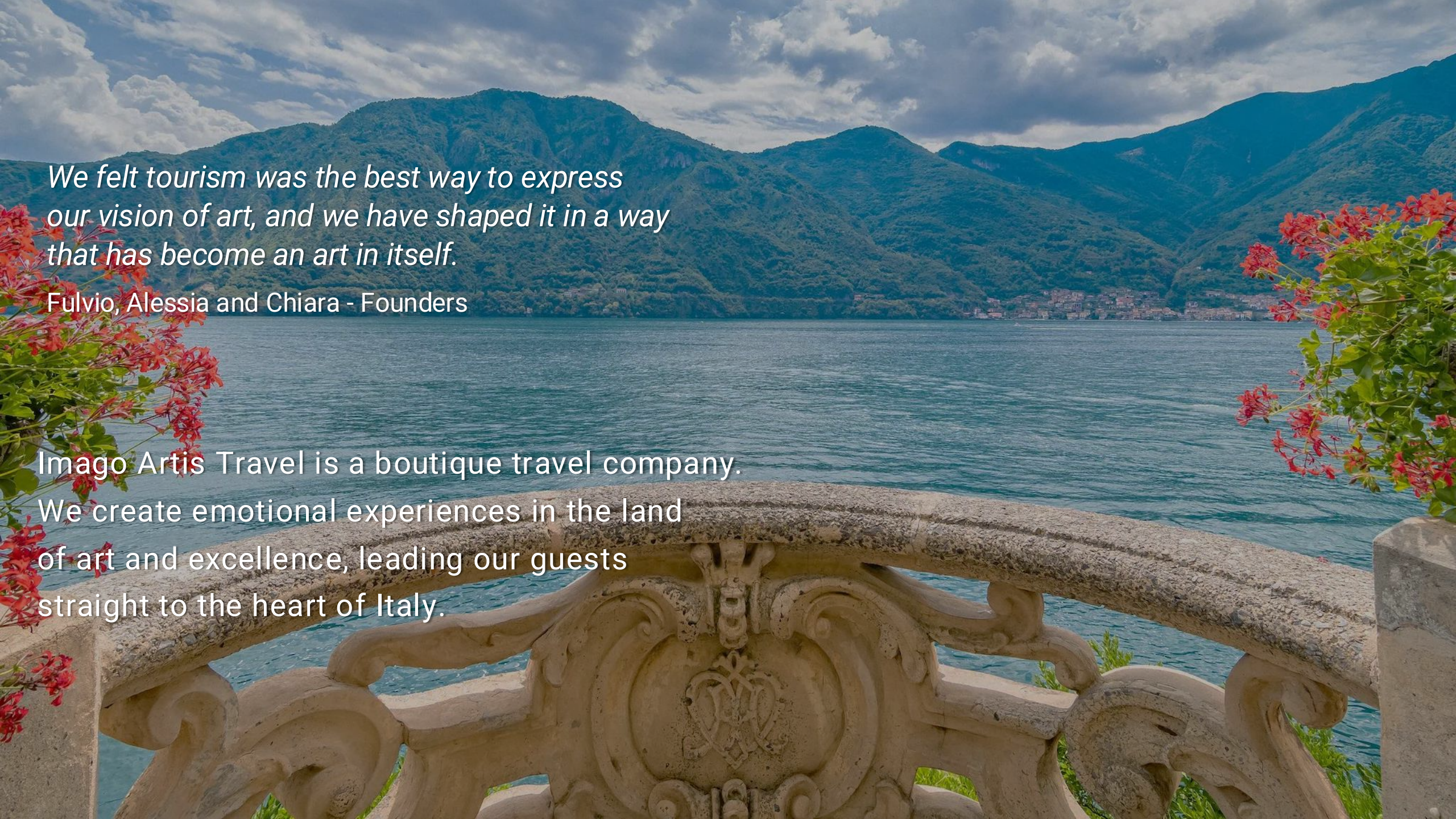




ReImagining luxury.

A scenic view of a lake with mountains in the background and a stone balustrade in the foreground. The sky is blue with white clouds. The mountains are green and brown. The lake is blue. The balustrade is made of light-colored stone with ornate carvings. Red flowers are visible on the left and right sides of the frame.

*We felt tourism was the best way to express
our vision of art, and we have shaped it in a way
that has become an art in itself.*

Fulvio, Alessia and Chiara - Founders

Imago Artis Travel is a boutique travel company.
We create emotional experiences in the land
of art and excellence, leading our guests
straight to the heart of Italy.



2008

Alessia, Chiara and Fulvio, friends and passionate art historians, found Imago Artis Travel with the common desire of **unveiling Italy's heritage** in a unique and exclusive manner.



2009

Based in Rome, the very symbol of history and beauty, the company starts a **partnership with the top hotels**, and develops a distinctive expertise in the city's **cultural landscape**.



