



# A Tale of Two Cities



A second chapter  
in the relationship between  
Fredericksburg, Virginia, and Este, Italy

# How it came to be

A brief background of the  
partnering of  
Fredericksburg and Este



## January 2014

Massimo Giordano, an Este native posted to the Italian Embassy in Washington, contacted Fredericksburg to propose a sister city partnership.

## Spring to Fall 2014

An exploratory committee formed. Meetings, interest groups, and conversations resulted in a core group of enthusiasts.

## November 2014

Five Fredericksburg representatives visited Este, met with Mayor Piva and cultural, civic and education leaders. The good will for a match was confirmed.

# Fredericksburg-Este Association founded March 15, 2015

## A GOOD MATCH OF LIKE-MINDED CITIES

### ESTE

- Population: 20,000
- 60 miles west of Venice
- Historically and culturally rich
- Active arts and heritage community
- Tourism economy
- Successful sister city involvement

### FREDERICKSBURG

- Population: 28,000
- 60 miles south of Washington, DC
- Historically and culturally rich
- Active arts and heritage community
- Tourism economy
- Successful sister city involvement

# Este, Italy

## OVERVIEW OF GEOGRAPHY AND HERITAGE



**Este** is an ancient pre-Roman city in the Veneto, a province in northeast Italy, named for the famous and beautiful city of Venice.

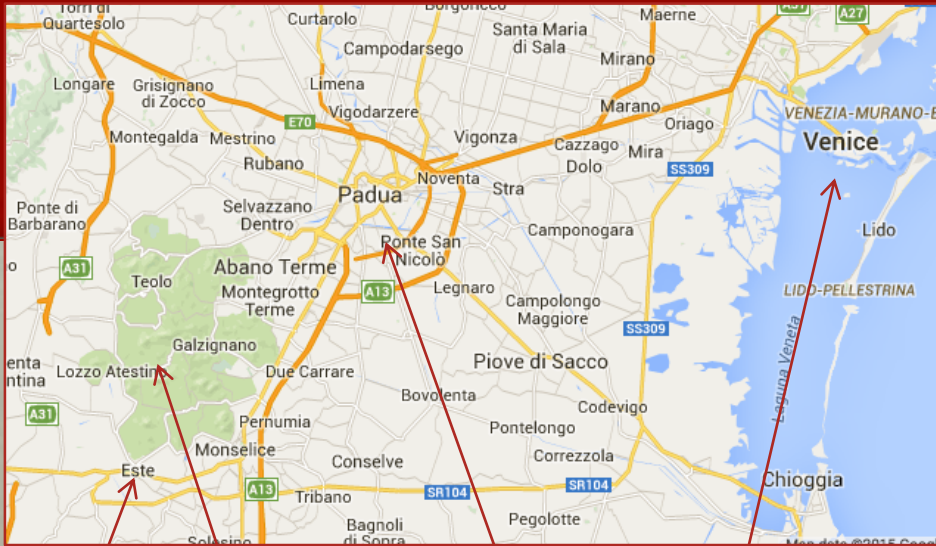
The Veneto Region, Italy



**Este**, with a population of 20,000, is in the Padova District, also named for a famous city: Padua, whose university was founded in 1222.



