

Region of Valencia   
Leisure and Cultura guide

*Heritage,  
history  
and art that  
captive you*



**MEDITERRANEAN  
ATTITUDE**

Culture, historic sites, museums, footpaths and places of interest.



Welcome to  
the Region  
of Valencia





DISCOVER THE ESSENCE OF THE REGION  
OF VALENCIA THROUGH

*its traditions,  
its heritage and its art*

Each of these elements fits in the territory like the pieces of a perfect puzzle created over time.

**Fall in love** with all its landmarks, histories and legends that will tell you about a rich past in which different civilisations have each done their bit.

**Travel** the cultural routes that weave the region together, enjoying both the journey and the secrets that await you at each stop. Surprise is guaranteed on the Silk Road, and the Holy Grail, Vinalopó castles, Cathars and the exciting Borgia lineage routes.

**Get to know** the fiestas, places, landmarks and traditions that have been included on the UNESCO World Heritage list. They are all a source of pride and constitute an education in the rich Valencian culture, which you will straightaway feel is also yours.

**Stroll** through the most unique museums you can imagine in which not only art has a place, but cuisine and traditions have found room as part of the culture.

**Be moved** by the music and performing arts in auditoriums, theatres and at festivals. The chords, the performance, the dance... will make you tremble from the comfort of your seat or sharing a space with other people eager to experience magical moments.

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# Historical getaways

With beautiful facades or sober adornment, in an urban location or isolated in a lush natural environment, blessed with a tender history or mired in intrigue, each of these historic sites occupies a place of honour in the Region of Valencia's historic and artistic heritage. Discover them, visit them, listen to them; they have a lot to say.

# CASTELLÓ

## Castell Vell, Castelló de la Plana

Discovering the roots of Castelló de la Plana is as simple as walking up Magdalena hill, where the remains of this castle of Islamic origin can be found. The traces of its long evolution from the 10th and 11th centuries (tribute of El Cid, conquered by the Almoravids and recovered by the Christians) can be seen on its perimeter. Its visitor centre is not to be missed.



Benicàssim

## Plaza Mayor in Castelló de la Plana

The epicentre of city life, the Plaza Mayor seems to have been born to be the canvas on which landmarks such as the Co-cathedral of Santa María la Mayor, the El Fadri bell tower, La Llotja del Cánem and the Central Market can be seen. Must-sees that display the capital's historical, spiritual and religious evolution.

## Segorbe Cathedral

Built on top of an old mosque, Segorbe Cathedral was founded with a Gothic heart in the 12th century and connected to the wall, but in the 18th century it was adapted to the academic style. This evolution means visitors can in the same place admire a low Gothic cloister to which several chapels with Baroque entrances open, and an enlightened temple. A full-fledged art lesson.



Santa María Co-cathedral, Castelló de la Plana

## Carthusian monastery of Vall de Crist in Altura

Walking among the ruins of this former monastery of the Carthusian Order of San Bruno, you can almost feel the weight of its history as a centre of cultural, political, religious and economic power. Built in the 14th century, it is articulated around a site the remains of which you will be able to identify: the Mayor and San Jerónimo cloisters, refectory and chapterhouse. Observe all their details at your leisure.



Segorbe Cathedral





## Modernist villas in Benicàssim

A series of villas are concentrated on the Pilar Coloma and Bernat Artola promenades in Benicàssim. Built at the end of the 19th century and the beginning of the 20th century as second homes for the bourgeoisie from Castelló and Valencia, who spared no expense to display their opulence and glamour. Enjoy this route comprised of 28 villas facing the sea and be sure to see Villa Pilar, Hotel Voramar and Sant Vicent Tower.

## Hermitage of Sant Pere in Castellfort

This building, simple at first glance, is located on the highest part of Castellfort. Its elements speak of its origin around the 13th century. It has a single nave, ribbed vault, pentagonal apse and wooden ceilings. However, its value goes even further as it is a place of pilgrimage and has been the end of the 'Romería dels Catinencs' since 1321. People came here to beg for favours during epidemics and droughts.

Benifassà Monastery

## Archpriest Church of Sant Mateu

A National Heritage site since 1931, this church represents one of the key works of Valencian Gothic architecture. Within its robust walls, the artistic styles developed between the 13th and 18th centuries make up a unique ensemble with beautiful Romanesque and Gothic facades, a solemn interior and an unmissable bell tower.

## Morella Castle

If the stones of this impregnable fortress that presides over Morella could speak, they would whisper stories of the *Reconquista* by King James I, as well as the battles of El Cid Campeador, the War of Succession and the Carlist War. Walking its towers and patios, and then taking in a deep breath to admire the panoramic views of the city is an ideal plan for a trip.



## Monastery of Santa María de Benifassà

This was declared a National Historic-Artistic Monument and is the great jewel of La Pobla de Benifassà. An outstanding example of Gothic architecture from the Cistercian School, it was built in the 13th century, but now exhibits a mix of styles due to later restorations. Particular attention should be paid to the Puerta Real, the cloister and the church; they are unique.

Sanctuary of La Mare de Déu de la Balma



### + Sanctuary of La Mare de Déu de la Balma

> Exceptional, descriptions fall short when the image of this temple embedded in an enormous rocky mass in Zorita del Maestrazgo is seen for the first time. The fusion with nature, spirituality and pilgrimage are part of this 17th century sanctuary. Slowly climb the medieval access stairs, admire the views and go into the cave church where the Mare de Déu de la Balma, the town's patron saint, is located.



# Valencia



Sagunt

## Sagunt Roman Theatre

The distribution of its stands, taking advantage of the orography of the hillside, and the restoration of this first-century theatre leave visitors speechless the first time they see it. In addition to getting to know this Roman jewel, it is recommended to visit the Old City and the Roman Circus in Sagunt, which had capacity for more than 15,000 spectators.

Monastery of Santa María del Puig



Xàtiva Castle

## Xàtiva Castle

Of extreme beauty, this fortress is one of those places where it is hard to believe you aren't dreaming, with its walls seeming to run up the slope of the mountain to the peak. It is not easy to notice, but it is divided into two parts: the Minor and Mayor Castles. The first, raised on Iberian and Roman ruins, is the oldest and offers a beautiful view of Bixquert valley. The second, from medieval times, became the most important defensive fortress between Castile and the Kingdom of Valencia after the conquest by King James I.

## Royal Monastery of El Puig de Santa María

Well preserved and rooted in history, this Renaissance-style monastery has earned its inclusion as an Asset of Cultural Interest on its own merits. The site also houses a church, dating prior to the monastery, built by King James I to commemorate the conquest of Valencia from the Muslims. You will love its interiors made up of sumptuous cloisters and halls, one of which has a reproduction of the monarch's sword.



## Monastery of La Murta in Alzira

This is a very exclusive visit since this monastery of the Order of Saint Jerome in Alzira was a pilgrimage centre for figures such as King Philip II and the aristocratic Vich family. Today, despite the fact that it lies in ruins, you can still make out the church, a slender tower, the Baroque facade and even a baptismal font from the 13th century. The environment of the Murta valley encourages you to continue your trip there, visiting its towns.

## Palau Ducal dels Borja

Falling in love with this palace is not only easy, but instant. Located in the historic centre of Gandia, it has witnessed the passing of time while its architecture has been modified and filled with gilding. You will be able to observe part of its original Gothic traces, Renaissance elements, Baroque adornment and even a magical neo-Gothic imprint. It seems to come to life in dramatized visits.



Ducal Palace



## Castle-Palace of the Counts of Cervellón in Anna

This mansion is home to the Heritage Dissemination Centre, which houses the Ethnology and Water Museums. The recreation is so successful that crossing the threshold transports you to the Muslim era through its patio and its Arab rooms among mosaics, plasterwork and coffered ceilings. There is also space for the Modern Age in the Borja and Cervellón rooms, and an opening has even been made for the earldom's illustrious families.



