

Palazzo Terzano

Category: Palaces and historic houses

business description: Palazzo Terzano is located in the historic center of Valenza. This seventeenth-century residence features a particular U-shaped structure which embraces three of the oldest streets of the town: Via Carducci, Via IX Febbraio and Via San Massimo, which saw the birth of the gold town. The vehicle entrance faces onto Via Carducci and the Civic Tower which is part of the S. Domenico Complex, a seventeenth-century convent which was managed by the Capuchin Friars.

The building comprises two large courtyards with a spacious garden at the center surrounded by an old wrought-iron fence.

The first courtyard, characterized by a portico supported by stone columns, gives access to the staircase of the main floor and to the Bishop's Room, which is now a modern meeting room.

The second courtyard features two century-old Olive trees. Next to the trees are the entrances which lead to the cellars below composed of a maze of galleries and ancient wine jars. In the background, the former stables are now home to the Forestiera, embellished by a well dating to the 1600s and artistic brick vaults, particularly full of atmospheres that evoke unique emotions.

The background to both courtyards is the "Secret Garden". Century-old plants and an ancient wisteria frame a relaxation area dedicated to reading or private meetings.

The History:

In ancient times, the area where the palazzo was built was called "Sorte Monasso", named this way by Saint Massimo, patron saint of Valenza then Bishop of Pavia, during the foundation of the town between the 5th and 6th century A.D.

Built by a noble Genoese family, it was born with two souls.

The noble one, with access from the main gate on the first courtyard,

from where you could climb to the apartments of the first floor facing

onto Via Carducci. The second courtyard, home of the stables, the servants' lodgings and the cellars in which the large wine jars are found, was accessed from a second vehicle entrance on Via San Massimo.

Palazzo Terzano was purchased by Alfonso Terzano in the 1930s. Jeweler, founder of the Associazione Orafa Valenzana (A.O.V.), Alfonso immediately fell in love with this large house. With his wife Maria and daughter Claudia he made it his family home. Today, almost a century later, the fourth generation is represented by Claudia's grandson Giulio Cirri, who was born in 2000.

Over the centuries, the building has hosted many important guests.

Some of the rooms are dedicated to them, such as the Bishop's Room or the Senator's Apartment.

San Giovanni Bosco stayed here several times when he was overseeing the procedures for the opening of the Salesian Homes in Mirabello and Borgo San Martino (1870); he visited these Salesian communities many times in the following years. This presence can be felt to this day in the indoor atmosphere.

During the Second World War and in the years that followed, the Sala Azzurra hosted small music concerts for harp, piano, and cello. Claudia Terzano was a pianist, and her guests were leading figures in the cultural, ecclesiastical and military world. A literary and music circle in which to share experiences and the brutality of the war period. With a deep-seated determination, they planned the post-war recovery.

Stories of men and women who continue to speak to our guests.

The wartime stories that took place in the cellars still spark engagement and emotions. Many families from the surrounding areas asked Alfonso Terzano for shelter during the bombings on the nearby Ponte di Ferro which separates



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Piedmont from Lombardy. A few wardrobes with blankets and some degree of comfort to overcome fear and trust in the many escape routes which the cellars of the building made available in the event of collapse.

In the immediate postwar period, the building hosted the birth of several jewelry factories which gained international importance.

The descendants of those elderly entrepreneurs visit us to this day and remind us of those years in which their parents began to build their success thanks to the kind hospitality offered by Alfonso Terzano.

The garden is open to visitors and features relaxation areas for use during events.

The activities of Palazzo Terzano are managed by Studio Cirri, a professional studio specialized in Corporate Communications and Public Relations.

Video URL (Youtube Embed):

<https://www.youtube.com/channel/UCEmRHmHQ0OXLUKkkK-Knzww?app=desktop>

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Wi-Fi: Yes

Guided visits: Yes

other: From April to October weekend visits are available by booking.

For specific requests, it is possible to organize visits, including group visits, during the week.

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The visits are divided into different stages:

- Welcome: on arrival, the guests are welcomed in the main courtyard.

This is where the initial contact takes place with the facility and its history.

