

MY MALL

MAGAZINE

// SANREMO - ISSUE N. 1

*Travelling is an art.
It must be done in comfort,
with passion, with love*

TIZIANO TERZANI

ETERNAL CHARM FLORENCE AND THE CHIANTI THE DRAW OF THE SEA SANREMO
PRINCIPALITY OF MONACO THEN AS NOW
FESTIVAL OF ITALIAN POP MUSIC GOURMET STOP TASTE TRAILS

THE | MALL™
LUXURY OUTLETS

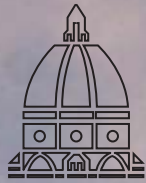


The Medici Chapels are the mausoleum of the Medici family, and they contain masterworks of sculpture by Michelangelo. Stepping inside the resting place of the Medici is like diving right into the past.



A UNESCO World Heritage Site, Florence - or Florentia, as it was originally named - lies in a natural amphitheatre, hemmed in by hills on three sides and bisected by the River Arno. It was the cradle of the Renaissance and is universally recognised as one of the most beautiful cities in the world.





The best way to admire the cathedral's dome, the work of Filippo Brunelleschi, is to climb its 463 steps, a route which takes you face-to-face with the beautiful frescoes on the inside it, painted by Giorgio Vasari. But the true rush comes when you are outside, 92 metres up. Admiring Florence from high, with Giotto's bell tower standing in front of you. Shivers!



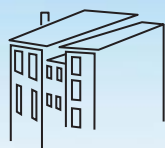


Offshore of the French and Ligurian Rivas, you can spot whales and dolphins in their natural habitat. In fact, the city faces directly onto the Pelagos Sanctuary in the Ligurian Sea.

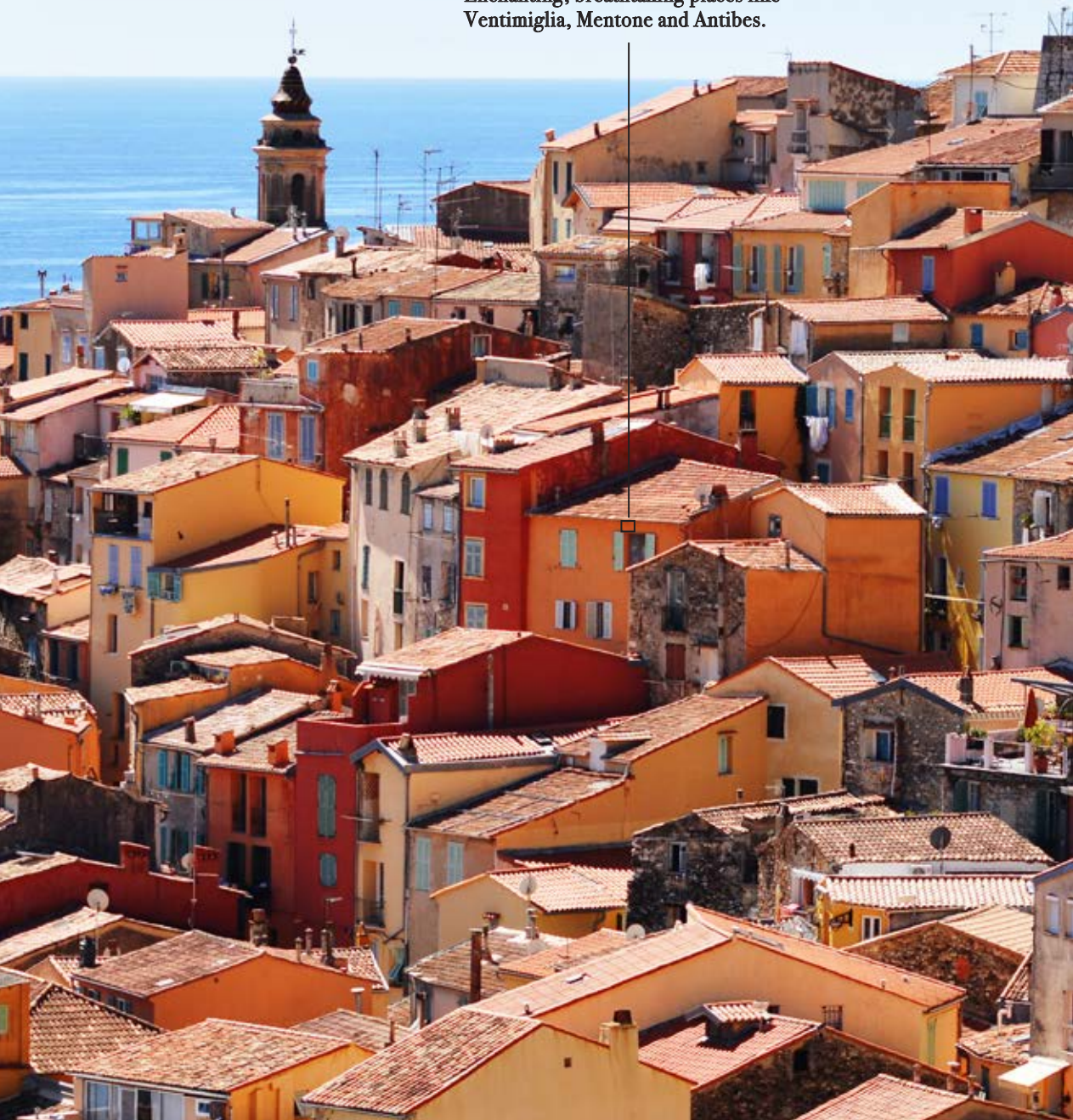


Little rain, gentle breezes, a mild climate with an average of 2,900 hours of sun every year: the cities on the French and Ligurian rivas are Europe's warmest in winter, at a latitude of 42° North. That's why the wealthy, the gentry and the celebrities of the nineteenth century came from all over Europe to spend winter here.





Can you picture the typical postcard landscapes of citadel hilltowns, colourful houses with flowers in the windows, and the blue sea in the background? These are the towns of the Ligurian Riviera and the nearby French Riviera. Enchanting, breathtaking places like Ventimiglia, Mentone and Antibes.



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LUXURY
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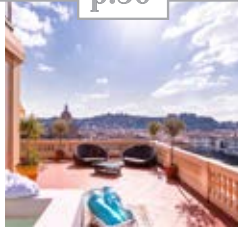
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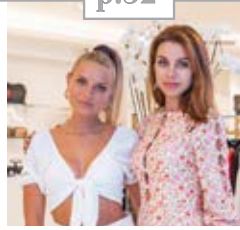
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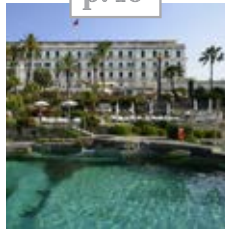
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CHEF

*Claudio Mengoni
Paolo and Barbara Masieri*



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**SANREMO
FESTIVAL
2020**
Amadeus





In search of beauty

by Giorgio Motta

When I think of The Mall Luxury Outlets, I never think just about a company that builds and runs luxury malls, I rather see a close-knit group of people driven by a common deep passion for fashion, hence for beauty. This is why to "just" operate successful outlet villages and pursue good performances cannot be a sufficient objective for our hearts: our main desire is to feed everyday our passion for beauty and share it with our guests, making our malls the perfect ambience for this love story. Thus we work hard day by day to make sure that every single element and service of our luxury malls - the exclusive fashion proposals, the Italian design architecture, the exquisite food, our warm welcome and special services, the amazing initiatives and exhibitions... up to the smallest brick - could be a parietic decisive ingredient of a magic alchemy that makes our guests' experience unique and unforgettable. Even more, we desire to

propose a real journey into the beauty to fall in love with, as we are: Florence and Sanremo are inimitable sceneries where the incredible blend of their landscapes, art, history, flavours, colours and nature will definitely conquer anybody's heart, unique places where beauty can be experienced in all its forms. We have then decided to broaden our horizon and go over the walls of our offices to share with you all this beauty surrounding us, through some pages telling about the experiences of friends who already fell in love with these special locations, and are happy to share their stories, feelings, sensations and some special secrets, suggesting tailor-made journeys and travel recommendations. We have therefore come up with a magazine, twice a year, telling about how much beautiful life is. A way of transforming a shopping day at The Mall Firenze or The Mall Sanremo into an amazing unforgettable experience of life.

The birth of Italian style. Italian fashion began in 1952 in the Sala Bianca at Florence's Palazzo Pitti. A photo taken at the time by the photographers of Archivio Foto Locchi. Foto Levi/©Archivio Foto Locchi (www.fotolocchi.it)

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THE | MALL[®]
FIRENZE



Exclusive luxury outlets

Fashion, beauty and elegance



THE | MALL[®]
SARREMO



Feel extraordinary

ALBERT HERRERA, "OUR MOST SOPHISTICATED TRAVELERS ARE LOOKING FOR HIDDEN GEMS"

Albert Herrera is SVP, Global Product Partnerships at Virtuoso, the exclusive network of high-end travel companies who work together to create customized vacations for luxury travellers.

What are the most interesting trends in the luxury travel industry?

Luxury travellers desire to savour as many new destinations and exciting experiences as possible in more authentic ways. They travel to learn and return home transformed.

What would you say is the added value of a Virtuoso trip?

Using a Virtuoso travel advisor elevates every aspect of your trip, from departure to a smooth return. Our network is composed of the best travel partners and destinations around the world. Virtuoso has proven to open doors and provide VIP access. As they say, you can't VIP yourself.

What attracts your customers to Italy?

Italy is truly the most popular destination for most of our clients and is consistently at the top of the annual Virtuoso Luxe Report. Food, wine, history, art, adventure, spa, culture, wonderful hotels and beautiful scenery.

Why has Virtuoso added The Mall

Firenze and The Mall Sanremo to its network?

No trip to Italy would be complete without the beauty and luxury of Italian shopping. The Mall Luxury Outlets provides an experience that is perfect for our network of travellers - unique, high quality and exclusive. It's like having access to a personal shopper and the best brands are made accessible to you.

What is Tuscany's most precious treasure?

With its beautiful landscapes and architecture, Tuscany truly stands apart in how it invites you to experience life like a native. You can experience the *Under the Tuscan sun* dream - the beautiful villas amid the rolling landscapes, enjoying a glass of the world-renowned wine.