2015

Imago Artis goes national, granting **extraordinary travel experiences** throughout Italy. Top American travel agents begin to choose Imago Artis for its **reliability** and **unparalleled range of offerings**.



Our company joins **Virtuoso**, the top luxury travel **network** in the world.

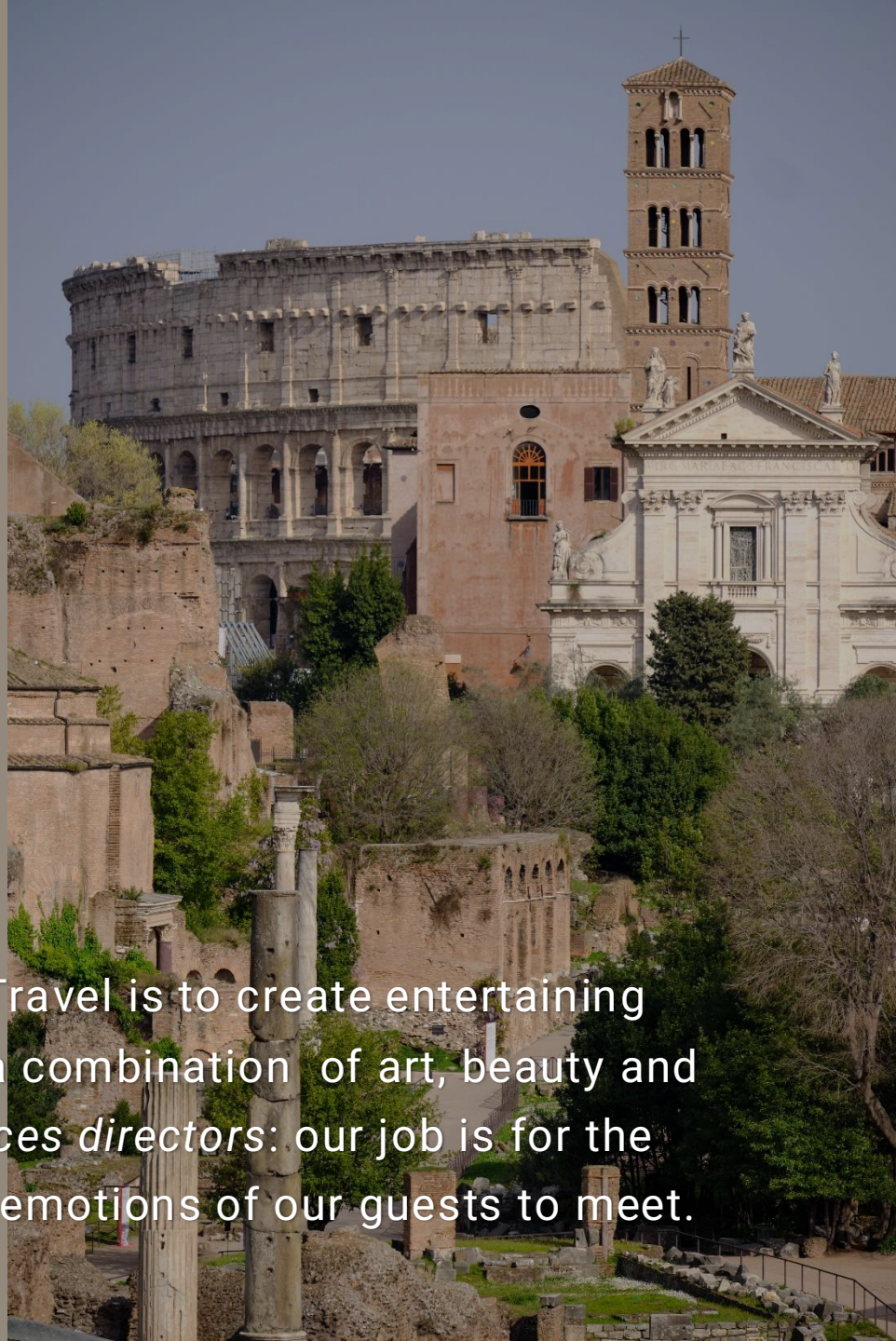


We win the **DUCO Award for Most Unique Experience Provider – Luxury**. We open a **branch office** in cosmopolitan **Milan**, the hub of finance, fashion, design and luxury lifestyle.



Present

With a team in Rome and one in Milan, the inspiration driving the work of Imago Artis remains faithful to its origins: to translate the concept of luxury to the human and emotional value of the travel experience.



Identity



The mission of Imago Artis Travel is to create entertaining Italian experiences through a combination of art, beauty and storytelling. We are *experiences directors*: our job is for the stories of the locals and the emotions of our guests to meet.



Imago Artis at a glance



➤ **ICONIC DESTINATIONS**

Rome & The Vatican, Florence & Tuscany, Venice, Milan & Lake Como, Liguria & Cinque Terre, Emilia Romagna & Food Valley, Amalfi Coast, Apulia, Sicily.