Ciutat de les Arts i les Ciències

## Valencia City of Arts and Sciences

Culture, leisure, science, nature... everything has a place in the City of Arts and Sciences in the Valencian capital. This is a visit designed to discover that this great avant-garde fantasy (designed by Santiago Calatrava and Félix Candela) houses some surprising spaces such as L'Hemisfèric, Museu de les Ciències Príncipe Felipe, l'Oceanogràfic, Palau de les Arts and L'Umbracle.

## Valencia's seafront

Valencia's history is connected to the sea, so visiting part of its seafront is a must. Stroll from the Marina to the Blasco Ibáñez house museum, about three kilometres lined with palm trees and sculptures with the beaches of Las Arenas and Malvarrosa as a backdrop. The beauty of its gardens dotted with lavender, gazanias, Malvarrosa geraniums and oleanders make the walk even more enjoyable.



### + El Carmen in Valencia

> On a cultural visit to Valencia, a stroll through El Carmen in the Ciutat Vella district is a must-do. Delimited in the past by a wall, today it could be said that the limits are set by the historic Serranos and Quart towers. In this area so full of character, museums as important as the Institut Valencià d'Art Modern (IVAM) and Centre del Carme, Mossén Sorell Market and the Covent of Nuestra Señora del Carmen, which has lent its name to the neighbourhood, lie waiting to be discovered. Sitting on a terrace at Plaza del Tossal is another way of experiencing the culture and enjoying this place.



# COSTA BLANCA

Casa Carbonell, centre of Alicante

## Alicante's historic centre

A walk through the historic centre of the Alicante capital gives a taste of daily life and lets you discover some of its main landmarks. It is highly recommended to stroll Calle Mayor and Calle Labradores, and see the Basilica of Santa María, the oldest in the city, the Herrerian Renaissance style Co-Cathedral of San Nicolás, and the Town Hall, with unexpected Solomonian columns and two towers on its facade. Another must-see is the magnificent Casa Carbonell on Paseo de la Explanada.

## Santa Bárbara Castle in Alicante

This great icon of the city stands on Mount Benacantil, a fortress that rises 200 metres above sea level. It bears this name because on 4 December 1248, the day of Santa Bárbara, the troops of the infante Alfonso the Innocent managed to take this bastion, which was in Muslim hands.

Santa Bárbara Castle, Alicante

## Monastery of Santa Faz in Alicante

Five kilometres from the urban centre of Alicante stands this monastery with a Baroque facade that hides a luxurious niche, the relic of La Santa Faz. It is said that it was brought from the Vatican in the last third of the 15th century and that the face of Christ can be seen on the canvas, which would remain marked after Saint Veronica wiped it away. Of the original monastery, only a defensive tower remains.

## Santa Cruz in Alicante

This neighbourhood, at the foot of Mount Benacantil, is also part of the historic centre of Alicante city, but it merits a visit in itself for the maze of streets and the hermitage of Santa Cruz. Discover this temple built on a tower on the walls and stroll along the narrow streets that surround it. They look even more magnificent during the Cruces de Mayo fiesta.

Sanctuary of María Magdalena in Novelda

Basilica of Santa María in Elx



## Basilica of Santa María in Elx

This 17th century basilica, with an imposing Baroque facade, has behind it a history that speaks of a path of misfortune: it was born in Elx as a mosque, was transformed into a Gothic temple, demolished and raised again in the Gothic-Renaissance style, and then once again disappeared. The current church, with its striking blue dome, is part of the staging for the Misteri d'Elx.

## Sanctuary of María Magdalena in Novelda

The image of this modernist-style religious building captivates from the very first glance and transmits magic no matter where you look at it. On the facade there are two 25-metre towers crowned by two stone crosses. In addition to its exterior adornment, it is interesting to observe its cup-shaped interior, unique in the world, which recalls the vessel with which Mary Magdalene washed the feet of Jesus Christ.

## Castle and town of Biar

Majestic, high on a hill and double-walled, Biar castle has surveyed its surroundings since the 12th century. It is part of the Vinalopó Castles route. It was one of the most resistant to the Christian conquest until, finally, in 1245, Musa Almoravid surrendered to the monarch James I the Conqueror. You can continue by visiting the Church of la Asunción and Biar's historic centre.

## Illa Plana (or Tabarca islet)

This is the only inhabited island in the Region of Valencia and, apart from its value as a nature reserve, is also worth visiting for its historical heritage and landmarks. From a stronghold for Berber pirates, it became the home of Genoese families rescued from the Tunisian port of Tabarka in the 18th century. Its walled town centre, declared of Cultural Interest and a Historic-Artistic Site, harbours places such as the Church of San Pedro and San Pablo, and the Governor's House.



Tabarca

## Villena castle and historic site

The views from the imposing Arab Villena castle are the letter of introduction to this town that preserves a historic centre dotted with temples such as the Archdeacon Church of Santiago, with its spiral columns, and museums such as that for the sculptor Navarro Santafé (creator of 'The Statue of the Bear and the Strawberry Tree' in Madrid). Take time to walk around the 12th-century castle, which was built to accommodate the Muslim population of Villena.

Orihuela



Biar

## Orihuela

Walking the streets of this city means experiencing an authentic open-air museum where you will be surprised by beautiful architecture at every step through its historic centre. Be sure to admire the beauty of Duque de Pínohermoso Palace, which today houses the Fernando de Loaces Historical Archive and Library. Other highlights include the Diocesan College of Santo Domingo, the Palacio de la Granja, Orihuela Castle-Citadel, El Palmeral and its museums.






# Museums

TO SOAK UP SOME

# culture



In the Region of Valencia, you will find dozens of spaces home to the knowledge of centuries, art born of the most creative minds and a host of traditions that allow memories to be preserved for future generations. Visit the museums in historic buildings or housed in avant-garde creations, and enjoy the pleasure of walking through rooms full of unique pieces and surprising beauty.

Don't limit yourself to the big museums in the capitals; save room in your itinerary for other themed exhibitions located in smaller cities, but also taken care of down to the smallest detail. Art, history, tradition and memories eagerly await your visit.



Espai d'Art Contemporani, Castelló de la Plana



Museum of Fine Arts in Castelló de la Plana



# Must-see Museums

## Espai d'Art Contemporani in Castelló de la Plana

With an innovative aesthetic that lives up to its name, this art centre, opened in 1999, was created with a clear objective: to disseminate the value of the most recent artistic trends. There are three different spaces inside: the Espai Didàctic, intended for archives and workshops for the public, Espai Donar, where concerts are held, and Espai Cinema, which has a projection room and organises thematic cycles.

## The Fanzara Unfinished Museum of Urban Art (MIAU)

Art is not only contained in confined spaces, but is also displayed in the open and is subject to change. This is the case of this museum, the MIAU, located in the town of Fanzara. This project, born from a grassroots initiative, is made up of murals, sculptures and even 'live installations' that arise spontaneously. A musician playing on the street, a festival or a talk, everything is art. Without a doubt, a living open-air museum that is constantly growing.

## Segorbe Cathedral Museum

This interesting museum housed in the cloister of Segorbe Cathedral exhibits a wide range of Gothic and Renaissance paintings. It is also worth taking a little time to admire the collection of gold and silver work, enamels and embroidery. Highlights include a beautiful relief of the Madonna and Child, attributed to Donatello, and made of Carrara marble.

# CASTELLÓ

## Museum of Fine Arts in Castelló de la Plana

Declared an Asset of Cultural Interest, it surprises visitors both with its exterior aesthetics and its content. It is located in an avant-garde building, designed by Mansilla y Tuñón, and awarded several architecture awards. With a facade covered in aluminium plates, it revolves around a patio with cypresses from the old Colegio de Serra Espadà. Among its most recent works are oil paintings by Francisco de Zurbarán on loan from the Royal Convent of Capuchin Nuns in Castelló de la Plana.

## Museu d'Art Contemporani Vicente Aguilera Cerni

Created in 1972, the MACVAC in Vilafamés is a place full of character, one of the first spaces dedicated to contemporary art in Spain. Behind its creation was the determination of the art critic Vicente Aguilera Cerni, hence its name. The museum's rooms are home to more than 500 works by avant-garde artists, both Spanish and international, of currents such as informalism, expressionism and social realism.



