

## Genoa takes centre stage at FITUR Madrid 2026

### THE YEAR OF WONDERS: FROM THE MAJOR VAN DYCK EXHIBITION TO 20 YEARS OF UNESCO STATUS FOR THE ROLLI PALACES, “LA SUPERBA” REAFFIRMS ITS ROLE AS THE CAPITAL OF EUROPEAN CULTURAL TOURISM

Genoa returns to **FITUR Madrid 2026** (21–25 January) as a key protagonist, consolidating its leading role on the international tourism scene thanks to a renewed hospitality strategy and a rich portfolio of cultural and experiential tourism. This year, the city is partnering with the **Convention Bureau Genova**, which will participate as a co-exhibitor.

The city opens 2026 with an unprecedented programme of events, confirming its position as the only major Italian city among the must-visit destinations highlighted by the **New York Times**. From the return of Flemish masters to jubilee celebrations of UNESCO-recognised heritage and a revamped tourism portfolio, Genoa is preparing to experience a record-breaking season.

#### “Van Dyck, the European”

The central event of the year will be the extraordinary exhibition “*Van Dyck l’Europeo. Il viaggio di un genio da Anversa a Genova e Londra*” (**Van Dyck, the European: The journey of a genius from Antwerp to Genoa and London**), hosted at Palazzo Ducale from 20 March to 19 July 2026. It is the largest monographic exhibition devoted to the artist in the last 25 years. The exhibition itinerary will feature over 60 masterpieces, including the famous *Youthful Self-Portrait* from the Academy in Vienna and outstanding works from leading European museum institutions, such as **the Prado in Madrid**. The exhibition celebrates the symbiotic relationship between Van Dyck and the Genoese nobility who, in the 17th century, chose him to immortalise their splendour, forever influencing the standards of international portraiture.

#### Twenty Years of Beauty: the UNESCO Jubilee of the Rolli

2026 marks the twentieth anniversary of the inclusion of “**Le Strade Nuove e il Sistema dei Palazzi dei Rolli**” on the UNESCO World Heritage List (2006–2026). To celebrate this anniversary, special editions of the Rolli Days festival are planned, enriched with new itineraries and extraordinary access to previously unseen spaces.

#### A 360-Degree Art Calendar

In addition to Van Dyck, Genoa explores every artistic era with major exhibitions spread across its historic palaces:

- **Futurism** (Palazzo della Meridiana, 12 March – 12 July): a reinterpretation of the movement that revolutionised the twentieth century, with a specific focus on the link between the Futurists and the sea.
- **Mimmo Rotella** (Palazzo Ducale, from 24 April): a visionary retrospective 20 years after the death of the master of *décollage*.

- **The 19th Century Revealed:** at the Musei di Strada Nuova, the exhibition "800. The society of fashions" continues (until June), while Palazzo Reale celebrates the myth of San Giorgio (until March), a cornerstone of Genoese identity.

Genoa has never shone brighter: 2026 represents a new starting point, seeing the city engage in dialogue with Europe's great capitals through the beauty of Van Dyck and the modernity of its museums. Its presence in Madrid will be the ideal opportunity to showcase its revitalised image, thanks to two key events:

1. **21 January (18:00):** an evening event at the **Museo del Prado**, where the Van Dyck exhibition and the city's entire cultural programme will be presented.
2. **22 January (12:30):** at the Italy stand at the fair, the event "**Journey through the wonders of Genoa: culture, nature and taste**", enhanced by tastings of traditional Genoese specialties.

- [www.visitgenova.it](http://www.visitgenova.it)
- <https://palazzoducale.genova.it/>  
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