

Toscana

// SANREMO - ISSUE N. 2

MY MALL

MAGAZINE

*Travelling means
adding life to life*

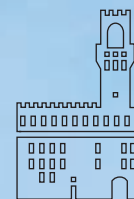
GESUALDO BUFALINO

**DON'T MISS THE GARDENS FLORENCE NATURAL SPAS, WELLNESS AND GOLF TUSCANY
SMALL CHARMING VILLAGES SANREMO GOURMET STOPS TASTE TRAILS
SAINT TROPEZ AND PROVENCE COLORS FRENCH RIVIERA**

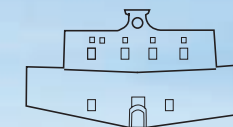
THE | MALL™
LUXURY OUTLETS



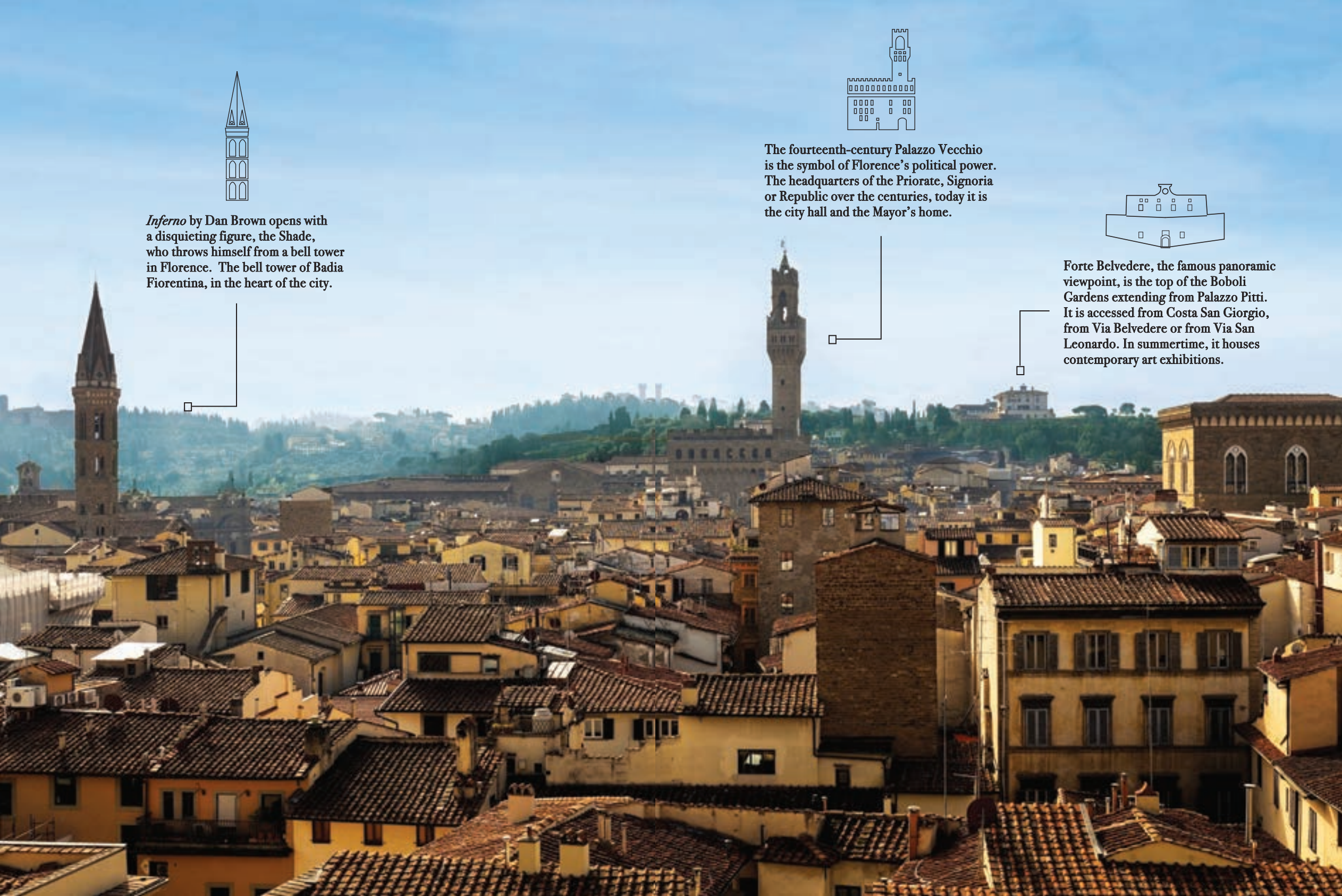
Inferno by Dan Brown opens with a disquieting figure, the Shade, who throws himself from a bell tower in Florence. The bell tower of Badia Fiorentina, in the heart of the city.



The fourteenth-century Palazzo Vecchio is the symbol of Florence's political power. The headquarters of the Priorate, Signoria or Republic over the centuries, today it is the city hall and the Mayor's home.



Forte Belvedere, the famous panoramic viewpoint, is the top of the Boboli Gardens extending from Palazzo Pitti. It is accessed from Costa San Giorgio, from Via Belvedere or from Via San Leonardo. In summertime, it houses contemporary art exhibitions.





The Casino of Sanremo, an Art Nouveau gem established in 1905, was Italy's first gambling house and the first location of the Italian Music Festival.



A walk along the Promenade of the Empress (Maria Alexandrovna of Russia, here in 1874) is a unique experience, with its rows of palm trees and magnificent view of the sea.



Sanremo's most beautiful beaches are 5: Spiaggia dei porti, Tre Ponti, Cala degli Orsi (Bussana), Arma di Taggia (beyond Bussana), Ospedaletti (to the west of Sanremo).

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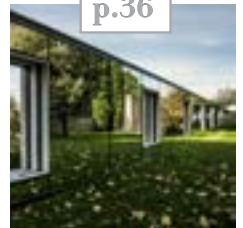
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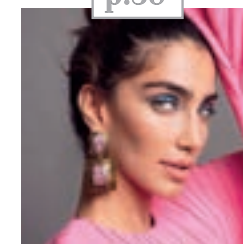
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The scent of a new summer

by Giorgio Motta

Summer is here again at last. But it's a summer different from any we've seen before, with face masks and restrictions still in place. With an invisible enemy - not the only one - travelling across the world in our place. We've had to face a dramatic reality, finding ourselves torn between loathing and running away from it or embracing and dealing with it. And after a long winter, our heart is now longing for colors, scents, the sound of laughter and chatter and festive air. But it's a sense of longing different from before: we've rediscovered the value of time, the urgent need of living life to the fullest, seizing every second of it, adding value and quality to it. And so, everything becomes new. Everything is the same as before, but different from before, because what we are looking for has changed. In this new world of ours, what really counts is the value, the quality of the experiences we have, the rediscovery of the beauty of life in everything that surrounds us.

Italy is the home of beauty with its places

and views you've never believed could exist, unique and genuine flavors, design that everyone craves for, and wonderful stays. But what really makes all this beauty so unique is our way to make anyone visiting us feel at home. The genuine empathy with which we welcome whoever comes knocking at our doors is what makes the journey a unique experience, filling everyone's heart with the deep beauty we all wish for this new summer. The longing for this deep beauty is the passion that guides us in our job and which we want to share with customers who come visit us at The Mall Firenze and The Mall Sanremo. The sincere smile of the hostesses welcoming our guests at the entrance, one by one, is the beginning of a journey where everything, from design to food, contributes to the making of a new summer, a summer of true beauty.

My wish for all of you is to believe that, despite the trials of life, we are made for happiness and the full enjoyment of beauty.

A picture of the *Summer Blooming* event at The Mall Sanremo. A tribute to *the city of flowers*, to its beauty and its history with a set-up where the flowers and shades of pink, were the protagonists.

COLOPHON



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Tailor-made Italy

GIORGIO PALMUCCI PRESIDENT OF ENIT

ENIT, the acronym for Ente Nazionale per il Turismo Italiano, is the driving force behind the promotion of Italian tourism across the world. We had a chat with its president Giorgio Palmucci.

With regard to high-end tourism in Italy, what are the most significant latest trends?

The pursuit of customized travelling experiences is one of the most popular trends lately, in the light of the current situation. People seek elegance and quality in order to feel the stars of their own tailor-made holidays and bring once-in-a-lifetime emotions home with them. At present, visiting a place is associated with a full-immersion experience into the local aromas and flavors through tastings and workshops which treat travelers as dynamic players, and not as mere passive spectators.

