



Luxury Travel Division of Towns of Italy Group



EVENTS
FLORENCE AND TUSCANY

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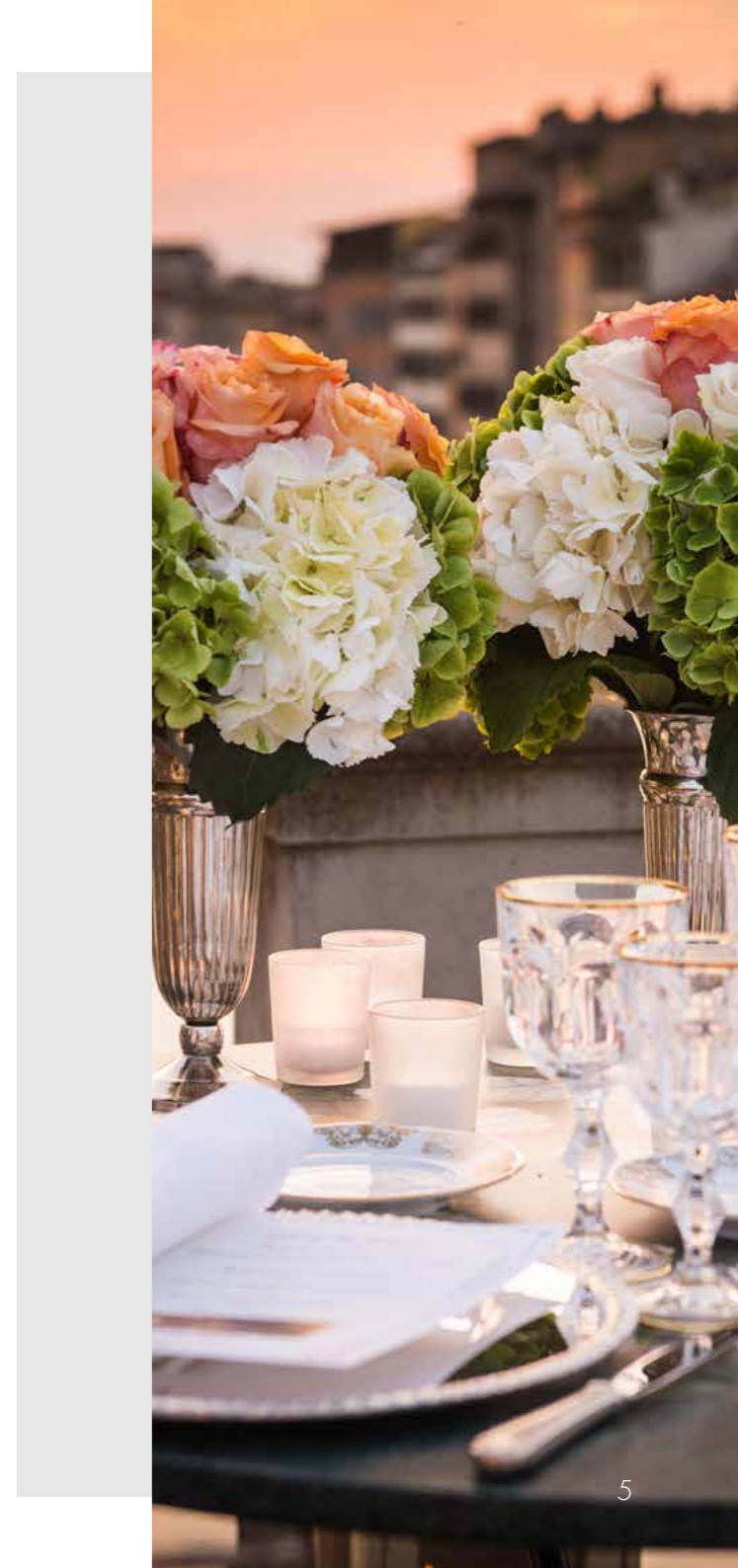


Exceptional bespoke corporate events in Tuscany flawlessly planned and magnificently delivered providing a life-long memory of an incredible journey into the Tuscan soul

Team building activities, company celebrations, meetings, product launches, conventions and retreats. There are a variety of reasons to hold a corporate event, and each has distinctive objectives and requirements.

