



BUY **WEDDING**[®]

NUMBER 1 - YEAR 2019 IN ITALY *magazine*

SCENARIOS, NEWS, EXPERIENCES ON DESTINATION WEDDING IN ITALY.



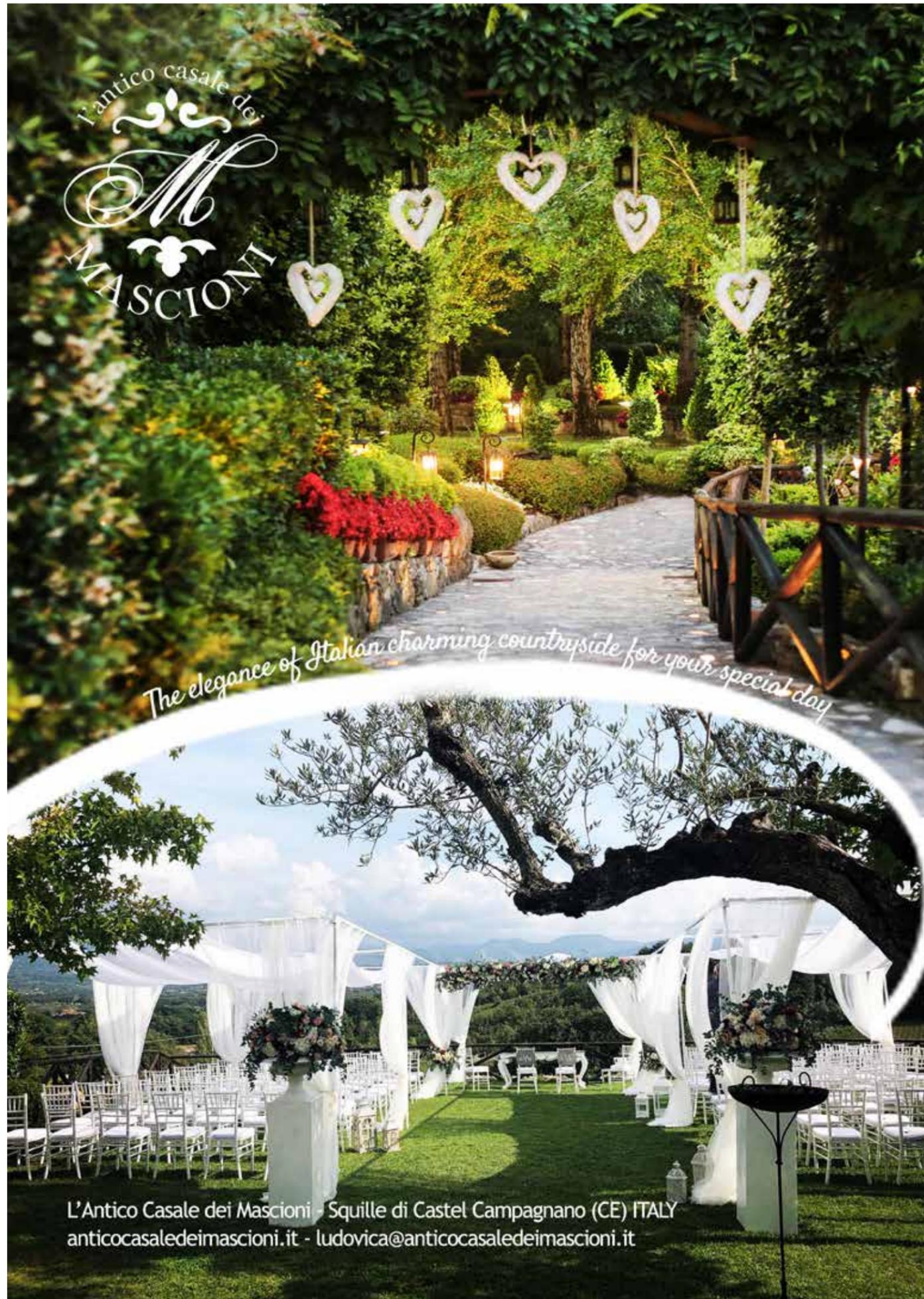


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It is with great satisfaction that I greet the first issue of Buy Wedding in Italy Magazine, a periodical that will accompany our readers in the fantastic world of Destination Wedding with news, curiosities, trends, economic data and technical and cultural insights.

Buy Wedding in Italy is now equipped with a prestigious, targeted and effective communication tool dedicated to the Destination Wedding International Business Community, operating in a constantly expanding market segment and composed of the most important International Wedding Planners, organization agencies, luxury consultants, specialized journalists and the most popular fashion bloggers as well as Italian companies active in this sector.

The Magazine is part of the wider Buy Wedding project, completing the structure that sees the important success of the workshop held in Bologna on 13, 14 November 2018 and a portal www.buyweddingitaly.it that offers the first digital B2B platform specialized in Destination Wedding in the world, the BMS - Business Matching Service – that allows thousands of contacts and meetings between more than 150 international buyers and over 100 selected Italian sellers.

With the wish that Buy Wedding in Italy Magazine will be a success in Italy and in the world, I will meet you in Bologna for the fifth edition of Buy Wedding in Italy.



Valerio Schönfeld

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IN ITALY

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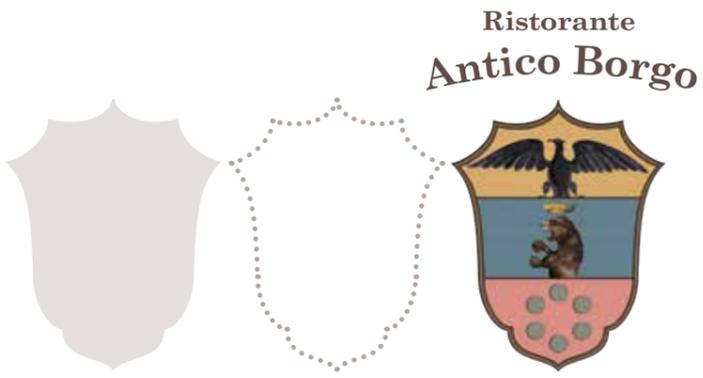


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BUY  WEDDING®
IN ITALY

EVERYONE IN THE WORLD KNOWS ITALY

By Bianca Trusiani
Technical Committee BWI President

*Bianca Trusiani tells it through
"Buy Wedding In Italy"*

I could make millions of examples so that everyone can sincerely believe in knowing Italy. And it is with this spirit that with Buy Wedding I went exploring for the most authentic Italy we could possibly find, made of sincere emotions, priceless landscapes. We have met with more than 700 companies, professionals, museum directors and archaeological sites, Made alliances with associations and institutions, in order to offer this excellence. With our road shows we have tried to provide the tools necessary for local entrepreneurs to qualify as special-



Amsterdam, BWI at Love & Marriage 2015



London, BWI at The National Wedding Show 2015

Edition 2015



Utrecht, BWI at Love & Marriage 2015



London, BWI at The National Wedding Show 2015

ized operators in destination wedding and gave the possibility to enter the international market. In these years we have continuously searched for the “secret” of the Italian Destination Wedding and we have identified the “key”. The secret is the knowledge of the territory, going in search of new locations and to renew traditions, which we are passionate about and pride ourselves in. We have opened inaccessible doors that years ago have given prestige to nobles and royalty as the Royal Palace of Caserta, built by the famous architect Vanvitelli in 1752, even today, it is the largest royal residence in the world.

Where it is possible to organize sumptuous events, with the glories of the past. We have identified experts who can help, with



B2B event at BolognaFiere tradeshow, October 2016



B2B event at BolognaFiere tradeshow, October 2016

Edition 2016



Moscow, BWI at Luxeurope Travel & Wedding Show November 2016



London, BWI at The National Wedding Show, September 2016



B2B event at BolognaFiere, October 2016



David Cheung Wedding Management Ass., China



Elisabeth Aisien Wedding Planner, Nigeria



Marcia Fasano Wedding Planner, Brazil



Rajanikanet Kumar Tour & Travel, India

SOME OF OUR 2016 BUYERS

Edition 2017



Press Conference 2017 at Enit head office in Rome

professionalism and honesty, the colleague foreign wedding planner to achieve the perfect wedding for their spouses. Looking for Italian excellence, the best known, but also giving spot light to the most hidden and sophisticated of excellence which Italy has to offer. Artists, professionals, managers, entrepreneurs, institutions, artisans, we have left nothing to chance, all this in order to provide the best Made in Italy which is available. We trained them, informed them, made them meet and especially prepared them to be able to enter this business. We focused on people by creating a real "team" composed of, trusted professionals, selected and which represent excellence. Every year the "big family of destination wedding" has an unmissable appointment: Buy Wedding in Italy, now in its 5th edition (November 2019). Hectic days, rich in meetings, information, updating: between international buyers, sellers and professionals. Authoritative people, each one represents the excellence of their sector, which, between hard work, opportunities, knowledge and fun, start or follow relationships that last over time.

During the Buy Wedding In Italy 2018, we wanted to make known the authentic, romantic Italy not that of noble literature, but that of our hospitality. The true, sincere, original and also a bit "snob". With pride I have seen this event grow, which year after year, has gained authoritativeness, we are looking forward to the increasingly rich and renewed Buy Wedding in Italy 2019. Bianca Trusiani, President of Buy Wedding in Italy Technical Committee, has devoted her life on the development of the tourism sector. Technical director of agency



Conference at Bologna Fiere tradeshow, October 2017



Road Show Tenuta Monacelle - Brindisi, March 2017



Road Show Reggio di Caserta, March 2017



Moscow, BWI at Luxeurope Travel & Wedding Show, November 2017



B2B event at Bologna Fiere, October 2017



Gala evening at Novotel Bologna, October 2017



Aarti Matoo e Gunjan Bansal WP, India



Abeki Carter Wedding Planner, USA



Simone Tostes Dias Wedding Planner, Brasil



Robert McKee Wedding Planner, USA

and tour operator manager, Vicepresident of the University of Management of Tourism Organizations UpOGT, consultant of public institutions, for the development of this environment and she is also an expert in European project planning. She has a three-year experience within the tourism industry at MAE (Italian Ministry of Foreign Affairs) Holder of the trademarks Wedding and Travel® – Italy Destination Wedding® – Wedding Made in Italy® she has been defined an expert by the Destination Wedding industry. Innovator of a new figure in the tourist reception field specifically dedicated to incoming marriages: the Wedding Travel Coordinator (WTC®) Professional Speaker and member of SKAL (International Association of Tourist Professionals). Wedding and Travel® – Italy Destination Wedding® Wedding Made in Italy®

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www.italydestinationwedding.it

Edition 2018



Press Conference 2018 at Enit head office in Rome

Some speakers who attended 2016, 2017, 2018 editions



Bianca Trusiani



Elisa Mocci



Vincenzo Zuccaro



Angelo Garini



Milena Santoro



Tiziana Piola



Federica Ambrosini



Veronica Tasciotti Amati



Simona Spinola



Monica Balli



Erika Gottardi



Carmelo Spina



Viola Tarantino



Alessandro Tortelli



Mauro Santinato



Marco Mason



Giancarlo Reverenna



Sonia Luongo



Joy Weston



Mirko Pallera



Road Show Palazzo della Meridiana - Genoa, May 2018



Road Show Vignamaggio - Florence, April 2018



Road Show Hotel Astoria - Verona, March 2018



Bologna, BWI at Borsa del Turismo, May 2018



BUY WEDDING IN ITALY,

a kaleidoscope of emotions for a winning business!

13-14 November 2018

By Bianca Trusiani

Pic By Marcella Fava Wedding Team
www.marcellafava.it

Now on its 4th edition, Buy wedding in Italy has become an unmissable appointment for professionals operating within the wedding world. The magnificent Bologna transformed itself into the ideal “living room” representing Italy in all its nuances: cultured and refined, but also proud of its peasant heritage rich of traditions... a perfect host. A program full of events to do business and make oneself known in an informal and pleasant setting was organised. Buyers from all over



the world, hosted by the organizers of the event, enjoyed a dedicated program and were welcomed and pampered by the management and staff of BWI.

They were received individually at the airport and brought immediately to the hotel in the center of the city, under the famous and characteristic arcades so that right from the beginning they were able to discover the beating heart of the city. The opening night “Welcome Italy, between fashion, art and culture” took place on November 12th at Palazzo Boncompagni.

Here, Pope Gregory XIII - known as Cardinal Ugo Boncompagni before his ascent to the papal throne - was born and lived in the family palace until his ascent to the papal throne on May 13, 1572. Frescoes, decorations, elegance, history. We breathed an air of noble Italian traditions. Hidden between the alleys of Bologna, Palazzo Boncompagni is located in the historic center, a few hundred meters from Piazza Maggiore and the two towers.

The private visit of the extraordinary “Hall of the Pope” destined to the papal hearings and, even today, a place reserved for a few, was a great emotion for everyone, enhanced by a fashion show of handcraft tailoring.

Surprises continued in the large Hall of Representation on the ground floor, known for its exceptional acoustics, where a string concert was held and enchanted the audience.

Dinner took place in the cloister and was organized by the historic restaurant “Franco Rossi”,



Roberta Torresan speaker e Bianca Trusiani CT President



Helena Steurbaut, buyer from Belgium



Fei Peng, buyer from China



Darryl Clarke, buyer from England



Alessandro Tortelli Tourism Research Centre Florence Director



Marco Lombardo Council Member for Productive Activities of Bologna

internationally known thanks to an unbeatable baggage of food and wine culture and the ability to guide customers of all nationalities in the choice of the most suitable menu.

Early on the following morning, work officially began at Palazzo Isolani, overlooking the splendid Piazza delle Sette Chiese, in the heart of Bologna and a few steps away from the famous Two Towers.

The major national and international delegates within the wedding industry met to give life to the 4th edition of “Buy Wedding in Italy”, the biggest appointment dedicated to Italian ‘destination wedding’ that obtained the patronage of the National Tourism Authority (ENIT).

The whole building was arranged to welcome the event. The eighteenth-century halls of the ground floor of the richly frescoed Palace, decorated with damask tapestries and furnished with paintings and furniture of the family, including portraits of the Isolani family and of the relatives of the famous king of Naples Gioacchino Murat, with whom the Isolani family were related from the early nineteenth century, have arranged to create the best setting for the B2B meetings.

The conference was held in the vaulted-ceiling basement. A continuous chatter in different languages. Highest-quality refreshment areas, but also food trucks with typical dishes. A dizzy tour in Italy and the world.

2,000 appointments between supply and demand. For the occasion, many operators from different sectors - from hotel industry to territorial marketing, to the institutions, to the various entrepreneurs and professionals - have gathered. The two days of the conferences with speakers representing the excellencies of their fields, ended with Q&A talk shows that raised many questions and there was a palpable feeling of harmony and satisfaction among the public. Magic happened on the evening of the 13th with the gala evening “The Art of welcoming, the eno-gastronomic excellencies and Italian design” an event perfectly organized by Tiziana Marra at Villa Ranuzzi Cospi, headquarter of the Accademia dei Notturmi.

This time the choice has fallen on a “country Villa”, a stately eighteenth-century mansion, built by the ancient Villa Ranuzzi Cospi, the centre of the intellectual worldliness of the time, located in the rural village of Bagnarola di Budrio in the Bolognese countryside.

The evening was framed by the elegant ladies outfits, good music and excellent wine all in the name of Made in Italy. The three-days event dedicated to destination wedding for international buyers, attending from the 5 continents with a strong presence from China, Russia and Great Britain continued on the evening of Wednesday 14th. A visit by foot in the streets of the city center, completed by a pleasant and informal dinner in a typical trattoria there traditional dishes like tagliatelle and cured meats were served, have marked in the best possible way the conclusion of the stay in Bologna for the professional guests of Buy Wedding in Italy 2018.

See you again in Bologna in 2019!



BIANCA TRUSIANI,

President of Buy Wedding in Italy Technical Committee, has devoted her life on the development of the tourism sector.

Technical director of agency and tour operator manager, Vicepresident of the University of Management of Tourism Organizations UpOGT, consultant of public institutions, for the development of this environment and she is also an expert in European project planning.

She has a three-year experience within the tourism industry at MAE (Italian Ministry of Foreign Affairs)

Holder of the trademarks Wedding and Travel® – Italy Destination Wedding® – Wedding Made in Italy® she has been defined an expert by the Destination Wedding industry.

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Professional Speaker and member of SKAL (International Association of Tourist Professionals).

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— Alessandra Caggiati —
wedding planner



www.florenceweddingonabudget.it



AN AUTHENTIC DESTINATION *Wedding in Tuscany*

By Sara Mazzei

1 70 Lebanese guests, in the hearth of Tuscany to Celebrate the wedding of a young couple from Beirut. Energy and authenticity were mixed together for a three-day non-stop party, something that only a Destination Wedding in Italy can give.

“I still remember when I met Diane & Elie, they were pure joy and energy. I immediately thought that, my company and I would have been the perfect agency to realize their dream. I understood from the beginning that they wanted something elegant, super-chic but mainly an event where guests could have fun.”

So we started with the venues selection in order to have the perfect scenario, and I had no doubts: Villa Medicea di Lilliano in Florence and Il Borro in the Tuscan Countryside would have been the best options due of their layout and charm. The first night theme was “Italian Market style” where food and music were the protagonists...a folk trio with guitar, mandolin and accordion, the pizza prepared in front of the guests, 400 meters of bulblights strings, more than 40 kg of Mozzarella & Burrata and hundreds

bottles of Franciacorta, an amazing night! Like the movie setting of "La Dolce Vita". We realized this thanks to my highly motivated and experienced team who prepared planning and 3D projects to support the idea. Being a design and production company we start from the project and we offer all the technical support to make it happen.

After this fantastic night the expectation for the Big Day was really high so you can imagine how much my team and I felt the pressure. But we did not have time to be stressed! A new scenario was waiting for us...transforming a garden into a big flower made with the tables and the dance floor.