What do you think of fashion and style as levers for international tourism?

Fashion is going to be one of the driving forces behind recovery. In particular, the cities which are fashion destinations and attract visitors in search of made-in-Italy excellence.

What are the international events on which

ENIT is currently focusing its attention?

We are waiting for the government's measures in support of international tourism, but in the meantime we have already signed agreements to take part in the November World Routes event, we launched hackathon to invigorate the sector with new ideas and we are promoting innovation. With the use of apps and smart technology that integrates with all devices, we can make booking planning easier and plan a trip safely by using just one device.

The most exciting experience you have ever had in Tuscany?

From the Chianti Valley to Terme di Saturnia through the Tarot Garden, it's just not possible to condense it all into one memory. In Tuscany, like in every other region, I suggest to be open to all experiences and make a memory of each and every one.

What is the gem worth discovering on the Ligurian Riviera?

Italy has a huge culinary heritage and the "Made in Italy" is associated with excellence and exclusivity all over the world. Rather than a specific place on the Ligurian Riviera, I recommend to plan tailor-made tours of the region that allow you to have a taste of the area's less-travelled destinations.

Taste, beauty and fashion

CAROLINA PEREZ, FOUNDER OF DUCO TRAVEL SUMMIT

"I think Italy is a synonym of good taste, beauty, and fashion. Shopping plays definitely a huge part in the Italian lifestyle"

Brazilian with Italian great-grandparents, Carolina Perez is the founder of Duco Travel Summit, the first workshop devoted to luxury travel advisors who wish to learn more about the excellence of Italian hospitality.

What are the most interesting trends in the quality travel world?

Travelers love to combine the big cities, as well as genuine destinations, to experience a more authentic and fulfilling travel experience.

What attracts travelers to the Italian offerings?

Italy combines everything a traveler dreams of. Beautiful landscape, incredibly high-quality hotels and services, great food and wine. But what I think people fall in love with when they come to Italy is the Italian people. As Sophia Loren would say "Beauty is how you feel inside, and it reflects in your eyes". I agree.

What do you think of The Mall Firenze and The Mall Sanremo's projects?

What I like the most about The Mall Firenze and The Mall Sanremo is open air shopping that offers the best value for your money; while enjoying the pleasant fresh air, you have the possibility of acquiring the most sophisticated top luxury Italian and worldwide brands at a lower price. The countryside is such a peaceful environment, on both loca-

tions you can perfectly combine with your travel itinerary.

What has been your most exciting experience on the French Riviera?

Antibes with the fascinating and charming villas on the shore. The cafés on the narrow streets of old town Nice. A walk along the beautiful La Croisette, in Cannes, with all the palm trees. Beaches, clubs and Michelin star restaurants at Saint-Tropez. The medieval villages of Eze. The belle époque villas and magnificent gardens of Cap-Ferrat, with the most amazing views of the French Riviera.

Your favorite place in Tuscany?

I love Arezzo and Cortona, the Chianti, Montalcino and Montepulciano, Forte dei Marmi, and Florence of course, the city where Duco has been held for two years now.

What does this setting offer the summit?

There are so many aspects to love about Florence and make it DUCO home! It is logistically easy to access, in the middle of the country; it is not a big city, so for networking its perfect as at some point everyone is able to meet; it has excellent hotels offering our guests a perfect experience... we developed great relationships in town and they welcome DUCO and our guests with the Best Italian Hospitality! And of course, guests love to come to the city that was the birthplace of Il Rinascimento!

From Russia with Love

ELENA VETROVA, EVENT MANAGER AT LUXURY TRAVEL MART MOSCOW

Elena Vetrova is General Director Travel Media and Publisher at TTG Russia, but also Event Manager at the most successful event in the luxury travel segment in Russia&CIS, Luxury Travel Mart (LTM).

What do sophisticated travelers ask to the most immersive, inspiring travel lifestyle content through Italy?

Food and shopping and, of course, highly quality excursions with Russian- speaking guides. Plus, visits to unique places which are usually inaccessible, in the mountains and by the sea.

What do you think about shopping and style as a way to appeal to international travelers?

I think that shopping is one of the main tourist attractions. Many travelers spend half of the time in designer shops and buy many gifts. Buying gifts for friends is a good tradition in Russia and everybody waits for it like Xmas time.

Why, in your opinion, do The Mall Firenze and The Mall Sanremo capture the joy of discovering the Italian lifestyle pleasures for travel elite?

First of all, they have a great location: the first one is in Tuscany, right in the heart of Italy. The other one is on the enchanting

Ligurian coast, close to the French Riviera. Plus, let's be honest, The Mall Luxury Outlets offer a big range of top luxury brands and ambience for luxury shopping. I would like to say thanks to all sales teams in shops: they are very kind, polite and helpful, because sometimes travelers do not have much time, for they also want to see Florence and Siena.

What unique experiences or enchanting places can travelers enjoy in Tuscany?

First of all, the history, rich traditions, perfumes and food. Florence and Siena are the top destination cities, but let's not forget Viareggio, Lucca and the lovely San Gimignano. Toscana is Italy all in one small region. No need to say that Tuscan red wines are among the best in the world.

And what about Sanremo and the French Riviera?

I was very happy that the second mall opened near Nice where I spend my summer holidays. It helps me a lot to buy clothes for my oldest son and on one visit only I can get everything he needs for the season. After shopping, it is very nice to go for pasta at my favorite restaurant in Sanremo, where everybody knows me and my family.

Art, landscapes and shopping

WEI ZHIHONG, MARKET DIRECTOR AND HEAD OF EUROPE FOR UNIONPAY INTERNATIONAL

UnionPay International is the global payment organisation with over eight billion cards issued worldwide - the world's largest cardholder base. We met Wei Zhihong, Market Director and Head of Europe.

What are UnionPay International's most outstanding services?

As the preferred payment method for Chinese tourists, UnionPay is committed to providing payment ease to cardholders. Even during this difficult time, we've kept collaborating with our partners in Italy to improve our online and offline acceptance. So far, 90% of Italian stores accept UnionPay, including card, contactless and QR code payments. Tourists especially prefer UnionPay for high value purchases as it provides various discounts and tax refund services. We will work with the tourism industry to provide cardholders with special privileges after Italy reopens to global visitors.

How important is it to facilitate Chinese travelers in terms of payments?

Many Chinese travelers say they are more likely to walk in and spend more at a store displaying the UnionPay

logo. More Chinese are traveling independently, and they feel more at home when using the payment solutions they are familiar with.

Please tell us your impression of The Mall Sanremo and the Mall Firenze.

A visit to The Mall Luxury Outlets is on many tourists' 'must-do' lists. By bringing so many top brands together and providing support for Chinese tourists, a range of high-end Italian and international fashion is easily accessible to visitors.

That's why we've closely collaborated with The Mall for years to offer quality service to visitors.

What is Tuscany's most precious treasure?

Tuscany is special to any lover of art and culture, but when you add the landscapes, the food, wine and the welcoming people, you have a truly exceptional combination.

And the Sanremo's?

I live in France and love travelling along the Italian Riviera. Sanremo is a beautiful small city where you can get a sense of Mediterranean's life from centuries past. And of course, enjoy the beach!

The Gardens of Florence

At first glance, it would seem that Florence is almost entirely made out of stone, with very few green spaces, in particular, along the streets leading from one museum to the next. Actually, at a second

glance beyond the buildings' austere *bugnato* facades and wrought iron gates, you start thinking about how appearances can be deceiving. All you need is a special tour and a weekend to spare.



Florence. Those who know the city well, know that hidden beyond the Renaissance facades are unexpected green gems. Some of Florence's most beautiful gardens are located in the Oltrarno area, Florence's *rive gauche*. On the **first day**, start your tour from Palazzo Pitti's **Boboli Gardens**, a unique experience. They run for about the length of an entire neighborhood (30 hectares!) and are one of the very first Italian gardens. A gem within the gem is the *Giardino degli Ananassi* (Pineapple Garden) where the flowering of peony shrubs in late April (it lasts only a few days) and of tropical water lilies

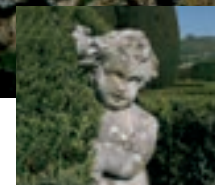
in the round pond in July and August is beautiful beyond description. Just steps away from the Boboli Gardens is the entrance to the scenic **Bardini Garden** which, located between Piazzale Michelangelo and Boboli, is one of the best spots to take pictures of the city from on high, with its overlapping terraces blooming with irises, wisterias, giant azaleas and dotted with statues and fountains. From up there, the magical sight of the sun going down on the Arno river will move you to tears, as well as the majestic view from the nearby **Rose Garden** right beneath Piazzale Michelangelo. On

the second day, on the Oltrarno side of the river again, near Porta Romana, soak in the dreamy atmosphere of the **Torrigiani Garden's** greenhouses, amidst English lawns and thickets, and then head to the other side of the city, where you can stroll into the Bohemian atmosphere of the **Orti Dipinti**, a lovely example of guerrilla gardening right in front of the Four Seasons Hotel (enclosed within the hotel is the **Giardino della Gherardesca**, one of the city's most beautiful private gardens).



