PRINCIPE EXPERIENCES

"...and your longing face is wet with rain like a leaf,
and you hair smells like shining broom flowers."

(G. D'Annunzio)
We wish to craft experiences tailored just for you and to let you live the best of our area.

The whole team strives for excellence to provide an efficient service designing unparalleled luxury experiences.

Experience is the primary resource for the creation of memories and our ambition is to shape unforgettable memories not just inside the hotel, but also outside.
Choose the ones you like the most!!

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Who is the rockstar of nowadays?

**The chef!**

So why don’t try to be a chef?

Learn the **secrets of a Michelin starred restaurant** and of the Mediterranean cuisine. Be part of the **Lux Lucis** staff for one day, they will teach you three receipts from the menu “Tuffo nel Territorio”.

Prepare yourself one of the dishes created from **Valentino Cassanelli**: take notes, choose the fresh ingredients, cook, place on the plate….and of course taste it!

**Price**: 400,00 € for 2 people, 120,00 € each additional person (maximum 6 people)
The world of wine is full of tradition, stories and art. Historically Tuscany is a region of Italy famous for the production of great red wines. Thanks to the skillful work of the winegrowers and the activism of the sector’s collateral industry, denominations as Brunello di Montalcino, Chianti Classico, Bolgheri, Maremma are leaders of high quality production of Italian wines. Our experience will help you and learn all about these unique stories of our traditional.

Sokol will lead you on a virtual tour of the vineyards and Tuscan Hills. In the Provence-inspired tasting room and wine caves, he will be your host for a private wine tasting. He will then guide you in a wine tasting, which will be an exclusive opportunity available only through the Hotel.

Don’t miss one of the very best experiences in Tuscany

Price: 90,00€ per person
KIDS Let’s make some cookies!

You can be a young chef for one day. You stick cookie dough that you have prepared into the oven, and magically, you get a plate of warm, gooey cookies. Except it’s not magic! It is a work of precise techniques that make the world of pastry so great.

You will receive the kitchen apron and hat as a real chef. Together with the pastry chef you will make your creations, personalize them with your creativity, cook and...

eat them all!

Price: 90,00 € per kid (minimum 2 kids - maximum 6 kids)
Egoista Spa is a demanding name, no doubt. You have the chance to be egoist!

Our SPA is extremely effective in expressing what is the vision that guided the entire project: at the center of which there is the absolute priority of self-care, attention for oneself, self-wellness and one’s own discovery. Ultimately, the full gratification of one’s ego.

Enjoy the indoor heated swimming pool of 14 meters, whirlpool, Finnish sauna, bio sauna, Turkish bath, hot/cold emotional showers, ice cascade, and relaxation area with a tea corner.

Get yourself something unique!
Meet the Captain at the port and **jump on our Marina di Principe**: be ready to discover this incredible corner of Italy made by **blue sea, green mountains and colored villages**.

Our boat excursion will touch all the must-sees of the Cinque Terre: we will sail in front of the towns of **Lerici, Portovenere and the Palmaria island**.

After a lunch in **Vernazza** we’ll return reach the back of the Palmaria for a last relaxing bath in the perfectly green water.

This luxurious boat excursion is definitely the best way to discover the beauty of the Cinque Terre coast!
CINQUETERRE BY HELICOPTER

Depart from the private heliport few minutes from the hotel and prepare to live a unique and breathtaking experience flying over one the most incredible areas in the world.
Fly over the “5 Terre National Park”, reach Monterosso, the last town of the area and fly back overlooking the coast.
Explore the region through a different perspective, admire the amazing landscape characterized by astonishing colors gently touched by the Mediterranean sea breeze.
This is an exclusive trip for the ones who seek strong and unforgettable emotions!
In the heart of the Italian Riviera, on the Ligurian Sea lies a coastal town with a tranquil crescent harbor with a hill of olive groves and small vineyards in its background. It’s called Portofino. Portofino is featured on many postal cards and the town itself is just as pictured: beautiful in shape and color, its harbor cradled by a piazza which in turn is rimmed by tiny pastel houses, yellow, green and blue. Portofino’s birth is hidden in the mist of the Roman era when it was known by the name given it by Plinius the historian – Portus Delphini, Dolphin’s Harbor. Only 500 people live in Portofino – fishing families, shop owners, people with hotels or restaurants, a few who work in Genoa. The elderly are perched on the doorsteps, many of the women doing lacework, the men staring out at the sea.
Come to experience a **different and charming reality**, made of fatigue and cleverness, old sweat and modern technology.

