

Emilia Romagna

Flavors, Culture
and Engines.



Modena

Motors



Schedoni

A Journey into Luxury Craftsmanship

Discover the unparalleled artistry of Schedoni, a historic artisanal company from Modena that has been crafting genuine luxury luggage for nearly 140 years. Renowned for being the first in the world to create luxury luggage for the automotive industry, Schedoni's legacy began in 1977 with a groundbreaking collaboration with Ferrari Automobili. Since then, each Ferrari model has been matched with a bespoke luggage set, designed to optimize the limited trunk space.

This tradition lives on today, with Schedoni producing fully handcrafted linings made from the finest leathers. Their bespoke luggage, developed for prestigious Italian and English automotive houses, fuses tradition with cutting-edge technology. Each unique piece is crafted with materials like carbon fiber, titanium, and CNC-machined aluminum, harmonizing with the interiors of the world's most exclusive vehicles.

During this private visit, you'll be personally guided by *Simone Schedoni* to witness the meticulous process of crafting leather masterpieces for luxury cars. You'll explore how tradition and modern innovation come together to create iconic, bespoke pieces, uniquely designed for the automotive elite.



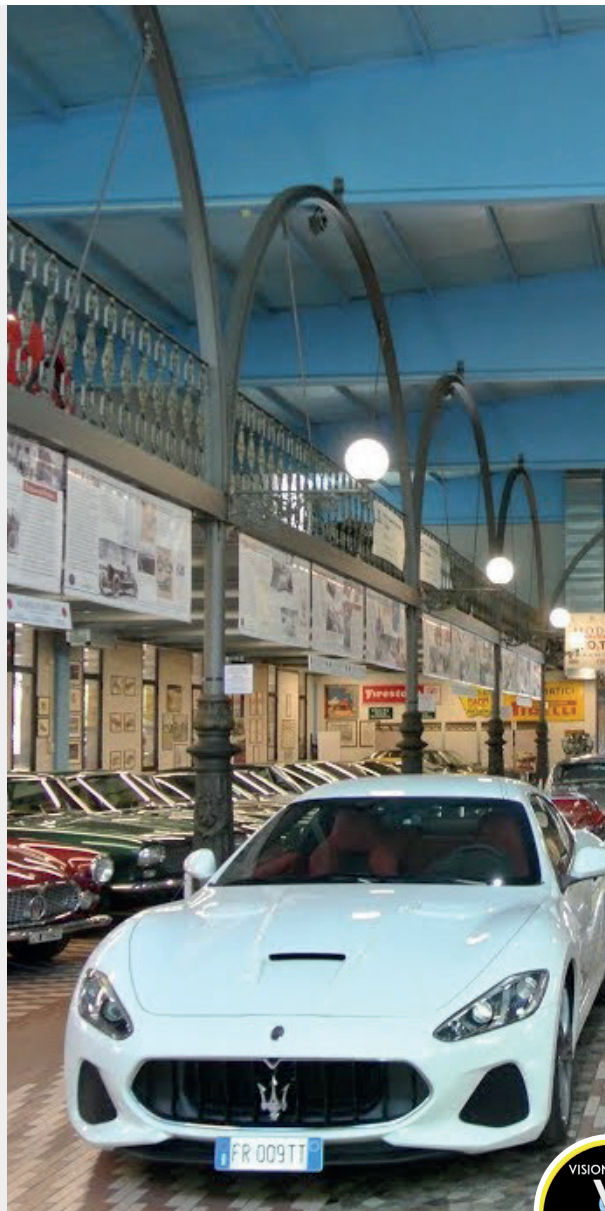
Private Collection

*Discover one of the most exclusive
Maserati's private collections*

Step into the world of Maserati's most exclusive private collections, guided by none other than Matteo Panini. This unparalleled experience offers a rare glimpse into one of the finest assemblages of Maserati vehicles in existence, housed in a private collection renowned worldwide for its historical significance and pristine condition.

Matteo Panini, the passionate custodian of this extraordinary collection, will personally lead the tour, sharing intimate stories and insights into Maserati's legendary history. From iconic classic models to unique prototypes, each vehicle tells a story of luxury, innovation, and Italian excellence.

This is a once-in-a-lifetime opportunity to delve into the heart of Maserati's legacy, exploring its evolution through the eyes of a true automotive connoisseur.



Private Collection

Discover one of the most exclusive private car collections

Embark on a journey through one of the most prestigious private car collections in the world, guided by Matteo Righini himself. The Righini Collection, housed in a historic castle, offers an extraordinary display of rare and vintage cars that trace the evolution of Italian automotive history.

