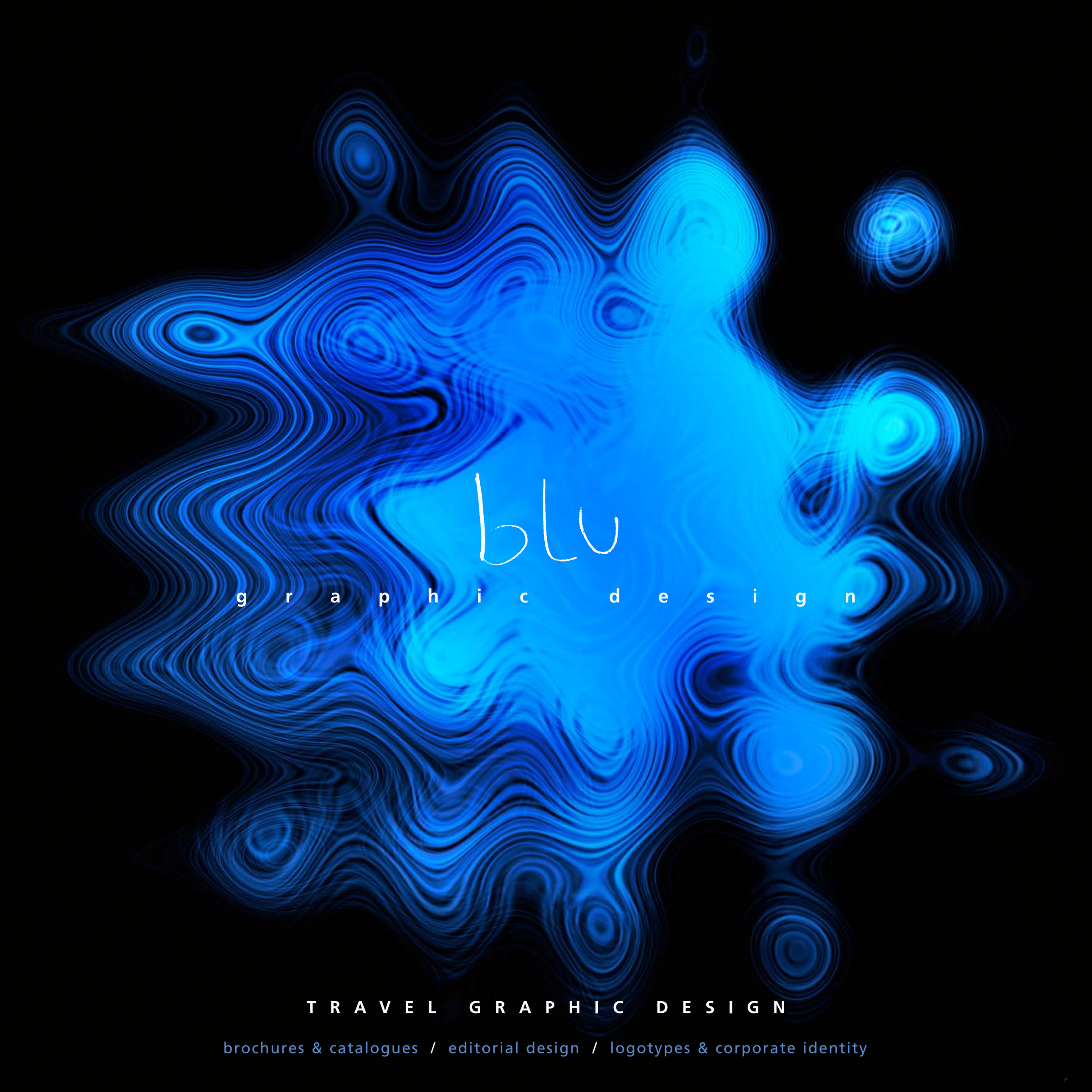


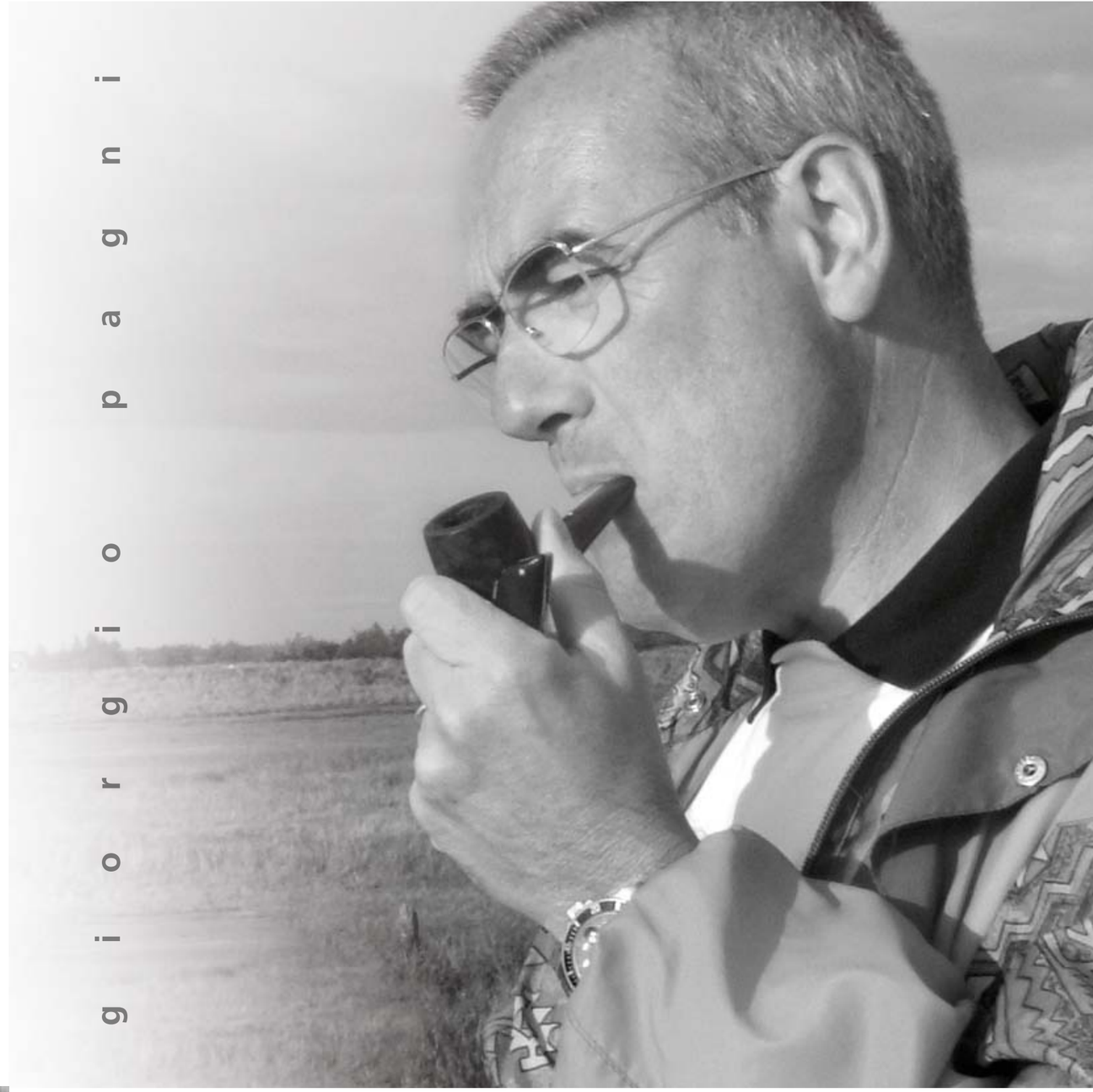
TRAVEL GRAPHIC DESIGN

brochures & catalogues / editorial design / logotypes & corporate identity

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.