Raising brand or product awareness, improving company culture and bonding between employees, motivating the team, celebrating achievements and entertaining, meeting to discuss company strategy... occasions are numerous, and challenges too.

Committed to meeting our clients' expectations, and aiming to surpass them, the first thing we do at Arno is listen, to be sure we well understand event goals and needs, study and scrutinize options, and then meticulously tailor-design the event concept ideas most adequate to meet designated targets, offering innovative solutions and unique venues.



ARNO EVENT TEAM

A tight-knit crew of skilled dynamic professionals with years-long experience, a wide network of personal and professional contacts and deep knowledge of Tuscany. Motivated, curious, and enthusiastic the Arno team brainstorms, studies and researches, scouts solutions and comes up with inventive options, travels, tries out suppliers and activities, and meticulously scrutinizes venues, to offer clients memorable Tuscan memories. A vibrantly creative unwavering vital squad committed to excellence. Our team is the passport to your success.



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EVENT AND INCENTIVE DESIGN



Creativity and focus.

The Arno team's resourcefulness enables us to assist companies in devising the best solutions to meet their goals, vision, meticulous attention to detail and undivided focus meet our extensive knowledge and fine-tuned organization, allowing us to offer clients that "special extra something" which makes a corporate event memorable.

At Arno we well know each event is unique, that's why we passionately burn the midnight oil on each and every one, aiming to offer participants genuine thrill and authentic emotion.



Interaction is the key to a successful corporate event.

Florence and Tuscany have what it takes to surprise, fascinate and enchant, and a knowing blend of our land's features combined into a carefully planned team activity creates lasting synergies and indelible memories. Giving our clients wonderful moments to remember is our target.



EXPERIENTIAL TEAM BUILDING

With 12 years of experience in creating and managing high quality experiences, tours and hands-on activities in Florence and Tuscany Arno has developed a world-class reputation for its extensive variety of top-notch experiential activities and visits, including signature cooking classes in the company-owned cooking school, all of which rooted in the Tuscan territory.



Each of our team building proposals is unique. As unique and important as each of our clients.



Aware that a successful company's well-being and productivity largely depend on offering employees the chance to partake in events that are fun and motivational we create and propose unusual challenges and competitions, which allow participants to perfect their internal communication skills and cooperate in planning while performing unexpected "chores" such as...rolling

their tagliatelle or blending their own Tuscan wine! Enticing activities studded with artistic masterpieces and local flavor which help participants learn conflict resolution and problem-solving, outdoor adventures among vineyards and olive groves that facilitate long term team building by fostering genuine connections and deeper discussions.



CELEBRATIONS



Whether you wish to organize a wedding, birthday party or any other private party, Arno is by your side with expert know-how, to create an unforgettable tailor-designed event in the privacy of your own villa, a venue in the heart of Florence or in the countryside. Options are countless, from fine dining in a city restaurant or on the beach in Forte the Marmi Area or in the Bolgheri area, to a casual set up in a fashionable local beach club or trattoria

Providing all services required for a dazzling party, and skilled assistance throughout, we offer full support in all the phases and steps of planning.



Tireless and imaginative the Arno team deals with the most tedious issues (such as bureaucracy, sending of invitations, reservation of the location ...) and selects the most appropriate suppliers among those in our extensive high-quality network, to ensure your event is a truly special one. We make it elegant, fun, top-notch and very efficient in terms of costs and guests' final satisfaction.



ENTERTAINMENT ADDICTS

Entertainment, the most conspicuous and long-remembered feature of an event, is becoming more and more important. Thanks to preferential partnerships with Tuscany's best suppliers, professionals and talents Arno provides innovative solutions and out-of-the-box proposals, as well as the highest quality technical support, for dazzling events.

World-class symphonic orchestras and contemporary celebrities, virtuosos, stunning bands, ballet dancers and acrobats directed by eminent coreographers, top-level DJs and much more. Whatever the occasion, whichever your desire, we plan and broadcast it, turning your event into a real show





LOGISTIC MINDED

Timing and strategic planning are vital in an event's architecture. Grouping and transporting guests are among the most crucial aspects and being time-effective and on-schedule in style is the key to success.

