

The background of the entire page is a black field filled with a complex, organic, and symmetrical pattern of vibrant blue lines. These lines form a series of concentric, wavy, and swirling shapes that resemble ripples in water or a topographical map, creating a sense of depth and movement. The pattern is most intense in the center and fades slightly towards the edges.

blu

g r a p h i c d e s i g n

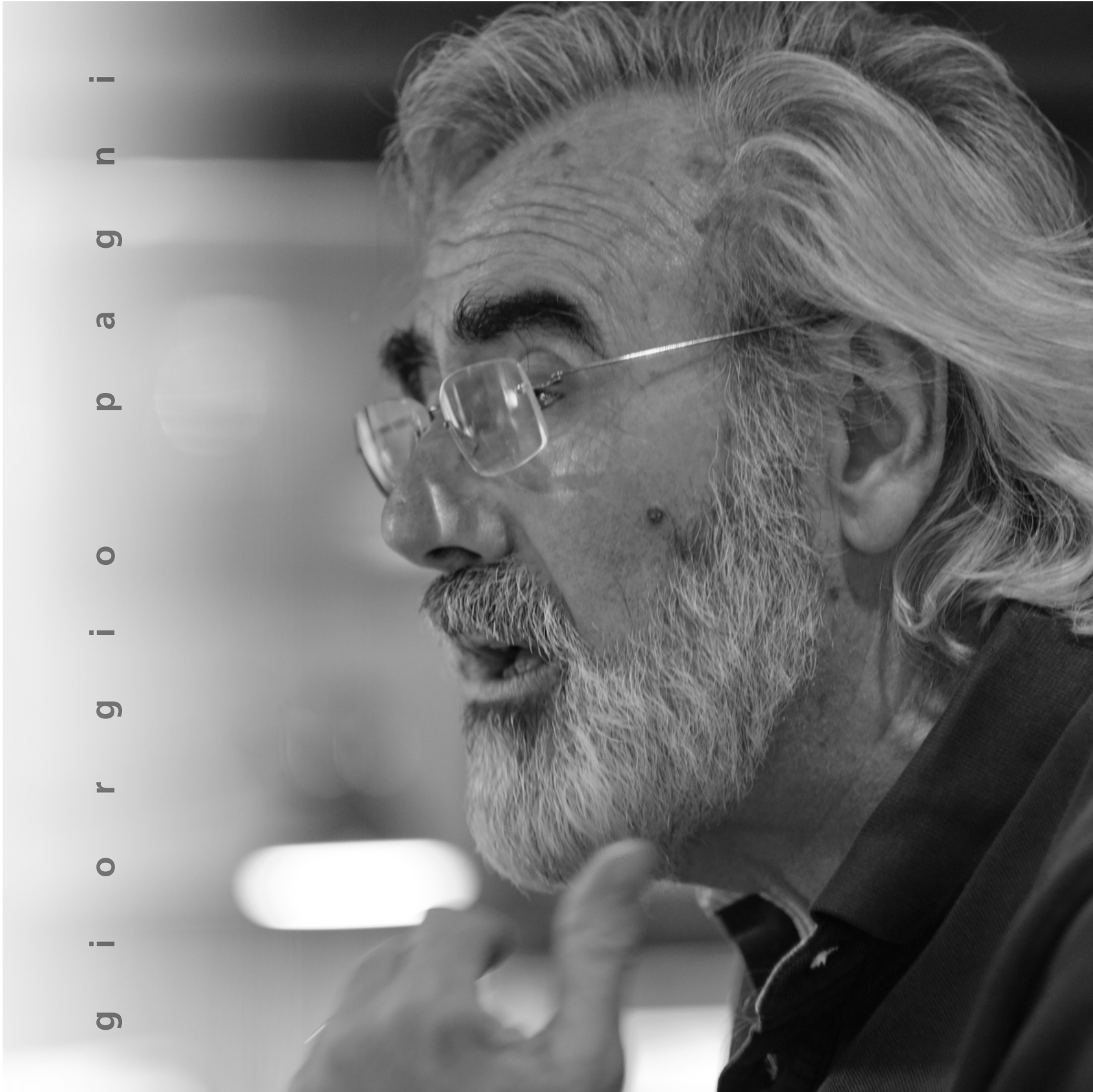
T R A V E L G R A P H I C S

brochures & catalogues / editorial design / logotypes & corporate identity / packaging / advertising / illustration

A B O U T U S

“Let me not to the marriage of true minds Admit impediments.” It is easy to be romantic when your name is William Shakespeare. Perhaps a little less so when you share your working life with your partner. And yet, as a married couple, we achieved a successful enterprise thanks to our passion for design, the arts, drawing and photography.

After having graduated from the prestigious Brera Academy and SPD-Scuola Politecnica di Design in Milan, we undertook our projects and then opened **Blu**, our graphic studio, in 1993.

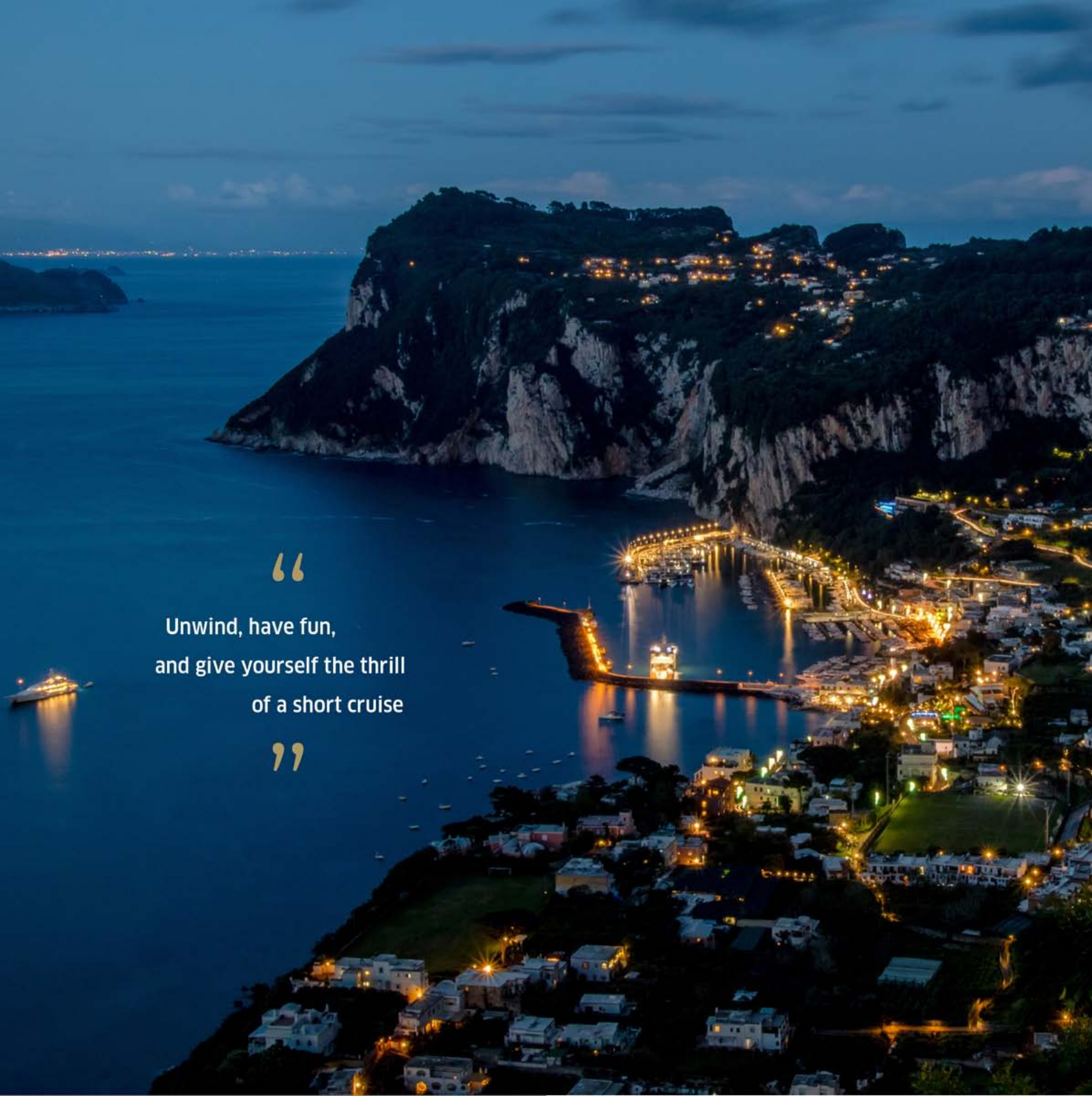


g i o r o g i o g a p n i



m o n i c a c i t r o

Being acute listeners and observers, we clearly identify our clients’ needs, taking an active, strategic role with our ideas, suggestions and our long-established expertise. We can contribute to the development of a project and individual brands alike, with custom-tailored brochures, catalogues, packaging, logotypes and editorial products. Our creative team is always on the lookout for new, inspiring and challenging ideas, where we can show our mettle.



“

Unwind, have fun,
and give yourself the thrill
of a short cruise

”

BROCHURES / TRAVEL



- 20 luxury suites
- Hermia Luxury Amenities
- Bar & Restaurant Themis
- Lounge sitting room
- Bedding set menu
- Outdoor swimming pool
- Beauty treatments
- In the Giardino Pantescio
- Wine estate "Coste Ghirlanda"
- Restaurant Coste Ghirlanda
- Complimentary transfer
- From/to the Airport
- Unique Pantelleria Experiences

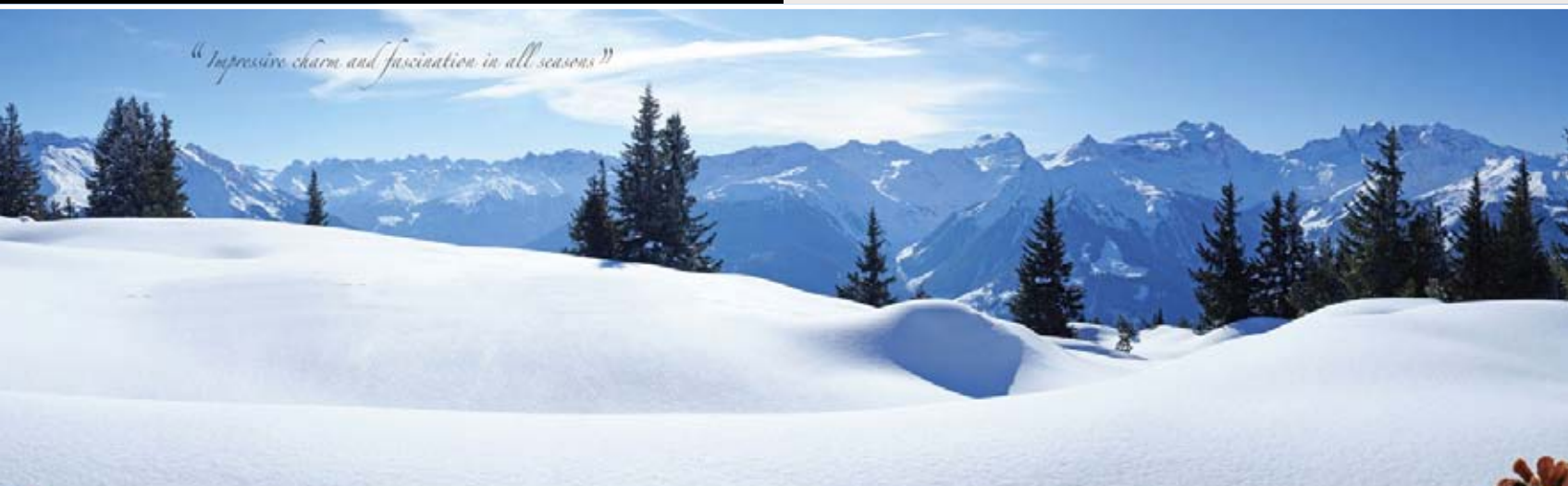
“
Impeccable service,
logistical support,
Itinerary planner
and customised solutions
”

Extensive knowledge of the area combined with expertise and a professional crew mean that at Capri on Board, nothing is left to chance. Our flexible contracts meet the needs of the most discerning travellers, offering a vast array of mini cruises and boat excursions on board luxury yachts, "door to door" transfers and yacht charter. A special wedding will be truly memorable aboard one of our yachts, along with other sensational, personalised luxury experiences. In addition to this, we organise photo shoots and events, floating platforms and fireworks for private parties, as well as land and sea services for films, TV series and commercials. All permits and authorisations will be taken care of, letting you enjoy Italy in a luxury, elegant fashion.

