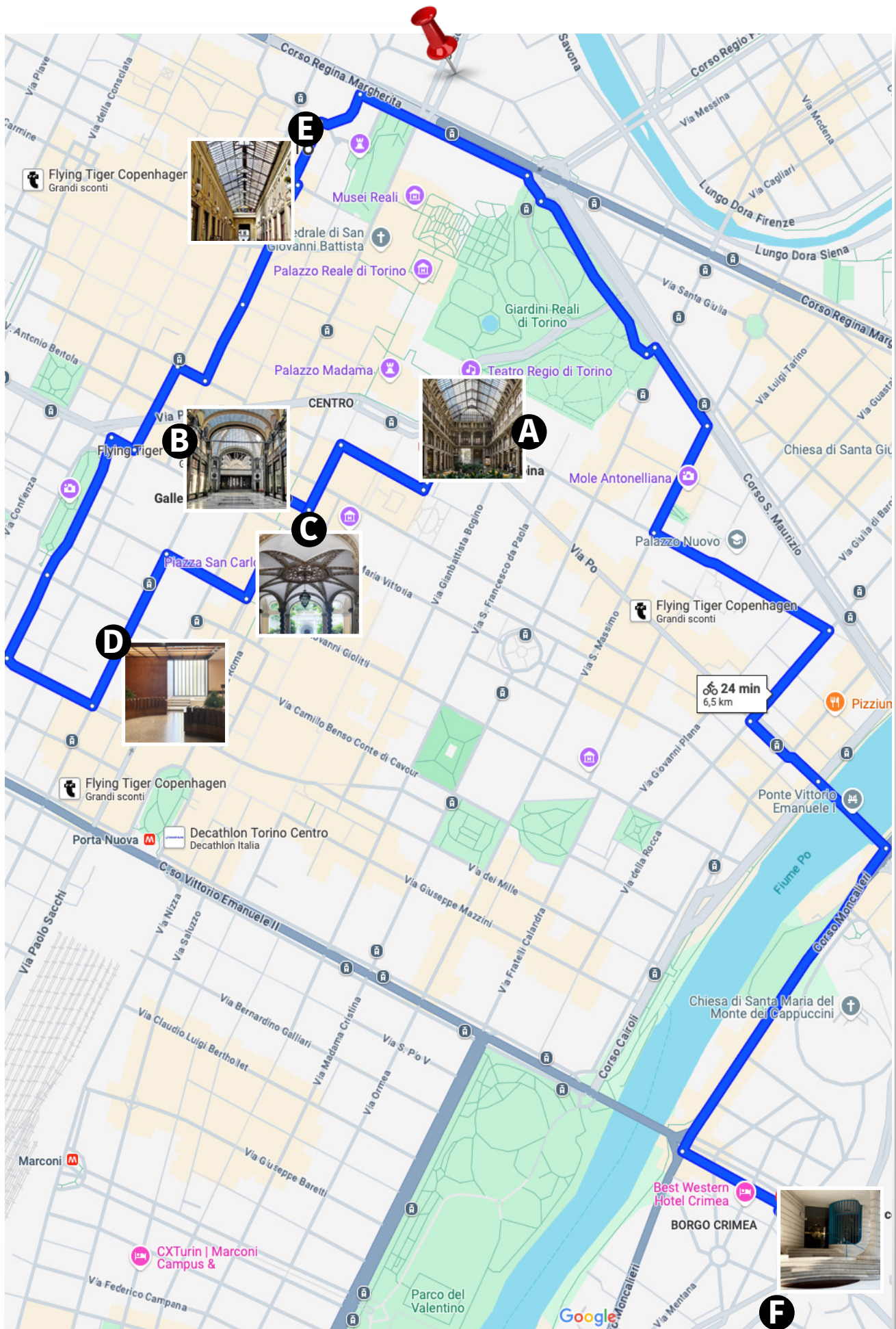
The **Galleria Subalpina**, the **Galleria San Federico**, the **Galleria Umberto I** and the more “modern” and unknown **Galleria Tirrena**.

And behind the austere facades of Turin’s buildings there is a whole world hidden. Courtyards of noble palaces that convey the luxury of historic residences. Like the building of the historic **Carpano company**, which invented vermouth.

And if you have time you can admire the city from a new perspective, buildings influenced by the much-loved and past Art Nouveau. Take a trip to the foothills to see the house without corners, **Casa dell’Obelisco**, inspired by **Frank Lloyd Wright**’s pilotis, you will be fascinated!