At Arno we count, estimate and tally each single minute of the event, we calculate duration of activities, transport and dining keeping in mind seasonal diversity, waiting time and unwanted delays; we brainstorm to devise time-saving solutions, forecast and survey

each single moment, to make sure we guarantee each and every participant has the time to enjoy the event and savor its precious moments. We never "assume", what we do is build an all-round logistics project, test and go over what we planned, and double check it runs as it should. Like clockwork. (And, whether it's cold or whether it's hot, whether it shines or whether it pours... we always have plan B for unpredictable weather!)





HOSPITALITY ORIENTED

Expertise polished by 12 years of experience and six strategic operational offices, including 2 offices in Florence city center and an operational headquarters in the heart of the Chianti hills. A fleet of state-of-the-art mini-vans, Vespas and bikes, over 30 daily tours scheduled on a regular basis, and about 75.000 yearly participants. Plus, a passionate team of tireless event designers and an unrivalled network that includes limited access locations and exclusive suppliers. Our assets are what make Arno the number 1 choice for discerning clients.

And the Secret Sauce is "that Hospitality feeling" a friendly and generous reception and entertainment of guests, that relationship between a guest and a Arno host.

This is something we really count on.



MAGIC VENUES



Committed to excellence we never stop exploring, to offer a continually renewed and diverse range of villas, castles and palaces, lofts, terraces and gardens, viewpoints and landmarks. Through continued research and scouting, and thanks to a wide network of dedicated exclusive contacts, Arno is able to provide a striking range of venues throughout the whole of Tuscany, singular settings, rich in history and character and ideal for any kind of event. Be it an intimate palazzo for a romantic celebration or a spacious contemporary building able to house

all the props one can dream up for a world-class convention. Location, distances and transfer times, size and set-up options, and much more... the variables to take into account in venue choice and planning of the event are infinite, and we certainly don't count on "good luck"! We inspect your selected venue up and down and inside out, study your event agenda once and go over it twice, considering all variables, from tech options to coach logistics, and find innovative solutions to ensure seamless organization and an impeccable performance.





INTRO TO FLORENCE

For our Corporate Groups visiting Florence we put together some special ways to enjoy Florence's cultural heritage.

Our experienced professional guide will offer an entertaining presentation of the city's eventful history. Dating back to prehistoric times it then became one of the most important centers of Etruscan culture, and later, a Roman city with the name "Florentia." During the Middle Ages the city endured a long series of wars, but this was also a period during which the city became famous and wealthy thanks to textile manufacturing and trade and new ambitious architectural projects. Later, under the astute leadership of the Medici family Florence enjoyed a period of peace and prosperity, which led it to be renowned as "the cradle of the Renaissance". At that time rich bankers and merchants invested in fine palaces to replace their cramped tower houses and paid for the adornment of churches. We will be pleased to customize the "Intro to Florence" to fit our client company's needs and business-focus, building a tailored itinerary to include details and history contents of the past which recall and reflect current aspects of today's fields of business.





BIKE TOUR OF FLORENCE

The best way to get around, and make the most of it, is by bike!

Ideal for Corporate Events our signature Florence bike tour enables participants to see much more than they would on a walking tour, view the major sights, and explore different neighborhoods, including the charming "Oltrarno" and other less-renowned areas of the city off the beaten tourist track. Specialized in planning and managing bike tours for any number of participants we provide seamless logistics for both small and large groups, dividing larger contingents into smaller groups of up to 14, each escorted by a professional guide. During the bike tour guests will uncover hidden views and secret spots of Florence! They will have the chance to admire the city's most impressive landmarks: Piazza della Repubblica, Piazza Strozzi, the Duomo, Santa Maria Novella, the artisan district, Palazzo Pitti, Ponte Vecchio, Piazza della Signoria, Santa Croce and more. And also appreciate learning about Florence's history and heritage, and indulge their taste buds with a delicious gelato. Perfect for those visiting the "cradle of the Renaissance" for the first time, as well as for experienced visitors, our bike tours in Florence are the most diverting and enlightening way to visit the city.



MUSEUMS REVEALED

Arno's expertise in local logistics planning and museum experiences facilitates any kind of visit to the major sites and museums, like the Uffizi, the Accademia Gallery, Palazzo Vecchio and the Duomo.