ABOUT US



Preparing for a trip: can you think of anything more exciting? The magic of uncovering new places and unusual destinations is the essence of an infinite allure. This selection of brochures, tailor-made logos and coordinated images conveys our creative spirit. Every place has a soul, revealed in a harmony of colour combinations and memorable graphics, expressing sensations, emotions and awe.



MOUNTAINS



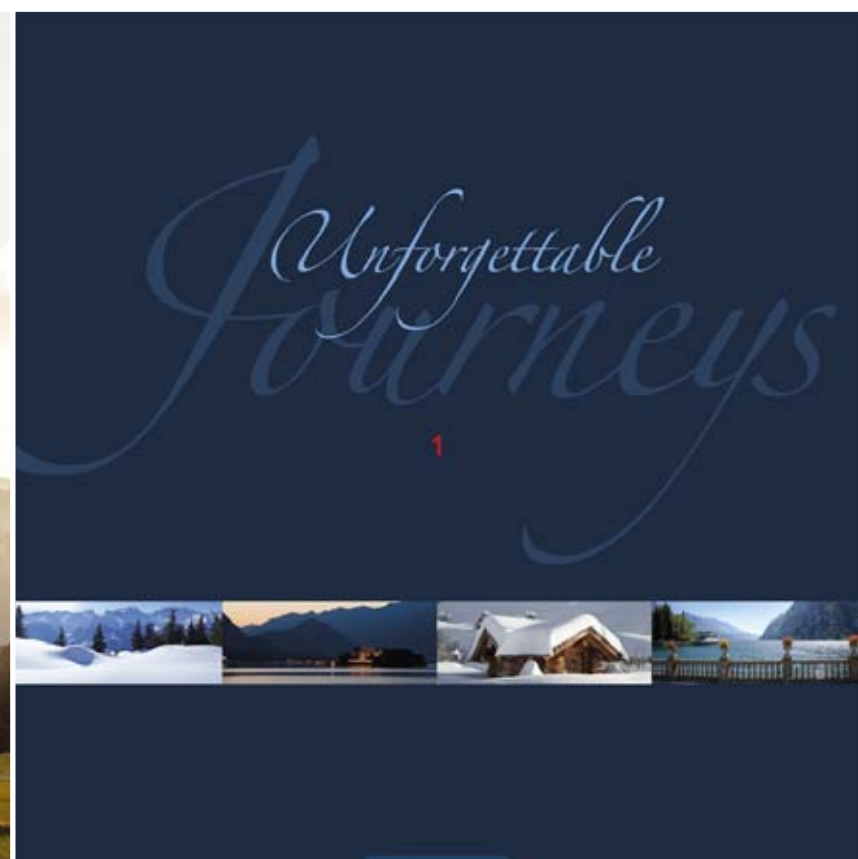
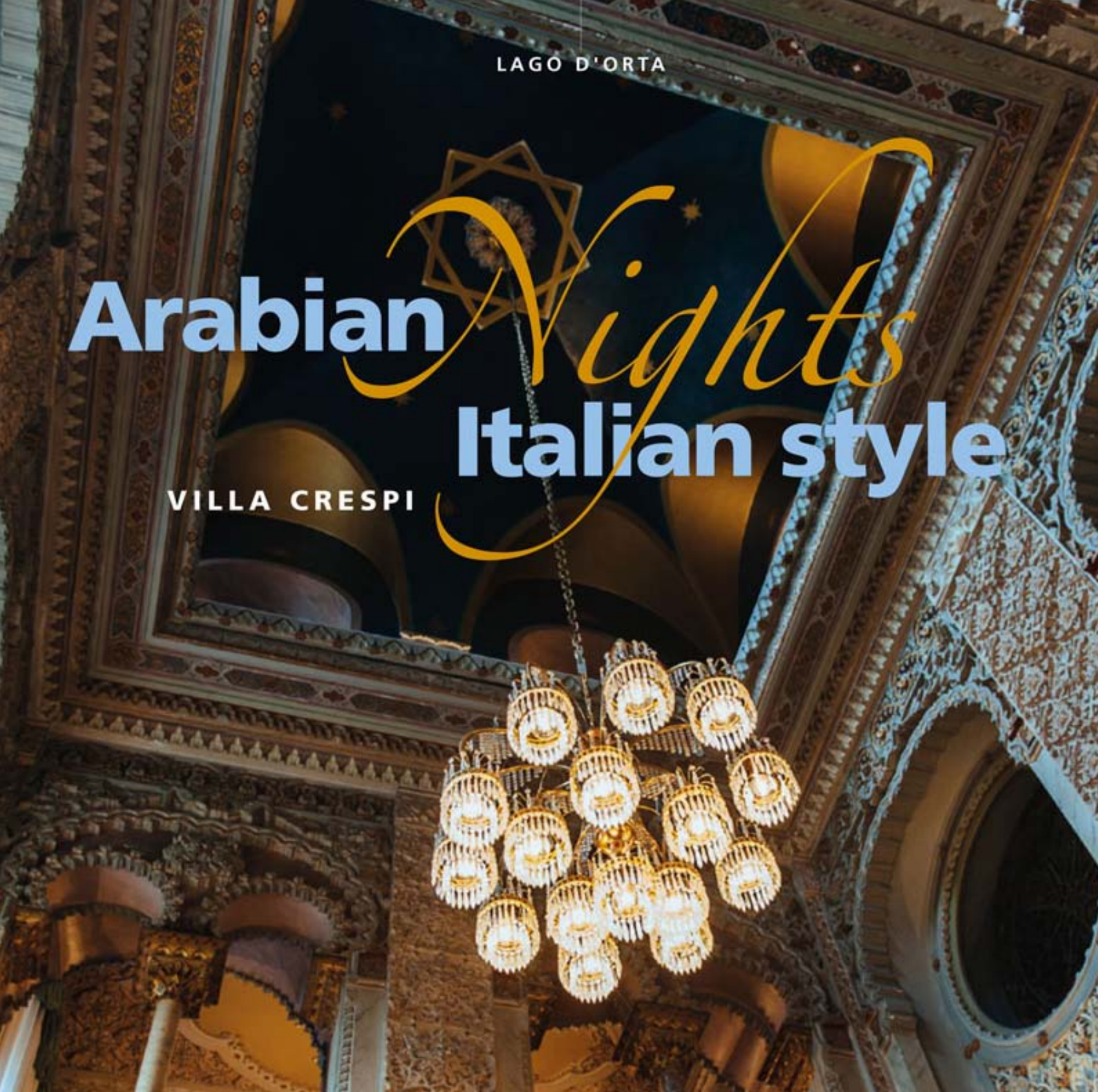
Far from tourist hotspots and urban living, the mountains provide unrivalled peace and serenity as well as adventure. Whether it is a romantic getaway, an exciting weekend or a family holiday, that special place is hiding somewhere in an idyllic mountain setting, awaiting discovery.

The Italian Alps, where four languages are spoken and diverse cultures meet, are home to some of the world's most spectacular scenery. Le Corbusier saw Mont Blanc, Monte Rosa, The Cervino and the Dolomites as "the most beautiful natural architecture in the world". In all seasons they offer excitement, impressive charm and utter fascination: white fairy-tale scenery in winter and a unique variety of activities and natural beauty in summer.

experience
hiking, climbing, biking
and photoshooting

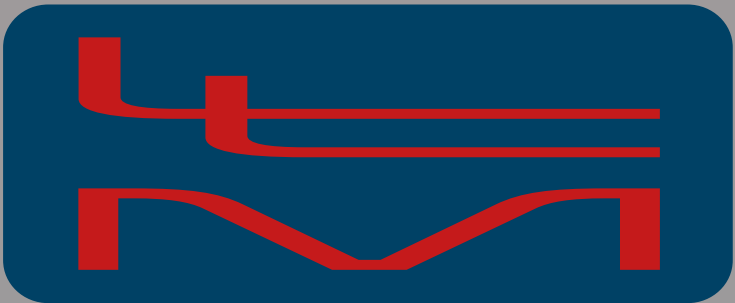
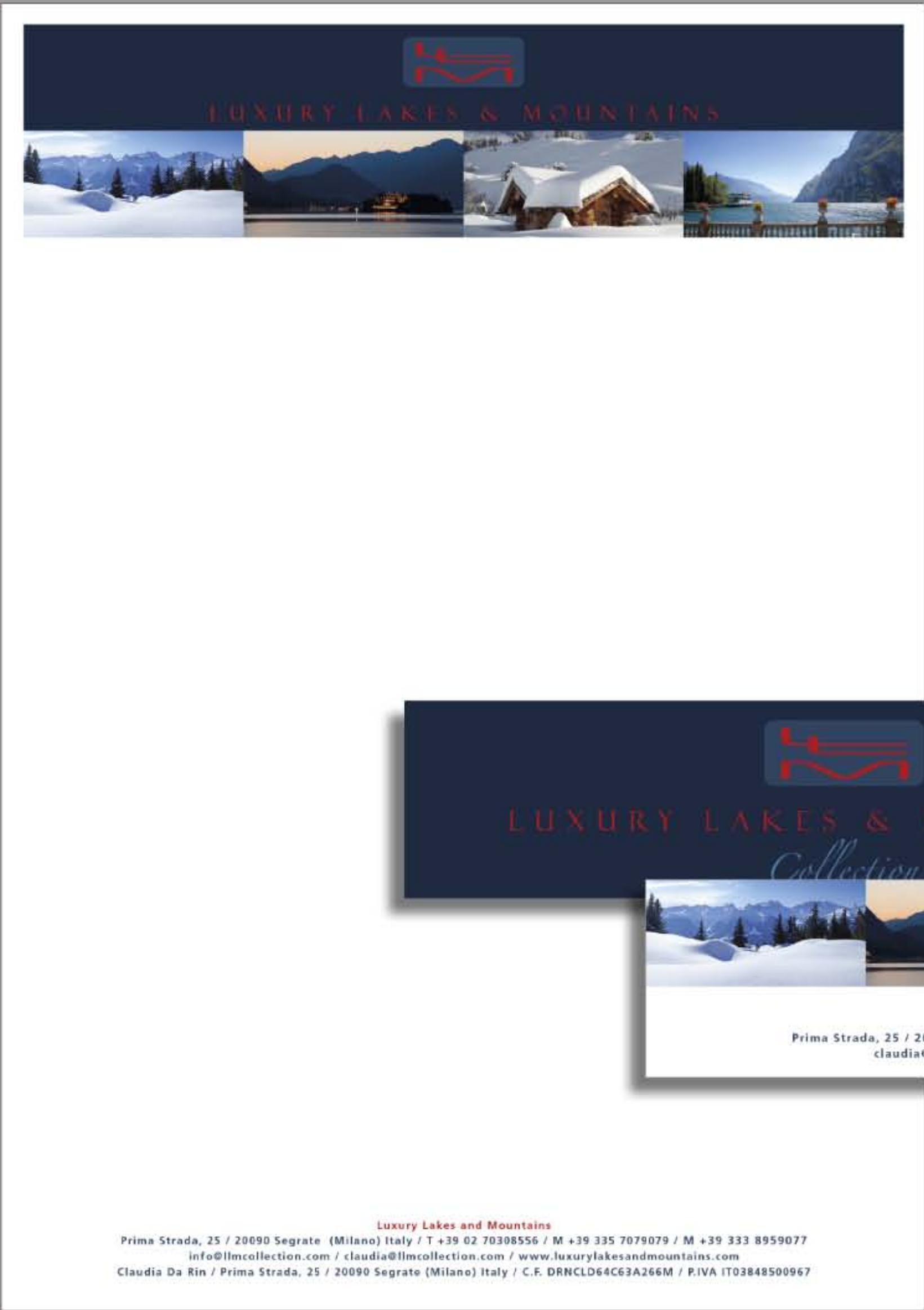