And Sanremo's?

Sadly I have not made it to Sanremo yet, however it's on my list for this year before my annual pilgrimage to Nice. My first stop will be to the Royal Hotel Sanremo. My second, of course, will be The Mall Sanremo, where I plan to take advantage of the strong dollar and do some Christmas shopping for family and friends (and, myself, of course).



"The Mall is a dynamic, determined company, not afraid to roll the dice. The displays that we make for them are meant to communicate their idea of the avant-garde"



The feeling behind the power

VINCENZO DASCANIO, HOW TO MAKE EVERY EVENT UNFORGETTABLE

With a floral event designer like Vincenzo Dascanio, the wow factor is guaranteed. Original and eclectic, he channels the artistic direction of Armani Fiori to create a singular brand, while lending his signature to displays which travel the world. The Mall Firenze and The Mall Sanremo are among them.

Personal touch and high-end, tailor-made performances: how exactly do people work together in your line of business?

Our fields might seem very different from one to another, but attention to detail, originality of ideas and perfect execution are values that we all share in our brand, and therefore in our style, and that's what our clients are looking for.

How did the relationship with The Mall Luxury Outlets start?

It was written in the stars of the two companies: both of them have deep roots in the Tuscan landscape and in the principles of quality, craftsmanship, and internationality.

How do you interpret the identity of The Mall Luxury Outlets in your designs?

We're talking about a young, dynamic organisation, energetic and strong-willed. With our designs we try to communicate, in a clear way, their idea of the avant-garde, and

that of the companies they represent with such passion.

What are the most special things that you've done for The Mall Luxury Outlets?

The Christmas displays are the first thing that we did for the group back in 2018, and we were then honoured when they requested that we support them for the opening of The Mall Sanremo. It was a wonderful and successful experience.

What does 'experience' mean for you?

Every project creates an experience that people can remember, even a long time after, thanks to the emotions that it stirs.

Florence and Tuscany, Sanremo and the French Riviera. How do these different places work together?

This is one of the most interesting aspects of our job: working somewhere means trying to absorb the essence of that place and then give it back to the visitors. Tuscany and Liguria are neighbours but their identities are different. For the Christmas display, we therefore explored different ideas: a concept born from history and artisanal tradition for Florence, while at Sanremo we wanted to create something lighter and more playful, connected to blue, the colour of the French Riviera.



Land of the Renaissance

Florence is a relatively small city, considering its wealth of artworks and museums. Taking a weekend out to visit is definitely a good travel idea, and the ideal one would be

to prolong your stay for a few days, the better to discover the surrounding hills. A natural jewel set between the provinces of Florence, Siena and Arezzo.

FLORENCE. You are in the cradle of the Renaissance, where you will live the thrill of laying your hands on the history and beauty which Florence has cultivated, on an international scale, for centuries. Start the **first day** in Piazza del Duomo, home to the **Cathedral of Santa Maria del Fiore**, **Giotto's bell-tower** and the ancient **Baptistery** where Dante Alighieri, poet of the *Divine Comedy*, was baptised in 1266. Head towards **Piazza della Signoria**, where the **Palazzo Vecchio**, now the town hall and once the home of the Medici family, rises alongside

the **Uffizi Gallery**, the oldest museum in Europe, which conserves artworks as extraordinary as Titian's *Venus of Urbino*, Leonardo da Vinci's *Adoration of the Magi*, and Botticelli's *Primavera* and *The Birth of Venus*. Go a little further on and you reach the **Ponte Vecchio**, then cross the Arno river to arrive on Florence's 'left bank', the site of **Palazzo Pitti** and the **Boboli Gardens**. Crossing the river again, you reach **Piazza Santa Maria Novella**, in front of which, you will find it's famous namesake Church, or instead visit the **beautiful Basilica of Santa Croce**.

*Two days
in Florence...
unique experiences,
individually-tailored
journeys and secret
locations*

On the **second day**, it's worth the effort to visit at least one museum, linger among the artisan studios on the **Oltrarno**, and pay the city a final tribute by admiring it whole: take a taxi up the vantage point of **Piazzale Michelangelo**.



**MUSEO
DEL DUOMO**

Revolutionary innovation, completely redesigned a few years ago, with extraordinary results in the layout and arrangement of the artworks. You will come across works of Michelangelo and Donatello.



**PALAZZO
STROZZI**

One of Florence's most evidently Renaissance period palaces is home to important, international-calibre temporary exhibitions and a dedicated contemporary art space.



**MUSEUM
OF COSTUME**

Located in the Palazzo Pitti, this is the only museum of fashion history in Italy. Italian fashion started here in the 1950s, and you will find 6,000 garments antique and modern, including the creations by Giorgio Armani and Valentino.



**ACCADEMIA
GALLERY**

The main exhibit of this museum is Michelangelo's statue of David. Its copy, an exact replica of the original, stands in front of the Palazzo Vecchio, flanked by other copies of famous statues in the fourteenth-century Loggia dei Lanzi.

ITINERARY



VIEWING. The Duomo's terraces are a special place indeed, where you can take a stroll at a height of 32 metres and survey the rooftops of Florence's historic centre. From up here you can admire all the city's monuments and, most importantly, dawdle to admire the 'close-up' view of the dome!



TASTING. A light meal of truffle sandwiches at Procacci in via de' Tornabuoni. Lunch at Ristorante Frescobaldi in Piazza della Signoria. Dinner at Cantinetta Antinori. For traditional cuisine repair to Buca Lapi or Buca dell'Orafo. Wherever you go, a good Florentine steak is guaranteed.



WHERE TO STAY. Portrait Firenze, which looks over the riverbanks by the Ponte Vecchio, and the Savoy, a stone's throw from the Duomo with a view over Piazza della Repubblica, are two of the best hotels in the historic centre: Florentine charm coupled with high, exclusive standards of service.

*The Ponte Vecchio is the symbol of Florence.
In 1565 Cosimo I de' Medici ordered
the construction of the Vasari Corridor
and expelled the butchers
to make way for the jewellers, who still work
on the bridge today*





History, vineyards and nature!

A TAILORMADE JOURNEY THROUGH THE MAGICAL LANDSCAPE IN PURSUIT OF THE BEST, FROM EVERY PERSPECTIVE, THAT CHIANTI HAS TO OFFER: WINERIES AND CASTLES, GASTRONOMY, PANORAMAS AND SHOPPING

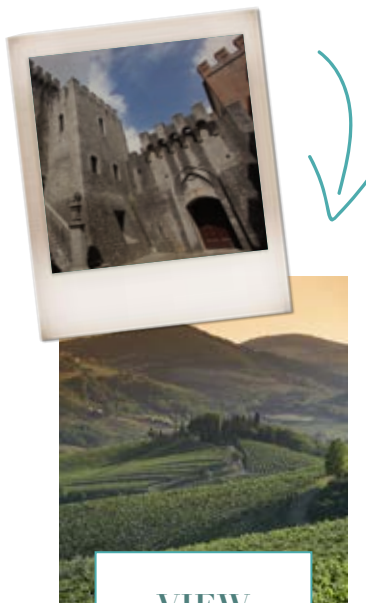
CHIANTI. Leaving Florence, take the motorway that connects Florence with Siena and get out at **Villa Mangiacane**, a perfect place to spend a night or two. Drop the luggage, freshen up and begin your **third day** of the tour with a relaxing journey on the trail of nature and breathtaking vistas, among hills lined by vineyards. You are in the heart of the Florentine **Chianti**, a territory that has produced wine for centuries. A few minutes in the car will take you to the futuristic **Cantina Antinori**, where it's worth having advanced booked a visit to the vineyard and lunch at the restaurant **Rinuccio 1180**, which looks over the vines. We recommend dinner at the **Tenda Rossa** or the **Osteria di Passigianano**. For your **fourth day**, drive from San Casciano and take the

SP92 to reach **Panzano (SR222)**, where you can try the most famous steak in the world, prepared by Dario Cecchini in his restaurant **Solociccia**. Then turn south (SR222), visit the castle and vineyard of **Fonterutoli**, the nearby Romanesque abbey of San Leolino and finally sleep at **Castel Monastero**, a beautiful spa resort not far from Siena. The **fifth day** has a spectacular journey in store for you: nestled in the panoramas of rolling hills, you will come across the **Castello di Brolio**, where at the end of the nineteenth century Baron Ricasoli perfected his Chianti Classico wine 'recipe'. You will also pass the enchanting village of **Gaiole in Chianti**, you can admire the **Coltibuono Abbey** and then the **Castle of Meleto**, two historic vineyards which have spent centuries making wine.

The helix staircase of the Antinori vineyard, one of the most impressive vineyards in the Chianti, was designed by Marco Casamonti's Studio Archea, at the behest of the Antinori family. You are only 20 minutes from the centre of Florence.

Villages, castles and secret locations...

The **Church of San Leolino** is found near Panzano. A true inspiration for the soul, it is a place that makes you believe in the possibility of a perfect society based on the good life, where you appreciate the simple things and learn to live moment by moment. Go there in the early morning, at dawn. Have a good breakfast with fresh bread, finocchiona and a glass of wine.



From upper Panzano go south until you get to Castellina: the road offers an unforgettable view. And if you still have time, visit the charming hilltown of **Montefioralle**.

TIPS



For the curious, enthusiastic, and bon vivants

VIEW

Radda in Chianti is definitely one of the must-see places in the area, as are the parish churches and little villages around Gaiole. Descending from **Gaiole** towards **Vertine**, turn right after a few kilometres for the small hilltown of **San Sano**, from where you can gaze at the most authentically Chiantian hills. Between one stage of the trip and another, it is important to enjoy the journey: every road in the Chianti takes you somewhere unique.

ROADS



The British, with their typical aplomb, have rechristened this land 'Chiantishire'



If you are keen to get to know some of the secrets behind the culture and traditions of wine, pull over at the **Musco del Vino in Greve in Chianti**, where some typical wine-making tools and equipment are on display, preserved and restored. Rest, wine and dine, and when you get to **Castello di Brolio**, there is a little museum which conserves various weapons belonging to the Ricasoli family, along with documents and effects once owned by Bettino Ricasoli, the 'father' of Chianti.