Matteo Righini, the passionate keeper of this remarkable collection, will personally accompany you on this exclusive tour, revealing fascinating stories behind some of the most iconic vehicles ever produced. From early 20th-century models to racing legends, each car is a testament to innovation, design, and timeless Italian craftsmanship.

This experience provides a unique opportunity to explore the heritage of Italian motoring in the company of a true automotive aficionado.



Restoration

Restoring a classic car is always a complex business.

Embark on a private experience that takes you behind the scenes of automotive excellence, focusing on the art of restoration for legendary brands like Ferrari, Lamborghini, Maserati, and Pagani Zonda.

This unique opportunity is *led by a knowledgeable family member*, who will guide you through the intricate processes involved in restoring these iconic supercars to their former glory. You'll gain insights into the meticulous attention to detail and craftsmanship required to preserve the heritage and performance of these remarkable vehicles. From assessing the condition of each car to executing precision repairs and refinements, you'll witness firsthand the passion and expertise that go into every restoration project.

This immersive experience not only highlights the technical skills involved but also celebrates the rich history and legacy of these prestigious automotive brands.



Pagani

Discover the Exclusive World of Pagani

Immerse yourself in the world of Pagani with an exclusive experience that begins at the Pagani Museum, where the history and innovation of handcrafted supercars come to life. Get up close to the automotive masterpieces that have revolutionized the concept of luxury and performance, exploring exhibits that showcase the vision and craftsmanship of Horacio Pagani.

After the museum tour, you'll gain exclusive access to the Pagani atelier, the beating heart of production, where you can witness the meticulous artisanal and technological process that transforms ideas into four-wheeled masterpieces.

Here, you'll observe how vehicles are crafted and personalized, exploring every detail that makes each Pagani a one-of-a-kind creation.



Ferrari

Discover the Prancing Horse's world

Feel the pure emotion of the Ferrari world with an unforgettable experience at the Ferrari Museum in Maranello. Immerse yourself in the legend of the Prancing Horse as you explore exhibits that celebrate the history and innovation of the world's most iconic automotive brand. After admiring historic models and the latest creations, challenge yourself on the driving simulator, experiencing the adrenaline of a true track race.

Following your visit, take a stroll through the Ferrari exclusive boutique, where you can purchase exclusive collectibles and branded apparel.

Conclude this extraordinary experience with a gourmet lunch at *Il Cavallino* by renowned chef Massimo Bottura, where the flavors of traditional Modenese cuisine meet the elegance and passion of Ferrari.



Modena

Epicurean



Balsamic Vinegar

Discovering the Black Gold of Modena

Embark on an exclusive visit to Acetaia Sereni, where you will uncover the secrets of Modena's renowned "black gold"—balsamic vinegar. Led by *Francesco Sereni*, you will learn the intricate art of producing this cherished condiment and discover how it gained its fame worldwide. As you explore the traditional production methods and the rich history behind balsamic vinegar, you'll gain a deeper appreciation for its unique flavors and craftsmanship.

The experience includes a private tasting of different ages of aceto, allowing you to savor the complex notes that develop through the aging process, all while overlooking the stunning hills of the Modena countryside. After this enlightening exploration, indulge in a panoramic lunch that celebrates the region's culinary heritage, making for a truly memorable day immersed in the flavors and traditions of Modena.



Prosciutto Crudo

An immersive epicurean experience

Experience an exclusive visit to the renowned prosciutto producer, Prosciuttificio Leonardi e Ciardullo, where you will uncover the secrets that make this product so precious and appreciated worldwide. During the tour, you will explore the intricate process of curing and aging, immersing yourself in the tradition and passion behind every slice of prosciutto, all while being accompanied by family member *Gary Ciardullo*.

At the conclusion of the tour, indulge in a delicious lunch featuring local specialties, complemented by water and the signature Lambrusco of the house, providing you with an authentic taste of Emilia's rich gastronomic heritage.



Tortellante

*The Quiet Revolution":
Embracing Tradition and Inclusion*

Join an unforgettable pasta-making experience at Tortellante, the renowned culinary lab founded by Lara Gilmore and celebrated chef Massimo Bottura. Tortellante is not just a place to learn about the art of pasta; it is also dedicated to supporting young people with autism. Through its unique programs, Tortellante provides these individuals with opportunities for personal growth, skill development, and social integration in a nurturing environment.