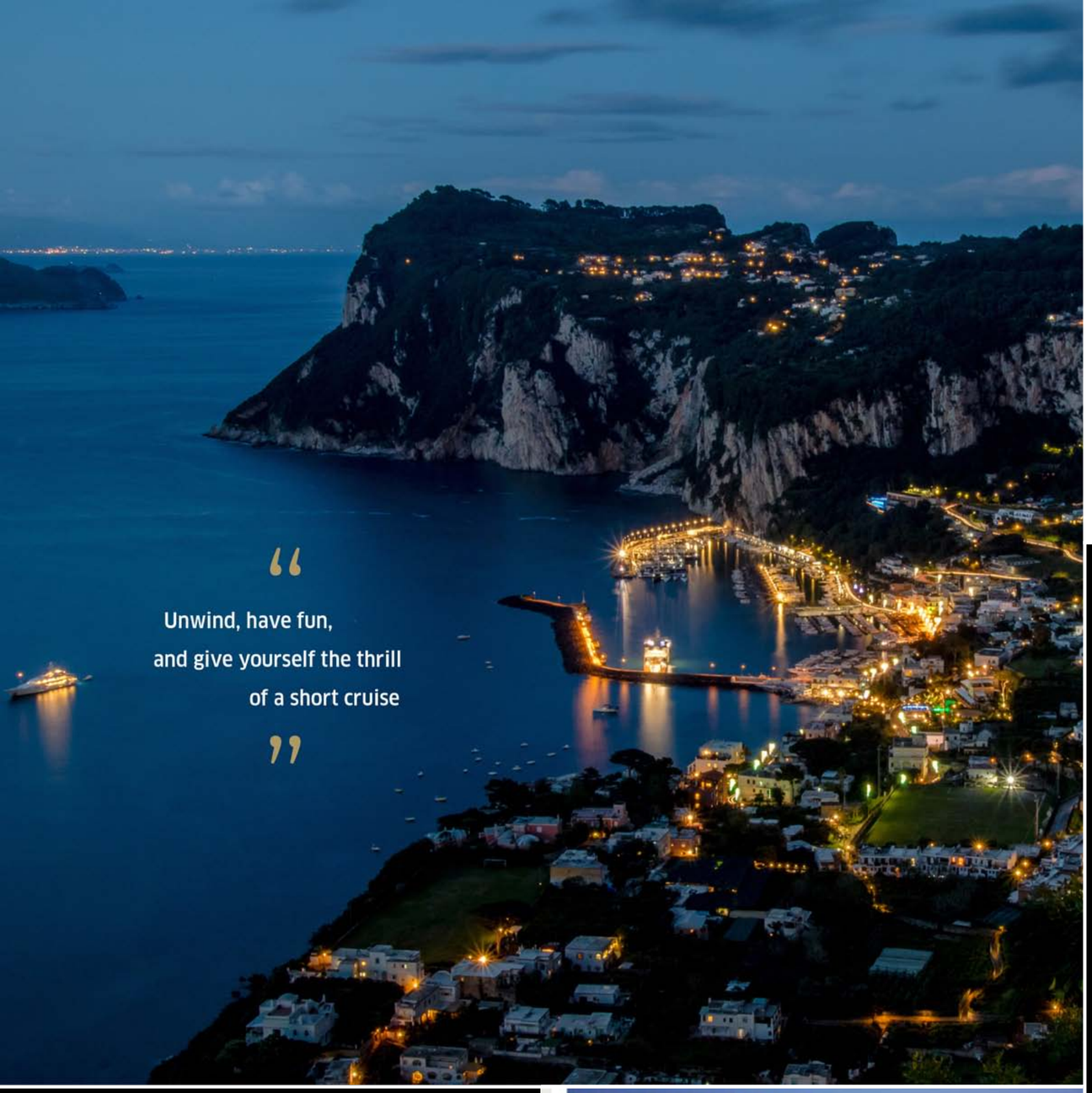


g i o r g i o p a g n i

m o n i c a c i t r o

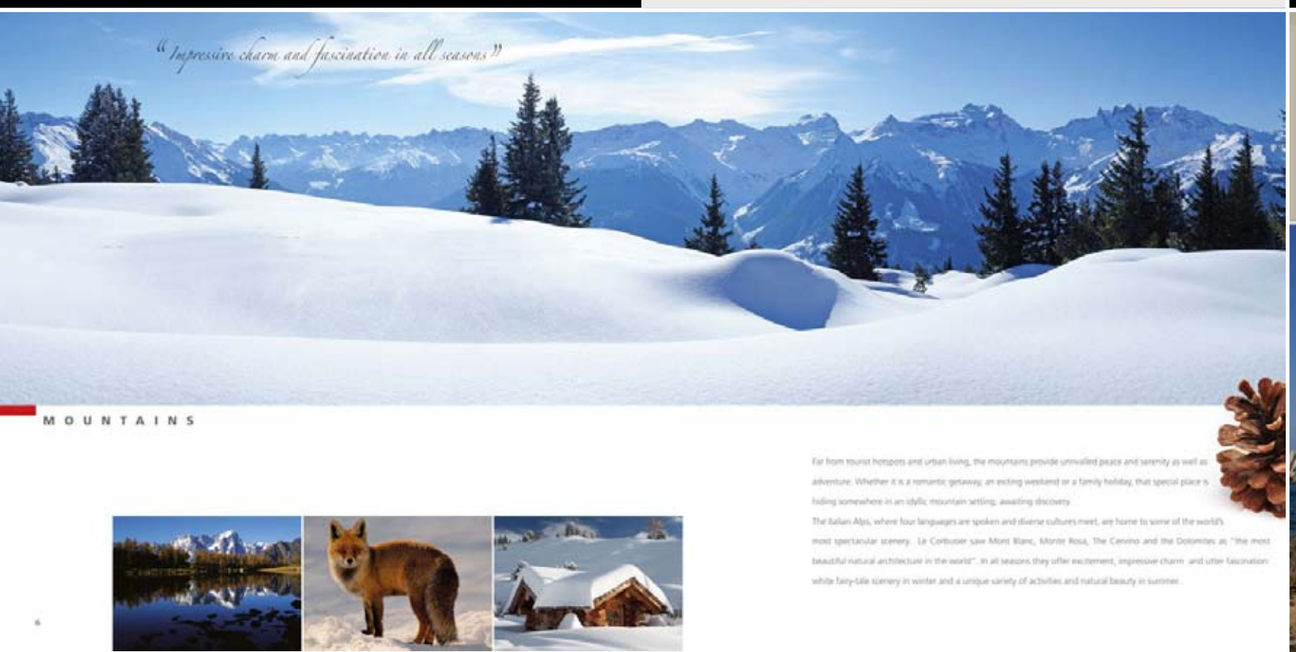
Being acute listeners and observers, we clearly identify our clients' needs, taking an active, strategic role with our ideas, suggestions and our long-established expertise. We can contribute to the development of a project and individual brands alike, with custom-tailored brochures, catalogues, packaging, logotypes and editorial products.

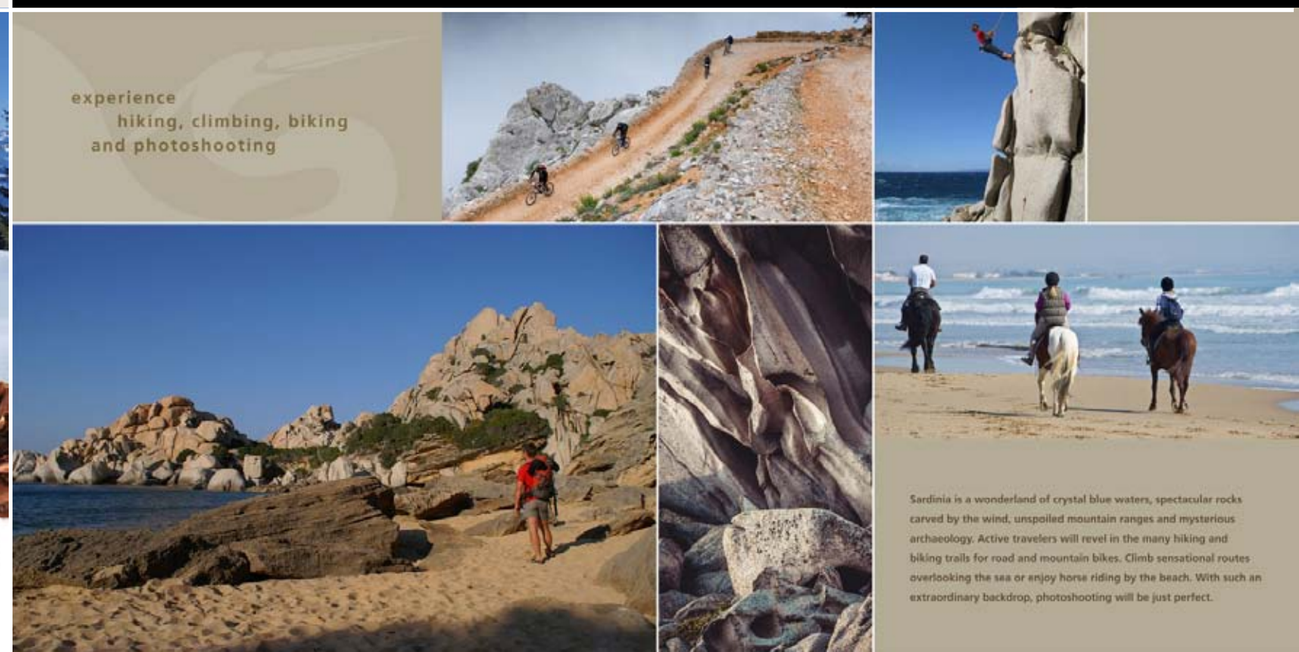
Our creative team is always on the lookout for new, inspiring and challenging ideas, where we can show our mettle.

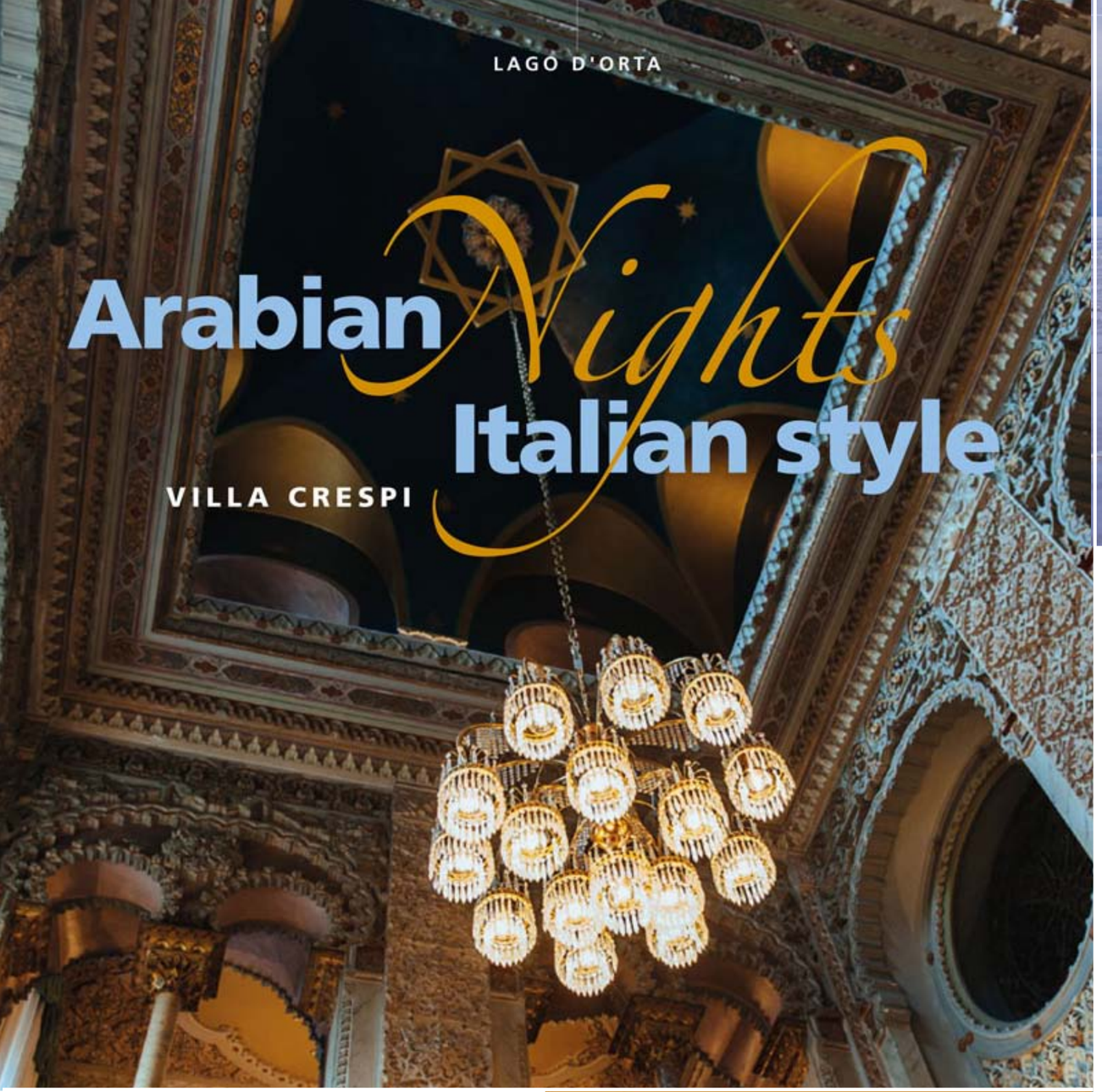


Preparing for a trip: can you think of anything more exciting? The magic of uncovering new places and unusual destinations is the essence of an infinite allure. This selection of brochures, tailor-made logos and coordinated images conveys our creative spirit. Every place has a soul, revealed in a harmony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