WINE

A few minutes on foot from the piazza in Greve and you find the **Enoteca Falorni**, the largest enoteca in the Chianti, where more than a thousand wine labels produced in the area are sold.



FOOD

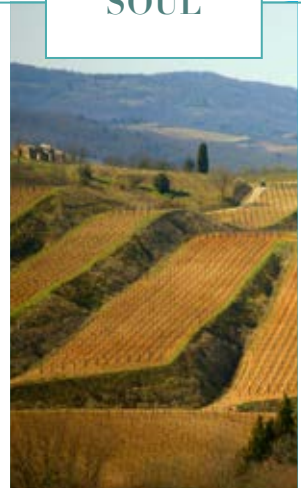
Every boutique winery, restaurant and trattoria offers a very high quality of dishes and local produce. Two not-to-be-missed addresses are Dario Cecchini's **Solociccia** restaurant in Panzano and the **Antica Macelleria Falorni** in Greve in Chianti.



In the Chianti you can find the best enogastronomic establishments in Tuscany

The **landscape of the Chianti** is a work of art. A nice way to spend half a day there is to wander freely, without direction or destination, and get in touch with this territory, feeling its slow rhythm and its harmony.

SOUL



ITINERARY

*With nature, shopping
and relaxation, taste the best
of a territory soaked
in tradition and innovation*



The Mall Firenze



Toscanino Restaurant & Bottega



A unique shopping experience

END YOUR WEEK IN TUSCANY WITH STYLE: DIVE INTO AN EXCLUSIVE DAY OF SHOPPING AT THE MALL FIRENZE

Leaving the Chianti behind you and heading back up towards Reggello, it won't be long on the **sixth day** before you reach **The Mall Firenze**, where you can lose yourself among the boutiques of the biggest Italian and international labels. Diving into a day of style, comfort and luxury, hav-

ing just savoured the best of Tuscany's flavours, is a pleasure like no other! And without having to leave the Mecca of shopping, you can have lunch at the new **Toscanino Bistrò** or at the **Toscanino Restaurant&Bottega**, which make for a perfect break in a day given over to fashion. Then in the eve-

ning you reach the **Borro Relais & Chateaux** in San Giustino Valdarno for a stay at a five star hotel, surrounded by vines, olive trees and cypresses in an oasis of hospitality with a thousand years of history. Here you will spend the **last night of your trip**, cuddling in the spa before going back to reality.



OPEN AIR

Close to Florence the beautiful park of **Fattoria di Maiano** is an exceptional setting for trekking and hiking. Together with an expert guide you can admire the more interesting places, such as the Parco della Regina, the small lake Colonne, and the Botanic Garden.



A LECTURE WITH FOTO LOCCHI

A projection of images from **Archivio Foto Locchi** (a Florentine historical photographic archive) will take you on a journey through the **origins of Italian Fashion**, whose roots stretch back to Florence in the 50s, when the first «prêt-à-porter» fashion shows were held in the Sala Bianca at Palazzo Pitti.

Unique experiences in and out The Mall Firenze

ON THE ROAD

Reach The Mall Firenze from Florence with a **Ferrari car & driver service** by **Florence Town**. Discover the Chianti and experience Tuscan specialties with a guided tour of a medieval village, and then head up to Badia a Coltibuono, where you will have the chance to experience the Tuscan cuisine.



©Archivio Foto Locchi

COOKING CLASSES

Enjoy a cooking class at **Toscanino Academy**, The Mall Firenze. You can choose between 9 Masterclasses: Mixology-bar, Italian pastry, Italian cuisine, Freshhand made pasta, Coffee masterclass, Wine Tasting, Olive Oil Tasting, Tuscancigars and Chocolate.



HOT AIR BALLOON

Experience the magic of flying over Tuscany's vineyards, olive groves, imposing castles and **ancient townships**. There's nothing more beautiful than flying in a hot air balloon over the **Florentine Chianti hills**, experiencing the timeless romantic beauty of Italy from a unique perspective.



FASHION ADVICES

At The Mall Firenze, an **Image Consultant**, focused on wardrobe and fashion, will give advice according to the colour of the skin and the shape of the client. Suggestions on what clothing styles, colours, designs, accessories and materials work best to flatter an individual's physique.



The Mall Firenze offers its guests an innovative concept of quality shopping, transforming it into a voyage of discovery, revealing the hidden side of Florence and Tuscany in a sophisticated ambience. From private tours to personalised consultations on your image, from cooking classes to trips to places normally untouched by tourists: take part in unique and extraordinary experiences!
firenze@themall.it



EXCITING RIDE

On an **Italian Vespa** you can experience, thanks to **Florence Town**, one of the most enjoyable rides, through the curving scenic roads of the Chianti countryside to arrive at The Mall Firenze. Once your shopping is done you will go back to Florence in a Mercedes vehicle.



VINTAGE CAR

Such a fulfilling experience is topped off with an unforgettable **vintage Duetto** car drive, thanks to **Florence Town**. With the car from *La Dolce Vita* you can visit a medieval village, have lunch in a fine restaurant, and conclude the journey with the most incredible shopping experience at The Mall Firenze.

"Surrounded by Chianti hills, olive groves, vineyards and countryside, land of Renaissance art"

My advice is to experience it through the magical atmosphere of our unique **Tuscan Villas**: rustic, elegant, panoramic. Everything you look for is here at **filippo@tuscanvillas.com**. And of course, the best way to spend your Florentine days is by tasting **excellent food and wine** with the tailor-made experiences of **lebaccanti@lebaccanti.com**. Florence awaits you!



Director of Destination Florence
Convention & Visitors Bureau



Florentine art historian, in charge
of the scientific management
of the Fondazione Palazzo Strozzi

"The frescoes in the Buonomini oratory in San Martino, in the heart of Florence, take us back in time to the age of Lorenzo the Magnificent"

Tiny, central but secluded, this is a place little known even among the Florentines themselves. It is located in Piazza San Martino, just behind Piazza della Signoria.

We relive the Renaissance in the tiny **Buonomini Oratory in San Martino**, coated with frescoes from the studio of **Domenico Ghirlandaio**. They tell real life stories: customs and habits, food and taverns, prisons, weddings and births, transporting us back to the time of Lorenzo the Magnificent.

"Designed in 1869 by the Florentine architect Giuseppe Poggi, Piazzale Michelangelo is the celebration of Michelangelo and his works"

Piazzale Michelangelo offers a beautiful panoramic view of Florence and the Arno, and is certainly an obligatory stop for tourists and Florentines. Not far from the square is the **Church of San Miniato al Monte**. The exterior of the Church of San Miniato is decorated with green and white marbles that form geometric designs. The interior of the church is in Romanesque style and has three naves with a beautiful marble floor. Here, the *Chapel of the Crucifix* by Michelozzo (1448), behind which is the crypt, decorated with frescoes by Taddeo Gaddi.



VANESSA GIOVANNELLI
Director of Sales & Marketing
and Deputy Manager at Villa Cora



RUGGERO VANNINI
Head concierge
Hotel Savoy

A place near Florence that I love and which I wholeheartedly recommend to my guests is the **Badia a Passignano**. This magnificent little village, home to an eleventh-century monastery, combines a stunning view over the Chianti with artistic and enogastronomic opportunities. You can have a fantastic meal, washed down with the Osteria's best wine; visit the bioactive vegetable garden, the wonderful, thousand-year-old cellars of the **Abbey of San Michele Arcangelo**, and above all see the incredible *Last Supper* by Ghirlandaio. Osteria di Passignano, Via di Passignano, 33. Contact Mr. Marcello Crini.

"The village of Badia a Passignano affords a magnificent view and extraordinary gastronomic opportunities"



*"In Florence you can
try unique experiences,
like the grape harvest
or a trip to the skies
in a hot-air balloon"*



In the name of Hospitality

DOMENICO COLELLA, GENERAL MANAGER OF ST. REGIS AND THE WESTIN EXCELSIOR FIRENZE



Domenico Colella, after years working his way up in the luxury hospitality sector, has spent the last year helming the iconic hotels **The St. Regis** and **The Westin Excelsior**, in Florence. Their historical importance and their enviable position, looking over the Arno river from piazza Ognissanti, have made them points of reference in the city.

Florence is the birthplace of Italian fashion. Is this one of the main attractions for your guests?

Our guests are connoisseurs of Florence's history, from a cultural point of view but also with regard to lifestyle. Just think about the historic Sala Bianca in Palazzo Pitti, which after the War became one of the most renowned fashion venues in the world for its sumptuous catwalks, which were also held in the Grand Hotel (what is now St. Regis) in a magnificent intertwining of Florentine culture and history. Pitti, being associated so closely with Italian fashion, is an important feather in Florence's cap when it comes to the world stage.

Is The Mall Firenze a much sought-after experience among your guests?

Without doubt it is one of the most

requested destinations, a unique tailor-made experience which lets you touch the most famous Italian fashion labels, in a space built specifically for the purpose.

What are the other most popular requests?

A lot of guests ask us to book them slots at the city's main museums. But there's no shortage of unusual requests, like going to the traditional grape harvest (pressed with your feet), or a view of Florence from a hot-air balloon.

Florence for Domenico Colella?

A very important point in my life, for reasons both professional and sentimental, from the time of my infancy onwards. I carry the whole city in my heart, its magical atmosphere and its people too.

The strengths of the St. Regis and The Westin Excelsior?

Most definitely the staff. With hospitality, it's the people who make the difference.

An unmissable experience?

An aperitivo at the Se.Sto on Arno bar, on the terrace of The Westin Excelsior. You have a 360° view of the city.

Annabelle Fleur

@VIVALUXURY



"Don't forget to venture out of your sartorial comfort zone a bit!"

Annabelle Fleur of *Viva Luxury* is a blogger based in L.A. Her wardrobe is a treasure trove of endless glitz and glamour but it's her impeccable styling ability that keeps her followers so delightfully intrigued.

What will be the must-have of spring/summer 2020 fashion?

Anything crochet and a statement bag.

Some tips for a good shopping experience at The Mall Firenze and The Mall Sanremo?

Make a day out of it! Have fun! And don't forget to venture out of your sartorial comfort zone a bit!

Your favourite places for lifestyle and food in Florence?