Urban art in Fanzara

# Valencia

## Valencia San Pío V Museum of Fine Arts

Walking through the rooms of this museum in the capital, you will rediscover the pleasure of admiring the beauty of works by early Valencian Gothic painters such as Jacomart, Miguel Alacanyis and Pere Nicolau. Not overlooking those who shone in the Renaissance, such as Paolo de San Leocadio, the schools of Pinturicchio, represented by El Bosco and Pellegrino Tibaldi, and the Baroque style of José Ribera and Diego Velázquez. Finish your visit by observing the creations of artists such as Joaquín Sorolla, Francisco de Goya, and the sculptures by Mariano Benlliure.

## Institut Valencià d'Art Modern

Created in 1989, this space for modern and contemporary art located in the heart of the Valencian capital invites visitors to discover the works of a wide range of artists from all over the world. The IVAM's building is divided into seven galleries, one of which is independent, where remains of the medieval wall can be seen. Its permanent collection consists of more than 12,000 works, but there are also frequent temporary exhibitions. Its rooms also house a fundamental part of the work of the sculptor Julio Gonzalez and the painter Ignacio Pinazo, who endowed this museum with great value, and focused it towards modern art and the avant-garde.



González Martí National Museum of Ceramics and Decorative Arts



San Pío V Museum of Fine Arts

### **Centre del Carme Cultura Contemporànea (CCCC)**

If you are someone who sounds out artistic trends by visiting museums, this space is perfect for you. The performing and visual arts, design, music, the most surprising installations and performances comprise this major centre of culture. Under an eclectic concept, it reflects both Valencia's traditions and the art that is yet to come. Not to mention its location in a building declared a National Historic-Artistic Monument, on Valencia's old Royal Monastery of Nuestra Señora del Carmen.

### **González Martí National Museum of Ceramics and Decorative Arts**

The Valencian ceramics industry deserves a space worthy of it, and has it in this museum in Valencia. Located in the Palace of the Marqués de Dos Aguas, a great example of Spanish Baroque, it houses the largest collection of ceramics dated from the 8th century to contemporary times. This González Martí collection displays thousands of pieces of not only Valencian ceramics, but also exhibits from other parts of the world.

### **Manises Ceramics Museum**

More than five thousand ceramic pieces make up this museum's collection through which visitors will obtain an excellent overview of the production of this work in Manises from the 14th century to the present. In addition to a good number of exhibits from around the world. The 18th century building where it is located belonged to silk merchants. Its restoration created a modern space in which not only are ceramic elements displayed, but research and study are also reinforced.

### **Sagunt Historical Museum (MUHSAG)**

The Casa del Mestre Peña has become a space where you can observe a wide range of archaeological findings from both Sagunt castle as well as the town centre and the local area. This 14th century Gothic home exhibits a collection of Latin epigraphy, mosaics and inscriptions with Iberian and Hebrew characters. Some of its surprises include a sculpture of an Iberian bull (4th century BCE), Iberian vases, ceramics from the Valencian Bronze Age and a head of the goddess Diana.

Sagunt Historical Museum





# COSTA BLANCA

## Alicante Provincial Archaeological Museum (MARQ)

Located in the magnificent building of the old San Juan de Dios Provincial Hospital, this museum is the perfect guardian of Alicante's history. Visiting its permanent collections will give you the opportunity to deepen your knowledge of ancient civilizations. The chronological and thematic presentation, along with the use of interactive spaces, make it a fundamental learning tool.

## Gravina Museum of Fine Arts (MUBAG)

Behind the beautiful facade of the Casa-Palacio Gravina, built in the 17th to 18th centuries and declared a Historic-Artistic Monument, you will find a permanent collection with works of art from Alicante dating from the Middle Ages to the beginning of the 20th century. In addition to this, it also has an extensive programme of temporary exhibitions, activities, and even the occasional recital that you can attend if it coincides with your visit to Alicante.



MARQ

Novelda Modernist House-Mus

## Novelda Modernist House-Museum

With architectural lines that captivate visitors, this elegant family home from the early 20th century is a must-see for fans of modernism. After admiring its facade carved in marble and 'bateig' stone, to which large windows and ironwork open, go inside to observe its stately colonnade, the ballroom, a dining room with canvases of nymphs, rich furniture and a skylight that lets in a suggestive light.



## Elx Archaeological and History Museum (MAHE)

The city of Elx will cease to keep secrets from you when you visit the two Archaeology and History sections of this museum located in Altamira Palace. This city's heritage from the Neolithic period to Late Antiquity is revealed in its rooms with the help of practical audiovisual resources. The history section is located in the part corresponding to the old feudal palace built on the Muslim defensive system. And the fortress houses later periods, from the origin in the 10th century to today.



## Alicante Museum of Contemporary Art (MACA)

This museum is housed in the longest-standing building in the Alicante capital, but the most contemporary of trends reign inside. In the spacious rooms of this former grain warehouse, you could easily spend an entire day enjoying its variety of artistic displays. The three permanent collections are grouped into 20th Century Art, Fundación Mediterráneo and Eusebio Sempere. Altogether, there are 177 works of sculpture and painting by 117 artists. Including Eduardo Chillida, Pablo Picasso and Juan Gris.

# Visiting museums as a **family**

Family trips are an excellent opportunity to spend time with your relatives, your partner, children or close friends. And to also expand your knowledge while having fun. All the family museums' themes are so appealing that we suggest you organise an itinerary that doesn't skip any. The fun is guaranteed.





El Grao Planetarium, Castelló de la Plana

## El Grao Planetarium in Castelló de la Plana

The large 25-metre dome of the planetarium, located in El Grao in Castelló de la Plana's maritime district, is just the tip of the iceberg of this educational space that gives visitors direct contact with scientific culture and the enigmas of the universe. Inside, you will find exhibition, conference and projection rooms. Workshops on astronomy and scientific topics are organised at the weekends.

## Temps de Dinsaures Museum in Morella

This is the perfect museum for children and adults alike. Everyone will enjoy a full-scale reproduction of the iguanodon dinosaurs that lived in these lands, various sauropod fossils, and remains of vertebrates such as fish and crocodiles. The location of this museum in Morella is well and truly justified as the Vallivana site is located there, where dinosaur footprints from the Lower Cretaceous have been discovered.

Morella



## Albaida International Puppet Museum (MITA)

The Palace of Los Marqueses de Albaida is home to a collection that delights both young and old; it is a museum known by its acronym, MITA, and showcases puppets from all over the world, as well as being a centre of study. Through its pieces, you can learn about this beautiful tradition in different countries. In recent years, 400 puppets and automatons have been incorporated that come from the world of cinema and TV. Including some from Gomaespuma and Francisco Sanz.

## L'Iber. Tin Soldiers Museum

With its more than 95,000 pieces on display to the public, this is the largest museum of historical miniatures in the world. Walking through the rooms of this stately building from the early 20th century in the Valencian capital means entering a universe of small dimensions in which you will discover the world and history from a new perspective. You can also attend concerts, plays and courses at L'Iber.

## Museu de les Ciències y Oceanogràfic de Valencia

An icon of avant-garde architecture and a firm commitment to educational spaces for the whole family, the Ciutat de les Arts i les Ciències is a highlight to keep in mind when visiting Valencia city with the family. In addition to exploring all the surroundings, it is recommended to visit the Museu de les Ciències, which has the objective of encouraging curiosity and having fun in scientific, technological and environmental fields. Another must-see is the Oceanogràfic, considered the largest aquarium in Europe, where the world's major marine ecosystems are represented.

Oceanogràfic, Valencia

International Puppet Museum, Albaida







Museum of Nativity Scenes, Alicante

## Alicante Museum of Nativity Scenes

The youngest members of the family will be captivated when they see the nativity scene figures on display at the museum, even though this place is not a playground but a space with Christmas dioramas made by the Association of Nativity Scene Makers of Alicante. It is perfect for visiting with the whole family, since while the children are entertained by observing a thousand and one details, you will be able to discover the value of this collection, located in an old house with a cistern.