➤ **TAILOR-MADE EXPERIENCES**

From authentic classics to hidden gems, we work by request to fulfil our guests' wishes, providing private openings and exclusive access.

➤ **PART OF *VIRTUOSO* NETWORK**

➤ We can provide fully inclusive itineraries (transfers, accommodation and experiences) or hotels can be booked directly.

➤ **95% FIT CLIENTS**

Leisure Market, mainly couples, families and small groups.



Our experiences

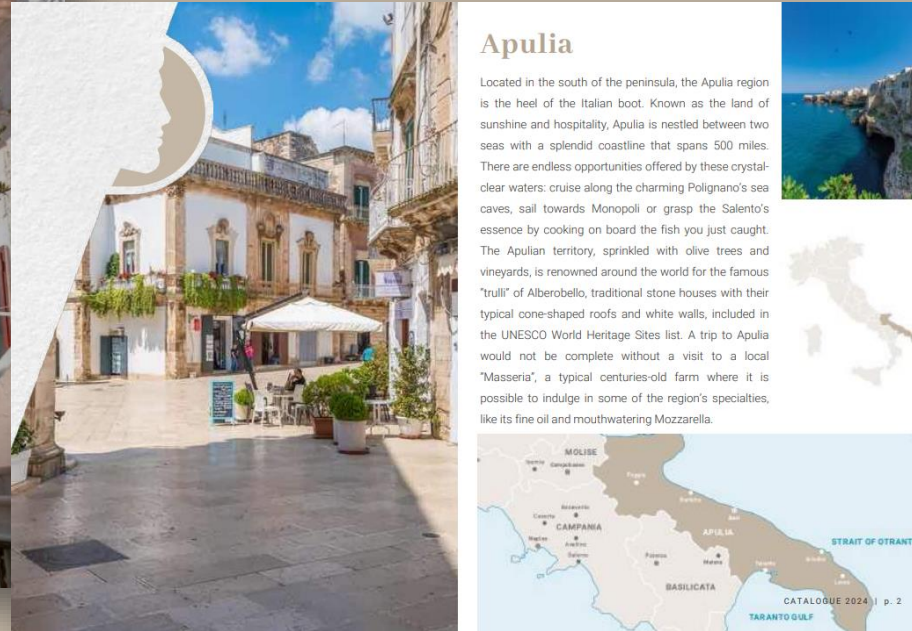


Designed by a team of destination specialists and combining exclusive access with local authenticity, our experiences feature

- **CITIES UNVEILED**
- **MUSEUMS & ART**
- **CULINARY MARVELS**
- **CRAFTS & MADE IN ITALY**
- **OUTDOOR ACTIVITIES**
- **CHILD-FRIENDLY ACTIVITIES**

➤ **DEDICATED HOSTS**

Our private guides and local ambassadors provide an insider point of view, extensive knowledge of the Italian heritage and culture, captivating storytelling.



Catalogues

- We have a dedicated catalogue for each area in Italy.
- The opening page explains the characteristics of the region and shows the main destinations on the map. The most popular experiences are described.
- Each brochure also contains thematic sections that are very useful for selecting experiences based on guests' interests.



Accommodation

If accommodation is required, we can offer the best properties all over Italy. We work in partnership with 5-star hotels and villas. For hotels of the *Virtuoso* network additional amenities are provided.


BELMOND


ST REGIS


SIX SENSES
ROME


PASSALACQUA
LAGO DI COMO

BVLGARI
HOTELS & RESORTS


MANDARIN ORIENTAL
THE HOTEL GROUP


ROCCO FORTE
HOTELS


HOTEL VILÒN
ROMA

ROMA
HASSLER
STAIRWAY TO HEAVEN


LUNGARNO
COLLECTION

THE PLACE
• FIRENZE •

ROSEWOOD


treville
POSTALINO

 Dorchester Collection


BORGO
EGNAZIA
NOWHERE ELSE.