Stay at the ultra-hip JK Place and have lunch or dinner at their restaurant! Take a walk on the Ponte Vecchio bridge, you'll find a lot of great shops and art dealers there! If you can, take a half day to visit the Santa Maria Novella Church and the magical Bardini Gardens.

And in Sanremo?

Stay at the Royal Hotel Sanremo: you'll love the views, the rooms, the food, and the proximity to the beach. Visit the magical Madonna Della Costa Sanctuary, which offers the best views of old Sanremo. Grab a coffee at Caffè Ducale – I suggest a table outside, so you can really take in the atmosphere of the city. Wander around! Sanremo's old town is a magical labyrinth of winding streets, beautiful historic buildings, shops, and restaurants. Grab lunch near the Port and enjoy the catch of the day, and the magnificent views!



Veronica Ferraro

@VERONICAFERRARO

Veronica Ferraro is a million follower baby. Born in Milan, she has made her mark upon the fashion world as one of the most followed bloggers on the international stage, with her blog *The Fashion Fruit*, which she started in 2010.

What will be the fashion musts in spring/summer 2020?

Super-colourful, fake leather clothes (eg. Bottega Veneta SS20).

What about the winter? Though, the indispensable garment to have in the wardrobe. And accessory?

A nice, oversized teddy bear coat and waterproof boots.

One piece of style advice that has nothing to do with season and trends...

Only wear clothes and accessories you feel comfortable in. Don't pay any attention to the judgement of others; deciding what to wear is a way of expressing something of yourself.

Three advice for shoppers at The



"Have a to-buy list and give yourself a whole day at The Mall"

Mall Firenze and The Mall Sanremo...

Arrive with an idea of what you want to buy already in mind (I suggest a to-buy list); take a map of the outlet with you so that you can find your way around the various boutiques. Give yourself a whole day to spend in n The Mall Sanremo and The Mall Firenze.

What's the Instagram profile in Tuscany that people really need to follow?

#discoverytuscany, #tuscanypeople.

Same question, for Sanremo and French Riviera?

#tatianabiggi, #yallersliguria.

The Riviera of flowers

A week in Sanremo and the French Riviera, at any time of the year, is a magical moment for the coast's charming lifestyle and nat-

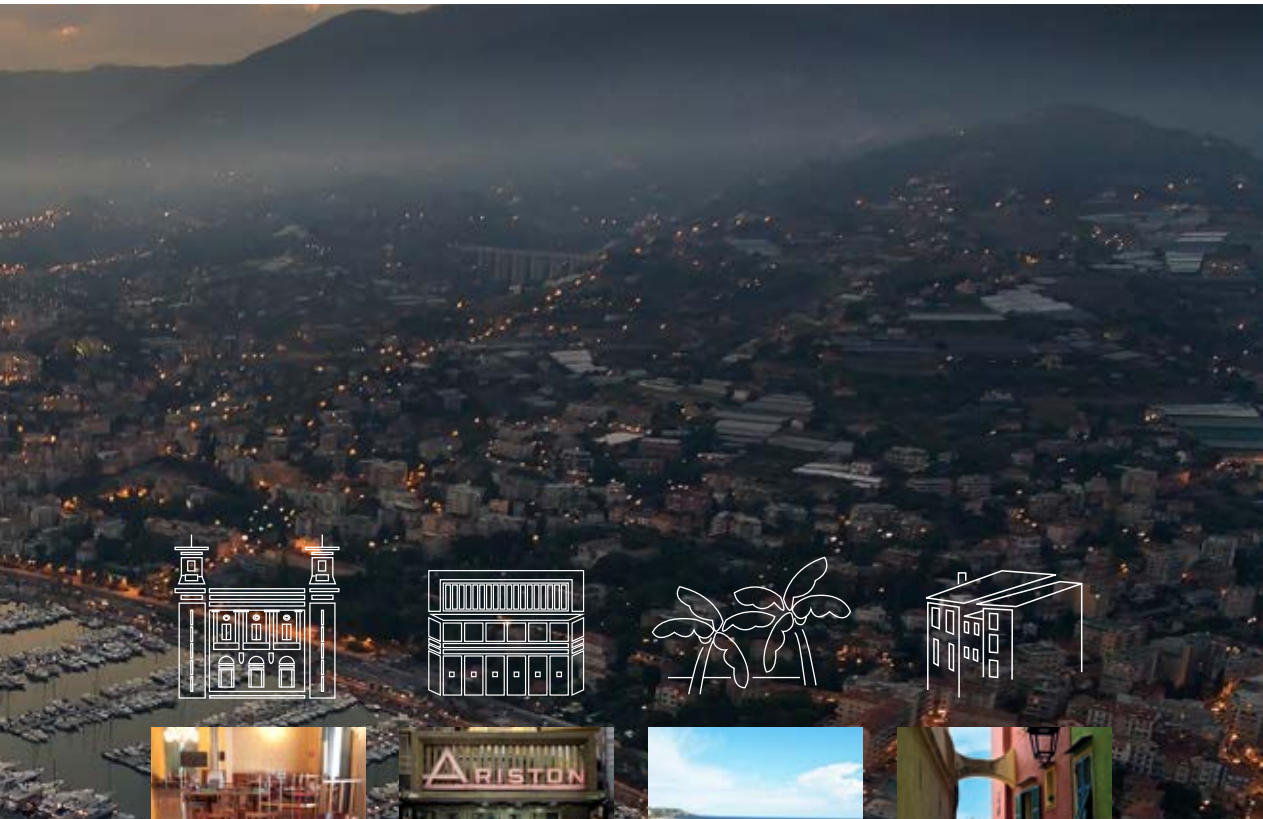
ural setting. Stroll around the gardens and walk along the seafront to discover an unparalleled world of aromas and flavours.

SANREMO. Once upon a time, it was famous for its citrus, especially orange trees, and olive groves, which emanated their aromas for more than three leagues beyond the town's boundaries. This considerable **heritage** can still be discerned on visiting Sanremo today. The streets lead to secret **architectural gems**, which stand semi-concealed among the buildings that recall local history. Now, we have two days to savour Sanremo. To make the most of the weekend, we start with a stroll along the seafront before heading into the

historic centre, where we gaze at the co-cathedral of **San Siro** and wander around the **Ariston Theatre**, before extending the route out to the beautiful **villas**, once the seaside residences of the rich and noble, princes and pashas. The climb up to the **Sanctuary of the Madonna della Costa** reveals breathtaking views if you're resilient (and fit) enough to make it to the top. Day two is all about shopping, perhaps after having spent the morning at the refined **Pinacoteca Rambaldi** picture gallery. **The Mall Sanremo** is the ideal place for your shopping fix.



*A weekend
in Sanremo: city
of flowers and
Italian living.
Close to Monaco
and France*



CASINÒ

Fortune lives here, on the city's green cloth tables. For good luck, casino goers touch the foot of the La Cica statue, by the entrance, whose name is still associated with the Royal Family of Monaco and Farouk of Egypt.



ARISTON THEATRE

The most famous cinema-cum-theatre in Italy is home to the Sanremo Music Festival every February, which showcases music from all over the country. Mina, Modugno, Ray Charles, Andrea Bocelli, Elton John and David Bowie have all performed here.



PROMENADE

Strolling along the promenade is a must on arrival. The sea breeze makes for mild temperatures, the palm trees given to the town by tsarina Maria Alexandrovna create an unforgettable setting and the beaches unfurl in all their glory.



LA PIGNA NEIGHBOURHOOD

The area was founded to defend the locals against pirate raids. Today, the neighbourhood is a web of narrow streets, arches, steps and fountains that lead up to Porta Santo Stefano. The concentric circles resemble a pine cone.



VIEWING. The beautiful picture depicts the Regina Elena Gardens (the Queen of Montenegro loved this corner of Liguria), high up on a terrace surrounded by palm trees and flowerbeds. Above the houses in La Pigna, the garden is situated beneath the steps up to the Sanctuary of Madonna della Costa. The view ranges as far as Monte Bignone.



THE MALL SANREMO. Only 5 minutes from Sanremo, this is the go-to luxury shopping experience where you can find the most exclusive names in Italian and international fashion. From clothing to footwear, accessories and fragrances, a day at this outlet of dreams is a uniquely special shopping experience.



WHERE TO STAY. For an unforgettable stay, opt for the 5-star luxury Royal Hotel Sanremo, with the sea-water pool designed by Gio Ponti. If you're looking for a retro vibe, sojourn among the antique furniture at the Grand Hotel & Des Anglais. A savant of the airy elegance that still distinguishes the establishment, tsarina Maria Alexandrovna inaugurated the Hotel de Paris.

*Just outside Sanremo,
the town of Bussana Vecchia.
after the 1887 earthquake
it became an outdoor studio
for artists and artisans*





Into the blue of Italy and France

SECRET PLACES THAT VIPS ADORE. FROM THE HOTEL DE PARIS IN MONTE CARLO TO PROMENADE DES ANGLAIS IN NICE. TRENDY VENUES, THE SEA AND SUPER-HOTELS

FRENCH RIVIERA. Two days in Sanremo are the perfect springboard into the **French Riviera** with its mild climate and myriad towns overlooking the Mediterranean. Our day begins with a visit to **Ventimiglia** and a late lunch in **Mentone**, where there's no shortage of restaurants with sea views and Michelin stars; in the late afternoon, we arrive in the Principality of Monaco. Two nights are a must in **Monte Carlo**: choose from the iconic **Hotel de Paris** (with the three Michelin-star restaurant helmed by Alain Ducasse) and the luxurious **Hotel Hermitage**, with the winter garden lobby. Here, days are spent between the **Casino** and the **Yacht Club**, which was established by Rainier III, Prince of Monaco, without forgetting the latest "invention" by architect Renzo Piano, who is overseeing work on a **man-made island**, expected to finish in 2025. The only way to

recover after leaving Monte Carlo's jet-set is to jump in a red racing car and head for the delights of the **Grand-Hotel du Cap-Ferrat**, a **Four Seasons Hotel**. The gardens are heavenly and history lovers will enjoy exploring the **Villa Rose**, once home to **Béatrice Ephrussi De Rothschild**, a marvel nestled in nine gardens, one of which vaunts musical greenery. Next day, in the early afternoon, we move to **Nice** and its **Promenade des Anglais**, lined with blue chairs, while rest awaits at the **Negresco** with a signature dinner at Michelin-starred **Chantecler**. The quietude of the hotel with its glass dome is captivating, yet one last feat of beauty awaits in **Cannes**: La Croisette and its history of international stars set a private stage in front of the **Palais des Festivals**, while the night entices guests with the infinite charms of the **Intercontinental Carlton Cannes**.

