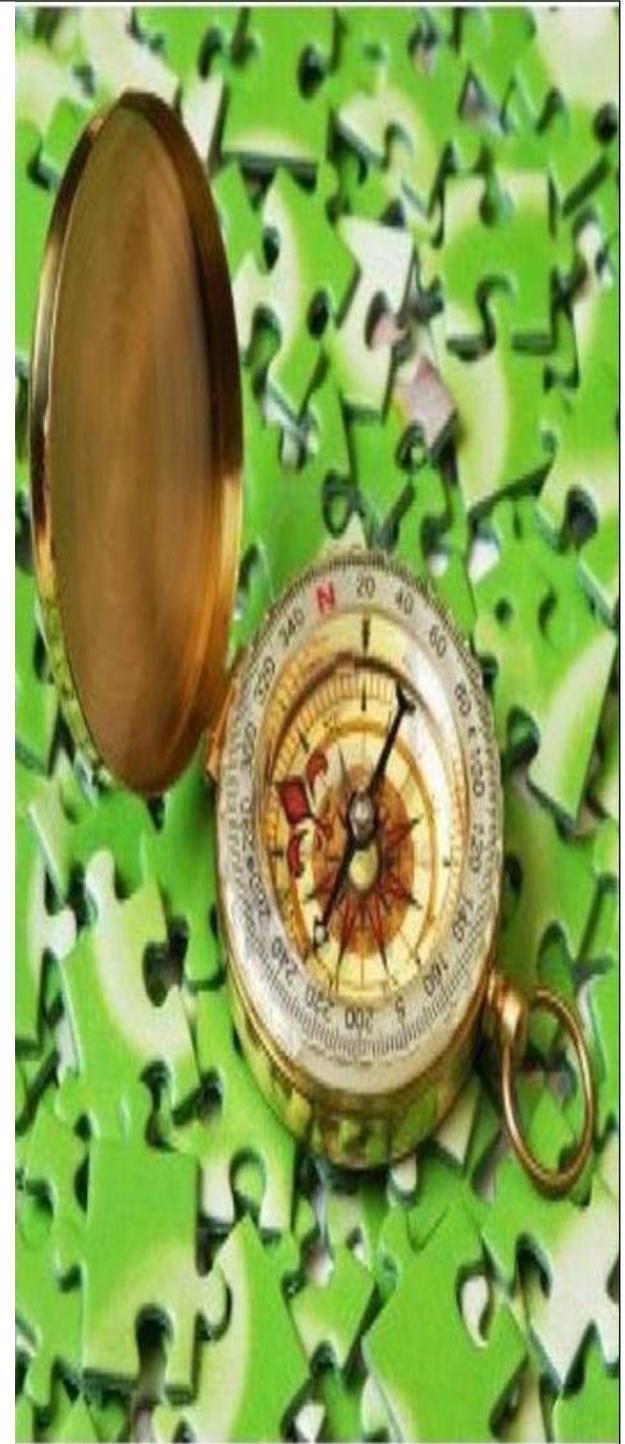


Pra'