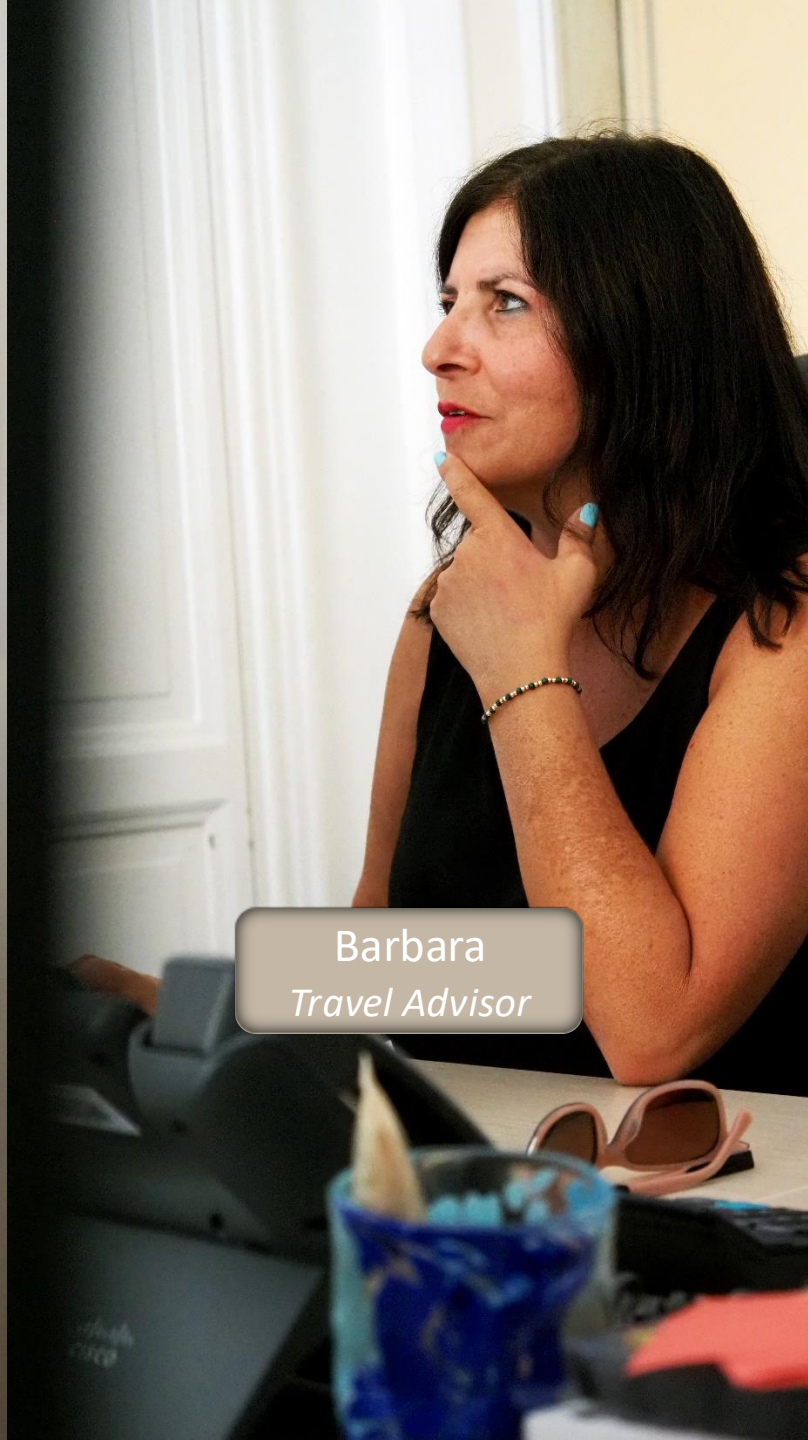
Entrusting the transfers to Imago Artis means relying on a fleet of luxury vehicles with professional drivers to comfortably travel around Italy.

V-Class

We also provide Meet & Greet services at all International Airports. We are able to arrange special transfers by means of yachts, helicopters, and private jets.



Irene
Travel Advisor



Barbara
Travel Advisor

Workflow



- When you contact us, one of our travel advisors will take care of the request and a booking code will be issued.
- The travel advisor will personally work on the quotation and send our best proposal to the travel agent.
- The proposed itinerary can be modified until final approval from the client.
- When client is ready to confirm, the advisor will proceed with deposit and reservations.



Cristiana
Finance



Manila
Accounting

Rates

- We work with both gross and net rates. If gross, we will pay the commissions after clients' departure.
- Commissions are between 10% and 15% depending on the services. Tickets are not commissionable.
- We quote in local currency (€) and accept wire and credit card payments.



APULIA

Polignano & Monopoli by Boat

HIGHLIGHTS

Boat trip along the Adriatic coast discovering sea caves

Ask the Apulian what their favourite seaside destination in their homeland is; the majority will certainly answer Polignano a Mare. And who could blame them? The charming little town about 35 km south of Bari is dramatically perched on the edge of limestone cliffs carved by the erosive force of the Adriatic sea.

And it is exactly this landscape dotted with natural caves that we would like to make you explore today. A fabulous boat trip is on the agenda, cruising along the cavernous sea caves dotting this stretch of Italian coast. Enjoy a spectacular panorama created by the flickering water and sea conditions permitting, stop for a swim in the most enchanting areas.

Sail then towards Monopoli, a fortified town dating back to Ancient Greek times with a picturesque Medieval centre. You will be able to spot the Castle of Charles V as well as the old port, called Molo Vecchio, packed with traditional fishing boats that are still used today by professional fishermen.

