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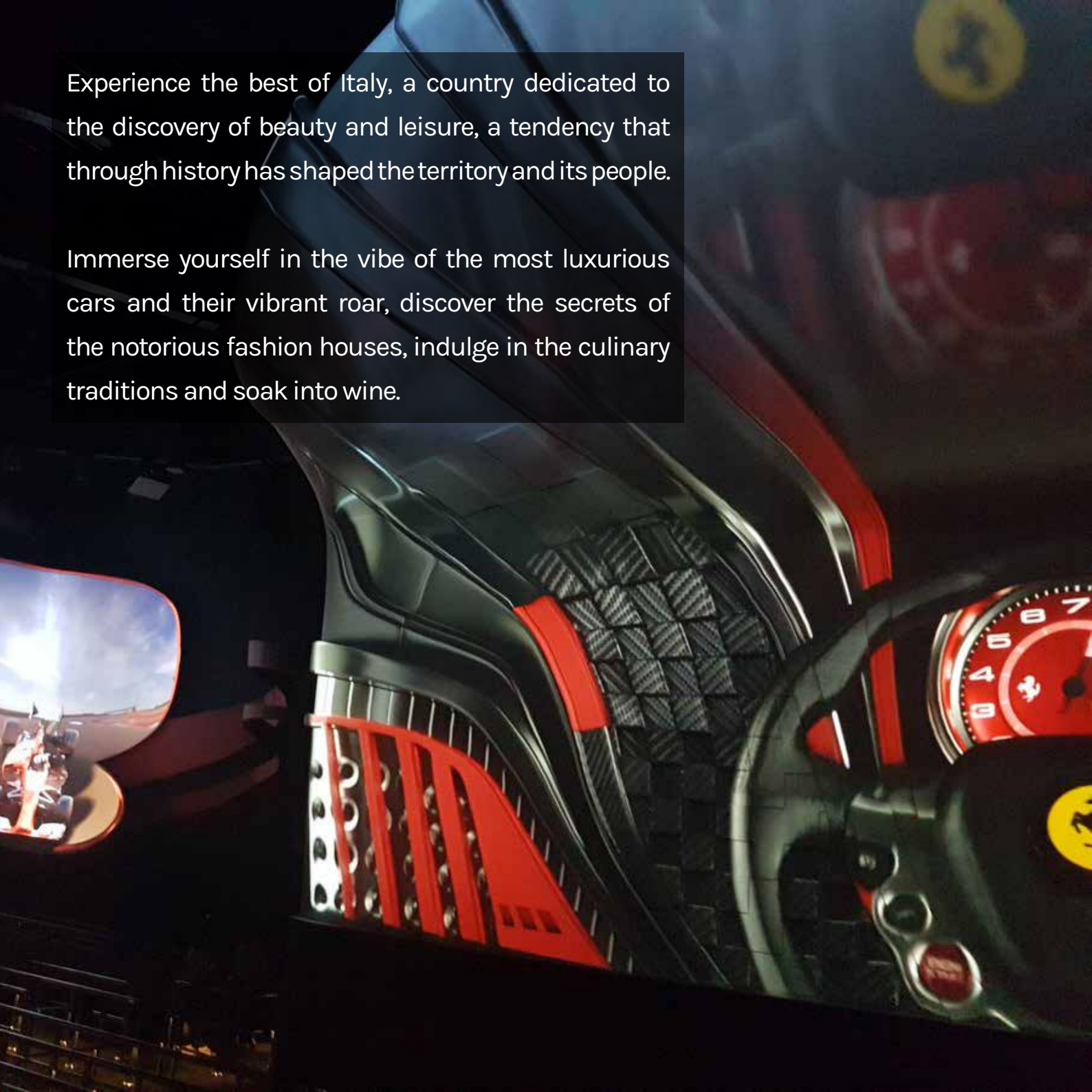
**LUXURY  
EXPERIENCES**

**THE ITALIAN DREAM**

FERRARI, F1 AND LIFESTYLE

Experience the best of Italy, a country dedicated to the discovery of beauty and leisure, a tendency that through history has shaped the territory and its people.

Immerse yourself in the vibe of the most luxurious cars and their vibrant roar, discover the secrets of the notorious fashion houses, indulge in the culinary traditions and soak into wine.