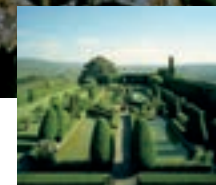
TOUR

From the Torrigiani Garden to Orti Dipinti: a 45-minute walk in the heart of Florence's historic center, through Ponte Vecchio, Piazza della Signoria and Piazza del Duomo.



GIARDINO DEI SEMPLICI

Located to the north of Piazza San Marco and currently owned by the University of Florence, this is one of the world's oldest botanical gardens.



OUTSIDE OF FLORENCE


If you want to escape the tourist crowd, leave downtown Florence to reach, in Settignano, the beautiful Villa Gamberaia garden with panoramic view.



THE VERY FIRST ONE

Located just outside of Florence, the garden of the Medicean Villa of Castello was the first Italian garden, built by Cosimo I de' Medici to the design of Niccolò Tribolo.


ITINERARY



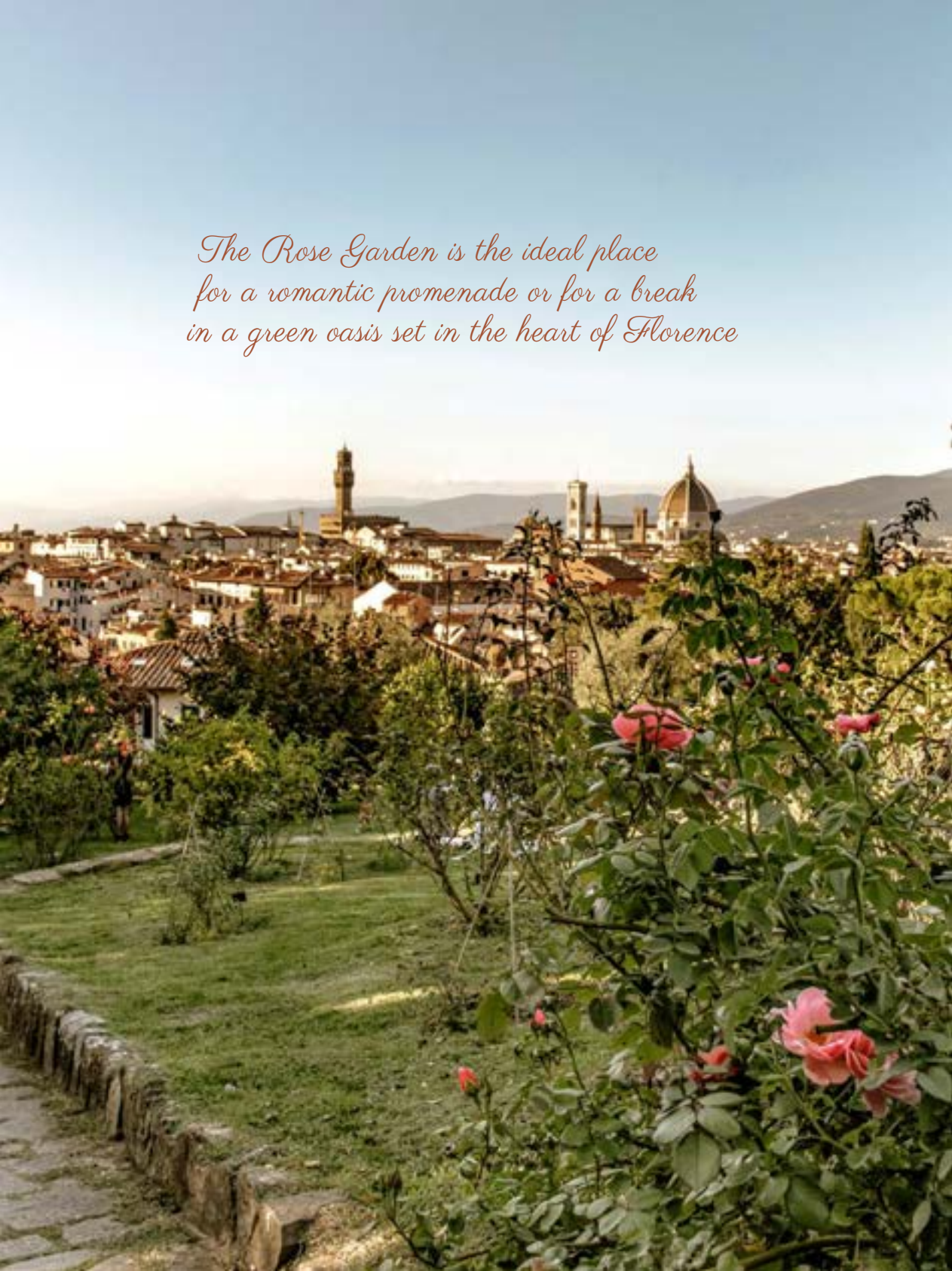
WALKING. From Palazzo Pitti to Forte Belvedere, then downhill along Costa San Giorgio passing by the entrance to Villa Bardini (with its above-mentioned garden), whose museum is also worth visiting. From here back to downtown Florence. A walk filled with amazing views and, in springtime, during the flowering season, with sweet scents as well.



TASTING. A day in the Oltrarno neighborhood for a taste of good food and local lifestyle. In the morning, have a cappuccino at Caffè degli Artigiani or organic juice at Carduccio's. Stop for lunch at Trattoria Sabatino: ravioli with meat sauce and roast veal. Dinner at the Michelin-starred Borgo San Jacopo or Bottega del Buon Caffè restaurants. For an after-dinner drink, enjoy a cocktail at Mads Souls&Spirit.



WHERE TO STAY. Choose a special place that fully embodies the city's spirit. Such as Four Seasons Hotel Firenze, which is surrounded by the largest private garden of downtown Florence; Portrait Firenze, which overlooks the Ponte Vecchio; Hotel Lungarno, which looks like it's floating on the Arno river; and Hotel Brunelleschi with its Byzantine tower dating back to the 6th century.



The Rose Garden is the ideal place for a romantic promenade or for a break in a green oasis set in the heart of Florence



Relax, nature and spa waters

A SPECIALLY-DESIGNED TOUR OF TUSCANY TO EXPLORE ITS SPA RESORTS, FOR A RELAXING BREAK AND EXCLUSIVE TREATMENTS, BUT ALSO ITS ART TREASURES, SHOPPING MALLS AND CULINARY DESTINATIONS

TUSCANY. If you dream of staying in a magical place both in summer and wintertime, Tuscany, with its **natural hot springs** resorts looking out onto spectacular panoramic views, is the place for you.

The **Fonteverde** resort in **San Casciano dei Bagni**, a lovely town in the heart of the **Val d'Orcia** area, is just a one hour and a half-drive from Florence, by taking the A1 highway. The Incisa Val d'Arno exit, along the highway, leads to **The Mall Firenze**.

This 5-star hotel features 4,000 square meters of hot springs, seven pools and a breathtaking view. Not far from here is the **Hotel Adler Thermae**, whose indoor and outdoor pools are considered to be the most exclusive of **Bagno Vignoni** (a village unique of its kind, for it was built around an ancient stone hot springs pool) and the **Castle of Velona**, an exclusive wine & thermal resort, nestled in a stunning landscape: a 1,500-square-meter hotel

offering sauna, Turkish bath, indoor and outdoor pools, just 8 kilometers away from Montalcino, the home of Brunello, one of the world's finest red wines.

If from Florence you choose to take the A11 highway towards Lucca and Pisa, by exiting at **Montecatini Terme** (where we recommend to stop to visit the nineteenth-century Terme del Tettuccio to admire the beauty of this old Art Nouveau-style building, you will reach the **Grotta Giusti resort** in **Monsummano** and an unexpected gem: a unique and magnificent cave with hot springs and a warm underground lake.