Exclusive beaches and pristine coves are interspersed with picturesque villages that emerge from the Mediterranean maquis, poised on the rock. The sublime coastal road paves the way for a rare motoring experience.

Essential locales and VIP happenings

This is the exciting city route where the Formula 1 **Monaco Grand Prix** races every year in May, testing the drivers' abilities, wits and willingness to take risks along the three-mile course. A member of the Grimaldi family always presents the prize to the winning driver. Schumacher won the Grand Prix three times for Ferrari.

CIRCUIT



Monte Carlo and the Principality, an Italian-inspired legend



SEA

Oceanographic Museum was founded by Prince Albert I in 1889, after years of navigating the Mediterranean and the ocean around the Azores. The 6,500 square metre museum showcases more than 6,000 marine species and encourages visitors to learn about the barrier reef ecosystem. For over a century, it has defended and protected the oceans, as well as housing instrumentation and findings to study the seas and their flora and fauna.

Designed by Norman Foster and inspired by a steamship, **Monaco Yacht Club** is the perfect place to sip a drink as the sun sets.



YACHT





A little world standing on a peninsular: this is **Antibes**, with its old city centre, **Picasso Museum**, and its winding streets with a surprise around every corner. The Antibes postcode is filled with picture-postcard images, looking over villas to dream of. Every summer in July, **Saint Juan Les Pins** lights up for an international jazz festival, and parties go on night and day.

*On the French Riviera,
no day is ever
the same.
And that's
not a sailor's
promise*

BEACH

Antibes' beaches are known for the fineness of their sand and by the more-or-less widespread presence of gravel, which makes the seawater seem absolutely transparent.



FOOD

Olives reign supreme, in their infinite healthy forms. Herbs of **Provence**, flavour and scent dishes: marjoram, thyme, savory, oregano, rosemary and, when appropriate, lavender. 'Aioli' sauce is popular among foodies.



MYSTERY



There's a centuries-old mystery on the French Riviera, hidden in the **Lérins Islands**. The pine and eucalyptus trees surround the fortress of Santa Margherita, where a man who wore an iron mask was imprisoned.



ITALIAN SUPERCAR

Leave your hotel in an **Italian supercar**, thanks to **Florence Town**, for a memorable tour through the Italian countryside and along the French Riviera. Taste a **typical lunch** with a delicious glass of **local wine** and conclude your journey with an incredible shopping experience at The Mall Firenze.



CITY TOUR

An historical, architectural and botanical **tour by Roberta Giovannina**, which will delve into the past lives of the wealthy 19th- and 20th-century families: the **Ormond Gardens**, the **Floriseum**, the not-to-be-missed Museum of Flowers, **Villa Zirio**, the residence of the last German Emperor, and **Villa Nobel**.

Unique experiences around The Mall Sanremo

COOKING CLASS

Meet a local chef and discover the authentic recipe of **pesto sauce**, thanks to **Roberta Giovannina**. After choosing the right ingredients, the chef will teach you how to prepare a deliciously aromatic pesto sauce made exclusively with **local basil** and prepared in the **traditional way**, using a marble mortar and a wooden pestle.



DOLCE- ACQUA

A tour by **Roberta Giovannina** through an absolute must in the **Riviera dei Fiori**, one of the loveliest parts of inland Liguria. This is the home of **Rossese di Dolceacqua**, one of Italy's finest wines and the country's best-kept secrets. Dominated by the age-old castle, **Claude Monet** immortalized the ancient village on canvas.



POLTRONA FRAU

Italy excels internationally in many fields, including art, music, architecture, cuisine, fashion and even design. The **Poltrona Frau** talk, in the store/showroom at The Mall Sanremo, will arouse curiosity by telling the history of this memorable brand and Italian design.



GOLF CLUB

Tradition states that this golf club began on December 1, 1931, when two British gentlemen, Cannon and Blanford, and instructors Prette and Pasquali “played” their first round. Today, this **18-hole, par 69, 5203-meter course**, nestled between **olive trees** and the **sea**, is a dream come true for any golf fan.



The Mall Sanremo provides a different shopping experience as visitors are offered an incredible number of exciting extras that turn shopping into an escape from daily life. From private tours of Sanremo and nearby towns to cooking classes learning how to make world-famous pesto, as well as golf and boat trips to see dolphins and whales off the coast.
sanremo@themall.it



CETACEAN SANCTUARY

A four-hour excursion around the **Pelagos Sanctuary** covers the stretch of sea between Liguria, Elba and Corsica, and protects **more than 2000 cetaceans** belonging to eight different species. Observing these magnificent mammal species in their natural habitat is an extraordinary sight.



HELICOPTER RIDE

During this **helicopter tour with Monacair**, you'll discover the best of Monaco and its surroundings. From the Monaco heliport, your pilot will head east, over the **Cap Martin** headland and the waterfront charms of **Mentone** before discovering the **villages of Castellar, St. Agnes, Gorbio, Roquebrune and La Turbie** before.

For me, the **French Riviera** is a real treat: crunchy fresh bread with creamy young chèvre, scrumptious pissaladière in **Nice** Harbour or a dozen oysters with a glass of rosé on **Croisette**. As there aren't that many French haute cuisine restaurants in Moscow, I always try to pay my respects to beloved restaurants, such as the legendary **Le Chantecler** in **Negresco** and cozy **Le Candille** at **Le Mas Candille** in Mougins. They are worlds apart in terms of venue, approach and views, but I love to "risk" and trust my dinner experience to the charming **Virginie Basselot** by ordering the "Surprise menu" at **Le Chantecler** or wolfing down eight courses at **Xavier Burelle's** Chef's Table at **Le Candille**.



**ALEXANDER
BERDYSHEV**

Director and owner of **Magnum Travel Club** in Moscow



**GIOVANNI PAOLO
RISO**

President of **A.I.I.M** (Association of Italian Entrepreneurs in the Principality of Monaco), CEO of **Riso Capital Investments**, Commercial Manager **Cambiaso & Riso Monaco**

"Urban art has gifted us some iconic new buildings in recent years, thanks to prestigious architects"

Urban art has given us **iconic new buildings** in recent years, designed by prestigious architects. One jewel is **Tour Odéon**, for example, whose 58 floors stand five minutes from the Place du Casino and the centre of Monaco; there will soon be another in **Le Portier**, a floating island designed by **Renzo Piano**, which will constitute a new district. Restoration works have been enveloping Monaco for the last year, and some notable endorers have lent their signatures to various projects, as Chef **Paolo Sari** has done with **Elsa**, the first 100% organic restaurant to earn a Michelin star.

"The mix of luxury lifestyle, yachting and gastronomy is surprising in Cannes and Monte Carlo. Not far from here, you'll find the crème de la crème of Italian brands at The Mall Sanremo"

When it comes to the French Riviera, travellers from the Middle East favour destinations like **Cannes** and **Monte Carlo**. To enjoy Monte Carlo to its fullest, in the heart of the city I recommend the newly renovated **Hotel de Paris**, or a stay at **l'Hermitage** or **Hotel Metropole**, which also has a delicious Japanese cuisine of **Yoshi**. As for **Cannes**, live music evenings accompany the best food at **Hotel Majestic's** restaurant **La Petite Maison**.

From the French Riviera you can reach Sanremo – ah, Italy is just a step away! Stay at the **Royal Hotel Sanremo** to take the splendid views of the Mediterranean – and throw yourself into an extraordinary shopping experience at **The Mall Sanremo**, the greatest mall in the world.



HATEM CHATTER
Senior Director – Middle East & Africa
at The Leading Hotels of the World



MICHEL WITTWER
General Manager at Hotel Hyatt Regency
Nice Palais de la Méditerranée

Nice is such an amazing place to experience the French art de vivre. It's a lively city, brimming with positive energy. Strolling around the local markets and exploring the colorful streets of the old town are some of my favorite activities. Plus, the gastronomic and geographical diversity is simply extraordinary, nestled between sea and mountains. To enjoy incredible panoramic views over the Mediterranean Sea, enjoy **lunch or a cocktail** on the terrace of the restaurant **Le 3e**, located on the 3rd floor of the luxury hotel **Hyatt Regency Nice Palais de la Méditerranée**.

"Nice is a lively city, brimming with positive energy. Try lunch or a cocktail on the terrace of the restaurant Le 3e"



*"When in Sanremo,
you can't miss a trip
to the Pelagos Sanctuary,
where there is the highest
concentration of whales
in the Mediterranean"*



Sea, culture and shopping

MARCO SARLO, GENERAL MANAGER OF THE ROYAL HOTEL SANREMO



Genoa-born Marco Sarlo has enjoyed an array of prestigious jobs and awards in his career. Now he works as General Manager of the Royal Hotel in Sanremo.

Is The Mall Sanremo a popular request among your guests?

The cultural, artistic and sporty vibrancy of a city as small as Sanremo is incredible. Every week events and exhibitions take place and draw thousands of enthusiasts. Not least of them is shopping, always a great pull to the city centre. The opening of The Mall Sanremo has confirmed it as a destination in the luxury sector, and it helps promote the city on the international stage.

Why the partnership between the Royal Hotel Sanremo and The Mall Sanremo?

The Royal, a five-star establishment that's part of The Leading Hotels of the World, operates in the same fields and markets as The Mall Luxury Outlets. We immediately saw the importance of the opportunity and wanted to join forces. We offer our guests a privileged channel, with VIP service, to The Mall Sanremo, which welcomes them and directs them with impeccable standards. When we do promotional activities, in Italy and abroad, the

presentation of The Mall Sanremo attracts the world of tour operators and the consumers that we meet. We are convinced that our advertising, allied with The Mall Sanremo, can reach the largest audience in a matter of months.

Three must-have experiences in Sanremo?

Pigna Mon Amour, which is concerned with preserving and promoting the historic centre of La Pigna, and the Premio Tenco, the great singer-songwriter event. And without a doubt, trips to the Pelagos Sanctuary, where there is the highest concentration of whales in the Mediterranean. The evolution of cetaceans and dolphins are often visible right in front of the coast. I've travelled thousands of miles to see far less in Baja California.

