

DESIGN & WINE ITALY
APRIL 30-MAY 6 2017



MILAN - THE DUOMO



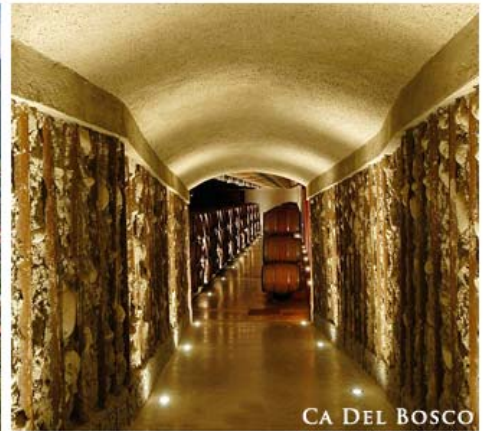
MILAN - THE NAVIGLI DISTRICT



MILAN - VILLA NECCHI CAMPIGLIO



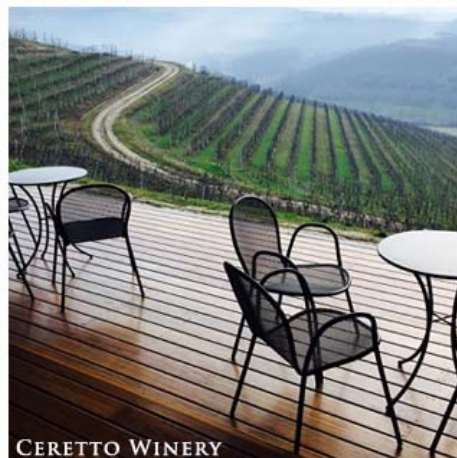
LAKE ISEO



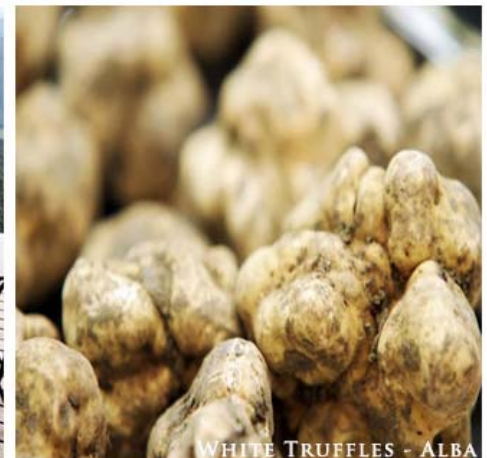
CA DEL BOSCO



PIEMONTE - ALBA



CERETTO WINERY



WHITE TRUFFLES - ALBA

Reserve Your Spot Now! Tour Participation is Limited!

design-bloggers-conference.com/design-wine-italy-2017-tour/

Design & Wine Italy 2017 Tour Highlights

- Design & Wine Italy 2017 features one week in of dazzling design, architecture, gardens, wine, food, lakes, villas, and cultural immersion including free time to shop, explore Milan's design district just steps from your hotel, discover the charming Langhe town of Alba's for shopping, restaurants, truffles, and other local points of interest on your own.
- Tour Milan, Franciacorta, Lakes District, Alba and the Langhe region of Piemonte (home to Italy's world class Nebbiolo wines from Barolo, Barbaresco, and around the Langhe)
- Tour organized and lead by (1) [Adam Japko](#); Esteem Media, Design Bloggers Conference, and WineZag founder; and (2) [Jeremy Parzen](#), Ph.D; Italian food historian, Italian wine expert, and founder of DoBianchi
- Sample Design destinations include: [Santambrogio Milano](#) rooftop reception, Villa Necchi Campiglio, The Triennale di Milano, Promemoria Showcase Apartment reception, Gessi, Gufram, Ceretto Chapel, Corso Como, and much more
- Top modern and classic Piemonte wine producers and winery visits and on site meals including Ca del Bosco, Ceretto, and more
- Hands-on cooking class in Piemonte
- Michelin starred meals and traditional local cuisine spots
- 6 nights double or single occupancy: 3 night's stay at the luxurious Grand Hotel et de Milan, just steps from the financial district, the Scala Opera House, the Fashion district and the Duomo Cathedral; and 3 nights at the charming Hotel Calissano in Alba
- Transport from Malpensa airport to Grand Hotel et de Milan and to other destinations on tour and to Malpensa airport upon conclusion of the tour
- 6 breakfasts, 3 lunches, 3 dinners
- *Not included: Airfare and meals not listed on your final itinerary*

**Price: \$4,375 per person/double occupancy
(Add \$375 per person/single occupancy surcharge)**

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All reservations for Design & Wine Italy 2017 are on a first-come, first-serve basis. The number of rooms reserved for this exclusive tour is limited. For more detailed information or to register, please contact Adam Japko at ajapko@esteemmedia.com or 1-978-610-6782 and please provide your phone number and email address on your message.

"Amazing! I went on this trip last year not knowing anyone and not quite sure of what to expect but you had me at "design and wine" so off I went with high anticipation and excitement to explore new places and meet new people.... it was all that and more! I was often asked, "what's been your favorite part so far". Every day was a new experience and I couldn't pick just one, but looking back, the gatherings around the table everyday, toasting to each day's event and experiences, laughing and enjoying the food, wine and people really sums it all up. I've come back with so much more than I could have every anticipated and I'm grateful for the journey. Thank you!... Where to next?"

