



Scent Of Italy

LOMBARDY EDITION

Let Italian Style make its way inside you
The first Italian style based travel trip



ICONIC

Live deep and transformative experiences focused on aspects of the Italian lifestyle that have made it an icon of style and elegance throughout the world. The emotions, connections and awareness that these experiences will generate will spontaneously stimulate in you more rewarding, sustainable and functional attitudes and habits

EXCLUSIVE

Selection, organization, guidance and accompaniment, all in the hands of a single person, your sole point of contact, a new certified expert in all aspects of Italian style (fashion, food and wine, local culture and art) created specifically to let you live in-depth experiences unforgettable: Italian lifestyle Coach. He is a guide, a coach, a teacher, a consultant and a friend

SUITABLE & SUSTAINABLE

This is a journey in which all the different faces of the Italian lifestyle are deeply experienced. But each of its characteristics can be personalized by adapting it to your preferences, always with an eye on sustainability, a fundamental value for me. All experiences are delivered by maximizing local resources and minimizing environmental impact

MY EVOLUTION

By Davide Lupi

I can see long queues of tourists waiting to take a selfie with Botticelli's without understanding nothing about what they are doing. At the same time great masterpieces remain hidden and ignored. This is not the real Italy, this is a caricature. My mission is to revolutionize this preconstituted order and let people that come in Italy, discover the authentic Italian lifestyle and get home feeling more aware and enriched....for ever.





Welcome Day



FOCUS

Arriving at Malpensa airport (recommended) in just twenty minutes you will be transported to a magical place: an Art Nouveau-Renaissance villa from the 1500s that stands on the banks of a private lake. Here time really seems to have stopped



EXCLUSIVE

You will be welcomed at the airport and taken to the villa via private transfer by your personal Italian Lifestyle Coach who will introduce you to the staff who will take care of you and give you access to exclusive places inside that are not normally accessible. Dinner will be a surprise dedicated only to my guests



MORE

It depends on your flight time but if you have time this is a place full of resources. You can walk along the lake shore enjoying the flora and fauna or sip a glass of prosecco in the splendid gardens of the villa which inside has a wellness center of rare beauty for a total Italian in authentic Italian style

THE EXPERIENCE

This is the first day in Italy together, it is a special day and as such it must be celebrated. After a short journey you will find yourself in a wonderful place: a 1500s villa that belonged to the Lupi di Morbegno family. Enjoy every room of this dream place: the tea room, the reading room, the library, the music room and many others all maintained as if time had stopped. A wonderful garden overlooking a private lake and an internal wellness center are also at your disposal. The dinner, inside the ancient stables of the estate, is a surprise and will be told directly by the chef... and if the language is too technical, don't worry because your Italian lifestyle coach will be by your side



Day 1



FOCUS

Today our main focus is food and wine. In the ancient dining room of the vineyard you will learn to taste with class and elegance the iconic products of Italy in the world: olive oil, wine, cheese and coffee. You will learn the basics right away in order to make your culinary experiences in Italy more exciting and meaningful: you will be able to grasp the profound meaning, like an Italian, perhaps more.

EXCLUSIVE

Your dedicated Italian lifestyle Coach for the first time to a non-Italian audience will teach you the secrets of tasting so that you will learn not only to appreciate but also recognize the quality of the raw material so that you will treasure it even when you are returned home. The wines, cheeses and olive oil used in the tastings are all top quality products from local producers that you won't find anywhere else.

MORE

The area surrounding the villa is rich in history and uncontaminated nature. If you prefer, it is possible to organize walks and visits to small medieval villages. Furthermore, the villa is available with all its services including wellness centre, garden with private lake and lounge bar.

THE EXPERIENCE

after waking up like a duke in a wonderful Renaissance suite and having breakfast with cappuccino and strictly homemade cake, your Italian Lifestyle Coach will take care of you. Being a master cheese taster and sommelier of olive oil and wine, he will teach you how to taste these delicacies with three separate sessions: one dedicated to cheese in an elegant room of the villa, one to wine directly in the hydromassage tub of the wellness center and one with olive oil at a location set up on the lake shore. In the meanwhile you will have fun because the lessons are all dynamic and highly interactive. In the evening we will move to Palazzo Quaranta, an eighteenth-century palace that overlooks in a Gonzaga square in Isola Dovarese town near Mantova.