YOUR ITALIAN HOLIDAY



FINAL ITINERARY | p. 5



FINAL ITINERARY

Your Italian Holiday

CITY	DATE	SERVICES	MEETING TIME & PLACE	COST
Rome airport	30 Jun	Airport Luxury Meet & Greet	Airport	- €
Tuscany	31 Jun	Polignano & Monopoli by Boat 4 hours Including exclusive visit, guide, Mercedes E class at disposal	10 AM, Hotel X	- €
Tuscany	2 Jul	Uffizi and Accademia Gallery 8 hours Including car at disposal 8 hours 2 hours guide in Siena, on the spot	11 AM, Hotel Y	- € - €
		and Torcello rate guide, cket Uffizi et Accademia	12 AM, Hotel Z	- €
		er on Board rate guide, ccesses	9 AM, Hotel Q	- €
		High Altitude rate guide, ch, car disposal	9 AM, Hotel S	- €
FINAL TOTAL				- €



- The itinerary is usually sent out as a PDF file. It can be issued with the breakdown pricing or with the total cost.
- Our logo can be associated with the travel agency's logo, or the file can be in white label format.
- All the travel itinerary information can be exported to the AXUS Travel App, so that the customer can easily view their day-by-day travel plan. Any ongoing changes are also made on AXUS.



Dear Marie
welcome to Italy.
I would like to introduce myself
as your Imago Artis Dedicated
Customer Care Host.
Feel free to contact me during
your stay in Italy.
I will be happy to assist any time
you are in need of
reconfirmations, adjustments or
require immediate action in case
of any emergency related to a
service/experience that Imago
Artis will be handling for you
locally.

- We want to make sure that everything runs smoothly during our guests' vacation, and to this end we take no aspect for granted.
- Upon arrival to Italy our Customer Care provides 24/7 assistance through a dedicated host, who can be reached via phone and WhatsApp.

Alexandra
Customer Care



**A Taste of Our
Unique Experiences**





Echoes of Eternity in Roman Basilicas

A Jubilee Special

The **Holy Year 2025** marks the anniversary of the **Jubilee**, gathering millions of faithful under the skies of the Eternal City. Visiting Rome during the Jubilee celebrations means witnessing a moment of great cultural significance, not just a religious one. On this occasion we have created a **two-stage experience**: guests, accompanied by an expert private guide, will visit **two of Rome's oldest basilicas**, and have the unique opportunity to pass through one of the four holy doors of the city.

The **Basilica di San Clemente** consists of two overlapping churches: visiting this one-of-a-kind site means taking a **vertical journey through time**, from marble floors and frescoes down to the remains of a temple in its thrilling undergrounds.

Built on the site of a miraculous snowfall, the **Basilica di Santa Maria Maggiore** is one of the four papal basilicas and therefore holds a **holy door** to be opened on each Jubilee. Guests will live an emotional moment by performing the ritual passage, and will be able to admire the **Loggia and Bernini's Staircase in private**. The experience will culminate with a **dedicated access to the domes**, where they will enjoy breathtaking views from the basilica's terraces.