## Valencian Toy Museum in Ibi

This is a museum for toys and nostalgia located in the town of Ibi, the great Spanish toy centre. When the museum was inaugurated in 1990 it was at another location, but today you can visit it at the Hermanos Payá factory, a place that holds the history of thousands of toys, and even the tools used back in 1902 when the factory opened its doors. It has spaces for the permanent collection where ships, planes, trains etc. are displayed, as well as temporary exhibition rooms.

Valencian Toy Museum in Ibi



CONNECT WITH

# Valencian roots

Beyond the visible, the tangible, that you will discover in our land, there is a wealth that has as much or even more value. This heritage that is encompassed within Valencian roots is made up of its people, relevant in fields such as music, art, literature and acting. Miguel Hernández, Blasco Ibáñez, Concha Piquer, Luis García Berlanga, Nino Bravo and Miguel Ángel Silvestre are already part of popular culture. But these universal Valencians are not the only part of these valuable intangibles; there are also deep-rooted traditions and products, such as horchata and turrón, which convey a little bit of the flavour of the Region of Valencia to homes around the world.



## House of Miguel Hernández

Visiting the home of the great poet Miguel Hernández or attending a poetry gathering in what was his home are privileges that should be taken advantage of in the Alicante town of Orihuela. The property where it is located is a traditional farm with a tile roof, farmyard, pen and orchard. Inside, the furniture and household goods are preserved, as well as images of the writer at various moments in his life.

## Azorín House-Museum

The spirit of the brilliant writer José Martínez Ruiz, better known as Azorín, lives on in this house-museum in Monóver (Alicante), restored by his siblings Amancio and Amparo. Its three floors display objects linked to the writer, and there is a library with more than 14,000 volumes. There are also rooms in which workshops, roundtables and talks are held. Fans of his unerring prose will discover very interesting secrets there. In addition, you can follow an itinerary through the Region of Valencia based on his words.

## House-Museum of Gabriel Miró

The Alicante writer Gabriel Miró has his house-museum in a beautiful modernist building in the town of Polop. Located next to the Plaza de los Chorros, this property was acquired by the City Council for this purpose, in tribute to this great author who spent his summer holidays in the town from 1921 to 1928. He declared himself to be in love with this place and always recommended it to his illustrious friends. Images, quotes, dress... they will introduce you to his world in a dilatory manner.



Miguel Hernández House Museum



Blasco Ibañez House Museum



### + **Illustrious Valencians of our time**

> Genius is not the exclusive patrimony of the past in the Region of Valencia. If a few centuries ago it was great writers, painters, singers and sculptors who aroused passions, today other kinds of figures in our time have taken over, who also proudly carry their Valencian origins. To name just a few to be proud of: the Valencian writer Juan José Millás, the actor from Castelló Miguel Àngel Silvestre and the Valencian tennis player Juan Carlos Ferrero.



# Illustrious Valencians with a house-museum

## Blasco Ibáñez House-Museum

Exploring the chalet where the author of 'La Barraca' and 'Cañas y barro' lived is delving into the most intimate part of the life of this Valencian author and politician. You will discover his passion for travel, the books that influenced his work and those that he influenced, as well as the furniture that surrounded him in his daily life. Visitors can even see some furniture taken from the office of the Argentine newspaper El Pueblo. The Blasco Ibáñez House-Museum is located opposite Malvarrosa beach (Valencia) and consists of three floors where personal belongings, literary works and objects bequeathed by his family are exhibited.

## Concha Piquer House-Museum

Of humble origins, Concha Piquer, one of the most important figures in the copla world, spent her childhood at number 23 Calle Ruaya in Valencia. This is where her museum is located today, a house with decor that recreates that of her childhood. Various graphic documentation, a collection of dresses, accessories and toiletries are distributed throughout its different rooms. Without a doubt, it is the tribute that this beloved artist deserves both inside and outside our borders.

## Nino Bravo Museum

After his first big success, "Te quiero te quiero", many others came along including "Un beso y una flor", "Mi tierra" and "Noelia", but an accident ended the life of Luis Manuel Ferri Llopis, better known as Nino Bravo, far too soon. It could be said that the desolation for the loss of this singer still endures in the generation that was so moved by each of his songs. Visitors will enjoy their time spent at this museum in Aiello de Malferit (Valencia), where his career is narrated and his legacy and wardrobe exhibited. A curiosity? You will be able to see a pardoned ninot of his image.







# Local traditions and culture

The practices and customs that were once transmitted orally today have spaces in the Region of Valencia that function as guardians of memory. In these temples of knowledge, interesting details await you about the art of ceramics and dry stone building, and fiestas such as Las Fallas, the Bonfires of Saint John and the Moros y Cristianos. You will leave these museums a true expert in Valencian culture!

## Pedra en Sec Museum, Vilafranca (Castelló)

Dry stone building, or *pedra en sec*, is a construction technique used for centuries, fostered by the need to remove stone from farmland. The stone was used to build kilometres of walls and other buildings without needing mortar. To fully understand this art, it is best to visit the museum located on the top floor of the town's Gothic market, where tools, models and projections are exhibited.

## "Sis en sis" Museum, Morella (Castelló)

The Sexenio (six-yearly) fiestas have been celebrated in Morella (Castelló) every 6 years since 1673, which is why they have become one of the oldest festivities in the Mediterranean. It shouldn't surprise you to know that they have their own museum disseminating their traditions, how the decorations and tapestries are made and the traditional music, and where elements and photos of the event are displayed.

## Museo Valencià de la Festa, Algemés (Valencia)

The best way to dive into one of the oldest traditions in the Region of Valencia, the Mare de Déu de la Salut fiesta, is to visit this museum located in the Convent of San Vicente Ferrer. Inside, you will learn all about the details of this celebration, recognised as Intangible Cultural Heritage by UNESCO.

La Mare de Déu de la Salut fiesta, Algemés (Valencia)



Les Fogueres Museum, Alicante







Sexenni fiesta, Morella (Castelló)



Museo Fallero (Valencia)

## Les Fogueres Museum, Alicante

Fire as an iconic element of the Region of Valencia also has a place of honour in the Alicante capital. The Les Fogueres Museum explains the Bonfires of Saint John fiesta, which has been celebrated since 1928. Documentation, posters and images are exhibited here, and audiovisual projections are made, although the most visual aspect is the pardoned ninots.

## Museo Alcoyano de la Fiesta

This space, managed by the Association of San Jorge, in Alcoi, keeps the Moros y Cristianos festivities alive throughout the year using technological and educational resources. The Alicante museum aims to not only disseminate the celebration itself, but they invite you to an immerse experience of sound and image.



Museo Alcoyano de la Festa, Alcoi (Alicante)



Al llegar a la almazara, las aceitunas, una vez limpias, se vierten sobre el molino.

## El Molino

Para obtener un aceite de calidad, la aceituna se debe molinar el mismo día de su recolección.

El molino tradicional se compone de una o dos grandes piedras cónicas que al girar sobre otra circular aplastan las aceitunas.

Las aceitunas molidas forman una pasta homogénea, mezcla de pulpa de oliva, piel y hueso triturado.





# Museums with flavour

The ingredients, the roots and all the elements that make up the gastronomy of the Region of Valencia merit protection and cultural dissemination. Come and discover products as Valencian as oranges, rice, horchata and turrón in spaces where they are the true protagonists. After your visit, you will appreciate them even more.



Horchata Museum

Turrón Museum

## Valencia and Cullera Rice Museum

Valencia's geographical characteristics have over time favoured rice cultivation in the surroundings of l'Albufera Natural Park. There are two centres focused on this deeply rooted product that explain its origin, cultivation and importance in the local cuisine. One of them is located in an old restored hermitage in Cullera, and the other in an old mill from the beginning of the 20th century in the Valencian capital.

