

Presentation



Nascondino World Championship

VIII edition

8—9—10 September 2017

Consonno (LC), Italy

3 days

80 teams

400 players

1 international event

Introduction

This year will be the VIII edition of the Nascondino World Championships. The only international hide and seek competition in the world will be held in September in the ghost town of Consonno (Italy), near Lecco.

In 2016, 320 participants from Italy, France, Switzerland, Belgium and the United States together with thousands of spectators brought the abandoned town back to life by playing hide and seek, a game played throughout history in every corner of the world. Since the first edition in 2010, the Nascondino World Championship has been set up as a sporting event with teams, clear rules and regulations, and a great desire to break free. Even the Olympic Committee has been eyeing up the game.

The only game that becomes a sport without losing the most basic ingredient: fun.

Anyone and everyone can compete.

The goal of Nascondino World Championship is to bring hundreds of people together to rediscover the joy of playing. And to do it with the right amount of sporting effort.

Liberate your desire of fun and become a world champion: where ordinary people win, and can become real celebrity hidiers. Spectator support, tons of interviews, and live commentary by two celebrity commentators highlight those magical moments of glory.

Nascondino World Championship is a paradoxical invitation to go out and explore every day of the year and to hide only during the World Championships. It is a way to free

Consonno from her history, the forgotten Las Vegas of Italy, by celebrating the game of Hide & Seek in her lush green meadows far from the crumbling buildings, immersing participant and spectators in its hidden beauty and breathtaking views.

Nascondino's goal is to break free.



Consonno, A Former Toyland

For the second consecutive year, the VIII edition of Nascondino World Championship will be held in Consonno. The town is located 50km from Milan, 40km from Bergamo, 30km from Monza, and 10km from Lecco. It was chosen for its crucial location in the heart of Lombardy, for its natural territory but, above all, for the most distinctive characteristic: Consonno is the most famous “ghost town” in Northern Italy. An ancient rural hamlet located on “Monte della Brianza”, Consonno is a fraction of Olginate in the province of Lecco. Near Consonno are the Brianza Lakes and the Adda river. The historic turning point for Consonno came at the end of the 1950s when the small hamlet was bought by Milanese entrepreneur Count Mario Bagno who decided to create the “Las Vegas of Lombardy”. The location was perfect for Milanese pleasure seekers to jet off to for the weekend.

In 1962, all of the buildings except the 8th century church and cemetery were demolished and the inhabitants of Consonno were forced to leave the hamlet. Even a hill that “restricted the view of the landscape” was blown up. Several signs were put up at the entrances to the hamlet advertising “Consonno is always a party”, “Consonno is the smallest but most beautiful country in the world”. Count Bagno’s dream momentarily came to life until, in 1976, a landslide destroyed the road that brought to Consonno, ending the party. All the structures fell into disuse.

Today, Consonno is a ghost town. A destination for visitors intrigued by the imposing and bizarre buildings you can see in many films, music videos and advertising. The enchanting setting was definitely one of the first reasons we were compelled to organize the Nascondino World Championships. But the other motivation was that just a few paces away from the forgotten Toyland, there are vast untouched meadows and breathtaking landscapes. A hidden paradise that we wanted to discover. What better place to host the Nascondino World Championships? This forgotten Toyland is situated at the pinnacle of an area rich in natural landscapes. Consonno is the balcony overlooking Lombardy.



Past, Present and Future

Nascondino World Championship started in 2010 in Bergamo. It was an idea developed by CTRL Magazine, a free magazine distributed in Italy. Since then, each edition has grown exponentially both in terms of participation and media attention. In 2014, even the Olympic Commission for Tokyo 2020 was interested in the event. The 2016 edition was by far the most attended of all editions and garnered much international media attention.

We have chosen to hold the event in Consonno again for the upcoming edition because of the potential of the location. It is somewhere that can evolve and grow with the event. NWC is an international event, confirmed by the interest shown by the foreign press and participation of international teams in 2016. It offers a great opportunities both for the event itself and to those who choose to support the event: uniting the world with one of the most famous games in the world.

We are always looking ahead. Since the last edition, there have been many applications to host the 2017 edition. The desire to hold the event in the same location does not mean that we are not considering the opportunities that have been presented us. Some of the applications come from foreign institutional candidates and we are working together with them to create a NWC network in 2018.



The Event Location

A 3-minute walk from the village are gorgeous green terraces facing the Adda river and the plains of Lombardy. This is where the 2016 edition of the Nascondino World Championships will take place.

The area extends over 25,000 square meters. 15,000 of which are used exclusively for the game. The remaining 10,000 square meters is intended for spectators and for the camping area.

This area will also host “L’imboscata” food and drink area as well as the Museek Festival which will hold concerts and dj sets hidden through the green fields of Consonno.

In addition to serving as the playing field, with the vast green areas offering natural hiding places, this space was also chosen to highlight the hidden beauty of the area: not just a spooky place, but a place filled with timeless beauty, untouched by man.



Program

Fri	8 September	Sat	9 September	Sun	10 September
14.00	The doors of Consonno open	08.30	Doors open to the public, breakfast, and warm-up	08.30	Doors open to the public, breakfast, and warm-up
16.00	Team Check-In: Camping Area, and Food & Beer area open	10.00	The ancient practice of "Launch the bank card" will sort the teams into rounds	11.00	Nascondino World Championship: 12 rounds
18.00	Concerts, DJ sets, street food and craft beer	11.30	Nascondino World Championship begins: 8 rounds	13.00	Lunch Break at "L'imboscata" street food & craft beer
01.00	Consonno doors close	13.00	Lunch Break at "L'imboscata" street food & craft beer	14.30	Nascondino World Championship Finals: 10 rounds
		14.00	Nascondino World Championship: 20 rounds	16.00	Interval with Hide and Seek for children
		18.00	Concerts, DJ sets, street food and craft beer	16.30	Nascondino World Championship Deciding Round: 5 rounds
		01.00	Consonno doors are locked for the night	17.30	Award ceremony and final party
				22.30	End of the VIII edition of Nascondino World Championship