BROCHURES / TRAVEL







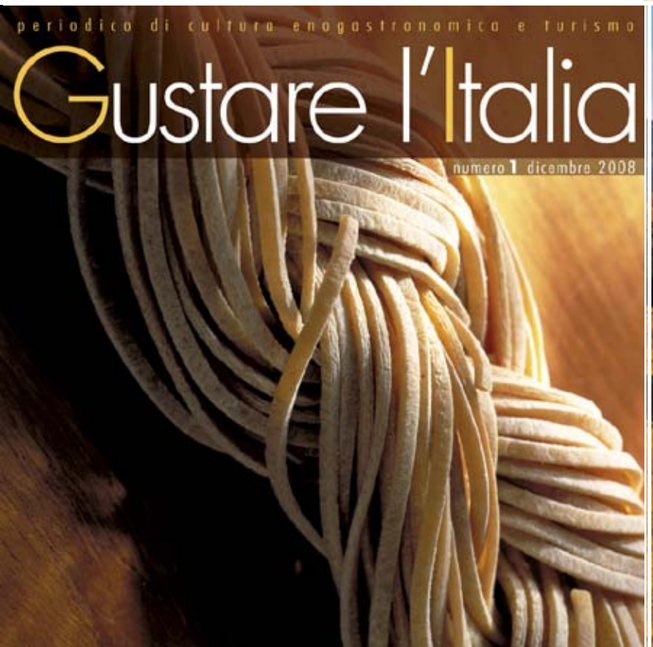
EDITORIAL

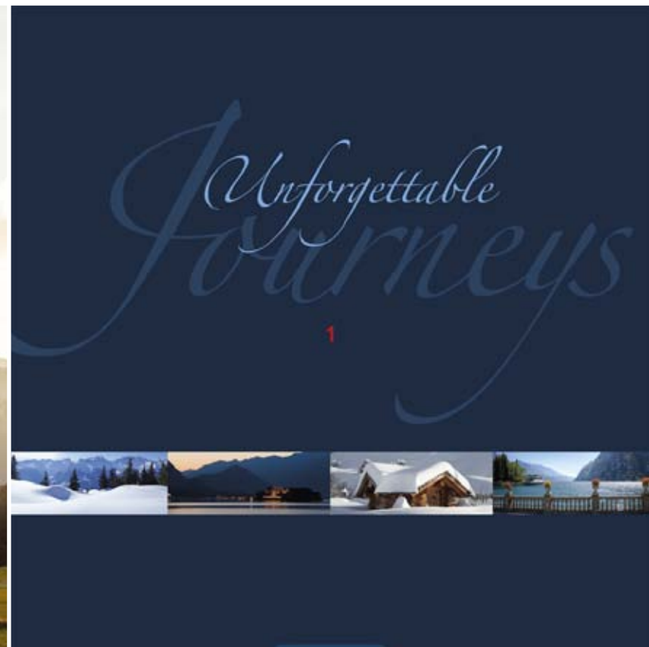
DESIGN

/

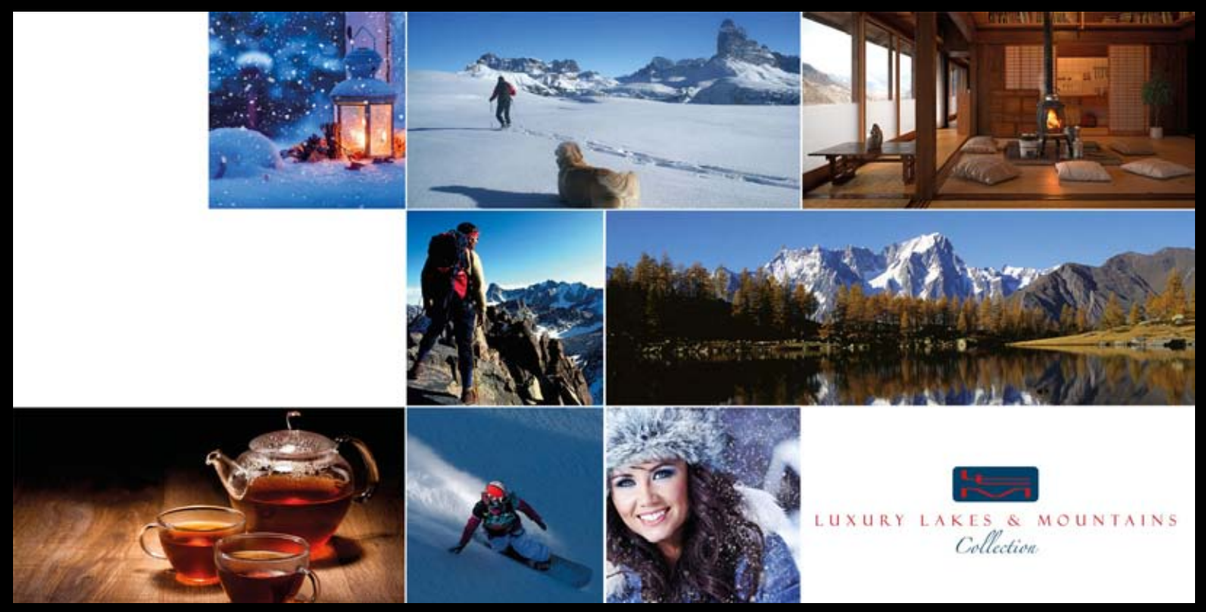
TRAVEL

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.

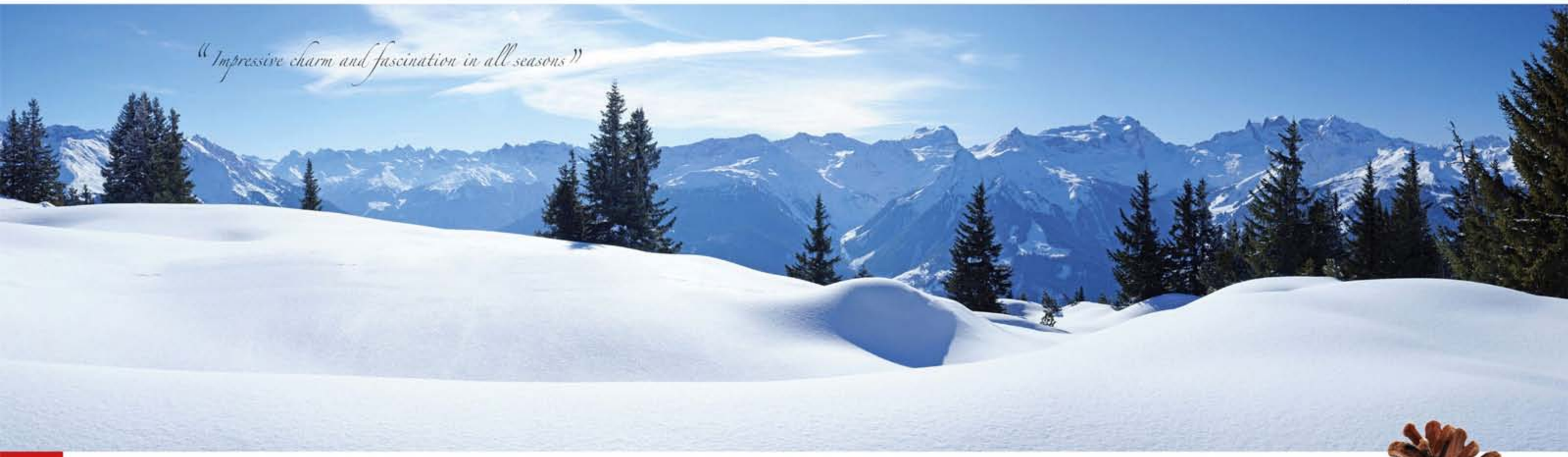




LLM LUXURY LAKES & MOUNTAINS / logotype / corporate identity



LLM LUXURY LAKES & MOUNTAINS / brochure

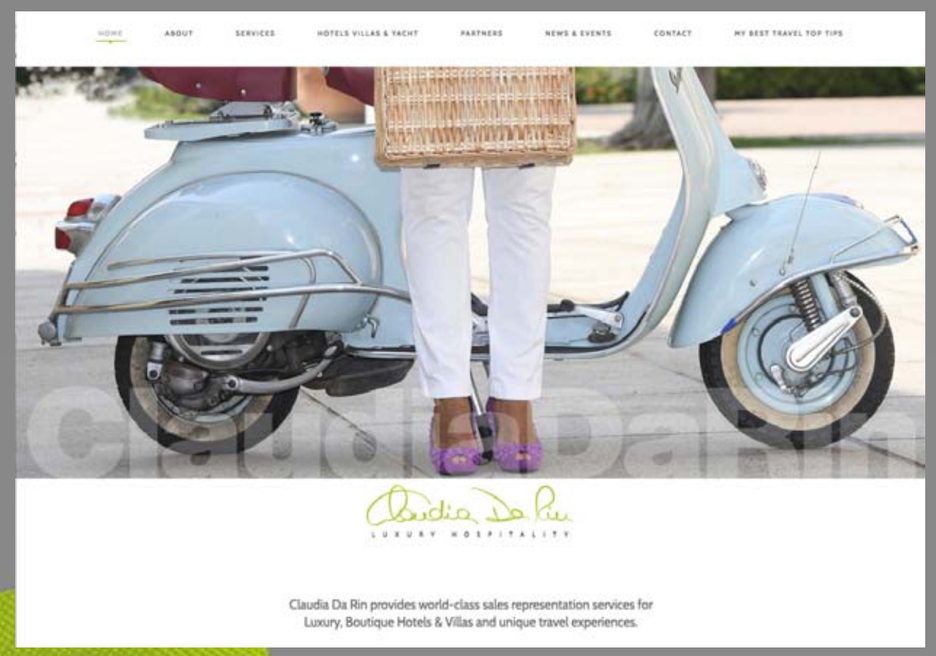


MOUNTAINS

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 exiting 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.

CLAUDIA DA RIN / logotype / corporate identity / website



A long time ago...

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 enticed 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 astonishing 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.

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

L'EA BIANCA LUXURY RESORT - SARDINIA / logotype restiling & brochure

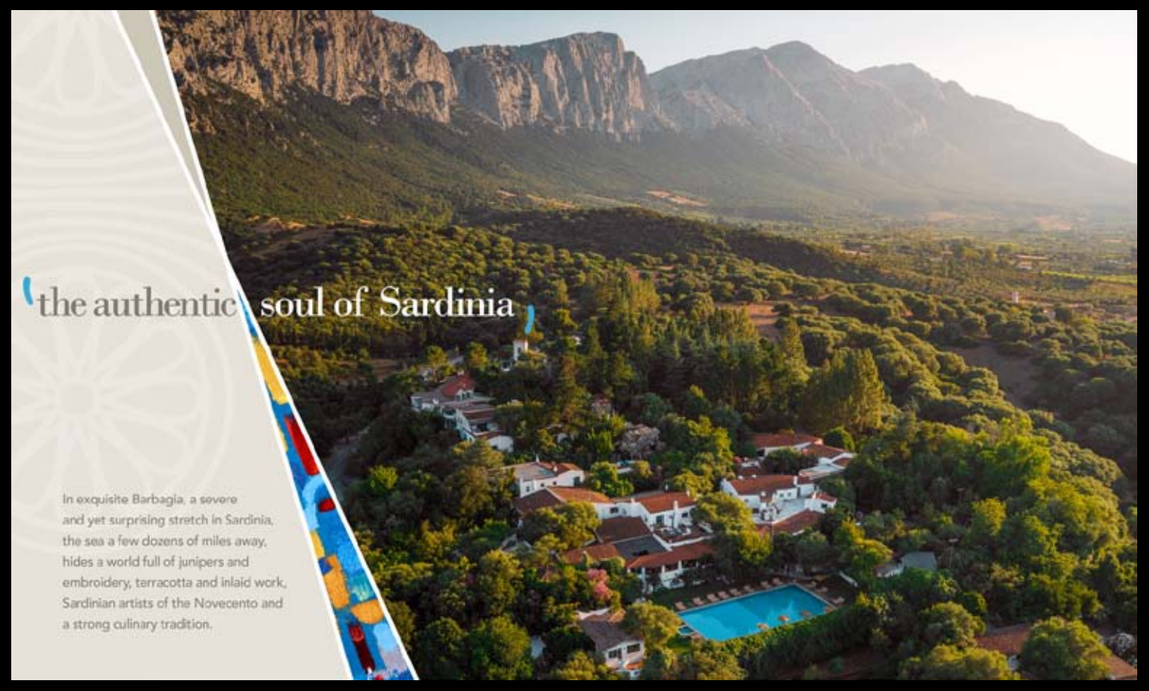
turquoise sea
& white sand

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.

experience
food & wine
Sardegna
Could an experience in this alluring territory be complete without tasting its culinary delights?
The search for physical and mental well-being starts from what you eat, and in Sardinia it is easier that you'd think: this land offers so many genuine, delicious dishes and wines that you will be spoilt for choice.

welcome
L'Ea Bianca Luxury Resort is a boutique hotel set on a lovely beach, nestled between the green junipers and the turquoise sea, in front of the La Maddalena Archipelago.
Highly personalized service for each guest in order to offer the authentic experience of the Made in Italy Lifestyle with the privacy and freedom that only a boutique hotel can guarantee.
Paola Mancini, General Manager

tradition & crafts
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.