Infinity Weddings is the design company for people who love eclectic weddings with art and creative contaminations. And this couple trusted us!

The day started with the romantic Orthodox ceremony in the Italian garden where the exchange of vows was so romantic. Then we proceed with a classic Italian "aperitif" with finger food and a vegetable buffet where the protagonist was the freshness of the Italian ingredients. The garden of Il Borro was an incredible frame for this moment...but nothing like the spectacular, amazing, terrific and unique setting that guests did not expect to find in the upper terrace.

The table layout like a flower was composed by the round dance floor in the center, wooden rectangular tables and round tables, 500 candles, 20 meters of cascading greenery and a special lights design. This layout was designed by me not only to offer something absolutely original but mainly to help the guests to have fun as Diane and Elie wanted. With this layout all the guests could be involved because they were at the same distance from the dance floor. The unplugged band from the south of France and a fantastic DJ from Beirut have made the difference, but it was not enough! We also wanted to design a special end...with sparkles at the first dance, 7 layers cake, cold fountains where the bride and groom passed through and magnum of Champagne.

This is what we like to do...creating a magical effect composed by event flow, contemporary design matching the historical venues style, entertainment and fun. We said goodbye to this fantastic group organizing a pool party with BBQ the day after where the protagonist was the big unicorn and a huge pink flamingo...because we need a little bit of craziness to be creative for the next Destination Wedding in Italy! We wait for you!





Infinity Weddings is a team of professional wedding planners who are able to design, produce and plan your exclusive destination weddings.

-

SARA MAZZEI (*founder and Chief*)

She loves to organize weddings all over Italy and particularly enjoys creating the setting and atmosphere that the bride has always dreamed of. She uses her extensive business and creative experiences to help create and source the ideal decor to suit the individual styles of the bride and groom. Her calmness and experience means each wedding is planned to perfection, allowing the Bride and Groom (and guests) to enjoy their special day. Customers recognize and admire just how smoothly the day runs.

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BUY WEDDING IN ITALY – BWI

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IN ITALY

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12-13-14 NOVEMBER 2019

Palazzo Isolani

Bologna - Italy

The Buy Wedding in Italy Multichannel B2B marketing platform

THE CONFERENCE

Two days of conferences and workshops dedicated to Destination Wedding, defined and coordinated by the Technical Committee of experts of the sector and chaired by Bianca Trusiani.



THE AGENDA

A space reserved to Italian sellers to meet foreign buyers; companies are given the opportunity of managing appointments with the guest buyers through a digital agenda for each of the two days.



BUY WEDDING IN ITALY MAGAZINE

The magazine, in English, is distributed in various BtoB and BtoC international fairs dedicated to the wedding and tourism industries.



NEWSLETTER

Organized by About Marketing, agency specialized in marketing services for the wedding sector through a tradeshow calendar, a web TV and package of web integrated services.



BMS on line

(Business Matching Service)
A digital tool to contact wedding planners and foreign tour operators, active all year long. The digital service enables companies, through a dedicated area, to present their activity to buyers (wedding planners or tour operators) enrolled in the service (over 130) through a dedicated sheet and to contact them directly in a swift and reserved way.



BWI is the only multichannel Italian platform that offers **B2B** marketing services dedicated to this sector and partners with Italian companies already active within this market and with companies who want to access it, offering an efficient tool that enables to:

Increment business by contacting and meeting selected international destination wedding planners

Understand market trends, international scenarios and economic data

Improve personal education through sessions of conferences on the best techniques to satisfy foreign customers

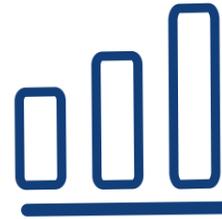
be up-to-date with the evolution of the demand

The **BWI** offer, to be effective, ought to be in line with the standards imposed by the sector, a need that translates into a continuous evolution of the services that compose its structure.

DEDICATED TO

THE OFFER	THE DEMAND
Italian Sellers <ul style="list-style-type: none"> ● Ho.Re.Ca ● Location ● Products and services for weddings and wedding tourism 	International Buyer <ul style="list-style-type: none"> ● Wedding planner ● Tour operator and travel agents ● Operators of the field

The results obtained by the last edition in November 2018 confirmed the end of the launching phase of the project, putting down the foundations for a new page of future development.



In 2018, in the areas dedicated to meetings between buyers and sellers, there were:

27

destination wedding planners and international tour operators

from 15 countries

SWITZERLAND IRELAND
 UNITED STATES MALTA CHINA
 BRAZIL KAZAKISTAN HOLLAND
 BULGARIA KUWAIT UNITED KINGDOM
 RUSSIA JAPAN GERMANY

VENETO SICILY TUSCANY LOMBARDY
 SARDINIA EMILIA ROMAGNA
 TRENTINO ALTO ADIGE
 MARC'HE OIZ'VI PIEDMONT ABRUZZO UMBRIA
 CALABRIA PUGLIA CAMPANIA

who met

72

companies from Ho.Re. Ca, Wedding Services and Locations from 15 ITALIAN REGIONS

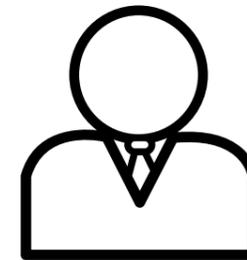
PROGRAMME BWI 2019

12-13-14 november

NOVELTY - WELCOME DAY



Extra day **Tuesday 12th November** in a prestigious downtown location, alternative to Palazzo Isolani, with special presentation sessions dedicated to the international buyers hosted in Bologna that will participating to the **BWI hospitality program 2019**.



CONFERENCE
Wednesday 13th and Thursday 14th November
 daily sessions

"ONE TO ONE AGENDA"
Wednesday 13th and Thursday 14th November
 daily meetings workshop

SPECIAL NIGHTS

WELCOME DINNER
Monday 11th November

MUSIC AND ENTERTAINMENT PARTY
Tuesday 12th November

GALA EVENING
Wednesday 13th November



The meeting formula has been that of the "one to one", managed through a digital agenda that enabled to conclude over

970 APPOINTMENTS EACH DAY

Technical Committee President: **Bianca Trusiani**
 Founder and Director: **Valerio Schönfeld**
 Project Management consultant: **Massimo Ambrogi**

Marketing and information: **Carla Matis**
 Marketing and information: **Chiara Scaglione**
 Graphic Design: **Francesco Magagnoli**




**FASHION,
LUXURY**
*and
millennials*

By Valeria Mangani

Fashion and luxury are not just a mere expression of the habit to consume high quality and high priced goods. They are a lifestyle choice and a behaviour that prioritises the purchase and/or the use of products and objects meant to honour one's body and home, seemingly unnecessary they're actually anything but. Over time the concept of luxury has changed and in fact it's not about exclusive products anymore, but it is about quality experiences; and it is exactly quality that differentiates the "made in Italy" from the rest of the world.

The biggest challenge for luxury companies in our Country is being able to combine the tradition and exclusivity of the product with innovative strategies and business models, with those aimed at responding to the changing needs of the consumer. It

Valeria Mangani was born in Johannesburg, South Africa. Considered one of the major experts and advisors on Made in Italy and the global luxury market, she holds international lectures dedicated to the "Italian Style". She took part in two governmental missions as representative of Italian Haute Couture. Countless articles and interviews, also in Chinese and Russian, portray her as an opinion leader of ethics and of Made in Italy. From 2009 to 2015 she was Vice-president of Altaroma SCPA. In 2017 she founded MADE IN ITALY LUXURY on Qatarina request, to develop the internationalization of artisan luxury brands of our made in Italy. As a consequence of her skilful competence, she was offered the Made in Italy pavilion at the Heya Arabian Fashion Exhibition held at the Convention Center in Doha.



is the luxury fashion branded “made in Italy” the kind of fashion the whole world loves. The list includes Gucci, Prada, Armani, Bottega Veneta, Bulgari, Fendi and Ferragamo and these brands collectively contribute with 28,9 billion dollars to the total brand value amount of the entire list. Tricolour luxury is also synonym of Ferrari, ranking 6th in the Top Ten. In the automotive sector Fiat ranks 21st and Pirelli 27th on the chart.

The world of luxury and fashion are undergoing radical changes with the coming of the digital revolution, because technology has made it possible the direct interaction between brands and consumers. The main protagonists of this revolutions are millennials (20-36 years old); consumers that have a different habit and approach towards technology. The more their spending capacity increases, the more they'll bring on change to the way brands do business. Nowadays even key players in the communication industry have changed: Social Networks, e-commerce websites, Bloggers, Super Models, “see now buy now”, a-gender fashion shows, the importance of customisation, co-branding strategies, brands as content creators and the multichannel challenge.



In order to be competitive on the luxury market, fast pace and innovation are essential. The same message has to be conveyed by the product, by the corporate communication, the store, the visual display, the packaging. A constant dialogue needs to be created with customers in order to understand their desires, engage them and offer them not only quality products, but also unique experiences. By taking advantage of the opportunities the digitalisation offers, every company must improve their omnichannel approach in order to accompany clients throughout the entire customer journey, to interact with them in real time and ease the purchasing process. Fashion and luxury have an increasing importance in the global economy and for this reason information



and constant discussion are the pillars for personal and professional growth. Generally speaking, they are the starting point to reach success.

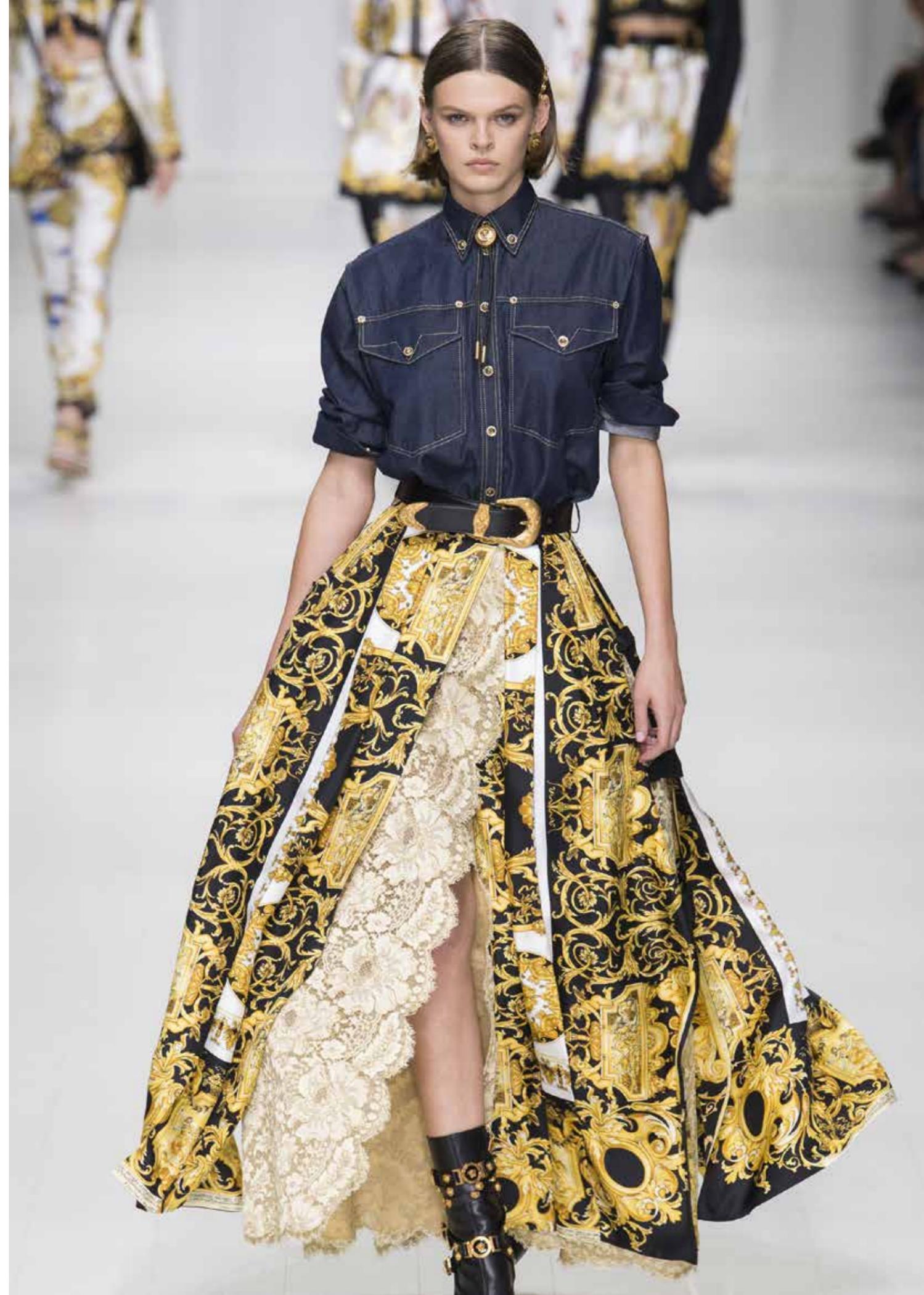
ETHICAL AND ECO-FRIENDLY FASHION

Ethical and eco-friendly fashion are strongly establishing their role in the markets: those who still don't grasp their marketing and industrial potential, are just cut out.

There is an increasing number of companies who are tuning in, reorienting the production following this new knowledge and focusing on the research of low-impact materials, recycled or recyclable, that constitute a very important step toward the preservation of the environment we live in. These companies also invest in sustaining impoverished populations by bringing work to those who otherwise wouldn't be able to give a decent present and future to their family.

For years I have been a pioneer in spreading the message about the social and productive aspect of fashion. From jeans made of organic cotton to the wedding gown made by Nepalese craftsmen, to shoes made out of recycled paper, garments made of Milk Fibre fabric and designer t-shirts that guarantee a fair wage to Indian farmers. The future is now: why wait? Fashion as an instrument for improving the quality of life is not just a hypothesis, it is a concrete truth.

The future
is now:
why wait?





In a world that is more and more globalized all certainties and theories are crumbling down under the pressure of the international economic crisis, the rules of which are being re-written. Victory will come to those who will have faith in a change that starts from below, from young people.

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WEDDING IN ST. VALENTINE'S LAND:

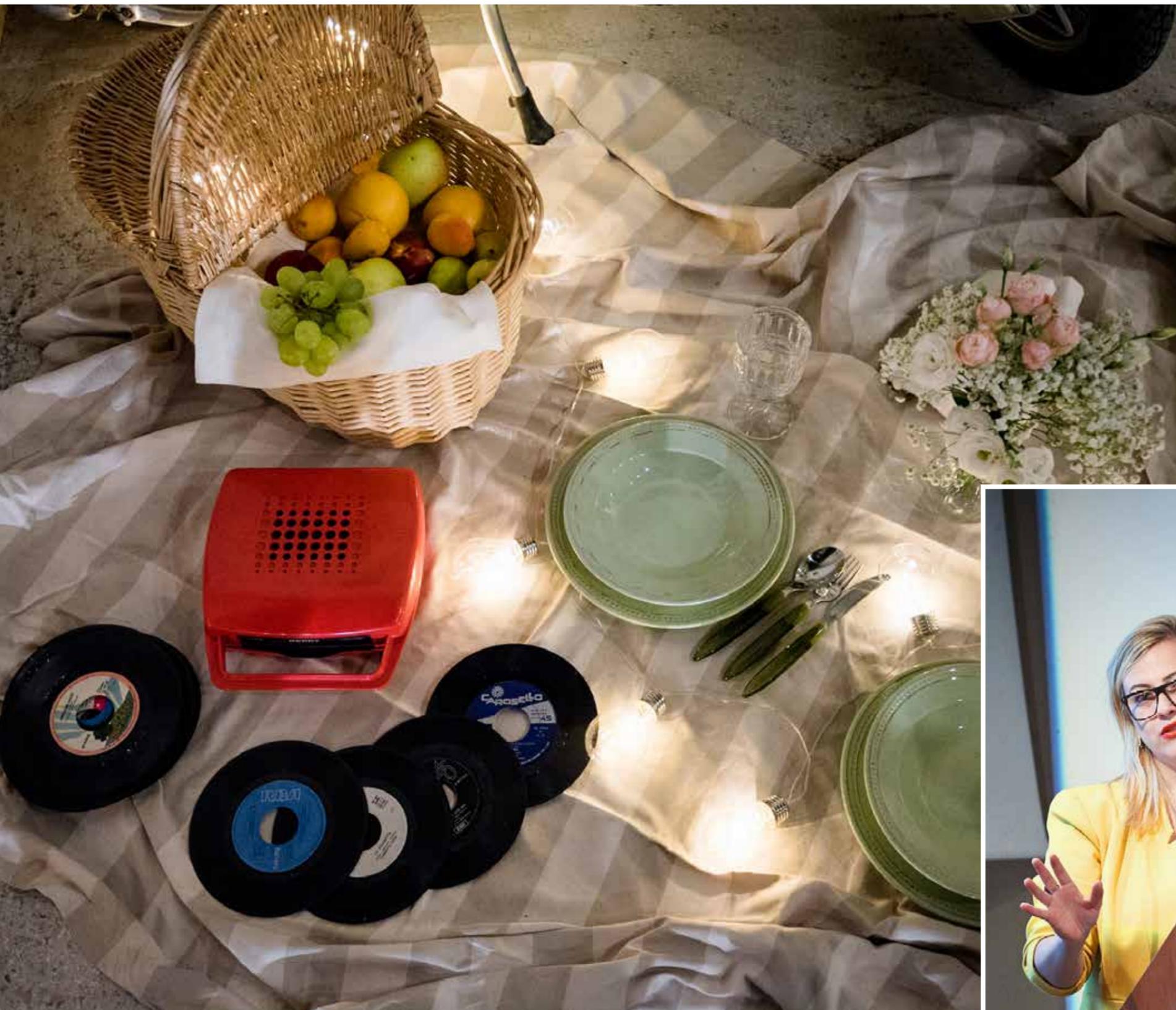
Why not?