This unique tortellini-making experience will be led by talented young people alongside skilled rezdore the masterful women who have perfected the craft of handmade pasta over generations. During this immersive session, you will learn the time-honored techniques of creating authentic tortellini from scratch. Under the guidance of your instructors, you'll discover the nuances of preparing the perfect dough and filling, shaping each piece with care and precision.

As you roll, fold, and create your own tortellini, you'll gain insight into the rich cultural heritage that makes this dish a cornerstone of Italian cuisine. The experience promises to be both educational and delightful, filled with laughter, tradition, and, of course, the joy of sharing delicious food. Join Tortellante for a truly hands-on culinary adventure that celebrates the flavors and artistry of Emilia Romagna's gastronomic legacy while supporting a meaningful cause.



Roots

An immersive and meaningful gastronomic experience

Indulge in a private lunch at Roots, a unique dining experience in Modena that combines the flavors of traditional Italian cuisine with a focus on local, seasonal ingredients. Founded by the passionate team of Jessica Rosval and Caroline Rossi, Roots aims to create a space where food lovers can connect with the stories behind their meals, emphasizing sustainability and community. The project also focuses on empowering less advantaged women, helping them access the social fabric of the community through culinary education and opportunities.

As you savor each carefully crafted dish, you'll appreciate the culinary artistry that highlights the rich gastronomic heritage of the region. Following your exquisite meal, Jessica and Caroline will share captivating stories that illuminate their journey and the inspiration behind Roots, enhancing your understanding of the culture and traditions that shape their culinary philosophy.



A black and white close-up portrait of a man with a full beard and mustache, smiling warmly. He has dark hair and is looking directly at the camera. The lighting is soft, highlighting the texture of his beard and the contours of his face.

Modena
Culture

Pavarotti

A Celebration of Legacy

Experience the enchanting world of Luciano Pavarotti with a visit to the Pavarotti Theatre in Modena, followed by a guided tour of the Pavarotti Museum led by *Serenella Belladelli* from the Pavarotti Foundation.

Delve into the life and legacy of the legendary tenor as you explore the museum's exhibits, which celebrate his remarkable career and contributions to the world of opera.

The experience culminates in a *private concert featuring talented musicians from the Pavarotti Academy*, bringing the magic of Pavarotti's artistry to life in an intimate setting. To round off this unforgettable day, enjoy a meal at Pavarotti's restaurant nearby, where you can savor exquisite cuisine while immersing yourself in the rich cultural heritage that defined his extraordinary life and career.



Vacchetta Grassa

The Leather Experience

Envision a day dedicated to the traditional craftsmanship of Modena through an exclusive private workshop at a specialized leatherworking studio.

Under the expert guidance of *Master Artisan Giorgio della Casa*, participants will have the opportunity to learn fundamental techniques for working with leather and to create a unique, handcrafted product to take home as a cherished memento of this authentic experience.



Panini Cultura

Discover the Prancing Horse's world

Immerse yourself in an enlightening experience led by Panini Cultura and its representative, Lucia Panini, centered around the essential work of digitalizing and archiving Italian cultural heritage. Panini Cultura, an evolution of over thirty years of experience from Franco Cosimo Panini Editore, is a network of highly specialized companies dedicated to the preservation and enhancement of cultural assets.

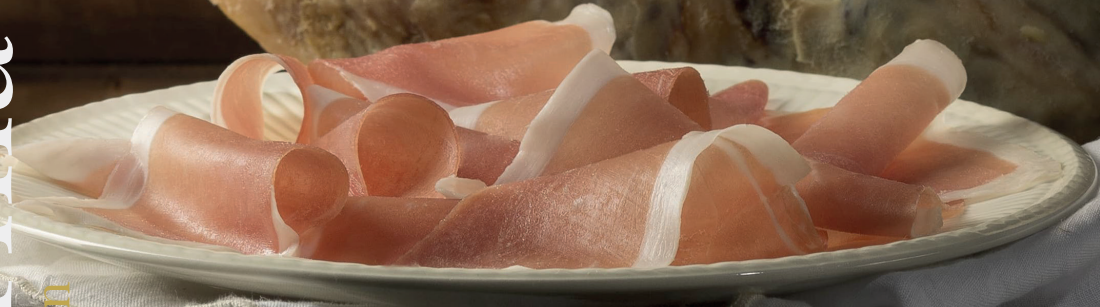
Offering a comprehensive range of integrated services—from digitization to accessibility and promotion of cultural heritage—Panini Cultura provides innovative solutions tailored specifically for the cultural sector.