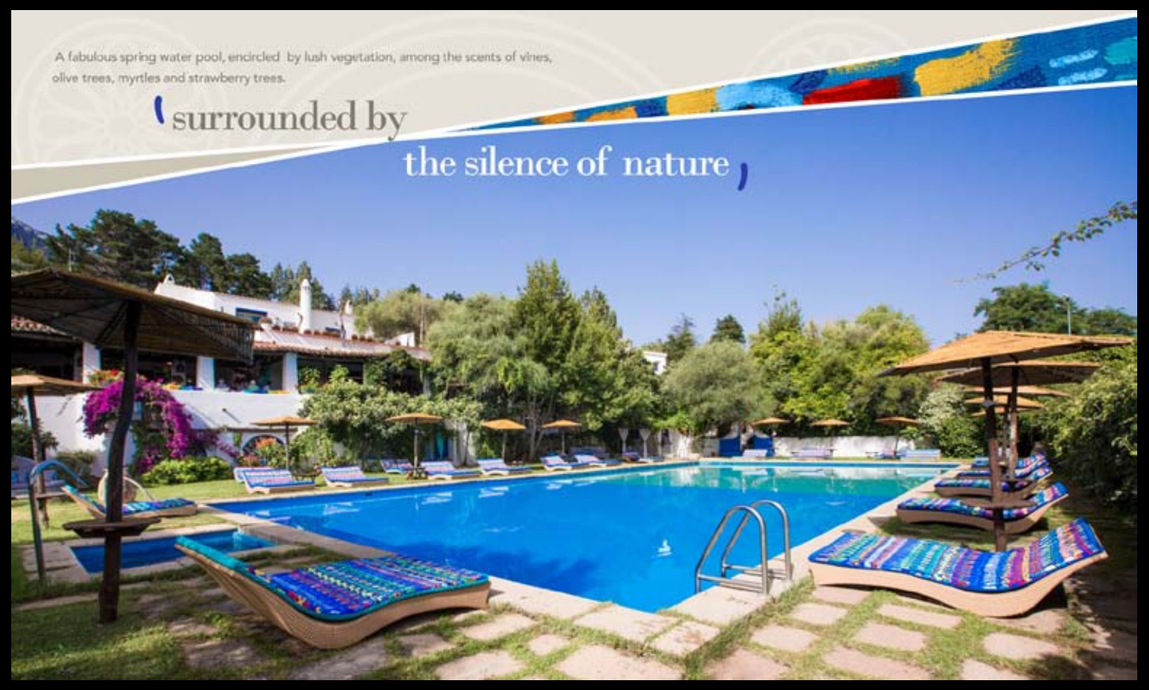


SU GOLOGONE EXPERIENCE HOTEL - SARDINIA / brochure

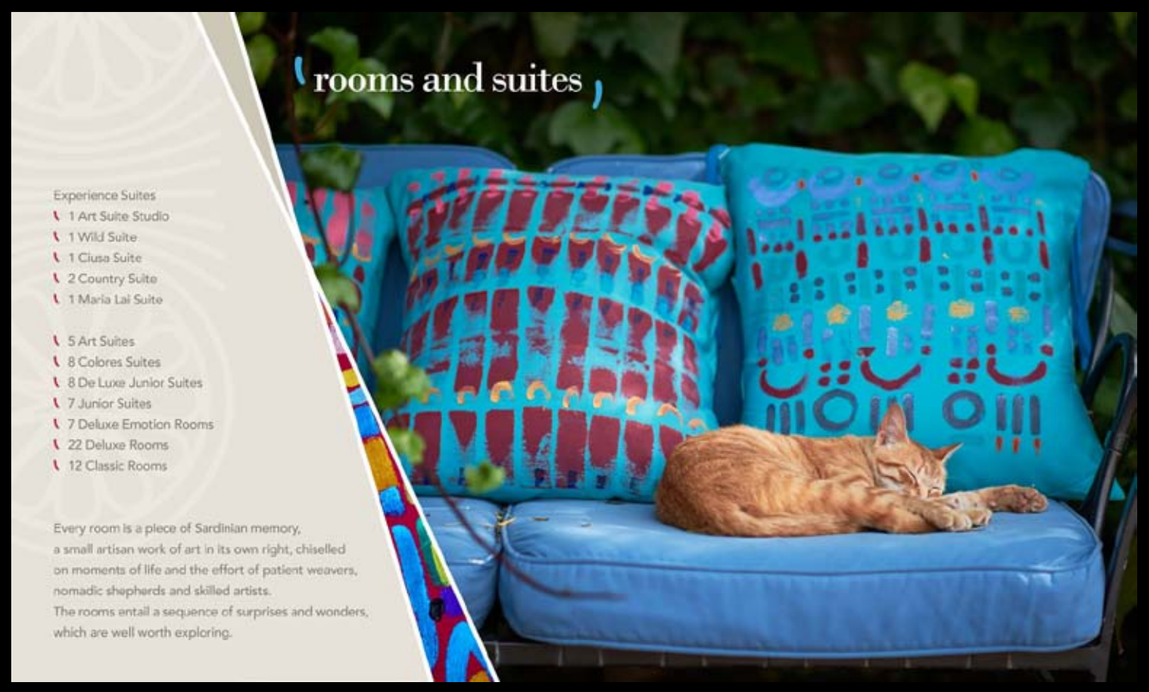
Su Gologone Experiences

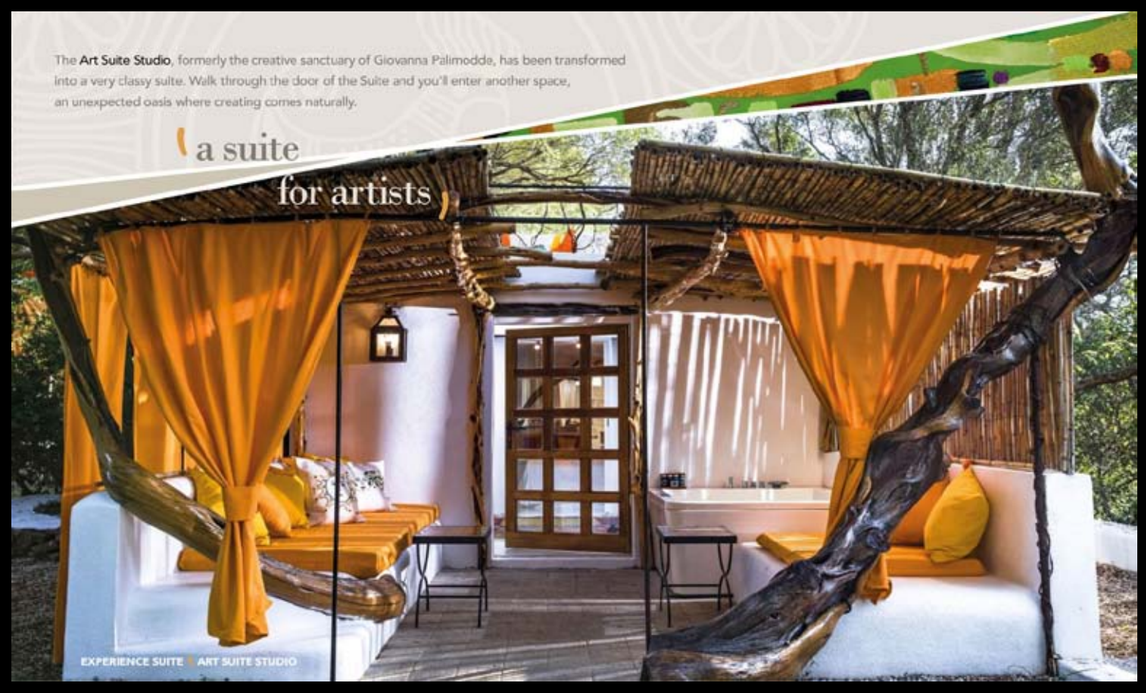
- Nature and Excursions
- Archaeological sites
- Sport and Meditation
- Food and Wine
- Creative experiences
- Folklore and Culture

Every day a new experience, an invitation to discover the unusual, hidden corners of Paradise in a unique, fascinating and sensational land: Sardinia.



SU GOLOGONE EXPERIENCE HOTEL - SARDINIA / brochure

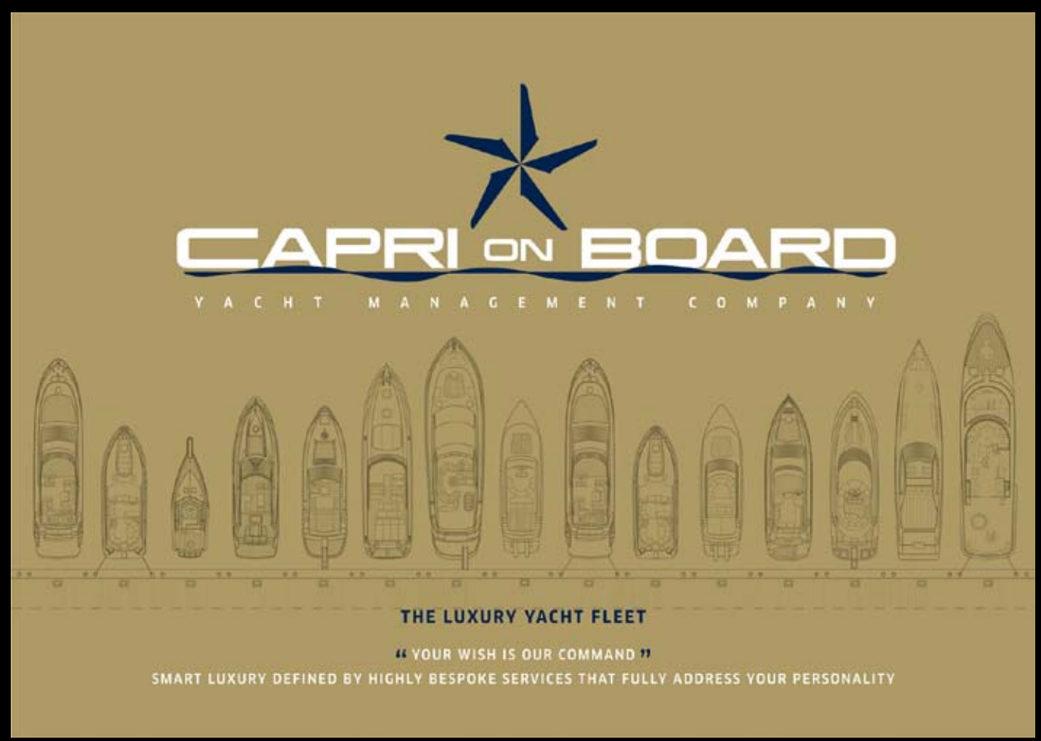


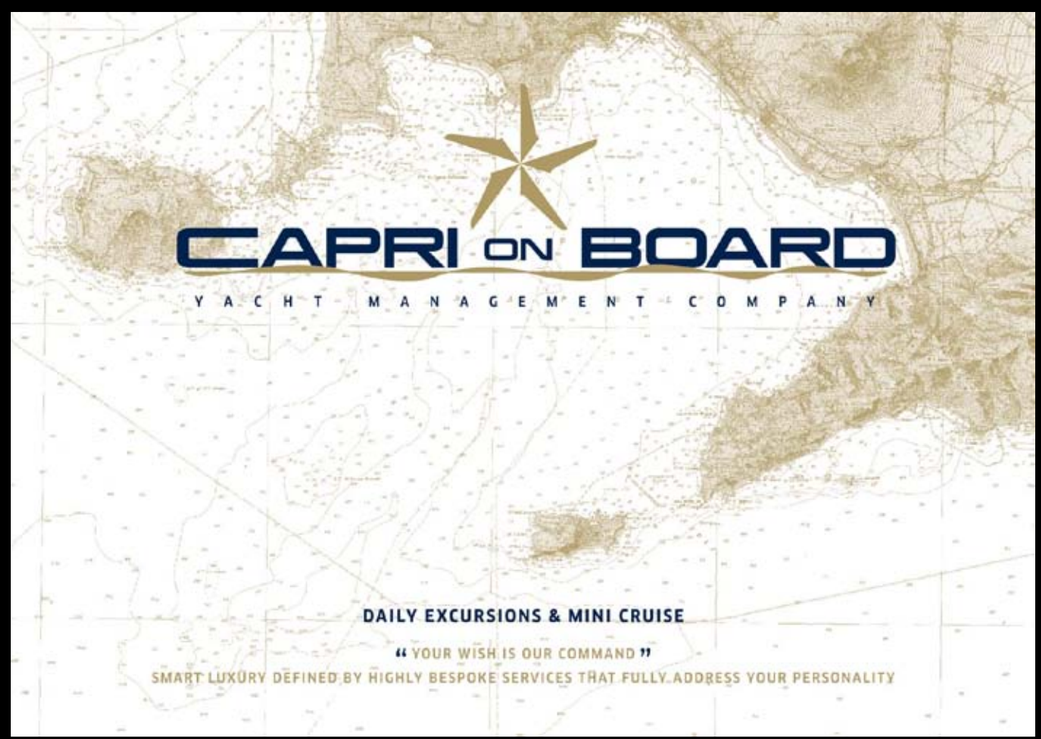


CAPRI ON BOARD YACHT MANAGEMENT COMPANY

/ logotype / corporate identity

CAPRI ON BOARD
YACHT MANAGEMENT COMPANY
COMPANY PROFILE
" YOUR WISH IS OUR COMMAND "
SMART LUXURY DEFINED BY HIGHLY BESPOKE SERVICES THAT FULLY ADDRESS YOUR PERSONALITY


