



The day of the Palio

Sunday 17 september 2017

10:00 am | in each of the Parishes of the city
Ceremony for the benediction of the horse and rider

11:00 am | **Piazza San Secondo**
Exhibition of the A.S.T.A. flag-wavers

2:00 pm | **Piazza Cattedrale**
Start of historical procession with 1200 participants dressed in medieval costume, representing the Province's Districts, Quarters and Towns taking part in the Palio. The last to file past will be the Town of Nizza, winner of the 2016 Palio. The Procession opens with the Flag-wavers of A.S.T.A. and with the Team of the Captain of the Palio, and closes with the Carroccio escorted by Warriors. This year's procession will be exceptional:

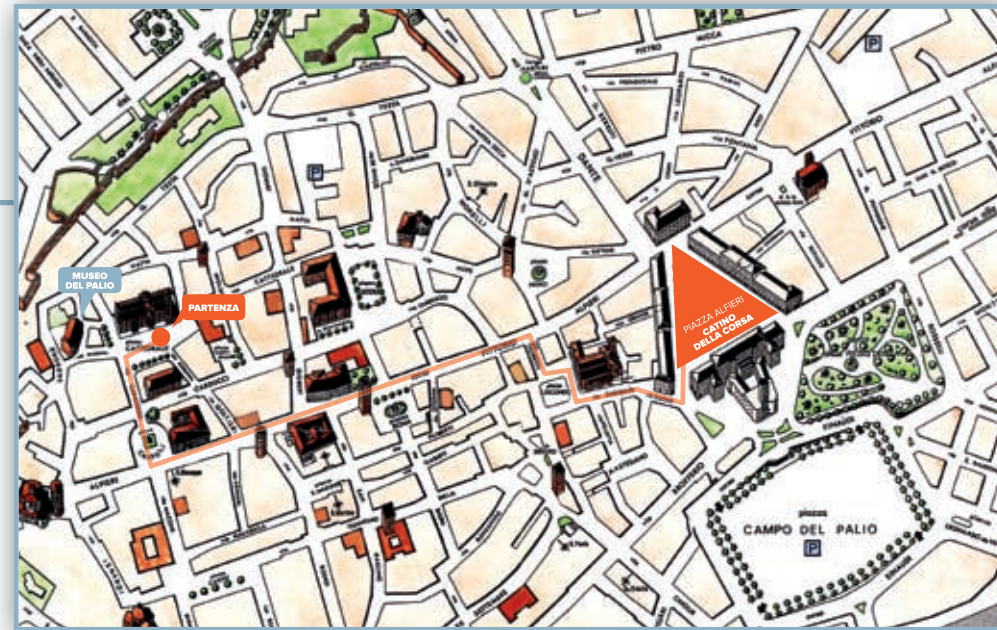
the Carroccio will be preceded by the drape of the 1967 Palio and by fifty Ladies, symbolising fifty victories, to celebrate the 50th anniversary of the Palio's revival.

Route of the Historical Procession:
Piazza Cattedrale, Via Caracciolo, Piazza Cairoli
Corso Alfieri, Via Gobetti, Piazza San Secondo
Via Garibaldi, Via Gardini, Piazza Alfieri

4:00 pm | **Piazza Alfieri**
Palio race with horses ridden bareback; three heats each with seven horses, final with nine contestants

5:00 pm | **Exhibition by the flag-wavers**

6:00 pm | **Final and award of the Palio**



Città di Asti

Organizzazione | Servizio Manifestazioni e Turismo
Piazza San Secondo 1 | Tel. 0141.399.482 - 0141.399.486 | Fax 0141.399.250
turismo@comune.asti.it