Among their notable initiatives, Panini Cultura is actively involved in the valorization of the Duomo di Modena, ensuring that this iconic monument continues to be celebrated and appreciated by future generations. The visit to their studio will be followed by a private tour of the Duomo di Modena, led by Lucia Panini herself, offering guests a unique insight into both the historical significance of this architectural masterpiece and the contemporary efforts to preserve and promote Italy's rich cultural legacy.



Parma

Epicurean

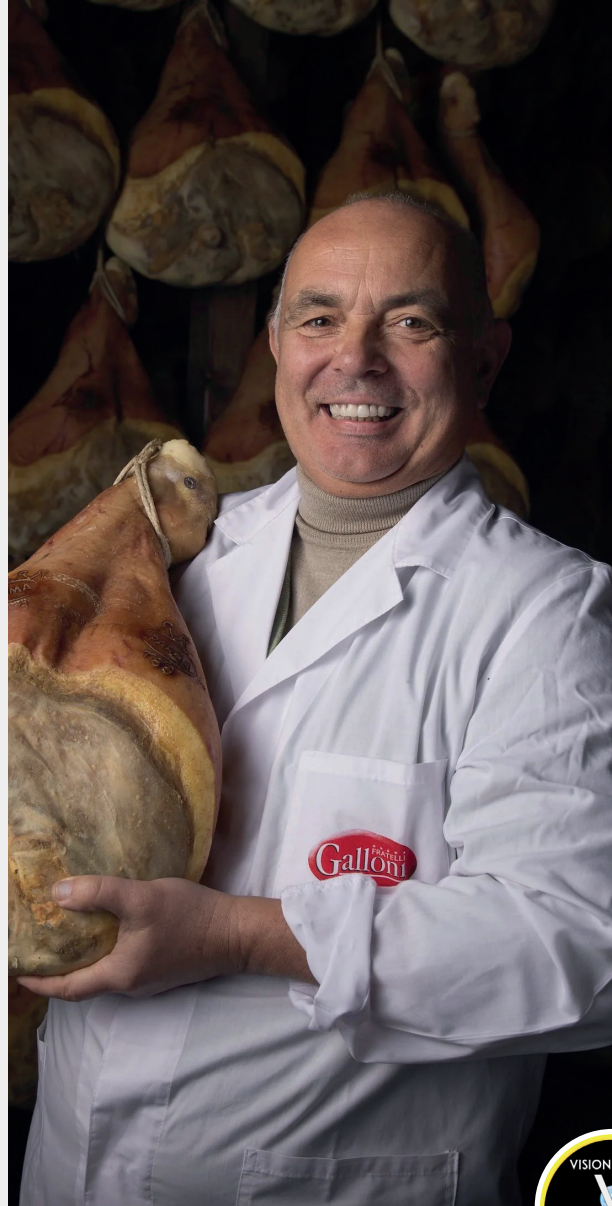


Prosciutto Crudo

An immersive epicurean experience

Experience an exclusive visit to the renowned prosciutto producer, Fratelli Galloni, where you will uncover the secrets that make this product so precious and appreciated worldwide. During the tour, you will explore the intricate process of curing and aging, immersing yourself in the tradition and passion behind every slice of prosciutto.

Galloni is a family-run company and it has decided to remain such throughout its business life. Respect for traditions, continuous quest for excellence, knowledge of how things were done in the past are their core values. To this day, the key roles are entrusted to family members and they are a trusted supplier of Massimo Bottura.



Culatello

Discover a less known gem in a charming environment

Corte Pallavicina is the family estate and farm of our charismatic host, Massimo Spigaroli, a legendary producer of Culatello di Zibello. The famed cousin of prosciutto, it can only be made with the prized muscular hind leg of pigs born and reared in the region. Nestled along the Po river, the estate's cold winters and rolling fog provide an ideal climate for the aging of the rare meat, nurturing its characteristic sweetness and fragrance.

The *Spigaroli Family* will guide us through the craftsmanship and lead a tasting of the globally sought-after product, which is typically cured in salt, pepper, garlic and white wine before undergoing an aging period of at least twelve months.



Parmigiano

An immersive culinary experience

Embark on an exclusive experience with a private visit to an authentic Parmigiano Reggiano cheese dairy, where you will closely discover the art and passion that bring this legendary cheese to life.

Accompanied by *expert Cheese Maker (Casaro) Giorgio*, you will have the opportunity to follow every phase of the production process, from milking the cows to shaping the distinctive cheese “wheels.”