By Olimpia Urbani

People all around the world know St. Valentine, but not everyone knows that the holy patron of Lovers is an Italian phenomenon that has its origins in Umbria! Umbria is a small region in the center of Italy and it is known as its Green Heart. It can count on a territory of rare beauty, characterized by a great variety of landscapes thanks to the presence of green and gentle hills, wide valleys, and it's also crossed by the Apennines. The population is concentrated in valleys, villages, and small and evocative towns that are located in a context of green and luxuriant nature. Many towns also received the important acknowledgment of "Beautiful Italian Town". Umbria is a region full of history and culture, and can boast charming places where nature, atmosphere and tradition mix in enchanting backgrounds. A romantic land by definition, it will be able to offer the perfect wedding set! And this is the context where the idea of a project of Umbria as a destination for weddings, romantic tours and honeymoons was born. Destination Wedding is a fast growing field through the national territory and can create an important economic value. In 2017, the brand Umbria Destination Wedding was launched, thanks to the idea of Olimpia Urbani, Event &



Wedding Planner and owner of the Olimpia Productions agency. The project is ambitious but with clear goals, the first of which is to transform the region in a real Destination Wedding through actions which aim at the optimization of the territory and all the agents of the Destination Wedding industry, and, under a commercial point of view, through the publication of a monographic catalogue for Umbria, with a composed structure which includes carefully picked excellencies of the territory, and every one of those is characterized by a storytelling perfectly linked with the traditions and culture of that part of the land. The catalogue is divided into themes that describe the diverse distinctive traits of the territory where the chosen venues are located. 'Castle & Wedding', 'Country & Wedding', 'Culture & Wedding', 'Luxury Wedding' are only some of the themes that can describe the rich territory. An important innovation for the project is the 'Museum & Wedding' theme, which represents the opening of the rich cultural and ar-



The Olimpia Productions agency was founded in 2011 and took part in several public and private events of artistic, cultural and sport interest in Umbria.



- Starting from 2014, the agency finds its core business in Wedding, focusing on Wedding Day Coordinator, and offering this service exclusively in various locations in Umbria.

- **OLIMPIA URBANI**, owner of the agency, always loved her land, and she entered the world of the Travel with the idea of developing the territory on the tourism level, mixing it with the figure of the Wedding Planner. That's how, in 2017, the project Umbria Destination Wedding was born.

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tistic heritage of the region to weddings. The Umbria Destination Wedding project has another essential aspect in training. Various initiatives have already been implemented with the technical management of Dr. Bianca Trusiani, a major expert of Destination Wedding in Italy, like the training course Destination Wedding for Planner Specialist, and the course Wedding Travel Coordinator, of which Olimpia Productions is exclusive dealer for Umbria. The Wedding Travel Coordinator is a new professional figure, launched by Bianca Trusiani, that mix tourism and wedding organization and management. Training is essential to prepare the territory and its agents to greet foreign couples who are the purest form of tourism, and who are going to live a series of experiences that should be unique and typical of the tradition of the region. Umbria can offer an unparalleled and always new experience within the Destination Wedding sector thanks to the synergy between castles, historic palaces, villas, old monasteries, and old mills which were able to blend history and modernity with all its comforts, and the territory.

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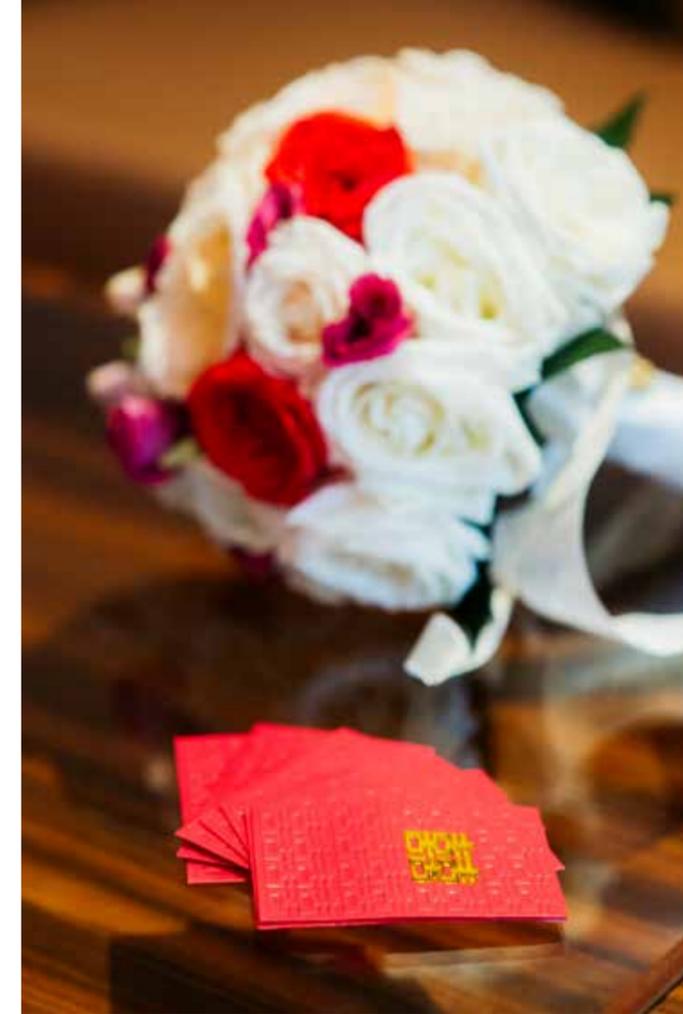
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HUNLI, THE CHINESE WEDDING

By Veronica Tasciotti Amati

*Numbers and size
between rite and business,
tradition and new trends*



During the last year the business of Chinese weddings abroad skyrocketed. According to Ctrip, the number one of Chinese tourism online, around 60% of young Chinese would like to get married abroad. Nowadays the business has attracted the interest of a series of high-spending profiles that are part of specific socio-economic categories, from the fuerdai (second-generation super-rich, heirs of Industrials and functionaries of the Party who spare no expense) to the tuhao with high disposable income but still not much accustomed to western habits, going through the potential of the Y shidai, the Millennial generation (born between the mid 80s and the early 2000s), that in China accounts for over 300 millions of individuals, the 73% of them having already landed a secure and well-paying job. If Italy is among the preferred destinations, viewed as a romantic destination, synonym of luxury and beauty, culture and creativity, history and tradition, we cannot let them down. In China, notwithstanding the significant territorial vastness (with up to fifty six ethnic groups), the wedding concept has been influenced by foreign traditions and as a consequence it has changed and evolved. Weddings are not usually celebrated in a council or in a church, but in a restaurant where a dedicated stage is mounted for the spouses, while guests follow the ceremony from their tables. There are no maids of honour and best men, as we would expect, but a dedicated wedding personal assistant that tends to the couple for the whole day. Numerology is one of the most traditional aspects of the Chinese wedding; taken into high account when fixing the date for the celebration of the wedding, numerology prefers even to odd numbers, as the firsts bring more luck. 2 is a lucky number, evoking the idea of the couple and harmony. Ne-



ver use number 4: it is a bad omen; its pronunciation, in fact, reminds that of death (indeed, you will never find a table no. 4 on the tableau de mariage of a respectable Chinese wedding!). Number 8 is the luckiest of numbers: it indicates prosperity, luck and success, on top of infinity, and is among the preferred numbers in China, surpassed only by number 9: although odd, it is the highest of single-digit numbers, sign of strength and longevity. Another point not to be forgotten is the choice of the colour palette: red, that in Chinese traditions represents happiness and prosperity, is dominant and typical of weddings of this culture. Today it is customary for the bride to wear both the traditional Chinese wedding gown and a western wedding dress. It is good custom to change dress three times during the course of the day: in the morning the bride wears the traditional chinese gown, the qipao. The second dress is usually markedly more western, with a tail but without a veil and it is usually worn during the ceremony. With the last dress the bride goes back to traditions, with a red gown for good omen, used after the ceremony and during evening celebrations. Two recurring symbols of the Chinese wedding are the dragon (representing the man) and the phoenix (symbolizing the woman). Arguably, the most important part of the day is the tea ceremony. It is offered

and served by the spouses to their parents, in sign of respect and gratitude for having helped and guided them. During the wedding rite it is customary to use the symbol 囍 that means "double happiness" on a piece of red paper displayed where the ceremony takes place, at the entrance of the house and in the wedding suite. Indeed, the symbol of double happiness brings great luck to both families, of the groom and of the bride. An italian WP organising weddings for foreigners must necessarily work together with Chinese consultants up-to-date with the behaviour trends of the the new Chinese generations and their desire to follow the Italian Style also in the organization of their weddings, without - at the same time - giving up their traditions. China, a country in love with italy, is an immense expanding market, an opportunity to seize. The capacity of having clear ideas and a certain innate decisionism are inescapable characteristics of destination weddings. Indeed, it is a creative, cultural and organisational service marked by high quality. Those who choose a wedding in Italy love the art, history and culture of this country and appreciate its excellence. As a consequence, the spouses wish for and demand a charmed day, perfect right to the last detail, with memories in line with expectations that are well above average.

A world to discover: the various types of chinese wedding.

RELIGIOUS

Always ask what type of religion the couple abides to: the Chinese population is officially atheist but in actual facts very religious. Indeed, China during its history has been cradle and host to many religious and philosophical traditions (in particular Confucianism, Taoism and Buddhism).

CIVIL

In the case of a civil wedding, documents required for foreigners by the council where the rite will be celebrated must be presented.

SYMBOLIC

Symbolic weddings are among the most popular between foreigners who decide to get married in Italy. Often in fact the couples come to Italy after getting married in their origin country or before celebrating their official wedding in China, asking to organise everything as if the wedding celebrated were real (religious or civil), but without any legal validity. For this type of rite an essential figure is used: the Celebrant, i.e. the person who celebrates the symbolic wedding. It can be an actor, but also the same Wedding Planner or Wedding Travel Coordinator: the point is not to lose the feeling of solemnity typical of the moment.

PRE-WEDDING

It is a day not too far away from the actual wedding, where the spouses are photographed by photographers, usually abroad in a city that can act as a romantic background. On the day of their wedding the couple usually displays in a frame one of the pictures that represents them the most. In actual terms, this has become a multimillionaire industry in the wedding sector: couples sign to group trips (exclusively formed by couples) organised by Chinese photo studios with the support of local Wedding Planners.

The Pre-Wedding thus consists in a photographic service, almost always in front of our most famous monuments, with various professional figures operating during the shooting day: photographers, makeup artists, hairdressers, Wedding Travel Coordinator - all of them arriving, with the exception of the latter, directly from China, just like the outfits that the couples will wear. The reason why the photographer and other professionals come from China, with the consequent relevant costs, is that our suppliers are not currently able of guaranteeing the same level of services in line with their standards and expectations. It is thus necessary to train these professional figures in order for them to specialize on the Chinese market.

If we are able to offer these services in the right way and have professional figures adequately trained, then new doors can truly open for Chinese wedding tourism in Italy, whose data would be precious for all operators of the sector.



VERONICA TASCIOTTI AMATI, specialized in the organization of national and international company and institutional events, has been operating within the destination Wedding industry since 2015 thanks to her passion for weddings and mastery of foreign languages, Chinese in particular.

As time went by, Veronica deepened her competencies in the tourism sector that - matched with her education as a sinologist - lead her to be an esteemed consultant for hospitality structures, first of all luxury hotels, wanting to deliver tailor-made solutions for their Chinese guests.

In 2016 the brand Veronica Amati (www.veronicaamati.com) was established. Here, Veronica can express her many assets, creating unforgettable weddings that make her, even among Chinese spouses, a point of reference.

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REGIONAL CUISINE FOR THE WEDDING FEAST IN ITALY

By Giulio Biason

Italy's flavours are as unique as its regions, a mixture of recipes among the most cherished and ancient, flavours that are celebrated and renowned everywhere and reproduced with passion and expertise. Italian regional cuisine boasts numerous collisions of flavours that are perfect to accompany every event, from the most cutting-edge to the most traditional.

The general overview of Italian luxury venues is truly endless and filled with magical locations, but the final choice may obviously depend on many factors, not only the logistic aspects.

The bride and groom and their families will make important decisions for the big event, not least how to cater it accordingly. The catering offer is in fact so broad because our Country doesn't just have one type of cuisine, as opposed to what happens in many other Countries in the world.

Italy provides a very wide range of regional cuisines, very different one from the other in their origins and old traditions; also because every single region still offers an array of local products passed down through the centuries, an invaluable asset that our Country has managed to preserve.



Each of these products and processing methods, from fresh produce to complete dishes, from making fresh egg pasta to cheese makers, from meats to traditional shops specialised in pork meat, from sweets and desserts to spirits, has been able to maintain the kind of quality that sets us apart from international cuisine, which is certainly good but also plain and the same everywhere in the world: more a product of big industrial realities than of small artisanal food productions.

What follows is a selection of products suitable for the perfect wedding feast, selected among the best examples that glorify Italian cuisine, with the purpose of making a wedding in Italy a gourmet event dedicated to the discovery of our regional dishes.



ITALIAN REGIONS (ALPHABETICAL ORDER)

- **Abruzzo's** local cuisine in all its simplicity perfectly mirrors the taste of the products coming both from the mountains and the sea, the two sides of the region's rough landscape; lamb is the star of many dishes, for a total sum of 89 recipes.

- On the other hand the 66 recipes from **Basilicata**, also known with the historical name of Lucania, consist for the most part of fresh produce and meat; fish is almost entirely absent, a characteristic that proves the region's nature as a land of shepherds and farmers.

- The 82 recipes from **Calabria** are the image of a region that offers a strong and spicy cuisine, in which flavours have always been authentic thanks to a significant production of olive oil, cured meats and cheese.

- **Campania's** cuisine is one of the richest and most diverse of Italy, with a total of 137 recipes; thanks to its climate and its land, which comprises marine locations as well as mountains, this region has developed a highly regarded culture for food and wine. Among the main dishes, beside the authentic pizza, it is worth mentioning the main course with the "pommarola" (tomato sauce) or with fish, linguini, fusilli and gnocchi (different shapes of pasta), ragù (meat sauce), seafood and calamari salad, peppered mussels, neapolitan pastiera (traditional cake), etc.

- In the top positions in the national gastronomy for variety and taste: **Emilia Romagna** proudly counts 117 recipes and boasts excellent food products at the base of all traditional dishes, thanks to the morphology of its territory. The highlights are primarily the main courses like tortellini (stuffed pasta with broth), tagliatelle, lasagne (baked fresh pasta with meat sauce), agnolotti, anolini, cappelletti e cappellacci (a variety of stuffed and fresh pasta), saltwater eel, boiled mixed meats, Bolognese cutlet and an array of cured meats and sausages.

- Cuisine from **Friuli** has 67 recipes and two main features: one related to spiced and sweet-and-sour food, the other to simpler but equally tasty food rooted in the ages of farmers and shepherds, with an ample choice of soups both unique and rich in flavour.



- Gastronomy in **Lazio**, as opposed to other regional culinary traditions, offers 99 recipes that still maintain their characteristics unchanged through time from very early ages, with just some mild influences from the Jewish community.

- Cuisine from **Liguria** has the roots of its 108 recipes in the local food products; these resources are then processed and become the renowned savoury cakes, the traditional Genovese flatbreads, the tasty salsas like the most famous pesto and of course the flavoured seafood soups.

- In **Lombardia** the main towns all have different traditional cuisines (113 recipes in total), because they kept separated from one another for a very long time, because of the natural features of the territory and as a consequence of historical events.

- **Marche** is the connecting point of the influences of the traditional cuisines from the north and south of Italy. Different flavours from Romagna, Umbria, Lazio and Abruzzo distinctly resonate in the collection of Marche's 75 recipes.

- **Umbria** stands out from the neighbouring regions for the strong safeguard of its culinary tradition, with 73 delicious simple and tasty recipes, consisting of natural and genuine ingredients.

- The culinary tradition of **Molise** (66 recipes) has very close ties with Abruzzo's. Similarities in both geography and culture between these two lands are apparent, and the common traits greatly outnumber the differences.

- **Piedmont's** cuisine offers 94 recipes with compelling dishes that are hearty and strong flavoured, because rooted in old rural traditions, but these are also recipes imbued with elegance and sophistication. Among the dishes worth mentioning: agnolotti (stuffed pasta), piemontese white rice, "bagna càuda" (anchovy soup), braised meat and the prized "tartufo di Alba" known worldwide.

- **Puglia's** recipes are based for the most part on pasta, olive oil and wine, thus achieving a most genuine and well established cuisine, typically Mediterranean. Another important contribution comes from fish and vegetables, especially for the most notable regional dishes, well known all over Italy.

- **Sardinia** with its harsh and dry land, for centuries has based the economy on pastoralism; that's why many of its culinary habits (78 recipes) are taken from the simple dishes of the shepherds: bread, cheeses, sheep meats, porceddu (small roasted pig). High quality fish, on the other hand, has appeared more recently along with tourism.

- In **Sicilian** cuisine, which offers 170 recipes, we can find all the influences this region has absorbed in time. Its dishes remind specialities from Greece, the Arab culture, Spain and Mediterranean civilisations, like the famous "cazzilli", the Sicilian version of the "panzerotti" (fried stuffed dough), anchovies, swordfish and many others, caponata (sweet pepper sauce), cannoli, and so on.



- Understated, simple and basic: these are the three adjectives typically used to describe **Tuscan** cuisine, a natural cuisine with no need of big elaborations in order to gain new support. At the core of the 11 recipes we find vegetable produce from the land, used in dishes like croutons, pappardelle (fresh egg pasta), caciucco (fish soup), panzanella (soaked bread), ribollita (vegetables and bread soup), the famous fiorentina, boar, spelt and beans, etc.