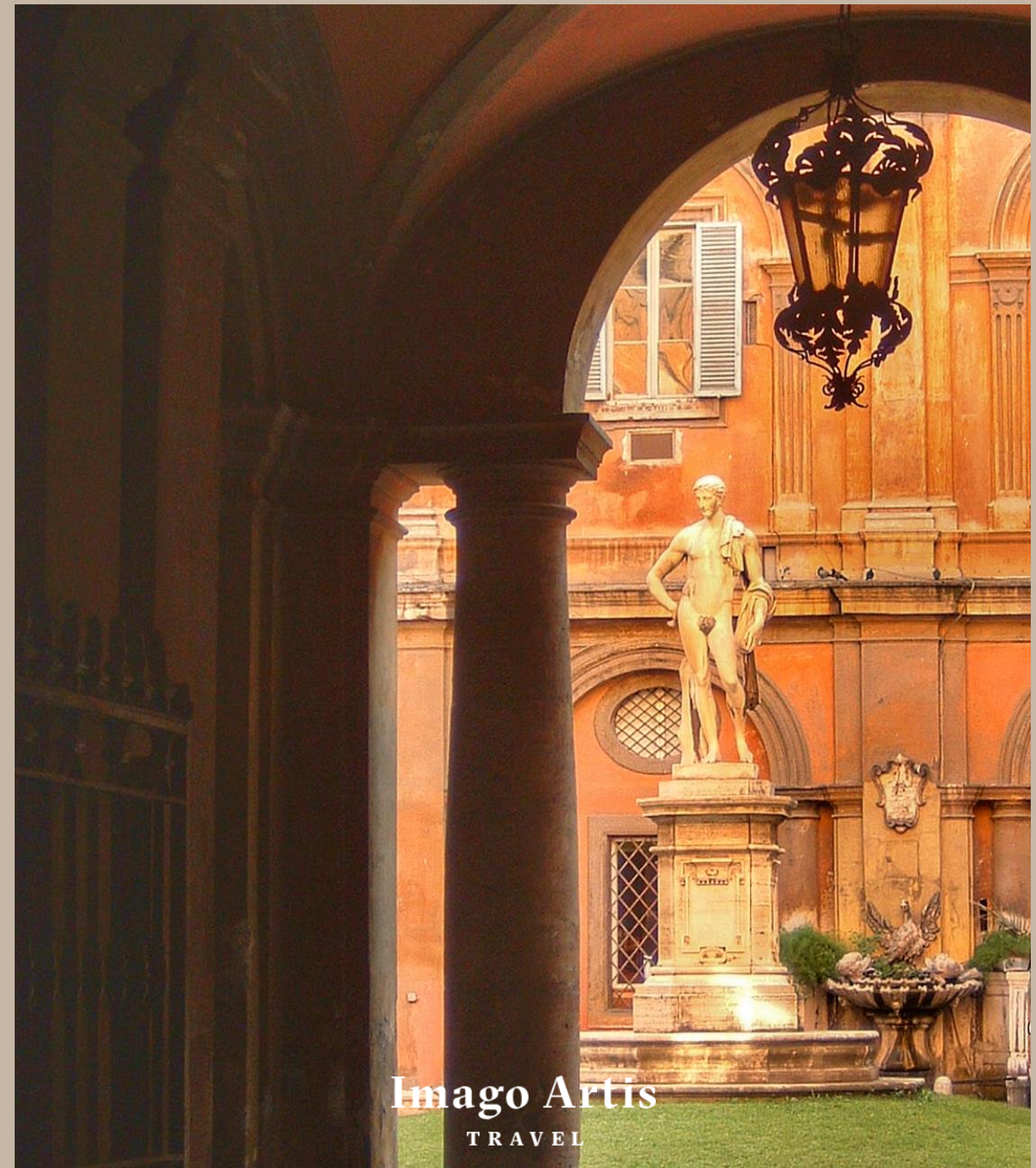
The Unseen Caravaggio

Exclusive Visit of a Private Palace and Color
Preparation Workshop, Rome

An exciting journey and a thrill for all art lovers, this experience is a unique opportunity to dive deep into the world of one of the most important Italian painters, revolutionary and genius **Caravaggio**.

We are going to open the doors of a **private palace**, bearing the name of the noble family that has been owning it for centuries. Crossing the threshold, we will discover a majestic courtyard, before climbing the staircase leading to the private apartments of a princess. We will access the **painting collection** of one of the most important families of the Roman aristocracy, and have the unique opportunity to admire **the only** Caravaggio painting owned by a private individual in the intimate space of a living room. But there is more: the very **restorers** responsible for returning this masterpiece to its original splendor will be your hosts.

Making this fascinating immersion in the world of canvas also interactive, we will finally walk to a top-class **restoration studio** and take part in a **workshop** about color preparation the way the masters of painting used to do.



Imago Artis
TRAVEL



The Renaissance Pentagon

Private Tour
Caprarola, Lazio

The perfect destination for a day trip from Rome, Caprarola is a small borgo in the **Tuscia countryside**, very close to lovely Lake Vico. Upon entering the village, it is immediately clear what is the undisputed protagonist: an imposing Palace dominates from the top, manifesting the power of one of the most important noble families from the Renaissance, **the Farnese**.

Visiting Palazzo Farnese is a real privilege for the concentration of art and culture enclosed within its walls. Beyond the entrance portal there is **a whole world to discover**: originally conceived as a military fortress – hence the pentagon-shaped floor plan – and later transformed into a court palace, this residence tells the story of a family that had a pope among its members.

Palazzo Farnese is a hidden gem delivering monumental halls, a refined **spiral staircase**, a circular courtyard, two different gardens with fountains, a hunting lodge, and a marvelous **cycle of frescoes** of the Mannerism current, which spread from Italy throughout Europe.