Are you ready for your INTERIOR journey?





PATH INTERIORS

A - Galleria Subalpina - P.zza Castello

B - Galleria San Federico - Via Roma

C - Palazzo Carpano - Via M.Vittoria

D - Galleria Tirrena - Via dell'Arcivescovado

E - Galleria Umberto I - P.zza della Repubblica

F - Casa dell'Obelisco - P.zza Crimea





Ringraziamo **Pausa Cafè** e **GTT** - Torino



CLUBBING

Imagine dancing under the stars as you walk through the **historical streets** of Turin.

It seems like a dream? And yet it's reality!
While enjoying parties at night in the **discotram**,
you can experience a night-time journey of music and fun,
all on board of a historic 1930's tram.

The perfect mix of history, music and joy, for a night you won't forget.
While the tram glides gently on the tracks,
the **deejay** makes the carriage vibrate with
rhythms that make you go wild and wanna dance non-stop.

At every turn, the city lights reflect in the windows,
creating a magical atmosphere.

And then, for you, the best cocktails and the most refined foods:
a real triumph for the senses.

Are you ready to get on board?





THE **DIFFERENT** GUIDE

Ringraziamo il **Sous Chef** Andrea Dalla Mola e **Pastificio Defilippis** - Torino

Torino

FOOD



Vitello tonnato, bagna cauda, agnolotti del plin:

these are the Piedmontese dishes that you absolutely must try.

But, wait, don't stop there, Turin is a city of flavours, stories and encounters. It is a testimonial of cultural and gastronomic exchanges. It makes a perfect blend between Piedmontese, **Italian** and **international gastronomy**.



Immigration from Southern Italy and the rest of the world has created an unique culinary scene.

You can taste Sicilian, Apulian and Napolitan dishes with recipes handed down from generation to generation.

The **kebab** arrived in the mid-90s and the first Japanese restaurant opened in '97.



You can enjoy authentic Moroccan, Chinese, Indian and Peruvian dishes in the city's various neighborhoods.

From Mexican **tacos** to Lebanese **falafel**, every corner offers a different experience.

In Turin, cuisine is culture, it is life.





GOFRERIA PIEMONTEISA

Are you ready to discover real **Piedmontese street food**?

Gofreria Piemonteisa is the right place to go! Founded in 2005 by Dario, it is recognized by prestigious guides, such as Gambero Rosso, for its authenticity and quality.

Dario has got inspired by the Alpine traditions between the 15th and 17th centuries, bringing the ancient recipes of **gofri** and **miasse** back to life.

The gofri, crunchy honeycomb waffles, are prepared with a mixture of **wholemeal flours**. They are without eggs, milk or lard.

This is why they are light and digestible.

The delicious miasse, thin and crunchy, are prepared with wholemeal corn flour and water.

You can enjoy both sweet and savory versions of these old aged recipes.

In fact, you can fill them with ham, cheese, speck, paprika cream, tuna sauce, bacon, or with jams, chocolate and honey.

And do you know where the flours come from?

Dario himself grinds them using a stone mill present in the premises.

If you want to know more, just ask: Dario is always happy to tell the story of his delicacies and to show you his mill.

Via San Tommaso 7
www.gofreriapiemonteisa.it

[facebook](#)
[instagram](#)





GANDHI Ristorante Indiano

What if India was within reach in Turin? No, we're not exaggerating. At Gandhi restaurant you truly experience the flavors and soul of India. You will **find vegetarian and vegan menu's**, as well as, lamb, chicken and fish dishes, cooked in the traditional **Tandoor oven**. And also a variety of sweets and Tandoori bread.

It is run by Kumar and Amit, two friendly brothers originally from Punjab. They smile when we mention the awards they have received for the quality of the dishes. **"25 years"** ago we opened with a dream: make known the varied Indian cuisine. Our dishes tell what India is about: a melting pot of ethnicities and flavours. Kumar remind us: it's a land that has experienced invasions, with each invader bringing new ingredients to a traditional "cuisine".

At Gandhi's every dish tells a story of encounters and mixing of tastes that will surprise your palate.

What if you don't like too spicy food?

No problem: you can choose the spiciness level.

And the atmosphere? Relaxing! thanks to the dim light of the candles, the scent of spices that delicately spread among handmade Indian style furnishing.