The **world of marble** is not only the extraction or the processing of a stone, but the history of a region and its population which have always been synonymous with marble.

The **quarries**, the **techniques** and the **History**, of course, but also the **ancient villages** of the quarrymen, its **customs**, its **language**, the **food** and the **daily history**.

Our **guided tours** in the marble quarries, sculpture workshops, saw mills and laboratories are giving you, in absolute safety, the **direct contact with the places**, the **people**, the **tools**, the **machines** and the **daily activities** of an ancient wisdom.

Come with us and explore the **world of marble**....
Historically famous sculptors came to Carrara to extract the precious marble. Michelangelo came here in 16th century to choose the best marble to create his masterpiece inside St. Peter’s in Rome: la Pietà. For this reason there is a quarry that has the name of this great Italian artist. Our experience will help you marvel and learn all about these unique stones in a 4X4 car.

You will be able to enjoy stunning views of the bright white marble that looks like snow, together with the panorama of “Apuane” mountains. The tour will end with a taste of Colonnata’s Lard and an ice cold Prosecco glass or a refreshing drink. Don’t miss one of the very best experiences in Tuscany, hop on this marble-ous ride!
Start off the excursion toward the marble quarries with a private driving guide aboard a Land Rover Defender exclusively reserved for the guests. During the trip all the historical and social information about the area will be provided. Crossing tortuous and very steep roads, they will reach in few minutes the highest quarries, up to 1,000 mt. altitude. The guest will enjoy a lot of stopovers inside of many active quarries and the tour will end with the visit of an underground quarry where the most disenchanted visitors too, are unable to mask the attraction that comes in an absolute lunar landscape.
Thanks to the special off road 4X4 vehicles and highly skilled drivers, a private tourist guide will take the guests up to 1,000 mt altitude, in a magnificent and unique scenery, to enjoy an indescribable sight.

A perfectly laid table awaits the guests, with specialities able to delight the TASTE while the sound of a guitar and violin spreads in the quarries, delighting the HEARING.

Before leaving a sculptor will follow the guest's first steps in the sculpture world educating your TOUCH.

To satisfy the SMELL the excursion will end with a special olfactory experience.
Take a chance to discover the Arte del Levare directly inside the marble quarries into the same places visited by Donatello, Michelangelo and Canova. This is a mystical experience which offers to everyone the opportunity to rule and mold the sacred stone of our forefathers. A stone which, like a living thing, turns and sublimates depending on the light that caresses it or on the eye of the beholder.
Depart from the private heliport few minutes from the hotel and prepare to live a unique and breathtaking experience flying over one the most incredible areas in the world.

Fly over the “5 Terre National Park”, reach Monterosso, the last town of the area and fly back overlooking the coast.

Explore the region through a different perspective, admire the amazing landscape characterized by astonishing colors gently touched by the Mediterranean sea breeze.

This is an exclusive trip for the ones who seek strong and unforgettable emotions!
Between Lucca, Pisa and Viareggio lies an area of great naturalistic interest: the lake of Massaciuccoli and its natural park area marshy territory full of unexpected wonders. Together with an environmental guide you will discover all the flora and fauna species of the park that every year entertains thousands of bird watchers and photographers. You will then jump on board of a small boat with an electric engine in order to admire the local birds in complete silence. This flat boat will be the best way to reach the “calatini”, small canals where the water is not so deep: here you will admire not only woodcocks, blackbirds and chaffinches, but hopefully wild boars, hares, pheasants and fallowdeers.
Everyone want to visit **Lucca** but of course there are different ways to do it!

We believe that a **Ferrari** could be without any doubt a nice way to keep some memories of your visit in Lucca.

