

ITALY B.A.O.

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LuxuryTravelGuide
EUROPE

italy

BY APPOINTMENT ONLY



Italy - a very small and diverse country, with a very long history and exquisite culture - is the perfect setting to experience the best of life. Italy B.A.O. was created to celebrate and share a love for the art, culture, food, wine, fashion, design and the unique essence of Italy.

Through continuous research and scouting along with the use of an extensive network of connections, Italy B.A.O offers an exclusive service for discerning travellers seeking their own share of original Italian luxury. They open the doors on classic Italy with a distinct twist and invite you on a whirlwind adventure crafted through personal and professional experience. Uncover Italy's best kept secrets and experience a side of the country enjoyed only by the elite.

FAST MOTION

DRIVE RACING CARS ON PRIVATIZED CIRCUITS
AND ACROSS THE COUNTRYSIDE



Italy is the cradle of some of the best motors in the world: Ferrari, Maserati, Lamborghini, Pagani and Ducati – just to name a few. B.A.O have defined relations with private collections and the factories these machines are assembled in, allowing you an unprecedented understanding of the craftsmanship that forges these powerful engines.

While some companies will let you look but not touch, B.A.O will go that step further by allowing you to follow in the footsteps of your favourite driver. Whether you want to emulate Michael Schumacher who raced his way to five Formula One World Championships to the tune of the passionate support of the Italian Tifosi during his tenure at Ferrari, or drop down to two wheels and replicate the triumphs of the speed demon that is Valentino Rossi – B.A.O offer private F1 circuit excursions with your choice from a vast selection of luxury cars and assistance courtesy of a professional pilot.

Alternatively, Italy B.A.O can introduce a world of glamour and speed with their vintage car options. Take this opportunity to let your hair down on that thrilling stretch of road, overlooking the most picturesque backdrops known to mankind. From the moment you clasp your eyes on the beautiful, sleek designs to the very first time experiencing the vibrations which resonate from the incredible roar of the engine; it will become apparent that this is a country which takes its cars and motorbikes seriously.

B.A.O EXPERT : Enrico Rondinelli is an industrial designer for race cars and loves pushing the limits as a professional race pilot. He is very young, very talented and eager to share his passion for speed and cars. He lives in Italy, and when he's not out on the track, he writes as a sports journalist.

Vintage cars: <http://vimeo.com/50521067>

F1 Circuit: <http://vimeo.com/50521065>



POWDER

DO NOT QUEUE ON PUBLIC SLOPES.
BE FREE TO REACH YOUR OWN.



For all its Mediterranean sun it can sometimes slip the mind that Italy is in fact a glorious winter sports destination. However, as the host of the Winter Olympic Games in 2006, its credentials are unparalleled. Its high-altitude ski resorts promise excellent conditions along with a typically stylish atmosphere.

From the Alps and Dolomites of northern Italy to Mt. Etna in Sicily, a skiing or snowboarding holiday in Italy has it all – an exciting range of slopes, a phenomenal level of world-class facilities, a relaxed and laid back vibe, fantastic food and drinks and some of the best après-ski in Europe.

B.A.O recommends bespoke ski services, utilising the service of professional instructors, alpine guides, ex-championship participants and helicopter pilots. These experts will guide you on the nation's best runways; providing proper logistic, backcountry and heli-skiing facilities along with the option of partaking in other outdoor activities such as ice driving and dog sledding.

After a day on the slopes, complete your experience with a taste of leisure and pampering at the most popular cafes, restaurants and après-ski bars and clubs, as well as bespoke shopping. In case you fancy some social glamour during particular events, B.A.O may also help with acquiring tickets and access passes.

SKI EXPERT : Luca Barletta is a full mountain outdoorsman; from the snow, to the rocks to the ice, Luca is a professional in skiing, freeriding, alpinism, ice climbing and Nordic walking. He has a great passion for the analysis of the product and technical study of every detail concerning winter sports, and is currently requested as a ski equipment product tester. He divides his time between Italy and Switzerland.

