

RIMINI TODAY

150,000 inhabitants

16.2 million tourist / overnight stays per year (Source: ISTAT Pre-covid)

3.7 million arrivals

Over 35,000 activities of which approx. 14% in the tourism sector (Data: Chamber of Commerce)

BUT 'WHO' WAS RIMINI IN THE PAST?

A quick overview of Rimini history



HISTORICAL OVERVIEW

268 BC The establishment of *Ariminum*

- The Roman Senate sends 6000 colonists to found the city, whose name (*Ariminum*) is taken from the river *Ariminus* (now *Marecchia*)
- Rimini became *Caput viarum* in Roman times, thanks to its strategic position between northern and central Italy (crossroads between the Via Flaminia, the Via Emilia and the Via Popilia)
- In 90 BC Rimini gained its administrative independence by becoming a *Municipium*



HISTORICAL OVERVIEW

1st century B.C. - 5th century A.D. **the imperial age of Rimini**

- (49 BC) In Rimini Julius Caesar pronounced the famous sentence '*Alea iacta est*' after crossing the Rubicon river
- Rimini was one of the most prosperous cities of the Roman Empire: it had a large forum, an amphitheatre and honorary monuments, such as the Tiberius Bridge (completed in 21 A.D.) and the Augustus Arch (built in 27 B.C.)
- In 2007, the Surgeon's Domus, an important archaeological complex from the 2nd century A.D. dwelling with more than 150 iron and bronze medical instruments, was opened to the public



HISTORICAL OVERVIEW

11th - 14th century **Rimini in the Middle Ages**

- In the 11th century, thanks to the revival of trade and commerce, a new port was built at the mouth of the Marecchia River
- In the 12th century Rimini became a municipality. A period of intense urban planning began for instance, buildings such as the Arengo palace and Podestà palace date back to this period
- Great masters work in the city during this century, including Giotto and the artists of the 14th-century Rimini School of painting



HISTORICAL OVERVIEW

15th century **The Age of Humanism and Renaissance**

- The Malatesta became the Lords of Rimini
- During the reign of Sigismondo Pandolfo Malatesta, two monuments symbolising the identity of Rimini were built: Castel Sismondo and the Temple (rebuilt on its 12th-century predecessor)
- The Malatesta court hosted many great masters, among them Piero Della Francesca, Leon Battista Alberti, Matteo De' Pasti, Agostino di Duccio, Gemisto Pletone, Giovanni Bellini, Roberto Valturio



HISTORICAL OVERVIEW

16th century - early 19th century **Rimini in the Modern Age**

- After a brief Venetian domination, Rimini became part of the Papal States. Palaces, religious and functional buildings were built and the Gambalunga Library, the first civic library in Italy, was opened in 1619
- Many philosophers, scientists, doctors and intellectuals of the 18th century were born in Rimini, among them Iano Planco, Giovanni Battarra, Giuseppe Garampi
- Also in Rimini in 1815 Gioacchino Murat launched the 'Proclamation of Rimini' to incite Italians to independence



HISTORICAL OVERVIEW

1843-1920 Rimini takes the beach

- On 30 July 1843, Count Baldini set the first bathing establishment
- In 1873, the scientist Paolo Mantegazza inaugurated the 'magnificent Bathing Establishment', which also included the Kursaal, the platform and the Swiss Hut
- Rimini became a reference point for the 'joyful holiday' of nobles and bourgeoisie, a place of care and entertainment, health and pleasure; a model to be imitated
- It is the beginning of a new era for the Italian tourism



HISTORICAL OVERVIEW

1900-1920 Rimini and the Belle Époque

- At the beginning of the 20th century Rimini started to attract a large number of tourists
- Many villas are built along the waterfront and hotels, restaurants and entertainment venues are created
- With the opening of the Grand Hotel in 1908, Rimini became a top tourist destination for the European élite



HISTORICAL OVERVIEW

1920-1940 Rimini under the fascist regime

- Rimini became one of the icons of Fascism's health philosophy, welcoming large masses of vacationers
- Seaside holiday camps, the symbol of a bathing season that anticipated post-war mass tourism, allowed many families and children to spend time at the seaside