Imago Artis
TRAVEL



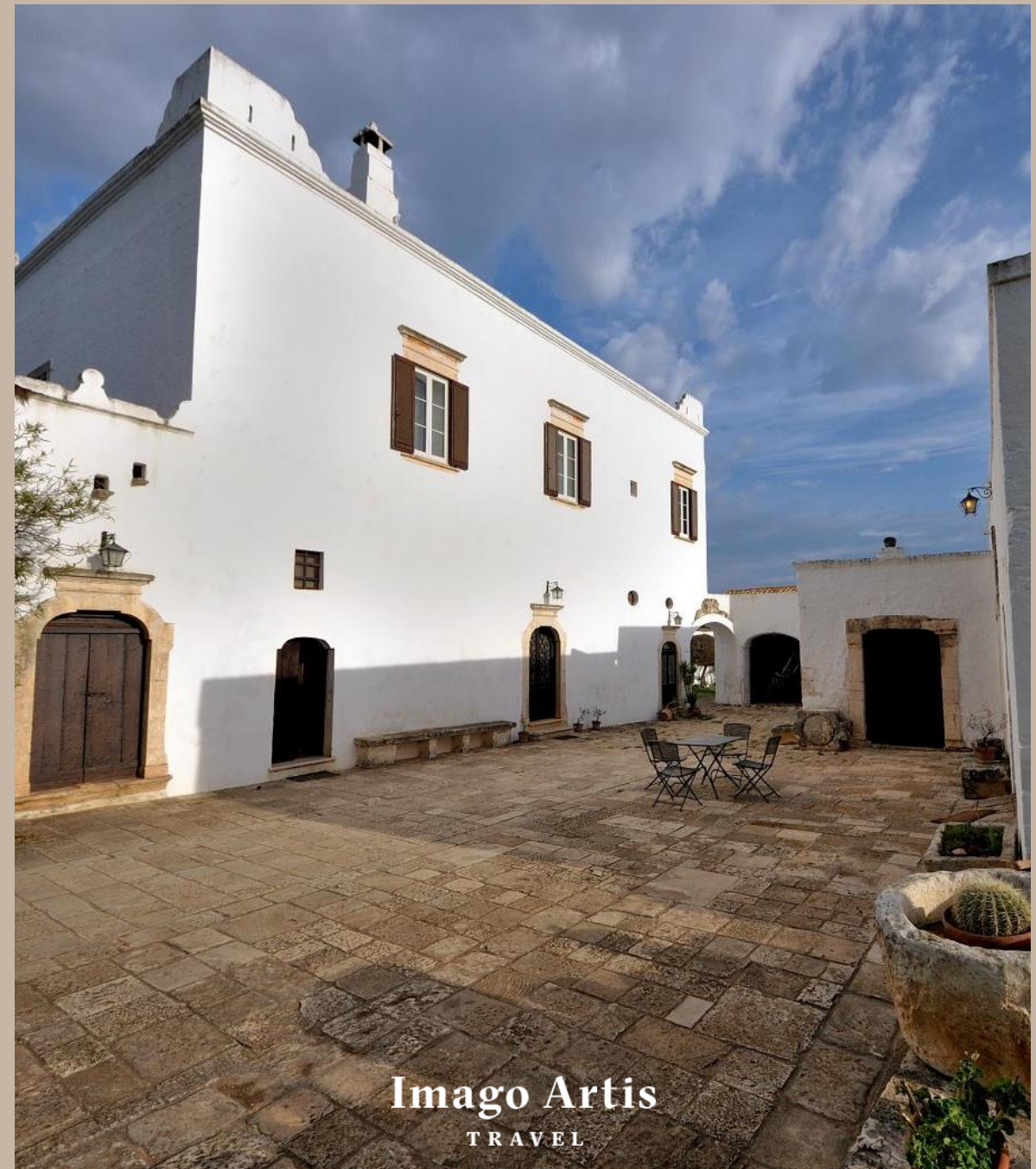
Apulian Masseria

Oil Tasting and Cheese-Making
Trulli Valley, Apulia

Entering a masseria isn't just visiting a place, it is a full immersion in **Apulian culture**. Buildings that have been present since the Middle Ages, masserie take their name from the word 'mass' because they were inhabited by the workers, farmers and factors. In fact, the unique characteristic of a masseria is that it is a small enterprise that develops around a central courtyard: the courtyard is the place of sociability, while around the courtyard rise the rooms used for processing and storing the products of the land and livestock.

Farms with ancient charm, built stone upon stone and sometimes characterized by defensive towers, the masserie are surrounded by expanses of **centuries-old olive trees** and guard the secrets to handcrafting products of incomparable quality: Apulian gold, namely **olive oil**, and cheeses that are an Italian pride in the world, such as **mozzarella and burrata**.

There's no better option to taste these delicacies than visiting an Apulian masseria, where guests will learn all stages of processing through a private tour led by an **expert producer**, tasting different types of oil and trying their hand at making mozzarella before treating themselves to the freshest handmade burrata.





Dining at the Palace

Exclusive Visit and Dinner
Palermo, Sicily

Contested by princes, kings, and emperors, Sicily has always fostered the flourishing of the arts, worldly rituals, opulence, and fine living. That's why a visit to its capital, Palermo, must include the opportunity to be the **unique guests** of a private noble palace.

Our guests will be welcomed by **members of the owner family** and escorted on a tour of their 1783 mansion, being immersed in one-of-a-kind interiors such as the elegant Art Nouveau library. They will visit the Piano Nobile, an enfilade of gorgeous halls with antique furniture, fine tapestries and ancestors' paintings, culminating in the winter garden.

When the clock announces that it's dinner time, guests will have a chance to savor the rituals of aristocracy by taking part in an exclusive **banquet** in the dining room. Finally, before returning to the hustle and bustle of Palermo, they can enjoy one last perfect moment sipping **coffee on the terrace** of this historic palace, graced with tiled floors, plants and marble busts.