- Rooms on the main floor: a walk among frescoed vaults, ancient paintings, historical documents and vintage pianos.

- Musical moment: in the Angel Room guests are offered a moment of classical music played by Giulio Cirri on a "Roeseler Piano" of 1901. Beethoven, Chopin and Schubert are some of the composers present on the program which is distributed to visitors who can choose which piece to listen to.

- Underground town: the visit continues with the descent into the network of galleries which make up the cellars of the building. Stone-built wine jars, brick vaults featuring polycentric arches and passages with stairs that lead to different exits are some of the characteristics of this underground area.

In this engaging atmosphere all guests will be offered a glass of local wine. Social connections and relationships in the shade of four-hundred years of history.

- Moments of relaxation and human connection: once the visits have been completed guests can take a seat in the many lounges of the courtyards and garden. Visitors can enjoy a glass of wine and appreciate the tranquility and privacy offered by the building. Palazzo Terzano makes all this possible in the town's historic center.



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Services for the disabled: Yes

other: The palazzo is accessible to people with reduced mobility in the courtyard area and in the meeting room. The latter has been designed throughout to accommodate people with disabilities.

conference rooms: Palazzo Terzano hosts corporate, institutional and private events. The concept of "bespoke" quality is achieved through the possibility of designing an event which fulfills the real aspirations of the client. Cocktails, light dinners and dinners in the internal courtyards or in the rooms of the main floor are just some examples. External catering services and the possibility of planning the event with a cooking show, Dj set and entertainment are available depending on the requests.

Training courses, meetings, and corporate meetings are hosted in the meeting room which accommodates 26 people. It is equipped with multimedia facilities, air conditioning and a coffee lounge. Lunch breaks and light lunches are arranged on request.

For a larger number of people, depending on the season, meetings are held in the courtyards, in the underground galleries or in the rooms

on the main floor.

Photo shoots are welcome

for the presentation and showcasing of cars, motorbikes or fashion and jewellery events.

With access from the portico, following careful restoration work, the Bishop's Room is now a modern facility able to host business events, press conferences and training days. Featuring brick vaults in typically seventeenth century architecture, it offers modern technological facilities: wall-mounted screen, WiFi connection, air conditioning, coffee lounge and access for the disabled

throughout the facility.

And for relaxing breaks during the warmer seasons, the seating areas of the portico and of the courtyards offer opportunities for moments of relaxation devoted to human connection.

Descrizione: The palazzo provides two exclusive facilities for short stays:

* The Senator's Apartment, on the first floor of the main courtyard, features a frescoed ceiling, modern technologies and furnishings which enhance its elegance. A relaxing view and an exclusive balcony facing onto the garden are perfect for a coffee break and for sipping an aperitivo comfortably seated in a dedicated lounge area.

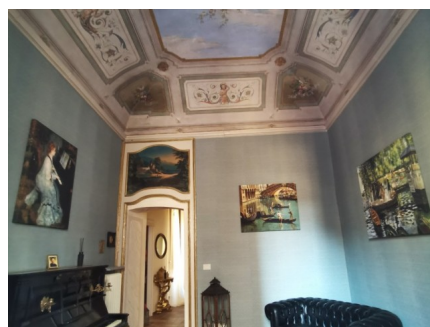
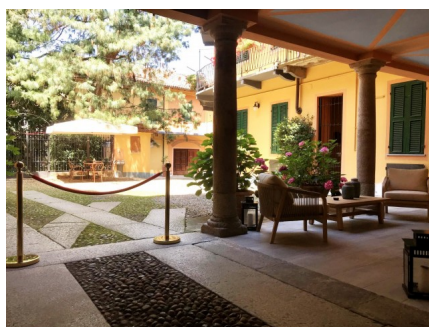
*La Forestiera, located in the courtyard of the century-old Olive trees, features brick vaults and enjoys a view of the inner garden. Modernly furnished, it avails of a spacious living area and Technogym equipment placed in the well room. An outdoor lounge with parasol is ideal for relaxing moments in the shade of the century-old olive trees. In the evening, games of lights will transform the courtyard into a timeless village, creating everlasting memories.



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Photos



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