The private visit will take you inside the aging room, a unique and fascinating space where thousands of wheels rest on imposing shelves, slowly maturing over time. In this environment, infused with the aroma of cheese, you will sense the almost reverential silence that envelops these culinary treasures, each a product of ancient traditions passed down through generations. The visit will culminate in a guided tasting of Parmigiano Reggiano at different stages of aging, allowing you to appreciate the subtle flavor nuances that characterize each vintage. It will be a sensory journey into the secrets of an art that has made Parmigiano Reggiano a symbol of gastronomic excellence around the world.



Barilla

A beloved brand at the heart of Italian cooking

A visit to a Barilla production plant offers a fascinating behind-the-scenes look at how one of the world's leading pasta manufacturers operates.

Founded in Italy in 1877, the brand is renowned for its high-quality pasta and its dedication to sustainability and innovation.

After a safety briefing and gearing up with necessary protective equipment, the tour begins in the production line. The process starts with high-quality durum wheat being milled into semolina, mixed with water to form dough, and then shaped into various pasta types. The pasta is dried, packaged, and ready for distribution worldwide.

In March 2022, Barilla reopened the doors of its historic Bottega in Parma city centre. The original artisan workshop now offers an immersive and interactive experience to discover the past and future of pasta.





Parma
Culture

Culture & History

Discover the town's secrets on our city tour

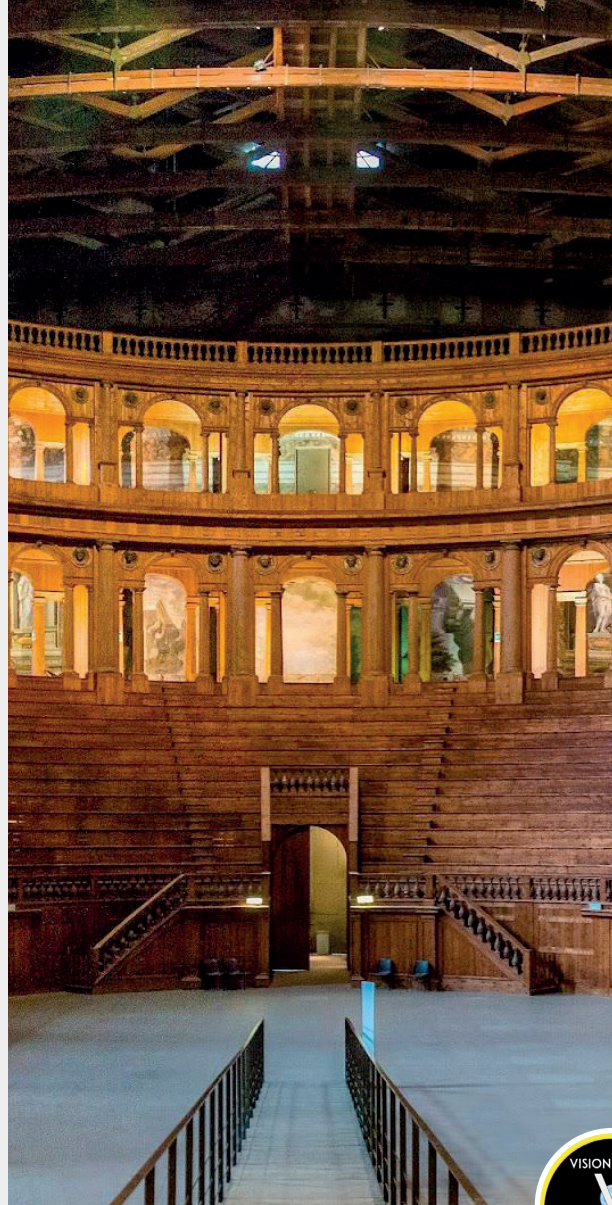
A stroll through Parma's city center is like stepping into a beautiful blend of history, culture, and delicious food. The cobblestone streets are lined with elegant buildings, cafes, and boutiques, inviting you to explore.

Our expert guide and long-time Parma resident *Melanie* will lead you into a real treasure hunt among the most iconic buildings. You will also hear about the historical and artistic heritage of the city and anecdotes about Parma's legendary personalities.

Gain access to *La Pilotta* museum complex and admire the stunning wooden architecture of *Teatro Farnese*, a breathtaking Baroque masterpiece renowned for its grandeur and intricacy.

Take a leisurely stroll to explore the impressive 1,000-year-old *Cathedral and Baptistry*. These architectural gems, adorned with exquisite Renaissance frescoes on their cupolas, offer a fascinating glimpse into the city's deep cultural and religious history.