Imago Artis
TRAVEL



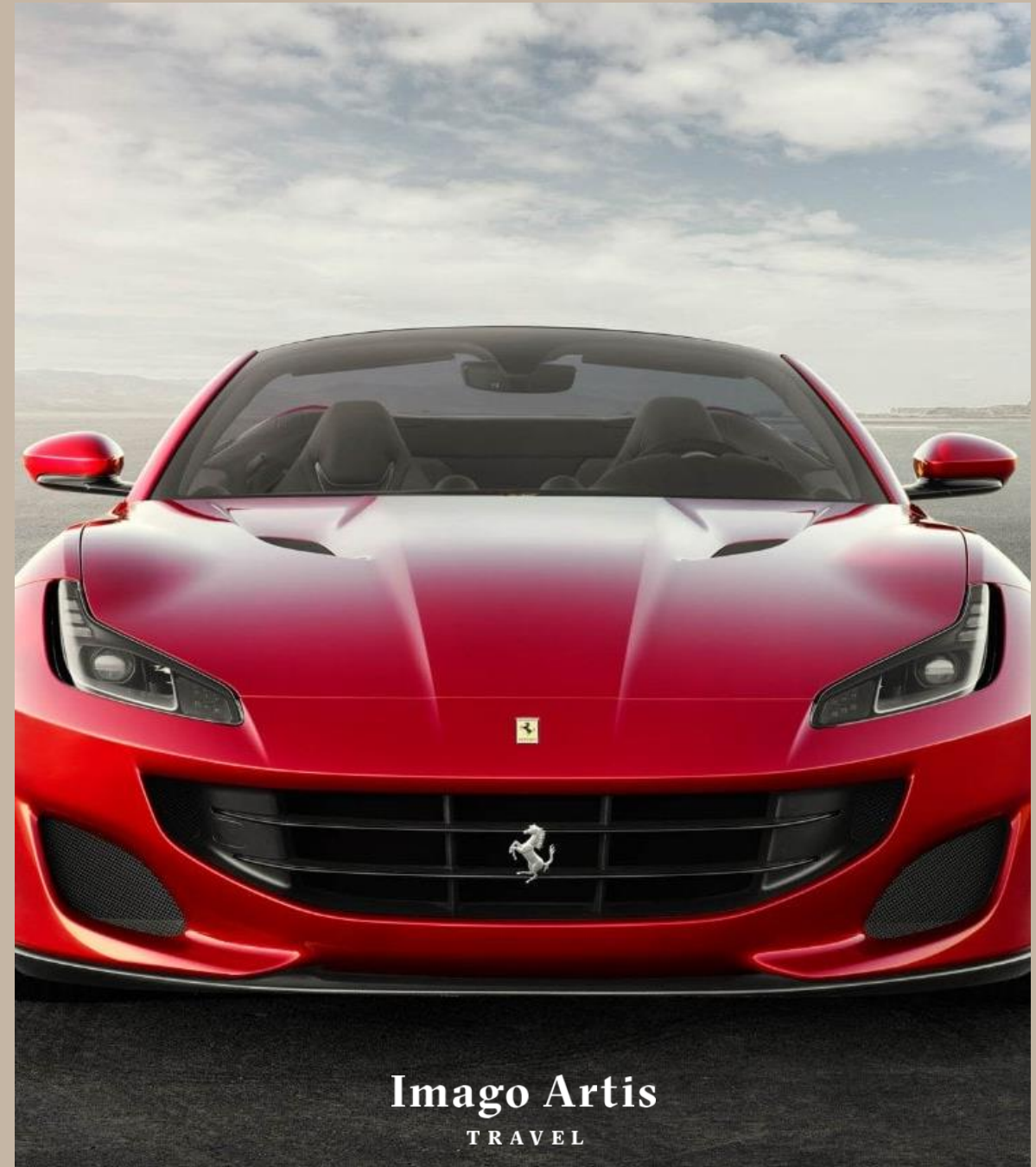
Ferrari Dream

Ferrari Driving Experience
Modena, Emilia Romagna

Arguably the most famous Italian sports car in the world, Ferrari has become a **true legend** and an icon of style and luxury. This experience is made for guests willing to live their Ferrari dream to the fullest, thrill-seekers who get excited when they hear the roar of the engine.

After getting to choose the **Ferrari model** they would like to drive, guests have two options. They can take a **test drive** on the hills around Maranello to enjoy a panoramic view while driving, or if they really want to feel the adrenaline rise, they have the unique opportunity to drive the Ferrari along the bends of a **real circuit**, the Modena racetrack.

The Ferrari experience offers one more reason to visit the Emilia Romagna region, known as Italy's **Food Valley** for the production of specialties such as Parmigiano Reggiano cheese and balsamic vinegar of Modena.





Looking forward
to working with you.

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