-Joanne De Leon, De Leon Design

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Day One – Sunday, April 30, 2017

- Arrive at Malpensa Airport, Milan, and take taxi to the **Grand Hotel et de Milan**. Opened in 1863, the Grand Hotel et de Milan preserves all the charm of an ancient Milanese “house” and is still the favorite hotel of celebrities -located in the heart of the city, just a few steps from the financial district, the Scala Opera House, the Fashion district and the Duomo Cathedral. The Royal Suite at the Grand Hotel is dedicated to *Giuseppe Verdi, who resided in the hotel from 1872 until 1899: a remarkable 27 years!*
- Spend an afternoon respite of your choosing – unwind at the hotel or shop or explore the bustling and fashionable streets of Milan.
- Welcome cocktail reception and breathtaking panorama awaits us in **The Glass Terrace** among the rooftops of Milan created by Carlo Santambrogio affording a stunning 360-degree view of Milan.
- Dine in Italy’s hip **Navigli district** at the local favorite **Al Pont Ferr**.

Day Two – Monday, May 1, 2017

- **Tour of The Villa Necchi Campiglio**. A wonderfully accomplished and luxurious example of Italian architecture of the inter-war period and surrounded by a breathtaking garden, complete with swimming pool and tennis court. Once home

to the prestigious Necchi Campiglio family – renowned members of the Lombard industrial bourgeoisie – it was built by Milanese architect Piero Portaluppi between 1932 and 1935, with later renovations by Tommaso Buzzi, and signifies the introduction of Rationalism into modern architecture.

- **Lunch at the Promemoria Showcase Apartment and Showroom Tour**. Traditional craftsmanship skills, the use of fine materials, continuous research: these are the values which distinguish Promemoria creations. Influences of Art Déco, Far Eastern cultures and Italian craftsmanship can be witnessed in the collections. The pieces are classic while at the same time contemporary, and lend themselves to different types of living spaces.
- **Gessi Showroom Tour**. A theatrical experience– be prepared to be astounded and rejuvenated. Gessi is the Italian design manufacturer of luxury bath and kitchen faucets, showers system and electronically operated taps. But more than that, Gessi’s passion for aesthetics and uncompromising quality can be seen throughout. The environment of the Gessi showroom is atypical and aesthetically pleasing in all of its aspects.



NAVIGLI DISTRICT



FRANCIACORTA



LAKE ISEO



GESSE MILAN

Day Three – Tuesday, May 2, 2017

- **Half day trip to the Franciacorta and the Lake district.** Visit gardens and villas in islands and mainland in this postcard-perfect region. Immerse yourself in all the flourish of a lush nature that also has the power to renew the mind and body. The gorgeous landscapes of Lombardy’s lakes bring together the fascination of villages lost in time, near-ancient castles and monasteries, superb villas, places rich in history and character, and intriguing museums.
- An hour east of Milan, at the foothills of the Alps, lies the historic city of **Brescia**, a picturesque sweep of Renaissance palazzi, Medieval castles, and Roman ruins and one of Italy’s best kept secrets: the Franciacorta wine region. Formerly a

rural escape for Milanese aristocrats and industrialists, **Franciacorta** is now home to what many wine connoisseurs are calling Italy’s best new sparkling wine. Like Champagne, Franciacorta refers to both the geographical region and the wine itself, which was granted DOCG—the highest level of Italian wine classification—in 1995.

- **Wine Tasting and Dinner at Ca’ del Bosco Vineyard.** The Ca’ del Bosco story began in the mid-1960s when, in Erbusco, Franciacorta, Annamaria Clementi Zanella bought a little house on a hill, locally known as “Ca’ del bosc” and surrounded by dense chestnut woods. Maurizio Zanella saw in Franciacorta the land that would generate the finest fruits, both in still wines and in premium bubbliies.



Day Four – Wednesday, May 3, 2017

- Meet our Milanese tour guide to visit **the Triennale di Milano**, a centre for contemporary art, architecture and design and has a reputation for being at the forefront on all of these disciplines. Rather than being a museum in the classical sense – one with a fixed collection – it is a space with continuously changing exhibitions. In recent years the Triennale has displayed retrospective exhibitions on major artists like Keith Haring and Roy Lichtenstein and designer brands like Giorgio Armani and Louis Vuitton.
- **Open lunch and Design District Walk-Around.** Enjoy shopping, food and Aperitivo: Corso Como and the brand new Porta Nuova neighborhood, full of contrasts and always balancing between its historical roots and its aspiration to the future. Nowhere else in Italy you will feel the same energy, and nowhere else you will find the same refinements in terms of food, fashion and design.
- Check out of the Grand Hotel in Milan and depart by bus to the UNESCO World Heritage Langhe region of **Piemonte**, home of Italy's legendary Nebbiolo based wines (i.e. Barolo and Barbaresco) as well as a number of other indigenous and international grape varieties. Our Langhe home

base, **Hotel Calissano** is a 10 minute walk on the edge of the town of Alba to the energetic and charming town of Alba with shopping restaurants, and sites. But, **Alba** is mostly made famous by their truffle growth and trade, located smack in the middle of the legendary Barolo, Barbaresco, and Roero DOCG's. There will be free time to explore, shop and dine in Alba on your own.

Day Five – Thursday, May 4, 2017

- While in the Langhe, we will visit with top wine producers over meals and at their architecturally and historically important wineries to learn about and taste Nebbiolo, Barbera, Dolcetto, Arneis, Moscato Bianco and Cortese wines. We are working closely with the legendary Langhe wine producer, **Ceretto**, to guide us to their region's top design and cultural destinations and to host us for a special event at their staggeringly beautiful winery.

Day Six – Friday, May 5, 2017

- Cooking class, truffles, and Michelin starred dining experience details to be announced.
- **Day Seven – Saturday, May 6, 2017**
Return by bus to Malpensa airport in Milan on Saturday, May 6 in the early morning for flights home or onward.