

THE MUNICIPALITY OF GORLAGO APPOINTS 'AT COMUNICAZIONE' TO HANDLE MEDIA RELATIONS

The agency will be working nationwide to enhance activities specifically related to the project “Trame nascoste: arte, natura e pedali a Gorlago” [Hidden routes: art, nature and cycling in Gorlago]

Milan, May 2023 – The municipality of Gorlago, a village in the Bergamo area that is part of the “Terre del Vescovado” Tourist Board, has chosen AT Comunicazione, a Milan-based agency founded by Alessandra Agostini and Claudia Torresani, to handle its media relations.

In order to draft the communication plan guidelines, the agency will be working closely with those responsible for the project ‘Trame Nascoste: arte, natura e pedali a Gorlago’, involved in designing regeneration strategies for the historical centre and conceived with the aim of promoting the historical heritage and encouraging quality tourism to support the area’s economy.

The goal of the activities: to publicise the project and its special features in the national media so as to enhance its value as a destination for tourism and culture, and its excellence as a starting point for cycling routes to explore the neighbouring areas, the city of Bergamo and Val Cavallina as far as nearby Lake Iseo.

“Trame nascoste: arte, natura e pedali a Gorlago” was launched in 2022 after winning a call for tenders issued by the Lombardy Region. One of its strong points is its systemic and inclusive interpretation of history, resources and artistic-monumental heritage. It makes them accessible to sophisticated visitors - cyclists, seekers of exciting encounters with art, history and nature, gastronomists, visitors who love to be surprised by the unexpected beauty of places outside the usual beaten paths of mass tourism.

“Our territory is traversed by histories, memories, expressions of ingenuity and the desire to look to the future with the ability to create new encounters. This is why we thought we had the right qualities to benefit from the Lombardy Region’s announcement that allowed us to realise “Trame nascoste”. The Municipality of Gorlago is making a tremendous effort to bring together the key elements of its historical-artistic heritage, and in order to make the most of it, it has thought of establishing a dialogue with the surrounding area through an extraordinary means of transport, the bicycle, which gives visitors the right point of view for grasping the uniqueness of each area they travel through. In order to publicise the project and its aims, we wanted an agency capable of conveying its deeper meaning and potential, and we decided to turn to AT Comunicazione for their competence, creativity and passion in ensuring that initiatives such as ours receive the attention they deserve”, Mayor Maria Elena Grena commented.

Thanks to “**Trame nascoste: arte, natura e pedali a Gorlago**”, a well-deserved opportunity for visibility has been given to an area in the province of Bergamo that has traditionally seen very little tourism. But its past has been an illustrious and prosperous one, as the typically medieval structure of the village of Gorlago shows, with its ancient aristocratic residences and very unique features in some parts of the old town centre. And now there is also a wide range of perfectly mapped, described and connected cycle-tourism routes, an interesting novelty for cycling enthusiasts and those who wish to explore hidden treasures just a few kilometres from home.

“We are really happy to have been chosen by the municipality of Gorlago to help enhance a project like “Trame nascoste”. This will create significant added value for the entire area and its interesting historical and cultural heritage, and an even greater value will be added by visitors. Cycle tourism has given us a lot of professional satisfaction, and initiatives like this one give us fresh enthusiasm for our work. So we are really looking forward to getting down to work and using our strategic approach to the best advantage”, said Alessandra Agostini and Claudia Torresani, partners with AT Comunicazione.

www.tramenascoste.it

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