- The cuisine of **Trentino Alto Adige** is based mainly on a tri-fecta of food products: apples, speck (smoked and cured pork) and polenta (boiled cornmeal) that essentially sum up the biggest part of the traditional cuisine of this mountain region. It is a simple cuisine, without frills, with 81 recipes characterised by strong and authentic flavours.

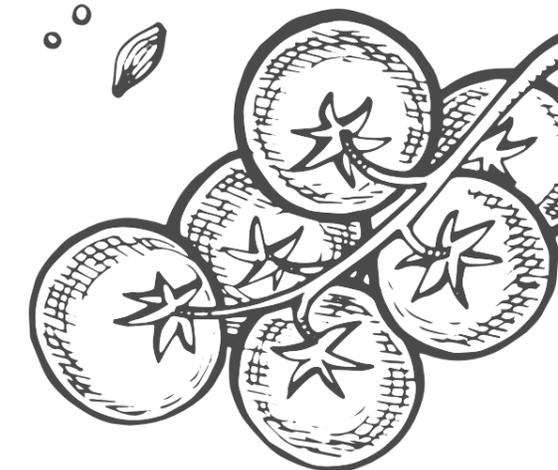
- **Valle d'Aosta** offers a variety an abundance of products ranging from cheeses to cured meats, particularly flavoured thanks to the ripening and ageing processes being conducted in high altitude, well vented grounds.

- The 87 recipes of **Veneto** are extremely diverse since they mirror a land that touches sea, lakes and mountains. Venezia holds a key role in Veneto's culinary traditions, but also other provinces are not to be dismissed. Among the most notable dishes: various types of risotto, bigoli (fresh pasta), casunziei (stuffed pasta), baccalà's recipe from Vicenza or creamed baccalà (codfish), lavaret (whitefish), cooked liver with onions, and many others.

ITALY PROVIDES A VERY WIDE RANGE OF REGIONAL CUISINES, VERY DIFFERENT ONE FROM THE OTHER IN THEIR ORIGINS AND OLD TRADITIONS.



| ITALIAN FOOD |



GIULIO BIASON is a journalist registered at the Journalists Association (contributors list) and currently leads two magazines dedicated to the tourism industry:

"L'Albergo", focused on the world of hospitality and addressed to professional operators; the web portals Voyager-magazine.it (aimed at the general public), Albergo-magazine.it (linked to the published paper magazine) and Clubdeisapori.com for food-and-wine related events.

After a first experience in Milan with a few important editors, he came in contact with other fields and started getting involved in other publishing and communication initiatives about hospitality, tourism, culture, professional training. His company Edi House published numerous other magazines on boating, motors, technology, etc; later on he has progressively diversified his interests with video content production aimed at tourism and hospitality, organization of events - mostly food-and-wine, culture and corporate related - taking place in many Italian cities. For the latter kind of event and others like BWI, he also manages the respective communication and media aspect.





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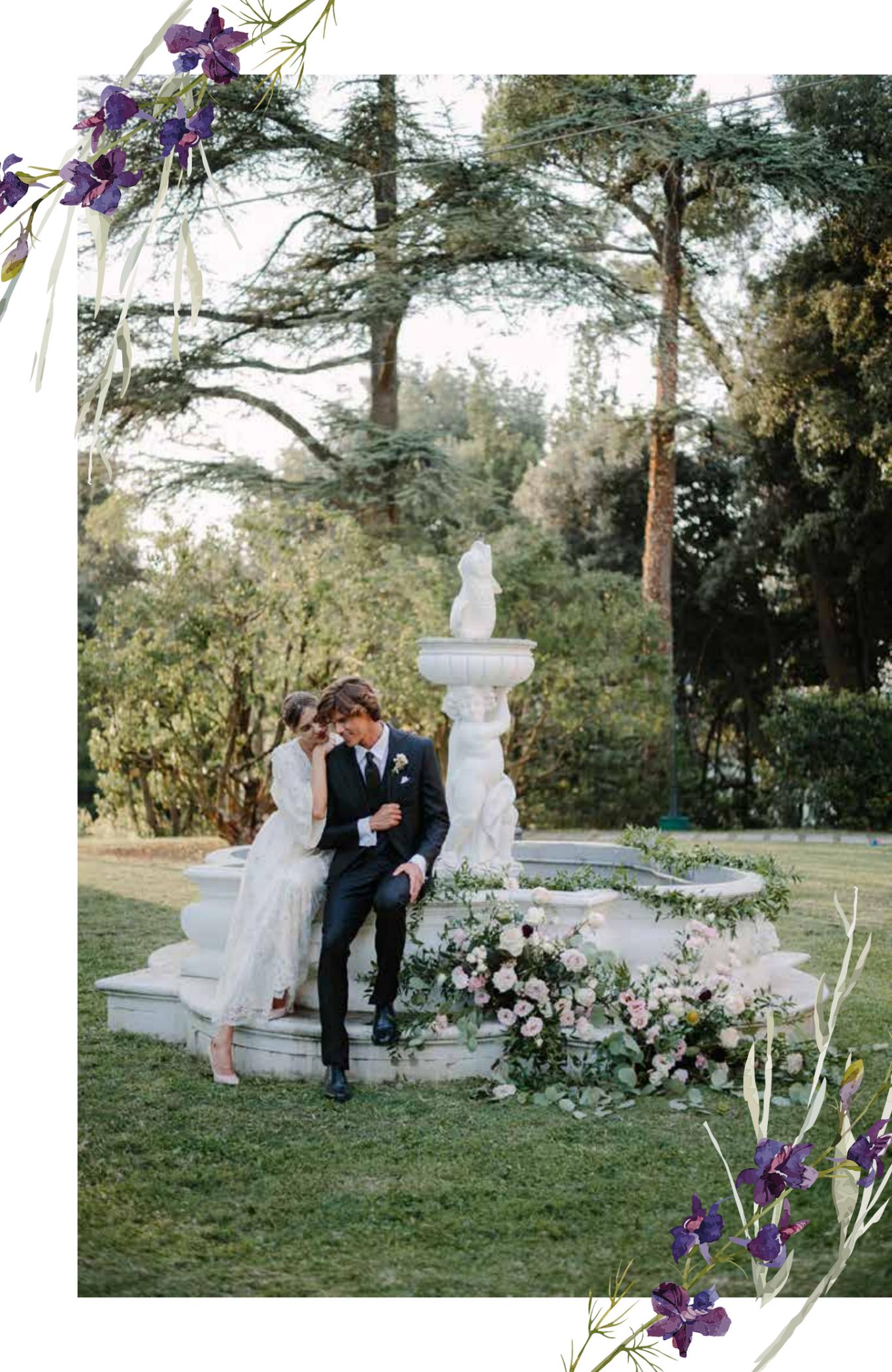
A RISING STAR IN DESTINATION WEDDING

By Eugenia Faini

Marche is a small ancient world of its own, hidden from the spotlight, rich in history, culture and amazing natural resources that satisfy the need for pristine landscapes, punctuated by small villages.

As if time had stopped, this region attracts true lovers of authentic flavours, particularly those who are drawn equally by the sea and by the mountains, two elements so close one to the other that they merge both in the climate and in the culinary traditions and together they create a unique landscape, evocative, wild and relaxing all at the same time; the inland territory is covered with historical homes protected by lush gardens, castles that recount ancient tales of a time long past, the casual elegance of rustic locations that become the perfect context for traditional feasts, where the biodiversity of Marche's products finds its highest expression and the art of winemakers is showcased in the numerous wineries scattered along the four provinces, with labels that differ from one other depending on the wine origin and the vineyard exposure. Marche Destination Wedding was born in the heart of this region, in Jesi, where the ancient Roman cardo and






Marche

DESTINATION WEDDING

decumanus (the main streets of ancient roman settlements) coexist with incredibly intact medieval walls. This city is known for being the birthplace of Frederick II Holy Roman Emperor, furthermore it is a reference point for one of the most important wine grape variety in Italy - the “Verdicchio dei Castelli di Jesi”- and a regional excellence in some sports, fencing on top of all. It is no surprise that more and more lovers from all over the world converge in this region fascinated by a mild climate and the flexibility of the offers, so generously welcomed by this territory also thanks to the scenery that stretches from the coast to the Sibillini Mountains, passing through a blaze of colours and the hilly areas that make this region truly special in every season; other features to remember are the cities of art, the architecture of various ages wisely balanced together and the small villages that can offer glimpses of pure 19th-century romanticism. All the above, combined with the desire to crea-

te customized solutions for our clients, has led us to identify four different themes that are able to encompass the excellence of Marche region and to satisfy the tastes and passions of our spouses, and that are also flexible enough to adapt to the number of guests. Each theme can be tailored in three different service packages varying according to the number of guests; they include all services necessary for the wedding day (garments atelier, hair&mua, photo, video and graphics services, flower arrangements, wedding cake, caterers, music ... just to name a few) and those related to hospitality in this case dedicated to brides, grooms and guests: accommodation for the whole stay, gastronomic tours, excursions, sightseeing tours, pre and post wedding entertainment, transfer to the airport and more broadly everything that can be useful to a foreign visitor wanting to get in touch with Marche region’s art, culture and traditions.



CASTLES AND HISTORICAL HOMES

Medieval walls, Renaissance touches, and even elements dating back to the Roman era, surround many historic houses and castles for those who dream of the real fairytale wedding. The castle is a location that offers emotions in any season, ideal for a luxurious winter wedding full of lights; filled with a special atmosphere and reddish notes during autumn; it gets bright, flowery and evocative under summer and spring skies. Monterado Castle, for example, offers nothing short of fascinating views: the eye can freely wander from the hills to the valley of Cesano thanks to the castle’s strategic location overlooking the Valley right up to the seaside; with the added extra of magical suites decorated with nineteenth-century frescoes. Another one-of-a-kind example: Castello di Rocca d’Ajello in Macerata province, which rises up on a wooded hill in the centre of a pristine hilly landscape; another choice, for those who wish to combine historical charm and sea breeze, is the Fortino Napoleonico in Ancona province, equipped with extensive scenic grounds overlooking Portonovo bay, perfectly befitting a magical wedding. Apart from those aforementioned, which are proper castles, Marche offers a wide range of historical homes, evocative and peculiar, each in its own way, and lavish villas for an elegant wedding and a visit impossible to forget.



VILLA IN THE COUNTRYSIDE

Undisputed protagonists of Marche's landscape: they are sweet, with multiple colours that vary each and every season depending on the crops and the climate, an enveloping presence and a symbol of perseverance and of the hand of man. The hills of this region are a proper landmark that attracts tourists ever more enthusiastic of their authentic and elegant nature, with their unmistakable charm, soft and demure. When the landscape acts as the backdrop of a feast devoted to tradition and culinary specialities, it creates an exceptionally warm atmosphere. Cured meats and cheeses, sea and freshwater fish, and grandmothers' recipes are revisited by skilled young hands that often arise from locally based prestigious Hotel Management Schools.

The skill to bring together this territory and to deliver it on the table goes hand in hand with the love for a simple form of hospitality, ideal for couples in love with the country air and the old buildings, restored with care in every tiny detail without losing that authentic scent that distinguishes them.

Villa Ambra in Macerata province is one of the most fitting examples of a venue suited for a wedding reception of this kind, thanks to the large garden and the possibility of renting the entire venue, rooms included. Last but not least, the country chic wedding is ideal in various seasons and with different temperatures, given the wide range of venues throughout the territory, at different altitudes, more or less isolated, large enough to host an excellent plan B in case of rain, or on the other hand surprisingly intimate, for those who prefer total privacy.



THE HILLS OVERLOOKING THE SEA

Getting married on the hills of Marche overlooking the sea literally means living a dream with the eyes wide open.

The Conero mountain towers over the waves and projects a spectacular dance of light and shadow when reflected by the sea at sunset, a blaze of a thousand nuances evoking a briny taste, an authentic shrine on the Adriatic shores...how to say no to a panoramic terrace dominating the whitest and more pristine beaches of the riviera? Or just think of a village on a cliff over the waves, such as Torre di Palme, one of the most beautiful of Italy, not even nine hundred inhabitants, the roaring sound of the waves and a breathtaking view from every corner, a powerful memory of a fortress clung to the top that stood watch through the ages. A few words to describe Grottammare, even further south, a place with ancient origins, a real diamond of religious architecture, imbued with an atmosphere of peace and serenity. Marche is synonymous for farmhouses, wine resorts, guesthouses and beautiful country locations that combine the most rural landscape with the freshness of the Adriatic. That light breeze translates into the dishes, the smiles of the operators and the ability to welcome with ease and discretion. All the better if it is all capped off by the best specialities of the region in terms of wine. That's right, because food and wine are certainly valuable assets for Marche and the local oenological sector has been able to rise above and stand out at an international level. Many DOC and DOCG convey the profound love for the vineyards and for a rural tradition that, thanks to new generations increasingly passionate and skilled, has resulted in peculiar bouquets and bland suitable for trained and demanding palates.



MUSIC AND THEATRE

Homeland of Pergolesi, Spontini and Rossini, this region could only encompass an equally strong artistic essence, so much so as to be named the region "of the hundred theatres". Such a land of theatres and music is of great interest to both scholars and lovers of Opera and drama, but also to those who have a keen interest in history and architecture, the latter having cleverly designed the landscape during the past centuries. The lyrical tradition in Marche is still very much alive today, thanks to the upgrading of the structures and to the Festivals, which animate different cities and attract a select audience of visitors, starting from the Rossini Opera Festival, moving on to the Festival Pergolesi Spontini and the Sferisterio Opera Festival, all combined with the seasonal programming of some of the major theatres in the region. For those who wish to get married centre stage, the wedding ceremony is already set to become a true spectacle in every sense caught between the stages and the surreal atmospheres of the backdrops.

Every couple has a story to tell, the chance to fully celebrate it, for example by choosing a theatre as a location, has the power to transform it in an iconic and somehow eternal moment. The characters of the bride and groom, the role of friends and relatives, the decorations and a specific dress code are all fundamental details, along with a solid organization, that will write the script of an unforgettable love story. There are countless solutions to choose from, thanks to the ample choice of locations and options that can be arranged for the festivities following the ceremony.



As already mentioned, these themes can be interpreted in a thousand ways according to the taste of the spouses, the needs of the guests, the season. This almost sartorial mission comes from a deep knowledge of the territory, from years spent living, breathing, studying the culture and the traditions of the many towns of the region, each one carrying its own particular scent. This direct experience gives the staff of Marche Destination Wedding a leading role in the local market dedicated to foreigners who decide to make their love dream come true in the region that, thanks to the strong variety of colours, flavours and landscapes, can best represent the essence of Italy.



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Who I am and how i work.

I come from the Advertising world where I made the first steps in 1998, in Milan and Rome's agencies, and with the same passion and creativity in my beautiful Marche Region. This definitely helped me to train both on the artistic and team spirit work. In 2012, together with my sister we decided to commence an activity that would be able to thrill and give us endless stimulation: the organization of weddings. I just love listening to the stories and desires of my betrothed couple and give them all the support they need with punctuality and efficiency so everything turns out to be as they imagine it. Since one year I am also responsible for the events in an enchanting typical Marche farmhouse just outside Macerata: Villa Ambra. The attention to detail that has always distinguished my way of working, ensures that I dedicate myself to the design of each event with impeccable originality and attention. Let the Dream begin!

-

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VIGNAMAGGIO

**TO MAKE
YOUR DAY
GREAT!**

By Gianluca Tedesco



Vignamaggio is a 400 hectares estate of Chianti hills halfway between Florence and Siena; its location makes it a centrepiece in Tuscany's lush natural landscape, among forests, vineyards and ancient hamlets scattered about on the surrounding hills.

The renaissance Villa constitutes the core of the estate and is surrounded by Italian style gardens that enrich the spaces between rows of cypresses, vines and olive trees.

Vignamaggio can boast a centuries-old history as it has been an agricultural estate since 1404 and to this day it still is an organic, dynamic farm and a renaissance shrine in the heart of Chianti.

WEDDINGS

As a wedding location Vignamaggio has much to offer in terms of charm and all-around services dedicated to its special guests. Getting married at Vignamaggio is going to be more than the usual ceremony: it will create a lifelong bond with its grounds, adding the memory of a magical place to the excitement of the most wonderful day of your life.

In order to make a dream wedding come true we can provide 20 rooms that can host up to 43 guests in the main area, Case all'Orto farmhouse has additional 9 rooms for a total of 18 sleeping beds, Villa Sangiovese Hotel located in Panzano has 19 rooms for another 38 guests.

Our dining hall and kitchen staff are also ready to offer our couples a fully customised service.

The Monna Lisa restaurant serves traditional Tuscan cuisine and it can also provide a catering service for up to 120 guests. The wedding feasts will be a true Italian culinary experience as our cuisine is genuine and authentic, and we make sure all the ingredients are harvested directly from the farm or other sources from certified local suppliers.

A typical wedding menu can start with aperitif and finger food, three or four courses and a traditional and delicious wedding cake. We can also provide extra meals as BBQ or Pizza.



Don't forget to treat yourself with one of the face and body treatments designed to relieve stress and to restore both mind and body.

As part of our sport & wellness offer we also have two swimming pools immersed in nature as well as an equipped gym; and if you wish to explore the surroundings you can do so by walking down the 2 private trails running through the estate or you can take one of our bike always at your disposal and enjoy a ride in the countryside.



Gianluca Tedesco

After graduating in foreign languages and literature, he attended an MBA in tourism business management and he gained experience in Italian chamber of commerce in the tourism area abroad.

At the end of the master's degree he immediately began his experience in Alpitour World Hotels & Resorts and he worked here for 6 years as a sales & account manager for the MICE sector. After this experience he started to follow several accommodation facilities and tour operators throughout Italy for 6 years.

In 2015 he accepted the position of General Manager of the Chianciasì consortium, a DMO in Siena area, which includes about 30 hotels, restaurants and artisans on site for a total of about 80 members. In 2017 he decided to accept the position of Hospitality General Manager of Vignamaggio, between Greve in Chianti and Panzano in Chianti, which today is probably the most interesting hospitality project in Italy. Vignamaggio is focused on agriculture and the beauty of living the Tuscan life, which actually combines the wide accommodation and experiential area directed by Tedesco.