Press start of the engine of your red devil in the hotel and drive in the magnificent **countryside** between us and Lucca in the marvelous road surrounded by the typical **trees** of the area.

Drive around the medieval walls of the town, take your time to visit Lucca and come back enjoying the **speed** on the highway.

Don’t forget to drive carefully!
VESPA RIDE

The perfect tour for those looking to combine the fun and adventure of riding Vespa through the Chianti with a more relaxed and easy-going Wine Country experience.

You'll ride at your own pace on peaceful country lanes, through an endless panorama of vineyards, olive groves and centuries-old stone farmhouses.

You will enjoy riding Vespas in Tuscany, since it's full of curves that will make the driving experience more fun!

We will drive you to top-ranking wineries for lunch and wine tastings will be there for you too.

You will also stop by precious Medieval towns, a memorable visit for an unforgettable day!
These two Tuscan gems will amaze you with their beauty: we will first visit Pisa, famous for the world-renowned Leaning Tower inside the impressive Piazza dei Miracoli. In the square, besides the Tower, the Cathedral and Baptistery are also definitely worth the visit.

Pisa houses one of the oldest universities of Europe: the city is lively thanks to the students, and we will take some time to stroll around the old town and along the river.

Then we will head to Lucca, only 20 minute away. The city will welcome you with its well conserved renaissance buildings, the many medieval towers and the famous walls. Less crowded than Pisa, the town is also called the "City of the Hundred Churches", due to the many religious buildings.
In the countryside surrounding Lucca lie two outstanding historical Villas: Villa Torrigiani and Villa Reale. The former used to be in the 16th century the summer residence of the Buonvisi Family, important silk merchants and banquers. The Ambassador of France then bought it in the 17th century wishing to turn it into his “Little Versailles”. A century later local noble families acquired the Villa and decorated its interior with stunning frescoes, furniture and marvelous antiques.

Nowadays the owner is the Marquess Torrigiani, that still visits the Villa and its elegant gardens, full of cypresses, camellias, olea fragrans and many big fountains in Versaille style. Talking about wonderful gardens you will then visit Villa Reale, famous for its huge park where the Lemon garden, the Spanish garden, the Romantic garden, the Green Theatre, the Water Theatre, the Lake and Pan’s Grotto merge together creating a perfect balance between nature and human interference. First built in Medieval times, the Villa Reale numbers among its past owners Napoleon’s sister, Elisa Bonaparte, the Duchy of Bourbon and Vittorio Emanuele II, king of Italy. Moreover artists such as Salvador Dali and Alberto Moravia visited the Villa in the 1930s.

These two Villas represent one of the highest examples of the splendor of Tuscany: immerse yourself in the Tuscan “BellaVita”.

LUCCA’S IMPRESSIVE VILLAS
Unrivalled for its history, art, architecture and fashion, Florence has been a popular destination for countless generations and is a must-see while in Italy. Your scenic stroll begins in Piazza del Duomo, the city’s religious heart, where you can admire three of Italy’s much-visited monuments: the Cathedral of Santa Maria del Fiore, Giotto’s bell tower and the baptistery where the poet Dante Alighieri himself was baptized.

You will then go to Piazza della Signoria, an open-air sculpture gallery and the center of political life in Florence since the 14th century. Palazzo Vecchio, overlooking the square, was once the Grand Dukes’ seat of power and is still today the city’s most important public building. Don’t forget to rub the boar’s snout as you wander around the Porcellino Market so that you will – as legend says – one day return to Florence.
Not everybody knows that a few steps from the Arno River and Ponte Vecchio lies a gorgeous private botanic garden. Its noble owner will welcome you in the house, as guests and friends, unveiling all the stories... and mysteries of the garden. Historical statues, Medieval defensive walls, a Neoclassic sepulchre and a Neogothic tower are some of the peculiar features of the 7 acres of green flora. The whole garden seems to conceal a Masonic meaning of life and death, with some corners full of bright sun light and some others covered with dark and ubiquitous vegetation. At the end of your walk you will enjoy a delightful cocktail under the porch, together with your noble host, while learning more about the interesting past of this influent aristocratic family.
This adventure is the gateway to Florence’s darkest side.