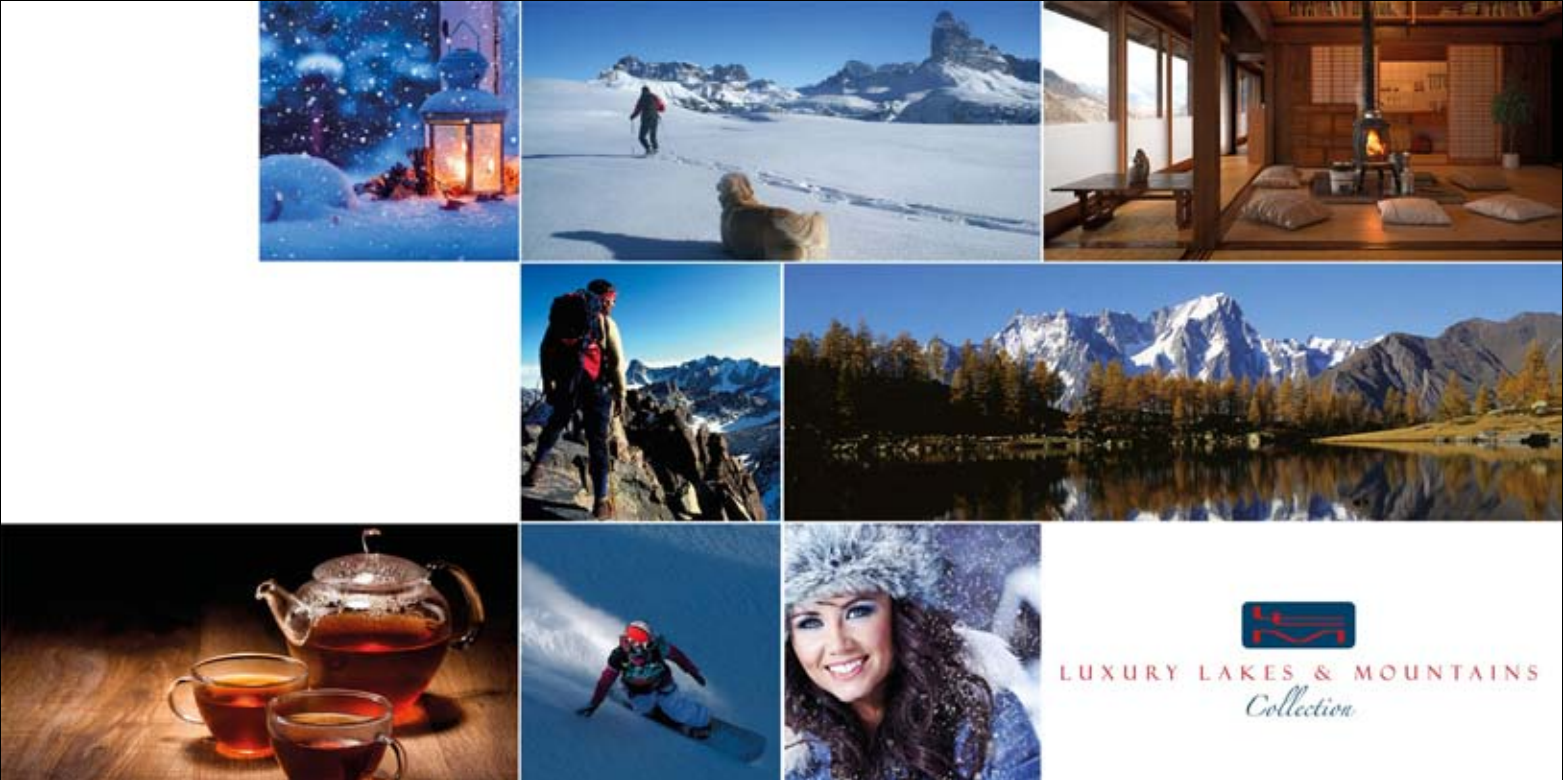
Sardinia is a wonderland of crystal blue waters, spectacular rocks carved by the wind, unspoiled mountain ranges and mysterious archaeology. Active travelers will revel in the many hiking and biking trails for road and mountain bikes. Climb sensational routes overlooking the sea or enjoy horse riding by the beach. With such an extraordinary backdrop, photoshooting will be just perfect.



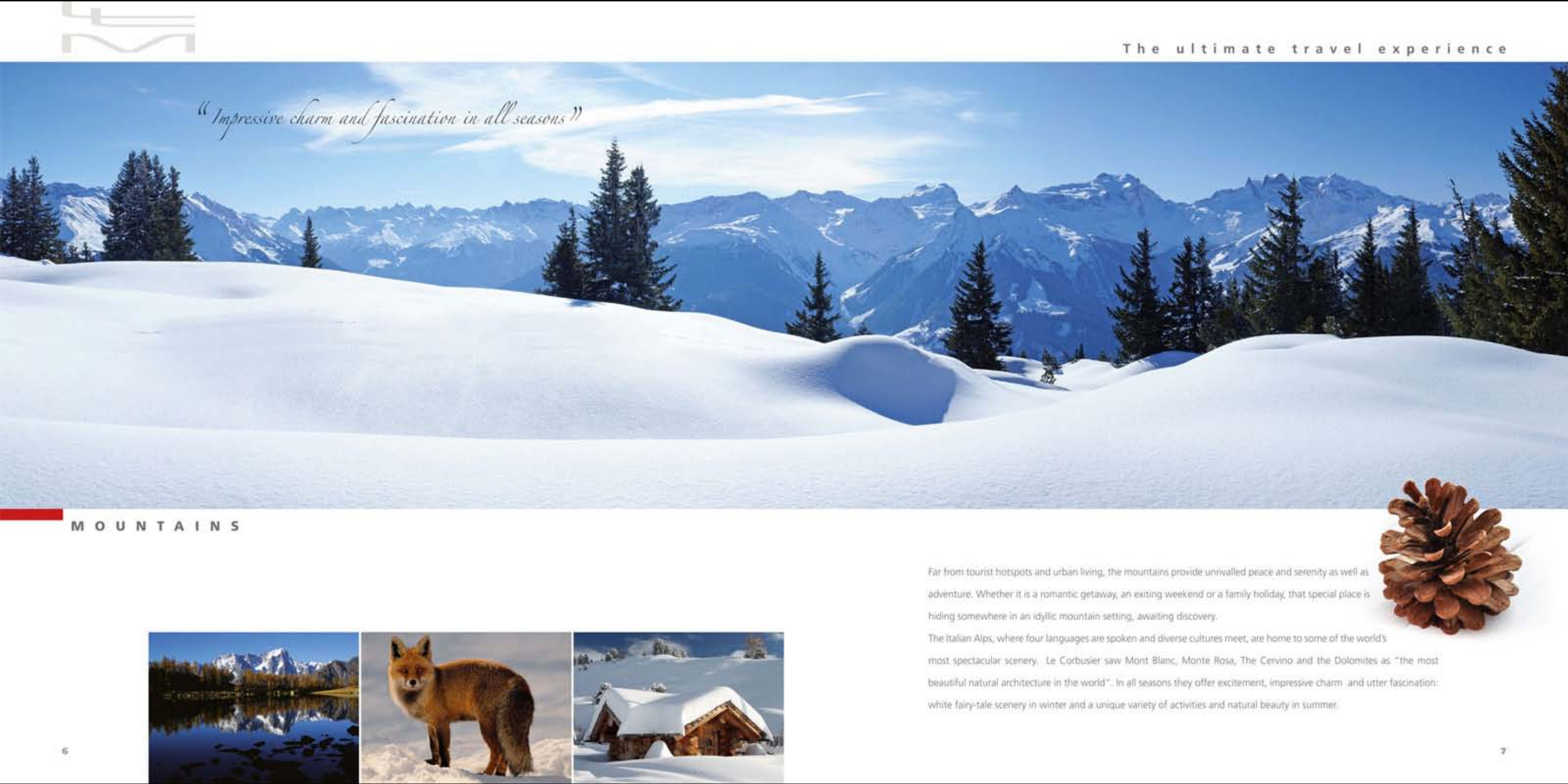
Every journey unveils an idea, a project and an intuition: with our graphics we bring your thoughts to life. We blend exciting texts with images that are engraved in your hearts: aesthetics blend with shapes and graphics that are accurate, stylish and melodic. Each page is a window that opens onto the world. A travel magazine is not easily forgotten and is an invitation to set off and explore.

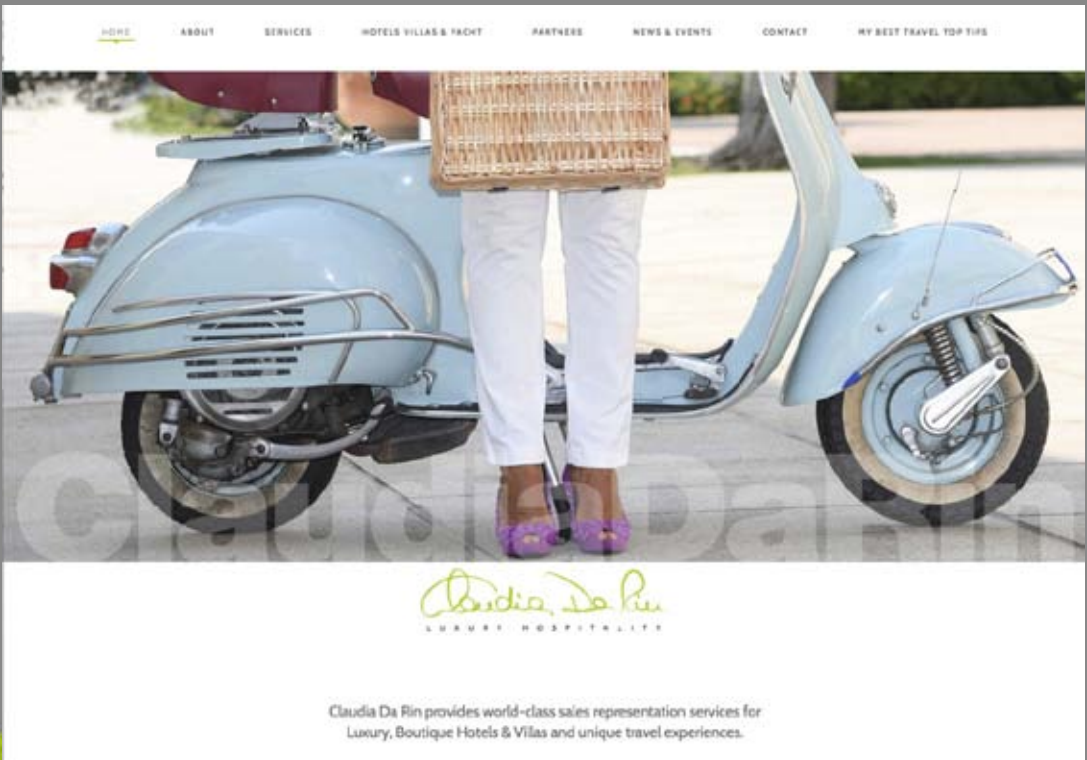
LLM LUXURY LAKES & MOUNTAINS / logotype / corporate identity