CAPRI ON BOARD
YACHT MANAGEMENT COMPANY
THE LUXURY YACHT FLEET
" YOUR WISH IS OUR COMMAND "
SMART LUXURY DEFINED BY HIGHLY BESPOKE SERVICES THAT FULLY ADDRESS YOUR PERSONALITY


CAPRI ON BOARD
YACHT MANAGEMENT COMPANY
DAILY EXCURSIONS & MINI CRUISE
" YOUR WISH IS OUR COMMAND "
SMART LUXURY DEFINED BY HIGHLY BESPOKE SERVICES THAT FULLY ADDRESS YOUR PERSONALITY

CAPRI ON BOARD / brochures

"Over 100 luxury yachts for an unforgettable experience"

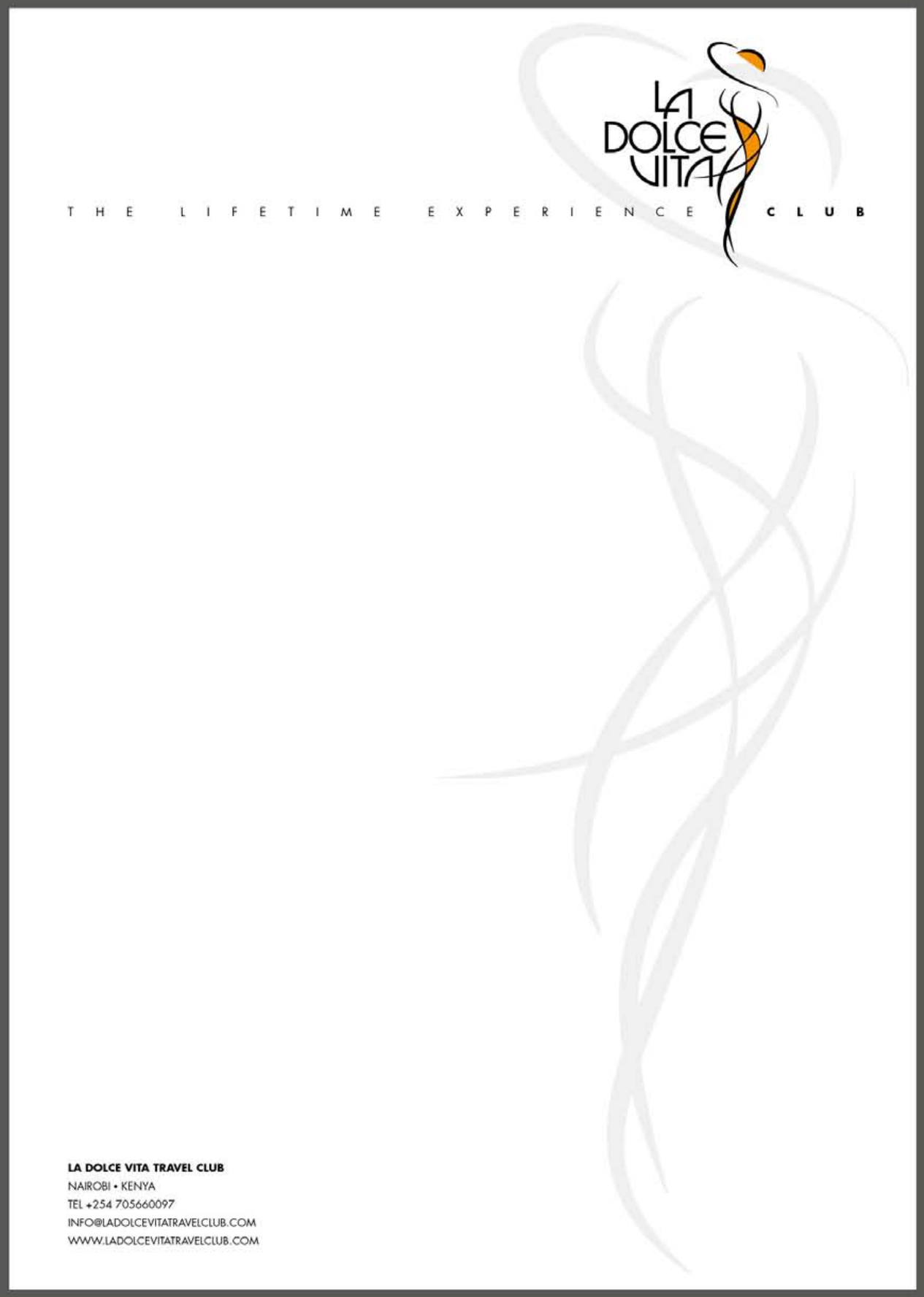
A SELECTION OF OUR LUXURY YACHTS & BOATS COLLECTION

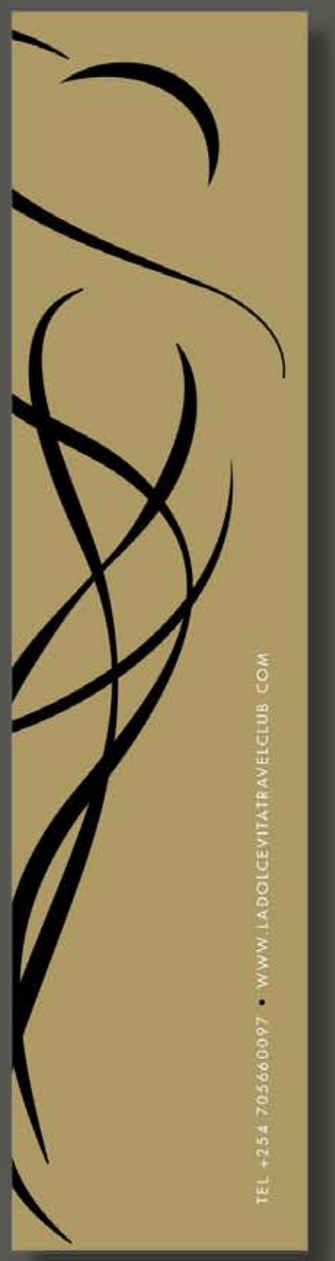
MY AICON 72 SL

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.

- lenght: 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

LA DOLCE VITA TRAVEL CLUB / logotype / corporate identity





A journey starts with a dream and a plan.
When potential meets expectation
the landscape changes.

JOURNEY TO ITALY

A MEMBERS-ONLY LUXURY CONCIERGE

We accept a limited number of members each year so you'll always feel part of a discreet club of like-minded, upscale travellers. We provide personalised, once-in-a-lifetime experiences, advice, and services to our clients. Consider us your trusted guides to new, uncharted terrain. Thanks to our industry relationships, built over the decades, we offer experiences that are off the beaten track and tailored to your taste!

EXCLUSIVITY

We curate hidden gems, designed for you and you alone! No public fares, connections to the best properties, experiences and personalities at each of our destinations. Members have preferred access to a growing suite of carefully selected lifestyle partners.

ELITE SERVICES

We offer unique expertise and perspective into the needs of high-end clientele across all our locations and we are committed to deliver the best, every time!

SILVIA BOSCHETTI

La Dolce Vita Travel Club was founded by Silvia Maria Boschetti, an intrepid traveller and entrepreneur with a long career working with luxury lifestyle and travel brands in Europe and East Africa. High standards, exceptional taste and unparalleled attention to detail are the hallmarks of our service. The team is dedicated to a high personalised service, tailored to each of our member-client's unique preferences and style. The La Dolce Vita difference is marked by this. More than a travel club, we are a Lifetime Experience Club!

If you'd like to learn more about us or join as a member, please contact us on the form below

CONTACT

PHILANTHROPY

Philanthropic endeavors are important. This is why we are committed to building the communities around us. Doing this well is enough, but doing more than enough is more important. We are of the view that donating or raising funds is just the tip of the iceberg, we're more interested in making a meaningful social impact. >>

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Privacy Notice

LA DOLCE VITA TRAVEL CLUB / landing page

byblos art hotel
VILLA AMISTÀ
★ ★ ★ ★ ★ L
VERONA

BYBLOS ART HOTEL VILLA AMISTÀ / brochure

UN VIAGGIO NELL'*arte*

Byblos Art Hotel si delinea come una realtà unica nel panorama dell'accoglienza di lusso internazionale, grazie ad un progetto che nasce da un amore spropositato per l'arte in ogni sua espressione. Ci troviamo in Valpolicella, territorio famoso per le sue eccellenze enologiche, in provincia di Verona, città d'arte da cui dista pochi chilometri, in posizione strategica per visitare Venezia, Milano, il Lago di Garda e l'intero nord Italia.

Stefano Gaiofatto, Resident Manager

UNA VILLA VENETA DEL XV SECOLO
RIVISITATA ED INTERPRETATA PER OSPITARE
UN ELEGANTE HOTEL DI LUSSO
DIVENTA CORNICE SUGGESTIVA
AD UNA MOSTRA PERMANENTE
D'ARTE CONTEMPORANEA

forme E COLORI

L'interior design di Byblos Art Hotel è frutto della creatività di Alessandro Mendini, architetto e designer che ha armonizzato elementi contemporanei con gli ambienti classici di Villa Amistà. Colori accesi e forme plastiche si fondono con gli affreschi e i marmi dei saloni secenteschi per creare un progetto unico ed esclusivo.
Premiato nel 2019 a Londra ai "World Boutique Hotel Awards" quale Miglior Hotel di Design in Europa e al Mondo.

arte CONTEMPORANEA E STILE CLASSICO

Concepito come una **mostra permanente di arte contemporanea.** Il Byblos Art Hotel raccoglie al suo interno le opere di artisti di fama internazionale. Accurati restauri di architettura e di pittura, una scrupolosa scelta degli arredi interni e delle opere d'arte, a cui si affianca il progetto Byblos Casa di Mendini, con mobili ed oggetti caratterizzati da uno squisito stile "revival", iniziato con la famosa "Poltrona di Proust". Classico e moderno si fondono per creare ambienti ricchi di memoria e ricordi che ammiccano ad un possibile futuro.

BYBLOS ART HOTEL VILLA AMISTÀ / brochure

passaggi DI COLORE

Colori accesi e linee grafiche di grande impatto: i corridoi, creati da Mariangela Levita, che portano alle **Camere** e **Suite** sono una delle molteplici opere d'arte di questo straordinario Hotel, dove in ogni ambiente convivono design, arte e restauro, a sottolineare l'unicità della location.

PEZZI unici

Ognuna delle 58 **camere** ha le proprie peculiarità. Caratterizzate da un arredamento personalizzato e arricchito da opere d'arte originali, regalano all'ospite la piacevolezza di un soggiorno sempre sorprendente.

