



What Secret is She Keeping?

A Very Colorful Secret

A small medieval masterpiece—Valloria—an enchanted place which nearly disappeared. The village has remained unchanged for centuries. Stone is the building material of choice: the houses are stone, the tortuous alleys, the lintels and the dry-stone walls of the cultivated terraces. What's so special about this village of 42 people?



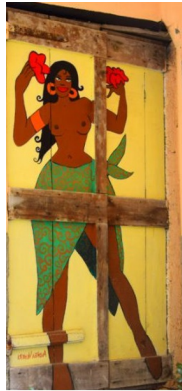
The name Valloria comes from its geographical position: the place near a slope of the “Vallis Aurea” that means the Valley of Gold. The gold in this place is the prized Ligurian olive oil that is produced on the slopes of the local mountains. The village is very close to San Remo.

But like small towns everywhere, the village was watching its young people leave for larger cities like Milan.

Then, in 1994, a local resident came up with an idea. Two ideas actually—an open-air art project and a party. Artists would be invited to paint the town’s doors with complete complete artistic freedom to create their own works.

The artists came and did they paint! Eventually the town became known as the “Town of the Painted Doors.” They started with 15 doors and now there are over 150. They paint house doors, warehouse doors, stable doors—if there’s a door, they’ll paint it!





The doors include women, landscapes, dancers, fisherman, poets, flowers, children and musicians plus more. They are all hand painted by both Italian and other international artists.

When the first paintings were revealed the town celebrated. Long tables were set up under the olive trees so hundreds of people could eat, drink, and dance. The first event was a smash, and the town began holding them ever since-- twice each summer in July and August. The annual celebrations injected new life into the dying town. The paintings are admired by thousands of tourists every year. There's no map for the painted doors, you just walk around, get lost in the alleys and find them.



Dancing on a door!

And only in such a place, unique in its kind, could the Museum of Forgotten Things be created. The forgotten things showcase items of the daily way of life from the past and the village traditions. The museum is in the old restructured 16th century Oratory of Santa Croce.

Add this place to your list of "I want to go there" and you could be looking at some of these doors yourself! Here's a look at more of the paintings.

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