Your knowledgeable guide will accompany you during this gripping and adrenaline-filled journey, keeping you and your party constantly on edge. You will widen your knowledge about Dante’s terrifying Inferno and Botticelli’s map, the legendary masterpieces on which Dan’s story is based on. Through hair-raising details and mind-blowing anecdotes, your guide will reveal all the most important sights that professor Robert Langdon visited in the story.

Enter the doors of Palazzo Vecchio, it will all feel familiar to you: Dante’s Death Mask, the Five Hundred’s Hall, the Baptistry and the baffling “Seek and you shall find”. Fragments of the story come to life as you stroll by the Uffizi Gallery and the Vasari Corridor.

NOTES & ADVICE

Please note that Palazzo Vecchio is open everyday, except on Thursday, from 9 a.m. to 11 p.m. On Thursdays the Palace is open from 9 a.m. to 2 p.m.
Lucca is one of Tuscany’s most precious towns: in Lucca you can still breath the atmosphere of Medieval times thanks to its many churches and, most of all, towers. Some of these towers even have trees on their top!

But another important attraction of the city is its ancient walls. You will be able to bike all around Lucca on its Medieval tree-lined walls, a total of 3 miles, an incredible fun and unique experience! Ride around historical monuments and green parks to enjoy the best views of this typical Medieval Tuscan town.

You will be together with our professional guide that will help you learn the history and the secrets of this enchanting town.

Art, history, nature and biking: the perfect mix for families!
Welcome to **Forte dei Marmi**, the famous seaside resort in the province of Lucca, a celebration of **elegance** and **sophistication**, featuring an organic architecture promoting the harmony between man and nature.

Indulge in a **pleasant bike ride** with our expert guide where you will explore the seaside areas of **Versilia Riviera** surrounded by maritime pine groves and a relaxing breeze.

After reaching **Marina di Pietrasanta** you will start biking towards the **Apuan Mountains** to discover **Pietrasanta**: this lovely town founded in the 1200s is a mosaic of local white marbles and bronze masterpieces blended together to create a **magnificent jewel**.

Its **cathedral** and **central square** will not fail to leave you in awestruck.
Add some mystery and a little spark of fright to your Italian holiday: attend a peculiar workshop in Lucca that will engage children and adults alike.

Tour the city together with our professional guide to catch a glimpse of the most famous beasts and mystical symbols depicted all around Lucca. Visit churches, towers old buildings as well as boutiques and try to reproduce the dreadful creatures you will encounter along the way.

Seize this opportunity to learn more about the meaning of those images and the meaning concealed behind them. Discover how during Medieval time the mystical symbols were used to teach important precepts to the illiterate.

Create then your own comic strip by assembling all the images you have been gathered during the three-hours tour.
Enjoy a kids-friendly activity in the charming Tuscan hills, your guide will lead you to discover a typical, genuine Tuscan farm. Besides learning about the daily life inside an Italian farm, and playing around with ducks, goats and donkeys, you could choose between other amusing activities like walking in a botanic garden to reach a romantic pond with a medieval tower, visiting a local “Frantoio” to learn the making process of olive oil (and taste the best of it) or even taking a Safari to visit the farm and its stunning “panorama”!

This is the perfect fun adventure for kids, just outside Florence!
Between the wonderful cities of Florence and Lucca, in the heart of Tuscany lies Collodi, a precious Medieval town mainly famous for being the home place of Carlo Lorenzini, the writer who invented the adventures of the world-famous wooden puppet named Pinocchio. Pinocchio is mostly known thanks to 1940’s Disney cartoon and your kids are going to have so much fun visiting Pinocchio theme park.

With the help of our kids-friendly guide, your kids will play and learn about the story of the puppet, the whale, the cat and the fox, Geppetto, Lucignolo and the talking cricket.