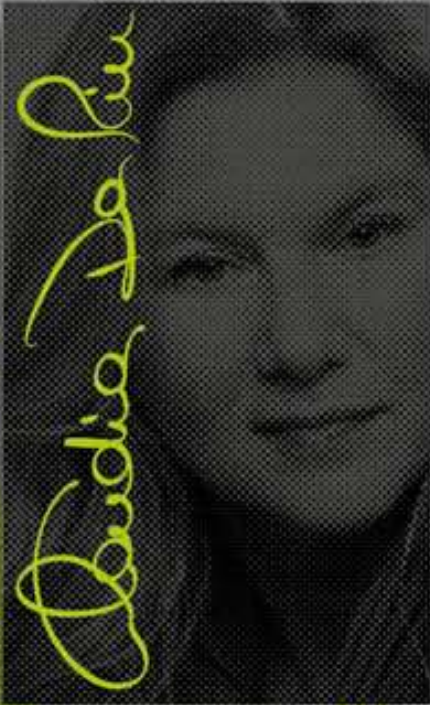
LLM LUXURY LAKES & MOUNTAINS / brochure





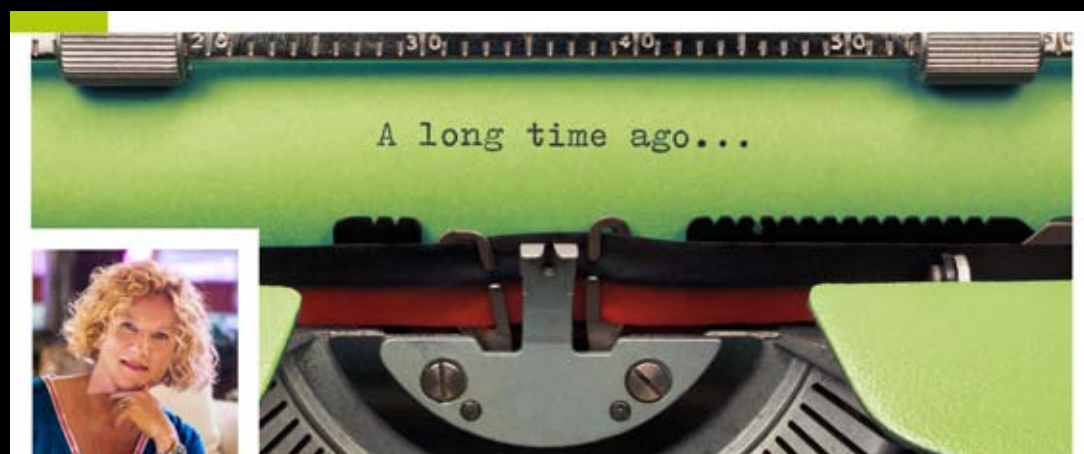
ClaudiaDaRin

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ClaudiaDaRin





About

Claudia

They say that knowledge and imagination are the key to one's success: the key is to combine them with the adequate expertise and savoir-faire.

In my extensive and thorough 25-year professional experience, and 15-year career in hotels in Italy, London and Paris, I was able to select only the finest properties and villas, authentic temples of imagination, luxury, relaxation, tradition and charm.

I represent unique, extraordinary hotels where guests become friends and are united with the most astonishing experiences, family traditions are held in high regards and the natural world takes the leading role.

I can illustrate and introduce a travel advisor to the magic of all these institutions, located in some of the most breathtaking areas of the world.

Where does Claudia Da Rin Luxury Hospitality, the company I established in 2000, fit in amid all this excellence?

- I act as the liaison between hotels and travel advisors
- Revealing behind-the-scenes surprises
- Solving any riddle you may have relating to the cooperation
- I can work to tight deadlines
- I can understand the needs of the most discerning travellers, and of their travel advisor to devise the most adequate, tailor-made holiday.

Working in the B2B and B2C environments, I embrace person-to-person (P2P) marketing and connect with all customers and clients on a human level.

CLAUDIA DA RIN / brochure



To be
unforgettable
is our primary ambition

It is the culture expressed through our relationships, and the benchmark for our work. To be unforgettable is our mindset when engaging with Hotels and Buyers. Hotels can be sure of our innovative, inclusive and down-to-earth approach; we are a highly effective extension to your team. We combine our world-class expertise and know how to support Hotels with both full-time, retained representation and one-off, short-term contracts with the opportunity to strengthen your sales through specified tasks. We are also used to working with Hotels affiliated with Leading Hotels of the World, Small Luxury Hotels, Preferred and Relais & Chateaux.

The tourism industry has become extremely competitive, putting pressure on the hospitality sector as well. As an independent hotel owner, having outstanding marketing content is the necessary requirement to gain an edge over competitors and stay on top in the market.



CLAUDIA DA RIN / brochure

Think *Belle Époque*

L A K E M A G G I O R E / I T A L Y



- Isole Borromee and Rocca d'Angera - Stresa
- Villa Aminta Hotel & SPA - Stresa

- ✈ Malpensa 53 km
- ✈ Milano/Linate 107 km
- ✈ Torino 144 km

Think *Belle Époque* and you are in for a treat: Lake Maggiore will spoil you with its immense, pristine blue waters and towering mountains standing proud over its luxuriant vegetation.



L'EA BIANCA LUXURY RESORT / logotype restiling & brochure



turquoise sea
& white sand



The fascinating northern stretch of this fabulous island sees some of the most renowned beaches, among which is the La Maddalena Archipelago. This is a marine-protected National Park established in 1994, comprising seven outstanding islands such as Caprera, Budelli and Spargi, and numerous *isolotti*, where nature still sets the tone.





L'EA BIANCA LUXURY RESORT / brochure

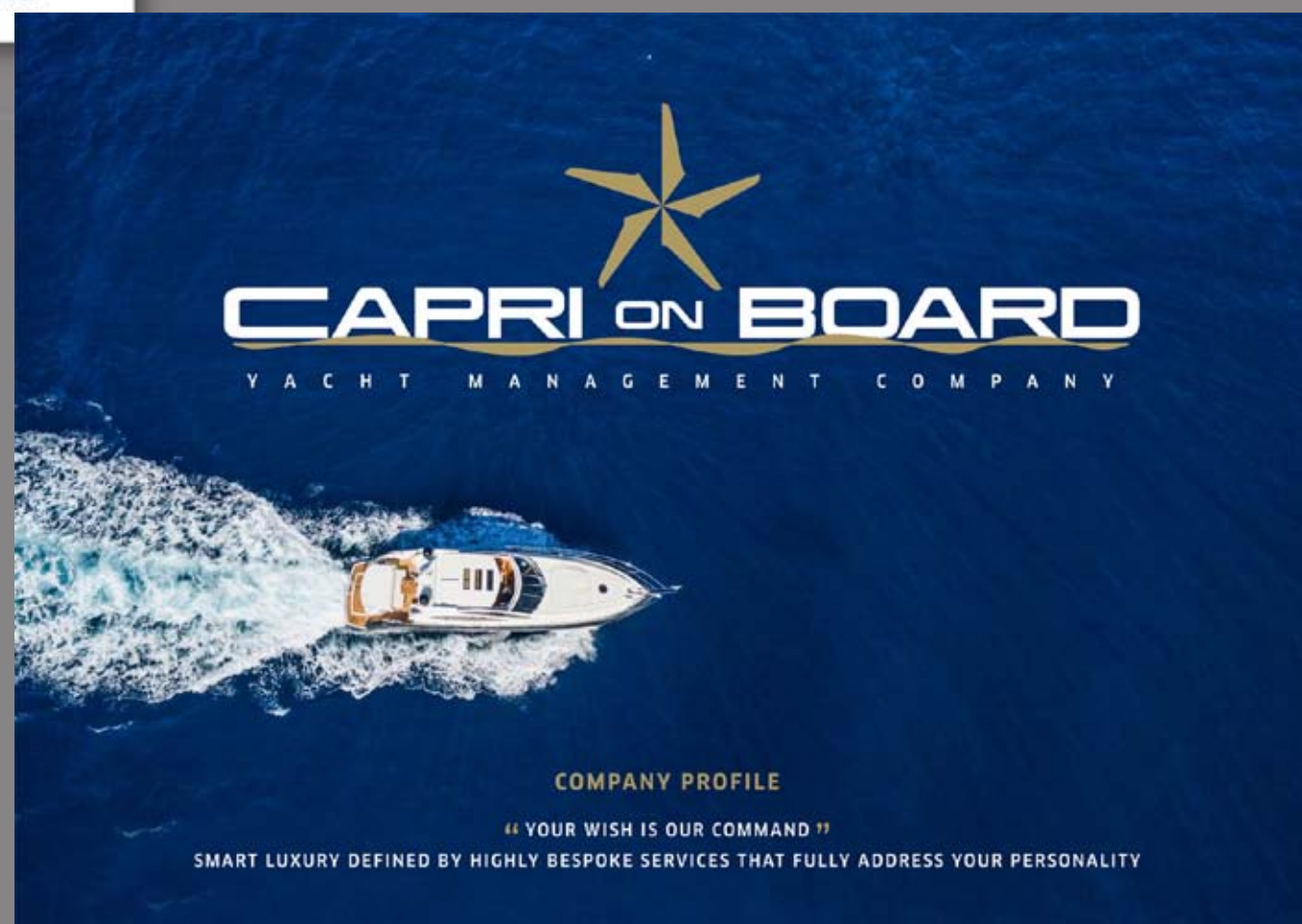
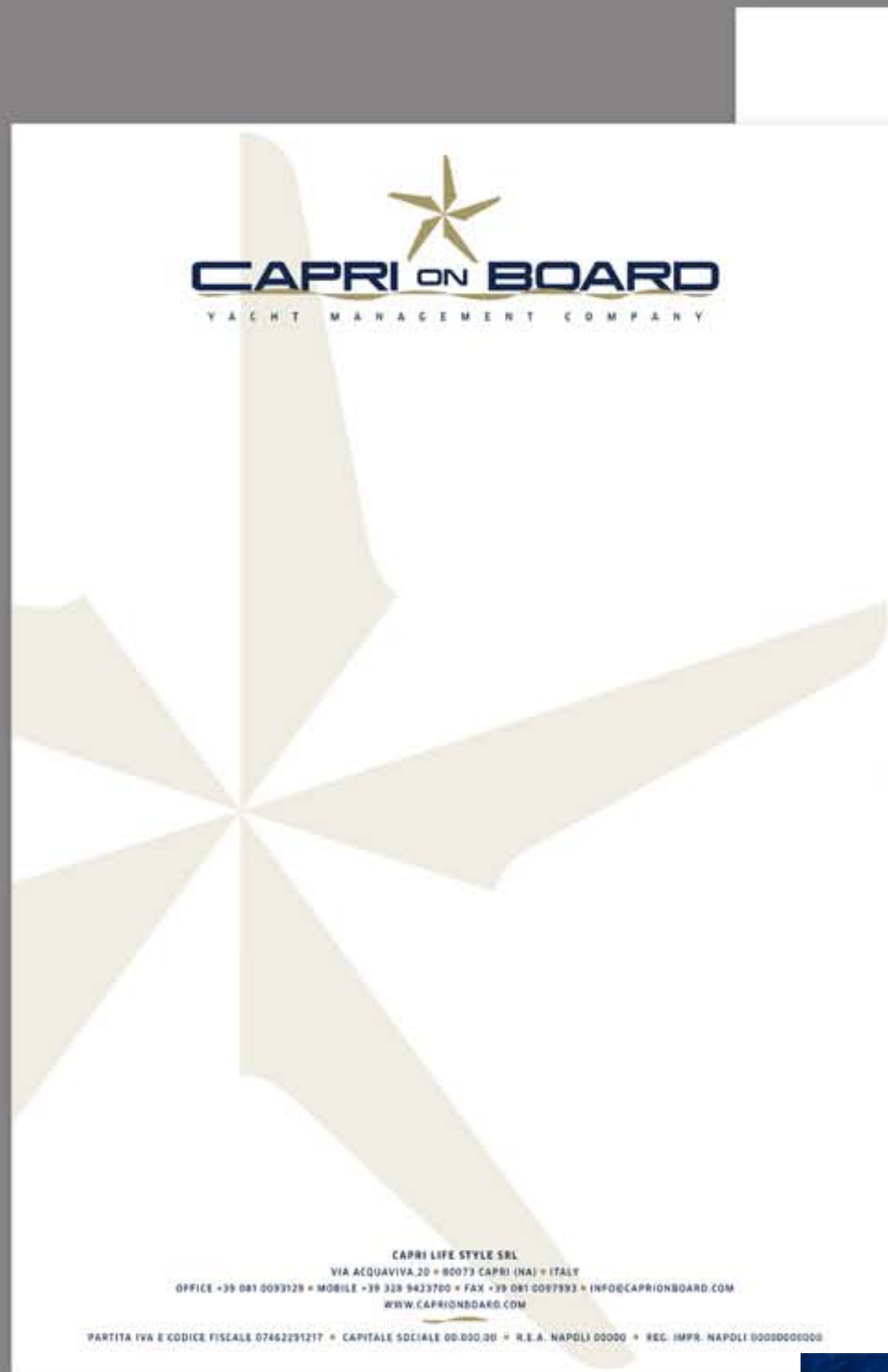


