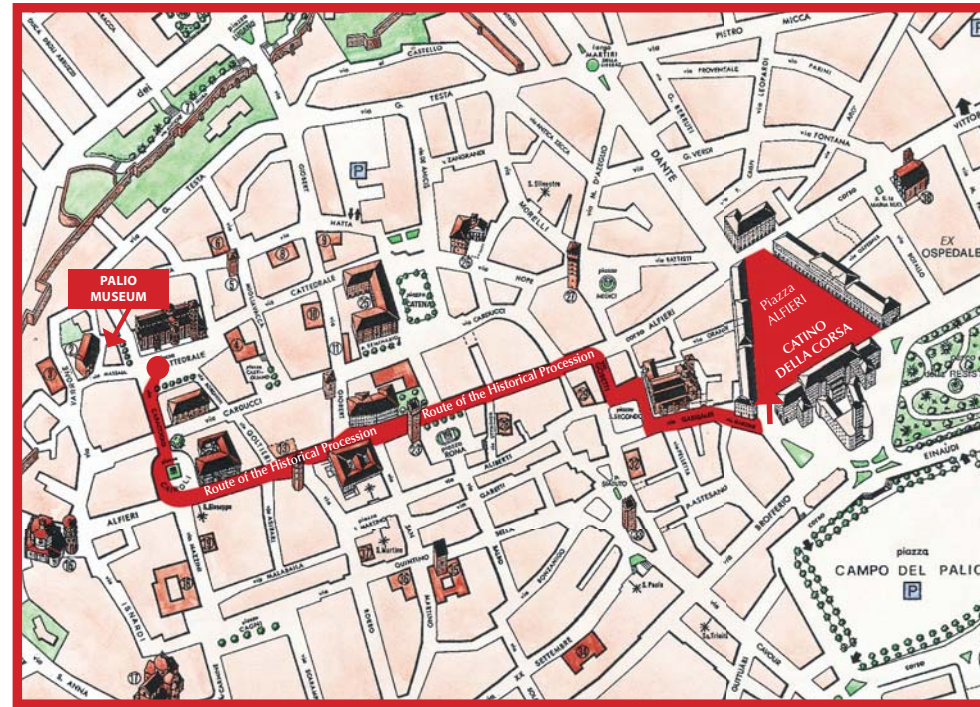


Sunday 1st September 2019

THE DAY OF THE PALIO

- 10:00 am** in each of the Parishes of the city: ceremony for the benediction of the horse and rider
- 11:00 am** **Piazza San Secondo:** exhibition of the A.S.T.A. flag-wavers
- 2:00 pm** **Piazza Cattedrale:** Start of historical procession with 1200 participants dressed in medieval costume, representing 21 Quarters of Asti and some Province's towns taking part in the Palio. The last to parade is the town of Moncalvo, winner of the 2018 Palio. The procession opens with the Team of the Captain of the Palio and the Flag-wavers of A.S.T.A., and closes with the Carroccio escorted by Warriors.
Route of the Historical Procession: Piazza Cattedrale, Via Caracciolo, Piazza Cairoli, Corso Alfieri, Via Gobetti, Piazza San Secondo, Via Garibaldi, Via Gardini, Piazza Alfieri
- 4:00 pm** **Piazza Alfieri:** the races
Town districts at the "canapo": 1st battery | 2nd battery following:
Municipalities of the Province at the "canapo": race and awarding of the prize
Final reserved to the districts of the city (first four of each battery) and awarding of the prize