Day 2

The secret of Antonio Stradivari



FOCUS

Today the main focus is the artisanal talent of Antonio Stradivari, the greatest lither in the world, and the inimitable music played by the violins he produced that are Unesco world heritage of humanity. You will be surrounded by the artistic beauties of Cremona and you will taste the culinary products for which this city is famous in Italy and around the world: homemade pasta, mustard, Valpadana provolone and of course nougat!

EXCLUSIVE

your dedicated Italian lifestyle coach will reveal the secrets of Stradivari to you through a team made up of a luthier, a violinist and a music expert. You will be allowed to enter the treasure chest and admire live the most precious violins in the world and a master violinist will play an original Stradivarius violin exclusively for us right in the house where Antonio created his masterpieces

MORE

Cremona is rich in history and treasures. The Diocesan Museum houses masterpieces by Caravaggio and other artefacts that have made the history of Christianity. You can also admire The Torrazzo, the tallest bell tower with the largest clock in the world. You will be able to enter its bowels to see its functioning and mechanisms up close and visit the "Museum of Time" housed within it

THE EXPERIENCE

In Cremona we will go in search of Stradivari's secret. We will search among the alleys and churches of Cremona for the only painting that portrays the true face of the maestro. We will then be welcomed into the violin museum where in a very interactive way we will learn everything about it. Here we will enter the Treasure Chest that houses the most precious violins in the world. Subsequently in the house where Stradivari created his masterpieces a master luthier will show us how a masterpiece can be born from an idea. Here, exclusively for us, a Maestro will perform playing one of the very rare original Stradivarius and will tell us about his emotions while doing so: never mind if you are not a music expert, this is a unique and incredible experience



Day 3

Italian longevity secrets



FOCUS

Today the focus is both on food and wine and on the principles of a healthy and long-lived life. You will learn how to cultivate the vegetable garden and how to cook the fruits of the earth in a tasty and healthy way and how to accompany them with prestigious wines and delicious cured meats

EXCLUSIVE

This experience is totally exclusive because it takes place in my grandmother's house which, after her death, my parents decided to keep completely intact to honor her memory. It will be my mother, who lived her childhood and youth here, who will tell the secrets and teach us the original recipes that made grandmother Giulia famous throughout the area. Furthermore, the house hosts a vintage market whose entrance is reserved only for my guests

MORE

The house that will welcome us as guests today is a real country house still furnished with furniture and furnishings from the early twentieth century. If you are curious, there are hundreds of objects stored here that have a story to tell. You can also chat with neighbors and visit the adjacent farmhouse. Furthermore, if you love speed, not far away in a car/motorcycle circuit you can experience the thrills of high speed

THE EXPERIENCE

Today we will discover the secrets of the longevity of Italians by discovering the methods of a healthy life as exclusive guests of a house immersed in the countryside with its kitchen, its courtyard and the vegetable garden. You will learn how to grow vegetables directly from the farmer and how to make them delicious by preparing a prosecco-based aperitif. Today you will also get your hands dirty with a cooking masterclass dedicated to homemade pasta and tiramisu!

Furthermore, in the cool of a medieval underground cellar we will taste fine wines narrated by a sommelier and accompanied by local cheeses and cured meats presented directly by their producers





FOCUS

Today you will experience firsthand, from an unexpected perspective, the art and history of the Italian Renaissance, its masterpieces and the beauty that characterized it and that inspired artists of all subsequent eras. Villas, theatres, ducal palaces and cathedrals will be your privileged stage.