# FERRARI EXPERIENCE

“Live your dream”: an immersive and unique experience in the world of Ferrari and its incredible history.

- Private visit to Ferrari Museum in Maranello, focusing on Ferrari’s present and future. Get access to the permanent exhibition dedicated to F1 and the World Championship, complete with cars and a “pit stop wall” where you can gain an understanding of telemetry and pilots’ in-race driving behavior.
- F1 simulator based on an actual F1 car, the opportunity of tackling a real tyre change
- Mega screens to view Grand Prix actions
- Enjoy a private exclusive visit at night to the museum
- Guided tour of Enzo Ferrari Museum in Modena
- Emotional Ferrari videos
- F1 Simulator experience
- Pit stop experience with dedicated photo and activities award certificates
- Pre-dinner cocktail at the Ferrari cafeteria
- Indulge in an exclusive Gala dinner at the Victory Hall

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L'ARMONIA DELL'EQUILIBRIO  
THE HARMONY OF BALANCE



**FERRARI**  
V8  
3.9L  
300 HP  
0-100: 4.8s  
TOP SPEED: 310 km/h

# ROAD RALLY

An exciting road rally with TOP supercars, our lead car will show the way and our qualified staff will take care of the supercars in any moment. Amazing supercars available:

- Lamborghini Aventador Roadster SVJ
- Maserati MC20
- Ferrari F8 Spider
- Ferrari SF90
- Ferrari 812
- Ferrari Portofino
- Lamborghini Huracan Evo Spyder
- Lamborghini Huracan Performante Spyder

Let a professional photographer and video maker get the best shots of a memorable experience.

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# RACETRACK DRIVING EXPERIENCE

Be a real pilot on board of a super car. Driving experience at one of the best Italian International Circuit.

- Exclusive box, private brief and professional pilot
- Exclusive Circuit rental
- Lounge access to be pampered by drinks and exquisite snacks
- Assistance of an instructor
- Marshall and Insurance
- Available training, technical support staff on site to guarantee a smooth and pleasant journey.
- Amazing cars available:
  - Ferrari 488 Challenge
  - Ferrari 458 Challenge
  - Lamborghini Super Trofeo

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# F1 EXPERIENCE

The Italian Grand Prix is one of the longest running events on the motor racing calendar. Formula One would hardly be itself without the historic Monza circuit. Be there, as VIP, and feel the roar!

The race continues to be hosted in the royal park of Monza which is located on the outskirts of Milan, approximately 30 minutes from Europe's fashion capital and only a short car ride from the stunning Lake Como. The Monza track is known as the Temple of Speed since it was one of the fastest F1 races of the year so this grand prix is a must-visit if you are a true racing enthusiast. Attend the Italian Grand Prix with exclusive access including driver meet-and-greets, Pit Lane Walks and more!

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# F1 EXPERIENCE

- Reserved VIP stands, The VIP area is situated immediately after the starting line with clear and great view of the circuit.
- Restaurant private table
- Open Bar
- Car Parking access by the VIP stands
- Sound-proof ear plugs and informative leaflet
- Personal Host at disposal
- Private tribune protected by a tent structure, access to the bar and dedicated restrooms, private garden for catering purposes .
- Maxi screen in front of VIP stands and screens in the hospitality area.
- Lounge Area and hostess desk.
- The best available view for the overall race.
- Lunch in the garden area with the other VIPs, and reserved table

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# F1 EXPERIENCE

## Paddock Club Hospitality

With privileged trackside viewing above the team garages, gourmet cuisine and open bars, the Paddock Club is the pinnacle of Formula 1 hospitality. Pull up a ringside seat for some of the most important on-track action across the weekend, including the race start and pit stops. Among the highlights of the Paddock Club Hospitality, a guided tour of the renowned Formula 1 Paddock with an F1 expert. The visit is customized to focus on teams or areas you'd wish to see. You might be lucky enough to bump into drivers and team owners! Our guests will be also invited to join the daily Pit Lane Walk where you can enjoy exclusive access to see the mechanics work their magic on the cars in team garages, placing you immensely close to the heart of the action..

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# ALFA ROMEO MUSEUM & DINNER

A thrilling voyage into Alfa Romeo's history! The guests will be welcomed and hosted by an official representative of the Alfa Romeo Heritage Club, the only existing official Alfa Romeo historic club in the World for a total immersion into the history of this legendary car manufacturer.