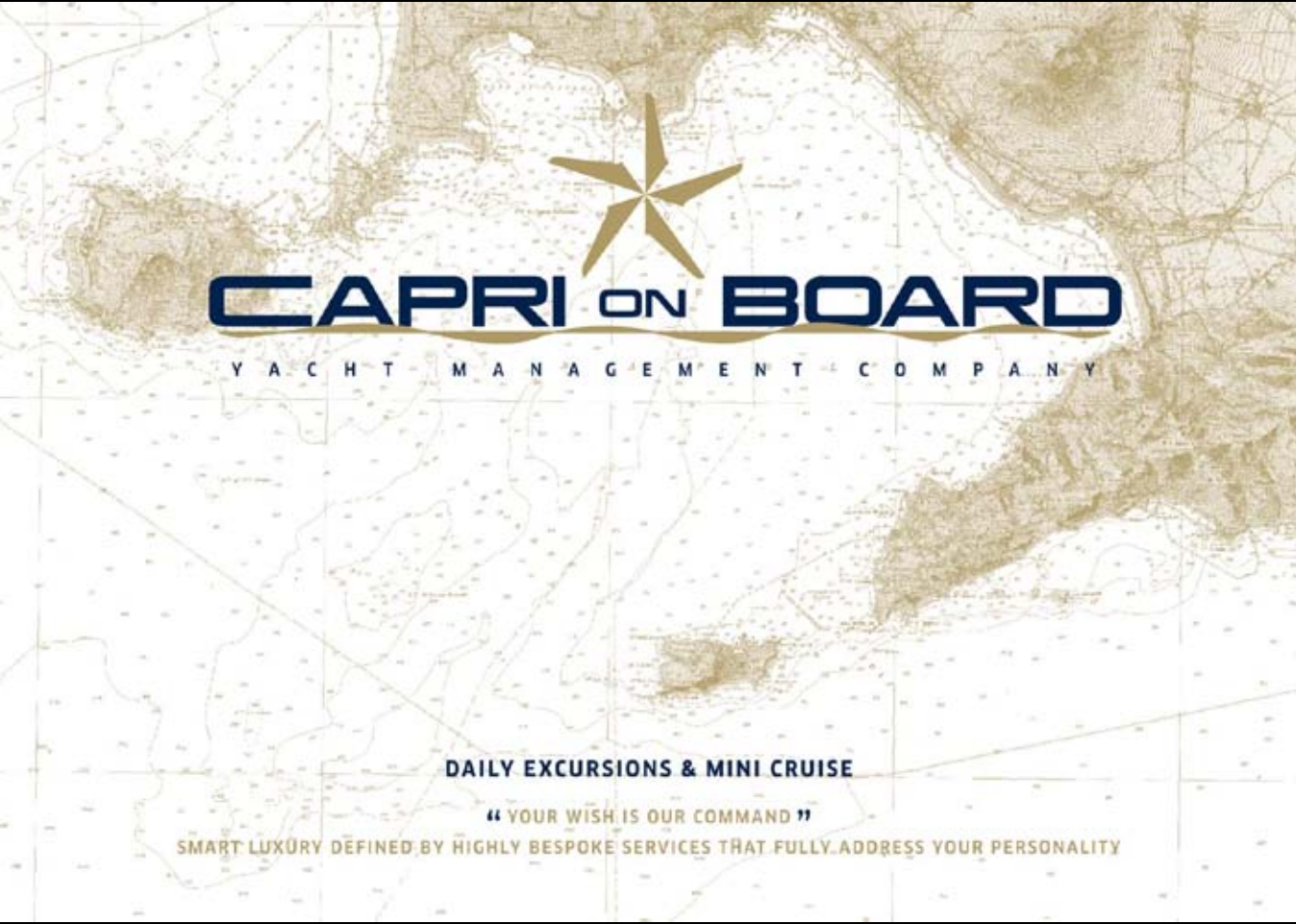
Traditions certainly make Sardinia a proud region, possessing a rich handicraft heritage that reflects its historical and cultural stratification. Jewelry, tapestries, ceramics, baskets, knives, carpets... From the perfection of ancient art, you can admire unique pieces of extraordinary beauty. The same attention and respect for traditions is strongly felt in the many festivals.



CAPRI ON BOARD YACHT MANAGEMENT COMPANY

/ logotype / corporate identity





CAPRI ON BOARD YACHT MANAGEMENT COMPANY

/ brochures

“

Impeccable service, logistical support, itinerary planner and customised solutions

”

Extensive knowledge of the area combined with expertise and a professional crew mean that at Capri on Board, nothing is left to chance. Our flexible contracts meet the needs of the most discerning travellers, offering a vast array of wine cruises and boat excursions on board luxury yachts, “tailor to you” transfers and yacht charter. A special wedding and for truly memorable aboard one of our yachts, along with other personalised, personalised luxury experiences. In addition to this, we organise photo shoots and events, fishing platforms and fireworks for private parties, as well as land and sea services for fun, TV series and commercials. All permits and authorisations will be taken care of, letting you enjoy fully to a luxury, elegant fashion.

ABOUT US

“

A tailor-made luxury experience, a wellness trip where every detail reaches perfection

”

LUXURY EXPERIENCE
YACHT CHARTER

CAPRI ON BOARD / brochures

“

Over 100 luxury yachts for an unforgettable experience

”

A SELECTION OF OUR
LUXURY YACHTS &
BOATS COLLECTION

MY AICON 72 SL



AICON 72 SL is a luxurious boat studied with attention to the smallest details in order to guarantee our guests a unique experience. Large areas at the stern and the bow with a big sunbathing zone to give clients the opportunity to enjoy the breeze while getting a tan.

- length: 72 ft / 23.00 mt
- width: 17.42 ft / 5.31 mt
- daily excursion guest: 12
- cruise guest: 8
- cabins: 4
- restrooms: 3
- crew: 2



VENETO HILLS GOLF & SPA / logotype / corporate identity



Hotels & Spa

VENETO HILLS GOLF & SPA
tee off within half an hour of Venice

Veneto Hills

Golf Club

Golf Club open all year round
Course: 18 holes 5,180

Practice Facilities:
Driving Range (18 tees, 7 covered)
Putting Green
Chipping Green
Pitching Green
Practice bunkers
Bottle house
Clubs, trolleys & golf car hire

Facilities:
• Restaurant
• Bar, Club-house
• Pro-shop
• Sauna, massages
• Outdoor swimming pool
• Meeting rooms

Golf Club Frassanelle

VENETO HILLS GOLF & SPA / brochure

**GOLF CLUB
FRASSANELLE**

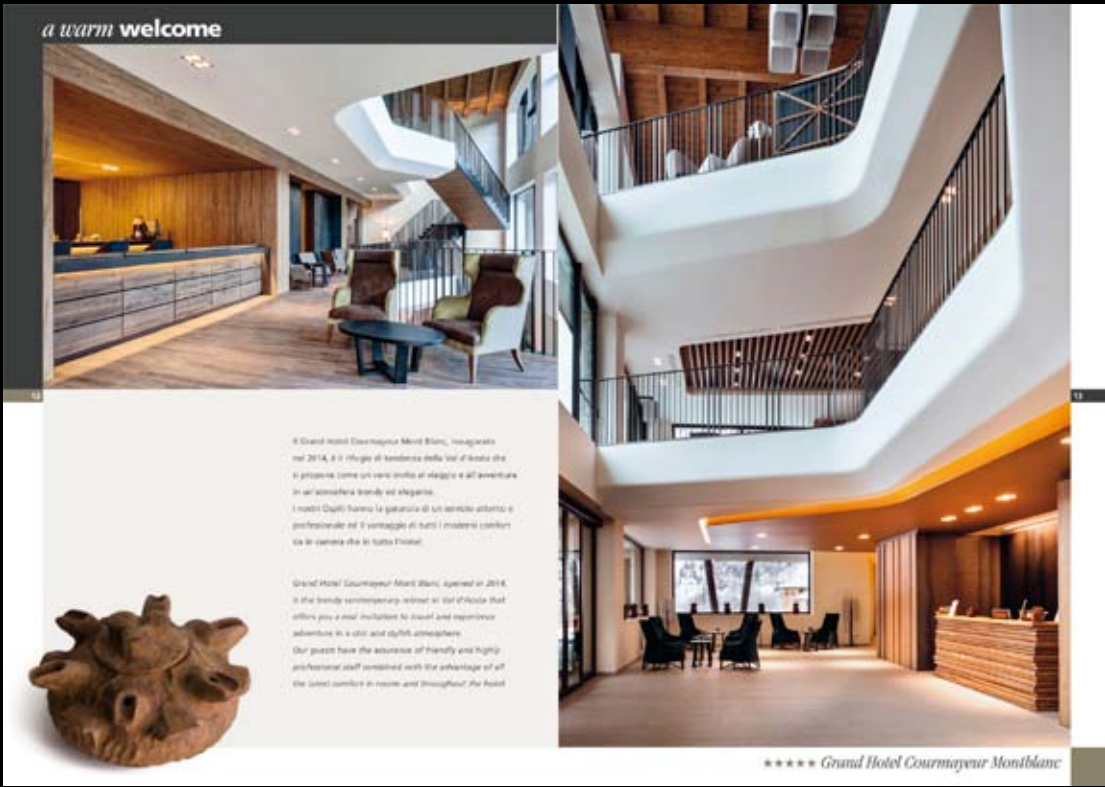
Via Rialto, 5a • 35030 Rovolon • Padova • Italy
phone +39 049 9910722 • fax +39 049 9910691
info@golffrassanelle.it • www.golffrassanelle.it

Il Golf Club Frassanelle ha la sede in un fabbricato seicentesco all'interno di uno splendido parco ottocentesco caratterizzato da ampi spazi, boschi ed un grande lago. Le 18 buche sono incluse nell'area protetta del Parco Regionale dei Colli Euganei. Disegnate dall'Architetto Marco Croze, sono perfettamente inserite nel contesto naturale circostante. La buca 15, conosciuta come "Signature-hole", è un indimenticabile par 3 tra il lago e un maestoso "anello" di alberi. Indimenticabile anche la buca 18, un par 5 considerato tra i più lunghi d'Europa, con un primo colpo tra due suggestive querce secolari.

The Frassanelle Golf Club is set in a seventeenth century farmhouse in sumptuous grounds designed in the mid 1800s to bring a touch of English charm to the Venetian countryside. The 18-hole course designed by Marco Croze is perfectly set in the Euganean Hills Regional Park. Hole 15, known as the "Signature Hole" is an unforgettable Par 3 between the lake and a majestic "ring" of trees. Hole 18 is perhaps Europe's longest par 5 with a first tee shot between two gigantic oaks.