An example can be the privileged and exclusive cultural experience Arno offers at the Accademia Gallery: easy, hassle-free priority entrance to Florence's Accademia Gallery this dazzling museum, home to Michelangelo's awe-inspiring David! The David, a massive statue - over 5.17 meters (17 ft) tall - represents the biblical David who killed Goliath with a stone from a slingshot. Viewing it guests will note how perfectly it depicts the young hero's limbs, muscles, veins, and find out that when it was finished, in 1504, it was placed at the entrance of Palazzo Vecchio to be admired by the people as an inspiring symbol of the strength and independence of the Florentines.

Another example could be our signature Uffizi Gallery visit during which guests will learn about the history of Florence and its secrets and discover the true beauty and creative talent of the Uffizi collection. Participants will have the rare privilege of learning how to look at and appreciate masterpieces, from works by the genius Leonardo da Vinci, to Giotto's one-of-a-kind touches, to Botticelli's magical flower-filled "Primavera" and striking "Venere". These artworks will come to life before their eyes.

For a full experience we will be pleased to organize pre or post lunches near the museums.





BOAT TOUR ARNO RIVER

All participants aboard!

The local "barcaiolo" will steer gently over the water using a long wooden pole, while our charismatic guide entertains guests with an account of Florence's eventful history full of colorful local anecdotes recounting the secrets the river holds and explaining the bridges, majestic palaces and slender towers they see on shore. Relaxed and comfortable guests will cruise beneath the Ponte Vecchio, admire the Uffizi Gallery, Palazzo Corsini and the gorgeous Santa Trinita Bridge. As a perfect crescendo ending, a stop at a special lovely space with a view of Ponte Vecchio where participants will relish a refreshing, typical Italian "aperitivo": a glass of chilled wine. Our signature Ponte Vecchio Boat Tour is no doubt a wonderful way to dive into the splendor and traditions of Florence.





COOKING CHALLENGE

Eat, cook, enjoy. Our culinary team building programs and corporate cooking classes are some of the most popular and productive experiences available today.

We offer a number of corporate-friendly group cooking activities. The menu includes classes, challenges, tours and unique dining experiences. Each is designed to nourish minds and hearts as well as bodies. Aprons on, participants will follow their professional chef's skilled instructions and learn how to prepare exquisite traditional dishes: crispy bruschetta, fresh hand-rolled pasta, tasty pasta sauces and dessert, too. They will measure, mince, mix and stir (and taste, of course, to get the seasonings right!), and finally sit down with a good glass of Chianti wine and relish the best Tuscan meal ever: the one they made themselves in the heart of historic Florence.

We offer a large variety of cooking classes and cooking competitions, using different cooking studios, and – thanks to our team of experienced cooking class pros which handle over 20.000 yearly participants – we definitely know how to make it good!





GALA DINNER

With 13 years of experience in the field, and a history of superb events hosted in private palazzos, villas, castles and terraces with a view, Arno is an ace at gala dinner planning.

Ensuring meticulous attention to detail we provide internationally renowned chefs or an efficient and perfectly arranged catering service, assist in menu selection guaranteeing high quality ingredients and splendid dishes, to offer an unforgettable taste experience.

Services provided also include branding of table menus, special entertainment options such as themed performances, security service and, naturally, specialized assistance and transportation.

Thanks to a wide network of exclusive contacts and dedicated suppliers of all kinds Arno has what it takes to put together the best gala dinner, an elegant and exclusive event designed according to each company's needs.