# Este and the Euganei Hills



**ESTE**   **Euganei Hills**   **Padua**   **Venice**

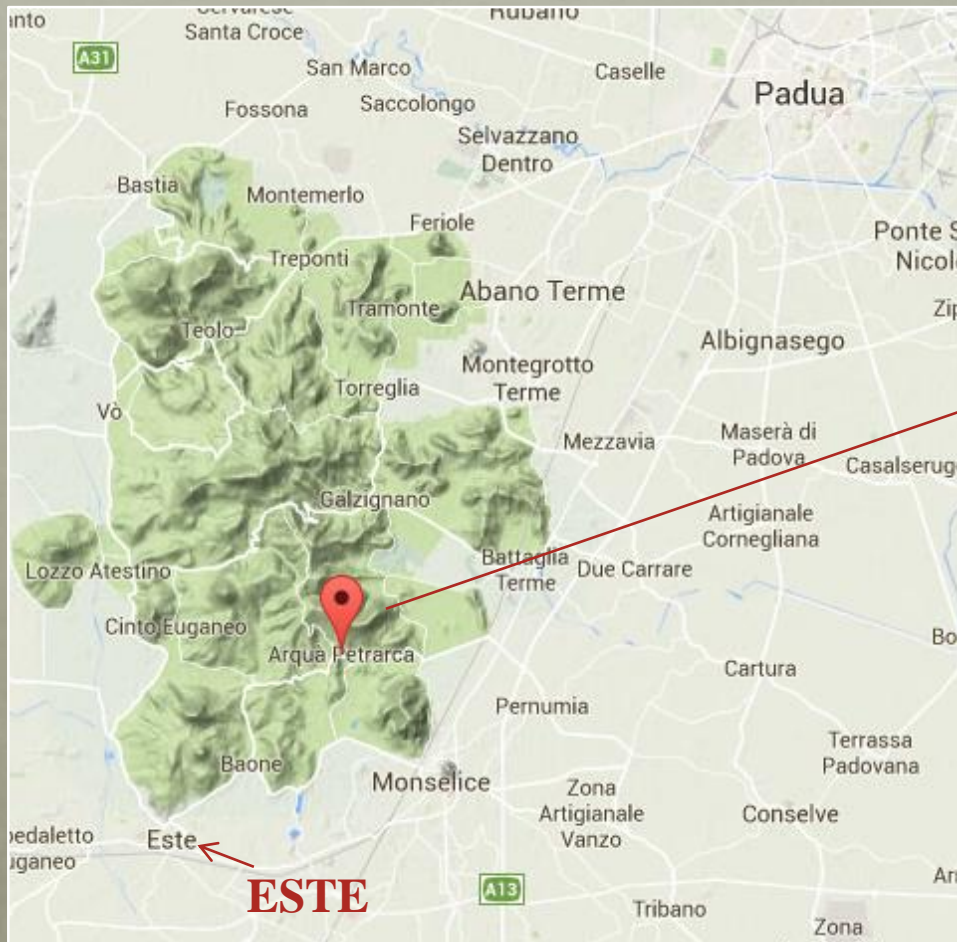
**Este** is a commune of the ancient Euganei Hills region, the area's first national park. Its rich volcanic soil nurtures excellent *wines*, which have recently been distinguished with their own denomination: *Colli Euganei*.

In addition, the region is famous for its *spas and hot springs*. *Bicycling* trails chart scenic tours throughout the area, and serve as world-class training destinations for avid cyclists. *Nature trails* also wind their way for hikers, bird watchers, and botanical enthusiasts.



**The Euganei Hills and Vineyards**

# Este and the Euganei Hills



The **Euganei Hills** have long drawn artists and thinkers to its ancient hilltop towns.

*Arqua Petrarca* is one such town, where the 14<sup>th</sup> century poet and early humanist Petrarch built a home which serves as a destination for poets and writers, such as the 19<sup>th</sup> Century poets Percy Bysshe Shelley and Lord Byron.

Excellent small hotels and restaurants dot the hills and enhance the tourist experience for athletes, cultural tourists and nature enthusiasts.



# Friendship and goodwill

## VISITS, GIFTS, HOSTING, EXPLORING, CONFIRMATION

Cultural handshakes, conversations, and the will to forge a new thing have now come about.

We now design how best to grow through these new found partnerships.



# What's Next ?



**FREDERICKSBURG AND ESTE** have formally aligned, by mayoral agreements and by establishment of personal friendships.

Now the two cities can begin in earnest to explore exchanges of like-minded people, to learn from one another, and to share.



# Thinking about partnerships

INTERESTS AND ENDEAVORS  
OFFERING POTENTIAL FOR  
COOPERATION INCLUDE

- Civic and governmental relationships
- Civic and service organization
- Arts and cultural programs
- Medical partnerships
- Culinary interests
- Educational exchanges
- Economic cooperation



Our sister city partnership is fortunate to enjoy the strong support of committed mayors. Here, Mayor Mary Katherine Greenlaw and Mayor Giancarlo Piva confirm the new agreement at Este document signing in November 2014.

# ESTE ROTARY CLUB

THE ESTE ROTARY CLUB AND THE RAPPAHANNOCK ROTARY CLUB HAVE ALREADY ESTABLISHED A PARTNERSHIP, INDEPENDENT OF THE SISTER CITY ASSOCIATION.

Both clubs have experience in international projects.

Both clubs are interested in student exchange via Rotary Club sponsorship

Both clubs support identifying projects beneficial to one another's communities.



Rotary President Alfonzi Enzo, a banker, exchanged Rotary flags and seals with Rotarian Chip Willis at the November 2014 Este Rotary Meeting.





# ESTE PHOTOGRAPHY CLUB

The members of the Este Photography Club can have rousing fun at their meetings, but there is some serious talent in this group.

Conversations about a possible show of Este photos in Fredericksburg has already begun.

Reciprocating in Este can also be explored.