## Horchata Museum in Alboraiá

How much do you know about tiger nuts and horchata? After visiting this Valencian museum, it will no longer have any secrets. This educational space is located in the heart of Alboraiá's farmland, at the 11th-century Machistre farmhouse, a property with 16th-century clay floors and 18th-century Manises tiles. Inside, you will learn how the tiger nut is grown, the process of making horchata and how it is sold. You can even make some horchata and try it.





## Valencian Honey Museum in Montroi

The Valencian Honey Museum (MUVAMEL) was born with a pedagogical vocation that goes beyond the values that bees, with their work and dedication, can transmit to the new generations. The museum wants to pay homage, therefore, not only to the bees, but also to the hardworking beekeepers who, through accurate observation of nature, have managed to approach and understand the universal language that is based on the idea that only the exchange of ideas among peers, will allow us to move towards a society with greater knowledge, towards a world of solidarity.

## Segorbe Oil Museum

The Mediterranean diet would be impossible to understand without the presence of olive oil, so learning about its benefits at this centre in Segorbe is highly recommended. The tour inside this old mill is supported by modern interactive audiovisual panels that narrate the evolution of oil and recreate the entire process to create it. Make sure you don't leave without greeting "La Morruda", a thousand-year-old olive tree.

Oil Museum

## Xixona Turrón Museum

This museum has been being forged for a long time. It began by grouping obsolete machinery at the headquarters of the El Lobo and 1880 brands, and little by little it has grown, just as the consumption of marzipan and turrón has too. Today you can visit the three floors of the museum (Ingredients, Processes and Marketing) to delve into the origin of a product to which references have been made since the 15th century.

## Chocolate Museum in La Vila Joiosa

As a bar, in a cup or as cake icing, Valor chocolate is always well received. This dissemination space reviews the history of this product and the Valor company itself, as well as exhibiting objects related to its manufacture, advertising campaigns and Mayan figures made out of chocolate. You can also visit the factory and laboratories before succumbing to the pleasure of trying some.



A photograph of a stone wall, likely part of a castle or fortification. A camera crane is positioned on top of the wall, with a camera hanging from it. The wall is made of rough, grey stone with some reddish-brown patches. To the right, there is a battlement with several rectangular openings. The sky is overcast and grey. The overall scene suggests a film or television production set in a historical location.

CULTURE ON THE

# road

Historical, cultural, artistic and family routes... all will take you deep into the Region of Valencia so you can really get to know it. Draw each of these itineraries on a map and get ready to experience an exciting road trip in which you, and only you, will be the star.



**CASTELL DE XATIVA**  
 10:00 h. - 19:00 h.  
 11:00 h. - 18:00 h.

**Castell de Xativa**  
 Plaça de la Castellania, 1  
 46100 Xativa (Valencia)

**Xativa Monumental**

**Xativa Monumental**

## Vinalopó castles route

The eleven castles that make up the route through the Vinalopó valley have held the limelight in many pages of our history. They dominate large tracts of land and it is striking how close they are to each other, sometimes just 3 km apart. They were built by the Almohads for the Muslim population to take refuge from the advance of the Christian kingdoms. They were, in turn, located in a border area between the Crown of Aragón (Kingdom of Valencia) and the Crown of Castile (Kingdom of Murcia), so their function was essentially defensive. They are fortresses built on hills with a walled enclosure around the keep, where weapons were stored, and the centrepiece was the courtyard; the rest of the castle was organised around it (hay loft, church, pantry, furnace).

## Ruta dels Riuraus

To appreciate the Ruta dels Riuraus as it deserves, you need to know about the importance of the Muscatel of Alexandria raisin. This processing or "l'escaldà" (making raisins) is not recent; the Romans used to do it. In the 19th century, raisins were even exported to North America and Europe. So a product of such importance required tailor-made factories: the "riuraus". These large buildings, true cathedrals to raisins, are scattered throughout the Valencian countryside. This route through the Alicante comarca of La Marina Alta includes "riuraus" and other spaces in twelve towns linked to raisins.

Dinosaurs, Cincorres



## Camins de Dinosaurios

The Region of Valencia's paleontological heritage is the cornerstone of this journey, which the whole family will enjoy. The itinerary includes ten sites declared an Asset of Cultural Interest and located in Morella, Cincorres, Alpuente, Bicorp, Chera, Dos Aguas, Millares and in Agost. Ichnites dating from the Jurassic to the Late Cretaceous have been found in these places. Each stop is a lesson, so at Morella Museum you can see the Morelladon, the first dinosaur in Castelló province. In Cincorres you will find a site with replica bones, and in the Elx Paleontological Museum you will discover other dinosaurs from around the world. An exciting route for everyone.





Sax Castle, Alicante

## The Silk Road

Products such as silk led to the creation of trade routes between East and West that had Valencia as one of their most important points in Spain. The Chinese silk business, which began in the 2nd century BCE, was already consolidated in the western Mediterranean and the Hispanic kingdoms by the 15th century, and not only goods (tea, porcelain, iron etc.), but also culture and science moved. To learn about Valencia's importance to the Silk Road, it is best to follow the route that connects the Lonja de los Mercaderes (or the Silk Exchange), Velluters and the Colegio del Arte Mayor de la Seda Museum, a great architectural jewel with incredible frescoes, murals, mosaics and 7,000 original floor tiles. The journey can continue in the old Garín factory in the town of Moncada, where the Moncada Silk Museum-Silk Factory is located.



## + Holy Grail Route

> The Holy Grail Route in Valencian lands is part of a European cultural and heritage project. This interesting trail covers a little over 100 kilometres, and can be done cycling or walking, from Barraques (l'Alt Palància) to Sagunt, following the Vía Verde de los Ojos Negros to continue, from Sagunt, along the Vía Verde de Xurra to reach the Holy Grail of Valencia Cathedral. An journey traversed for centuries by pilgrims and travellers that continues to preserve all its mystical appeal.

## Route of the Last Cathars

Culture and heritage is enriched by the traditions and expertise of people who arrive voluntarily, as well as those forced by circumstances, as happened to the Cathars who took refuge in these lands at the beginning of the 14th century. This group of Orthodox Christians, persecuted by the French Inquisition, fled from the south of France and crossed the Pyrenees until reaching Castelló province. The Route of the Cathars follows Roman roads, medieval paths and livestock transhumance trails. It is entered through natural landscapes and has stops in towns including Morella, Sant Mateu, Cincorres, Forcall, La Pobla de Benifassà, Peñíscol and Cervera del Maestrat.

## Borgia Territory

After tracing the Borgias in Valencia, the history of this lineage will captivate you. This journey involves going into the world of splendour enjoyed by this Valencian family, the most renowned in the region and one of the most powerful in Europe in the 15th and 16th centuries. A fact worth noting is that two of them were appointed as Pope within just fifty years: Alexander VI and Callixtus III. To better understand their legacy, the easiest thing to do is to visit the places linked to their lives or where they exerted their influence and promoted the culture and art of the Renaissance. The Borgia Territory tour includes stops in Xàtiva, Gandia, Albaida, Llombai, Vallés, Castelló de Rugat and, of course, Valencia.

## James I Routes, a journey to medieval times

This is the perfect itinerary for lovers of history. If you are one of them, the figure of James I will definitely excite you. The route consists of a journey to the Middle Ages following the footprints that the monarch left in the Region of Valencia. It takes in 29 towns that, although they are not all of them, do represent the ideal stops to discover the area's historic heritage. Castles, churches, palaces, monasteries and natural landscapes linked to a king who marked the history of the Valencian people. The entire itinerary is documented and there are guides so visitors can follow it by themselves.



# 16 Unesco

## HERITAGE GEMS

Protecting architectural exponents, natural environments and intangible traditions is the objective of UNESCO, an organisation that aims to conserve nature and preserve cultural sites with “outstanding universal value”. Since this entity began its work, many elements of the Region of Valencia have been included in the World Heritage list. Some tangible, such as La Lonja de la Seda; and others which recognise tradition, including ‘The art of dry stone walling’.