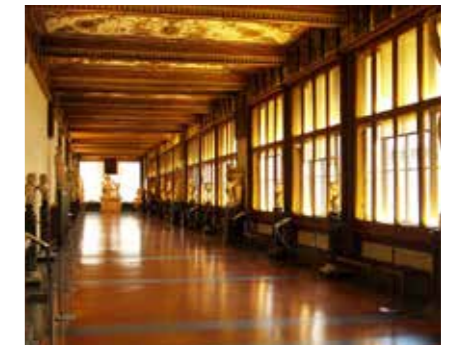


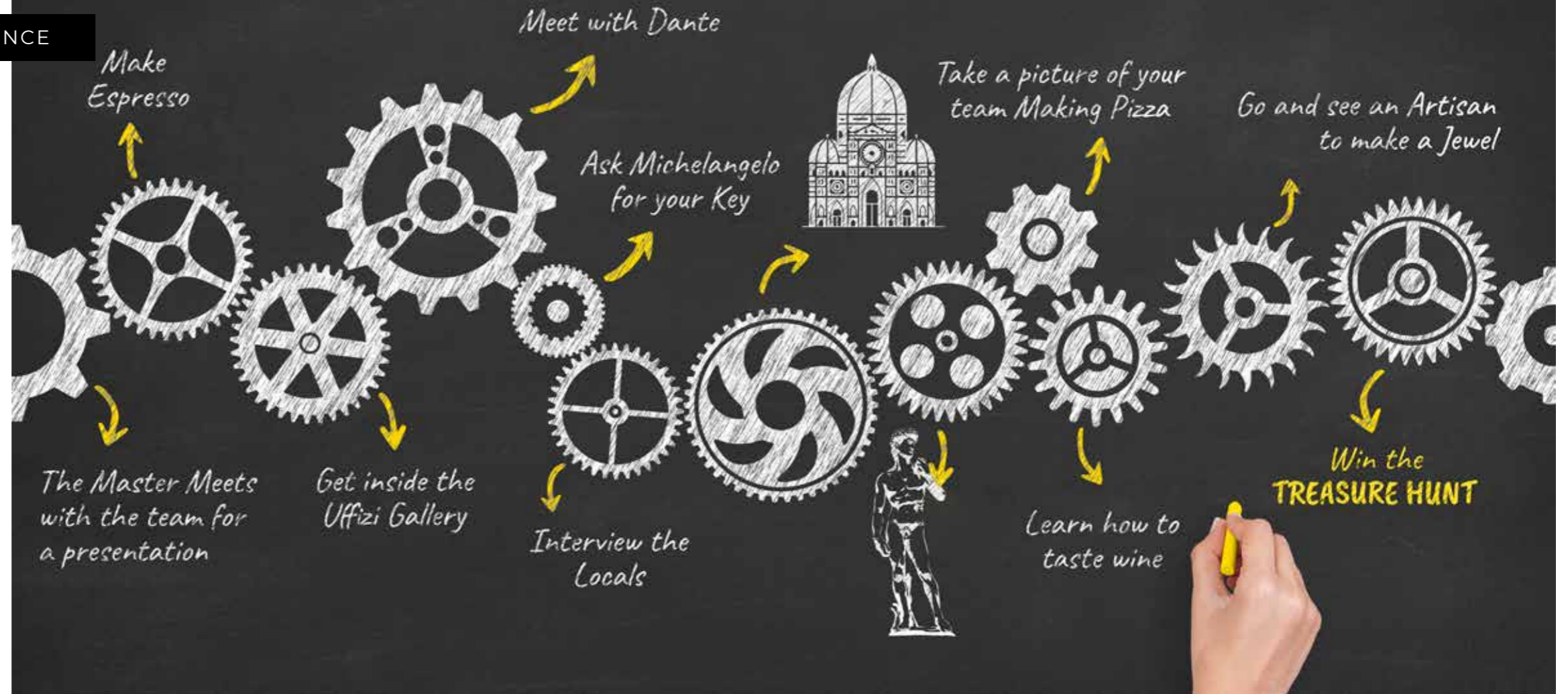
PRIVATE OPENING

One of our favorite experiences, and a once-in-a-lifetime opportunity. Imagine no crowds. Just your guests, a private host and Michelangelo's world-famous David.

And, because we can't help surprising you, a violinist and soprano singer to accompany the magical atmosphere. Offering the unique chance to view the Accademia museum on a private basis after regular opening hours, and the option to add an aperitivo, musical entertainment, floral décor and specialized guides to lead the visit, this outstanding experience accommodates up to 100 guests, and is perfect for a private event, a proposal or an incentive meeting. to introduce guests to the history of the museum.