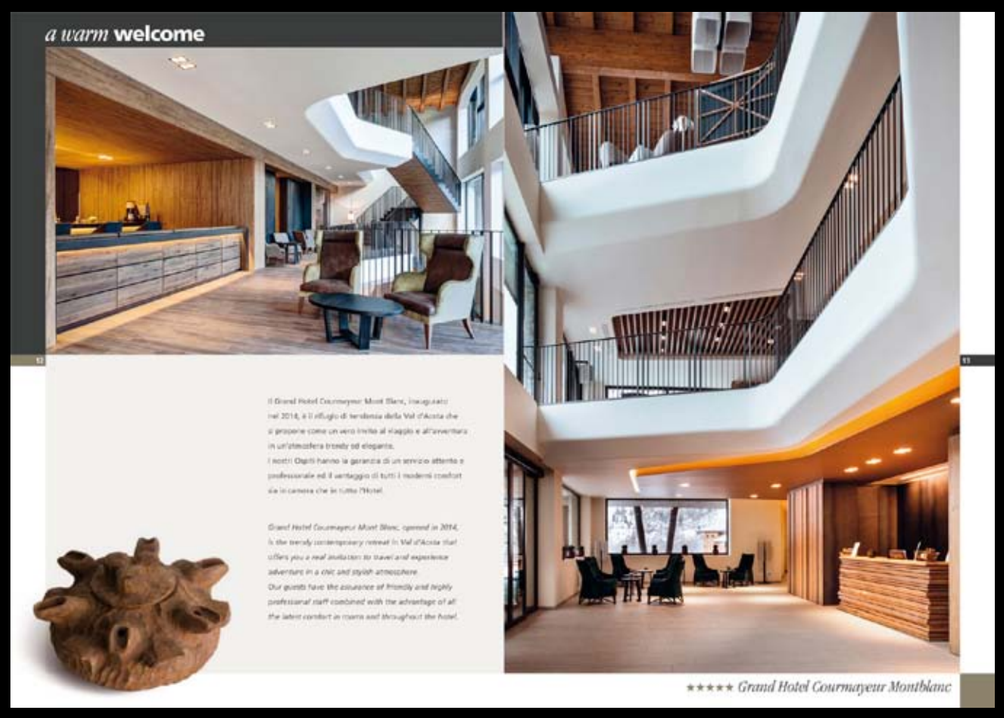
OPERE D'ARTE E gusto

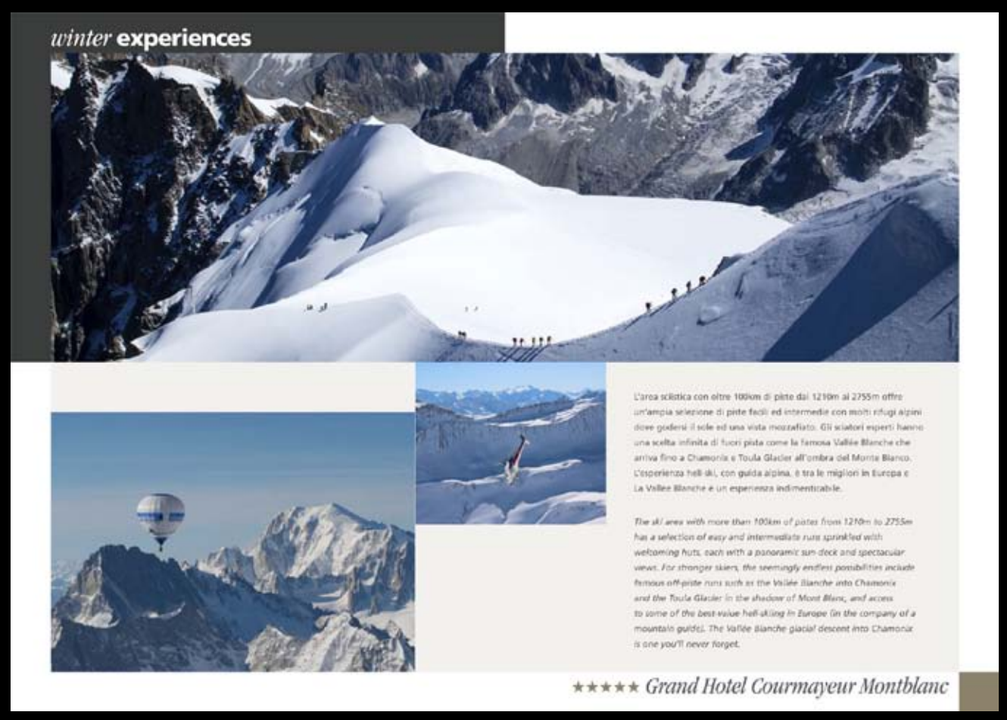
In un contesto in cui l'arte e l'eccellenza accompagnano ogni sfumatura dell'accoglienza, il **Ristorante Amistà** - 1 stella Michelin - unisce il gusto e i sapori della tradizione gastronomica regionale alla raffinata creatività dello Chef Mattia Bianchi. L'accurata scelta di verdure rare e dimenticate, coltivate secondo metodi biologici nell'orto privato dell'albergo, arricchisce l'offerta del menu. All'esterno, il **Giardino d'Inverno** accoglie gli ospiti nella sua veranda dall'atmosfera intima, elegante e dal fascino retrò.

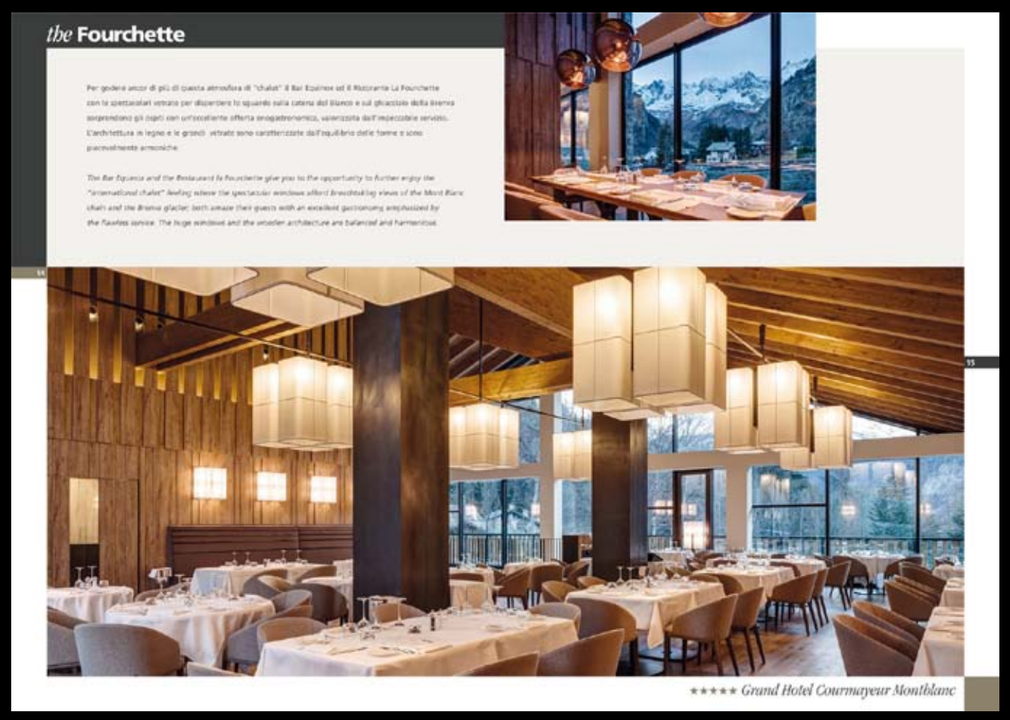
business & ARTE

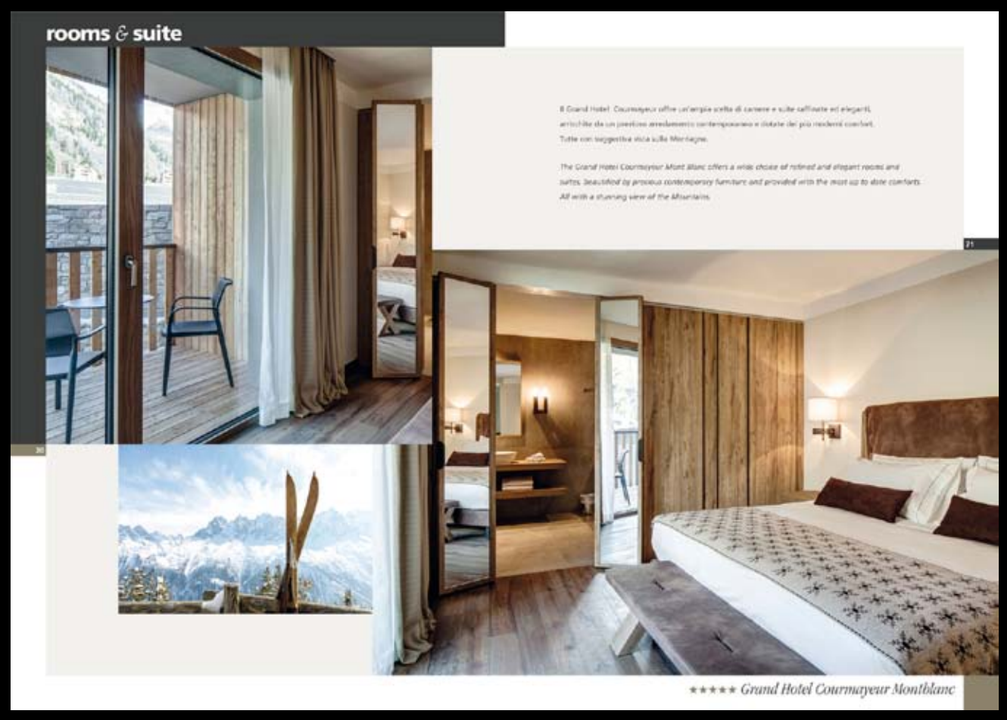
Byblos Art Hotel è il luogo ideale dove organizzare **incontri di lavoro, board meetings, incentives ed eventi**:
il sorprendente impatto architettonico della villa, il forte contrasto artistico degli interni e gli ampi e suggestivi spazi esterni rendono questa location unica per programmare il lancio di prodotti esclusivi da presentare a livello nazionale ed internazionale.