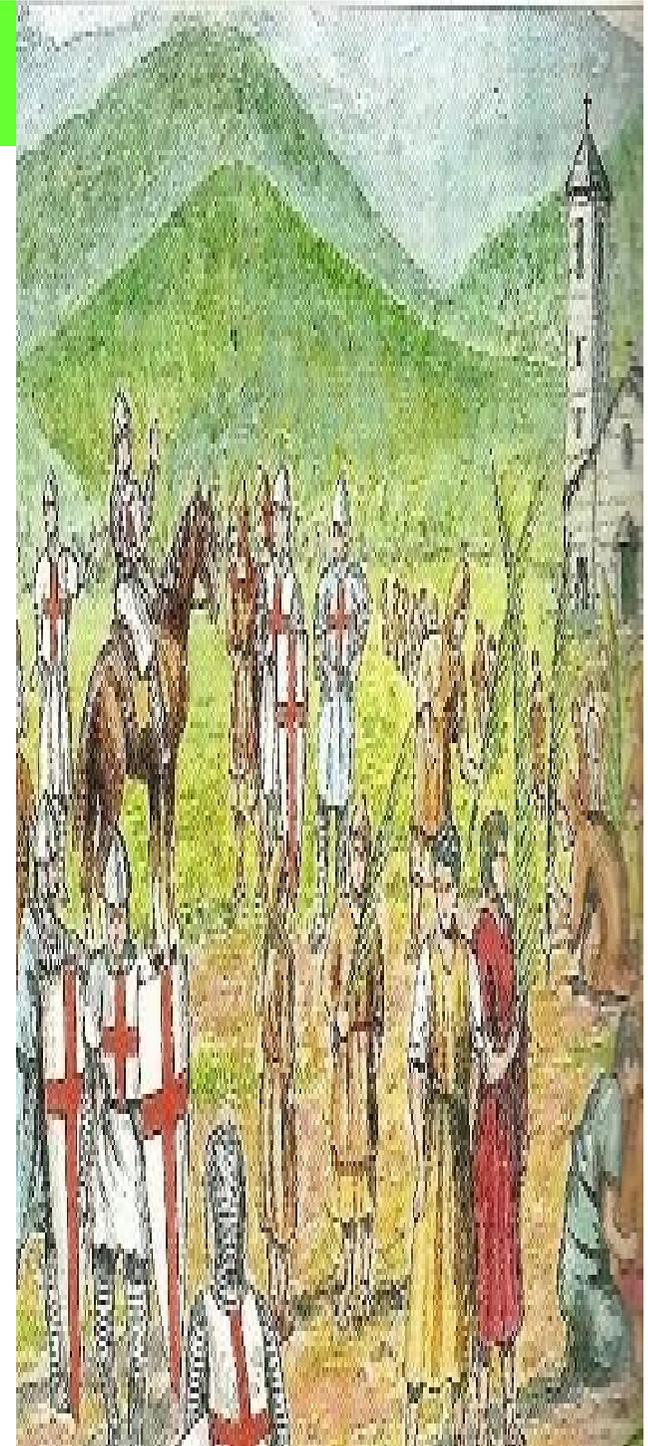
Ancient Genova municipality
A long history, looking at the future

World capital of basil
Sport citadel
Green port



History of Pra'

- Ø Pra' was the **political** and **economical centre** of the ligurian pre-roman Veturii tribe; their territory was between Sestri and Arenzano.
- Ø Some of the ships used by **Julius Cesar** to conquer the Gallia were built on the Pra' beach.
- Ø The church "**Pieve of Assunta**" had a great importance in all the middle age and, up to 1838, ruled all the churches in Pra' and surroundign towns of Pegli, Multedo, Voltri, Mele, Acquasanta, Crevari, Arenzano.
- Ø Pra' was an **indipendent municipality** ("Comune") from 1797 to 1926, and then "Delegazione" (administrative district) of the city of Genova, now part of "Municipio VII Ponente" (Pegli, Pra', Voltri).
- Ø Three of the "Thousands" volunteers soldiers in the army of **Giuseppe Garibaldi** were Pra' citizens.



History of Pra'