A must-see for opera lovers, don't miss the neoclassical *Teatro Regio*, an iconic opera house draped in the unmistakable "Giallo Parma"—a unique yellow hue that has become synonymous with the city.

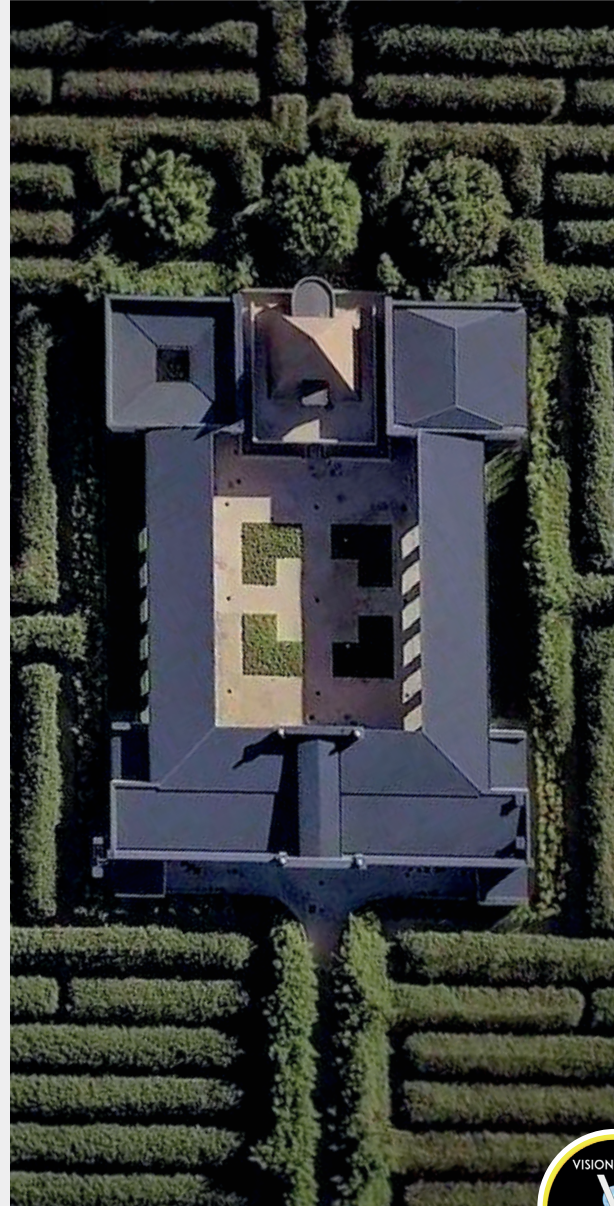


Labirinto della Masone

Get lost and find yourself again in this magical place

A visit to Labirinto della Masone is a truly unforgettable adventure. Located just outside Parma, it's the world's largest bamboo maze, offering a perfect mix of nature, art, and serenity. As you wander through the maze, you'll experience the challenge of finding your way while enjoying beautiful art installations, lush greenery, and peaceful corners.

The site also houses a museum with works by renowned artists like Carracci and Hayez, a selection carefully curated by a discerning art collector, the late Franco Maria Ricci. Whether you're lost in the maze or admiring the cultural exhibits, Labirinto della Masone is a captivating blend of exploration and inspiration.