You will enjoy a guided tour of the Museum and feel the thrill of driving some iconic models directly at the test drive circuit of the factory. As if this was not enough, you will be invited for a private dinner as the personal guest of a local Alfa Romeo collector; owning one of the finest selections of these incredible and historical cars.

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# FRANCIACORTA WINES AND RIVA BOAT

If you are a wine enthusiast, you will love our Franciacorta Wine Experience! Hosted by one of the best producers of the area we will venture on a customized tour through the barrique cellars, historic repositories of art and innovation, to get first-hand knowledge of what is considered to be the Italian “champagne”.

A tour of the winery is a unique experience that will demonstrate the dedication that goes into every stage of production, artisanal in care and refined in technology. Breathe in the wine aroma, stroll around, get splendid glimpses of the entire valley, enjoy an exclusive wine tasting then finally head for lunch in a renowned restaurant of the area.

The day will continue with a special invitation to Riva's Factory where you will be the VIP guest of a descendant of Riva's family.

Here you will see how these unique pieces are produced and admire a photo gallery that is a journey through the history of this eccentric brand. As if this was not enough, have the privilege of being invited by Mr. Riva for a private viewing of his Riva Boats collection.

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# FASHION AND DESIGN HOUSE

Welcome to the land of Fashion. We will give you access to the backstage of the most renowned fashion houses, where the creation are made, together with top designers in their own studios and ateliers, sipping a glass of champagne while admiring the newest collections and discovering the history that made them who they are: top luxury brands.

- Exclusive access to ateliers, fashion houses and luxury boutiques
- Made to measure and made to order
- Shoes, clothes and accessories
- Visit to factories, artisans and laboratories
- Meet & greet with key people
- Personal Shopper
- In-store Cocktail Reception
- Private Bulgari Jewel Experience
- Select your new watch with a short trip to Switzerland, directly at the factory
- On request at closed doors: limited edition collections, personal shopper and fashion consultant, pre-order and pre-viewing, special items, hotel room private presentation



# THE GENIUS OF LEONARDO

A tour at Ambrosiana Library exclusively opened for you to discover some of the most famous masterpieces of Leonardo da Vinci and the Renaissance's Old Masters. Enter the Sala Federiciana, one of the oldest libraries in the World for the viewing of Leonardo da Vinci's Atlantic Codes as well as the Aula Leonardi to admire some of the most stunning paintings of "the Maestro" such as Il Musico.

Get access to the Last Supper, in private, you will have the privilege of visiting in total privacy one of the most famous frescoes in the world.

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# EPICUREAN

Have you ever thought why Italian cuisine is considered to be the best in the world? The secret lays in its tradition, the careful selection of ingredients, the simplicity and a touch of genial creativity. Indulge in selected astonishing venues, with top chefs and wine experts, let the flavors explode in your mouth and the scents nourish your nostrils.

- Fine Dining at top starred Restaurants
- Chose the most incredible location for a romantic dinner or a business discussion
- Wine tasting in a 15th century wine cellar with exclusive wines and the opportunity to taste and purchase the world top wines
- Exclusive private cooking class with a top chef to introduce you to the delicious Italian cuisine, a variety of amazing dishes you will learn to prepare and taste
- Visit the family behind one of the greatest tradition of the Italian ingredient: the Balsamic vinegar of Modena: farmhouse, vineyard, aging process, tasting with local delicacies. Through huge casks and barrels understand the techniques and the secrets of the Dark Gold of Modena.
- Dine at the side of the best chef in the world, Massimo Bottura, 3 Michelin stars, in his renowned restaurant in Modena for a unique lunch of superior flavours, a memorable experience for all senses.

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# ENTERTAINMENT

Let us take you to have a memorable entertainment, privately and at the best venue.

Unleash your best side and have fun.

- Private Milan tour and nightlife, one of the most glamorous city in the world, spend a night in an exclusive club of the city, let us have your table reserved and company arranged.
- Dance on the floor together with the great crowd of Milan's nightlife.
- Gambling: VIP access at top Casino
- VIP Soccer experience with soccer legend
- VIP seats at La Scala theatre for a night at the Opera

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