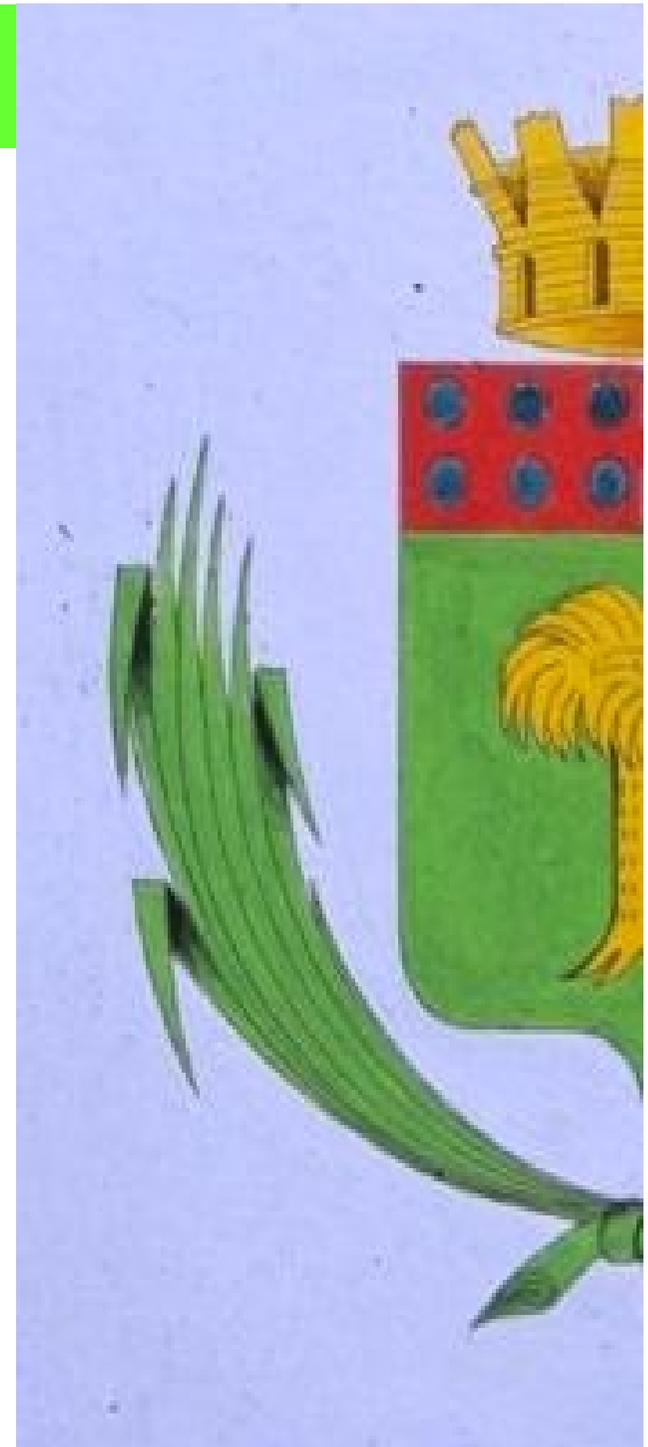
- Ø Pra' hosted important **shipyards** specialized in building brigantines. The **fishing** was practised by many people, with many families of shipowners and sailors.
- Ø Between the XVI and XVIII century many families of the **aristocracy** and **upper middle class** of Genova established luxury **holiday residences** along the seaside of Pra'.
- Ø Since the beginning of the XIX century, Pra' had been a well appreciated and popular **seaside town** with several bathing establishments.
- Ø For many centuries a rich and flourishing **agriculture** has been present on the hills and the plains of Pra'.
- Ø The **basil of Pra'** is the best in the world.