C.so Regio Parco 24
Tel [+39 011 24 70 643](tel:+390112470643)
Mobile. [+39 335 12 52 967](tel:+393351252967)

[facebook](#)
[instagram](#)
www.gandhitorino.it





ESTRATTO Juice Bar

Does your energy drop while you explore Turin? Obviously, you won't give yourself a break: there's so much to discover. Don't worry, we suggest Estratto, the juice bar where **NATURAL energy** is at home.

And you can regain new energy. You will be able to enjoy the best of nature, because Andrea, Fabio and Alyssa are ready to prepare **extracts**, **centrifuges** and **smoothies** with **fresh fruit** and **seasonal vegetables**. And then: **acai bowl**, **toast**, **filled buns**, **vegan** and **organic gluten-free muffins**.

As soon as you enter you will be greeted by the intoxicating scent of fruits, their contagious smiles and their desire to explain you the benefits of each fruit and vegetable. "We want to offer a healthy and genuine alternative. Fruit and vegetables give us many benefits: they are **antioxidants**, they **hydrate the skin**, they **detoxify**, they help with **mental well-being**, and gives energy. They are our allies to make us feel good. And that's Estratto: an oasis where you can experience a healthy lifestyle, where you can treat yourself to a moment of self-love" so Andrea say's. And trust me, with every sip of their extracts, your energy increases, aswell does your happiness!

Via dei Mercanti 2
Tel. +39 389 48 61 386

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TAGLIO La Pizza Per Fetta

Pizza al Taglio (long leavening and high quality ingredients), craft beers, natural wines, spritz and cocktails: all to be enjoyed in our restaurant, on the terrace overlooking the square or with take-away service.

In our colors you can find Italianness: **tomato, mozzarella** and **basil**.

In our green heart is all our love for organic food.

We passionately choose producers and products, a perfect combination.

Our ingredients are first quality: born with respect for the environment, grown to be the best observing the true excellence of Made in Italy, natural goodness you can feel and taste.

Our long leavening pizza is made with einkorn wheat, spelt and Senatore Cappelli durum wheat flours, stone-ground by Mulino Marino, a true Piedmontese excellence.

Depending on the season, we bake pizzas with different ingredients and flavors.

Pizza is always the star when it comes to celebrating, so there's no better place than Taglio.

And since it's nice to do it in good company we always have special guests.

Via C. Battisti 3/C
Tel. +39 011 9555522
[L.go IV Marzo 17/C](#)

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[instagram](#)
tagliopizzaperfetta.com





THE **DIFFERENT** GUIDE

Ringraziamo Antico Borgo Caffè - Torino

Torino CAFÈ



Did you know that espresso was born in Turin? Well yes it was!

Angelo Moriondo, to offer a faster service to his customers, he invented the first espresso coffee machine, and presented it in 1884 all' **Expo Generale**.



Meanwhile, **Luigi Lavazza** discovers the potential of blending coffee beans. In 1895, he opened his first grocery store and made his mixtures known. Nowadays, Nuvola Lavazza's headquarters in Turin, hosts a **Museum**, where you can experience a journey from plantation to cup.



In short, Turin is truly a paradise for coffee lovers.

The city is full of **historical cafés** and meeting places for intellectuals and artists, like the elegant "Caffè San Carlo". Here you can also taste the **bicerin**, a typical drink made with coffee, chocolate and cream.





ANTICO BORGO CAFFÈ

And if you're at the Balon, you don't want to miss the delicacies and the retro, 1950s-style atmosphere of the Antico Borgo Caffè? That would be a shame!

And why wouldn't you enjoy the delicacies, the joy and the authentic warmth that you can only find here.

Born from an idea of Isa and now managed by her son Carlo, always ready to welcome you with a warm smile and a ready joke, Antico Borgo Caffè is an oasis of goodness.

Imagine biting into a juicy **babà**, savoring filling and appetizing **sandwiches**, and letting yourself be tempted by irresistible **cakes**.

While you relax, the aroma of coffee and the scent of **freshly baked pastries** will embrace you.

And your gaze is lost on **vintage furnishings** that tell stories of a bygone era: a true journey in time.

In the Antico Borgo Caffè you can enjoy **breakfast, lunch**, or an **aperitif**, which tastes like home, and the joy of living.

Ready to enter the world of Antico Borgo Caffè? An adventure of flavors, joy, colors and rhythms awaits you that will make your enthusiasm and that of your palate shine!