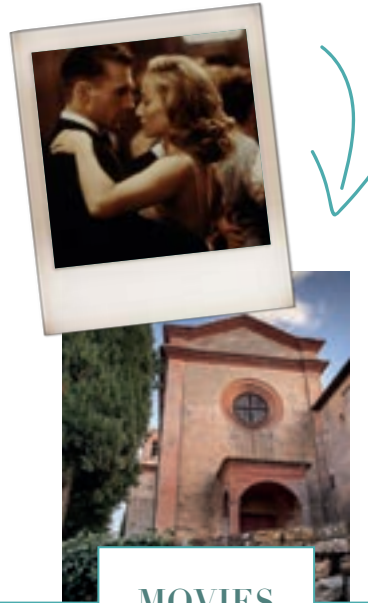
Further south, in the wild Maremma region, is the **Terme di Saturnia Spa & Golf Resort**, which recent renovation works have restored to its original elegance. 122 hectares of wellness, including an innovative Spa & Soft Medical Center, a vast thermal park and a beauty clinic.

ABOVE: The Fonteverde's outdoor thermal pool is set in the green beautiful scenery of Val d'Orcia's hills. BELOW: Terme di Saturnia Spa & Golf Resort, the outdoor thermal pool is surrounded by a spacious garden in which to relax, lulled by the sound of running water.

Film shooting locations and secret gardens

To **Ridley Scott**, the Val d'Orcia is paradise on earth. **The Gladiator** dreams of reuniting with his family in the Elysian Fields along the SP14 road, between **San Quirico d'Orcia** and **Pienza**.

The scene of this five Academy Award-winning film was shot in this sublime corner of Tuscany, which is also a UNESCO World Heritage Site. The cast and crew stayed 15 days in **Terrapille** to get the right lighting for the scene.



MOVIES

Another cult film, the nine Academy Award-winning film *The English Patient* by Anthony Minghella, masterfully brought the beauty of the Pienza countryside to the big screen: the former Benedictine monastery of Sant'Anna in Camprena is the place where Juliette Binoche and Ralph Fiennes meet.

The garden of Villa La Foce (between Chianciano Terme and Pienza) is a great tribute to the history of Italian gardens, nestled in a breathtaking scenery.



GARDEN

The noble hills of Val d'Orcia and the Crete Senesi

On your way from Siena towards the south, along the Cassia road, stop in Montalcino, the home of the famous Brunello wine. Visit the town's Fortress which, on beautiful sunny days, affords a panoramic view of the countryside covered with vineyards. The Fortress houses a terrific wine shop. Another, perhaps even more beautiful, viewpoint to enjoy the spectacular sunset is on the western side of Montalcino, along the avenue leading from the Fortress to the Madonna del Soccorso.



VIEW

But don't leave the town without visiting the ancient abbey of Sant'Antimo, a white mirage rising out of the vineyards.



FOOD

When it comes to food, we recommend Osteria Il Granaio in Rapolano Terme, a delicious restaurant hardly mentioned in any guide book, and Saxa Cuntaria in Piancastagnaio, which offers a very traditional cuisine based on the use of flowers and locally-grown aromatic herbs. In Montalcino, don't miss a taste of ricciarelli biscuits at the Rossano Vinciarelli pastry shop, the 19th-century Caffè Fiaschetteria on the main piazza and panpepato cake at the Lambardi bakery.

In the deep south of Tuscany, in a paradisiacal valley between the cities of Siena and Grosseto

In Val d'Orcia, the true work of art is the landscape. A lovely thing to do, even if for only half a day, is to wander aimlessly, in order to connect with this land and take in its harmony and slow pace.



SOUL



Emotions for picture-perfect Tuscany lovers...

*Nature, hot springs and relaxation,
the best of a land steeped in history
and graced with unique landscapes*



Pienza, an Renaissance Pope's utopian city



View on Montepulciano

Golf and wellness

AN INCREASINGLY EXCLUSIVE COMBINATION IN TUSCANY



For a holiday combining golf playing and psycho-physical wellbeing, Tuscany is the go-to destination. The Bagnaia Golf & Spa Resort's Royal Golf Bagnaia is an 18-hole green designed by renowned architect Robert Trent Jones Jr.: 120 hectares spreading over the sweet hills of Siena and magnificent lakes. The 18-hole green of the Golf Club of Castiglion del Bosco, designed by Brit-

ish Open champion Tom Weiskopf, is located in the Val d'Orcia area amidst valleys and gorgeous landscapes dotted with cypress trees. Terme di Saturnia includes a 70-hectare green. The Argentario Golf Club features one of the most exclusive greens of the Maremma area. In Castiglion della Pescaia, the Andana Tenuta La Badiola resort offers state-of-the-art treatments at

its Espa Spa and a driving range. Tenuta Il Borro is an exclusive five-star resort in San Giustino Valdarno and the closest one to The Mall Firenze. Not to mention the Ugo-lino Golf Club in Florence, one of the world's most fascinating greens dating back to the 1930s, and the Castelfalfi Golf Club, near Montaione, a very challenging green nestled in a fairy-tale scenery.



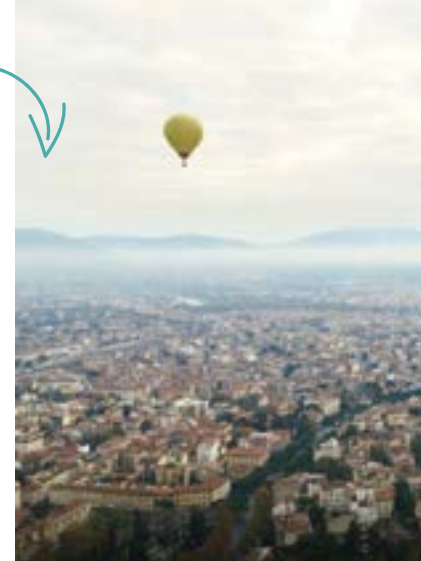
OPEN AIR

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.



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.

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.



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



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.



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.



©Archivio Foto Locchi

A walk through the alleys of the medieval village is a must

The Valdarno area offers amazing tours of its varied and ever-surprising landscapes and the best way to do it is on horseback. Il Borro displays a new scenery every season: different colors, new scents, unique sensations. It's so exciting every single time, I never get tired of it, and I grew up here! Take an unforgettable walk soaking in the still quietude of untouched nature all around and stop for a delicious picnic. A matchless moment, a unique Tuscan country-living experience, an indelible memory.



VITTORIA FERRAGAMO
Special Project Manager
of Tenuta Il Borro



GIACOMO GOLDKORN CIMETTA
Coachman in Florence

The most romantic way to experience Florence is a Horse and Carriage ride: enjoy this unique tour through the narrow streets of the city center

tour is the one that goes up to Piazzale Michelangelo from where you can enjoy a glorious view of the city as far as the eye can see....

A truly unique tourist experience is admiring the Perseus from an unusual viewpoint or going through the city's narrow medieval streets in a two-meter-high horse-drawn carriage. It's lovely to be rocked by the sound of hooves echoing against the cobblestone while you travel through time. Another charming, nineteenth-century style carriage

There are some places you can't help but fall in love with at first sight and return to year after year

I recommend to wine lovers a visit to the Frescobaldi winery in Nipozzano, in the Chianti Rufina countryside. An authentic place of long-standing tradition, where you can enjoy wine tasting and watch the winemaking process. You can visit the Castle and take in the view of the hills and Arno river. In Florence, I suggest to visit the Opera del Duomo Museum. A hidden gem, just next to the Cathedral, displaying over 700 works of art by major artists such as Donatello, Michelangelo, Lorenzo Ghiberti, Il Verrocchio and many more. The setting is fascinating and the museum is well-planned out.



STEFANO VENTURI
General Manager, Villa La Massa



EMANUELE MANFROI
General Manager
Belmond Villa San Michele

The one restaurant I love going to and which I warmly recommend is La Cantinetta di Rignana, in the heart of the Chianti Classico countryside. You can dine outdoors on a large terrace, with the vineyards and olive trees of the sweet Chianti hills stretching out at your feet. It offers traditional and seasonal cuisine. And on your way back home from the countryside, I suggest you stop for a drink in the hills of Fiesole, here at Villa San Michele, from where you can watch Florence take on a yellow-pinkish hue as the sun goes down. A unique experience of Florence as the seasons change, from a privileged viewpoint, surrounded by nature. In autumn, when a sweet-smelling fog rises, the atmosphere is even more enchanting.

Looking at the city from the hills of Fiesole is a unique experience, to live a Florence linked to the seasons.