PRIMA' VERA FONDAZIONE
VALORE PER PRA' ■■■■■



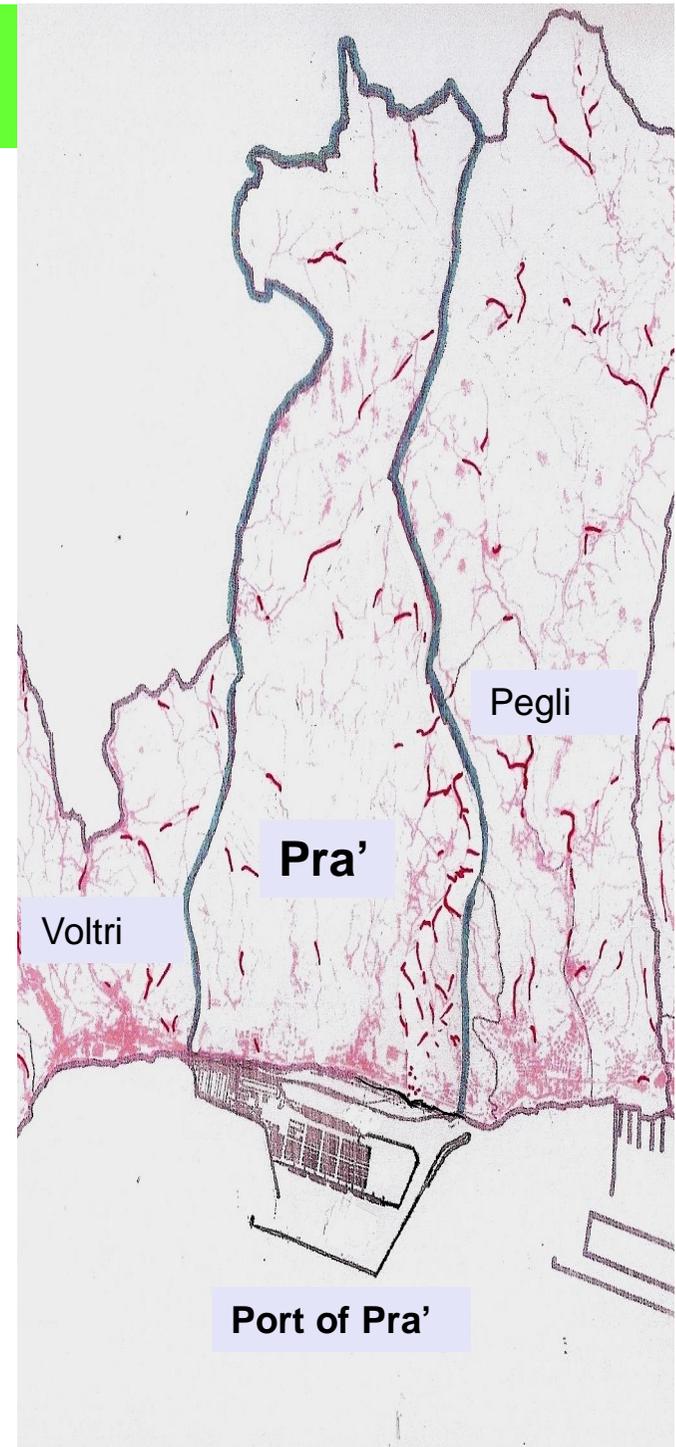
Pra' today

- Ø Pra' has a population of about **28,000 inhabitants** and is composed by six districts: the ancient villages of **Borgo Foce, Palmaro, Sapello, Longarello** and the new districts of **Cà Nuova** and **San Pietro**.
- Ø A large, old and important net of **associations** is present on this land.
- Ø Many **hystorical monuments**, with a **national importance**, enriches Pra'. Among them the Santa Maria Assunta church (first origin in the X century), the romanico San Pietro church (1134), the Oratory of Santa Maria Assunta (XII century), the Castelluccio (a blockhouse of the XV century).
- Ø Pra' lost its **beautiful natural coast**, for many centuries focal place for the social and economical life of the town, to allow the building of the **container port** that today faces the town: the **Port of Pra'**.



Territory of Pra'

- ∅ The **hystorical Pra' territory** extends, on the coast, from **Castelluccio** to the **San Giuliano stream**, just on the west of the former “Verrina” factory and has the curious shape of a lied down dog.
- ∅ Pra' has a large green territory with plains, hills and mountains including the “**Pra' Plains**” (“Piani di Pra'”) and the **Punta Martin** mountain (1001 meters).
- ∅ The old beach has been replaced by a new quiet coast area, the “**Fascia di Rispetto**” hosting the “Achille Dapelo” park, the rowing field in a nice blue channel and many areas and sport fields for physical activities and leisure time. Almost every sport can be practiced in the “Fascia di Rispetto” and in the rest of the town so that Pra' can also be defined as a real **Sport Citadel**.



How to reach Pra'

- Ø **By plane:** From Genoa “Cristoforo Colombo” airport, by rental car or taxi (SS1 Aurelia, 7.9 Km, 14 minutes) or bus “VLB” until Cornigliano railway station, then bus AMT Linea 1, westbound.
- Ø **By train:** Railway station of Genova – Pra'.
- Ø **By bus:** AMT, Linea 1 from both east and west.
- Ø **By car:** by motorway A10 Genova-Ventimiglia:
from east, go out at Genova – Pegli exit, then take via dei Reggio, Lungomare di Pegli, via Pegli, via Pra'.
from west, go out at Pra' exit, via Pra' eastbound.