Parma

Motors

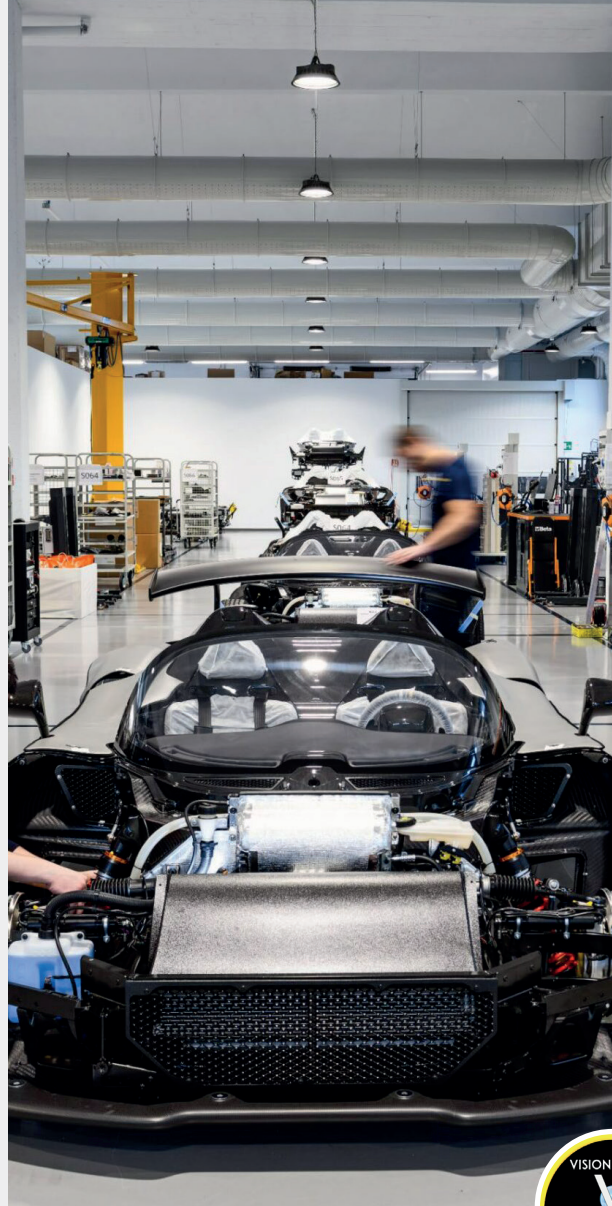
Dallara

Walk among iconic cars and engineering masterpieces

Step into the world of Dallara, the largest multinational Italian race car manufacturer. From sleek race cars to groundbreaking prototypes, each model tells a story of precision, aerodynamics, and lightweight materials. The museum dives deep into how Dallara has pushed the boundaries of automotive technology, influencing motorsport worldwide.

The exhibition area in the museum is open to guests, with the chance to be accompanied by a *Dallara guide*. The ramp hosts the cars that have gone to make up the history of the company: from the Miura to the SP 1000; from the racing cars that have competed at Le Mans and Daytona to the single-seater cars that were used to train almost all the F1 drivers.

Whether you're a car enthusiast or just curious about cutting-edge design, it's an experience that highlights the future of speed and innovation.





Bologna

Epicurean

Cooking Class

Learn the art of the pasta-making

Discover the art of pasta-making with the Zivieri family. With them, you will be able to uncover the secrets of ancient recipes and artisanal techniques that make Emilian pasta so special. The Sfogline will guide you step by step in preparing tagliatelle, tortellini, and other specialties, sharing valuable tips and tricks to achieve perfect pasta.

At the end of this engaging hands-on session, you'll enjoy a delightful meal, savoring the dishes you've prepared during the workshop, paired with the genuine flavors of the Bolognese cuisine. This experience celebrates the tradition and conviviality of Emilian cooking, leaving you with unforgettable memories and a true taste of the region.

The Zivieri family is also a producer of cured meats in their Macelleria Zivieri and they won numerous awards, first and foremost for their exceptional artisanal farm-to-table mortadella, followed by their salame di mora romagnola, which was crowned Salame Campione d'Italia.



Italian Gelato

The magic of gelato made in Italy is revealed

Discover the *art of gelato* with an engaging experience dedicated to creating this iconic dessert. Immerse yourself in an engaging workshop, where you'll learn the secrets of artisanal gelato-making under the expert guidance of a master gelato maker.

Step into the only museum in Italy dedicated to ice cream history. The visit is followed by a moment to learn the most traditional recipes and to taste some of the classic flavors in the company of a local host.

From selecting fresh, high-quality ingredients to preparation and churning, you'll have the chance to experience every step of the process. Discover how to balance flavors and textures to achieve the perfect gelato, and be inspired by both traditional and innovative techniques.



Palazzona di Maggio

A journey through the native grape varieties of Emilia Romagna

About 45 minutes from Bologna, there is a family-run wine estate famous for their peculiar product range, including Chardonnay, Sangiovese and Merlot.

Over sixty years ago Luigi Perdisa began to cultivate and produce wines from native vines such as Albana, Trebbiano, Sangiovese and international ones such as Merlot and Cabernet Franc.

Since then, now in its fourth generation, they have been cultivating the vineyards and producing organic quality wines such as Dracone, Ulziano, Maletto and Le Armi.

Hosted by the *Perdisa family*, we will embark on a journey to discover the company philosophy, the secrets and stories of the Palazzona.



Umberto Cesari

A journey through the native grape varieties of Emilia Romagna

At this incredibly competitive family-run company, long established in the area and known for combining a traditional and innovative method at the same time, you will get stunned at how noticeable the level of the Bologna hills wines can be.