## Lonja de la Seda (Silk Exchange) in Valencia

This valuable example of Valencian Gothic architecture, built between 1482 and 1533, was declared a World Heritage Site in 1996, both for its artistic value and for illustrating an important period in the city. The opulence of each room testifies to the lucrative business of the silk trade. This is, without a doubt, a must-see when visiting Valencia.

## El Misteri d'Elx

As with Las Fallas in Valencia, this is Intangible Cultural Heritage that you can experience and discover from within. It was declared such in 2008 (originally in 2001), and consists of a dramatic performance that narrates the death, assumption and coronation of the Virgin. This musical drama has been celebrated since the mid-15th century in the Basilica of Santa María. More than 300 people participate in its two events on 14 and 15 August.

Mediterranean diet



Lonja de la Seda

## Mediterranean diet

This is part of our culture, and now also part of Humanity's after the recognition of the Mediterranean Diet in 2013. It highlights the knowledge, traditions, symbols, cuisine and foods that make up the diet. Trying the flavours of the Region of Valencia, visiting its markets and getting to know its culinary roots is the best way to pay tribute to this important cultural element.



Palm Grove of Elx

## The Palm Grove of Elx

When you visit Elx (Alicante), you will see the natural wonder that is its palm grove, declared a World Heritage Site in 2000. Its landscape of palm orchards with complex irrigation systems dates back to at least the 8th century CE when part of the Peninsula was under Muslim rule. One of the spaces that you shouldn't miss is the Huerto del Cura, with a thousand-year-old imperial palm tree.

Rock art



## Water Tribunal of the plain of Valencia

Bodies adapt to the needs of towns, and in the case of the Region of Valencia, the creation of the Water Tribunal of the plain of Valencia was in response to its agricultural activity. This court, for centuries comprised of representatives of the different irrigation communities to settle their disputes, was recognised in 2009 as Intangible Cultural Heritage together with the Council of Wise Men of the plain of Murcia.

Water Tribunal

## La Mare de Déu de la Salut festa

This celebration in the Valencian town of Algemesí dates back to the 12th century. It was added to the Intangible Cultural Heritage list in 2011 for its cultural value, ritual dimension and locals' participation. Held each year on 7 and 8 September, more than 1,400 people participate through plays, concerts, shows etc. in the four historic neighbourhoods. Without a doubt, it is a date to note on the calendar and make it coincide with your trip.



## Rock Art of the Mediterranean Basin on the Iberian Peninsula

If you consider yourself a fan of prehistory, you will enjoy admiring more than 300 cave paintings in the Region of Valencia. UNESCO recognised their value as a whole in 1998; they provide a portrait of the human being of that time that is crucial for knowledge of the species' development.

## Fiesta of Las Fallas in Valencia

Not only are they Valencian heritage, Las Fallas have been on the list of Intangible Cultural Heritage since 2016. This recognition took into account its origins as a celebration of the arrival of spring, as well as all the elements that make it up: the groups of sculptures (fallas) comprised of figures (ninots), the creativity of the artisans and the community participation. Protecting the whole as a characteristic of cultural identity and social cohesion is to safeguard its successful development in the future. Come to Valencia in mid-March to discover and enjoy Las Fallas.

## Las Tamborradas (drum parades)

The intense banging of thousands of rhythmic drums, called Tamborradas, has been protected as Intangible Cultural Heritage since 2018. This drum playing is part of a ritual that occurs during certain Catholic festivities, such as Easter, and in certain civil celebrations. The drumming, the clothing, the transfer of knowledge from generation to generation... all this supports the UNESCO declaration.

## The art of dry stone walling

The art of building dry stone walls was included on the list of Intangible Cultural Heritage in 2018. This recognised the knowledge and practice of this art, which does not use mortar, only dry soil on occasion. With this system, which attests to harmony between human beings and nature, walls and buildings were created in rural areas of the Region of Valencia, and in other places in Europe such as Croatia and Cyprus.



The Fallas

## Llíria, Creative City of Music

Llíria was declared a Creative City in the Music category in 2019. It thus became the second Spanish municipality to receive this recognition from UNESCO. This award appreciates the population's deep ties with music lasting several centuries, their musical and educational heritage, and their international projection in this field. Undoubtedly an excellent reason for you to include this enclave in your travel plans.





## The 'Maerà' of Antella and Cofrentes, timber rafting

The ancient practice of transporting logs on rivers became Intangible Cultural Heritage on 1 December 2022. The fiesta commemorates the trade of timber rafters and the river transport of wood, an activity that took place from the 12th century until the end of the 1960s on the Júcar, the Cabriel and other Valencian rivers. It was later restored on the occasion of the 27th meeting of Centres d'Ensenyament en Valencià that was held in Antella in 2012.

## Manual bell ringing in Albaida

Bell ringing is one of the deepest symbols of Spain's history and culture. To this day, more than 30 different formulas for ringing bells with a manual touch survive in our country; a tradition and an ancient custom that has remained practically unchanged over the years. In the Valencian cultural field, it has also been part of its deepest soundscape since the Christian conquest. UNESCO included this tradition in its Representative List of Intangible Cultural Heritage on 30 November 2022.

Artesaní, Manises

## Dénia, Creative City of Gastronomy

The category in which Dénia was recognised by UNESCO in 2015 is that of Creative City of Gastronomy, a declaration that is revalidated every four years. To continue to hold it, creativity must continue to be promoted as a factor of development and culinary cooperation at an international level. When you visit it and get to know its kitchens, chefs, events and gastro days, you will understand that it is truly worthy of such a title.

## School Museum of Pusol

Education is also part of the world's intangible heritage, as is demonstrated by the recognition in 2009 of the School Museum of Pusol in the category of "Register of Good Safeguarding Practices for Intangible Cultural Heritage". The project is structured around two lines of action: promoting school programmes based on local, natural and cultural heritage, and preserving the cultural richness of Elx by encouraging community awareness.



## Manises, Creative City of Crafts and Folk Art

This is the most recent UNESCO recognition in the Region of Valencia (2021), and it is a source of pride that the craft traditions of Manises have been recognised among the best in the world. So far, it is the only such award in Spain in this category. Visiting this city to learn about its links with the ceramic sector is one of those pleasures that deserve to be included in sightseeing tours around the region.





A wide-angle photograph of a grand, ornate theater interior. The stage is in the foreground, and the seating area is filled with rows of red seats. The theater has multiple levels of balconies with intricate architectural details and red walls. The ceiling is high and features a large, ornate chandelier. The overall atmosphere is one of elegance and grandeur.

# Music and performing arts

Culture cannot be understood in the Region of Valencia without elements such as music, the performing arts, festivals and other artistic expressions that demonstrate a way of understanding life, always open to new trends. Attending a play, getting emotional at the opera, trembling at a concert or sharing memorable moments at local fiestas is within your reach; let yourself be carried away and enjoy the stages of our land.

## Teatre Principal in Castelló de la Plana

It would be worth booking a ticket to a performance just to admire this theatre with its Italian structure, the paintings that illuminate the ceiling and its front curtain. You can enjoy different kinds of dramatic performances, dance shows and daring stage productions. A must-see on a trip to Castelló de la Plana.

## Auditorium and Conference Centre

This modern white concrete building in Castelló de la Plana was designed by Carlos Ferrater. It houses a symphony hall with capacity for 1,200 people and a chamber for 350 attendees. The programming at this auditorium is very diverse, visitors can enjoy classical music concerts, jazz sessions and other shows.

## Peñíscola Conference Centre

Located at the foot of Peñíscola castle, in addition to hosting congresses, this avant-garde building boasts an extensive cultural programme throughout the year. Its auditorium, which has capacity for 700 people, holds plays for children and adults, concerts of all kinds of music and film screenings.

## Main Theatre in Valencia

Conceived as a theatre, this space built in Valencia in the 19th century follows a project by the Italian architect Fontana from 1775. The facade that you can see today is the work of José Camaña, and its rococo-style interior was painted by the artist Vicente Camarón.

## Rialto Theatre

This theatre, dating to 1939 and initially designed to be a cinema and tea room, was built thanks to the González Galindo family. It is in the rationalist style with touches of Valencian art deco. It is home to the Rialto theatre, a small performance venue, a music hall in the basement and the Generalitat Valenciana Film Library. You can attend plays, film screenings and shows here.