To see at Pra'

- Ø **San Pietro** church of the XII century (Via Cordanieri, in the Borgo Foce district), with its pretty original romanic style bell-tower.
- Ø **N.S. Assunta** church (Via alla chiesa di Pra', in the Palmaro district) was built before the year 1,000 and re-built in the actual form at the beginning of the XVIII century; for centuries it was the important reference church for the entire west part of the Genoa territory. Close to it there is an ancient **Oratory**, already existing in the XII century.
- Ø **Castelluccio** (at the beginning of Via Pra', in the Longarello district), a seaside blockhouse built in the XV century for the defence of the Pra' village, is at the boundary with Pegli town. Around it today there is a bathing establishment and an approach site for boats.



To see at Pra'

Ø **Villa Sauli Podestà**, XVII century (Via Pra' 70, in the Cà Nuova district) has been recently recovered and hosts the “Basil park” and the centre for the employment. It is called as “Villa of the Baroness”.



Ø **Villa Lomellini Doria Podestà**, XVII century, (Via Pra' 63, in the Cà Nuova district) just close, on the west side, to the Pra' highway exit. Baron Andrea Podestà, Genoa Mayor, lived here in the XIX century.



Ø **Villa Adorno-Piccardo**, XV century (Via Pra' 62, in the Palmaro district just on the right of the Pra' highway exit). In the past **Saint Caterina** from Genoa lived here; now it has been re-adapted as an elegant block of flats.



To see at Pra'

Ø **Villa Pinelli Negrone De Mari**, XVI century, (Via Pra' 61, in the Palmaro district) rounded by shady gardens hosts a medical centre.



Ø **Villa Negrone della Loggia**, better known as **Villa Fiammetta**, XVI century (Via Pieve di Teco 16, in the Sapello district, a nice example of fortress-villa.



Ø **Villa Ratto**, XVI century (Via Sapello 3, in the Sapello district) now hosting the Assarotti secondary school.



To see at Pra'

- Ø **Villa Grimaldi Doria D'Angri**, XVII century (Piazza Bignami 4, between the Sapello and the Borgo Foce districts) was the site of the Pra' Municipality first, of the Circoscrizione Council then; today it hosts public local offices and the local Headquarter of the Municipality Policy.
- Ø **Villa Negrone of San Pietro** (Via Cordanieri 21, in the Borgo Foce district) was part of the Cistercian monumental complex with the homonymous church. Today it hosts the “Giosuè Signori” residence. In the villa was used to play **Camillo Sivori**, known as “the Prince of violinists”.
- Ø **Torre Cambiaso**, former Torre Spinola (Via Scarpanto 49, in the San Pietro district) an old tower for sighting and defence on the east hills behind Longarello is now a comfortable congress centre. In the upper tower lived and worked the master painter **Evasio Montanella**.



Excellence factors

Besides a rich history and interesting signs of the pasts today's Pra' offers surprising beauties and excellence elements...

- Ø The **basil of Pra'**, basic element of the best “pesto” sauce in the world so that Pra' can be properly defined the **world basil capital**.
- Ø The **swimming pool – Aquacenter** “I delfini”, really precious resource of the “Fascia di Rispetto”. In front of Piazza Bignami, this large and modern swimming pool with an external beach and solarium, is full time open during the day and in the summer time also during the night.
- Ø The **old town centre**, the pedestrian zone of **Borgo Foce** district, in via Fusinato and Piazza Sciesa, with old buildings and shops and the **Palmaro** district in via N.S. Assunta and via alla Chiesa di Pra'.



Excellence factors

- Ø The “**Fascia di Rispetto**” (Respect Zone) and the channel **promenade** allow both relaxing moments along the promenade or in the “Achille Dapelo park” and sports activities on the land or in the water.
- Ø The **rowing field** in the channel hosts rowing races at highest levels and the traditional popular rowing competition of “**Palio dei Sestieri**” of Pra’.
- Ø The **green hills** behind the Pra' quarters offer **pleasant walks, beautiful views**, and an exciting tracking up to the top of Punta Martin, the 1,001 meters high Pra' mountain; a mountain looking like Alpi mountains.