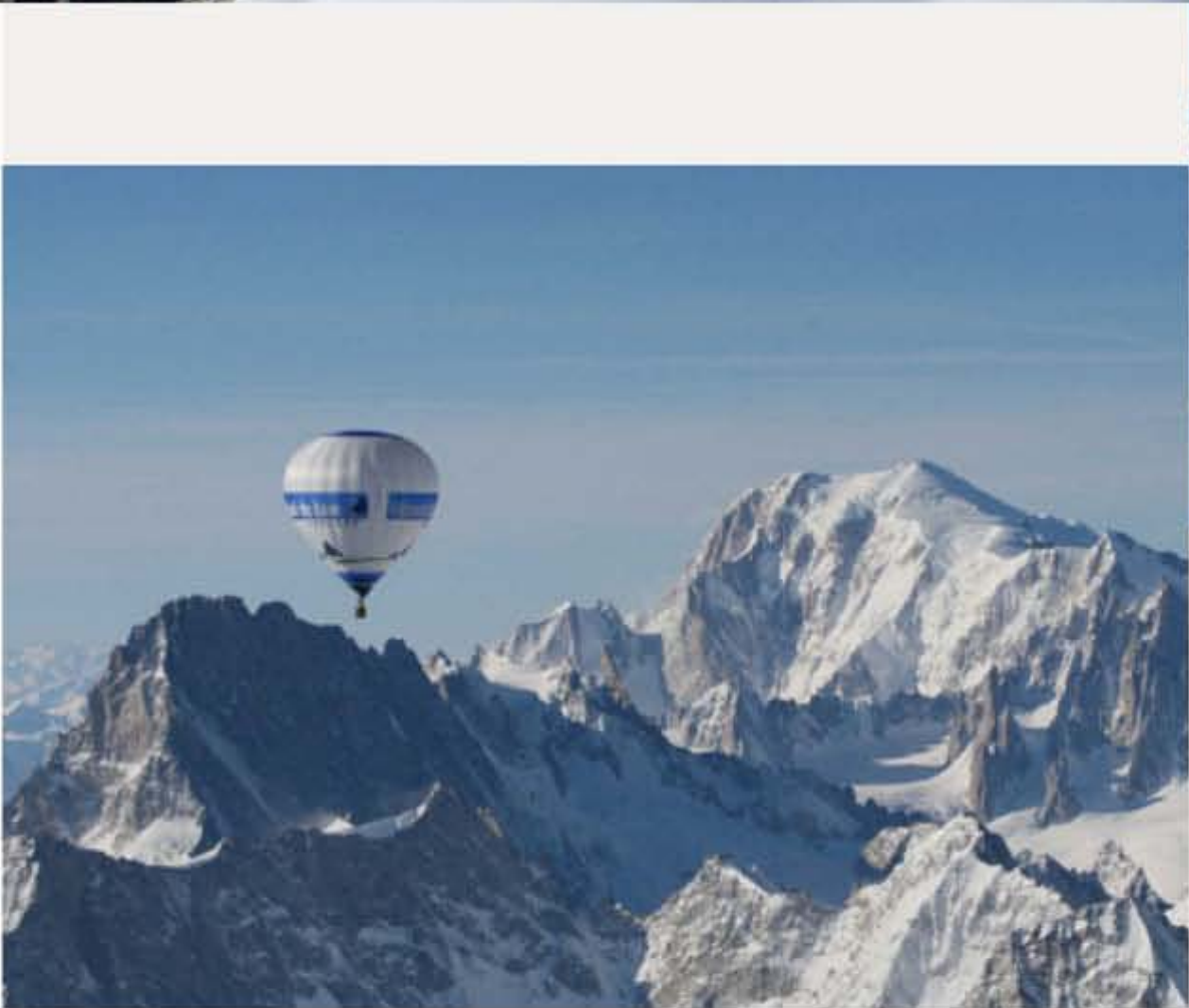


Golf Club Frassanelle



MYTHOS HOTELS / brochure

winter experiences



L'area sciistica con oltre 100km di piste dai 1210m ai 2755m offre un'ampia selezione di piste facili ed intermedie con molti rifugi alpini dove godersi il sole ed una vista mozzafiato. Gli sciatori esperti hanno una scelta infinita di fuori pista come la famosa Vallée Blanche che arriva fino a Chamonix e Toula Glacier all'ombra del Monte Bianco. L'esperienza heli-ski, con guida alpina, è tra le migliori in Europa e La Vallée Blanche è un'esperienza indimenticabile.

The ski area with more than 100km of pistes from 1210m to 2755m has a selection of easy and intermediate runs sprinkled with welcoming huts, each with a panoramic sun-deck and spectacular views. For stronger skiers, the seemingly endless possibilities include famous off-piste runs such as the Vallée Blanche into Chamonix and the Toula Glacier in the shadow of Mont Blanc, and access to some of the best-value heli-skiing in Europe (in the company of a mountain guide). The Vallée Blanche glacial descent into Chamonix is one you'll never forget.

Unforgettable Journeys

1



LUXURY LAKES & MOUNTAINS
Lifestyle



LLM MOUNTAINS

Today, perhaps the most important thing to know about the Dolomites is that they are not just a beautiful landscape, but a living one. The Dolomites are a UNESCO World Heritage site, and they are still growing and changing. The Dolomites are a living landscape, and they are still growing and changing. The Dolomites are a living landscape, and they are still growing and changing.

DOLOMITI

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Christmas markets

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LLM MAGAZINE / editorial design

LLM MOUNTAINS

DOLOMITI / CORTINA D'AMPEZZO

Cortina d'Ampezzo

“The Queen of the Dolomites”

The “Queen of the Dolomites” is an upmarket ski resort set in a gorgeous background, surrounded by a stunning circle of mountains.

Dubbed the Italian *supermodel* of ski resorts, Cortina d'Ampezzo lives up to its fame as undeniably beautiful. It acquired fame with the 1956 Winter Olympics and, since then, it

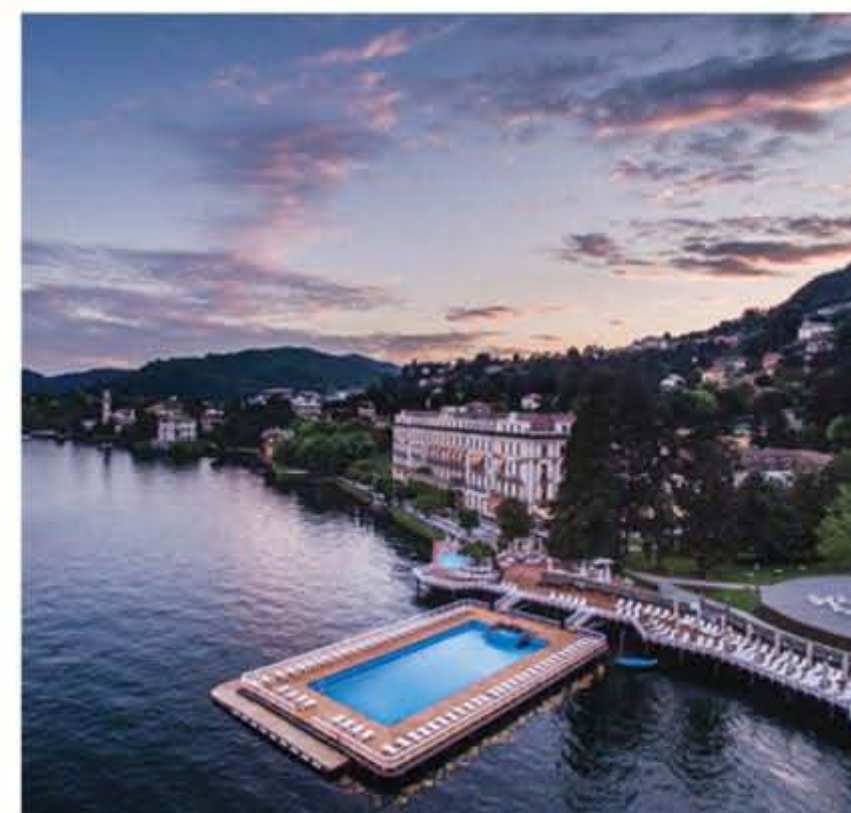
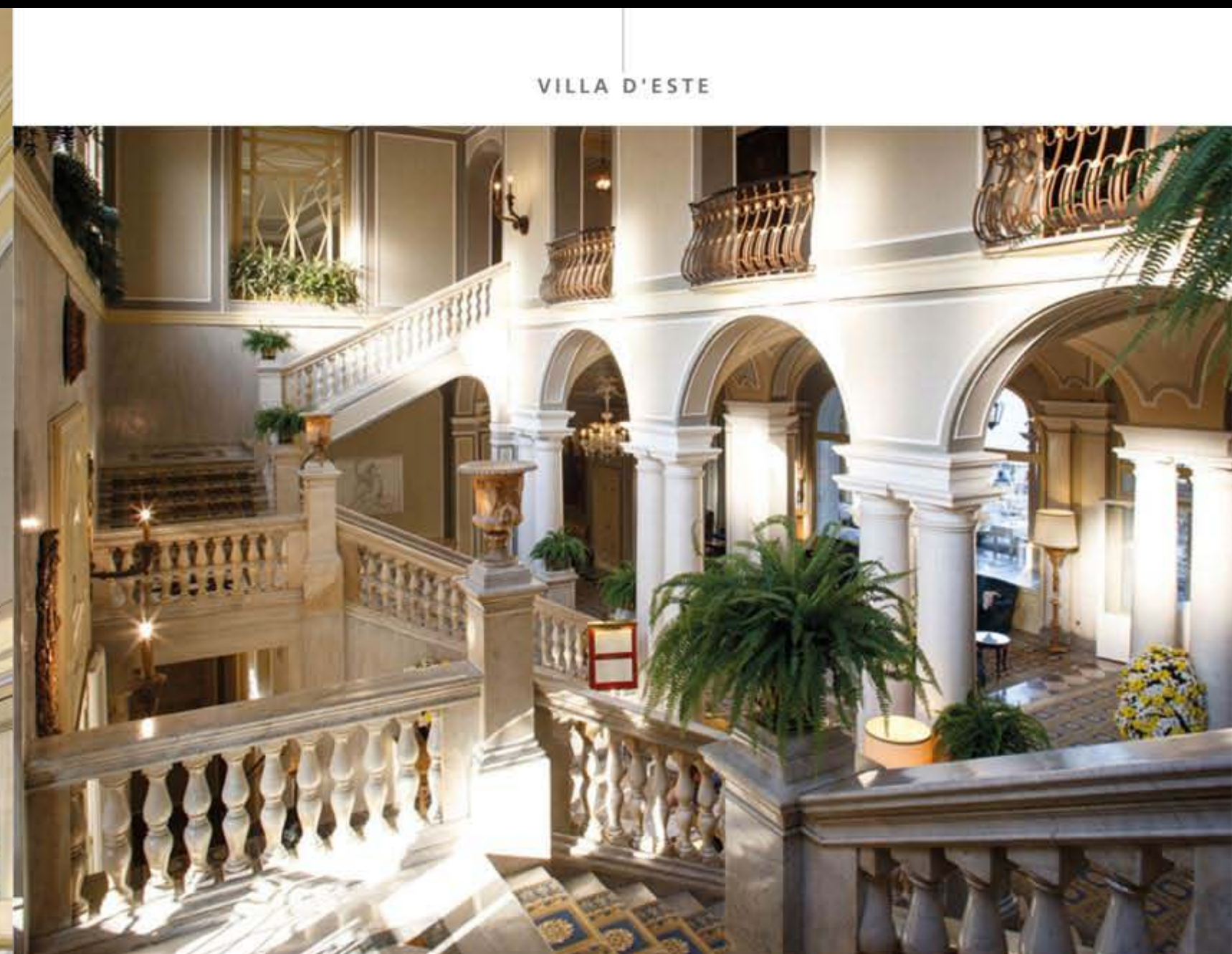
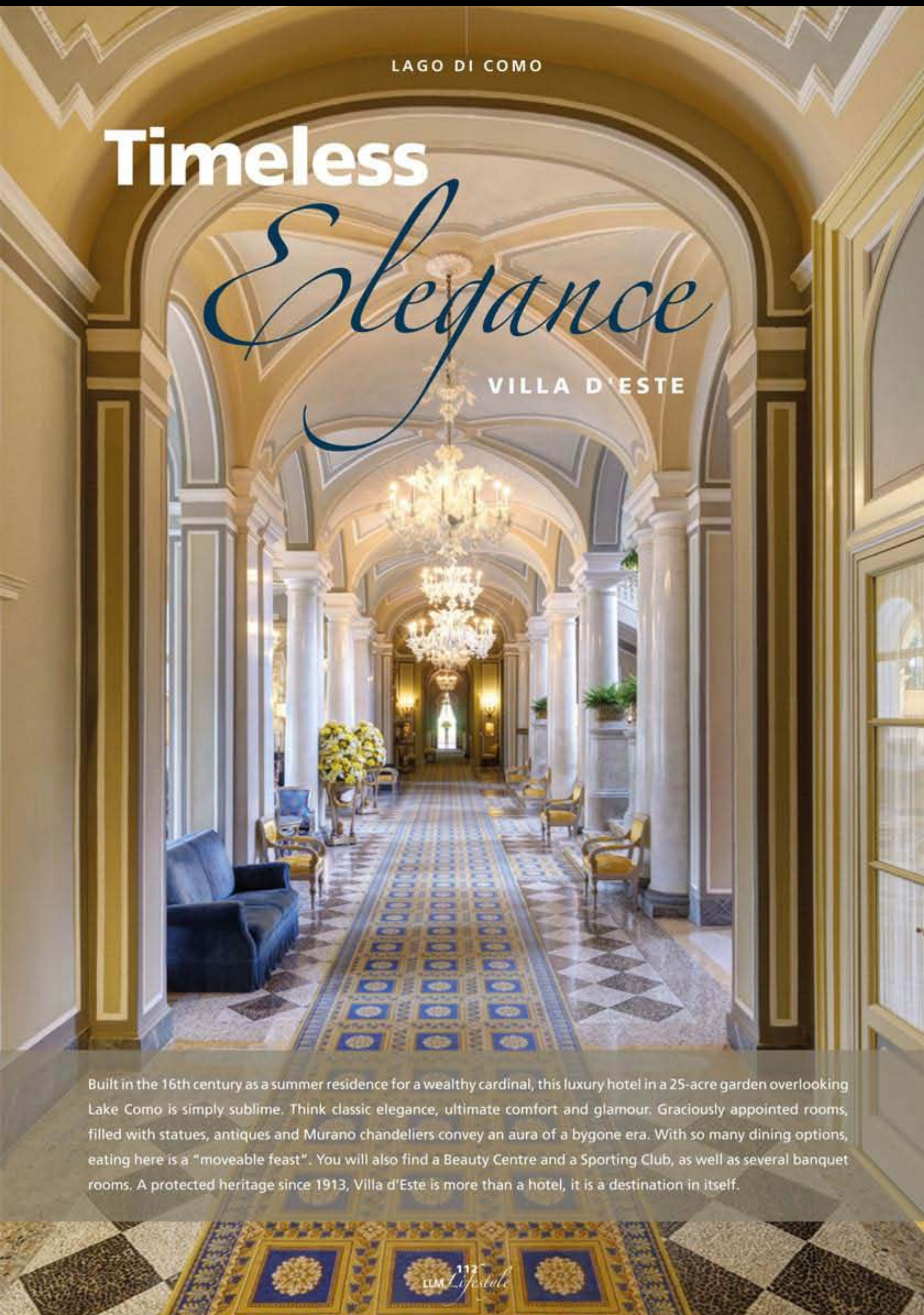
transformed from a small resort to a city in the mountains; encouraging a kind of Hollywood existence, you will find the well heeled take residence here.