EXCLUSIVE

With the help of a costume and make-up artist you will wear precious Renaissance period clothes and impersonate a noble guest of the Lady with an Ermine at Villa Medici del Vascello. You will live like a Renaissance Duke among banquets, minstrels and court magicians. It is another exclusive Catch Italy experience

MORE

If you are a fan of vintage markets, one of the most beautiful markets in Italy is held every week in Sabbioneta. With Catch Italy you have the opportunity to visit it with an expert who will teach you how to evaluate the objects of your interest and negotiate the price with the trader. It is certainly possible to plan an extra day and visit the beauties of Mantua, Palazzo Te' and Piazza delle Erbe and possibly the small wonderful villages overlooking the Mincio

THE EXPERIENCE

Let's start the day visiting with an expert guide at your service, Sabbioneta, the best preserved Renaissance town in the world, a UNESCO heritage site. You will also enter the workshop of a painter who will tell us about his passion for his art and the phases of his creative process. Thanks to a professional costume designer, you will step into the shoes of a Duke! You will be a guest of the Lady with an Ermine, portrayed by the famous Leonardo da Vinci, at a perfectly preserved Renaissance estate where you will dedicate yourself to banquets, games and riddles with the court minstrel and you will pose for unforgettable photos like the great Kings who made history of the Renaissance



May 5

Franciacorta "Odi et Amo"



FOCUS

Today we will talk about love and wine, a perfect combination that the ancient Romans already knew.

We will immerse ourselves in the nature of Lake Garda and cross the vineyards from which the famous Prosecco get light



EXCLUSIVE

A private motorboat cruise on Lake Garda awaits you. Enlivened by the sweet sound of a saxophone and lulled by the waves, your guide in Sirmione will be him: Catullus, the Roman poet of love who in his noble tunic will recite his most famous poems for you and guide you through the beauties of Sirmione



MORE

Lake Garda and the Franciacorta lands are rich in food and wine and naturalistic treasures. It is possible to plan visits to the oil mill where one of the most prestigious olive oils in the world is produced or to try your hand at walks or bike rides surrounded by breathtaking views

THE EXPERIENCE

The gentle sound of a saxophone played on a motorboat with which you will sail the waters of Sirmione, will evoke the presence of Catullus, the great Roman poet who will present himself to you in the flesh. He will show you the Villa in which he wrote his famous poems which he will recite for you. He will be your guide along the alleys of Sirmione where you can admire the boutiques, the famous castle on the water and the renowned beaches.

We will then go to a vineyard of a local producer who will tell you his story, his wine and will host you in his home where a professional chef will cook local delicacies



Day 6

Iconic Milano



FOCUS

Today we will focus on those aspects of local life that make Italy and Italians famous in the world including the famous Milanese aperitifs in the Navigli area, the classy restaurants, the walks in the Galleria Vittorio Emanuele and the style of the Fashion Quadrilatero

EXCLUSIVE

Together with your Italian Lifestyle Coach you will discover the trendiest places in Milan where you can also meet and speak to the owners. We will have the classic Milanese aperitif at the Arco della Pace with my friends who will welcome you as one of their own and will explain the customs and habits of this which is almost a sacred rite for the Milanese. You will have a dedicated personal shopper who, interpreting your tastes, will advise you during your purchases in the city of fashion

MORE

If you are a racing and Formula 1 fan you can experience the thrills of speed on the iconic Monza circuit. If, however, opera, ballet or classical music are your passions, we will rent a tuxedo and an elegant evening dress and the gallery of the Teatro della Scala will give you unmissable emotions

THE EXPERIENCE

Having been born and raised in Milan, today I will make you experience the capital of fashion and social life as a true Milanese. We will visit Leonardo's masterpiece "The Last Supper" revealing the enigmas it hides. We will visit the famous Duomo built only with precious Carrara marble, its terraces and the Vittorio Emanuele Gallery, a design masterpiece. Together with a personal shopper we will enter the famous "Fashion Quadrilatero" where the most prestigious world fashion houses have their headquarters. Finally, we will immerse ourselves in the Milanese nightlife of the Navigli together with my friends who will take you to the trendiest clubs and you can choose your favorite... remember not to set the alarm for the next day!



Day 7



FOCUS

Today the focus is fashion and the way in which Italians, and from today you too, dress and express their style through their image



EXCLUSIVE

Only for my friends and guests one of the most prestigious Fashion Academies, located in a splendid historic building in the center of Milan, will open its doors and reveal its secrets. You will discover all the phases of the creative process of a dress or accessory with an image consultant, a stylist and a tailor dedicated to you! As evening falls, you will witness a private fashion show of young, emerging designers



MORE

As a Milanese I tell you that Milan offers countless possibilities. With a few additional days it is possible to admire the famous Pinacoteca di Brera, the Sforzesco Castle, an aperitif in a beautiful vineyard just outside the city, a picnic on a flowery meadow and a dinner at the home of a truly authentic Milanese family... and much more!