Via Borgo Dora 24/B
Tel. +39 348 10 60 896

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THE **DIFFERENT** GUIDE

Torino

SHOPPING



And did you not wanted to go shopping in Turin!? Discreet, elegant and refined, Turin offers unique opportunities for shopping lovers. The city boasts a tradition of producing high-quality and high-fashion fabrics. This is reflected in the strong presence of fashion and **haute couture shops**.



In Turin you will also find independent boutiques, ethnic shops and the “Il Balon” flea market, one of the most fascinating in the world. Walking through the centre, you will discover the **Contrada dei Guardinfanti**, near via Garibaldi.

In its narrow and evocative alleys, you can visit ancient **artisan shops** and find unique and rare objects.



The city also hosts **local markets** with fresh and local products, from crafts to food and wine. Each neighborhood has something unique to offer, making shopping an unforgettable experience.





PACHAMAMA

What if there was a super different place, in the heart of Turin, that makes you travel with your senses and mind? That place exists: it is Pachamama. Here you will find the **charm of the East**, of places enchanted by “One Thousand and One Nights”. Mirella tells us, embracing us with her energy and her disarming smile: “In 2001 I opened Pachamama because I wanted to bring everything that the East can teach us to Turin. I love these distant countries, and I believe that the best things come from meeting and exchanging experiences... a bit like **Marco Polo**, traveler and teacher of life. I also travel continuously, to select the best of **oriental artisanal production**. And on these trips I continue to learn. I cultivate this passion for the East, also create **furnishing elements and sculptures in raku ceramic**, according to the Zen philosophy”. At Pachamama you will find unique objects: **silver** and **semiprecious stone jewellery**, **tibetan bells**, and **italian clothing**. You won't need Aladin's genie in the lamp to satisfy your desire for the exotic. Mirella will do!

Via Barbaroux 18
Tel. +39 339 40 67 966

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CAMELLIA il tempo del tè

Did you know that there are more than **1000 varieties of tea**? And that each offers a unique experience, with flavors and aromas that reflect the origin and processing method? We didn't know that! But Ezio, Ombretta and Donata, introduced us to the secrets of tea with a lot of passion and patience. And they will do it too with you, as soon as you enter her shop, devoted to this ancient drink. Here time seems to stop, and the tradition of tea is intertwined with elegance and quality.

You will be able to immerse yourself in **tasting itineraries** designed to help you discover the finest varieties of tea.

From the **wulong teas** of China, to the **mélanges** of India, up to the **greens of Japan** and the **blacks of Sri Lanka**: an exciting journey across the globe among perfumes, aromas and customs. You will explore new flavors, discover the perfect tea for you and the correct way to taste it.

And that's not all.

You will be able to touch beautiful **teapots** and **cups** from all over the world. In short, Camellia is a meeting place between cultures, in a relaxed environment, in the heart of Turin.

Via catania 24
www.camelliate.it
linktr.ee/camellia.torino

[facebook](#)
[instagram](#)





ELETTRICITÀ SUCCI

We find ourselves with Marco Succi.

Marco is the electrician you always want by your side.

And we don't say it just for talks.

Marco knows everything about electricity, like which **lamp** or **socket** is best for your room.

Well, we honestly didn't know that each area of the house would need a specific socket, or a particular socket..Energy must be conveyed in the right way, to save money and not create harmful effects".

So Marco says.

He has been studying and channeling **energy** all of his life.

He is truly a magician, an expert on everything related to the spark that allows us to illuminate our homes, our lives.

So why wouldn't we believe him?

He lives in Turin, one of the first European cities with electricity.

A city that gives life to a festival of lights, "Luci d'Artista".

This is why you will find yourself, having a "blown" fuse, or if you want lighting suitable for your home or your shop, wanting his service, call him!. And let's hope he doesn't show up with a giant light bulb in his hand...Like he did with us!

Via IV Marzo 5

Tel. +39 348 35 55 478

www.elettricitasucci.it

[facebook](#)





OTTICA DEL DUOMO

What if, during this super mega cool holiday in Turin, you needed **sunglasses**? Or if, while struggling in the wild Turin nightlife, your glasses fell and broke?

In our **DIFFERENT** TORINO we have also thought about this. Indeed, our trusted opticians will take care of it!

At Ottica del Duomo, Giorgia and Ignazio are ready to welcome you with a contagious smile and unparalleled professionalism. Here you will find a **wide range of glasses** with fashionable frames and **high-quality lenses**.