Surrounded by wonderful gardens and joyful rides and games, this amusement park is something unique in the whole world.
Follow the path of the Medici and discover their treasure! Although the Medici had begun making their fortune as merchants, by the early 1400s they were already the most important bankers of Florence, and godfathers of the Renaissance. The scavenger hunt starts by following in the steps of the first luminaries of the Medici, Cosimo the Elder, who in the XV century was already considered the secret political chief of Florence, and Lorenzo the Great, patron of many artists and literati. You will find the Palace where they lived, and look for the stairs that will take you up to a secret chapel, a gem that houses marvelous renaissance frescoes. Are you scared of tombs? Just around the corner from the Palace, the Medici chapels contain the shrines of several Medici who are buried here. You will then leave the area where the first branch of the family lived, to meet with Cosimo the First, who obtained the official title of Duke and Grand Duke of Tuscany. Look for his new house and for the many statues related to him! From all the clues, you will find out about the lives of these great people, and finally you will discover the magnificent chest with the Medici treasure!
Would you like to be the next Nadal?
We cannot guarantee that you will become a champion but we are sure you will have a lot of fun!

Enjoy private or group lessons, tournaments and we can organize 2-3 hours of open air activities for children including tennis, yoga, table tennis and drawings. Prepare your racket and be ready to run, sweat and have a lot of fun!
Begin this wine lover’s excursion by travelling through the breathtaking Tuscan scenery, heading south of Florence through the region’s beautiful hills. Passing a variety of vineyards, and many panoramic views of the countryside, reaching towards Ornellaia. Set in the hills of Bolgheri, Ornellaia represents a superb synergy between the quality of its wines, few but each superlative, and the high level of its hospitality.

A lunch can crown your visit to Ornellaia. Following the tour, those who wish may enjoy a lunch at the Domain specifically created by the chef with seasonal products paired with wines.
Tenuta Torciano is a real gem. Located in the gorgeous town of San Gimignano in Tuscany (1 hour and 30 minutes from our hotel), the winery prides itself on hand-made, artisanal luxury products all developed here in Italy between five different properties. A day at Tenuta Torciano can also include a variety of amazing activities. Discover your inner Italian chef through our cooking classes, or participate in a truffle hunt thanks to which you will be able to create culinary masterpieces with your own hands. We can also coordinate Vespa and/or horseback riding tours around the area, giving you a unique view into the countryside lifestyle.
Truffles are between some of the most fascinating edible fungi growing underneath the ground level. Italy is one of the most important countries in the world for truffle production and in Tuscany there are many areas where they can be found. This unique experience is your extraordinary opportunity to immerse yourself in the enthralling world of truffles. Allow your personal truffle hunter, the “cavatore”, together with his dog, to show you how truffles are found. Your meal will be made with the truffles dug out from the ground during your tour, ensuring ultimate freshness!
It is not all about the food, wine and countryside in Tuscany. Actually the region is very well known for the leather factory and it is the homeland of Gucci, Roberto Cavalli, Ferragamo and more. So where else if not in Tuscany should be located a luxury outlet for the best shopping?

The Mall outlet is only 1h and half away from us and you can purchase great items from the most prestigious brand such as: Gucci, Loro Piana, Armani, Fendi, Ferragamo, Burberry’s and much more.

Be sure to have enough space in your car!
Discover the magic of Volterra, a medieval town known for its alabaster crafts and ancient roman amphitheater. Revel in the beauty of the Teatro del Silenzio venue, located in the hills of Tuscany where Maestro Bocelli holds his annual concert for 10,000 guests.

Learn about the wine making process at the Bocelli family vineyards in Lajatico before heading to the Officine Bocelli Restaurant for a private wine tasting with Alessio Bocelli and an incredible Tuscan meal. Visit the Bocelli Museum to admire the lifetime musical achievements of Andrea Bocelli.
Discover the beauty of the Tuscan countryside as you visit Teatro del Slenzio located in the middle of the Tuscan hills. Discover the process of wine making as you stroll through the Bocelli family vineyards. At the Officine Bocelli Restaurant nearby you will indulge in a private Bocelli wine tasting with Alessio Bocelli and taste the incredible oil and honey products before enjoying a three course Tuscan meal. To top off the day, visit the Bocelli Museum located in the Restaurant to discover the lifetime musical achievements of Maestro Andrea Bocelli.
Revel in the pure excitement of being in a **real recording studio** as you enter the **PPG studios** in the hometown of Maestro Andrea Bocelli. Studio master and good friend of Andrea, Pierpaolo, will greet you and introduce you to **the album making process** as he guides you on a **tour** around the studio.