www.comune.asti.it | www.palio.comune.asti.it

Asti

Storie di bellezza

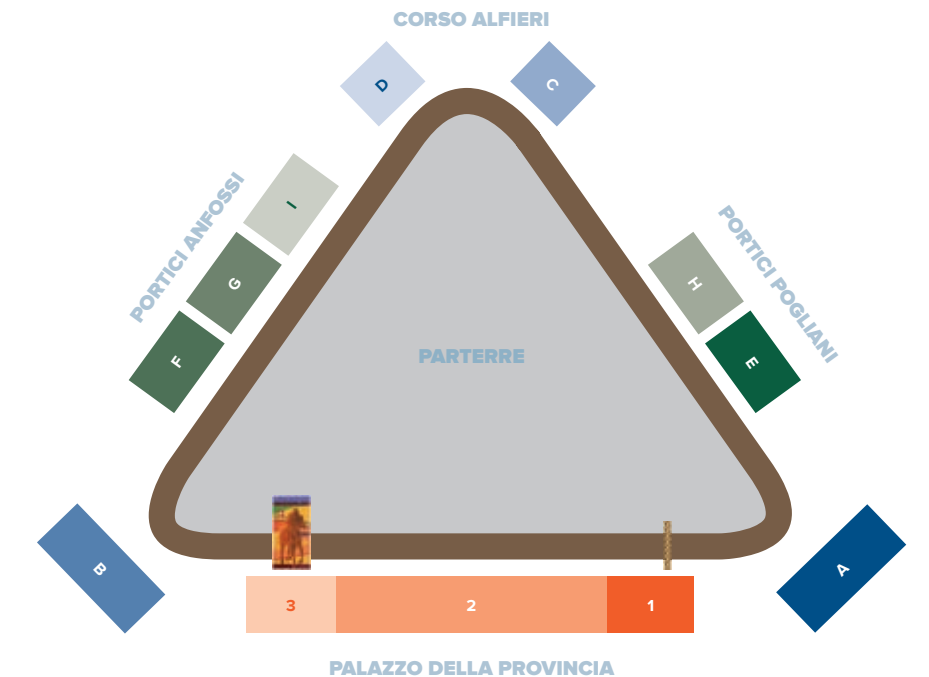
Progetto grafico | Alessandro Morrica
Fotografie | Archivio fotografico Comune di Asti, Archio La nuova Provincia

Edito da **Publiarco** | Asti in collaborazione con il Comune di Asti



Ticket office

Comune di Asti
Teatro Alfieri - via Grandi angolo Piazzetta Italia
Tel. 0141 399.057 / 0141.399.040 | Fax 0141 399250
biglietteriapalio@comune.asti.it



TRIBUNA CENTRALE COPERTA

- 1 Alfieri (canapo) | € 88
- 2 Alfieri (centrale) | € 55
- 3 Alfieri (arrivo) | € 45

TRIBUNE IN CURVA

- A Solaro | € 60
- B Roero | € 44
- C Guttuari | € 22
- D Isnardi | € 22

TRIBUNE IN RETTILINEO

- E Catena | € 38
- F Malabaila | € 28
- G Pelletta | € 22
- H Comentina | € 22
- I Gardini | € 22

FREE ENTRY FOR CHILDREN AGED UP TO 5 YEARS | FREE ENTRY TO THE PARTERRE



Il Podestà

Located in the heart of the city in a 13th century building. Elegant and sophisticated restaurant: the perfect place for any occasion. More than three hundred wines to choose from for a lunch break or dinner.

VIA DEI CAPPELLAI 5, ASTI
T. 0141.590.030 - 333.493.31.60



Situated in a 13th century building. More than four hundred Piedmontese wines. You can sip a glass of wine or cocktail. In the heart of Asti with Asti in the heart.

VIA INCISA 16, ASTI
T. 333.493.31.60 - 339.258.55.67

ASTE NITET... STODE SECLUNDO

Palio di Asti

17 SEPTEMBER 2017





Asti and its history

The founding of the Roman settlement of Hasta, mentioned by Pliny as one of the most important Roman towns in the ancient Liguria region, dates from 125 and 123 BC. After the period of the Roman Empire, it became the residence of the bishop and is mentioned as an important Longobard Duchy and the town where a major Court of Justice was held. Made into a County under the Franks, later governed by the bishops, the town flourished towards the end of the 11th century becoming, for a brief period, the most important free cities of Piedmont.

In the 12th century it became one of the richest and most powerful cities in Italy, it was granted the right to mint coins and it engaged in busy trade with France, Flanders and England. After 1313, the city was conquered by the Angevins, then by the Visconti and finally by the Savoy (1575). Following the Unification of Italy, the fortunes of the city mirrored those of the newly-formed



nation, and events there followed those of Italy. Characterised since the 13th century by a lively economy, with profitable trade and dealings with other cities, even if often divided by the feuds between opposing noble families, Asti has retained a pleasant medieval atmosphere, with towers, noble residences and fortified houses. The population of Asti is now 76.396, and its patron saint is St. Secundus, whose feast day is the first Tuesday in May.