HISTORICAL OVERVIEW

1943-1944 **Bombing of Rimini**

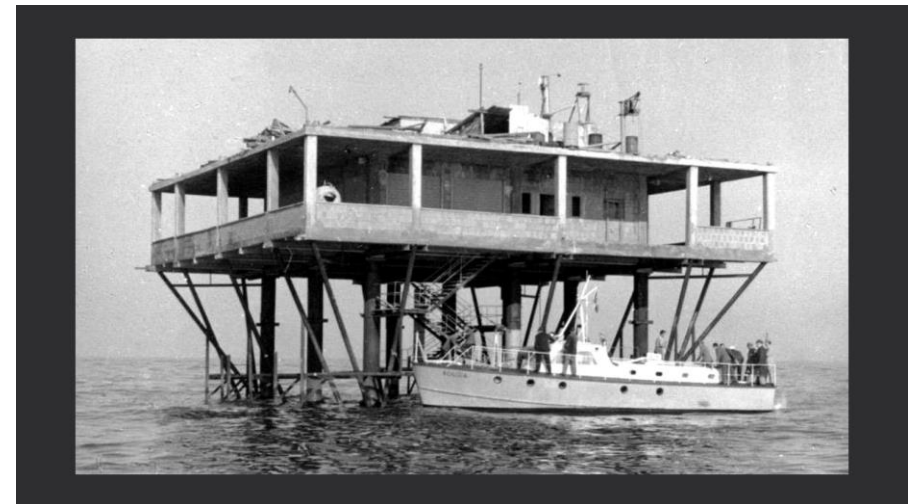
- As part of the strategy to break through the Gothic Line, Rimini is hit by 388 bombardments
- More than 80 per cent of the city is destroyed and thousands of civilians die during the fighting and under the bombing
- One of the bloodiest battles of the entire Italian Campaign takes place between 25 August and 30 September 1944
- Rimini is liberated on 21 September 1944



HISTORICAL OVERVIEW

1950-1970 The age of mass tourism

- Rimini rebuilds its image once again starting from the ruins of the war
- Many families came from the hinterland to start their own tourism-related businesses: they opened hotels, restaurants, establishments
- Embassy and Nettuno are the landmarks of this rebirth, of Rimini's Dolce Vita
- The era of accessible tourism has begun, based on the spirit of hospitality and family-run 1- or 2-star guesthouses
- In 1960 the Skyscraper was inaugurated and in 1968 the independent state of Rose Island was proclaimed, a 400m² platform located 6 miles off the coast



HISTORICAL OVERVIEW

1970-2000 Rimini “fun factory”

- The Romagna coast reached the peak of its fame in the 1970s as the 'factory' of the most avant-garde fashions and trends
- Partly due to the environmental crisis caused by a mucilage outbreak, Rimini changed its image by presenting itself as the largest centre of entertainment and transgression in Italy, a place for young people; it was the Rimini of nightlife and movida narrated by Pier Vittorio Tondelli
- These were the years of clubs and discos, the Altromondo, the Paradiso, the Bandiera gialla, the Slego, the Velvet...



BEGINNING OF A NEW MILLENNIUM

2000-2010: **Beyond the summer season**

- The beginning of the new millennium brings the construction of important facilities such as the new Trade Fair (among the most important events, Sigep, Ecomondo, Rimini Wellness and TTG) and the Palacongressi, one of the most innovative in Europe
- These facilities led Rimini towards a progressive deseasonalisation of the tourism offer
- The Nuova Darsena, one of the most beautiful and avant-garde marinas in the Mediterranean, was inaugurated in 2002



TOWARDS A NEW SUSTAINABLE RIMINI

2008-2011 From expansion to regeneration

In 2011, the city's strategic plan was approved with some major areas of intervention, including:

- a new concept of well-being (the Sea Park project)
- the promotion of a culture of active and light mobility (the Metromare project)
- the reorganisation and recomposition of the territory, both urban and between the city and the suburbs
- the valorisation and upgrading of the city's cultural heritage



THE CULTURAL DISTRICT

2012-2022 The renovated historic centre

- With the reopenings of the Fulgor, Fellini's legendary cinema, Teatro Galli (an Italian-style theatre inaugurated in 1857 by Giuseppe Verdi) after 75 years of closure
- With the inaugurations of Part - Museum of Contemporary Art and the Fellini Museum (which is split into 3 different locations: Castel Sismondo, Palazzo del Fulgor and Piazza Malatesta)
- With the renovation of the area around the Tiberius Bridge

The cultural district also includes the Gambalunga Library, the Surgeon's House, the City Museum with its Modern Section, the Malatesta Temple and the Augustus Arch