<http://vimeo.com/66233119>





SAVOUR COUNTRYSIDE AND FOOD EXCELLENCE
AT YOUR OWN PACE



WE MAY OPEN FOR YOU PRIVATE WINE CELLARS,
AND HOST YOU IN NOBLE VILLAS AND CASTLES



Italy is the birth place of the Slow Food Philosophy – a movement that bestows particular attention to genuine food, traditional processing and monitoring small local producers’ adherence to custom.

Food is very much a part of the fabric of Italian society and belongs in their history and culture just as much as Leonardo da Vinci and Michelangelo. Italian cuisine is as diverse as it is delicious and it is a definition of who they are and what they are all about as a people. The country is made up of 20 regions; each with distinct characteristics. Every town and village throughout Italy create the same popular national dishes in a vastly different way to one-another, along with offering their own range of specialty dishes.

With more than 300 Michelin Star restaurants within its borders, Italy is only surpassed in terms of numbers by France and Japan. But beside the Michelin-Star restaurants, B.A.O can introduce genuine and charming food experiences, far from the tourist-heavy crowds.

Once you have sampled the championed cuisine of Italy, take the opportunity to learn about the exquisite palate of Italian wine. B.A.O have developed strong personal relations with wineries across the country – most belonging to aristocratic families. In those areas, B.A.O offer hospitality in the very estate, or in private mansions, castles and villas – surrounded by the picturesque vineyards that provide the wine.

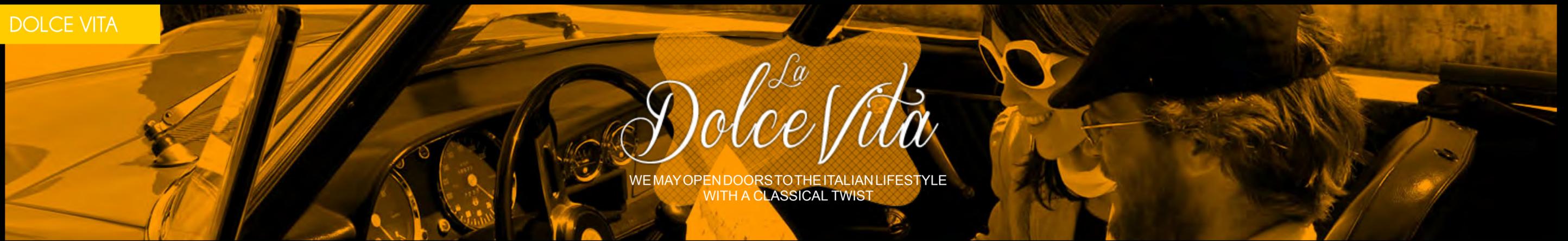


FOOD EXPERTS: Marco Giusti’s current experience includes founding and running local food experiences and catering business with his Italian partner, Claudio Bernardoni. Their cooking programs are unique in that they do not just merely offer a cursory overview of a given Italian region’s most popular dishes, but instead also incorporate lesser-known ones that nonetheless fully belong to its culinary traditions. Marco’s upcoming publication – What’s Cooking in Lucca – is a book on Lucca’s culinary heritage.

Andrea Oschetti is the agent for Italy B.A.O in Hong Kong. He left the corporate world five years ago to follow his passion for Italian cuisine and travel. As a private chef, Andrea creates unforgettable dinner parties at his loft and at his clients’ homes – consistently reviewed as one of the ultimate dining experiences in Hong Kong. While sharing the pleasures of the best Italian home cooking tradition, he has also been championing the concept of bespoke travelling to transform tourism into a life enhancing journey.

Slow Travel: <http://vimeo.com/50521068>
Venice: <http://vimeo.com/50519948>
Apulia: <http://vimeo.com/63979752>

Vineyards with a view: <http://vimeo.com/50521070>
Italian Gourmet: <http://vimeo.com/71409666>



Italy is known for its art, culture, architecture and beautiful landscape. But what truly distinguishes the Italian way of life is the “otium” attitude, “il dolce far niente” which literally means ‘it is sweet doing nothing’.

It is little wonder that the Italians possess a laissez-faire attitude given the fact the country is surrounded by stunning azure waters, consists of picturesque mountain backdrops and boasts beautiful countryside complete with ample rolling hills which all beg to be basked in. Add into the mix the incredible architecture and monuments painstakingly crafted by the masters of the Renaissance era and you have perfection personified; so why attempt to better what cannot be outdone?