An experience at the Royal?

At our restaurant Corallina (with a staggering sea view, on the edge of a swimming pool built by Gio Ponti in 1948, ed.) we offer evening entertainment, even for children, with our dedicated staff, magicians and master chefs. We give little children kitchen uniforms and we get them making pizza. It's a great success and a joy for us.



"Sanremo will be completely immersed in the Festival, this is something new: never, in 69 years, has the Festival spilled out of the Ariston Theatre. The temple will still be there, but this time there will be another temple outside. Fantastic things are going to come to the entire city of Sanremo"



It'll be a surprise

AMADEUS, PRESENTER AND ARTISTIC DIRECTOR AT THE 70TH SANREMO FESTIVAL



Mina, Modugno, Celentano, Mia Martini: these are only some of the most innovative artists to have been involved in the Festival of Italian pop music.

This year, the baton has passed to Amadeus, who has the job of making a success of the important 70th edition, which is on from 4 to 8 February 2020 at the Sanremo's Ariston Theatre, and will be broadcast on the Rai Uno airwaves. With its music, flowers, and fancy clothes the Festival is the great family party that brings all Italians together, where we talk about who we are and who we want to be.

Your childhood memories of the Festival?

They're connected to the family, to the parents and grandparents. We would all stay at home to watch it on TV; we would avoid any commitments by saying, "Oh, this evening it's the festival!" It's the same today. For 69 years everyone has come together to watch it; everyone talks about it, everyone talks about the songs, the quirks, the gossip. That's what I mean when I say the festival is for everyone.

As presenter, how would you define your festival?

I'll bring my own friendly, ironic and self-ironic presenting method.

Fiorello and Jovanotti will be like brothers,

both taking part in this big family party...

Exactly. But honestly, I have no idea what they're planning: they haven't told me. But with two artists like that, anything will work. I trust them.

As artistic director, have you followed a theme in selecting the songs?

I start from emotion and gut-feeling, and from there I start thinking about a possible setlist.

The welcome that the city of Sanremo can offer?

There will be an outdoor stage with a red carpet connecting it to the Ariston Theatre. The whole city will be involved, along with all its people, in the displays and events, and an artist will perform every evening.

The city will be completely immersed in it, and this is something new: never, in 69 years, has the Festival spilled out of the Ariston. The temple will still be there, but this time there will be another temple outside. Fantastic things are going to come to the entire city of Sanremo.

On the subject of beauty, will Monica Bellucci be there?

Ah, who knows... hopefully! We'll see, but that's part of the surprise and unpredictability that we hope to bring you.

Ode to authentic cuisine

CLAUDIO MENGONI, EXECUTIVE CHEF AT BORGO SAN JACOPO RESTAURANT IN FLORENCE



"I really like the Oltrarno district, it's sophisticated but laid-back"

Claudio Mengoni, born in 1984, has been the chef at the helm of the Michelin-star Borgo San Jacopo restaurant in Florence since 2019. This year it was awarded a Michelin Star.

Your philosophy in three concepts.

My cooking is Italian and Mediterranean. Pure, precise dishes. Full, decisive flavours.

Favourite ingredient?

Dough.

The crucial moments in the making of a dish?

There are two. I start with by closely studying the ingredients (are they in sea-

son? Where do they come from?), and then I work from instinct and creativity.

Let's talk about wine and wine pairings.

The cellar at Borgo San Jacopo contains more than 900 labels.

Signature dishes?

Raw and cooked vegetables with tomato sorbet and fig molasses. Spit-roasted suckling pig with scorzonera, shallots in port and Dijon mustard; calamarata pasta with rockfish, broccoli and tarragon.

A walk through Florence with Claudio Mengoni?

I really like the Oltrarno district, where you find Borgo San Jacopo. It's sophisticated but laid-back, with artisan boutiques everywhere, and antiquarians in via Maggio a stone's throw from Palazzo Pitti and the Boboli Gardens.

Advice for fashion lovers?

Visit the Salvatore Ferragamo Museum in Florence, during Pitti Uomo, which takes place in January and June. It's bursting with events.



Like us two

PAOLO E BARBARA MASIERI AT PAOLO&BARBARA RESTAURANT IN SANREMO

Paolo and Barbara Masieri manage the restaurant that bears their names. A family tradition, it earned a Michelin star in 1990.

Your philosophy summed up in three concepts?

Natural products, both in the wines and in the ingredients that go into the dishes. Welcoming the customers as you would a friend in your home. Informal elegance.

What does it mean for you, telling the story of a land in cuisine?

Creating dishes with flavours that remind you of your childhood in west Liguria.

Your ingredients?

Local fish, but vegetables above all. They come from our vegetable gardens. One is by the sea at Ospedaletti, and this gives us the greens of the day, the eggs and artichokes. The other, which provides us with olive oil, wine and Pigna beans, is in the hills.

The signature dishes of your restaurant?



"Don't miss Sciolè where you can find the best local specialties"

Raw, Mediterranean-style fish. Pasta stuffed with prawns from Sanremo, in a broth of vegetables, saffron and edible flowers. Preboggion ravioli with wild herbs, walnut pesto and prescinsœua cheese.

Sanremo in three secret places, the places that balm your soul?

The beach in winter, the Russian church, the Ormond gardens.

An address in Sanremo to give to a gourmet friend of yours coming to visit?

Sciolè, an old grocers where you can find the best of the region's ingredients.

When, where, what and why...

FROM ART TO ENOGASTRONOMY, JOUSTS AND MEDIEVAL TOURNAMENTS: WE PRESENT YOU WITH THE FINEST EVENTS IN FLORENCE AND TUSCANY. HAVE YOUR DIARY TO HAND, NOTE DOWN THE DATES, AND HAVE FUN. THE BEST OF TUSCANY AWAITS YOU!



AREZZO
Antiques Market
1st weekend of every month

One of the biggest and most important antiques and flea markets in Italy. It takes place along the streets of the historic centre.



FLORENCE
Sustainable Thinking
art and fashion exhibition
Until 8 March 2020

Museo Salvatore Ferragamo invites people reflect on sustainability themes through visions of art and fashion.



FLORENCE
Pietro Aretino and the Art
of the Renaissance exhibition
Until 3 April 2020

Masterpieces of the Renaissance, from Sebastiano del Piombo to Titian, are exhibit at the Uffizi Gallery.



FLORENCE
Worn by the Gods
art exhibition
Until 19 April 2020

Museum of Costume and Fashion dedicates an exhibition to the history of footwear from Classical times to the modern era.



FLORENCE
Procession of the Magi
6 January

In Piazza Duomo, a re-enactment of the procession of the Magi, originally put on by Cosimo the Elder de' Medici. A spectacular event in costume.



FLORENCE
Pitti Uomo
international fashion fair
16 - 18 June 2020

The most important international menswear and men accessories trade show. A full week of great social events.

FLORENCE & TUSCANY



AREZZO
Arezzo Classic Motors
 trade show
 11 - 12 January 2020

At the Arezzo Fiere e Congressi palace, this trade show is an interesting display of classic vehicles, historic cars and vintage scooters.



FLORENCE
Chicago Symphony Orchestra
 directed by Riccardo Muti
 20 January 2020

An unmissable concert at the Maggio Musicale Fiorentino Theatre: Wagner, Hindemith and Prokofiev are in program.



VIAREGGIO
Carnival and floats parade
 1 - 25 February 2020

One of the most famous carnivals in the world. For almost a month (1, 9, 15, 20, 23, 25) the spectacular floats process along the waterfront.



FLORENCE
Tomás Saraceno art exhibition
 22 February - 19 July 2020

Palazzo Strozzi dedicates a monograph to the great Argentinian artist (born 1973) who presents his biggest Italian project.



FLORENCE
Taste food fair
 7 - 9 March 2020

The fair devoted to taste and food takes place at Leopolda station and around Florence's most exclusive bars.



FLORENCE
Explosion of the Cart
 12 April 2020

It wouldn't be Easter in Florence without the exploding carriage in Piazza del Duomo. A spectacular, history-soaked event.



FLORENCE
Festival of the
Maggio Musicale Fiorentino
 23 April - 22 July 2020

The oldest opera festival in Italy, and one of the oldest in Europe, has some ten new opera productions in the calendar this year.



CELLE SUL RIGO
Pici's Festival
 29 - 31 May 2020

A special festival in the heart of Val d'Orcia, dedicated to the "Pici" (a fat, handmade spaghetti, typical of this region).



FLORENCE
Red Hot Chili Peppers's concert
 13 June 2020

At the Visarno Arena in the Cascine Park, the sole Italian concert for the band who entered the Rock Hall of Fame in 2012.

APPOINTMENTS



LUCCA
Paul McCartney's concert
13 June 2020

An epic three-hour concert at the Lucca Summer Festival... 38 glorious songs... more than sixty years in music.



AREZZO
Saracen Joust
20 June and 6 September
2020

Dating back to the Middle Ages, a spectacular joust on horseback which is contested in the beautiful venue of Piazza Grande.



FLORENCE
Calcio Storico
historic football tournament
24 June

The final of the Calcio Storico tournament takes place in piazza Santa Croce. A fifteenth-century Florentine sport. All in period costume.



FLORENCE
Fireworks of San Giovanni
24 June

The pyrotechnic spectacle that every year lights up a magical night in Florence, as it celebrates its patron saint.



SIENA
Palio di Siena
horse race
2 July and 16 August

The most important horserace in Tuscany, dating back to the medieval period, in which Siena's districts pit against each other.



CERTALDO
Mercantia
touring theatre festival
15 - 19 July 2020

The streets of this medieval hill-town are filled with trampolinists, jugglers and other incredible performers.



TORRE DEL LAGO
Puccini Opera Festival
17 July - 23 August 2020

An historic opera festival dedicated to the composer Giacomo Puccini, staged in a large, open-air theatre on the shores of a lake.



LAJATICO
Teatro del Silenzio
annual Bocelli's music festival
24 July 2020

The music and opera festival hosted by the great Tuscan tenor Andrea Bocelli, with international-calibre guests.