Established in the 1960s by Umberto Cesari, it spans over 175 hectares and combines traditional viticulture with innovative techniques. Renowned for its dedication to native grape varieties, including Sangiovese, Albana, and Pignoletto, the winery has received numerous accolades, such as the title of "Best Sangiovese" at international wine competitions.

Guests will enjoy a guided tour of the vineyards, wine making areas, and cellars, followed by tastings of award-winning wines paired with local culinary specialties.



Bologna

Culture



Culture & History

Discover Bologna's secrets on our city tour

Embark on an extraordinary adventure in Bologna with our expert guide *Paola*. Begin at the *Palazzo dell'Archiginnasio*, the iconic first seat of the world's oldest university. Marvel at its heraldic decorations and immerse yourself in the fascinating stories of medical science inside the historic *Anatomy Theater*, where the art of healing took shape centuries ago.

Ascend to new heights—literally—at the *Basilica*. Rise 54 meters above the city for unparalleled views of Bologna's picturesque hills, iconic towers, and bustling city centre. Inside, walk along the central nave and explore the Basilica's stunning architecture.

Dive into Bologna's mysteries as you uncover the story of its legendary *medieval towers*, why they were built, how they were used, and their role in shaping the city's skyline. Cap off the day with stunning panoramic views on top of one of the private towers offering spectacular 360-degree views.

The journey doesn't stop there. Explore Bologna's "*hidden waters*" at the *Church of Madonna della Grada*, which has stood watch over the Reno Canal for centuries. Learn how its waters powered the city's economic engine, serving mills, factories, while also inspiring tales of intrigue, legends, and even crime. Discover the ingenious *Conserva di Valverde*, a 16th-century water decanting system designed by architect Tommaso Laureti, which highlights Bologna's innovative spirit in harnessing the power of waterways.

Bologna promises history, art, and a touch of magic at every corner.



A taste of Tradition

Discover the pasta-making heritage

Paola will guide you through the locals' favorite spots in the *Quadrilatero*, Bologna's historic food market district, often referred to as the "ancient market."

Dating back to medieval times, the Quadrilatero was a bustling hub for trade and craftsmanship. Its narrow streets still carry the names of traditional trades, such as Pescherie (fishmongers), Orefici (goldsmiths), and Clavature (key makers). Today, the district combines a rich historical atmosphere with modern life, offering a mix of traditional artisan shops, gourmet food markets, and stylish boutiques.



Rocchetta Mattei

Discover one of the most famous exotic castle on the hills

The castle *Rocchetta Mattei* is situated in the mountain chain of the Apennines between Tuscany and Emilia Romagna. It is 45 km away from Bologna.

It was built by the Count Cesare Mattei on the remains of an ancient medieval castle that belonged to Matilde di Canossa. In the beginning the Count was an army man, then a politician, then a science man, a scholar, a philanthropist and an entrepreneur. He personally directed the construction of the castle "having on his command artisans of every trade".

The fusion of different architectural styles, such as the Medieval Gothic with the Moorish style, make the Rocchetta a mesmeric and fantastic place, full of small rooms very expertly decorated and linked together by a labyrinthine plan mixed together with lodges, spiral staircases and towers.

The Count built the Rocchetta for one specific reason. He wanted it to be the cradle of his invention: Electro-Homoeopathy, a type of medicine that was meant to cure the man from all the diseases, by using natural herbs and a secret process of preparation .

This type of medicine spread quickly and it made the Count and the castle well known worldwide.





VISION GROUP



Bologna

Motors



Ducati

Discover the exclusive world of Ducati

Immerse yourself in the world of Ducati with an exclusive experience that begins at the Museum, tracing Ducati's evolution from its founding in 1926 to its status as a global leader in motorcycle innovation.

After the museum tour, guests will gain exclusive access to the Ducati Factory, the beating heart of production, where you can witness the production process, including engine assembly and rigorous testing.



Lamborghini

A journey into Casa del Toro

The exclusive Lamborghini tour begins with a visit to the Museum, it continues in the Production Department and ends at the Polo Storico, which will open its doors exclusively to our guests.

The Museum showcases the history of all the old and vintage models and how they take care of the restoration and certification of authenticity of every single car component.

The factory is the place where each and every masterpiece is created. Visiting the production lines is a unique journey between craftsmanship and technology where you can witness the birth of the super sports cars of the legendary brand.

Polo Storico is the center dedicated to classic Lamborghinis and the preservation of the historical heritage of Casa del Toro.





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