In alternative, how about an exclusive evening visit to the Uffizi Gallery? With the stunning privilege of stepping behind closed doors to experience the beauty of Florence intimately? Our guides will introduce participants to the museum's amazing masterpieces, with no other people around. We can also organize private openings of Pitti Palace and other incredible locations, all of them are perfect for an elegant gala dinner.





TREASURE HUNT IN FLORENCE

Turn your company visit to Florence into a fascinating game and exciting quest!

Customized to fit your company needs, requirements and desired focus, our signature Treasure Hunt is designed to allow your company to enjoy a completely different and unusual viewpoint of Florence and a one-of-a-kind adventure. We'll make sure you enjoy it from start to finish, finding your way through the city center with our clues, solving riddles and answering questions on the landmarks, discovering art and history and delving into the local lifestyle with your fellow team members. Each team will have to devise solutions, discuss options and take group

decisions, be the best at the challenges and tests and act as one while liaising with the locals, savoring the local flavors and aromas, learning about the heritage and testing their knowledge. Our signature tailor-designed Treasure Hunt is crafted attentively to arouse participants' curiosity and artistic sensitivity, and above all make sure everyone has a lot of fun! We can customize the hunt, we can make it short or long based on company needs and desires, from 1 hour only to 4 hours. It can be themed – for example on the Renaissance or to the Middle Ages - or a blend of art, history, fashion and food. The group will be divided into multiple teams and work together, to find their way and solve queries solemnly proclaimed by costumed personalities related to the history, philosophy, art, and architecture of the city.



FLORENTINE COCKTAIL MAKING CHALLENGE

Promoting team bonding and guaranteeing participants tantalize their taste buds cocktail making is a fantastic activity!

Led by highly qualified Florentine bartenders this colorful session of mixing, flaring and drinking is the ideal event to let your hair down and enjoy an incredible sensory experience by adding a shot of new skills, a splash of laughter and drop of amazement.

The activity starts with an introduction demonstration of some classic cocktails after which, depending on the number of attendees, participants are divided into teams (or alternatively one-on-one work teams), and learn how to create cocktails. Equipped with all the necessary tools, they will learn the history of cocktails, spirits, and the different processes of making drinks. Making Negroni will be the highlight of the challenge: the bartender will introduce participants to the history of Negroni, invented, as the legend goes, exactly 100 years ago in 1919 thanks to a man named Count Cammillo Luigi Manfredo Maria Negroni who asked his bartender Fosco Scarselli of Cafe Casoni to replace soda water in his Americano with gin... Each team will then present a selection of cocktails to the jury formed by the event manager and bartenders.

Part competition part workshop this hands-on activity is a great warm-up or close-out for any event.





VINTAGE CAR TOUR IN TUSCANY

The Arno vintage car tour is one of the most exciting activities for your company to do in Tuscany.

Tour organization and services are a touchstone for business groups. As a matter of fact, for a minimum of four cars we offer personalized pre-planned tours for one day or more.

Our cars can be delivered to any destination in Tuscany. Hotels, resorts or the heart of the city of Florence.

We also create special itineraries designed to offer participants the chance to experience real 'Italy', such as a drive along the "Mille Miglia" route or the discovery of the Medieval world along the ancient "Via Francigena". Or, the activity can be combined with a private visit to a winery, a cooking class, a visit to a major city like Siena or Lucca or a taste of one of the countless luscious local flavors and wines along the "Via del Vino", where one experiences the daily life of ancient villages and farmhouses.





VESPA TOUR IN TUSCANY

Specialized in creating tailor-made Vespa tours for business groups and corporate events Arno designs, plans and manages fabulous Vespa experiences in every area of Tuscany.

Our company-owned Vespa fleet, brand new state-of-the-art vehicles, and experienced escorts are what makes the difference. The activity starts with an orientation and test drive led by our English-speaking trained professional, to ensure everyone has enough confidence and safety on the Vespa to drive on open roads, and then all head out for an engaging and enjoyable ride. The journey along scenic country roads will offer splendid views of the rolling hillside, vineyards and olive groves, little medieval churches and ancient wineries. Some stops for photo opportunities will be made along the way. The visit can be combined with a visit of a village, or a major city such as Siena or San Gimignano or maybe some cultural experience. We may also include visits to famous wineries, those which produce some of the most appreciated Tuscan wines, to explore the cellars and learn all the secrets of wine production. Minivans are at disposal throughout, to be used as desired.