THE CINEMA FULGOR



THE GALLI THEATRE



PART – MUSEUM OF CONTEMPORARY ART



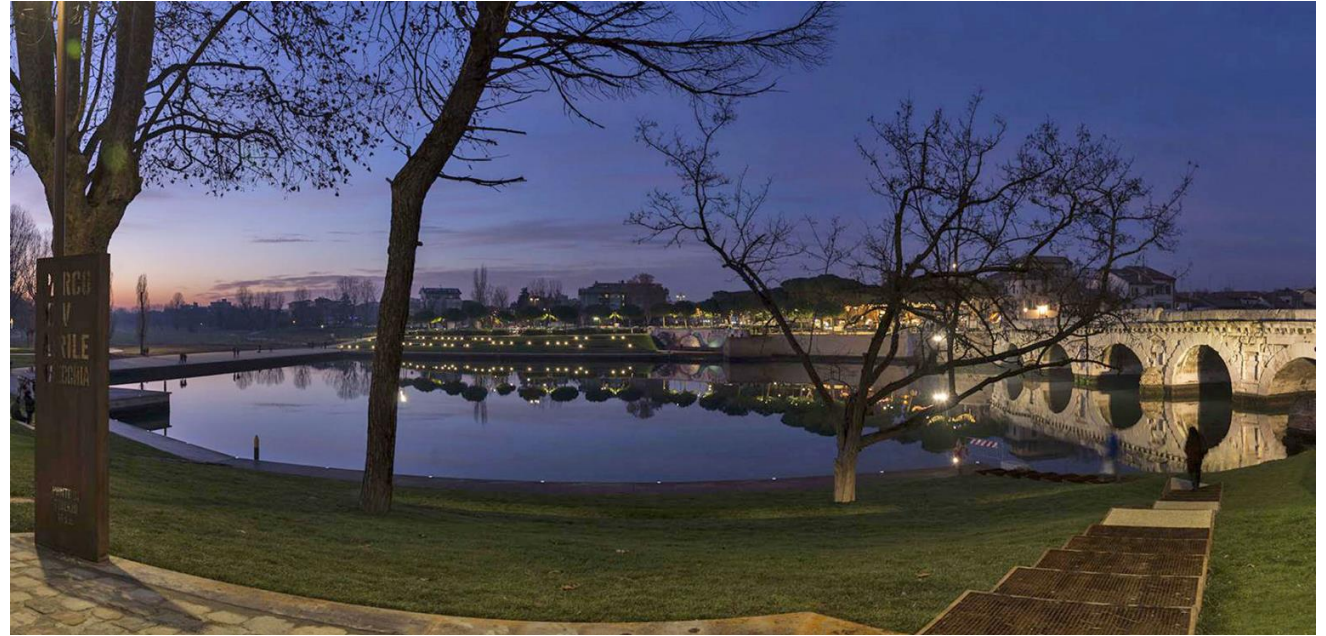
FELLINI MUSEUM – CASTEL SISMONDO



FELLINI MUSEUM – PIAZZA MALATESTA AND FULGOR PALACE



WATER SQUARE - TIBERIUS BRIDGE



EVENTS

A full calendar of events

- Tourist, cultural, musical, food and wine and wellness proposals are all held together with the city's identifying features and places (the Galli Theatre, the Teatro degli Atti and its internal courtyard, the Francesca da Rimini Arena, Piazza Malatesta and Piazzale Fellini, the Tiberius Bridge with its square on the water, Piazza Cavour)
- from the 'Sagra Musicale Malatestiana' to the 'World's Longest New Year's Eve', from the contemporary sounds of 'Percuotere la mente' to the 'Notte Rosa' to the food of 'Al Meni'...



EVENTS

...from the «Festival del mondo antico» to «Cartoon Club», to the film festivals «La settimana arte» and «Amarcort», from «Biglietti agli amici» to «Mare di libri» to the summer show in Piazza Malatesta



THE CULTURAL SYSTEM

The Province of Rimini (approx. 330,000 inhabitants) is, according to the latest edition of Siae's "Yearbook of entertainment and sport" (year 2021), the Italian province:

- with the highest number of spectators compared to the population: 768 spectators per 100 inhabitants (the Italian average is 142)
- with the highest average annual expenditure for entertainment and sports activities: 100 euros per inhabitant (the Italian average is 18.50 euros)

According to the 2021 "Io sono cultura" (I am culture) report by Unioncamere and the Symbola Foundation, in the Province of Rimini the cultural system has a direct impact on the Province of Rimini, in terms of employment and wealth created, for over 6.5% of the total economy generated

THE TERRITORY: THE COAST

The Province of Rimini: 27 municipalities located between the seaside and the hills in an area of 860 km.