And the best part is that your glasses are **ready in just 20 minutes!** What if you needed **contact lenses**? They will guide you in choosing the perfect lenses for your needs, whether they are progressive, anti-reflective or other.

Prices? Super competitive.

You can also take advantage of the **free eye check-up** without any purchase obligation.

Why Ottica del Duomo - Glasses for Everyone?

Because in Turin we want always want you to see the best! Indeed: DIFFERENT!

Via IV Marzo 1/E
Tel. +39 011 90 90 995

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ARTIGIANINO TORINO

Perhaps it happens to you too. When we visit a city, we love to take home a memory for ourselves or for the ones we love, a gift that contains its soul. And what's better than an **artisanal product**, made with passion and attention? An object that has history, tradition and love within. This is why we can only suggest you enter the world of Artigianino.

As soon as you cross the threshold, the unmistakable scent of **vegetable tanned leather** envelops you, while your hands touches bags, belts and wallets with an extraordinary softness.

Massimiliano and Giovanna, the artisans behind Artigianino, put their heart and soul into every creation.

Their expert hands transform the leather into **unique pieces**, respecting **ancient tanning traditions**. Each item is a masterpiece, the result of careful workmanship.

At Artigianino Torino you will find **refined bags, resistant belts** and **elegant wallets**, all made with high quality leather.

Each piece tells a story of passion and dedication, perfect for those looking for something truly different, which comes with the mastery of the best craftsmanship in Turin.

Via San Tommaso 9
Whatsapp. +39 379 27 82 354

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NATURAL RAJA

In Turin, Moroccan culture merges with nature and well-being and at Natural Raja all this comes to fruition! Fruit of the passion for **body care** through the use of **natural** and **organic products**, Natural Raja is a unique environment where you can find a wide range of products for the body and for your palate.

Natural Raja is a point of reference for all lovers of natural remedies and offers a vast assortment of food products for sale in bulk: **cereals**, **toasted legumes**, **rice**, **spices**, **seeds**, **dried** and **dehydrated fruit**.

In addition, tea and infusion lovers will find a wide selection of blends from all over the world. Among its most precious treasures are **nigella oil**, **argan oil** and **prickly pear seed oil**, **oils purchased** directly from **small women's cooperatives** in Morocco, thus guaranteeing quality and support for local communities.

Natural Raja is also a place of meeting and discovery thanks to themed events, which offer the opportunity to immerse yourself in oriental culture through **henna tattoos**, **demonstrations of cold pressing of argan**, **tastings of Moroccan sweets** and **presentations** on the **many properties of nigella sativa** (black cumin).

Via Giolitti 24
Tel +39 011 15 63 33 87
www.naturalraja.it

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[instagram](#)





THE **DIFFERENT** GUIDE

Torino

NEWS



In Turin, surprises are around every corner.

An international festival, a contemporary gallery,
an exhibition that comes from far away:
the city invites you to experience it with curious eyes.

It is alive, dynamic, cosmopolitan.

It mixes cultures, welcomes languages, amazes at every step.

And just when you think you've seen it all, it changes again!
Let yourself be intrigued: Turin is always connected to the world.

And it has a thousand stories to tell.



OLIVO BARBIERI. SPAZI ALTRI.

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Gli abiti maschili
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Men's Clothing from the
Early 20th Century Tells
the Story of Japan



HAORI

Gli abiti maschili del primo Novecento narrano il Giappone.

Dal 12 Aprile al 7 Settembre

[MAO](#)

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| 27/6 CCCP | 8/7 MASSIMO PERICOLO + KID YUGI |
| 28/6 SUBSONICA | 9/7 MARLENE KUNTZ + MAX COLLINI |
| 29/6 IDLES | 10/7 LA SAD + BNKR44 |
| 3/7 VENERUS + ELE A + CENTOMILACARIE | 11/7 FULMINACCI |
| 4/7 WILLIE PEYOTE + ROSE VILLAIN | 12/7 TEENAGE DREAM PARTY |
| 5/7 VOGLIO TORNARE NEGLI ANNI 90 | 13/7 AFRICA UNITE + ADRIAN SHERWOOD |



FLOWERS FESTIVAL

Dal 25 giugno al 14 luglio

[Parco della Certosa Reale](#)

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KAPPA FUTUR FESTIVAL

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4/5/6 Luglio

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TORINO | MILANO

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[Milano - Torino](#)

mitosettembremusica.it



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italiantechweek.com



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Torino