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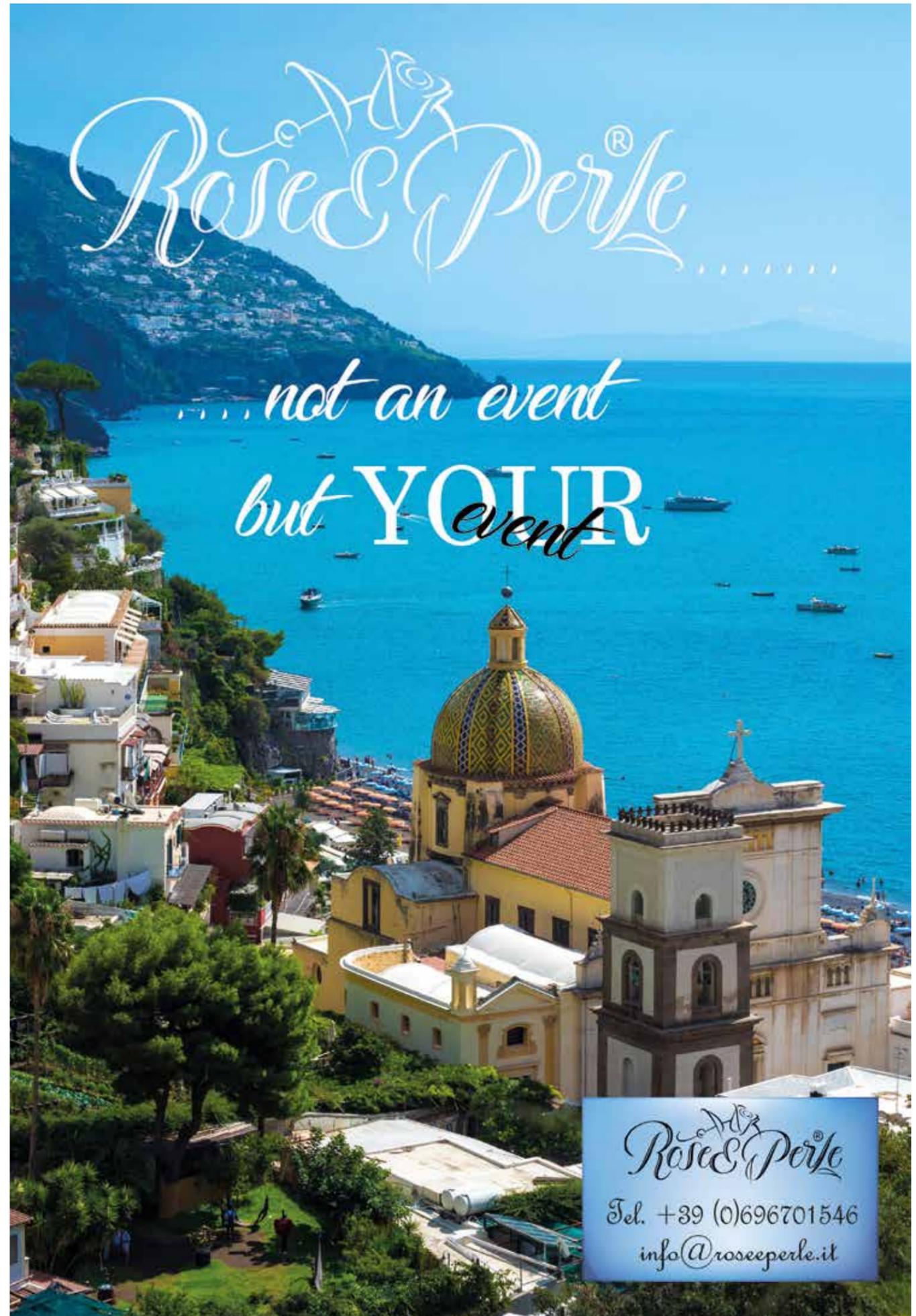
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BEYOND PLANNING

*Get to know a
Gay Wedding Planner
in Tuscany!*

By Rosy Riva

Gay Destination Wedding is the new frontier of the Wedding industry. Roseli “Rosy” Riva, founder of Let’s Wed! an Event & Destination Wedding Planning Agency based in Florence, Tuscany, shares her insights on being a gay-friendly Wedding Planner.

But how did Rosy get into wedding planning...

My strong passion for global culture, travel and hospitality has taken me around the world and has inspired my creativity as an Event Designer & Wedding Planner, and proudly among the first - and the very few - certified Gay Wedding Planners in Italy.

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When I started my business, I wanted to assist ALL couples which meant being inclusive of LGBTQ couples. I'm also a romantic at heart and I simply love the many diverse stories of how two people found each other.

Many couples dream of a romantic Destination Wedding but when there are a same-sex couple, they have to take into consideration many other aspects and one of the most important ones is referred to the choice of a reliable gay-friendly Wedding Planner. Notwithstanding the fact that the planning of a gay wedding is for me just as similar as to planning a straight wedding, there are anyway some important differences to consider as a Gay couple is always a little bit more nervous being out in the country, away from the comfort zone of a "gayborhood" simply because a same-sex-couple might be easily discriminated being faced to hetero-normative behaviours over the course of their wedding planning. Gay couples are unfortunately more vulnerable than straight couples as they might be concerned with rejection from people who have always experienced standard wedding traditions all over the centuries.

If you are willing to start to become a Gay Wedding Planner, the question you should ask to yourself would be: "Am I sure to be a real gay-friendly Wedding Planner?"

Keep always in mind that everybody deserves respect and start questioning yourself first – such as I did – while taking a deeper look at the way you are interacting with your couples and

CHANGE YOUR PERSPECTIVE!



start to apply the following rules soon after:

1) learn to always interact with all your couples in a gender neutral, non-discriminatory way so as to include all your clients regardless of their sexual orientation or gender identity. Though Civil Unions have been legal in Italy for more than 2 years now, we unintentionally continue to use a straight language with a lot of "bride and groom" or write contract and forms mentioning only bride and groom all over that automatically excludes gay couples and if we talk on the phone with a new client, we generally assume that we are talking to a man who is going to get married to a woman or vice versa without thinking that we might be talking to a same-sex couple.

Remember that even if you are organizing a straight wedding, the invitees might be a mix of gay and gay-friendly guests who will certainly appreciate your gender neutral language!

2) Change your perspective! In your correspondence with clients, in your contract or in your website, start using gender neutral language that would be applicable to all couples without forgetting to take your time to write your very personal anti-discrimination policy.

3) Remember that a wedding cannot happen without the vendors who team together to make it possible. Therefore, all the industry professionals with whom I have decided to collaborate, have been carefully pre-screened first and have then subscribed my anti-discrimination policy as it is fundamental to assess the risks related to the level of acceptance from the vendors in order to guarantee any gay couple a simply perfect and SAFE Wedding: all couples must feel themselves on their Big Day, be comfortable holding hands walking down the aisle or sharing their many kisses and be out in the open. The last thing a Wedding planner wants is to arrive along with a couple to a meeting with a vendor who will be surprised to discover that the newlywed will be both men or both women. The Gay Destination Wedding is the new frontier of the Wedding industry: Gay couples are today more attracted by a Destination Wedding and look only at possible countries that legally recognized civil same-sex marriage or civil unions. It is time also for the wedding industry to become completely accepting towards the LGBTQ Community because we have to always bear in mind that LOVE is universal, LOVE has no frontier and it is not only an affair between a man and a woman! "

Photo by ELENA FORESTO | Photographer&Filmmaker
www.elenaforesto.com



Roseli Riva

is born in Brazil to a Tuscan Family and raised in Belgium. She is an Event & Wedding Planner and among the first Gay Wedding Planners in Italy certified by the Gay Wedding Institute of New York, Moreover she holds a teaching in Luxury Business in Polimoda, the prestigious worldwide Fashion Institute based in Florence. Prior to starting her company, Rosy served for ten years for the Institutions as Chief of Staff as well as in her quality of International Public Relations Director and Protocol Officer. She has over 15 years' experience in the luxury fashion industry and is a highly skilled manager of events around the world promoting the best of Tuscany's lifestyle.

Rosy is also a Wine Expert and speaks fluently Italian, English, French, Portuguese, Spanish, German, Dutch as well as a little bit of Chinese Mandarin.

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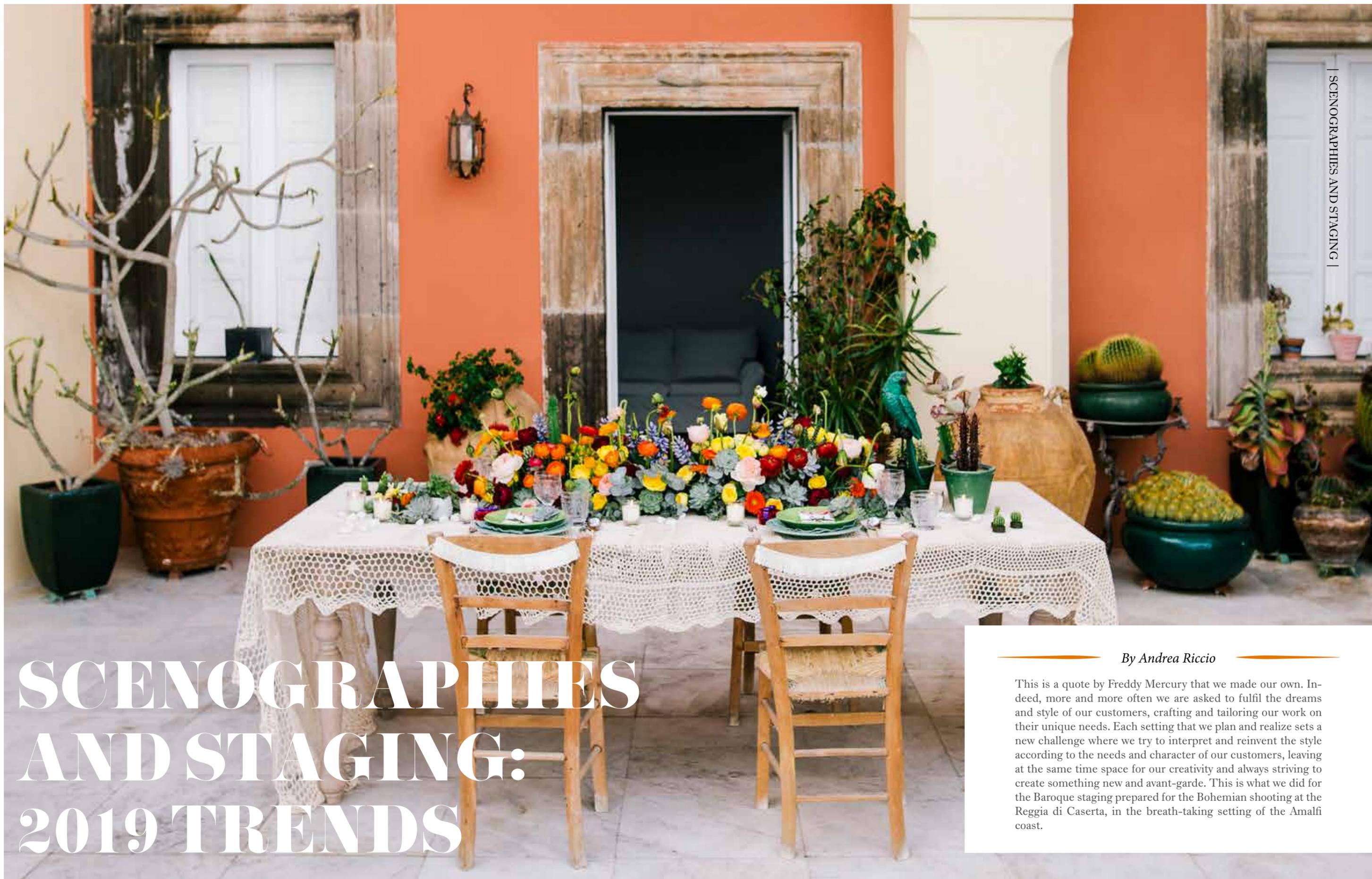
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SCENOGRAPHIES AND STAGING: 2019 TRENDS

By *Andrea Riccio*

This is a quote by Freddy Mercury that we made our own. Indeed, more and more often we are asked to fulfil the dreams and style of our customers, crafting and tailoring our work on their unique needs. Each setting that we plan and realize sets a new challenge where we try to interpret and reinvent the style according to the needs and character of our customers, leaving at the same time space for our creativity and always striving to create something new and avant-garde. This is what we did for the Baroque staging prepared for the Bohemian shooting at the Reggia di Caserta, in the breath-taking setting of the Amalfi coast.

Baroque Wedding

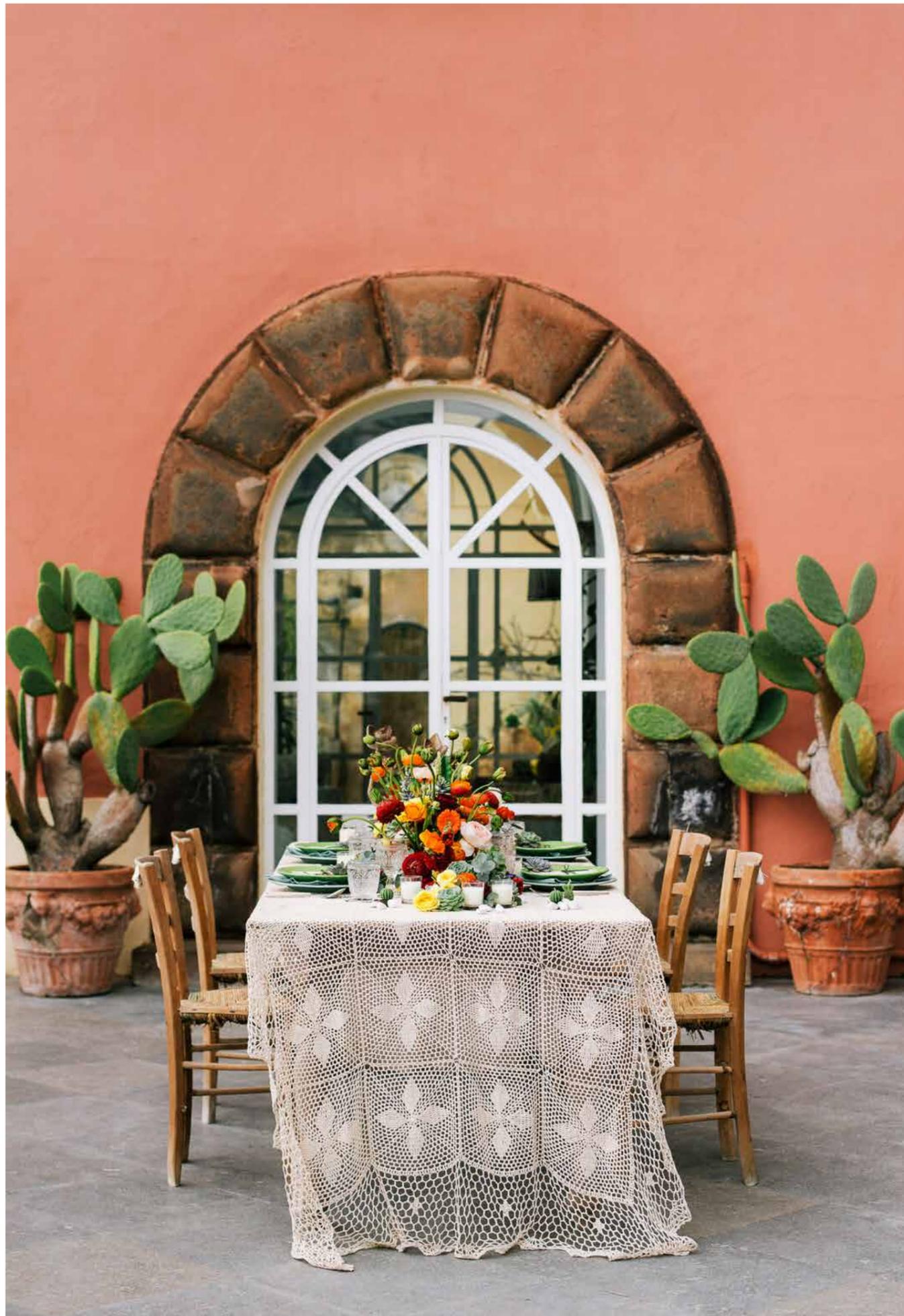
2019 marks the return of classic designs and timeless styles. Indeed, this is the year of the Baroque style wedding. Although Italy has never abandoned this style completely, in recent years we had witnessed a consistent demand for weddings and events with modern designs and the use of transparencies. 2019 will mark the rediscovery of the Baroque style which, however, will combine modern influences with characteristic baroque elements and the palette of warm colors typical of banquets of the XVII century, creating a new baroque mood characterized by extravagant elegance. Surely the intent of a wedding with a baroque style is to amaze guests and make them live an experience of elegance from the past.



Event Production: Andrea Riccio – Wedding Solution
Wedding Planner: Giovanna Giampietro
Floral Design: Asso dei Fiori
Photo: Studio 24 Moving Photo
Location: Reggia di Caserta



During Napoli Moda Design, an event that each year encloses in a single hat the excellencies of the fashion sector and of avant-garde interior design and which, at the beginning of December 2018, was located in the majestic Reggia di Caserta, historical UNESCO heritage location, I have cast an eye to the new trends realizing, in collaboration with the wedding planner Giovanna Giampietro and the floral designer Salvatore Borriello from Asso dei Fiori, a setting for a gala dinner opting for an outside-the-box Baroque style. Very long imperial tables arranged in a horseshoe have filled the main hall of the Reggia, embellished by long bordeaux tablecloths with tropical graphics in emerald green. The table dressing included many crystal candelabra and majestic compositions of flowers in the colours of the palette, alternated with small golden jars, typical of the Baroque era, with gold details reposed also in the elegant and sophisticated mise en place. To make the whole setting spectacular and of great impact, I designed some modern arches that started directly from the table.