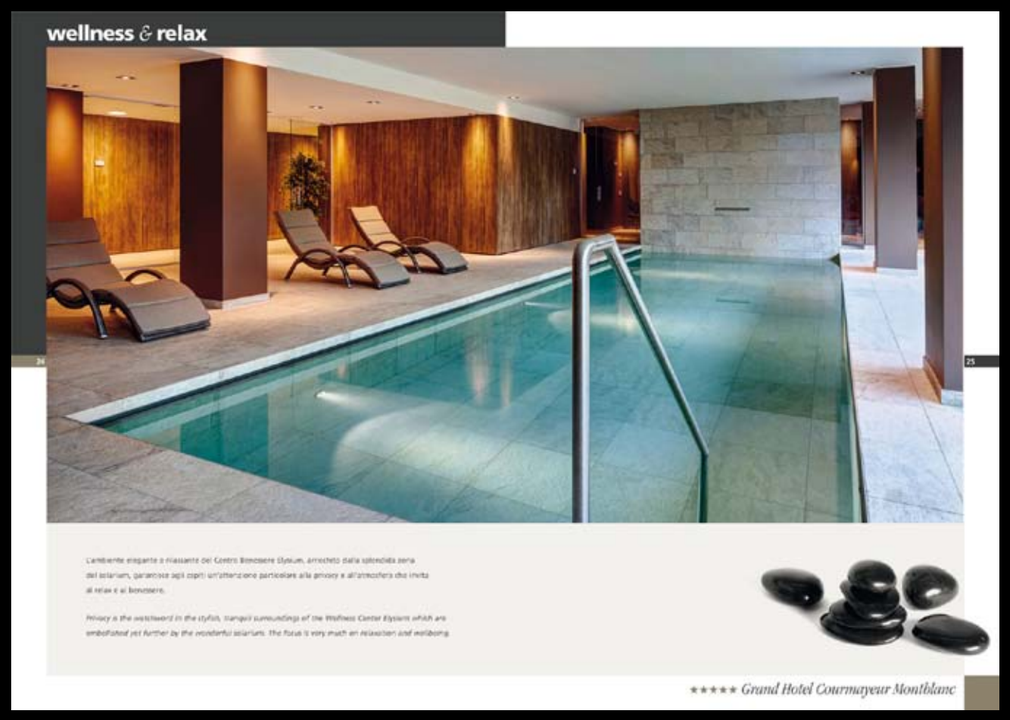
MYTHOS HOTELS / brochures











VENETO HILLS GOLF & SPA / logotype / corporate identity

VENETO HILLS GOLF & SPA / brochure

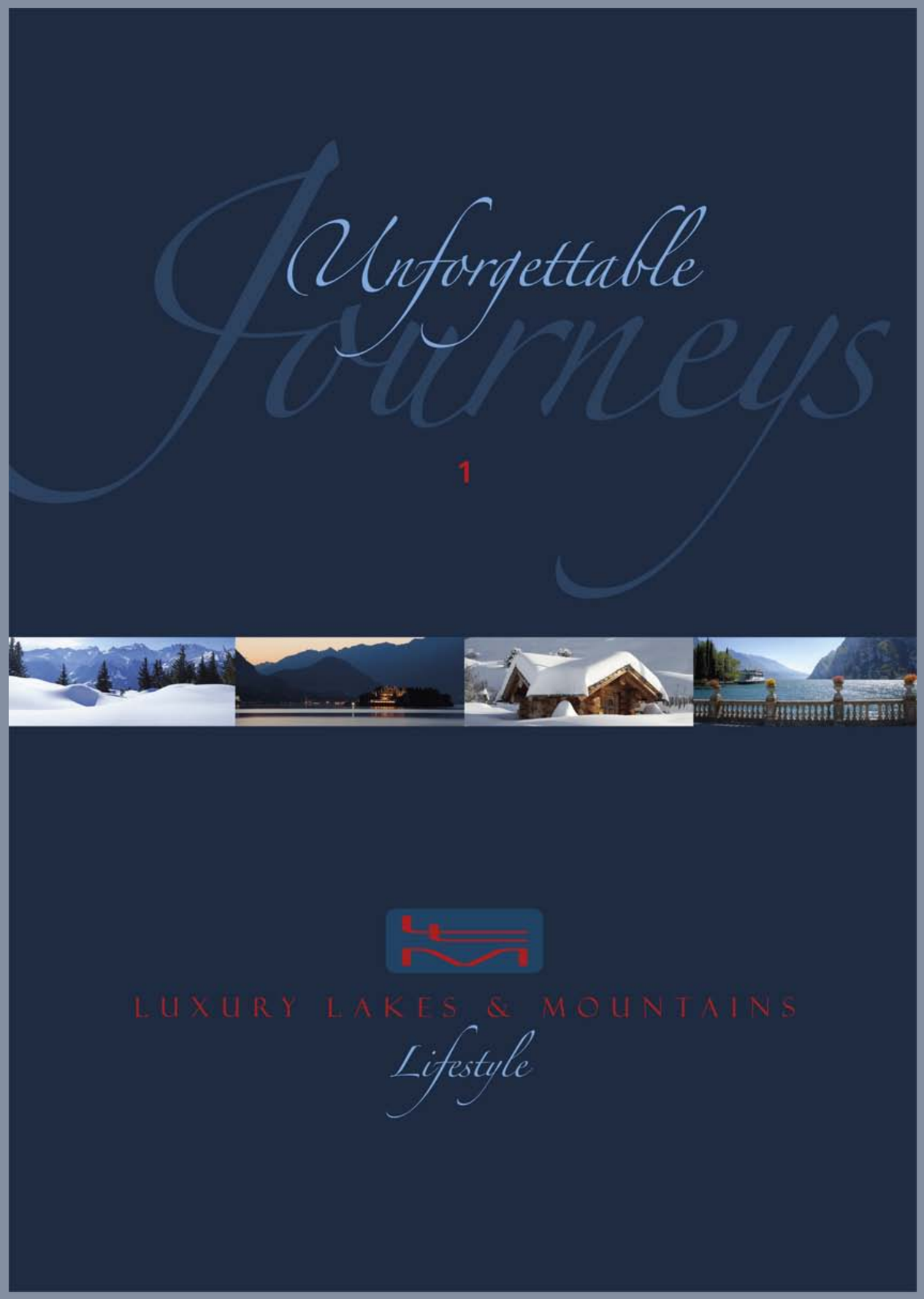
GOLF CLUB FRASSANELLE

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



LLM LUXURY LAKES & MOUNTAINS MAGAZINE / editorial design

LLM MAGAZINE / editorial design

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

Val Gardena

Val Gardena epitomises all the charm and appeal the Dolomites are known the world over for: majestic scenery, vibrant colours, bluebird skies, dazzling, impressive peaks – Sassolungo, Sassopiatto and Sella to name a few – offering activities for everyone, all year round, from skiing to hiking, walking, cycling, climbing and via ferrata routes.

Val Gardena proudly claims an identity of its own, due to the isolation given by the Sella Group and Sassolungo mountain chains. You will find age-old traditions here, allowing it to flourish amid many pre-mass-tourism traditions. One of these is woodcarving. You will see pretty, bustling villages, where the Ladin heritage is strongly felt and heard in the local dialect, along with vernacular architecture.

Ortisei is the main village in the area and is

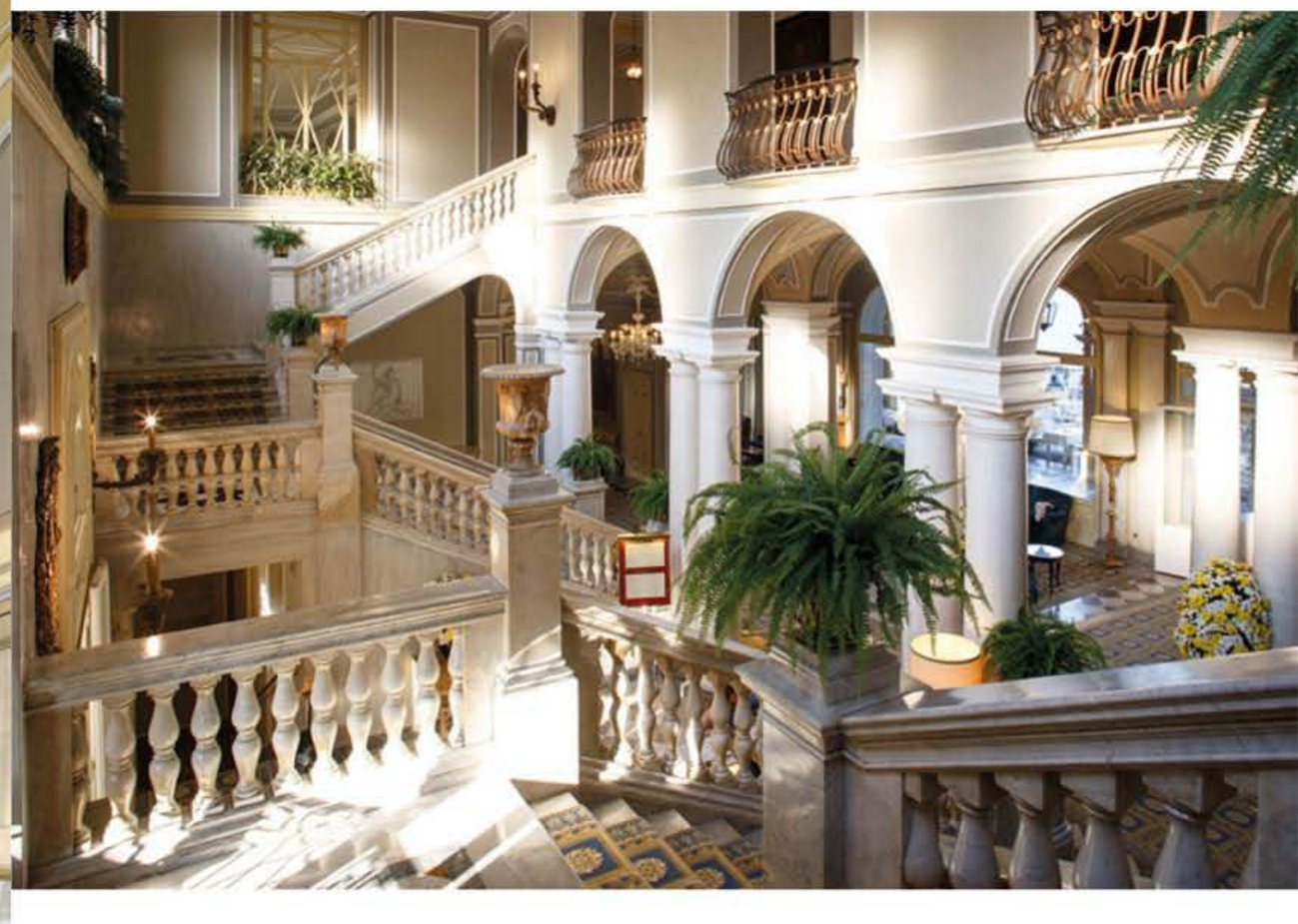
Gardena Castle

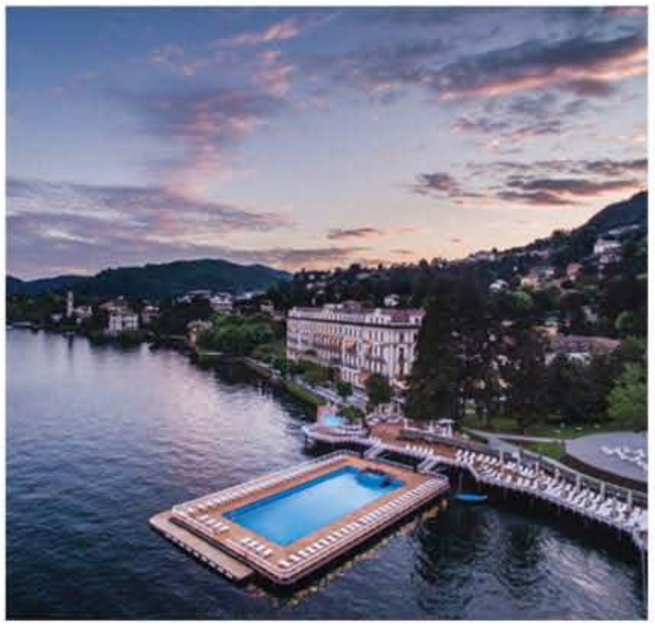
The Castle of the Wolkentein Earls, Gardena Castle is fascinating and charming. Located between Santa Cristina and Selva di Val Gardena, it was built between 1622 and 1641 by Engelhard Dietrich von Wolkenstein-Trostburg with the idea of having a summer castle and a hunting lodge. Solid and imposing, it was certainly inspired by medieval fortresses. Used as the seat of the court of Selva until the end of the 18th century, the Wolkenstein family put it up for auction in 1826. In 1863, Count Leopold von Wolkenstein-Trostburg donated the castle to the municipalities of Santa Cristina and Selva, to have it transformed into a house for the poor. Baron Franchetti, a well-known Africanist and father of the charming woman loved by Hemingway, Afdera, bought it in 1926 and then restored it. The family often resides here in the summer and the castle, with its attractive Renaissance architectural elements, can only be admired from the outside. Put yourself in the picture and marvel at this and other captivating castles.

LLM MAGAZINE / editorial design

Built in the 16th century as a summer residence for a wealthy cardinal, this luxury hotel in a 25-acre garden overlooking Lake Como is simply sublime. Think classic elegance, ultimate comfort and glamour. Graciously appointed rooms, filled with statues, antiques and Murano chandeliers convey an aura of a bygone era. With so many dining options, eating here is a "moveable feast". You will also find a Beauty Centre and a Sporting Club, as well as several banquet rooms. A protected heritage since 1913, Villa d'Este is more than a hotel, it is a destination in itself.