...and, obviously, the kindness and the genuinity of **Pra' people**.



Public services

Ø The **railway station** is in the “Fascia di Rispetto” in front of piazza Sciesa.



Ø The **Police Station** of the “Carabinieri Corp” is in Piazza Sciesa. The building was grand opened by the dictator Benito Mussolini in 1938.



Ø The **post offices** are in Via Airaghi (Borgo Foce district) and in via Sanremo (Palmaro district). In via Airaghi there is also the **Municipality Police command**.



Useful information

HOTELS

Ø **Hotel Torre Cambiaso** (via Scarpanto 49)



BANKS

Ø **Banco Popolare** (via Pra' 90 r)

Ø **Intesa San Paolo** (via Fusinato)

Ø **Carige** (via Pra' 140 r)



TRAVEL AGENCIES

Ø **Pra' Viaggi** (via Pra' 81 r)

Travel agency, ticket point for flights and trains.
English, French, Spanish spoken.



Useful information

FIRST AID AND PHARMACIES

- Ø **Croce Verde Praese** (via Cordanieri)
Pubblica Assistenza-Pronto Soccorso Tel. 010 665241
- Ø **Farmacia Gamaleri** (via Cordanieri 21 r)
Tel. 010 665235
- Ø **Farmacia San Pietro** (via Airaghi) 38 r)
Tel. 010 660592
- Ø **Farmacia Palmaro** (via Pra' 167 r)
Tel. 010 6196248
- Ø **Farmacia Cravasco** (via Cravasco 22 r)
Tel. 010 693161
- Ø **Poliambulatorio Villa De Mari** (via De Mari 1b)

HARDWARE STORES

- Ø **Ferramenta Mitro** (via Pra' 62 r) Tel. 010 665309
- Ø **Casa Viva** (via Airaghi 19 r) Tel. 010 662624
- Ø **Ferramenta Molinari** (via Taggia 9 r) Tel. 010 666392
- Ø **Elettricista Ellevu** (via Sapello 28 r)

PHOTO SHOPS

- Ø **Foto Max** (via Fusinato 38 r).
Cameras, glasses, photo and video shootings.



Useful information

P.C. & ELECTRONICS

- Ø **Flyonaction** (via Sapello 103 r)
Video shootings by drone and Go-Pro cameras,
P.C. Repairing, informatic products.



PETROL STATIONS

- Ø **ENI** (via Pra' 150 n)
- Ø **Total Erg** (via Pra' 162 r)



CAR SERVICES

- Ø **Officina Autoservice** (via Roana 34 r)
- Ø **Autofficina Bonsi** (vico dei Savignone)
- Ø **Officina Carlesi** (via Pra' 159 r)
- Ø **Elettrauto Cucich** (piazza sciesa 31 r)
- Ø **Autofficina 2M** (via Pra' 32 r)
- Ø **Autofficina Elettrauto** (via Sapello 5 r)
- Ø **Autofficina Guti Car** (via Ratto 28)
- Ø **Gommista Miroglio** (piazza Sciesa 2 r)
- Ø **Autofficina Super** (via Ramellina 110 r)



Useful information

BASIL AND PESTO

- Ø **Cooperativa Agricola Pra'** (via Barberia)
- Ø **Fratelli Sacco** (via Branega 23)
- Ø **Le Serre sul Mare** (salita Ascherio 3 a)
- Ø **"Rattin" Ratto** (via Cordanieri 2 r)
- Ø **Lilli Ratto** (via Pra' 67)



CINEMAS

- Ø **Nuovo Cinema Palmaro** (via Pra' 164 r)



Pra' has a long time tradition for **food** and **beverages** and offers traditional restaurants, pizza restaurants, icecream shops of good quality mainly placed in the pedestrian areas of **Borgo Foce** and **Palmaro** districts and surroundings.



FondAzione PRimA'Vera

Influence
Representation
Identity