Boboli and the Prince's Route

EIKE SCHMIDT, DIRECTOR OF THE UFFIZI GALLERIES



*'The Prince's Route'
2021 will be a long
indoor walk through
one of the world's major
monumental complexes*



Born in Freiburg, he is a kindhearted German who loves our country deeply. Eike Schmidt is the director of Florence's Uffizi Galleries, one of the world's most famous and visited museums. Among the changes introduced by Schmidt is the reopening, in 2021, of the Vasari Corridor, the 760-meter-long elevated passageway connecting Palazzo Pitti with the Uffizi Galleries and then with Palazzo Vecchio, a route with a "privileged" view over Renaissance Florence.

The Uffizi and Palazzo Pitti joined together. What difference does it make to visitors?

The so-called "Percorso del Principe" (the Prince's Route) is a long indoor walk through one of the world's major monumental complexes: by getting into Palazzo Vecchio, visitors will be able to go through the Uffizi's entire second floor, access the Corridor and exit right next to the Boboli Gardens' Large Grotto.

Does this reopening involve restoration works on the Boboli Gardens?

We have been working on it for some time. The great "Primavera di Boboli" project kicked off three years ago, thanks to a generous donation from Gucci, which we have

been using mostly for botanical restoration works. However, much has to be done yet: these magnificent grand-ducal gardens are also an open-air museum, which is becoming more and more welcoming every year.

What is your favorite spot in the Gardens?

I have several favorite spots in the Boboli Gardens. As I often say, while you may not be able to see the "Mona Lisa" at the Uffizi Galleries, the museum has at least thirty masterworks on the same level. And the same goes for the Boboli Gardens, filled with fountains, trees, flowers, citrus fruits and age-old plants. However, if forced to choose just one spot, I would say the Kaffehaus, which is a rare example of rococo architecture in Tuscany, but in pure Viennese style: it is no chance, in fact, that it was commissioned by a Grand Duke of the House of Habsburg! Among my favorite spots is also the Giardino del Cavaliere, which affords a magnificent view of Florence and houses the Porcelain Museum, a gem devoted to 18th-century European manufactories such as Meissen, Sevres, Capodimonte and Viennese porcelain, as well as showcasing stunning pieces by the Carlo Ginori manufactory in Doccia.

Art sneaks into the vineyards

UNIQUE WORKS INSPIRED BY A MAGICAL VILLAGE

Windows broadening the horizon, beams of light illuminating dark caves, walls redefining territorial boundaries. **Michelangelo Pistoletto**, **Anish Kapoor**, **Giulio Paolini**, **Hiroshi Sugimoto** and **Lee Ufan**, just to mention a few artists, have created works of art designed to exist in symbiosis with this place, nestled in the hills between **Radda** and **Gaiole in Chianti**. We are at **Castello di Ama**, a village with art installations scattered across the vineyards and inside the buildings. “Sixteen works specially made for this place”, as **Lorenza Sebasti**, the daughter of one of the founding members and MD of the company, proudly explains.

How did the idea of a scattered art gallery come about?

This place is magical. It is imbued with spirituality, with a soul. In 1999, we decided to invite some artists over and have them create a work drawing inspiration from the place and for this place. We have renewed the invitation every year since. The first artist was **Pistoletto**: he installed a huge tree trunk with mirrors inserted into its gut in the wine cellar. The latest work of art is by **Miroslaw Balka**, a *fil rouge* weaving the sky and earth together in a 25-meter-high wine cellar. Not to mention our most photographed work of art, **Daniel Buren**’s wall overlooking the *San Lorenzo* valley.

Your signature wine...

Yes, the wine we have been producing since 2016, with our chief winemaker Marco Pallanti. It is a Sangiovese wine, more fruity than the Brunello, but with the same ageing potential and which pairs wonderfully with traditional Tuscan dishes.

What special dish would you pair with San Lorenzo?

Definitely T-bone steak, but also *tagliatelle pasta with Tuscan black cabbage* or other herbs grown in our vegetable garden. Our dishes are traditional Tuscan, unpretentious and based on the use of seasonal ingredients. Our goal, in the kitchen and elsewhere, is to be warm and welcoming, not awe-inspiring. At our **Villa Pianigiani** restaurant, you can enjoy wine tasting, a full-course dinner as well as a simple dish of pasta.

A place where you can cuddle up and relax?

If you want to.... We have five suite rooms at **Villa Ricucci** where hospitality follows the rules of the old village’s life, with all modern comforts, of course, but as if you were staying in somebody’s house. Guests, however, are welcome to come just for a guided visit (by booking at info@castellodiamas.com), which includes wine tasting, or lunch or dinner. We are open every day except Tuesday.





BLOGGER

Beauty and brain

JESSICA KAHAWATY: MODEL, HUMANITARIAN AND LAW GRADUATE

"I aim to make the world more beautiful through my work in fashion, but also through my work in philanthropy: trying to make people's lives better and create a fairer world"



Jessica Kahawaty is an international model with 1 million followers but, above all, she is a philanthropist. Born in Sydney from Lebanese parents, she is one of the founding members of UNICEF's first Leadership Council: 'Make the world a more beautiful place' is the intro to her Instagram profile.

How did your passion for fashion start?

It started at a very young age as I watched my mother wear the most beautiful clothes I dreamt of growing up and wearing myself.

What impressed you most about the shopping experience at The Mall Firenze?

It was one of the most beautiful places I've ever shopped in. Imagine shopping amongst serene nature. You can hear the birds chirping as you walk into Tom Ford. You can watch the beautiful sky and valleys around as you walk up to the big Gucci store. It is truly one of my favourite shopping destinations.

One important lesson about fashion you can give to our readers?

Less is more. I'm all about minimalism. My father is a jeweller and he gave me the perfect advice once "Always take off the last thing you put on". Pretty sure he borrowed that quote from Coco Chanel :)

Do you like Tuscany?

I feel transported and very calm whenever

I visit. It's a beautiful place adorned with cypress trees, medieval castles and ancient hamlets.

Your favourite addresses for lifestyle and food in Florence?

I love Osteria dell'Enoteca for the food and ancient townhouse feel, Gucci Osteria da Massimo Bottura for the fashion twist and Borgo San Jacopo for the beautiful views.

How important is the commitment to human rights in your life?

It's a commitment I take very seriously personally but also as someone who has a wide reach and access to people. Unfortunately, there will always be a divide between those who are privileged with human rights and those who won't even know what it is to be free. Therefore, it's each of our role and duty to try to ameliorate as many people's lives as possible and to fight for their basic dignities and to provide them with safety, freedom and education.

What are the humanitarian projects you are most committed to?

Children's rights and education are of utmost importance to me. My focus has been children in refugee settlements, but also those who find themselves lacking basic access to education.

Western Liguria's charming villages

Sanremo's wonders are not limited to the city only, but extend to the surrounding villages perched on hillsides overlooking the sea. The range of places worth visiting is varied, but our

options for an out-of-the-ordinary weekend are Finalborgo and Bussana Vecchia, Dolceacqua and Seborga, which seem poised between the sky and the earth.

SANREMO. The perfect place to go to **on a late Friday afternoon is Sanremo**, with its charming early twentieth-century grand hotels, offering everything from seawater pools to Michelin-starred restaurants. The early **Saturday** morning hours are the best time to visit **Bussana Vecchia**, a small town which returned to life in the 1960s following the terrible earthquake that destroyed it in 1887. Today, the town is an open-air workshop for artists, with its narrow streets and alleys lined with ateliers open to art lovers and passers-by. From Bussana Vecchia we move onto

Finalborgo, one of Italy's loveliest villages, enclosed within medieval walls with semicircular towers and ancient gates, perpendicular streets and narrow alleys, and columns and ornaments of slate. Its fifteenth-century Renaissance-style buildings were remodeled during the Spanish dominion. Honey lovers should make a pilgrimage to the Benedictine **Abbey of Finalpia**. Sunday is devoted to the Principality of **Seborga** and to **Dolceacqua**. The former is ruled by **Princess Nina**, who was appointed by her own subjects. The

village still has its own currency (the Luigino, which amounts to about 5 euros) and is a maze of *carruggi*, narrow alleys opening onto the **Church of San Martino** and **Palazzo dei Monaci**. Worth visiting are also the ancient prison, the Musical Instrument Museum and the three surviving entrance gates to the village. Dolceacqua is dominated by the **Doria Castle** and was built around the **Nervia** stream, which is crossed over by a 33-meter-long single-arched bridge. Monet painted a picture of it in 1884, during his stay on the Ligurian Riviera.