Boho Wedding

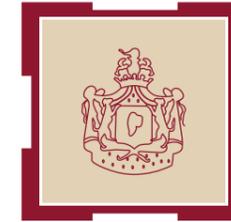
In opposition to the splendour of the Baroque style, this year we find the overpowering tendency of the Bohemian style wedding. Colourful, informal and full of original details, the boho-style has been popular among brides and the most daring couples for the past couple of years, but it is in 2019 that it will really take the stage. More and more loved by wedding designers, haute and fashion couture and interior designers, the colourful bohemian world is starting to be appreciated by new spouses, eager for an original and witty wedding. Elements recalling this style at 360° could not be missing from the furnishing and trimmings made by the carpenters and upholsterers of my Factory 2.0. Indeed, the portfolio of unique and exclusive products available in my rental company include sofas in oil-coloured velvet, also available in fuchsia, yellow and bordeaux, and various shades



of green, poufs with sophisticated fantasies and peculiar scenic objects. The offer is completed by everything needed to enrich the “green locations” or the rural woods and courtyards (favoured by bohémien couples) with bright colors and special furnishings. For Bohemian style 2019 weddings, vegetation will continue to be an undisputed protagonist of scenographies and productions, characterized by luxuriant and colourful compositions of leaves.



Location: Villa Magia Positano
 Video: Edit Studio
 Photo: Gianni Di Natale
 Styling: Adriana Alfano
 Florist: Armando Malafrente
 Allestimento: Andrea Riccio – Wedding Solution
 HMUA: Silvia Gerzelli
 Dress: Pinella Passaro – Passaro uomo
 Bride's shoes: Pinella Passaro
 Groom's shoes: Mado Angri
 Jewels: Museo del corallo Ravello
 Cake Designer: Renato Ardoino – Le torte di Renato
 Wedding Stationery: Wedding Stationery Italia



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On Andrea and Wedding Solution:

Andrea Riccio is a scenographer and the first Italian Wedding Mentor, specialized in the design and creation of personalized productions for weddings. Inventor of the only method based on the study of the personality for the conception of a style and a personalized layout, the "Eventrix", for the last 4 years Andrea has been the secret consultant of the most famous international wedding planners and of the most prestigious hotels and Italian companies. Andrea Riccio is the founder of Wedding Solution, the only company in Italy specialized in renting more than 4000 structures and equipment for events and in the design and production of unique and original set-ups and scenographies thanks to the areas dedicated to Artisan interior production: joinery, upholstery, tailoring, scenography department. With his team of 40 collaborators, in the last 7 years Andrea Riccio has designed and attended more than 12.000 events throughout Italy becoming a partner of the greatest professionals in the field such as:

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- *Official partner of Elle Spose*
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- *Official partner of Elle Spose*
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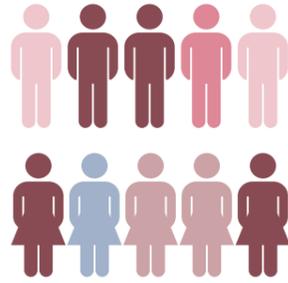
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Destination Wedding

"Destination wedding is a growing phenomenon in Italy with important implications not only for the perceived image of our Country, but also for its economic impact in various business sectors. That is why we have been monitoring it for some time now". **Alessandro Tortelli**, head of the Tourism Study Centre (Centro Studi Turistici) of Florence, gives this explanation for the drafting of the "Destination Weddings in Italy" report. Such report is about the trend regarding foreign weddings in Italy and it's periodically issued by the tourism study centre of Florence.



The Tourism Study Centre of Florence is a non-profit organization comprising operators from both the public and the private sector that deals with tourism from 1975: its activities include publishing studies and surveys about tourist flows and other instances connected to tourism in Italy, among which the economic impacts in other sectors.



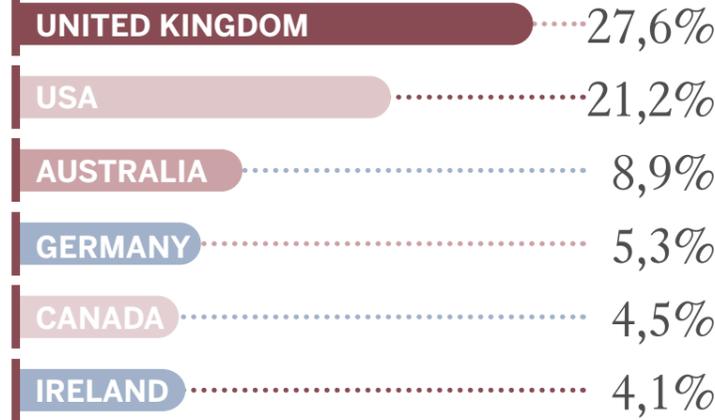
1500 interviewees of the wedding tourism sector from all over Italy

"We have been monitoring the destination wedding phenomenon for some time and it constitutes an important motivation for foreigners to travel to our country - goes on Alessandro Tortelli, head of the CTS Florence - In 2014 we published "Destination Wedding in Tuscany", our very first report dedicated to the analysis of this phenomenon in Tuscany, and it caught a lot of interest. From that moment we started issuing a regular report based on a national scale in order to observe the development of the phenomenon.

The survey is carried out on a sample of over 1500 interviewees of the wedding tourism sector from all over Italy, representing 53.000 operators invested in that industry: from wedding planners, to catering agencies, photographers, cake designers and locations.

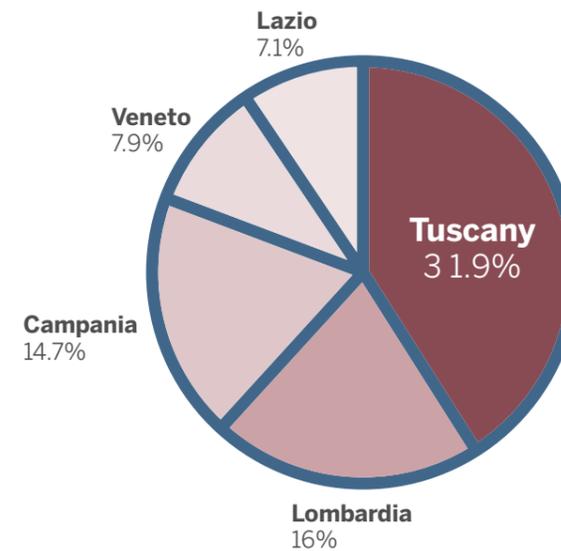


According to the last data collected, in 2016 weddings of foreigners in Italy have been **8.085**, with an increase of over **1000** events compared to year 2015. An occurrence that has led to **408.000** arrivals and 1.368 million presences in Italy, for an overall spending of more that **440,8** million euros, growing over 60 millions compared to the previous year.



United Kingdom is the first market with 27,6%, followed by the USA (21,2%), Australia (8,9%), Germany (5,3%), Canada (4,5%) and Ireland (4,1%). The average expenditure per event is €54.516; the average guest list is 50 people.

The "Destination Weddings in Italy" study also provides an in-depth analysis of the arrangements chosen by foreigners to celebrate the ceremonies: although the phenomenon extends throughout the whole year, spring and summer are the favourite seasons to get married in Italy: with the most requested months going from May to September.



The top region is Tuscany (31,9%), followed by Lombardia (16%), Campania (14,7%) Veneto (7,9%) and Lazio (7,1%): these five regions together amount for the 77,6% of the entire national market.

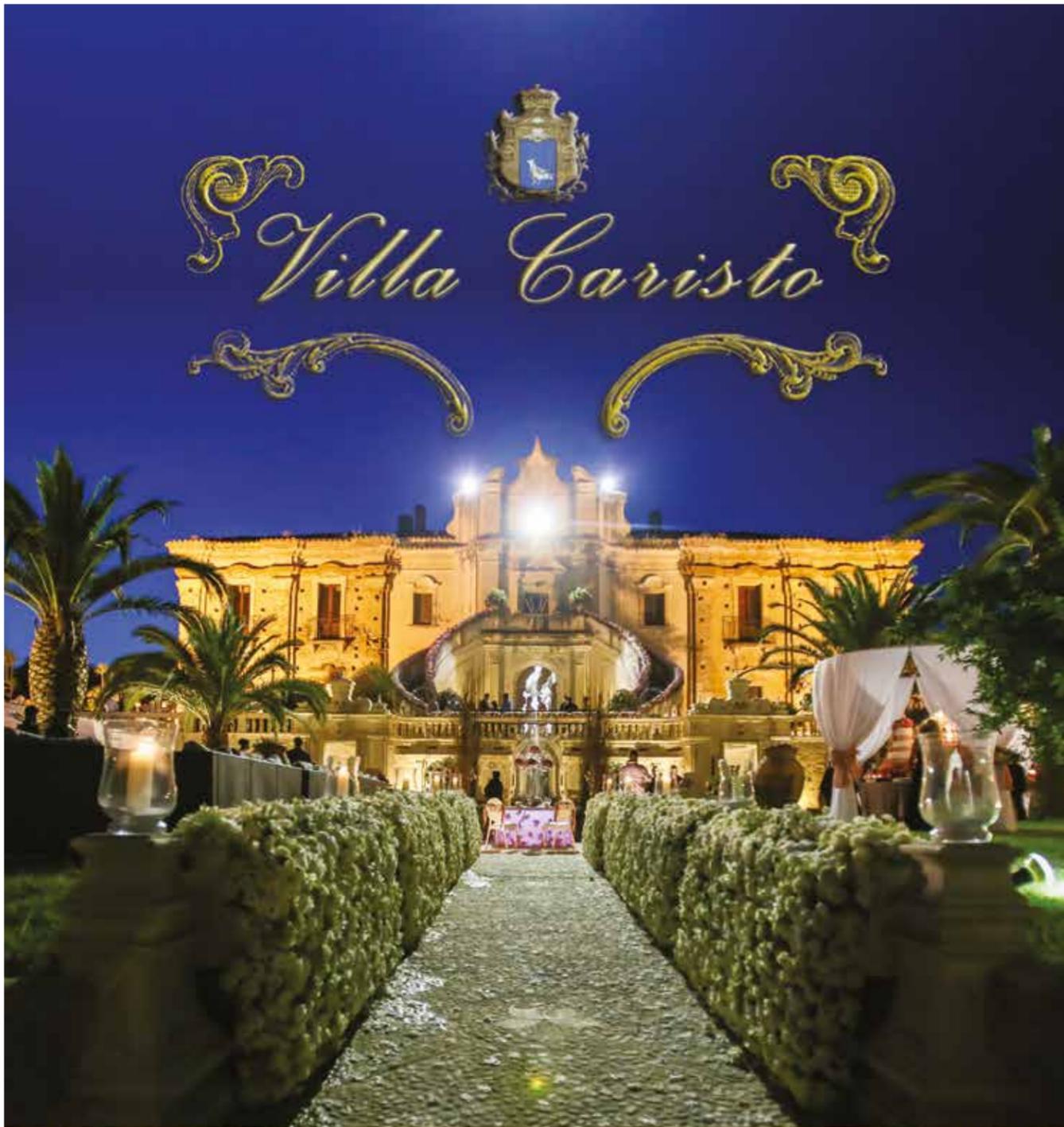
The first place among the locations chosen by foreigners is the **Luxury hotel (32,4%)**, followed by the **villa (28,2%)**, the **restaurant (10,1%)**, the **farmhouse (6,9%)** and the **castle (8,5%)**. The rite the most adopted is the civil one (**35%**), followed by the religious service (**32,6%**) and the symbolic one (**32,4%**).

"The next update of the Destination Weddings in Italy is scheduled for the first months of 2019 - concludes head of the CTS Florence - The trend resulted from the first data is already showing a growth of the phenomenon in Italy in 2017 and most of all in 2018.



ALESSANDRO TORTELLI
Scientific director of the Tourism Research Centre, a research institute and educational centre dedicated to the tourism industry established in 1975. Coordinator of all research projects of the Tourism Research Centre since 2000, responsible for the Destination Weddings Italy watchdog. Author of numerous scientific educational publications and contributor to specialized magazines. Honorary member of Aiest (International Association of Scientific Experts in Tourism) since 1990.

Tourism Research Centre Florence
www.centrostuditoristicifirenze.it




Villa Caristo

Nature and charme, history and art blend harmoniously within the baroque architecture of the Villa Caristo, the most beautiful historical noble palace of Calabria, surrounded above olive wood and orange trees.

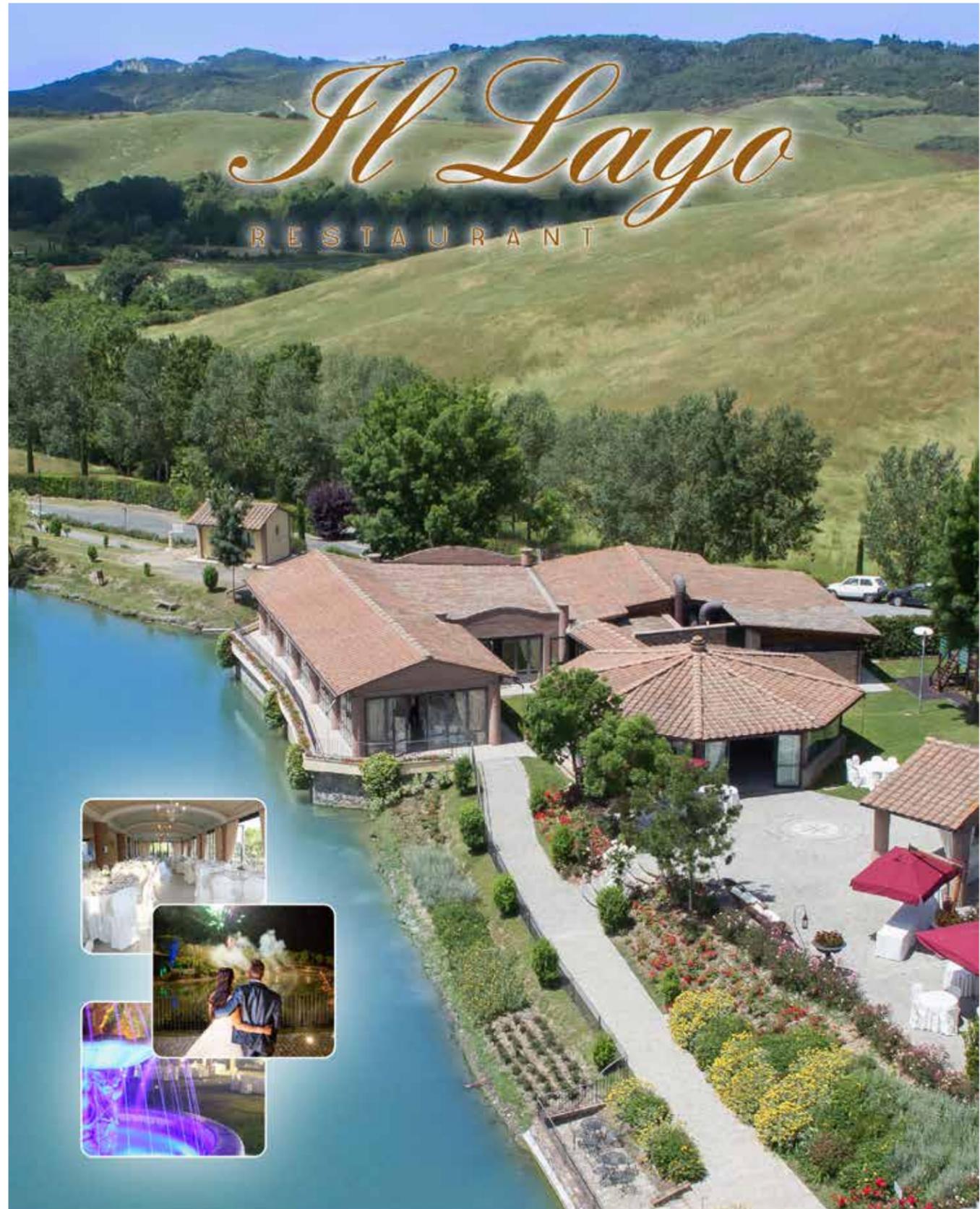
The most beautiful historical Villa of Calabria where weddings organized are located in a fabulous scenery along the lush natural gardens where tropical plants grow thanks to a special mild climate to be classified one of the ten most beautiful parks in Italy.

Wonderful Symbolic and Protestant ceremonies can take place on the baroque garden of the Villa in front of the ninfeo's fountain near the marble statue of Clorinda and Tancredi.

Wedding banquets are prepared by the Chef of the Villa and they are inclusive of welcome cocktail with warm and cold canapes, 3 course meal prepare with our precious extra-virgin olive oil, selection of wines, wedding cake and spumante for dessert.

Villa Caristo can be exclusively rented for your wedding banquet and you can have an after dinner dancing party till 4am. It is possible to consider the open bar during the cocktail time.

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THE IWPA CASE HISTORY

— *By Suita Carrano Bonadies* —

IWPA International Wedding Planners Association, born from a shared project between Suita Carrano Bonadies (Destination Wedding Planner since 1995) and Robert McKee, American Travel Agent, who for the first time compared the reality of the Italian offer with the reality of international demand for an exchange of ideas, professionalism and culture. This comparison showed the need to create a network of specialists in the field, who working directly on the territories could guarantee a product of excellence but within the reach of any target. After 4 months from the birth of the project and a few skype conversations, the first Chapters were born abroad (China, Hong Kong, India, Brazil and Lithuania) and other professionals wanted to join and open Chapters.