Many films were also shot in the area, including *The Pink Panther* and *For your Eyes Only* in the James Bond series, as well as *Cliffhanger*

and *Ladyhawke*. Of the many people visiting Cortina each year, attracted by its magnificent position or to rub shoulders with the jet set, very few would expect to walk along fashionable Corso Italia and find a museum with masterpieces of early 20th century art. The **Mario Rimoldi Museum** displays a vast



LLM MAGAZINE / editorial design

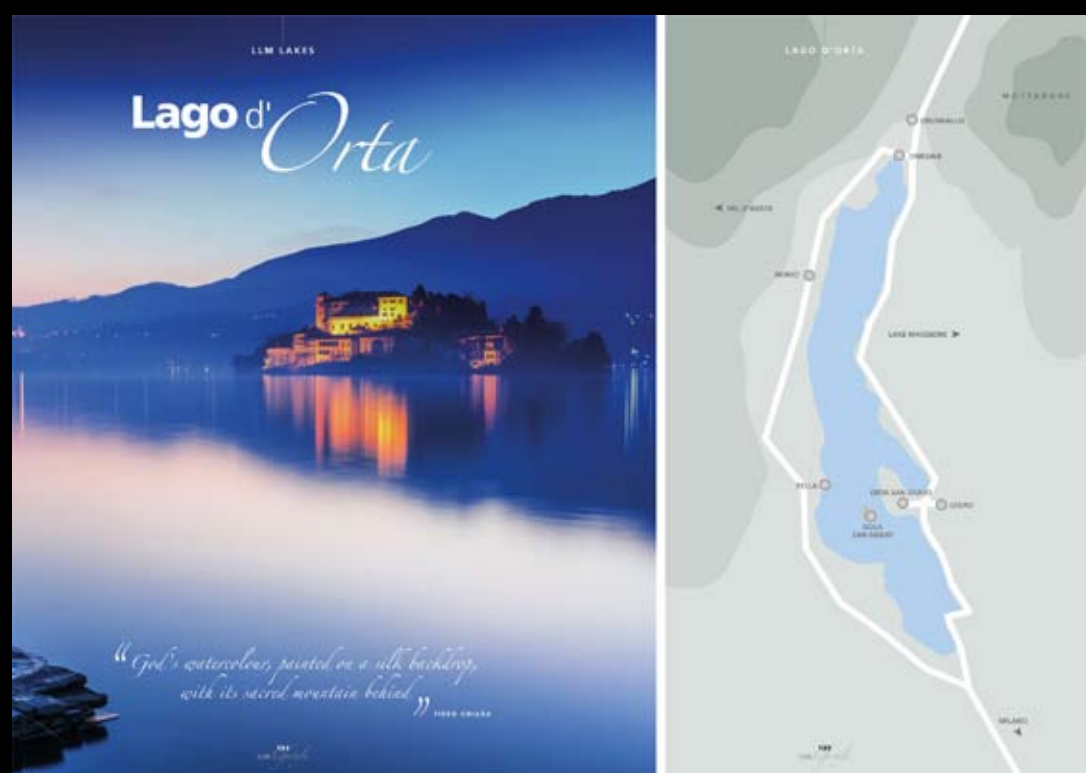


Every room has its own personality, based on period furniture, fine paintings adorning the walls, Como silk covered sofas and chairs. Featuring grand architectural details at every turn and old-world charm in abundance, it is no surprise that the hotel is still the favourite playground of celebrities.

Xfactor

A floating swimming pool on the lake becomes reality in this most stunning destination, where allure and charm abound.

Villa d'Este
152 rooms and suites
4 private villas
Open from March to November
Tesla Destination Charging
Via Regina, 40 - 22012 Cernobbio (CO)
www.villadeste.com



LLM MAGAZINE / editorial design



Villa Crespi, a dream come true. The aqua-coloured onion-dome spire anticipates the marvel ahead. A discreetly tranquil atmosphere resounds in the Moorish rooms, ideal for weddings and business meetings alike. Unique moments lived in a stunning setting, thanks to the superb service, exceptional cuisine and elegant ambience.



Xfactor
Opulent interior
and sprawling gardens. Vi

Villa Crespi
14 rooms and suites
Open year-round
Tesla Destination Charging
Via Giuseppe Fava, 18 - 28016 Orta San Giulio (NO)
www.villacrespi.it





VIE DEL GUSTO MAGAZINE / editorial design

travel Positano e le altre

Le ceramiche artigianali, apprezzate in tutto il mondo, rappresentano uno dei cardini dell'economia locale

The hand crafted ceramics, appreciated worldwide, are an important foundation of the local economy

Sapiente il movimento del tornio, preciso e fantasioso il tratto del pennello con cui ancora si dipingono soggetti bucolici: le barche, i pescatori, le donne che si recano alla fontana, la luna, il sole, l'asinello. C'è poi la carta fatta a mano, altro significativo standard artigianale del comprensorio: i processi di pulizia dei cenci, rattoppatura o asciugatura che animavano le cartiere di un tempo sono ancora ben riprodotti nel Museo della Carta di Amalfi (museodellacarta.it) che conviene visitare al pari del Museo della Ceramica di Vietri (tel. 089211835).

Una montagna di cose buone

Tuttavia da queste parti i prodotti d'artigianato tout court sono sempre più sovrastati da una montagna di tipicità golose. Sulla vetta, siede senza dubbio sua maestà il limone Igp della Costa di Amalfi, un frutto ellittico e allungato mai inferiore ai 100 grammi, d'aroma e profumo forte, che si può mangiare al naturale, buccia compresa, e magari con l'aggiunta di sale, zucchero o foglioline di menta. Da questo, una trentina di laboratori della Costa ricavano il famosissimo limoncello, liquore senza una ricetta codificata ma variabile a seconda delle tradizioni familiari e paesane. Sono a base di limone anche composte, marmellate e una serie di ghiottissime torte.

Gozzi in un porticciolo della costa. Sopra, una delle imbarcazioni a remi utilizzate per la pesca issata sulla spiaggia grande a Positano

Fishing boats in a small port of the coast. Above, one of the rowing boats used for fishing on the large beach at Positano



Ag. Corbis



Ceramiche di Vietri esposte in un negozio di souvenir a Ravello

Ceramics from Vietri on display in a souvenir shop in Ravello

From ceramics to paper

Enticing Postano boutiques and the tiny craft shops of Amalfi this delightful coastline offer the perfect excuse for shopping. First stop, the famous coloured ceramics of Vietri sul Mare. The vases, plates, jars, jugs and tiles are the cornerstone of the local economy and appreciated worldwide for their artistic appeal, crafted by a tradition refined over the centuries. Hand made paper is another process proudly upheld in the area: the techniques of cleaning the pulp, patching and drying used by the artisans throughout the centuries are on display in the Museo della Carta di Amalfi (museodellacarta.it). It's worth visiting alongside the Museo della Ceramica di Vietri. The famous liqueur limoncello is produced by thirty or more laboratories along the coastline based a traditional recipe but freely adapted by different families and local villagers. Lemons are also the basic ingredient of jellies, jams and mouth-watering cakes. Moving to the western part of the coast we find small piennolo tomatoes, (bell towers in the local dialect due to the way they are bunched together once picked).

travel

Il nettare di Napoleone

Più a ovest, sulle pendici meridionali della Table Mountain, la montagna della conosciuta "zona geografica" di Cape Town, sta adagiata la regione vinicola di Constantia, la più antica di Sudafrica. Il modello unico, generato dalle fresche brezze oceaniche che spirano da False Bay, è arricchito di ricami di discesa, trasformato in governato da Simon van der Stel, nel 1685, a fondare la "vigna" di tutte le vigne. Groot Constantia, nel podere campeggia ancora la Manor House originale, oggi divenuta museo, dove abbiamo ammirato i begli arredi dell'epoca, e una contrattoria, la Cuvée Cabot, che produce una collezione di vini per i vini e anche l'arredo.

Time traveller

The imposing Manor House of the historic Boschendal estate has been transformed into a kind of home-museum, with four poster beds, enameled bed room, Dutch grandfather clock, walnut wardrobe and Ming porcelain. A showcase of the lifestyle of the Huguenot settlers and the free burghers (Dutch colonists) in the South African wine producing region in the 17th-18th century. Further west, the southern slopes of Table Mountain, the geographic lion of Cape Town, cradle the Constantia wine producing estate, the oldest in South Africa. The unique microclimate is generated by the fresh ocean breeze from False Bay. Groot Constantia, the ancestor of all the wine companies in 1685. The original manor house is now a museum, where we were able to admire the beautiful period furniture and historic wine cellar; the Cuvée Cabot.