**Claudio Gaggiofatto, r. President**





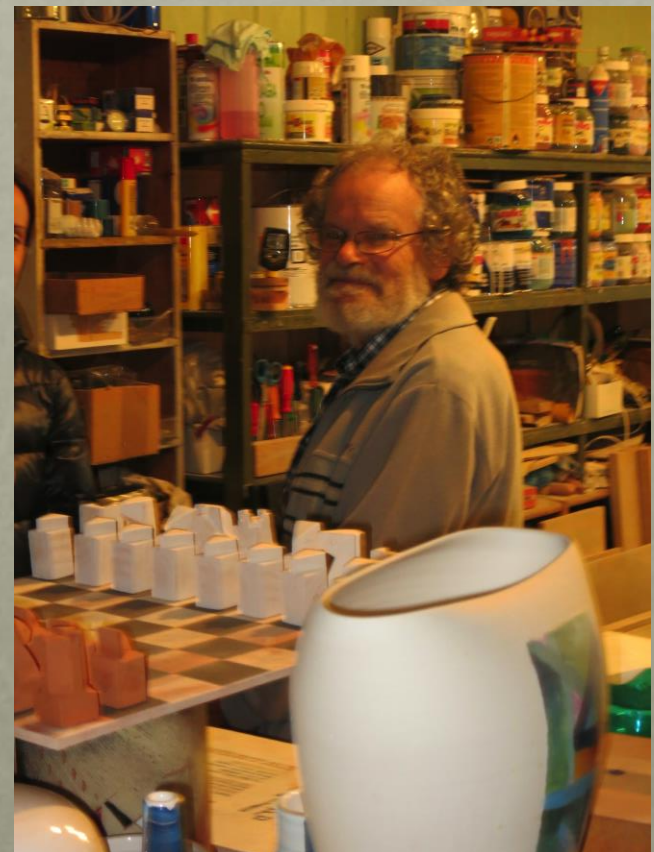
# Contemporary design in pottery and ceramics

Artisan design in ceramics is a strength of the Este pottery scene. The same is true with Fredericksburg.

The possibility of mutual hosting, mutual creative endeavor, and partnering in exhibits in both cities is enticing.



## Alfredo Dal Santo



# MONFREDINI COLLEGE

## A PROFESSIONAL TRAINING SCHOOL



Fr Marcon oversees students learning bar service at Manfredini. Students alternate as chefs and as client-tasters.

Founded and supported by a Catholic brotherhood dedicated to youth, especially the economically disadvantaged, Manfredini is headed by Don Dino Marcon.

Tracks in culinary arts, informational technology, graphic design, tourism, and business management are offered.





# Monfredini and culinary education

Is there potential here for culinary education both for these students in Fredericksburg and for similar culinary students from here in Este?

Is there potential for ADULT culinary courses in Este? And for similar ADULT culinary students here in Virginia?

Can we align with like-minded groups to explore the idea?







# Salumificio FONTANA

## Prosciutti and Salumi

Salami and prosciutto are artisanally crafted at this family-owned enterprise. Exceptional quality achieved by careful supervision have established this house's reputation for superior charcuterie.

**Francesco Fontana** has headed the business for decades, and now is training his daughter to take the reins.

Mr. Fontana is also active in Rotary and in several business associations to promote Este exports and economic growth.



Charcuterie by small producers has been a tradition in Este for centuries. Cheese, wine, and pasta of excellent quality are also produced in small enterprises.

Could Fredericksburg partner with these sources, and feature them in area restaurants? The potential for creating an exclusive cachet exists.

Reciprocal interest in bourbon for Este markets has already been expressed. Can this potential be expanded and developed for both cities?

Salamis and Prosciuttos

Cheeses and Wines

Pastas and breads

## Este: Agricultural Products





# Este Flower Festival

Famous throughout the Veneto region, Este's Flower Festival, held annually in April, brings thousands of visitors.

Flower arrangements, garden design, floral design for special occasions, and historical garden heritage are interests of many in The Fredericksburg region.

Este invites floral designers from its English sister city, Leek, England, to participate.

Is there potential here for mutual sharing and growth?

Fredericksburg's Historic Garden Week would also be of interest.





# More este...

Cyclists are avid fans of the roads connecting small villages in the Euganei Hills.



The Hills also attract hikers and seekers of rare wildflowers. Trails of various sections of the hills are mapped and routed.



Sports teams exchanges also offer potential partnerships.

# And Fredericksburg...



Our own beautiful Rappahannock, our biking and hiking trails, our historic homes and sites, our preservation and conservation efforts, will perhaps find their Italian kindred spirits through our association.



# Fredericksburg and Este...

Two cities in  
partnership.  
We've only  
just begun.