Ph.1 - To date IWPA International Wedding Planners Association consists of a central office in Italy and 10 Chapters Abroad with 3 other Chapters in training, and is one of the most quoted trade associations because it guarantees equal visibility and equal space from each associate, both online and during the participation in trade fairs. Each chapter has an average of 40/50 members, with the exception of IWPA-south China which has over 400 members and the IWPA Hong Kong which has over 700 members.

Ph.2 - Among the aims of IWPA, in addition to the protection of the profession, there is the guarantee for its members of a direct relationship with foreign associates for the creation and sale of a short supply chain product suitable for wedding tourism.

IWPA creates internationalization actions for all members with the participation in sector exhibitions abroad, B2B meetings targeted to specific market segments, Retreats, Educational and Fam Tours both in Italy and abroad. IWPA promotes the professional development of associates with events, debates, national and international conferences, initiatives on Social and media, agreements with other associations and organizations, specific editorial activities for the Destination Wedding sector.

Ph.3 - IWPA members can benefit from various activities created ad hoc for the wedding segment, access a series of discounts for professional services, for participation in fairs in Italy and abroad and can access the association's funds for participation in fairs that the association does not have on the calendar.

IWPA ITALY's task is to contribute to the creation of a "Wedding made in Italy" product that can satisfy the different realities of clients who want to marry in Italy. The synergy between the foreign associates and the Italian associates guarantees the possibility of having an almost complete picture of the various "needs and expectations" of a global clientele. From the High-End customer looking for an exclusive experience, to the Italian Lover that requires Italian tradition and experience, to Pizza & Co that "as long as we are in Italy", to the Italians returning home to the emulator customer "because now they all marry in Italy". IWPA studies each target in the various facets possible to create a series of services / products / wedding packages adaptable to individual needs. Each member works independently and proposes his own ideas following the guidelines to ensure a homogeneity of the product that the Chapter will then propose through the various channels. Working synergistically on the various territories we can also give visibility and opportunities to less known territories of more fashionable cities and therefore to Wedding



Planners who would otherwise have difficulty entering the Destination Wedding. IWPA associates, local or destination wedding planners, create the trends on Destination Weddings instead of undergoing the trends imposed by cultures other than those on which we work, thus ensuring a unique and personal style "tailored" according to customer requests.

An important contribution to the work of IWPA comes from "A world of Wedding", an official magazine, where every 3 months the works of members all over the world are published free of charge. The magazine, printed exclusively in English, is distributed free of charge in trade fairs in which the various Chapters participate.

Joining the IWPA International Wedding Planners Association is easy, contact us at info@iwpa.eu or visit www.iwpa.eu and enter the Destination Wedding world.

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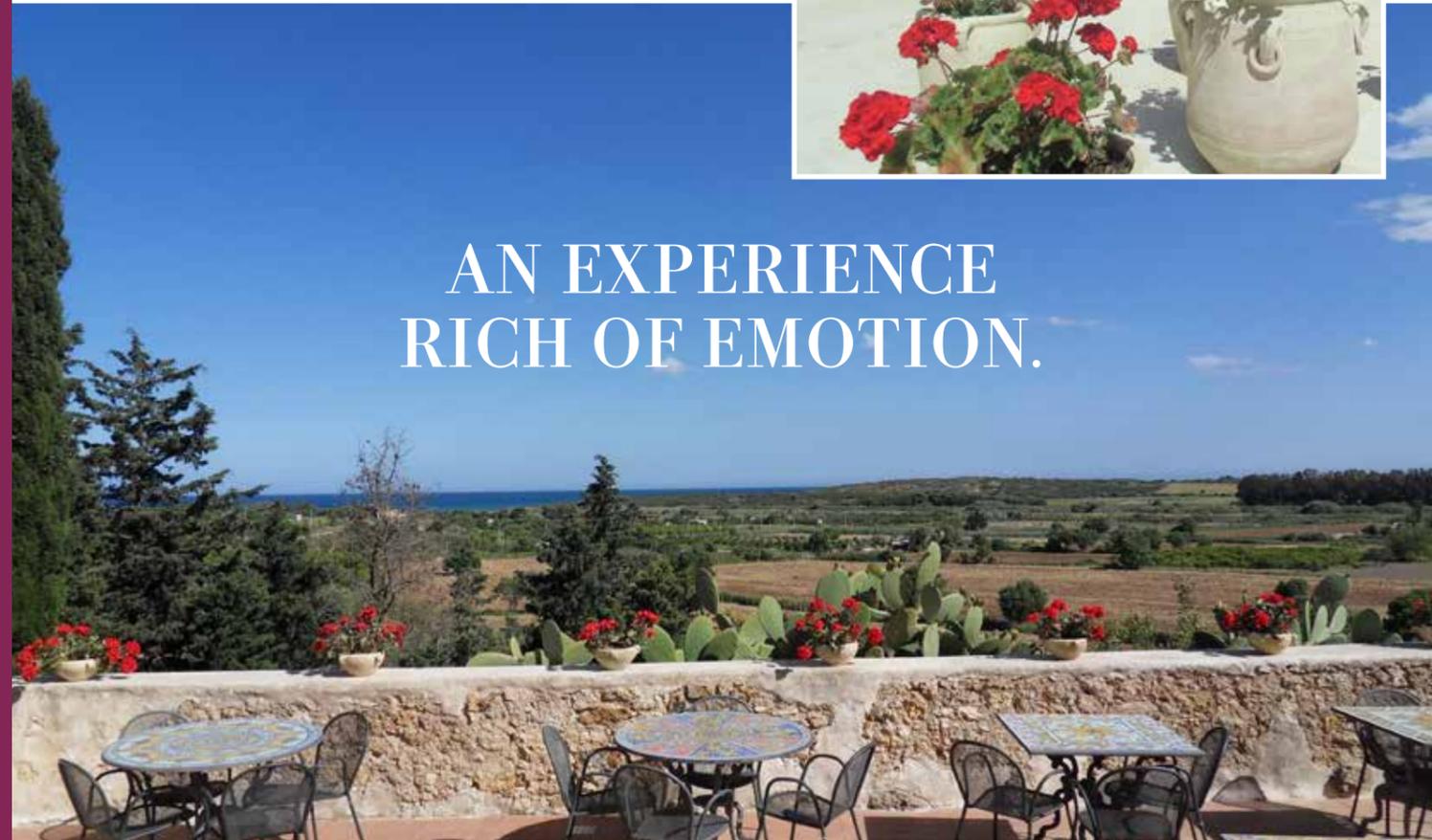
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THE GATEWAY TO MADE IN ITALY ABROAD: ART, FASHION, CULTURE AND CINEMA.

By Erika Gottardi &
Massimiliano Piccinno

WOMAN & BRIDE

Italy is a country that lacks significant natural resources. It does not export petrol or raw materials. Italy exports people and products. The Belpaese produces goods that could stand out in the most important markets and, following recent researches, top-spender costumers prefer Italian products in the fields of food, design and fashion. In particular, today the fashion market is a 51 billion business. The fortune of this winning formula depends on Italian handicraft culture, aesthetic care and technological ability wisely balanced with usefulness, appeal, beauty and functionality. Indeed, Italian assets can count on a cultural heritage which is unique in the world in terms of value and importance.

The image of a foreign country is mainly driven by mass media that create a “public opinion”, broadcasting news in order to inform people. In this way, mass media influence the narrative around a specific country and the tones used to describe it. In the Italian case, the international press has been monitored many times by the most important Italian research institutes. In the last years, thanks to a press monitoring and after an accurate inspection, Ipsos evaluated that: “The subject most talked about abroad is the ‘culture and the Italian heritage’”. We mainly talk about cultural events and works of art, but we also talk about fashion and cooking. There is talk of writers and actors, characters of the cultural scene but also of lesser-k-

nown figures that in Italy know how to talk about themselves and have resonance even abroad". In this way, we can say that there is a real desire for made in Italy products, also thanks to designers and companies that have brought fashion and Italian style in the world. It can thus be said that the Italian style has influenced western taste and culture: in particular, the fashion industry has been able to describe society and its trends right from the beginning, capturing our tastes, our social status, our political and ideological identity throughout accurate reality snapshots. As a social and cultural phenomenon, Italian fashion is the symbol of Italian style and elegance, a reflection of society and a tool for its interpretation. Just cast a quick glance at the history of fashion of the last century, particularly from the end of the Second World War until today: from the postwar it can easily be seen that a deep wish for change and transformation was growing in the mind of Italian people, devastated by the generalized social malaise caused by the war. It is not just a coincidence that exactly in that period the legend of great Italian stylists began, the ones which would become part of the Olympus of the greatest fashion names: from Fontana Sisters that worked mainly for Roman aristocracy, to new rising stars such as Valentino, Roberto Capucci, Iole Veneziani. On the 12th of February 1951, the first Italian fashion show, the "First Italian High Fashion Show", was acted in Florence, organized by Marquis Giovan Battista Giorgini in his house in Serragli Street. The bond between high fashion, sociality, elite and lifestyle started to become important. Through his influential connections, the marquis was able to convince American stores' presidents to come to Florence the day after the Paris Fashion Show. He brought back together ten fashion designers with eighteen pieces par each. Between the participants there were Fontana Sisters, Emilio Shubert, Fabiani maison, Noverasco, Veneziani and also Germana Marucelli, who would anticipate Christian Dior's new look. It was a great success and, for the following shows, the municipality of Florence authorized the use of Strozzi Palace and then the one of Pitti Palace.

With the birth of Hollywood star system, cinema became a further, important channel for disseminating fashion and it started to lay down rules about style and trends. In this context, made in Italy high fashion took on a very important role for actors, in and off screen. We can think about the wedding between Linda Christian and Tyron Power in 1949: the wedding dress was realized by Fontana sisters and the bride became a style and elegance icon among millions of Italian women. In 1955 in "War and Peace", Audrey Hepburn enchanted the public with an ivory georgette empire waste dress designed by Gattinoni. The beauty and the high tailoring earned Fernanda Gattinoni the Oscar nomination for best costume design. And again, it was Gattinoni that attired wonderful Anita Ekberg with a black velvet sinuous dress in one of the most famous scene in the history of cinema: the very well-known shoot of Trevi Fountain from the "Dolce Vita" by Federico Fellini in 1960. Between the 60s and the 70s, the Made in Italy definitely established itself with the birth of the great colossus Giorgio Armani spa that, after its foundation in 1975, launched its first men and women collection "prêt-à-porter". It was such a huge success that in 1979 The Time dedicated the cover to Giorgio Armani, describing him as one of the most influential men of that time. In 1978, Miuccia Prada inherited the family company that worked in the leather market: in a few years, she turned it into a worldwide icon, realizing some lucky ideas, such as the innovative use of materials like nylon for parachutes in order to realize a collection of shiny black bags, and signing her first collection "prêt-à-porter" in 1989. In particular, between the greatest stylists on the world stage, a name strongly succeeded, becoming later the emperor of fashion: Valentino Clemente Ludovico Garavani, alias Valentino. Coming back to the connection



between fashion, cinema and society, we can find an updated optimism between the 80s and the early 90s that expressed themselves on the fashion scene throughout impressive and squared lines: for example, it is impossible not to remember tooled suits with shoulder pads worn by Melanie Griffith and Sigourney Weaver in "Working Girl" or Versace's muses, top models which became true pop icons of the 80s, or divas such as Madonna or Lady D, eclectic celebrities absolutely different from each other, but able to inspire style and trends for years. However, a deep change began in the middle 90s. In Italy, after the death of the Second Republic, a political and institutional decay can be found and we started to talk about the economic crisis: the watchwords became "essentiality" and "simplicity". These were years of minimalism and "antimoda" as it was defined by Censis: it was a combination between different styles and lines for simple and essential looks with a predominance of petticoat dresses, while the blazers remained "over" format.

In 2006, another important matrix for the change was the film "The devil wears Prada" which talked about the madness and cynicism of the fashion world, but also anticipated the ruling trend of the later years: the need to appear. The digital era succeeds since 2010, but moreover the "social" era has been gaining more and more importance: everything is immediate, fast and all the contents are available in real time. The watchword becomes "Low Cost" and the speed is expressed also throughout the possibility of bringing clothes to life just for one season. On the market, the big firms such as Zara and H&M succeed and shops become first flagship and then online shop; the dive becomes ambassadors, testimonials, or, with a current word, "influencers" of new trends. A further combination of styles derives, an usage of technical textures and a synthetic and multiform fusion with street style look. The Made in Italy continues to attract the international public also thanks to the possibility of fast online purchase. Made in Italy research is strictly connected also with another important social pair: the one between art and fashion. In this contest, cultural contamination becomes essential, especially if we think that the maisons are always looking for new branding strategies and the ever-changing art world continuously offers precious style ad-



*Abito La Vie En Blanc Atelier
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vices and unquestionable economic advantages. In most of the cases, the contamination manifests through experimentation preferred tool for stylistic avantgardes. Features, textures, shapes, colors, geometries: the dialogue between art and fashion results an unlimited source for stylists' inspiration. In this way, many international artists have been called by maisons, in order to design limited editions intended to be true work of arts to wear. From Yves Saint Laurent with the Mondrian dress, through Gianni Versace, to Capucci's dress sculptures and Maison Fendi: fashion houses turned into true patrons of the arts. Versace was one of the stylists that boasted many different long term collaboration with international artists such as Pomodoro and Veronesi, to name a few. Among the most famous collaborations between maisons and artists we cannot dismiss the partnership between the artist Nico Vascellari and Maison Fendi that funded a performance of the artist at the MAXXI in Rome. However, Nico Vascellari launched his own collection for the Roman fashion house. The Maison has an history in art investments: we can remember the project "Fendi for Fountains" during Fontana di Trevi's restoration and the partnership with Galleria Borghese. Two years ago at the Ferragamo Museum it was inaugurated the exhibition "Between art and fashion", a path dedicated to analyze the dialogue between art and fashion, starting from the importance of the avantgardes for the first handicraft works of the young artist. From the collaboration between fashion and art world at the beginning of the XX century, through artists such as Klimt and Fortuny that represented dresses and fashion accessories, it continued with collaboration between artists and stylists such as Thayaht with Vionnet or Dalí and Cocteau with Schiaparelli, with a particularly attention to designers that, drawing inspiration from art, innovated fashion, as for Saint Laurent with Mondrian dress. A further section of the show was dedicated to Andy Warhol who represents one of the most famous examples of symbiosis between art and fashion.

Unique yet double soul of the communication agency and press office Max Press, they debuted in the world of Wedding publishing with the periodical Woman & Bride. Journalists, communicators, authors and creators of events, formats and advertising campaigns, they collaborate with some of the most important press offices and creative agencies.

Conductors, fashion editors, fashion and wedding experts, popular fashion bloggers and brand ambassadors for various companies, they are members of the Technical Scientific Committee of Buy Wedding in Italy and press office of many of the most prestigious realities of the wedding world.

Erika Gottardi

Of Austrian heritage but born and raised in Italy, Erika lived in Turin, Perugia and Milan before settling down in 1984 in Rome, where she currently lives and work. Graduated in Sociology, in 2010 she established with Massimiliano Piccinno the publishing company and communication agency Adv Press, debuting in the publishing industry with the periodical Woman & Bride. Today she is an anchorwoman, actress, fashion editor and expert in fashion and wedding, as well as a smart and popular fashion blogger and brand influencer.

Massimiliano Piccinno

Publisher by profession, creative for passion. Art and photography lover, he impresses these two sources of inspirations in his creations, whether they be print, web or video. He has collaborated with important photographers, famous testimonials and prestigious fashion companies, creating fascinating campaigns and editorials. He conceived and realized, together with Erika Gottardi, Woman & Bride, taking care together of every stage of the creative process. Journalist, author and creator of events and formats, press media, shorts and commercials, he collaborates with some of the main Web TV, press offices and creative agencies.



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Bashar Abdul-Majied

*Business Development Consultant
Bibi Hayat Events & Design Company
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1. Could you introduce yourself and Bibi Hayat Events & Design?

With over 250 events and design projects planned and created since 2006, we have worked our way to become the event planning and production company for the most affluent families and reputable brands. We only work with the top suppliers and vendors to ensure quality and precision and have built a team of committed, patient and creative event staff who are the key to our successful events.

2. Which is the type of customer who decides to get married in Italy?

Young Millennials who have friends and family living all over the world, or a cozier more intimate second marriage.

3. What is the typical average duration of a wedding organized by your company in Italy?

Three Day event: Welcome Dinner; Wedding Day; Brunch after Wedding.

4. Weddings organized by your company normally take place in more than one location?

The actual wedding party will take place in one location, however, planning activities and dinners in different venues pre and post the wedding party is crucial.

5. The menus that you propose to your customers for weddings organized in Italy are usually traditional?

Traditional "Italian"...the local cuisine is a very big part of their choice to have their wedding party be in Italy.

6. How do you evaluate, in perspective, the request of Italian destinations for the marriages that you organize?

There are a number of factors that come into play when assisting any of our Clients in determining the right venue for their destination wedding such as: Beach vs mountains; classic vs modern; casual vs posh, budget of course, etc. Most importantly is "High" end and "High" end service providers for locations that can accommodate 300 plus guests for the actual wedding party.

7. What are the locations for weddings in Italy preferred by your customers?

Most importantly ease of reach and available activities during their stay and luxury.



1. Could you introduce yourself and your company?

We are a full service production and event planning company who handles destination weddings worldwide. I actually co-wrote the book "The Knots Guide to Destination Weddings". I was the product of a Travel Agent mother who brought me to Italy as a young child to visit relatives. I then went into the wedding business and brought the theory of destination weddings to the forefront. Over 25 years ago

2. Which is the type of customer who decides to get married in Italy?

Young millennials who want a wedding rich in culture and adventure.

3. What is the typical average duration of a wedding organized by your company in Italy?

The typical average wedding lasts about 5 to 7 days --

4. Weddings organized by your company normally take place in more than one location?

Usually we will host the ceremony at the same venue as the reception, however we encourage our clients to enjoy and offer other activities such as wine tastings, picnics in the country, cooking classes and pottery making classes as part of the adventure.