THE BRIDGE OF DOLCEACQUA

With a single arch of incredible lightness, this humpbacked bridge was built in the early 1400s. Today it stands as a symbol of the village which was once ruled by the noble Doria family.



THE TOWERS OF FINALBORGO

The towers are integrated with the circle of medieval walls that survived to us nearly intact and into which entrance gates to the village were built. Irregularly-shaped or recycled stones and river pebbles were used to build the walls.



THE CHURCH OF BUSSANA VECCHIA

The bell tower of the Church of Sant'Egidio survived the 1887 earthquake and the building's stuccoes and original paintings by a young artist of the time, Gerolamo Comanedi, are still visible today.



SEBORGA'S CURRENCY

The Principality once had its own currency, the Luigino, which can be still traded in the village's shops and eateries. A quite interesting tidbit for numismatists.

ITINERARY



THE MALL SANREMO. Just a 5-minute drive from Sanremo, this is the go-to luxury shopping experience: unique, high quality and exclusive. From clothing to footwear, accessories and fragrances, at this “outlet of dreams” you can find the most exclusive top brands of Italian and international fashion design.



WHERE TO STAY. In Sanremo, we recommend the Royal Hotel or Miramare with a splendid view of the Mediterranean sea. Located just a few kilometers from Sanremo is another excellence of Italian luxury hospitality: Grand Hotel Alassio, with a majestic view of the sea, just steps away from the ancient Budello, one of Liguria’s best-known *carruggi*.



TASTING. *The Frandura*, a traditional potato pie from Montalto, at Bar Trattoria Ligure. Some special restaurants for typical, local cuisine: Casa and Bottega at Dolceacqua, Marcellino’s at Seborga, Ai Cuattru (typical, local cuisine) at Finalborgo. Don’t forget the thyme-flavored Ligurian-style rabbit at the Delio di Apricale restaurant.



La Pigna, Sanremo's old town, one of the world's most beautiful historic centers, is a picturesque stream of steps, small squares and fountains.

The fashion of Saint Tropez

A THREE-DAY VIP-STYLE HOLIDAY IN PROVENCE'S MOST GLAMOROUS TOWN: LUXURY YACHTS AND SILKY BEACHES, NIGHTCLUBS AND MASTERWORKS OF ART, A WORLD OF STYLE AND UNIQUENESS

After the charming villages surrounding Sanremo, the drive to **Saint Tropez** and its harbor is a lovely experience to be enjoyed along the coastal road through **Monaco**, **Nice** and **Cannes**. A three-day holiday in Saint Tropez - which was once a fishermen's village and became one of the world's top destinations in 1956 thanks to Roger Vadim and **Brigitte Bardot** - will leave unforgettable memories, because of the many VIPs and celebrities who are habitués of the *Côte d'Azur*, but also because of the town's many attractions, starting with **La Ponche**, the old fishermen's neighborhood from where you can reach the **Tour du Portalet**, which overlooks one of the French Riviera's loveliest beaches. On Tuesdays and Saturdays, don't miss the **Place des Lices market**, and on the other days of the week, take a seat in the shade of the square's plane-trees to watch the locals playing *pétanque*, a variant of the French boule game. On the first evening, indulge in the pleasure of a walk through the

town's narrow streets leading to the harbor and lined with historic restaurants. Choose the one that best suits your taste and mood. On the second day, after a delicious breakfast at **La Tarte Tropézienne**, you'll have many wonderful beach options to choose from: the small La Ponche or the legendary **Pampelonne**, which are accessed by taking the **Sentier du littoral** and passing by **Canebiers** and **BB's Madrague**, while luxury yachts cruise by. For a drink and snacks, **Club 55**, along with **Nikki Beach** and **Eden Plage**, which are the most popular beach clubs. After dinner, savour the delights of the local nightlife at the **Papagayo**, **Vip Room** and **Les Caves du Roy clubs**. On the third day? Visit the **Musée d'Histoire Maritime** and, after lunch, stroll through the Citadel with view of the Gulf and red rooftops, and then stop at the **Musée de l'Annonciade** to admire its amazing collection of paintings, including the works by Paul Signac, who fell deeply in love with this corner of France.

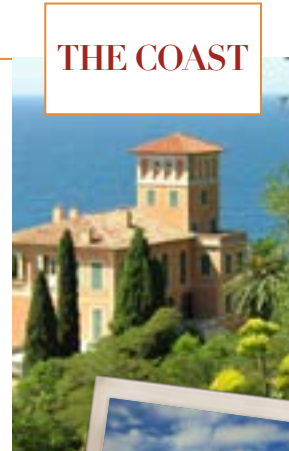
The bell tower's lively colors stand out on the houses of the old village and lead the eyes to the view of the port, around which Saint Tropez is organized, split in two basins and an international gathering place.

Essential locales and VIP happenings

Since the 1800s, **Ponente Ligure**, that is, Liguria's western area, has been the favorite destination of British and American tourists in love with both the coast and the inland. Places of timeless charm that extend from **Ventimiglia** to **Genova**, offering amazing views and a string of beautiful **villages** whose enchanting **medieval atmosphere** remains intact.



Located along the coast between **Ventimiglia** and **Bordighera** are the botanical gardens of **Villa Hanbury** with the **Balzi Rossi** caves and the **small church of Sant'Amelio** clinging to the rocks washed by the waves.

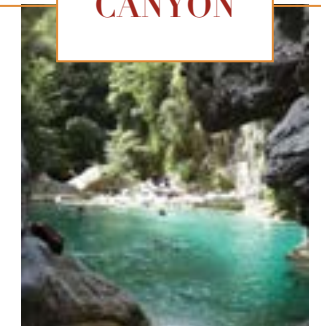


Among the most popular local food products is mountain cheese, including **Bruzzo** of the Alta Valle Argentina area: made from the natural fermentation of ricotta cheese, it has a slightly hot flavor and pairs well with bread and fresh tomato. Among the best-known desserts is the **cubaita**, originally an Arabian cake: two thin wafers filled with a mix of chopped dried fruit, honey, lemon and orange peel. Liguria's most typical wine is **Rossese di Dolceacqua**, featuring a bouquet of Mediterranean aromas such as soft red fruit, rose, thyme, rosemary and pine tree. It pairs wonderfully with roast meat and medium-aged cheese.

Enchanting red rock bays and strips of sand running along colorful villages



Rocchetta Nervina is known for its amazing **lakes**. Adventurous travelers who enjoy climbing up water-dug canyons, will pass through **gorges** and admire unique **views** of a land so close to the sea.



THE INLAND



Roads winding through hills and the coast ideal for motorbikes

THE VILLAGE

In order to reach **Triora**, you must drive up the valley behind **Sanremo**. After **Taggia**-a lovely hillside town whose sixteenth-century walls, buildings, portals and arcades are worth a stop- the valley gets narrower and the road leads to **Triora**, a **witch town**. In the 1500s, in fact, some local women were accused of being witches and brought to trial. The witchcraft section of the **Ethnographic Museum** recreates the atmosphere of those days.

THE COAST



FOOD



Ligurian dishes are tasty, hearty and usually not expensive

BEACHES

Among the must-see beaches are **Balzi Rossi**, **Baia del Silenzio** in **Sestri Levante**, the lovely beach of **Baia dei Saraceni Varigotti** near **Savona**, and the beach of **San Lorenzo Mare** near **Imperia**.



CANYON

Terraced olive groves, dry stone walls, canyons and waterfalls

Clean air, charming landscapes, captivating colors and scents: it's not a dream, it's Provence, with its irresistibly appealing fields of lavender and rosemary, old villages and culinary gems



Fields of lavender



Lilac and turquoise, typical Provençal colors

Along Mediterranean roads of lavender

THE CHARM OF PROVENCE AND ITS HISTORY, POISED BETWEEN CENTURIES-OLD TOWNS AND A BOUNTIFUL NATURE

Initially a Greek settlement and then a province of the Roman Empire, **Provence** is a varied and unforgettably beautiful region. Its landscapes range from the bubbly *Côte d'Azur* to the deep Verdon Gorge, from the dynamic **Marseille** to the beautiful wild **Camargue** and the **Aigues-Mortes** salt marshes, not to mention the lush lavender fields of the **Alpes-de-Haute-Provence** department, varying in color from lilac to deep purple. You can drive along the *Route de la lavande*, in the **Manosque** and **Valensole** areas, where hectares and hectares of fields planted with lavender are exposed to ideal weather conditions, for only in the colder months does the **Mistral** wind blow from the **Rhône valley to the Gulf of Lion** and beyond. Sweet-scented lavender, which goes deep in this region's olfactory memory, led to the birth of the art of perfume-making when, in **Grasse**, gloves started to be scented with perfume, according to the fashion brought to Paris by **Caterina de' Medici**, the **Florentine Queen of France** from 1547 until 1559 by marriage to **King Henry II**.