THE EXPERIENCE

I will let you discover my Milan from inside its beating heart: fashion.

With the help of an image consultant we will study your characteristics and you will learn the colours, shapes and fabrics that best match your shape and personality. Subsequently, a stylist with the help of his tailor will explain his creative process to you and, if you want, he will create for you your new and exclusive Italian dress. The event will end with a private fashion show of young emerging designers. Obviously before going to sleep we will enter a wonderful place from where we will have dinner looking down on all of Milan at our feet

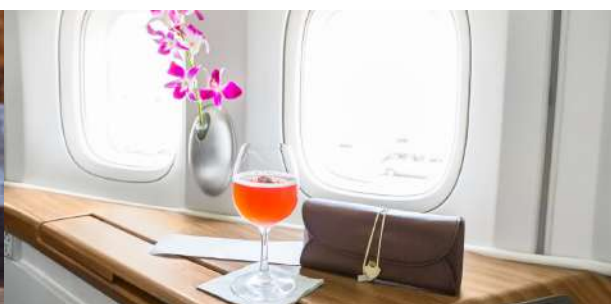


Day 8



FOCUS

Today high mountain nature and human engineering genius will be our focus. Food and wine will also be the protagonist with exclusive products resulting from great work, research and tradition



EXCLUSIVE

Just for you, your Italian lifestyle coach will take you to the world of high mountain products, comfortably seated in first class on the Bernina express, a train rich in history and tradition. You will also be able to enjoy the breathtaking panorama of the Valtellina mountains immersed in the hot water of the old thermal baths of Bormio, the most beautiful in Italy



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If you want to dedicate more time to this wonderful land, Valtellina has to offer you unforgettable walks and cycling routes as well as a vast choice of local artisans who open the doors of their workshops especially for us

THE EXPERIENCE

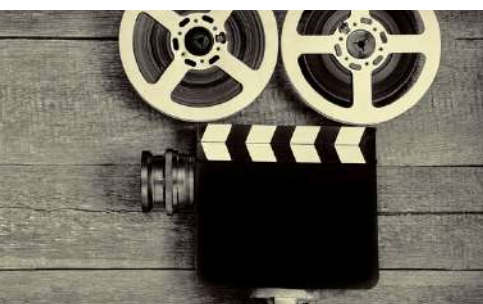
Even today, one of the UNESCO world heritage sites will be the protagonist of our experience. Sitting in first class on the historic Bernina train, your Italian lifestyle coach will guide you through the food and wine excellences of the high mountains while you admire breathtaking mountain landscapes from the window.

After having lunch in a panoramic restaurant at 2000 meters above sea level we will head towards Bormio and its Bagni Vecchi where, while sipping a glass of excellent local wine, you can immerse yourself in the hot water of an outdoor natural tub and enjoy wonderful relaxation never experienced before



Day 9

Lake of Como Movie experiences



FOCUS

Cinema and the beauties of Lake Como are the absolute protagonist: small timeless villages, majestic villas and gardens, artisanal products unique in the world, all seen from the perspective of the world's great film directors



EXCLUSIVE

An innovative land and lake route, designed especially for you in which you will experience Lake Como through the stories and curiosities of the great film directors who found inspiration here for their art and the ideal environment to express it



MORE

Como is the city of silk, some of the most prestigious textile companies in the world have their headquarters here and are happy to open their doors. Furthermore, in Como you will find the most prestigious and exciting stage for your moments of love

THE EXPERIENCE

A day in one of the most magical places in the world following in the indelible footsteps of great cinematographic masterpieces that have made Como and its lake famous throughout the world. With a private motorboat you will admire the shores of this splendid lake and some hidden places that cannot be reached by land. You will visit medieval villages where everything is still intact and iconic villas of breathtaking beauty with gardens that are authentic natural paradises



Good by Day



*from today Italy has a new Certifivorted
Ambassador to the world: it's you!*

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