5. The menus that you propose to your customers for weddings organized in Italy are usually traditional?

We encourage our couples to embrace the culture and experience the cuisine that is native to the region. With Italy food being the most amazing on the planet, I always encourage them to offer the foods and taste and wines of the region.

6. How do you evaluate, in perspective, the request of Italian destinations for the marriages that you organize?

I have to have direct knowledge of a hotel or region before making the recommendation. I like to attend B2B to meet and get to know the properties and people at the venues. I insist on seeing the property and experiencing it myself before I would EVER recommend something I was not aware of.

7. What are the locations for weddings in Italy preferred by your customers?

American couples love most of Italy - the biggest requests are for Lake Como, Florence, and southern Italy. Keep in mind the tourism board does a great job in promoting those regions in the US so that is what they hear about. I love Umbria, Puglia and Bologna as something different.

8. Among your customers who have chosen Italy like destination, tell us about the wedding or the anecdote that you remember more willingly and that has thrilled you?

The feeling of being part of a family is how Italy makes our guests feel. We feel very welcome to the food and the way the chef came out to meet our guests and talked about each course was very memorable. Interaction with the guests is what the American guests like to experience.



Joann Gregoli

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AONDE CASAR

POR SIMONE TOSTES

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1. Could you introduce yourself and your company?

I am Simone Tostes, a Destination Wedding Planner born in Rio de Janeiro who is crazy about love stories and trips. With more than 17 years of experience in organizing big parties and corporate events, I started to be called plan weddings for friends, and then it became my passion.

My trademark is offering complete assistance and this dedication has brought me international recognition as one of the main Brazilian Destination Wedding Planners.

Happy with the success of my labor, I decided to seek new horizons and challenges, and traveled the world searching for special places with high standard services to better attend to the crescent market of "Destination Wedding". Currently, I'm the Romance Manager of Rio Convention & Visitors Bureau and Advisory Board Member of Destination Wedding Planners Congress (DWP Congress).

Aonde Casar (where to get marry in Portuguese) - Destination Wedding Planning Company, created in 2014, offers a full service that starts with personalized consult which I perform to aid the couples to select the perfect fit space for profile and desires of our customers.

Currently, we work with more than 100 different venue options, that she has personally visited and inspected in 20 countries around the globe. The company also has 4 offices in Europe: Florence, Lisbon, Barcelona and Monaco.

On Aonde Casar's website (www.aondecasar.com), you can find some of my favorite locations and offers for custom ceremony planning services (weddings and renewal of vows) dedicated to the spouses, their relatives and guests. Working within International luxury and the Brazilian market, I am used to taking care of all the little details to make sure the experience is perfect and goes way beyond the ceremony and wedding party.

Professional staff will be responsible for the whole planning, organization and execution of the ceremony and wedding party, the Couple's and guests's trips, working with the most qualified service providers from Brazil and the world.

2. Which is the type of customer who decides to get married in Italy?

Young couples looking for new experiences, who wish to



have a 2nd marriage or who have relatives in Italy. Brazilians are very romantic and have Italy as one of their "romantic dreams" when they think about getting married.

3. What is the typical average duration of a wedding organized by your company in Italy?

From 3 to 4 nights for wedding events up to 1 week when the couple stays on honeymoon.

4. Weddings organized by your company normally take place in more than one location?

Yes, normally the wedding day is held in one location, the pre-wedding in another and the post-wedding in a 3rd place.

5. The menus that you propose to your customers for weddings organized in Italy are usually traditional?

Usually traditional Italian menus but in some cases I suggest more modern menus but always without losing the quality and Italian taste.

6. How do you evaluate, in perspective, the request of Italian destinations for the marriages that you organize?

The wedding requests in Italy are among the top 5 requests for Destination weddings of Brazilian couples, being Italy, Mexican Caribbean, France, Greece and Maldives the most requested and in this order.

7. What are the locations for weddings in Italy preferred by your customers?

Tuscany in 1st place, followed by Lake Como and the Amalfi Coast.





Charlotte May Weddings

www.charlottemayweddings.co.uk

1. Could you introduce yourself and your company?

- It is an absolute privilege to be in the very first edition of the international wedding planning association's annual magazine. My name is Charlotte, and I am the owner of Charlotte May Weddings Ltd from the United Kingdom.
- I have often been asked how I became a wedding planner, and if I am honest, it is something that became a natural progression for me over recent years. I began my career working for a very large UK based tour operator as the wedding coordinator in Santorini, a tiny Greek island notorious for its' world class Caldera that has almost 1,500 legal weddings every year. Despite being very demanding but stunning destination, my first wedding season was a memorable whirlwind, having successfully coordinated 35 civil weddings and 10 blessings at some incredible venues.
- Starting your own business after only 2 wedding seasons may seem premature, I have had an exceptional mentor whom has helped me develop a wedding business over recent years that offers a very intimate and personalised service, something that is not widely offered in Santorini and a majority of weddings there are package based. The rewards have been overwhelming and 2018 I was fortunate enough to plan and coordinate my first celebrity wedding (the clients shall remain nameless) and I have another celebrity wedding on its way in 2019. My professional portfolio has gone from strength to strength, slowly developing with the Italian elite, in my opinion the experts in creating the perfect wedding. It is with this professional support and some uniquely placed venues that I look forward to hearing from you and creating your special day, that is unique to you.

2. What type of customer decides to get married in Italy?

- My clients come from all over the world. United States, Australia, Puerto Rico, Canada, Middle East, and of course the UK. I love the fact that all of our clients are looking for something different. We only cater for tailored weddings, I have vowed never to offer package weddings, as these are just not personal or unique to my clients. There is no stereotypical type of client that chooses to get married in Italy. Italy is known around the world for being a destination of love and beauty, so it already appeals to a wider audience, even the younger generation of couples getting married.

3. What is the typical duration of a wedding organised by your company in Italy?

- In 2018 I was receiving enquiries for 2021, so our clients are preparing earlier and earlier. However, the average length of time from enquiry to wedding day is usually around 18 to 20 months. During this period of time I can really get to know my clients on a personal level.

3. Wedding venues used by us.

- My Italian Venues have been carefully chosen. Not all planners visit the destinations or venues they work with, but I want to know our venues and partners personally. I have selected venues that offer something rustically Italian, whilst trying to avoid mainstream destinations. I believe that the venues I have selected are quite stunning and in total there are 21 stunning venues.
- My venues range from
 - Romantic City Weddings in Rome, Venice, Bologna and Florence.
 - Castello's - I have 2 incredible venues
 - Villa's located in Lake Como, Tuscany, Puglia
 - Sardinia & Sicily - I have a unique venue in each destination.

The menu proposed to your clients, are these traditional to Italy?

- Italian Cuisine is personal favourite of mine, I recently visited Bologna and Venice, the traditional food in Bologna was gorgeous, so it would be an injustice not to promote the food of Italy. The venues all offer something unique and special, and the culinary skills of each venue head Chef are genuinely world class, offering a variety menu choices. I have not seen a menu that has failed to deliver beyond expectation.

How do you evaluate, in perspective, the request of Italian destinations for the weddings you organise?

- I have to remain flexible and open minded, each client is different, and their expectations are different. I chose to work in Italy because I truly believe if you want attention to detail, combined with elegance and an organic rustic feel, there is no other destination that will deliver this. I never ask any of my clients what their budget is, I believe this is a very personal question to ask, and I want our relationship to develop based on their personal expectations and not how much money they have.
- I believe a majority of my clients already have an idea of what type of venue they are looking for. However, every enquiry is qualified based on guest numbers, time of year, length of stay, the menu options play a big part and so too does the accommodation availability for their guests.

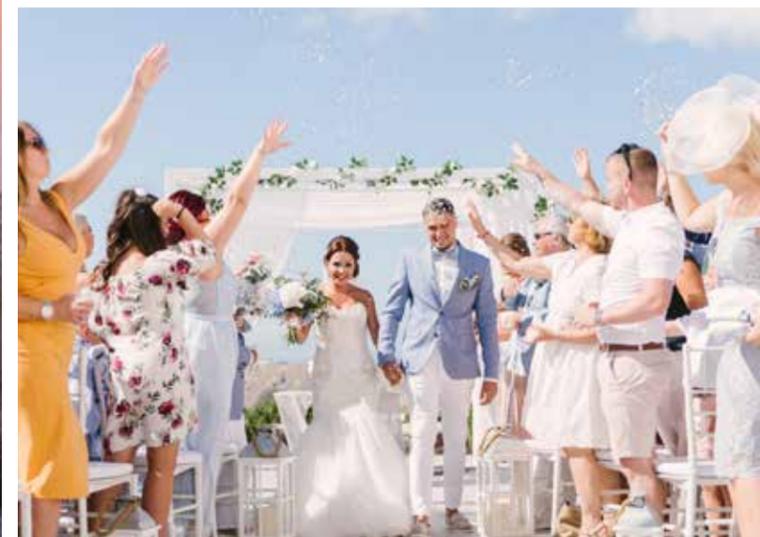
What wedding locations are preferred by your clients?

- This is a tough question, because a lot of clients ask if we operate in Sorrento or Amalfi, and I do not as I believe this

area is overwhelmed with weddings. I would say the Tuscan style venue is always a prominent favourite, I am incredibly passionate about Italy and I want my clients to see the stunning diversity Italy has to offer.

Among your clients whom have chosen an Italy like destination, tell us about the wedding or an anecdote that you remember.

- Many weddings have a story, some are funny, some are sad. A number of my clients had elderly family members that were unable to make the trip due to illness and this can be quite stressful or upsetting. So we always make the effort to live stream the weddings where possible. One such wedding event, a family member was in hospital and we live streamed the wedding ceremony which went down very well. However, later in the evening we live streamed the speeches which were very emotional for everyone, and our last live stream was for the entertainment which comprised of Greek dancers and plate smashing. Boys will be boys and during the plate smashing, the bride and groom were in the centre of the party circle as the plates were being smashed (remember we are live streaming). The best man stepped up with some plates, smashed a few on the floor and then decided to break one on the grooms head believing the plate would break easily, much to his surprise it didn't and he knocked the groom clean out. Despite looking like he had been in the ring with Mike Tyson, bruised and with a cut on his head, after some medical attention, the groom said the show must go on, and to his credit continued to party, needless to say, we stopped the live streaming for the rest of the evening.



DOCUMENTS AND RED TAPE

By *Tiziana Piola*

Getting married in Italy: documents and bureaucratic procedures from the main geographical areas of the world.

Italy offers the possibility of getting married to all foreign citizens, and in particular it allows the celebration of weddings and the establishment of civil unions between same-sex couples.

The foreign citizen residing in Italy must contact the registry office of the municipality of residence. A foreign citizen residing abroad who wants to get married in Italy during a holiday must contact the registry office of the Municipality where the wedding will take place. In this case it is necessary to send the documentation by e-mail at least one week before the date of celebration in order to ascertain its validity.

Foreign nationals, therefore, can validly marry in Italy according to the Italian civil ceremony or with a religious rite valid for civil effects, or according to the cults admitted in the State, as long as they can demonstrate through the production of documents the absence of impediments to marriage same.

The documents that the foreigner must present to the registrar are: valid identity document; the authorization known as Nulla Osta of the

country of origin from which it appears that there are no impediments to marriage according to the law of the country of origin and that consequently the person is free to marry (article 116 of the Civil Code).

The reason why a document issued by the foreign authority is required is that the marriage capacity and other conditions for contracting marriage are governed by the national law of each spouse at the time of marriage.

It is possible that a country, according to its national law, allows its citizen to marry at the age of 15, or even if married to another person. So it may happen that the future spouse will present himself to the civil registrar with the authorization from which it appears that there are no impediments according to the law of the country of which he or she possesses the citizenship. The registrar can not proceed even if the foreigner is deemed capable by the competent authority of the country of origin because age limit and free marital status are mandatory requirements for the Italian state.

The Nulla Osta authorization must contain:

- a) Personal information of the foreign citizen;
- b) Personal information of the spouse (it is advised in order to detect the impediment due to family links, but it is not compulsory since this is not foreseen by any legislation);
- c) Fatherhood and motherhood;
- d) Citizenship;
- e) Marital status;
- f) Residence: the latter only if the foreign citizen is resident abroad;
- g) For the divorced or widowed woman: the date of dissolution of marriage or widowhood is required, in order to detect that there is no temporary ban on new weddings; if this date is not indicated in the nulla osta authorization, it is necessary to show a copy of the divorce decree or death certificate of the spouse.

Should fundamental data be missing from the authorization, it will be necessary to acquire them through the transposition of further documents that the registrar will consider useful.

The Nulla Osta authorization must not be confused with other general documents attesting to the free marital status of the spouse-to-be, since it is mandatory that it contains the words that there are no impediments according to the legislation of the state of origin. **The competent foreign authority, as a substitute for the permit, can issue a generic certification stating that the person concerned is not married, but the document must be supplemented by the declaration of the nonexistence of other impediments to the celebration of civil marriage in accordance with the laws in force in the country of origin.**

The Nulla Osta authorization can be issued:

from foreign diplomatic authority in Italy (foreign embassy in Italy); the authorization will be written in Italian and must be legalized by the Prefecture of the place where the document was issued, unless there are conventions such as the London 1968 one which exempt from such legalization; **by the competent foreign authority abroad;** each country identifies an organ,

which may be administrative, ministerial or judicial in charge of issuing the authorization, which will be written in a foreign language, so it will be necessary to proceed with its translation and its legalization.

The legalize a document one must contact the authority in the foreign country that legalizes the signature of the official who signed the document and then, in turn, the signature of the official who legalized the first document must be legalized by the Italian consulate or embassy abroad. Some countries have joined the Hague Convention of 1961 which exempts from the “double” legalization while guaranteeing the authenticity of the signature through the affixation of the Apostille, which is a specific stamp. The acceptance of the Hague Convention can be verified on the official website.

The authorization is valid for six months, following the application of the Italian legislation on administrative documentation deeming that, if not otherwise specified, all certifications are valid for six months from the date of issue.

If the foreigner who intends to contract marriage in Italy, regardless of his or her residence, **does not produce the authorization**, the registrar will refuse to proceed with the publications, issuing a certificate with the reasons for refusal: the spouses may challenge the refusal in court. Should the court authorize the publications even in the absence of the authorization, the registrar will have to proceed with the publications on the order of the judge and therefore the marriage will be celebrated.

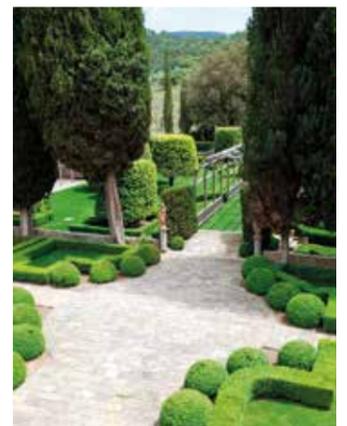
ALTERNATIVE DOCUMENTS TO THE NULLA OSTA AUTHORIZATION PROVIDED BY SOME COUNTRY AND PROVING THE MARITAL CAPACITY

Country	Documentation	Agreement or Law
Italy, Austria, Germany, Luxembourg, the Netherlands, Portugal, Spain, Switzerland, Turkey, Moldova	Certificate of marital capacity: a document that indicates the personal information of the spouses on a multilingual model exempt from translation and legalization, accepted by the signatory countries declaring the ability to contract the marriage between the spouses.	Monaco Convention September 5, 1980 ratified by law November 19, 1984, n. 950 entry into force 1 July 1985
USA	The nulla osta is replaced by two declarations by the interested parties that nothing prevents the marriage: one in front of the competent consular authority, the other in front of the Italian Civil Court.	Law no. 1195/65
Australia	Requires two statements similar to those indicated in the agreement with the United States, with the difference that the second is made before the registrar instead of the Court..	Law no. 233/2002
Poland	Only the official of the municipality of Polish residence can issue the permit. The Polish diplomatic authority in Italy may issue the Nulla Osta only if the citizen has not been resident in Poland or is unable to go back to the place of last residence in Poland or has emigrated from Poland before the age of 16	Memo of the Ministry of Internal Affairs 11 July 2005, no. 33
Norway	The authorization can be issued by the official of the Norwegian municipality of residence.	Memo of the Ministry of Internal Affairs 24 December 2004, no. 65
Brasil	It has a structure that deviates from the Nulla Osta authorization. It is a standard model that has been accepted by Italy even if it is not comparable to a Nulla Osta.	Memo of the Ministry of Internal Affairs 1 January 2009, no. 1
Bulgaria	The new model of “nulla osta” to contract marriage in Italy introduced by Bulgaria contains an electronic code that can be used to verify on-line the authenticity of the document (even if the validity of the Apostille “ignores this verification, which only represents, in the state, an additional possibility”)	Memo of the Ministry of Internal Affairs 27 April 2009, no. 13
Sweden	The Nulla Osta authorization for Swedish citizens residing in Sweden who want to marry in Italy must be issued by the official of the Swedish municipality of residence; the document will be written in Swedish with an Italian translation by a sworn and apostilled translator. The Swedish diplomatic authority in Italy may continue to issue the permit only if the Swedish citizen is resident in Italy.	Memo of the Ministry of Internal Affairs 28 January 2010, no. 2
Great Britain	From 1 March 2013, a “Certificate of non-impediment” will be issued by the local authority of the country of origin of the British citizen, and a “Bilingual affidavit”, made by the interested parties at a British lawyer or notary. . This Certificate of non-impediment, with apostille and duly translated, will be presented, together with the sworn bilingual declaration, also legalized, to the competent office of civil status for the purposes of the celebration of the marriage. This new procedure does not apply in the case of British nationals residing in Wales and England, who intend to marry an Irish national in Italy, with respect to which the current procedure for issuing Nulla Osta authorization from the British consular authority will continue to be used.	Memo of the Ministry of Internal Affairs 15 February 2013, no. 6

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