We are always pleased to provide detailed roadbooks and/or customized maps, to include all route-maps and interesting information on the area, branded with the client company logo.





BIKE TOUR IN TUSCANY

There's no better way to build a team than a challenging group bicycle ride. By riding someplace fun and interesting like Tuscany, co-workers encourage each other and build camaraderie while getting out and exploring!

With 13 years of experience in the planning of bike tours Arno knows all the beautiful scenic roads suitable for all ability levels. And we know how to work great food and drink into the equation! We can customize a ride to fit any group. Participants can bring their own bikes or we supply all the equipment, we plan lovely welcome breaks half-way through the journey, where guests can relax and indulge their taste buds with a scrumptious snack in an exquisite spot. A wonderful place to relax is the cool shade of centuries-old oak trees and cypresses where one can enjoy a staple of traditional Tuscan country fare: freshly baked local bread with premium olive oil.

Among other Tuscany bike tours, a very special one leads guests to uncover the secrets of the amazing realm of world-class wine production stopping at two different internationally renowned and acclaimed wineries along the way. Welcomed by the estate staff they will be able to explore the cellars lined with precious blends, and learn about wine production in general and about the two wineries' different approaches and techniques.





WINE LAB MAKING ACTIVITY

In our wine team building activity wine is the special key to play together, improving team spirit and bonding.

Our expert wine professionals will introduce the guests to the great world of Tuscan or Italian wine, explaining the basics of tasting and lead the participants, divided into teams, to test their sensory abilities, sharing sensations and comments.

Our signature Wine Lab is a really special offsite activity available all year round (and wonderful in harvest season!) at our wine resort in Impruneta.

Led by the charismatic Arno sommelier the group will understand how blending different kinds of pure wines results in a variety of combinations acidity and aromas, and then enjoy the uniquely thrilling experience a real hands-on experience: create their very own personal wine!

Entertaining and enlightening our VIP wine making experience allows them to get a real insider's view of wine and learn the tricks of the trade from a pro in the enchanting premises of an outstanding Tuscan winery.

The activity continues with a complete wine tasting experience, a visit to the cellar, where the wine-making process will continue and, on request, lunch or dinner directly in the barrel.

The winery team challenge encourages creativity, cooperation, experimentation, and team collaboration in a whole new, unique way. The only qualifying criteria being interest and curiosity about wines.





WINE TOUR

Let Arno organize your company wine outing and team building!
A walk in the vineyard, wine tasting at a winery or in another iconic Tuscan spot...

We also organize small conferences/wine tasting which include tales on the local wine history, beliefs and legends accompanied by a tasting of emblematic Tuscan wines.

This can be offered in the Chianti, Montalcino area or Bolgheri.

Our wine experiences are perfect for all events, from incentives to team building: being together, sharing good times eating and drinking, visiting wineries and living nature, enjoying healthy competition with team spirit, enthusiasm and engagement, stimulate and encourage company togetherness and strengthen loyalty.

Allow your participants to explore the marvelous realm of wine in its very kingdom, learn about the history, the peculiar characteristics, the different tastes and aromas.

We generally recommend visit to two wineries where, led by Arno sommelier, guests will experience the thrill of exploring the cellars lined with precious blends (both wineries are internationally renowned and acclaimed), learning about wine production in general and about the two different approaches and techniques, and savoring the very best of the estate blends of course!





TUSCANY AND FERRARI

Arno offers Ferrari-focused incentive ideas in Tuscany since 2008.

We have the know-how to provide highly motivational and gratifying experiences, and offer top-quality service guaranteeing a blend of passion and emotion and the long-lasting satisfaction of top managers and important customers.

Flawless logistics and the latest supercars make a Ferrari Experience the ideal incentive event for companies in search of a wonderful top car experience.

Offering departures from Florence or other areas of Tuscany, specialized Arno staff assisting and escorting guests during the supercar tour to ensure full safety, continued radio-connection of all cars throughout the journey, we are able to organize and perfectly manage top-notch Ferrari excursions on public roads, facilitating the voyage and working with the local police where needed.