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.



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.

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.



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



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.



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.

To me, the best spot on the French Riviera is at the tip of Saint-Jean Cap-Ferrat where the legendary Club Dauphin stands. The view from there is simply spectacular, you get the panoramic view on the Mediterranean and the fragrant smells of the gardens in the background, you can even spot some dolphins if you're lucky! The Hotel has recently launched brand new cabanas allowing for the perfect day, sunbathing in total privacy while enjoying the sea water infinity pool and Four Seasons attentive service. At lunch time, you can taste some of the best local specialties, including grilled fish and refreshing salads with seasonal vegetables.



PIERRE CAMERA
Director of Marketing Grand-Hôtel du Cap-Ferrat, A Four Seasons Hotel

A self-drive along the coastline of the French Riviera till Sanremo is a classic way to experience this region

Culture, gastronomy and remarkably good looks are in the genes of the French Riviera. Start your journey in Cannes by booking yourself a room at Hotel Tiara Yaktsa. Aux Bons Enfants is a great place to enjoy traditional French food (particularly the local Provençal beef stew called Daube) and local seafood. Stay at Hotel de Paris or Hermitage in Monaco to experience the glitz, glamour, parties and a harbor dotted with superyachts. Definitely do not miss the sundowner session at Buddha Bar. Just a 45-minute-drive from Monaco is Sanremo, where you can visit The Mall Sanremo, which houses the best luxury brand outlets in the world.



SAHIL MENGHANI
Head Marketing, A travel duet



GIANLUCA BORGNA
General Manager, Grand Hotel Alassio & Executive Board Member, Talassio Collection

Alassio is a Dolce Vita-style place. Among the must-sees: the legendary Muretto and Grand Hotel Alassio which dominates the magnificent coastline. Here I recommend a thalassotherapy treatment at the Thalassio SPA, gourmet waterfront dining at Il Gazebo restaurant and a scuba-diving session at the Gallinara Island to see the magnificent submerged statue of Jesus Christ.

Luxury by the sea

Sanremo is a special destination! An age-old tradition of hospitality and local cuisine based on extraordinary ingredients. Breathtaking views of the hinterland, sunset watching by the sea, an age-old tradition of hospitality and unforgettable local cuisine based on extraordinary ingredients. Sanremo is a truly special destination! Miramare the Palace is the perfect setting for an exclusive holiday at a luxury hotel offering tailor-made services. It feels a bit like going back to one's roots, pampered by nature amid comfort and relaxation.



ALESSANDRO MATERAZZI
Executive Business Manager, Miramare The Palace Sanremo



ALESSANDRO DORRUCCHI
General Manager, Grand Hotel del Mare Bordighera

I love going for a walk in the medieval villages such as Dolceacqua, with its magnificent roman bridge, the castle and the caruggi, narrow streets that are typical of Ligurian towns. I would then continue with a visit to The Mall Sanremo for an afternoon shopping spree. I don't forget then to relax myself at Grand Spa del Mare, and have dinner surrounded by the peaceful atmosphere of the Ligurian Coast.

Excellent Mediterranean cuisine, a fantastic sunset and the soft notes of background music are the perfect end to a day on the Riviera dei Fiori

Travelling through time

SIGHTS, CURIOS AND SECRET ANECDOTES OF VILLA ORMOND'S ENCHANTED GARDEN AND ITS FLORISEUM

Integrated with the sumptuous garden of Villa Ormond in Sanremo, the largest park of Western Liguria, Floriseum is the Flower Museum where visitors can travel through time. We walk into it guided by Arianna Palumbo, president of the cooperative which runs the museum with great care and all means available.

What is the Floriseum's most interesting section?

I find that the documents concerning the Belle Époque and the history of our floriculture are particularly interesting and fascinating.

The Garden's wonders that alone make the trip worthwhile?

Villa Ormond's garden offers a biodiversity which makes it unique of its kind, but it is also a wonderful example of acclimation of tropical species, allowing visitors to admire specimens from the five continents which have been living together for about 150 years, some of which truly majestic such as the Ficus Macrophylla. An enchanting atmosphere created by the Park's noble history and aristocratic habits.

What is the most spectacular flowering and when does it occur?

Due to the garden's biodiversity, flowering

periods are continuous, from spring with the banana trees in bloom to summer with the scenic *Ligustrum lucidum* and the annual flowering of spontaneous flora.

What is the most fascinating anecdote amongst those concerning the Villa, Garden and Museum?

The idea of Princess Sissi strolling through the garden is definitely the most fascinating one. As for the Museum, it takes on an intriguing air particularly on full moon nights, when it seems inhabited by friendly presences.

Speaking in more general terms about Sanremo, what would you recommend visiting, in addition to Villa Ormond, on a tour of few, special destinations devoted to flowers and plants?

I would recommend a visit to the Pallanca Gardens in Bordighera, an excellence in the field of succulent plants, and the Hanbury Gardens in Ventimiglia, a spectacular and scenic botanical garden. To those interested in the technical aspects of floriculture, I recommend the Flower Market in Sanremo to watch the auction bargaining between bidders and perhaps a visit to a company specializing in rose hybridization.

Villa Ormond's garden offers a biodiversity which makes it unique of its kind, but it is also a wonderful example of acclimation of tropical species.



Paradise on the beach

VERA KOVACS DESCRIBES THE EXCLUSIVE 'LA SPIAGGETTA DEI BALZI ROSSI' BEACH CLUB

At 1,5 km from Menton, 12 km from Ventimiglia and the French Riviera, imposing red-hued rocks enclose the famous bay washed by the turquoise waters of Balzi Rossi. It is a beautiful pebbled beach set in a picturesque and wild bay at the foot of a rocky cliff dropping sheer to the sea and rich in prehistoric caves. A unique, exclusive place, accessible only to the few privileged guests of La Spiaggetta dei Balzi Rossi beach club, including a restaurant awarded by Lux Life as Liguria's best by-the-sea restaurant. Vera Kovacs, the owner, welcomes us into her paradise.

What is your hospitality philosophy and style?

We receive customers as if they were coming to our home and they feel it from the moment they arrive. We enjoy giving our guests what we would want to receive when we go on vacation.

Some of your most exclusive services?

An electric cart from the car park and a yacht tender, in addition to a massage area run by a highly-qualified masseuse and bar and restaurant service directly on the beach.

How can one book in peak season?

We don't have a membership policy, but only daily passes. On weekdays, we suggest to call three days in advance. Those intere-

sted in front-row accommodation, should call at least one week in advance, as well as on weekends and to book a table for lunch or dinner.

The three basic concepts of your cuisine?

Mediterranean-style cooking, local top-quality ingredients, a lot of fish. Maria Incarnato, our chef from Naples, wins customers over.

What do you recommend for overnight stay?

We have two suite rooms and a one two-room apartment with panoramic view over the bay of Menton, all recently renovated, in the Balzi Rossi condominium, but we also recommend Hotel Napoleon in Menton, just a five-minute drive from the club.

You offer crystal-clear waters, exclusiveness and what else?

A relaxed but sophisticated atmosphere and a friendly relationship with our customers, helping them connect with each other. Many come from abroad, many are friends coming back over and over again.

Any advice for a lovely experience in the surroundings?

Villa Hanbury with its botanical gardens, and we are steps from the French Riviera and Monte Carlo.

A beautiful pebbled beach set in a picturesque and wild bay at the foot of a rocky cliff dropping sheer to the sea



Where style meets taste

GUCCI GARDEN AND GUCCI OSTERIA A UNIQUE EXPERIENCE OF FASHION AND FOOD IN FLORENCE



Chef de Cuisine Karime Lopez

Gucci Osteria won a star in the 2020 Italian Michelin Guide, less than two years after opening

Housed in the age-old Palazzo della Mercanzia in Florence's Piazza della Signoria, **Gucci Garden** is a magical place conceived by the Creative Director **Alessandro Michele** for the Florentine world-leading fashion brand. Located on the Gucci Garden's first and second floor is the Galleria, where clothing, accessories, video installations, artworks, documents and artefacts are displayed. On the ground floor, in addition to the **shop** selling products exclusively designed for the Gucci Garden, is the **Gucci Oste-**

ria bistro featuring neoclassical interiors, green walls and **Richard Ginori** chinaware. This intimate culinary temple, Michelin-starred since 2020, was opened by **Massimo Bottura** and is run by Mexican chef **Karime Lopez**. *"When Massimo Bottura and I created the menu, we agreed that we wanted to take our guests on a journey around the world, incorporating our team's stories and travel experiences whilst using Italian seasonal products"* Karime Lopez says. *"We wanted Gucci Osteria to be a fun place to enjoy and share the gastronomical experience with those you love. We also wanted to provide our guests with something unique and I feel like we accomplish that through the dishes."* A journey through far-away flavors close to home, in the heart of Renaissance Florence which was the world's cultural hub for two centuries.