## Olympia Theatre

Built in 1915 on the site of the old Convent of San Gregorio (Valencia), the best national theatre companies have performed on its stage. Although there was a time when it functioned as a cinema, since 1984 it has recovered its activity and is once again the setting for dance shows, plays, monologues, music and even magic and circus performances. Visitors will love its historical atmosphere, with its golden and red stalls and boxes.

## Palau de la Música

Located on the old Turia riverbed, this auditorium has earned a place of honour in the cultural agenda of Valencians and visitors since 1987. It is not only considered one of the most iconic buildings in Valencia – designed by José María Paredes, it won the National Architecture Award – but also one of the most important European music centres. It is the headquarters of Valencia Orchestra and Municipal Band. Orchestras and soloists perform classical, baroque and flamenco music, poetry readings and much more.

## Gran Teatre in Elx

In the city centre of Elx stands this classic Italian-style theatre built in 1920 and restored in 1996. The magic of its hall with golden boxes and velvet stalls will captivate you whether you attend a dance show, a play or a concert.



Teatre Principal in Castelló de la Plana

# Performing arts Spaces



Main Theatre in Alicante

## Main Theatre in Alicante

Attending a play at this historic venue in Alicante, inaugurated in 1847, is a true privilege. Its neoclassical facade is just the prelude to an ornate interior that corresponds to the Italian typology. It has three different areas: stage, a cavea in an original horseshoe shape, and a vestibule.

## Arniches Theatre

Concerts, plays, conferences... culture at this Alicante venue is always welcome. It has also housed the Generalitat Valenciana Film Library since 2013. It is advisable to be aware of its programming as excellent dramatic performances, dance shows and concerts go through its doors.

## Calderón Theatre

This theatre in Alcoi has its roots in 1902, although reforms were later undertaken in 1944 and 2007. It has been a long time since the zarzuela *La Tempestad* was staged at its inauguration, but its musical and theatre programming is well worth it.



Palau de les Arts Reina Sofía, Valencia



## + Palau de les Arts Reina Sofía

> This has been the great opera house of the Valencian capital since 2005, as well as being the official headquarters of the Region of Valencia's Orchestra. It is part of the Ciutat de les Arts i les Ciències complex, and was designed by Santiago Calatrava. It is made up of four halls, the Main Hall, the Magistral, the Auditorium and the Martín y Soler Theatre.

# The Region of Valencia, land of festivals

## MEDITERRANEAN MUSIX

Mediterranean Musix, the brand that encompasses music festivals in the Region of Valencia, has more than one hundred festivals, many of them iconic events that mark the national and international festival scene.

It isn't possible to understand this land's culture without keeping in mind the importance of music as it is a product and a way of understanding life, part of its identity, and the best version of the diverse and welcoming place that it is.

The Region of Valencia has become a tourist destination for festivals that cover different genres. In addition to coming to listen to their beloved groups and performers, hundreds of thousands of fans with the most varied tastes and origins also come attracted by the benefits of the three provinces, with the clear, happy purpose of discovering their geography, culture, cuisine and very distinct way of having fun.



## SanSan Festival in Benicàssim

The festival season opens at Easter and increasingly brings together more and more national bands, with poster after poster being surpassed. Indie, Pop, Rock and always some internationally renowned artists. A sure hit to start the musical year.

## Festival Internacional de Benicàssim, FIB

In mid-July, the city of Benicàssim is filled with music, theatre, fashion and cinema. For more than two decades, FIB has surprised the world by showcasing the most innovative music trends. Famous singers and bands of all kinds of music perform on its stages, from pop and rock to electronic and indie. It has become a leading festival Europe-wide, and hundreds of thousands of visitors eager for music and fun attend it.

## Festival de les Arts

This great alternative music, pop and rock event is held in a privileged location, the Ciutat de les Arts i les Ciències in Valencia. The experience of enjoying live music from the most cutting-edge groups in a place as iconic as this never disappoints. The festival is held for two days in June.



### + New Smart Festival model

> The Region of Valencia is at the cutting edge and wants to raise the quality of its festivals so they can be enjoyed in a more accessible, safe and sustainable way.

To do this, the Smart Festival Model developed by the Valencian Institute of Tourism Technology (INVAT.TUR) will be used, committed to obtaining, studying and analysing the data that the latest technology can provide to thus enable the best decision making to have the best festivals in Spain.

<https://invattur.es/festivales.html>



## Arenal Sound

Arenal beach in Borriana has received more than three hundred thousand fans of indie, pop, rock, hip hop and other music every summer since 2010. For a few days in August, this city in Castelló province offers good music on stages located on the sand itself, parties and a camping area. The fun is guaranteed.

There are many other festivals and programmed concert cycles of the highest quality in Castelló province. A sample would include Singing in the Cave, Peñiscola From Stage, Mar de Sons and SOM Castelló, to name a few.

## Medusa Festival

Cullera beach is the setting for this electronic music festival, which has been held since 2014. Every August, more than three hundred thousand young people come here to enjoy the amazing atmosphere and a week of unforgettable holidays. Ask about the camping areas for attendees and the Beach Club, which you will fall in love with.

## Big Sound

This is the largest event in Valencia city; three days of urban music at the Ciutat de les Arts i les Ciències, where audiences listen and dance to tracks by the most iconic national and international trap, reggaeton and hip hop artists. This festival is a big party.

## Festardor

The festival that closes the big music events in Valencia province dedicates its three days to the hardest Spanish rock. The most metal guitars and drums bring life back to the blast furnace of the Sagunt steelworks that preside over the stages.

Finally, other festivals held in the province should not be overlooked, including Pirata Rock, Mediterranea Festival, Iboga Summer Festival, Love to Rock and the Valencia Alive and Les Nits al Carmen cycles, as well as others.

## Low Festival

This is the flagship festival in Alicante province. Although it started in 2009, it was established as Low Festival in 2013. It takes place at the end of July, and the best national and international independent, pop, rock and electronic etc. music bands perform on its stages. An unmissable appointment in Benidorm and an unforgettable experience.

Leyendas del Rock is held in Villena in August. Don't miss it if the hardest international rock is your thing. It has followers who come from all over the world, creating a unique atmosphere.

But there are more festivals for all tastes in Alicante province; sounding so good, they're here to stay. Reggaeton Beach Festival, Montgo Rock, Spring Festival, Rabolagartija, Rocanrola, Iberia Festival, Boombastic, Marearock, and many more.



# Performing Arts Festivals

## RECLAM. Theatre Fair

In addition to being the biggest performing arts event in the cultural landscape of the Castelló comarcas, this is the main joint meeting in the region that includes theatre, dance and the circus. With this year's, there have already been 30 editions. Due to its regional uniqueness and seasonality between October and December, it is a leading festival on the calendar, recognised throughout Spain.



## Sagunt a Escena

This festival focused on the performing arts is the meeting point for theatre culture every August. Diverse stage productions are hosted at Sagunt Roman Theatre and other venues in the city, from contemporary plays to classical, flamenco, music, dance and the circus. The shows are selected very carefully as this is all about offering a balance between the classical legacy and the avant-garde.

## Russafa Escènica. Festival de Tardor

This performing arts festival began in 2011 and has established itself as an independent citizen-led showpiece. It is held in Russafa in Valencia city for three weeks in September. You can attend all kinds of shows: dance, circus, puppets, musical theatre, performances... for both adults and children. If you travel with the family, you will also find options for the youngest members.

Russafa Escènica © Brava Estudio



### **Festival Circarte | Alicante**

| This annual performing arts festival in Alicante province has since 2009 been producing contemporary circus shows in which disciplines such as dance, music and the theatre are frequently mixed. Both for true lovers of the circus and those who are just curious, this is a good opportunity to see the latest trends in the field since its programming also includes debates, forums and spaces for exchanging ideas.