The Palio

The first written record of the race dates from 1275, the year in which, according to the Asti chronicler Guglielmo Ventura, the people of Asti held the Palio, for spite, beneath the walls of the enemy city of Alba, causing damage and destruction to the vineyards. The race now involves twenty-one competitors who in the preceding days strenuously seek to propitiate victory with gargantuan dinners, rituals

to ward off ill-luck and salacious practical jokes against the rivals, up to the last exciting encounter on the race course, preceded by a magnificent procession, featuring over one thousand two hundred people in medieval costume. The track, specially prepared in the very central Piazza Alfieri, is 450 metres long: the race, on horses ridden bareback, takes place in three heats featuring seven horses each, while the



The prizes

- For 1st place** | the Palio banner, for 2017 it has been painted by the Turin painter Giorgio Ramella
- For 2nd place** | a bag of silver coins
- For 3rd place** | silver spurs
- For 4th place** | a live rooster
- For 5th place** | the cockade
- For the last competitor to arrive** | the inchioda (anchovy) with salad

final is between nine horses. In both the heats and the final, the horses run around the track three times. The start is given by the "mossiere" who unhooks the "canapo", a thick rope stretching from one side of the track to the other.

The banner

The Palio, the large crimson velvet banner with the coats of arms of Asti, is the "dream" for which the twenty-one rivals compete. But "Palio" is also the name of the fiery and exciting race that inflames the passions of the Asti area each September. The Palio is run in the name of the Patron Saint of Asti, St. Secundus. There are two Palio banners: one offered by the City Council to the Church of St. Secundus in May, the other offered as the prize for

the race in September. These two Palio banners are made up of two essential elements: the painted "labarum", with the coats of arms of the City of Asti and the actual "Palio", which is a long length of crimson velvet joined to the "labarum". The Palio is measured in "rasi": sixteen for the Palio won in the race, ten for the Palio offered to the Collegiate Church. A raso is an ancient Piedmontese unit of measurement, corresponding to sixty centimetres.



The procession

The solemn procession preceding the race is a magnificent fresco commemorating the medieval history of the City: each group is led by the standard-bearer carrying the colours of the village, district or town, followed by the pageanteers dressed in historical costumes, who re-enact a different historical theme each year.

The themes of the 2017 procession

TOWN OF MONTECHIARO

| colours: white and sky blue

The wedding procession

of Valentina Visconti and Luigi of Valois

SAN SECONDO | white and red

Deadly Sins on horseback and Virtues

in a parade

SAN SILVESTRO | gold and silver

22 September: San Maurizio Day

SAN PIETRO | red and green

Hec somnia. Dreamy experiences

in the Middle Ages

SAN PAOLO | gold and red

"Danse Macabre": Allegory of the relationship between man and death

TORRETTA | red, white and blue

The golden age of merchants

SAN MARTINO SAN ROCCO | white and green

Games and recreation in medieval Asti

SANTA CATERINA | red and sky blue

The "flower of blood" coral necklace, representing virtue

SAN MARZANOTTO | blue and gold

The Asinari family

TOWN OF CANELLI | white and light blue

Wines and grapes: tolls, taxes, laws and privileges

VIATOSTO | white and light blue

Symbolism at the Church of Viatosto

TOWN OF CASTELL'ALFERO

| light blue, white and gold

The first Podestà (mayor) of Asti

Guido Da Landriano 1190

TOWN OF SAN DAMIANO

| red and blue

Medieval symbolism of the moon in science, mysteries and beliefs

TOWN OF MONCALVO | white and red

The Monferrato deer:

An emblem of power

DON BOSCO | yellow and blue

Duchess Maria of Clèves, an Asti Lady



TOWN OF BALDICHIERI

| silver, light blue and gold

The Asti marketplace and the stone

of the fish counter

TANARO TRINCERE TORRAZZO

| white and light blue

The Fountain of Youth

CATHEDRAL | white and light blue

Women and business in notarial protocols

at the capitular archives

SANTA MARIA NUOVA

| pink and light blue

The tradition of fairs and equestrian games in Asti.

The Palio and chivalry tradition in Asti.

SAN LAZZARO | yellow and green

Medieval paediatrics in Gordonius's work

dedicated to curing children's diseases

TOWN OF NIZZA MONFERRATO

| yellow and red

The Nizza Foundation between history and legend

The Palio of the flag-wavers and children's pageant

THE PALIO OF THE FLAG-WAVERS

(held on Thursday 14 September at 9:00 pm in Piazza San Secondo - entry € 8).

This is the most important contest for the teams of flag-wavers of the various districts. The prize awarded to the team that comes first is a "paliotto", a smaller reproduction of the actual Palio banner.

THE "CHILDREN'S PAGEANT" IS DEVOTED TO THE YOUNGEST CHILDREN

(Saturday 16 September from 2:00 pm). This picturesque parade, with very young participants dressed in costume, sets off from Piazza Cairoli (west side) and arrives



in Piazza Alfieri where they will watch the practice runs by the competing horses and riders. Just under a thousand children take part in the parade, a spectacular sight not to be missed.