10 cose da non perdere

1. Una visita a Constantia di Stellenbosch.
2. Una visita alla storica tenuta Boschendal, a Franschhoek, con la magnifica Manor House, in stile Cape Dutch.
3. Un weekend superlativo all'Orangerie, a Franschhoek, con la magnifica Villa Orangerie.
4. La degustazione di vini da Meerlust a Stellenbosch, Groot Constantia a Constantia, Boschendal a Franschhoek e Meerlust a Franschhoek.
5. Un pranzo nel bellissimo giardino di Bread & Wine a Franschhoek, a ovest di questo paese.
6. Un weekend a Cape Town, con il tempo trascorso al residence del Victoria & Albert Waterfront, con il suo bellissimo quartiere marittimo di Cape Town, tra cui una visita alle rovine della Cape Town, la sua, immergendo nella storia del porto di Long Street.
7. Un "pellegrinaggio" a Robben Island, ex prigione per detenuti politici (Nelson Mandela ha trascorso molti anni, oggi museo e ora è museo marittimo con molte multimediali).
8. Trekking sulla Table Mountain, "conoscenza" la cima (1.066 m) è la più alta in Sudafrica.
9. Una visita a Klein Constantia, per ammirare il vino di Constantia, denominato da Napoleone a della Regina Vittoria.
10. La straordinaria "zone d'oro" sulla Cape Peninsula tra il Capo di Buona Speranza, Sudafrica, da anni perenni.

Una delle suite del Paarl Palace Wine Estate

Paarl Palace Wine Estate, one of the suites

Una raffinata "suite de bain" in una delle suite del Paarl Palace Wine Estate

Paarl Palace Wine Estate, the bathroom of one of the suites

VIE DEL GUSTO MAGAZINE / editorial design

travel charme nel deserto

Qui sotto, La Gazelle d'Or Hotel a Taroudant; in alto, Les Jardins des Douars a Essaouira

Below, the Gazelle d'Or Hotel in Taroudant; above, Les Jardins des Douars in Essaouira



Il salotto del Dar Ahlam Kasbah Hotel di Ouarzazate, Palmerie de Skoura

The lounge in the Dar Ahlam Kasbah Hotel in Ouarzazate, Palm groves of Skoura

Dalle kasbah alle ksar

L'architettura berbera è sicura, massiccia e possente. Da secoli si amalgama magnificamente nel paesaggio che la circonda, diventando quasi parte di esso: dalle montagne dell'Alto Atlante alle forre delle Gorges du Dadès, dalla verdeggianti Vallée du Drâ alla Vallée de Ziz e Tagilaet. I materiali disponibili sul posto (terra, paglia, legno, pietre, che - amalgamati insieme - creano il cosiddetto pisé) sono usati per edificare di tutto: i ksar (villaggi fortificati) le kasbah (vaste e raffinate dimore signorili), gli agadir (granai collettivi) o i tighermt (le case per più famiglie imparentate). Queste costruzioni rivelano l'esigenza di difesa, ma anche un marcato senso estetico che si traduce (all'esterno) in decorazioni geometriche, torri "merlate", alternanza cromatica tra argille di vari colori. Le kasbah custodiscono gli interni più sontuosi, in netta discontinuità col rigore ascetico delle linee architettoniche. Nel segreto delle spesse mura in pisé, infatti, le kasbah rivelano stucchi, mosaici di ispirazione ispano-moresca, finestre decorate, porte di legno di palma, soffitti con rami di oleandro intrecciato, tappeti berberi, pelli, stuoie dipinte. Negli ultimi anni il trend più significativo nell'hotellerie di lusso marocchina è stata la trasformazione di alcune kasbah e piccoli ksar in fiabeschi hotel di charme. Tra questi spiccano il Dar Ahlam, la Kasbah Tamadot, Le Jardin des Douars.

In una tenda berbera

Quando riprendiamo il viaggio, l'auto aggredisce una mulattiera sassosa che ci porta fino ad un altipiano brullo dominato da montagne lontane. Due pastori berberi, avvolti in pesanti djellaba (la lunga tunica tradizionale con cappuccio), vagano tra i cespugli con le pecore. Proseguiamo verso Amigaj e Amsker, insediamenti berberi fuori dalle rotte turistiche. All'ingresso dei villaggi le donne in abiti variopinti (a volto scoperto, com'è tradizione fra i berberi) lavano i panni o portano sulla testa fascine di legna e ci salutano calorosamente. Seguiamo il letto di un torrente ammirando la scenografia di rocce rosse, prima dell'arrivo a Ait Youl. Da qui scendiamo a sud verso la route de Gorges du Dadès, incoronata da un delirio di montagne sanguigne e grandi massi a forma di goccia, tra i quali spuntano i ciuffi di palme da datteri lambite dall'oued Dadès, che scorre nella vallata. All'alba imbocchiamo la strada per le Gorges du Dadès. Procediamo sulla pista rocciosa abbracciati da un luminoso silenzio fino a che, come un

In a Berber tent

After about forty straight kilometres, having passed Ait Barka, the landscape becomes an arabesque carved into the mountainous view. We reach Ouarzazate after four hours. From here we head for Skoura and then turn left toward Tondout, penetrating the heart of the Atlas Mountains. We follow a riverbed and arrive in the Berber village Imi-n-Oulaoun. Ibrahim Boukyoud invites us to visit his "gîte d'etape" (hostel). We continue on towards Amigaj and Amsker, Berber settlements. From here we go south towards the course of the Gorges du Dadès, encircled by a confusion of red haematite mountains and enormous drop-shaped rocks. At dawn we turn into the Gorges du Dadès. We spot a solitary Berber tent and the family invites us inside. We start up a surreal conversation using gestures with the father, mother and little girl, smiling, breaking flat bread and sipping boiling perfumed tea. The path then brings us to descend into the Gorges du Todra again toward Tamtaouchte. Once again on a paved street, we travel the 162 km to Erfoud, a "port" to the sea of sand. We will cross the desert on the Algerian border, leaving the path and camping for two nights distant from everything and everyone. We spend the night in lovely Berber styled rooms in the Auberge Kasbah Derkaoua, the last inhabited outpost.



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food&wine

DolceNero

Caffè. Alle origini della bevanda che accomuna popoli e religioni. In un viaggio che attraversa cinque secoli e cinque continenti

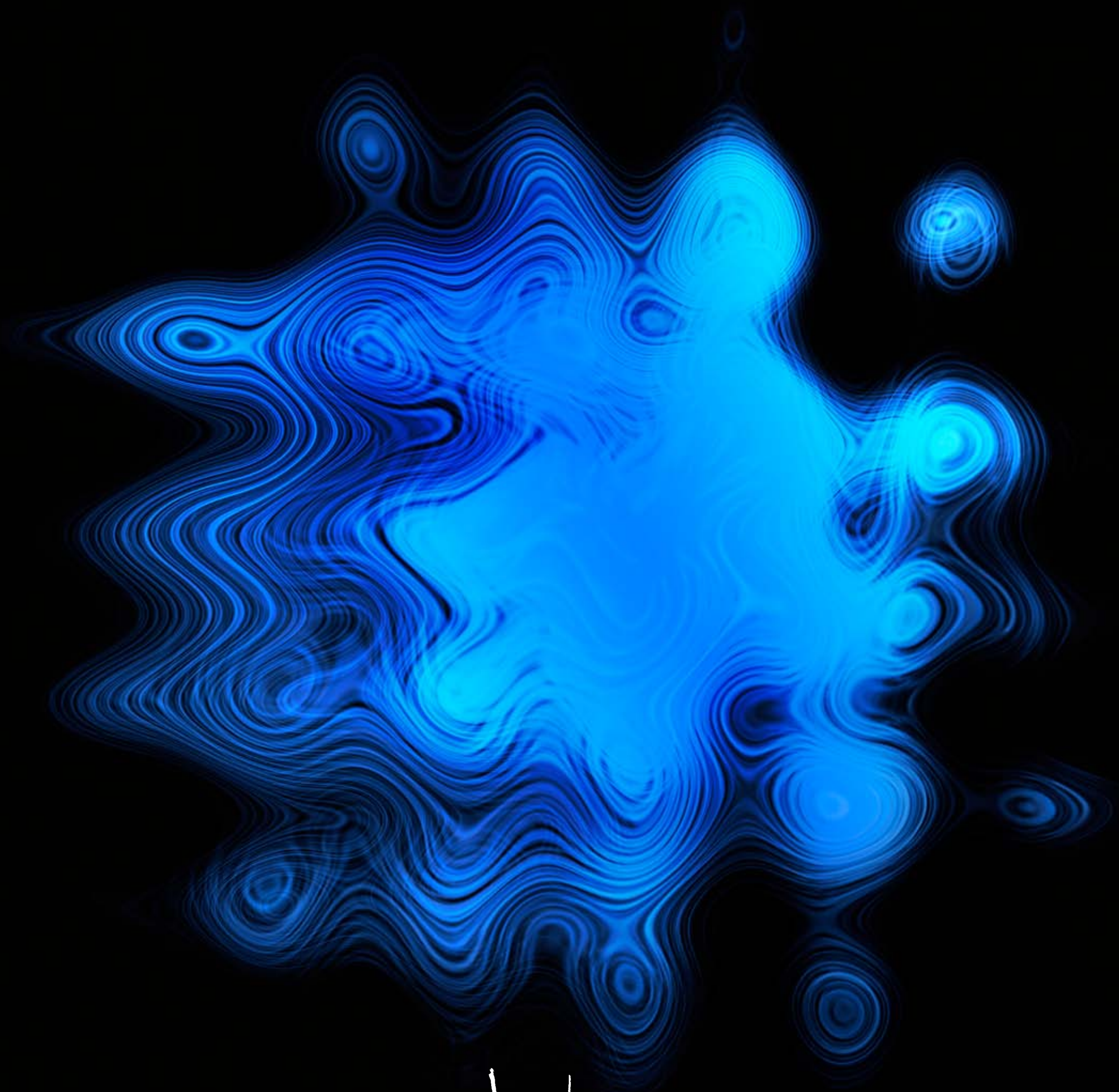
di Chef Kumalé



Se entrando in un bar chiedessimo alla prima persona incontrata di quale Paese è originaria la pianta del caffè ci sentiremmo rispondere con buona probabilità e convinzione che proviene dal Brasile. A torto, infatti, l'America Latina è considerata la culla del magico chicco, mentre ben pochi sanno che in realtà la pianta di Coffea arabica affonda le radici fin dai tempi più remoti nel Corno d'Africa, in particolare negli altipiani etiopi della regione di Kaffa, che regalò anche il nome di battesimo alla bevanda... Ma questa è solo una delle tante sorprese del nostro viaggio alla scoperta del caffè.

il buono delle foglie

Nel suo lungo cammino spazio-temporale questo magico prodotto ha subito mille trasformazioni, adattandosi perfettamente ai gusti, agli usi e ai costumi dei popoli che l'hanno adottato come bevanda elettiva dei momenti conviviali, ma anche di importanti circostanze rituali legate alle diverse fasi del ciclo vitale degli individui (nascita, matrimonio, passaggio all'età adulta, morte). Questo patrimonio di conoscenze e tradizioni è oggi raccolto in un elegante volume nato dal progetto "Coffee Roots", voluto e sostenuto da Lavazza (vedere il riquadro a pagina 37). «Da 110 anni la nostra azienda è portavoce della cultura della bevanda. Raccogliere in un libro saperi antichissimi e mai scritti che rischiavano di svanire è stato per noi un atto dovuto e un'avventura irripetibile» spiega Giuseppe Lavazza, direttore marketing del Gruppo. Il nostro viaggio "alle radici" del caffè ha inizio sei secoli fa. Purtroppo non esistono tracce scritte che documentano l'uso e il consumo della bevanda antecedenti al XV secolo. I primi a parlare dell'esistenza di un decotto misterioso in grado di restituire forze e vigore all'organismo spossato furono i Sufi yemeniti, mistici dell'Islam che traevano beneficio dalla caffeina per rimanere vigili ed entrare in tran-



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g r a p h i c d e s i g n

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