Taka Bun a Gucci Osteria dish

100 years of authenticity

MARCO VENTIMIGLIA FROM LA PIGNESE RESTAURANT IN SANREMO



Marco Ventimiglia and his mother

It is attended by celebrities and singers, from Jovanotti to U2

This year, La Pignese restaurant in Sanremo celebrates one century of life. It is one of the oldest restaurants in Liguria. It is located in the small Piazzetta dei Pesatori, between Piazza Brescia and Piazza Sardi, where every evening the traditional fishing auction takes place, amidst pretty dehors and orange trees. Marco Ventimiglia, the owner of this family business for three generations, tells us about his restaurant which, during the Sanremo Music Festival, is crowded with celebrities and singers, from Jovanotti to the U2 and, in the past, Pavarotti and Lucio Dalla.

The three basic concepts of your philosophy?

Respect for tradition while aiming for higher and higher goals, a strong Ligurian identity, the use of top-quality local ingredients.

For example?

Red Sanremo prawns, the world's sweetest and most tender prawns, the excellent Sanremo artichokes, Taggiasca



Grilled fish, shellfish and vegetables

olives which give Ligurian olive oil, the most well-balanced olive oil you can find.

Your signature dish?

The oldest one, our so-called *cappone magro*, traditionally a fisherman's dish made with leftover fish and vegetables, vinegar to remove the "smell of old" and parsley sauce. Of course, we make it with our wonderful freshly-caught fish and seasonal vegetables. It's our specialty.

Some advice to explore the surroundings?

Explore the beauties of the inland, from Ventimiglia to Savona, you'll be in for a lovely surprise!

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
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
Fireworks of San Giovanni
24 June

The pyrotechnic spectacle that 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 2020 the event is cancelled.



AREZZO
Saracen Joust
6 September 2020

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



SCARPERIA
F1 GP Mugello
13 Settembre 2020

F1 heads to Mugello for the first time with the Ferrari 1000 Grand Prix of Tuscany on the circuit which has been hosting motor racing since 1974.



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.



SAN MINIATO
White Truffle exhibition-market
14 - 29 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.



FLORENCE
Taste food fair
13 - 15 March 2021

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



FLORENCE
Kurt Cobain and the Grunge Revolution exhibition
until 18 October 2020

Palazzo Medici Riccardi exhibits more than 80 photos on the story of the grunge music scene and its undisputed hero, Kurt Cobain.



FLORENCE
Tomàs Saraceno art exhibition
until December 2020

This project hosted at Palazzo Strozzi is the biggest ever realized in Ital by the Argentine contemporary artist with a new site-specific production



FLORENCE
American Art 1961-2001
Spring 2021

Palazzo Strozzi will host the great retrospective exhibit on American art from Warhol and Pop Art to Mathew Barney



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.



FLORENCE
Pitti Uomo international fashion fair
12-15 January 2021

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



FLORENCE
Explosion of the Cart
4 April 2021

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

Don't miss out on the best events coming up!

SPORT, ENTERTAINMENT, FOLKLORE, MUSIC, A JOURNEY THROUGH THE NOT-TO-BE-MISSED EVENTS IN SANREMO AND ON THE FRENCH RIVIERA. ADD MOMENTS OF PURE FUN TO THE CHARM OF A COASTAL STRIP THAT ENCHANTS VISITORS FROM ALL OVER THE WORLD



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. In 2020 probably the event will be cancelled.



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.



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.



NICE
Tour de France international bicycle race
29 August - 20 September 2020

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



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.



MONACO
Monte Carlo Rally
18-24 January 2021

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



SANREMO
Sanremo Festival
February 2021
(dates to be defined)

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
13 - 27 February 2021

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
February 2021
(dates to be defined)

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
March 2021
(dates to be defined)

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



MONACO
Rolex Monte-Carlo Masters tennis competitions
10 - 18 April 2021

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



CANNES
Cannes Film Festival
11 - 22 May 2021

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



MONACO
F1 Grand Prix
20 - 23 May 2021

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
Milano-Sanremo bicycle race
6 June 2021

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



SANREMO
Rolex Giraglia Cup offshore race
11 - 19 June 2021

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



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

Italy

Liguria

The Mall
Firenze

Tuscany

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

HOTEL

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fourseasons.com**Helvetia & Bristol Firenze****Starhotels Collezione**

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

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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

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nh-hotels.com**Hotel Savoy**

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

Ph. +39 055 9041111

salviatino.com**J.K. Place**

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

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Portrait FirenzeLungarno degli Acciaiuoli, 4

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

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hotelplazalucchesi.it**Relais Santa Croce Florence**

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

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

Ph. +39 055 27161

stregisflorence.com**The Westin Excelsior****Florence**

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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 - Candeli

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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

Ph. +39 055 637710

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

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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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ilborro.it**Il Falconiere**Loc. San Martino a Bocena, 370Cortona

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ilfalconiere.it**Il Pellicano**Località SbarcatelloPorto Ercole

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castelmonastero.com**Hotelito Lupaia**Località Lupaia, 74Torrita di Siena

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lupaia.com

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bucadellorafa.com**Buca Lapi**Via del Trebbio, 1r

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antinori.it**Cibreo**Via del Verrocchio, 8

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osteriadipassignano.com**SE-STO on Arno**Piazza Ognissanti, 3

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sestoarnarno.com**SoloCiccia**Via XX Luglio, 11Panzano in Chianti

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solociccia.it**Truffle Experience****Restaurant**Via Porta Rossa, 19

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ristorantelorenzo.com

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lmbuto.it

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hotelsbarriere.com

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grand-hotel-cannes.com

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chateaeza.com

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Le Château

de La Chèvre d'Or

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metropole.com

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Gilda

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gildarestaurant.business.site

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apignese.it

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paolobarbara.it

Tortuga

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Victory Morgana Bay

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restaurant-la-palme-d-or-

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Restaurant Joël

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joel-robuchon.com

Yoshi

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Avenue de la Madone

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metropole.com

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30 Avenue Aristide Briand

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mirazur.fr

NICE

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Le Chantecler

Le Negresco - 37 Prom. des Anglais

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hotel-negresco-nice.com



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

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

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

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

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

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fontelunga.com**Il Borro**Località Il Borro, 1San Giustino Valdarno

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ilborro.it**Il Falconiere**Loc. San Martino a Bocena, 370Cortona

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ilfalconiere.it**Il Pellicano**Località SbarcatelloPorto Ercole

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castelporrona.it**Conti di San Bonifacio****Wine Resort**Località Casteani, 1Gavorrano

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tenutalabadiola.it**LUCCA****GH Principe di Piemonte**Piazza Puccini, 1Viareggio

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borgosantopietro.com**Castello Banfi**Poggio alle Mura - Montalcino

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castellobanfi.com**Castel Monastero**Monastero d'Ombrone

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castelmonastero.com**Hotelito Lupaia**Località Lupaia, 74Torrita di Siena

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bucadelloraofo.com**Buca Lapi**Via del Trebbio, 1r

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antinori.it**Cibreo**Via del Verrocchio, 8

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cibreo.com**Enoteca Pinchiorri**Via Ghibellina, 87

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enotecapinchiorri.it**Il Conventino****a Marignolle**Via di Santa Mariaa Marignolle, 10

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ilconventinoamarignolle.com**La Bottega del Buon Caffè**Lungarno Benvenuto Cellini, 69r

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borgointhecity.com**La Tenda Rossa**Piazza del Monumento, 9-14Cerbaia in Val di Pesa

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sestoarnarno.com**SoloCiccia**Via XX Luglio, 11Panzano in Chianti

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solociccia.it**Truffle Experience****Restaurant**Via Porta Rossa, 19

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osterialelogge.it

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hoteldeparissanremo.it

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paradisohotel.it

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royalhotelsanremo.com

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bellesrives.com

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bucacena.it

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gildarestaurant.business.site

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apignese.it

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paolobarbara.it

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

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