### **Mostra de Teatre d'Alcoi | Alcoi | Alicante**

| Since 1991, Alcoi city has become the centre of the Valencian arts scene, offering in May a good sample of the shows and projects that will move through the different theatres during the season. In addition to indoor theatre, there are also street and puppet variants.







# Crafts and markets

Each craft product synthesises the Valencian traditions and spirit, history, trade flows and the evolution of its towns. When admiring a wrought iron piece, stroking silk fabric or using a ceramic vase, you will be feeling the culture of our land. You will find many of these treasures in markets (including street markets) and in small workshops that remain faithful to artisan traditions. Discover them to take home a piece that reminds you of the Mediterranean's essence.



# Craft traditions



## Wicker

They are extraordinarily long lasting and gather the knowledge inherited from artisan families. The utensils and objects made with wicker, which past generations used so much, have become decorative elements in modern homes. It is a privilege to have close to hand furniture or baskets made with this material, esparto mats... In the town of Gata de Gorgos in Alicante they are true specialists.

## Morellan blankets

The looms of the workshops and small factories in Morella (Castelló province) haven't stopped creating fabrics or being part of the homes of locals and visitors. Since the 13th century, this town has been a flagship for the expertise of its creations. There are currently some workshops where you can buy the famous Morellan blankets, woven with bright colours and horizontal stripes. Cushions, bags and curtains are also made with this fabric.

## Silk

This element that changed Valencian history, turned into handkerchiefs, ties, fans and bags, represents an original craft souvenir that will remind you of your time in the Region of Valencia. In the capital, you can get quality accessories at the Silk Museum and in Velluters, where the silk craftsmen's workshops once concentrated.

## Ceramics

The Valencian ceramic tradition has its roots in the Neolithic period; since then each town has been contributing its own unique touch. Throughout the region, there are places to buy crockery, tiles and decorative items, but the ceramics triangle (Onda, Vila-Real and Alcora) is in Castelló province. In Onda, there is the Manolo Safont Tile Museum, where in addition to visiting, you can enjoy doing a workshop. Another must-see is Manises, which has been declared a Creative City in the "Crafts and Folk Art" category by UNESCO.

# Markets

Markets all have something special. They take the pulse of the city, concentrate an important part of the daily life of residents, and function as a social space where goods are sometimes not the most important thing. When they are, moreover, in historic buildings, the architecture becomes a framework that is impossible to disassociate from the contents. Wander among the stalls and soak up the market atmosphere.



Central Market, Valencia

## Central Market in Valencia

With surprising modernist architecture, this space began to be built in 1914 (although it was inaugurated in 1928). Among the most aesthetic food markets in the world, it is more than its metal structure and striking windows. Inside you will find a good selection of fresh produce as well as gourmet stalls where you can have tapas.

## Colón Market

A little over a century old, this is a national landmark and part of the Valencian capital's modernism. Although it has undergone some touch-ups over time, it is still in top shape. It is a pleasure to walk through its spacious interior among the flower stalls, and stop for a drink in an *horchateria* or one of its restaurants.

## Central Market in Alicante

With nearly 300 retail spaces, this building has a history dating back to 1921. During this time, it has seen the city change and has suffered the impact of war, but its stylised eclectic construction still stands. Come visit and stroll leisurely through it, admiring the modernist details.

Central Market, Alicante



## Central Market in Castelló de la Plana

This market, inaugurated in 1949 and built according to the architect Vicente Traver Tomás's design, is located at the Plaza Mayor in the heart of the city. Although it already has a long history, it continues to function as the pantry of Castelló city. A must-see to find out about local produce, meat, vegetables, pastries... with 60 stalls in total.

## San Antonio Market

Since 1951, San Antonio Mercado in Castelló de la Plana has been a daily meeting point for locals and visitors who walk among its stalls in search of quality, seasonal and local products. It is located on Ronda Magdalena with an unmissable red facade.





Antiques market in Xaló, Alicante

## Street markets in Castelló de la Plana

Two generalist street markets are held in Castelló capital each week. The one on Mondays, which is located in the fairs and markets space on Avenida del Mar, and the other on Fridays in El Grau at Plaza Virgen del Carmen. The former is the largest with almost five hundred stalls and products ranging from fresh produce to crafts.

## Antiques market in Vila-real (Castelló)

This open-air second-hand market takes place every Sunday at Plaza del Labrador, and has around fifty stalls selling antique items.





# Street markets



## Plaza Redonda

At Plaza Redonda, you can find establishments selling crafts, lace items and souvenirs. On Sundays, there is also a street market with stalls selling coins, music and all kinds of antiques.

## Second-hand market in Xaló (Alicante)

This street market in Marina Baixa has a lot of history and is very popular. You will be able to find old furniture, ceramics, stones, fossils etc. It is located near the Cooperativa de la Mare de Déu Pobra, so you can take the opportunity to also get some olive oil and wine. The Mercado de la Tierra is held on the same day, Saturday, and sells food and crafts.

Plaza Redonda, València



## Benidorm Town Street Market

On Wednesdays and Sundays in Rincón de Loix there is one of the city's most popular markets since, in addition to selling food and other products, it offers imitations of exclusive brands at bargain prices.

## Riurau de Jesús Pobre Market (Alicante)

This interesting street market can be found on the first Sunday of the month in Jesús Pobre, a district in Dénia city. It is one of those places where you have to go for its good atmosphere and to buy some organic produce, antiques or second-hand items.



# How to get there

**The Region of Valencia can be reached by land, sea and air. The numerous points of access mean you can choose the most convenient option for your trip.**

## By plane

The three Valencian capitals have airports with an extensive network of domestic and international routes.

[www.aena.es](http://www.aena.es)

- **Aeroport Castelló.**
- **Valencia-Manises.**
- **Alicante-Elx Miguel Hernández (Altet).**

## By sea

The passenger ports of Valencia, Dénia and Alicante offer good links with both the Balearic Islands, Barcelona and various Mediterranean countries. Depending on the season, there are connections to some Balearic destinations from the port of Gandia.

## By road

- **AP-7**, the Mediterranean motorway crosses the Region of Valencia parallel to the coast and connects with the European network.

- **A-3** connect with the capital of Spain.

- **A-23**, or the Mudéjar motorway.

- **A-31**, or the Alicante motorway.

- **A-33** or the Cieza motorway.

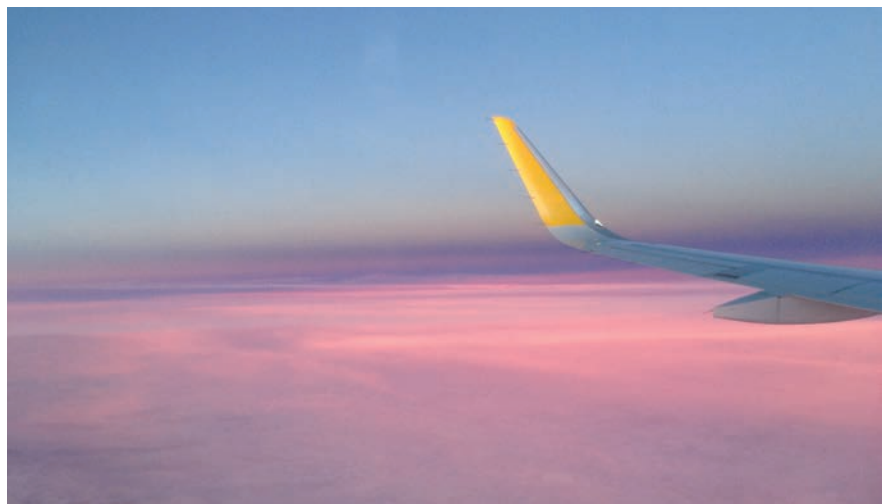
- **A-35**, or the Almansa-Xàtiva motorway.

## By train

The high-speed network (AVE) facilitates rail travel from Madrid to Castelló, Valencia and Alicante.

[www.renfe.es](http://www.renfe.es)

The municipalities are connected through the Generalitat Valenciana railway network, promoting travel between the coast and inland. [www.fgv.es](http://www.fgv.es)





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