They’ve mastered this laidback attitude and carry it off with a refined class. B.A.O offer services to those new to the country and returning visitors, who wish to unwind and enjoy the greater picture by looking beyond simply sightseeing. What they offer is the chance to share their way of life at its best and most relaxed, making good use of their personal contacts and local knowledge to provide a true Italian experience. That is the very cornerstone of their operations which represents their uniqueness.

LIFESTYLE EXPERT : Jacopo Marcello belongs to the noble family of Marcello, and is a Member of the Board at the Venetian Villas Owners Association. Jacopo is a passionate and experienced sailor, a keen climber, a brilliant jazz pianist and a cultured wine lover.

Dolce Vita:

<http://vimeo.com/50518643>

Ca' Marcello - A Palladian Villa:

<https://vimeo.com/50517832>

A Day in Venice (Part 1):

<https://vimeo.com/75833223>

A Day in Venice (Part 2):

<https://vimeo.com/75835288>





ISLANDS

EXPLORE ITALIAN ISLANDS SAILING AND YACHTING
AND TASTE THEIR FLAVOURS AND COLORFUL TRADITIONS

You may be surprised to know that Italy boasts of 458 islands, making up a total coastline of 7458 kilometres. In the middle of the Mediterranean Sea, with a peninsula that is touched by four seas, the Italian islands are the perfect setting for a sailing or yachting experience.

All around Italy, the coastlines are almost tailor-made to fit the envious lifestyle of its residents. Enjoy the natural wonderland of pine forests, pristine white beaches and tranquil fishing villages where time has long stood still. Meander through charming harbours and enjoy an Italian coffee in quaint village cafes before following the path down narrow medieval streets and tiny alleyways lined with beautiful pastel houses.



For the slightly more restless or pro-active traveller, take to the azure waters on a fishing boat where you can quite literally catch your dinner. Some of the highlighted finds include calamari, redfish and anchovies.

B.A.O can provide you with a myriad of possibilities from exploring desert coastlines, to lounging in the glamorous and fashionable haunts favoured by celebrities in Portofino or Sardinia Island. B.A.O relies on only the very best vessel and boat manufacturers in order to have the best contacts and widest range of options.

SAILING EXPERT : Marco Santoro spent his youth skip sailing boasts until he became Captain of the historical vessel, the Ocean Glory. He is B.A.O's expert on anything related to the sea - and no harbour is unknown to him. Marco applies his extensive experience and broad network of connections to find the right vessel and the right captain for Italy B.A.O's guests.

Italy B.A.O is run by experienced and accomplished travellers with an insatiable passion for Italy and all it has to offer. Their products are characterised by a thorough knowledge of each destination.

Their approach is simple: forging a direct relationship is an essential component to provide the human touch necessary to tailor the travel experience. They offer a discreet and resourceful service, familiar with different international standards and enjoy taking the time to design the proper getaway according to their guest's personal specifications. They can provide solutions for requirements of both business and leisure travel, and they operate with a distinct style; they welcome each customer as a guest of honour and during travel they guarantee visibility and availability 24 hours a day, seven days a week.

The first itinerary will be designed according to a customer's initial requirements. If further details emerge, these too will be fully considered in order to determine the exact experience a customer is looking for. The final product will include all of the defined details, whilst still leaving room for flexibility in order to guarantee absolute satisfaction. Italy B.A.O pride themselves on offering complete price transparency. Every cost and fee will be detailed directly from property owners and service providers, whilst their services as a separate commission will be clearly listed.

Italy B.A.O was founded in 2012. Their headquarters are located in Veneto, but they also operate in Palazzo Barengi, in Tortona (AL, Piedmont) and have representatives in Hong Kong and Beijing. Founder Simone Sturla represents the very heart of Italy B.A.O project. An experienced traveller, his passion for photography and exploration led him to Africa, Asia and South America before he turned his attention on his own country. Having worked in the travel industry since 1999, he has developed a keen sense of attention to detail and off the beaten path interests and pleasures.



www.italybao.com



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