And the Ferrari experience is not the only one, we also provide other supercar brands like Maserati, Lamborghini and more, plan daily events at the racetrack to learn and race on official championship race cars. In this case the day is divided into theory lessons and practice lessons in the morning, and the afternoon is when the real fun adventure starts, with time qualified team race sessions on track. The racetrack distance is remarkable, but the main feature is that the single pilots gained excellent driving experience and security also showing the difference in the timing from morning to afternoon. A unique experience!





TUSCANY SAFARI

Why not experience Tuscany in a more adventurous and unique way... An exciting ride on a fourwheeler through the most beautiful vineyards hidden corners of the Chianti wine region.

A professional driver at the wheel will take guests off the beaten path to places they never imagined. Our signature Tuscany Safari allows participants to explore the beautiful Tuscany hilltop villages, winding roads, medieval alleys, rolling hills studded with cypress trees, streets and picturesque forgotten properties all in a radical off-road style without losing time. Stop at the best photo spots at the right time to take pictures. Including fascinating photo stops and a pleasant break at a local vineyard the experience offers guests the chance to immerse themselves in the spectacular natural surroundings and admire the stunning scenery. During the day they will breathe in the country scents and touch the soft grape leaves while walking down the grapevine aisles and taste excellent wines paired with an authentic Tuscan lunch.

A splendid activity recommended to all corporate groups.





MEDIEVAL PARTY IN A CASTLE

Arno offers incredible opportunities for a Medieval party in Castle just outside the city of Florence.

A fabulous event which will allow guests to travel in time, back to the majestic spirit of the Middle Ages, welcoming the lords of the palace, listening to the man of motley's stories, enjoying a historical feast and taking part in amusing games and dances.

The celebration begins with the arrival of a group of guests which is welcomed and invited to the castle. On the way, guests meet medieval monks, beggars and earnest knights, who lead the guests into the grand castle with great hospitality.

With medieval music playing in the background, visitors are welcomed by the dancing fire-eaters into a spacious courtyard. The great lords of the castle greet all guests and suggest them to explore the historical monument of architecture.

The courtyard is steeped in a theatrical atmosphere, where food is being prepared and various artisans demonstrate their skills: hammer smith, potter, candle molder, coin minter, herbalist, and many others. Visitors are invited to participate in the craftsmen activities and sample medieval drinks and cuisine. After refreshments, guests are encouraged to take part in historical games, such as learning the basic archery skills, and much more – which is the active part of the program.

We can customize this dinner event in many ways, with drums, trumpets, an exhibition by the Florentine flag-wavers, artists and incredible costumes.





TOYOTA



PROUD OF OUR WORK



Arno and Florencetown is a young growing network but at the same time a strong and consolidated company based in Florence. They are able to guarantee creativity, dedication and genuine enthusiasm for each and every project they undertake. The staff is very experienced & enthusiastic multilingual trained to design tailor made solutions and to manage any aspect of the events and experiences they propose to their clients. We are indeed more than honored to have Arno and Florencetown as one of our members



ELISABETTA NERI
Co Owner - Nebe - Meet the Best

I have known Urbano and Luca for years and am very impressed by their professional growth. To me, as to many, they epitomize in the world of travel the essence and spirit of Florence. That's why I apply to Arno and Florencetown for Nebe's events when in the city of the lily.



ELEONORA ODORINO
Deputy Director - Destination Florence
Convention & Visitors Bureau

EXPERTS



ILARIA DA FRASSINI
General Manager - Firenze Fiera

In my working career I have rarely met visionary, professional and competent people like the Arno and Florencetown team. They have the merit of having changed their industry by proposing for the first time a very high quality product that is difficult to imitate for all their competition. Our customers are always enthusiastic about their experiences proposals and for our hotel company Arno and Florencetown represent a primary partner for the excellence



GIANCARLO CARNIANI
General Manager To Florence, Founder Buy
Tourism Online

The corporate event industry is definitely on the rise and meeting this increasing request means being able to deliver high standard services that enhance our venues' uniqueness. To do so we choose highly experienced top-class suppliers and partners, such as Arno and Florencetown. A corporate event held in one of our venues offers an unrivalled and exclusive experience in the heart of Florence!



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