PRESS RELEASE

**ALTA BADIA**

**Nos Ladins – WE LADINS**

**AUTHENTIC EXPERIENCES BETWEEN TRADITION AND CULTURE**

**It is the people who live there that make a place truly authentic — rich in culture and traditions handed down from generation to generation. The Nos Ladins – We Ladins project was created with the goal of bringing tourists closer to local life and customs through meetings with locals, held during the winter months from December to March. After all, no one can tell the story of a place or help others discover it better than those who were born and live there every day.**

**Alta Badia (South Tyrolean Dolomites/Italy) –** Spending time with a pastry chef, an entrepreneur, a mountain hut manager, and a local craftsman is an experience that leaves a lasting impression on those who take part in the Nos Ladins – We Ladins activities. This initiative offers visitors to Alta Badia, in the heart of the Dolomites, a UNESCO World Heritage site, the opportunity to share genuine moments with the Ladins, the inhabitants of these valleys. The protagonists of the project are bound by a deep and sincere connection to their land and by an authentic passion for the ancient traditions that define their culture. This edition also presents new stories and activities to be experienced together with the Ladin ambassadors.

**Here are the events not to be missed:**

**BEHIND THE SCENES OF THE WINTER MOUNTAIN WITH LUIGI**

Deeply connected to the heart of the Dolomites, Luigi works in the field of cableway systems and renewable energy. During the scheduled events on January 14, February 4, and March 4, Luigi will guide participants on an exclusive journey to discover the world that makes the magic of snow possible, from the production of artificial snow to the daily maintenance of ski slopes, and even the experience of riding in a snowcat. The final event will offer exclusive access to the new cable car, providing a behind-the-scenes look at the technology and hard work that keep the Dolomites alive even during the coldest months.

**WHERE PASSION BECOMES SWEETNESS WITH HANNES**

From a very young age, Hannes has nurtured a deep passion for pastry making, beginning his journey at just 15 years old. After gaining experience in several hotels across Alta Badia, he now channels all his creativity and dedication into transforming each dessert into a story of flavour and love for tradition. On January 22, February 26, and March 18, Hannes will guide participants through the art of pastry making, sharing techniques, secrets, and tips for creating authentic delights.  
From traditional local sweets to his own signature creations, it will be an afternoon of creativity and flavour, an opportunity to experience the magic of Ladin pastry up close.

**SIXTY YEARS OF STORIES WITH MORITZ**

A pioneer of hospitality in Alta Badia, Moritz founded the renowned mountain hut sixty years ago, which still welcomes skiers and hikers from around the world today. With an adventurous spirit and tireless drive for innovation, he was among the creators of the Maratona dles Dolomites, leaving an indelible mark on the history of local tourism. Together with Moritz, participants will enjoy a unique experience: from the welcome at the bottom of Piz La Ila to the ascent by cable car to the hut, Moritz will share anecdotes about tourism in Alta Badia, the evolution of hospitality, and his personal experiences. The meetings, scheduled for December 17, January 21, February 25, and March 11, will conclude with a special aperitif, offering an intimate glimpse into the history and transformations of these mountains through the words of a true protagonist.

**LADIN CRAFTSMAN, A WORLD TO DISCOVER WITH DANIEL**

In Alta Badia, it’s not just about ski slopes, cozy mountain huts, and enchanting peaks. There is also a somewhat hidden but highly creative world made up of people who cut, glue, saw, craft, and develop with true Ladin diligence, authentic and waiting to be discovered. Attending the sessions with Daniel is like taking a journey inside the workshop that, for several years, has been creating the medals for the Maratona dles Dolomites-Enel using only local materials, such as hay and flowers. The events are scheduled for December 18, January 8, and February 19 at 2:00 PM.

Places are limited. Reservation is mandatory by the day before, either at the Alta Badia Tourist Offices or online at [www.altabadia.org](http://www.altabadia.org).

**Informationen:** Tourismusbüros Alta Badia – [www.altabadia.org](http://www.altabadia.org) – Tel.: +39 (0)471/836176-847037 – Email: [info@altabadia.org](mailto:info@altabadia.org)

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