ROME.  
HISTORY  
BECOMES  
FUTURE

ROME IS THE LARGEST AGRICULTURAL MUNICIPALITY IN EUROPE.  

In Rome there are:  
- 2,656 agricultural companies (out of which 140 with direct sales)  
- 33 farmer's markets  
- 55 local purchasing groups (GAS)  
- 129 urban vegetable gardens

L'AGRICOLTURA  

Roma è la città dell'agricoltura più grande d'Europa per superficie coltivata. 
- 2,656 aziende agricole  
- 33 mercati locali  
- 55 gruppi locali di acquisto solidale  
- 129 orti urbani

LOCAL MARKETS: QUALITY AND SOCIAL LIFE

Rome has a vast network of local markets, both open-air and in covered structures. The markets are meeting places in every district and are still synonymous with high quality food products. High quality food products can be bought at some even from local farmers. Some of these markets also host cultural and social events.

CULTIVARE IL FUTURO  

MERCATI RONALI QUALITÀ E SOCIALE

La Capitale sta anche installando in piazze centrali della città il sistema Mercatino, che permette di prodotti di qualità anche da coltivazione diretta, e di socializziare, esplicando attività culturali e sociali.

IN EUROPE.

THE WATER CAPITAL

Over recent years, food and wine have assumed an important role in the image of the city. Culinary traditions who have always distinguished the city are continuously evolving, thanks to the commitment of many restaurateurs who have made excellence the primary objective of their daily work. Events like food and wine festivals in Rome are dedicated to good food, cooking, new restaurants and innumerable dedicated blogs and web sites make Rome a true city of food and drink, thanks to the cultural foundation of the many traditions that coexist within the city.

- 17,000 places of refreshment (cafés, restaurants, etc.)  
- 16 “starred” restaurants

STREET FOOD

The revival of the habit of food consumption on the street is being developed in many food festivals in Rome city squares.

World famous Chefs and young cooks have started up venues that regain, recover and reinvent the traditions of Roman cuisine with a new awareness of taste.

ROMA LA STORIA  
DIVENTA FUTURO

WE CULTIVATE IDEAS

In 2014, through a public notice, young agricultural workers were assigned approximately 500 hectares of land for cultivation. New public allocations of land to young farmers are scheduled during 2015.

Meals at (K)m zero

The first projects for school meals in a metropolitan city, with a menu produced within an area of less than 1 km from the school, in District III. Moreover, in the last years, a special attention has been paid to supplies coming from local producers in public calls for tenders for Roman school meals.

- (K)m zero - primary project of the project "School Meals in a Metropolitan City" - has been decided to award a contract to a Roma Capitale company for the supply of fresh food products from local producers.

LA CAPITALE DELL'ACQUA  

Roma è caratterizzata da una vasta e capillare offerta di servizi. La Capitale può vantare un com mercio, nelle sue più diverse forme, che è in grado di soddisfare il benessere quotidiano del suo popolazione.

IN EUROPE.

THE WATER CAPITAL

Il recupero dell'abitudine al consumo di alimenti freschi a tavola in piazza è stato il tema di numerose iniziative, in particolare nei quartieri, a partire dalla “Casa del Cibo”, che ha associato la produzione a tavola con il consumo.

Shops, the Highlight of the City

In Rome, it is possible to find one of the best districts to shop in the world. The most famous streets – with energy – are the shops of the famous shopping centers, which are in front of the fashion frontier shops, or in the streets of the Arbat, or in the streets of the heart of the city, which are in the heart of the city. Every shutter raised and every every two-shorts raised is a new taste of Rome, the busy, productive city made up of multitudes of entrepreneurs who support the Roman economy.

ROME. La storia  
Divenuta futuro

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TRA DI TION A N D IN N O VATIO N

Imperial Rome constructed an empire that was as much a physical and intellectual production space as it was a cultural and social one. Ancient Rome is known not only for its monumental architecture but also for its lively artistic and cultural landscape. Today, the city is home to a thriving creative ecosystem that is the result of an organic development over centuries, with a significant role played by the traditional and modern artists, architects, and artisans who have shaped the city’s identity.

In recent years, Rome has become a key player in the international creative scene, attracting a growing number of visitors who are interested in the city’s cultural and artistic heritage. The city’s cultural institutions, including museums, art galleries, and theaters, are open to the public and offer a range of programs and activities throughout the year. The city’s cultural landscape is also characterized by the presence of a lively contemporary art scene, with numerous galleries, museums, and artists’ studios located throughout the city.

In addition to its cultural attractions, Rome is also a hub for innovation and entrepreneurship. The city is home to a growing number of startups and small businesses, particularly in the creative and technology sectors. The city’s strategic planning, including the development of public spaces, the implementation of smart-city initiatives, and the promotion of sustainable development, has attracted the attention of international investors and businesses.

The city’s cultural and technological developments have led to a significant increase in the city’s attractiveness, both as a destination for tourists and as a location for businesses. The city’s strategic planning, including the development of public spaces, the implementation of smart-city initiatives, and the promotion of sustainable development, has attracted the attention of international investors and businesses.

In conclusion, Rome is a city that offers a unique blend of tradition and innovation, where the past and the present coexist in harmony. The city’s cultural and technological developments have led to a significant increase in the city’s attractiveness, both as a destination for tourists and as a location for businesses. The city’s strategic planning, including the development of public spaces, the implementation of smart-city initiatives, and the promotion of sustainable development, has attracted the attention of international investors and businesses.

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