MONTEPULCIANO
Bravio delle botti
race of barrels
30 August 2020

A famous barrel race contested by the eight districts in the historic centre of the ancient city of Montepulciano.



FLORENCE
Jeff Koons exhibition
 September 2020 - January 2021

His "Rabbit" broke the record for the most expensive work sold by a living artist. We will see his last artworks at Palazzo Strozzi.



VOLTERRA
Astiludio
flag throwing competition
 6 September 2020

It takes place every year on the first Sunday of September, and it gathers groups of flag-throwers from all corners of Italy.



SANSEPOLCRO
Palio della balestra
crossbow shooting competitions
 13 September 2020

It dates back to the Middle Ages, when such tournaments were used to train the townspeople in defensive techniques, in case of enemy attack.



GAIOLE IN CHIANTI
Eroica
vintage bicycle race
 4 October 2020

A historic race on vintage bicycles over the white roads of the Chianti. The route goes through one of Italy's most beautiful landscapes.



VILLA A SESTA
Dit'unto
street food festival
 11 October 2020

An exclusive, original festival of pop-up restaurants, which every year features some prestigious, Michelin-starred chefs.



LUCCA
Lucca Comic & Games
 28 October - 1 November 2020

The world-famous event for comic-books, animation, roleplayer games, video games and fantasy and sci-fi characters.



SAN GIOVANNI D'ASSO
Truffles of the Crete Senesi
 7 - 15 November 2020

The White Truffle Market in the Crete Senesi hills, which has taken place since 1985, every second and third weekend of November.



SAN MINIATO
White Truffle
exhibition-market
 7 - 22 November 2020

The white truffle of San Miniato is one of the most prized in Italy. This fair takes place on the first, second and third weekend of November.



AREZZO
Christmas Market
 21 November - 26 December 2020

The great Tyrolean market in piazza Grande: Christmas baubles and tinsel, presents, wood carvings, gastronomy and the best beers from Tyrol.

A year of events... what not to miss

FROM MONTE CARLO TO SANREMO, ALONG THE WHOLE FRENCH RIVIERA, HERE IS A SUPER-SELECT CALENDAR OF UNMISSABLE EVENTS: ENTERTAINMENT, ART, THEATRE AND MOTOR COMPETITIONS, FIREWORKS AND GREAT SPORT



MONACO
Monte Carlo Rally
20 - 26 January 2020

It is a motorsport rally event taking place along the French Riviera in the Principality of Monaco and south-east France.



SANREMO
Sanremo Festival
4 - 8 February 2020

The most followed festival of Italian pop music in the world, ever since its creation 70 years ago. It takes place at the Ariston Theatre.



NICE
Carnival and floats parade
15 - 29 February 2020

This is one of the most famous carnival in the world. It is comparable to the ones in Rio de Janeiro and in Venice.



MENTONE
Lemon Festival
15 February - 3 March 2020

Since 1928, one of the major events of the French Riviera. 120 tonnes of citrus fruit decorate gigantic structures and floats.



SANREMO
Carnival of flowers
15 March 2020

Colourful and floral floats embellished with a mosaic of nearly 50,000 flowers make this event unique among processions.



MONACO
Festival Printemps des Arts music festival
13 March - 11 April 2020

Founded in 1970 at the instigation of Princess Grace of Monaco, it divided over four or five long weekends in the spring.



SANREMO
Milano-Sanremo
bicycle race
21 March 2020

With a distance of 298 km (188, 2 miles) between Milan and Sanremo it is the longest professional one-day race in modern cycling.



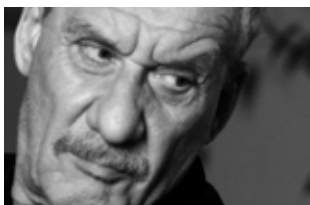
FRENCH RIVIERA
Garden Festival
March - April 2020

A stroll through the Provençal, Renaissance and Maghreb gardens...80 parks open to the public between Nice and Antibes.



MONACO
Rolex Monte-Carlo Masters
tennis competitions
13 - 19 April 2020

A most celebrated sport event, held in the Monaco Country Club and belonging to the prestigious ATP World Tour Masters 1000.



SANREMO
Paolo Conte's concert
30 April 2020

Paolo Conte returns in concert to the Ariston Theatre to mark the 50th anniversary of "Azzurro", one of the most famous Italian songs.



CANNES
Cannes Film Festival
12 - 23 May 2020

Since 1946, Cannes, world capital of cinema, hosts the most famous movie stars on the famous Promenade de la Croisette.



MONACO
F1 Grand Prix
21 - 24 May 2020

From the Casino to the most notorious hairpin bend in the world, no race in Formula 1 is comparable to the Monaco Grand Prix.



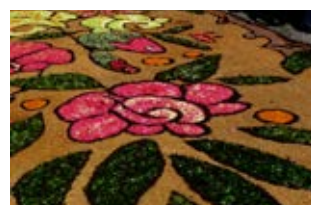
SANREMO
Rolex Giraglia Cup
offshore race
5 - 10 June 2020

The first regatta of this fascinating offshore race starts on June 5th from Sanremo in collaboration with the Yacht Club Sanremo.



MOUGINS
Les Etoiles de Mougins
gastronomy festival
6 - 7 June 2020

The village of Mougins transforms into an open-air theatre dedicated to food prepared by some of the world's top chefs!



DIANO MARINA
Infiorata
floral art festival
14 June 2020

A million colourful flower petals will cover more than 2,000 square metres of streets on the Sunday of Corpus Domini.

APPOINTMENTS



MONACO
**Jumping International
of Monte-Carlo**
25 - 27 June 2020

A stage of the Global Champions Tour - and without a doubt the most prestigious one - where all the best jumpers compete.



NICE
**Tour de France
international bicycle race**
27 June - 19 July 2020

The best cyclists of the moment racing, for three weeks, all through France. This year starting from Nice!



ARLES
**Les Rencontres d'Arles
photographic festival**
29 June - 20 September 2020

One of the most important photographic festival in the world. More than seventy exhibitions set up in various exceptional locations.



MONACO
**Art en ciel
fireworks competition**
July - August

A prized international competition, the French Riviera's biggest, with pyrotechnic displays of the highest quality.



MONACO
**Sporting Summer Festival
musical event**
July - August

Every year Monaco hosts artists from all music genres, for exceptional performances at the Salle des Etoiles, Monte Carlo Sporting d'Été.



AVIGNON
**Festival d'Avignon
performing arts event**
3 - 23 July 2020

Every year, in July, Avignon becomes a city-theatre thanks to the most important contemporary performing event in the world.



MONACO
**Meeting Herculis
athletics meet**
10 July 2020

The biggest stars in world athletics will be at the Monaco's Stade Louis II for this international meeting and a high level sports show.



CANNES
Pyrotechnic Art Festival
14 July - 24 August 2020

This renowned international firework competitions takes place on the waterfront, with 200,000 spectators crowding the Croisette every evening.



NICE
Jazz Festival
17 - 21 July 2020

One of Europe's oldest jazz festivals at the Théâtre de Verdure and the Place Masséna. It is also one of the French Riviera's obligatory events.



AIX-EN-PROVENCE
Lavander Festival
Early August

A free annual event, featuring 150 artisans, live music, great food, wine tasting, children's activities and more.



FINALBORGO
Journey into the Middle Ages
Last days of August

An historical re-enactment, a unique event in which the village goes back to its past with ancient crafts, games and recipes.



GENOA
International Boat Show
17 - 22 September 2020

One of the world's premier boat shows, held annually in Genoa. The exhibition area comprises both on land and in water shows.



MONACO
Monaco Yacht Show
23 - 26 September 2020

One of the best luxury yachting sector exhibition in the world. It will present the most impressive fleet of superyachts. At Port Hercules.



SANREMO
Tenco Award
songwriting contest
October

It has been held every year, since 1974: the most interesting Italian and international singer-songwriters are invited to the festival.



SANREMO
The Mall Sanremo Golf Cup
18 holes - 3 categories
October - November

The competition will take place at the Golf Club degli Ulivi, followed by an awards ceremony with The Mall Sanremo prize.



NICE
Christmas Village
December

A Christmas Village in the heart of Nice, with chalets displaying a large range of craft products. Enjoy the Christmas atmosphere!



MENTONE
Christmas Decorations
December

On the occasion of the end-of-year celebrations, the "city of Lemons" is transformed and adorned with thousands of lights.



MONACO
Le Ballet de Monte-Carlo
dance season
2020 - 2021

The prestigious dance season in the Principality, born from the passion of a genius impresario Sergei Diaghilev.



The Mall Firenze

The Mall Firenze is the exclusive luxury outlet in the heart of Tuscany **just 30 minutes from Florence**. Famous in the world to display together in one single location the most important international and innovative fashion brands, The Mall Firenze allows its visitors to live an experience that goes beyond the classic shopping: a unique blend of **fashion, environment and hospitality**. This is the key of success for this renowned Italian reality: elegance and exclusivity in a place where visitors literally fall in love. For a culinary experience, **ToscaNino** is the perfect relaxing break: two different restaurants, the **Restaurant&Bottega** and the **Bistrò**, represent

the perfect choice for those who are looking for a true gourmet experience during a shopping day. Excellent dishes, fine décor and a flawless service accompany guests in an ambiance imbued with Tuscan craftsmanship, experience and tradition. Finally, **many tailor-made facilities and hospitality-services** such as bus transfers (the buses depart every 30 minutes from the Busitalia station, next to Florence's principal train station), first-class shuttles (to and from Florence, with the possibility of a pick-up directly at your hotel) as well as **Tax Free Lounge**, Welcome Lounge and many others make the experience even more special and luxurious.



The Mall Sanremo

Nested between the **green hills** and the **emerald waters** which lap against a paradisaal coast, **Sanremo** is the jewel of the Riviera of Flowers, and is famed throughout the world for the **extraordinary climate** that makes it such a destination at every time of the year. Standing in this incomparable backdrop, **The Mall Sanremo** is the new destination for **luxury shopping**: an extraordinary place, surrounded by natural beauty, that allows its visitors to live an exclusive experience. As in The Mall Firenze, you will find **the most important Italian and international fashion brands**. From clothing to footwear, through accessories and the

most beguiling fragrances, a day in this luxury outlet of dreams is a **unique and special shopping experience**, made worthwhile, perfect, by the numerous tailor-made services like the **Tax Free Lounge** or the **Welcome Lounge** where a team is ready to welcome customers and accompany them on their visit, making it exclusive in everything, from the general information, to the current promotions, through a personalized plan to discover the surrounding area. The area of The Mall Sanremo is easily reachable from Genoa, Turin and Milan, as well as from Monaco, Nice and the other main cities of the French Riviera.