Along the coast, in addition to Rimini, there are four seaside resorts with about 40 km of beaches:
Bellaria Igea Marina
Cattolica
Misano Adriatico
Riccione



THE TERRITORY: MALATESTA LANDS

The inland (in the hills of the Marecchia and Conca valleys, in the lands of the Montefeltro and Malatesta dynasties) which includes many villages, castles, millenary towers, churches and temples containing masterpieces ranging from Giotto to the fourteenth-century painters, from the Gothic to the early Sigismondo Renaissance. A heritage that, starting from the Malatesta Temple and Castel Sismondo in Rimini to the huge variety of natural and scenic treasures, constitutes one of the most extraordinary identity complexes of the Italian culture



THE TERRITORY: MALATESTA LANDS



... the castle of Montebello
and the fortresses of San
Leo, Verucchio and
Santarcangelo...



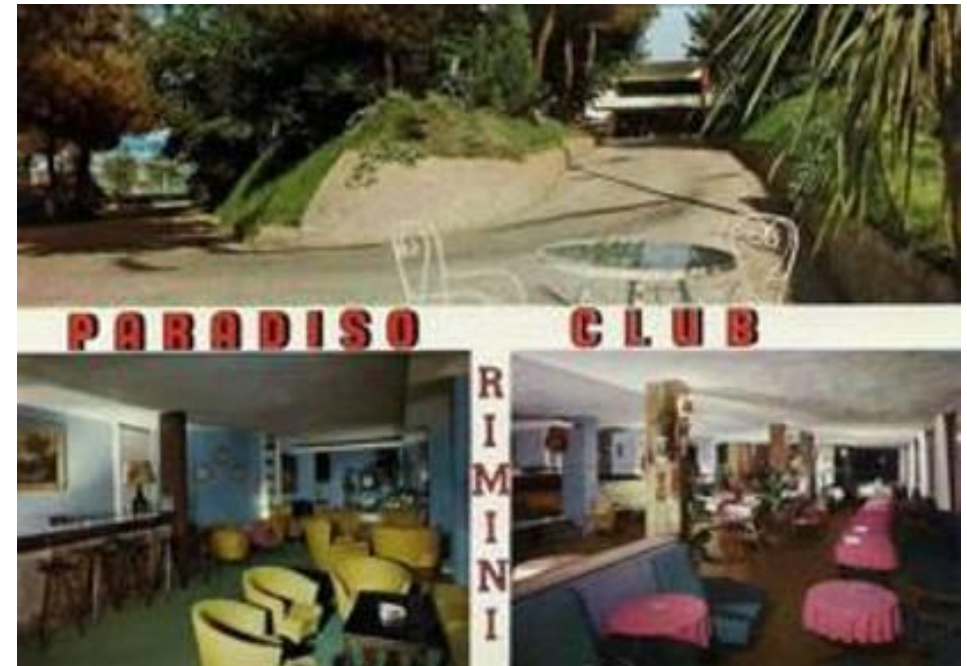
THE TERRITORY: MALATESTA LANDS

...Tonino Guerra's Pennabilli, the village of Petrella Guidi and the fortress of Montefiore



RIMINI IS

From Roman *Ariminum* to fiefdom of the Malatesta family and later capital of mass tourism, Rimini has always played with its own contradictions, has always designed its own future starting from the clash of contrasting elements, has always mixed high and low culture: the Verdi theatre and the trendy outposts born in a discotheque such as Slego and Paradiso, the classical concerts of the Sagra Malatestiana and the Italo Disco...



RIMINI IS

... the white marble of Leon Battista Alberti temple and the Teutonen grill...



RIMINI IS

...Fellini's visionary dimension and that of the Rose Island...



RIMINI IS

... the Arch of Augustus and the images of Maurizio Cattelan ...



RIMINI IS

... The fourteenth century Rimini school of art and photographs by Marco Pesaresi



RIMINI IS

... Dante's Francesca da Rimini and Fabrizio De André's Teresa