Record your favourite **Bocelli’s song** as Pierpaolo accompanies you on the piano and you sing with the same **microphone** used by Andrea! End the day with a private Bocelli **wine tasting** and **Tuscan lunch** at Officine Bocelli restaurant before exploring the **Museum** and the **Teatro del Silenzio**, the Maestro’s outdoor venue nestled in the Tuscan hills before receiving your **personalized CD** from PPG studios.
Explore the intriguing recording studios used by Andrea Bocelli, the PPG studios. Pierpaolo will greet you and lead you on a wonderful tour around the studios and you will enjoy interesting videos of Maestro Bocelli. Indulge in a private wine tasting and Tuscan lunch at the Officine Bocelli Restaurant before visiting the Bocelli Museum.

Revel in an afternoon of pure relaxation at the PPG studios as you discover the new sound 6D pillows created by Pierpaolo, that offer an incredible surround sound system as you lay down and relax. Enjoy the new cosmetic products «Lajatica» by the Bocelli family including facial creams and hand creams as you relax.
Since 1998 Lucca has been the heart of Lucca Summer Festival, a musical event which takes place every year during June and July. This amazing event brighten up the summer evenings of one of the most charming Tuscan cities with concerts that, for over twenty years now, have been bringing the best of the national and international live music scene to Tuscany.

The calendar of the Lucca Summer Festival 2019 is full of unique opportunities for all music lovers!

June 28th Take that
June 29th Ennio Morricone
June 30th De Gregori & Orchestra
July 5th Toto
July 6th Calcutta
July 7th Elthon Jhon
July 9th Macklemore/Anastasio
July 10th Tears for Fears

July 12th New Order/Elbow
July 13th Mark Knopfler
July 16th Eros Ramazzotti
July 18th Giorgia/ Janelle Monâe
July 19th Salmo/Mâneskin
July 20th The good the bad and the queen
July 26th Gemitaiz
July 27th Scorpions
July 29th Sting

Ask us for tickets and more information!
**YEARLY EVENTS**

**PUCCINI’S FESTIVAL**

The Puccini Festival in *Torre del Lago* is the only Festival in the world fully dedicated to the composer *Giacomo Puccini*. It takes place every summer during the months of *July and August*, in the very places that inspired Maestro Puccini’s *immortal melodies*. The Festival saw its first light in 1930 and over the years has become an increasingly prestigious event which each year attracts *tens of thousands of spectators* from all over the world.

At the Puccini Festival, you can appreciate the great stars of *opera*, under the direction of some of the most *important conductors*, and admire the *extraordinary stagings* executed by famous directors of Puccini’s operas such as *Madama Butterfly*, *Turandot*, *La Bohème*, *Tosca*, *Manon Lescaut*.

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<tr>
<td>July 6th</td>
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Ask us for *tickets* and more *information*!
The Carnival of Viareggio was born in 1873 when there was the first parade of festively decorated carriages in the historic Via Regia, the heart of the old town. It was transferred to the Promenade at the beginning of the twentieth century and it has grown in size and popularity year after year. In 1954 the newly RAI sent his first outside live TV just from the Carnival of Viareggio, making it a big media event. In 1958 the report of the parade was broadcast in Eurovision. Nowadays it is the largest Italian folk event with a budget of €5 million per year.

These days the Carnival of Viareggio is even more the protagonist. Every year on Mardi Gras the Carnival of Viareggio is live on national television (RAI 3) to invade into television screens of Italy with the cheerfulness of its spectacular floats. Each year famous guests, politicians and sports figures come in Viareggio to admire their papier-mâché effigy as well as thousands of people decree the success of the event.


Ask us for tickets and more information!