A Beautiful Journey



France



The Mall Sanremo

Monaco: 30 minutes
Nice: 1 hour
Cannes: 1 hour and 30 minutes
Genoa: 1 hour and 30 minutes
Turin: 2 hours and 30 minutes
Milan: 3 hours

The Mall Firenze

Florence: 40 minutes
Siena: 1 hour
Pisa: 1 hour and 40 minutes
Livorno: 1 hour and 40 minutes
Bologna: 1 hour and 30 minutes
Rome: 2 hours and 40 minutes

**The Mall
Sanremo**

**The Mall
Firenze**



HOTEL

FLORENCE

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Ph. +39 055 0981946

comohotels.com/castellodelnero**Four Seasons****Hotel Firenze**Borgo Pinti, 99

Ph. +39 055 26261

fourseasons.com**Helvetia & Bristol Firenze****Starhotels Collezione**Via dei Pescioni, 2

Ph. +39 055 26651

hotelhelvetiabristol.com**Hotel Bernini Palace**Piazza di S. Firenze, 29

Ph. +39 055 288621

hotelbernini.duetorrihotels.com**Hotel Brunelleschi**Piazza Sant'Elisabetta, 3

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hotelbrunelleschi.it**Hotel NH Collection****Firenze Porta Rossa**Via Porta Rossa, 19

Ph. +39 055 2710911

nh-hotels.com**Hotel Savoy**Piazza della Repubblica, 7

Ph. +39 055 27351

roccofortehotels.com**Il Salviatino**Via del Salviatino, 21Fiesole

Ph. +39 055 9041111

salviatino.com**J.K. Place**Piazza di Santa Maria Novella, 7

Ph. +39 055 2645181

jkplace.com**Lungarno Collection****Continente**Vicolo dell'Oro, 6r

Ph. +39 055 27262

Gallery Art HotelVicolo dell'Oro, 5

Ph. +39 055 27263

Hotel LungarnoBorgo San Jacopo, 14

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Portrait FirenzeLungarno degli Acciaiuoli, 4

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lungarnocollection.com**Plaza Hotel Lucchesi**Lungarno della Zecca Vecchia, 38

Ph. +39 055 26236

hotelplazalucchesi.it**Relais Santa Croce Florence**Via Ghibellina, 87

Ph. +39 055 2342230

baglionihotels.com**Relais Villa al Vento**Via Santa Maria Maddalena, 13Incisa in Valdarno

Ph. +39 348 3812822

relaisvillaalvento.com**The St. Regis Florence**Piazza Ognissanti, 1

Ph. +39 055 27161

stregisflorence.com**The Westin Excelsior****Florence**Piazza Ognissanti, 3

Ph. +39 055 27151

westinflorence.com**Villa Cora**Viale Machiavelli, 18

Ph. +39 055 228790

villacora.it**Villa Il Palagio**Via il Palagio, 59Rignano sull'Arno

Ph. +39 055 8348865

villapalagio.it**Villa La Massa**Via della Massa, 24 - Candelì

Ph. +39 055 62611

villalamassa.com**Villa Le Maschere**Via Nazionale, 75Barberino di Mugello

Ph. +39 055 847431

villalemaschere.it**Villa Mangiacane**Via Faltignano, 4San Casciano Val di Pesa

Ph. +39 055 8290123

mangiacane.com**Villa Olmi Firenze**Via del Crocifisso del Lume, 18

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villaoimifirenze.com**Villa Pitiana**Via Provinciale per Tosi, 7Donnini

Ph. +39 055 860259

villapitiana.com**Villa San Michele**Via Doccia, 4 - Fiesole

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belmond.com**Ville Sull'Arno**Lungarno Cristoforo Colombo, 1-5

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hotelvillesullarno.com**AREZZO****Fontelunga**Via Cunicchio, 5Pozzo della Chiana

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fontelunga.com

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ilborro.it

Il Falconiere

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Cortona
 Ph. +39 0575 612679
ilfalconiere.it

Il Pellicano

Località Sbarcatello
Porto Ercole
 Ph. +39 0564 858111
pellicanohotels.com

GROSSETO

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Via della Fiera, Porrona
Cinigiano
 Ph. +39 0564 993206
castelporrona.it

Conti di San Bonifacio Wine Resort

Località Casteani, 1
Gavorrano
 Ph. +39 0566 80006
 0566 028072
contidisanbonifacio.com

L'Andana Tenuta

La Badiola

Località Badiola
Castiglione della Pescaia
 Ph. +39 0564 944800
tenutalabadiola.it

LUCCA

GH Principe di Piemonte

Piazza Puccini, 1
Viareggio
 Ph. +39 0584 4011
principedipiemonte.com

Principe Forte dei Marmi

Viale Amm. Morin, 67

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 Ph. +39 0584 783636
principelfortedeimarmi.com

SIENA

Borgo Santo Pietro

Borgo Santo Pietro Loc.
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 Ph. +39 0577 752943
borgosantopietro.com

Castello Banfi

Poggio alle Mura - Montalcino
 Ph. +39 0577 877700
castellobanfi.com

Castel Monastero

Monastero d'Ombrone
 Ph. +39 0577 570570
castelmonastero.com

Hotelito Lupaia

Località Lupaia, 74
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 Ph. +39 0577 668028
lupaia.com

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lungarnocollection.com

Buca dell'Orafo

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 Ph. +39 055 213619
bucadellorafa.com

Buca Lapi

Via del Trebbio, 1r
 Ph. +39 055 213768
bucalapi.com

Cantina Antinori

Via Cassia per Siena, 133
Bargino - San Casciano Val di Pesa
 Ph. +39 055 23595

antinori.it

Cibreo

Via del Verrocchio, 8
 Ph. +39 055 2341100
cibreo.com

Enoteca Pinchiorri

Via Ghibellina, 87
 Ph. +39 055 242757
enotecapinchiorri.it

Il Conventino a Marignolle

Via di Santa Maria
a Marignolle, 10
 Ph. +39 055 3920425
ilconventinoamarignolle.com

La Bottega del Buon Caffè

Lungarno Benvenuto Cellini, 69r
 Ph. +39 055 5535677
borgointhecity.com

La Tenda Rossa

Piazza del Monumento, 9-14
Cerbaia in Val di Pesa
 Ph. +39 055 826132
latendarossa.it

Osteria di Passignano

Via Passignano, 33
Loc. Badia a Passignano
Tavarnelle Val di Pesa
 Ph. +39 055 8071278
osteriadipassignano.com

SE·STO on Arno

Piazza Ognissanti, 3
 Ph. +39 055 27151
sestonarno.com

SoloCiccia

Via XX Luglio, 11
Panzano in Chianti
 Ph. +39 055 852020
solociccia.it

Truffle Experience Restaurant

Via Porta Rossa, 19
 Ph. +39 055 3995913
savinitartufi.it

AREZZO**Il Falconiere**

Loc. San Martino a Bocena, 37 Cortona

Ph. +39 0575 612679

ilfalconiere.it

Le Chiavi d'Oro

Piazza San Francesco, 7

Ph. +39 0575 403313

ristorantelechiavidoro.it

LUCCA**Da Caino**

Via della Chiesa, 4

Montemerano Manciano

Ph. +39 0564 602817

dacaino.com

Lorenzo

Via Giosuè Carducci, 61

Forte dei Marmi

Ph. +39 0584 874030

ristorantelorenzo.com

Ristorante L'Imbuto

Via della Fratta, 36

Ph. +39 340 5758092

limbuto.it

SIENA**Borgo Santo Pietro**

Loc. Palazzetto Chiusdino

Ph. +39 0577 751222

borgosantopietro.com

Le Coccole dell'Amorosa

Località l'Amorosa - Sinalunga

Ph. +39 0577 677211

amorosa.it

Osteria Le Logge

Via del Porrione, 33

Ph. +39 0577 48013

osterialelogge.it

Ristorante Arnolfo

Via XX Settembre, 50

Colle Val d'Elsa

Ph. +39 0577 920549

arnolfo.com

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hotelnazionale Sanremo.com

Grand Hotel & Des Anglais

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Ph. +39 0184 667840

hoteldesanglais.com

Hotel De Paris

Corso Imperatrice, 66

Ph. +39 0184 520725

hoteldeparissanremo.it

Hotel Miramare Continental Palace

Corso Matuzia, 9

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miramaresanremo.it

Hotel Paradiso

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paradisohotel.it

Royal Hotel Sanremo

Corso Imperatrice, 80

Ph. +39 0184 5391

royalhotelsanremo.com

ALASSIO**Grand Hotel Alassio**

Via Antonio Gramsci, 2

Ph. +39 0182 648778

grandhotelalessio.com

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villadellapergola.com

CANNES**Hôtel Barrière Le Majestic**

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hotelsbarriere.com

Hôtel Martinez

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hyatt.com

Intercontinental Carlton Cannes

58 La Croisette

Ph. +33 4 93064006

www.intercontinental.com

ÈZE**Le Château****de La Chèvre d'Or**

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chateauzeza.com

GARLEND**La Meridiana Relais & Chateaux 5***

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lameridianaresort.com

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fairmont.com

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montecarlosbm.com

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Hyatt Regency Nice Palais de la Méditerranée

13 Prom. des Anglais
Ph. +33 4 93271234
hyatt.com

Le Negresco

37, Promenade des Anglais,
Ph. +33 4 93166400
hotel-negresco-nice.com

SAINT-JEAN-CAP-FERRAT

Grand Hôtel du Cap Ferrat

71 Boulevard du Général
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fourseasons.com

Le Cap Estel

Avenue Raymond Poincaré
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capestel.com

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bucacena.it

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gildarestaurant.business.site

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paolobarbara.it

Victory Morgana Bay

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restaurant-la-palme-d-or-cannes.com

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Yoshi

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mirazur.fr

MOUGINS

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lemascandille.com

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THE | MALL™
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