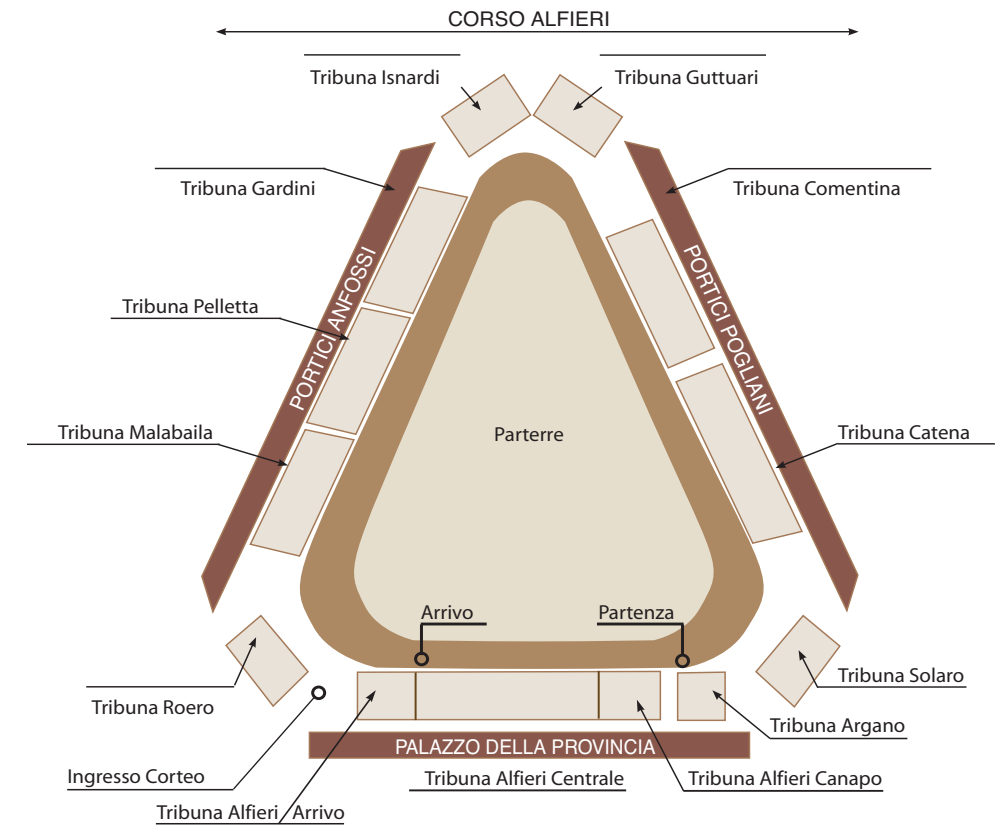


PALIO di ASTI

1 settembre 2019
Piazza Alfieri



TICKET OFFICE



- Argano stand** € 100
- Covered Grandstand Alfieri** (start) € 90 | Alfieri (central) € 55 | Alfieri (finish) € 50
- Curved stretch stands** Solaro € 60 | Roero € 45 | Guttuari and Isnardi € 25
- Stands along the straight stretch** Catena € 40 | Malabaila € 30 | Pelletta, Comentina and Gardini € 25
- free entry for children aged up to 5 years**
- Free entry to the Parterre**

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ASTI AND ITS HISTORY



The founding of the Roman settlement of Hasta, mentioned by Pliny as one of the most important Roman towns in the ancient Liguria region, dates from 125 and 123 BC.

After the period of the Roman Empire, it became the residence of the bishop and is mentioned as an important Longobard Duchy and the town where a major Court of Justice was held. Made into a County under the Franks, later governed by the bishops,

the town flourished towards the end of the 11th century becoming, for a brief period, the most important free cities of Piedmont. In the 12th century it became one of the richest and most powerful cities in Italy, it was granted the right to mint coins and it engaged in busy trade with France, Flanders, Germany, England and with a lot of European countries. In 1387, the city was handed to the Visconti, then to the Orleans and finally to the Savoy (1531). Following the Unification of Italy, the fortunes of the city mirrored those of the newly-formed nation, and events there followed those of Italy. Characterised since the 12th century by a lively economy, with profitable trade and dealings with other cities, even if often divided by the feuds between opposing noble families, Asti has retained a pleasant medieval atmosphere, with towers, noble residences and fortified houses. The population of Asti is now 76.419, and its patron saint is St. Secundus, whose feast day is the first Tuesday in May.

THE PALIO



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

the last exciting encounter on the race course, preceded by a magnificent procession, featuring over one thousand two hundred people in medieval costume. The track, specially prepared in the very central Piazza Alfieri, is 450 metres long: the race, on horses ridden bareback, takes place in three heats featuring seven horses each, while the final is between nine horses. In both the heats and the final, the horses run around the track three times. The start is given by the "mossiere" who unhooks the "canapo", a thick rope stretching from one side of the track to the other. From 2018 the Palio of Asti will take place the first Sunday of September.

THE NEWS OF THE PALIO 2019: AN EXTRAORDINARY PALIO OF ASTI

This year, to celebrate the 1900 years since the Martyrdom of St. Secundus, the event doubles: a Palio will be dedicated to the seven towns of the Province, while the other will be for one of the 14 quarters of the city. On the same day then 4 races, 2 banners and 2 winners

THE BANNER



The Palio, the large crimson velvet banner with the coats of arms of Asti, is the "dream" for which the twenty-one rivals compete. But "Palio" is also the name of the fiery and exciting race that inflames the passions of the Asti area each September. The Palio is run in the name of the Patron Saint of Asti, St. Secundus. There are two Palio banners: one offered by the City Council to the Church of St. Secundus in May, the other offered as the prize for the race in September. These two Palio banners are made up of two essential elements: the painted "labarum", with the coats of arms of the City of Asti and the actual "Palio", which is a long length of crimson velvet joined to the "labarum". The Palio is measured in "rasi": sixteen for the Palio won in the race, ten for the Palio offered to the Collegiate Church.

A raso is an ancient Piedmontese unit of measurement, corresponding to sixty centimetres. For the Palio 2019, with two final races, the Palio banners will be two, both painted by the artist Paolo Bernardi.

THE PRIZES

FOR 1ST PLACE: THE PALIO BANNER

FOR 2ND PLACE: A BAG OF SILVER COINS

FOR 3RD PLACE: SILVER SPURS

FOR 4TH PLACE: A LIVE ROOSTER

FOR 5TH PLACE: THE COCKADE

FOR THE LAST COMPETITOR TO ARRIVE: THE INCHIODA (ANCHOVY) WITH SALAD

THE PROCESSION



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