VILLA D'ESTE



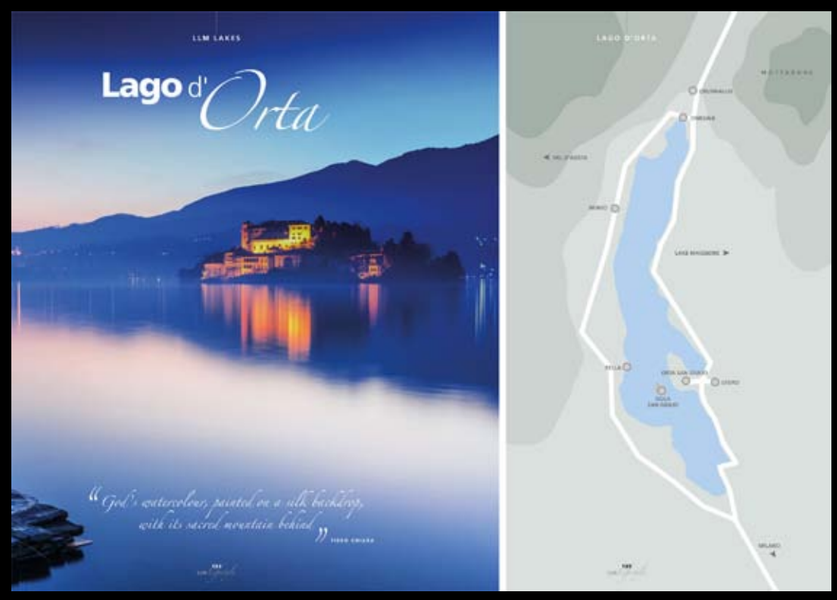


Every room has its own personality, based on period furniture, fine paintings adorning the walls, Como silk covered sofas and chairs. Featuring grand architectural details at every turn and old-world charm in abundance, it is no surprise that the hotel is still the favourite playground of celebrities.

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

Arabian Nights Italian style

VILLA CRESPI

Next door to splendid Orta San Giulio, this five-star Moorish extravaganza is the amusingly eccentric dream of cotton trader Benigno Crespi, who had it built in 1879. Recently renovated, the style and passion of the past are epitomised by the current owners, Cinzia Primatesta and Antonino Cannavacciuolo. The Two-Michelin-starred restaurant is led by the chef patron in an extraordinary culinary journey across Italy. Relax in the sublime Ayurvedic wellness suite and fantasise about the extraordinary surroundings. The history, art and nature of a sublime venue leave guests with lasting memories in what used to be a meeting place for artists, poets and the royalty.

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 ambiance.

Xfactor

Opulent interiors, silk walls, four-poster beds and sprawling gardens. Villa Crespi is a star that shines on the international hospitality scene.

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 / logotype & editorial design

VIE DEL GUSTO MAGAZINE / editorial design

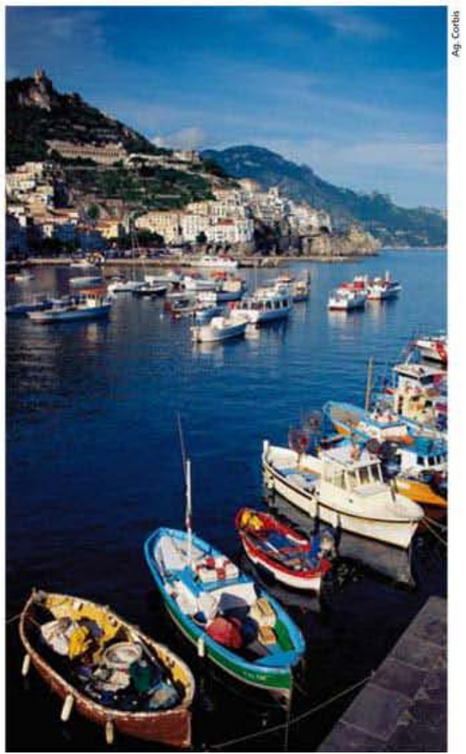
Le ceramiche artigianali, apprezzate in tutto il mondo, rappresentano uno dei cardini dell'economia locale

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 stendardo 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.



Ag. Corbis

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

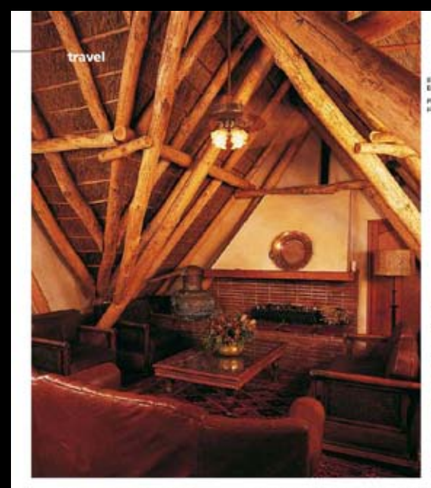
Fishing boats in a small port of the coast. Above, one of the rowing boats used for fishing on the large beach at Positano

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 of Amalfi (museodellacarta.it). It's worth visiting alongside the Museo della Ceramica at 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).



Il salotto del Pearl Palmiet Wine Estate

Pearl Palmiet Wine Estate sitting room

Una delle suite del Pearl Palmiet Wine Estate

Pearl Palmiet Wine Estate, one of the suites

Una raffinata "salle de bain" in una delle suite del Pearl Palmiet Wine Estate

Pearl Palmiet Wine Estate, the bathroom of one of the suites

travel

Il nettare di Napoleone

Più a ovest, sulle pendici meridionali della Table Mountain, la montagna dalla cima piatta "icona geografica" di Cape Town, sta adagiata la regione vinicola di Constantia, la più antica del Sudafrica. Il microclima unico, generato dalle fresche brezze oceaniche che spirano da False Bay, a pochi chilometri di distanza, convinse il governatore Simon Van der Stel, nel 1685, a fondare la "madre" di tutte le aziende, Groot Constantia. Nel podere campeggia ancora la Manor House originale, oggi divenuta museo, dove abbiamo ammirato i begli arredi dell'epoca, e una cantina storica, la Cloete Cellar, che custodisce una collezione di contenitori per il vino e antiche ganiczze. Constantia divenne famosa in tutta Europa nel XVIII e XIX secolo grazie al Vin de Constance, un nettare dolce, di cui Napoleone era appassionato estimatore. Jane Austen lo citò persino nei suoi libri e la Regina Vittoria ne sorseggiava un bicchiere ogni sera dopo cena. Oggi continua ad essere prodotto secondo il metodo tradizionale, con uva Moscato di Frontignan, nella tenuta Klein Constantia dal giovane enologo Adam Mason. In una location altrettanto spettacolare, tra il "fondale" di rocce granitiche delle Constantiaberg Mountains e l'azzurro dell'Atlantico, sorge la tenuta di Steenberg, fondata nel 1682. La cantina, "tenuta" da John Loubser, produce il pluripremiato Sauvignon Blanc Reserve e altri vi-

Time traveller

The imposing Manor House of the historic Boschendal estate has been transformed into a kind of home-museum, with four poster beds, embroidered bed covers, Dutch grandfather clocks, walnut wardrobes and Ming porcelain. A showcase of the lifestyle of the Huguenot settlers and the free burgers (Dutch colonists) in the South African wine producing regions in the 17th-18th century. Further west, the southern slopes of Table Mountain, the geographic icon of Cape Town, cradle the Constantia wine producing estate, the oldest in South Africa. The unique microclimate is generated by the fresh ocean breezes from False Bay. Governor Simon Van der Stel founded Groot Costantia, 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 Cloete Cellar.

10 cose da non perdere

1 Una cena da Catharina's at Steenberg, a Constantia
2 Una visita alla storica tenuta Boschendal, a Franschhoek, con la magnifica Manor House, in stile Cape Dutch.
3 Un weekend superdeluxe all'Owner's Cottage di Grande Provence, a Franschoek.
4 Le degustazioni di vini da Meerlust (a Stellenbosch), Groot Constantia (a Constantia), Boekenhoutskloof e Morgan (a Franschhoek) e Palmiet Valley (a Paarl).
5 Un pranzo nell'ombroso giardino di Bread & Wine (a Franschhoek), a base di gustosi piatti mediterranei.
6 Un weekend a Cape Town, per vivere la frizzante atmosfera del Victoria & Albert Waterfront, gironzolare nel Bo-Kaap, il colorattissimo quartiere malese di Cape Town, trascorrere una giornata sulle spiagge della Cape Riviera e, la sera, immergersi nella movida notturna di Long Street.
7 Un "pellegrinaggio" a Robben Island, ex prigione per detenuti politici (dove Nelson Mandela ha trascorso molti anni), oggi riserva naturale e museo storico con mostre multimediali.
8 Il trekking sulla Table Mountain: "conquistare" la cima (1.086 m.) a piedi (anziché in teleferica) è un'esperienza emozionante.
9 Una visita a Klein Constantia, per assaggiare il Vin de Constance, apprezzato da Napoleone e dalla Regina Vittoria.
10 La straordinaria "scenic drive" sulla Cape Peninsula fino al Capo di Buona Speranza, battuto da venti perenni.

10 things you must do

1 *Dinner at Catharina's at Steenberg, Constantia*
2 *Visit the historic Boschendal estate with its magnificent Cape Dutch-style Manor House at Franschoek.*
3 *Treat yourselves to a super-deluxe weekend at the Owner's Cottage of Grande Provence, Franschhoek.*
4 *Wine-tasting tour of Meerlust (Stellenbosch), Groot Constantia (Constantia), Boekenhoutskloof and Morgan (Franschhoek) and Palmiet Valley (Paarl).*
5 *Lunch at Bread & Wine (Franschhoek) to indulge in tasty Mediterranean dishes in the shady garden.*
6 *Weekend stay in Cape Town, to experience the buzzing atmosphere of the Victoria & Albert Waterfront, wander around Bo-Kaap, explore the colourful Malayalan quarter of Cape Town, spend a day on the Cape Riviera beaches and the evening among the movida of Long Street nightlife.*
7 *Go on a pilgrimage to Robben Island, the ex-prison for political prisoners (where Nelson Mandela spent a good many years of his life), today a nature reserve and history museum with multimedia expos.*
8 *Trekking on Table Mountain: conquer the summit (1086m) on foot (instead of by cable car) for an emotionally charged experience.*
9 *Visit Klein Constantia to taste the Vin de Constance, appreciated by both Napoleon and Queen Victoria.*
10 *Take a stunning scenic drive across Cape Peninsula to the Cape of Good Hope, where the wind never stops blowing.*

VIE DEL GUSTO MAGAZINE / editorial design

Dopo una quarantina di chilometri di rettilineo, la strada si trasforma in un serpente su per le colline purpuree e, passata Ait Barka, diventa un arabesco inciso sui paesaggi montuosi. Arriviamo a Ouarzazate dopo quattro ore. Visitiamo la kasbah di Taourirt, per comprare i bei tappeti berberi. Da qui ci dirigiamo a Skoura e poi svoltiamo a sinistra per Tondout, addentrandoci nel cuore dell'Atlante. Piantiamo il primo bivacco su un pianoro vicino al villaggio di Tabia Ait Zarghar e l'indomani affrontiamo una sterrata per arrampicarci sui monti. Entriamo nel letto di un fiume e, superato il canyon dell'Oued Assif, dove "sbocciano" grappoli di case color terra, giungiamo al villaggio berbero di Imi-n-Oulaoun. Ibrahim Boukyoud ci invita ad entrare nella sua gite d'etape (ostello): ci sediamo sul tappeto per bere tè alla menta e ascoltare gli affascinanti racconti di montagna. Da vent'anni, infatti, guida i trekking sull'Atlante fino a 4000 metri.

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 Amjgag 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 Dadés, 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 Dadés, che scorre nella vallata.

All'alba imbocchiamo la strada per le Gorges du Dades. Procediamo sulla pista rocciosa abbracciati da un luminoso silenzio fino a che, come un

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

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

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 Dadés, dalla verdeggiante Vallée du Drâ alla Vallé de Ziz e Tagilalet. 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.

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

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

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 "gite d'etape" (hostel). We continue on towards Amjgag 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 Dades. 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 Tamttaouchte. 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.

VIE DEL GUSTO MAGAZINE / editorial design

DolceNero

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

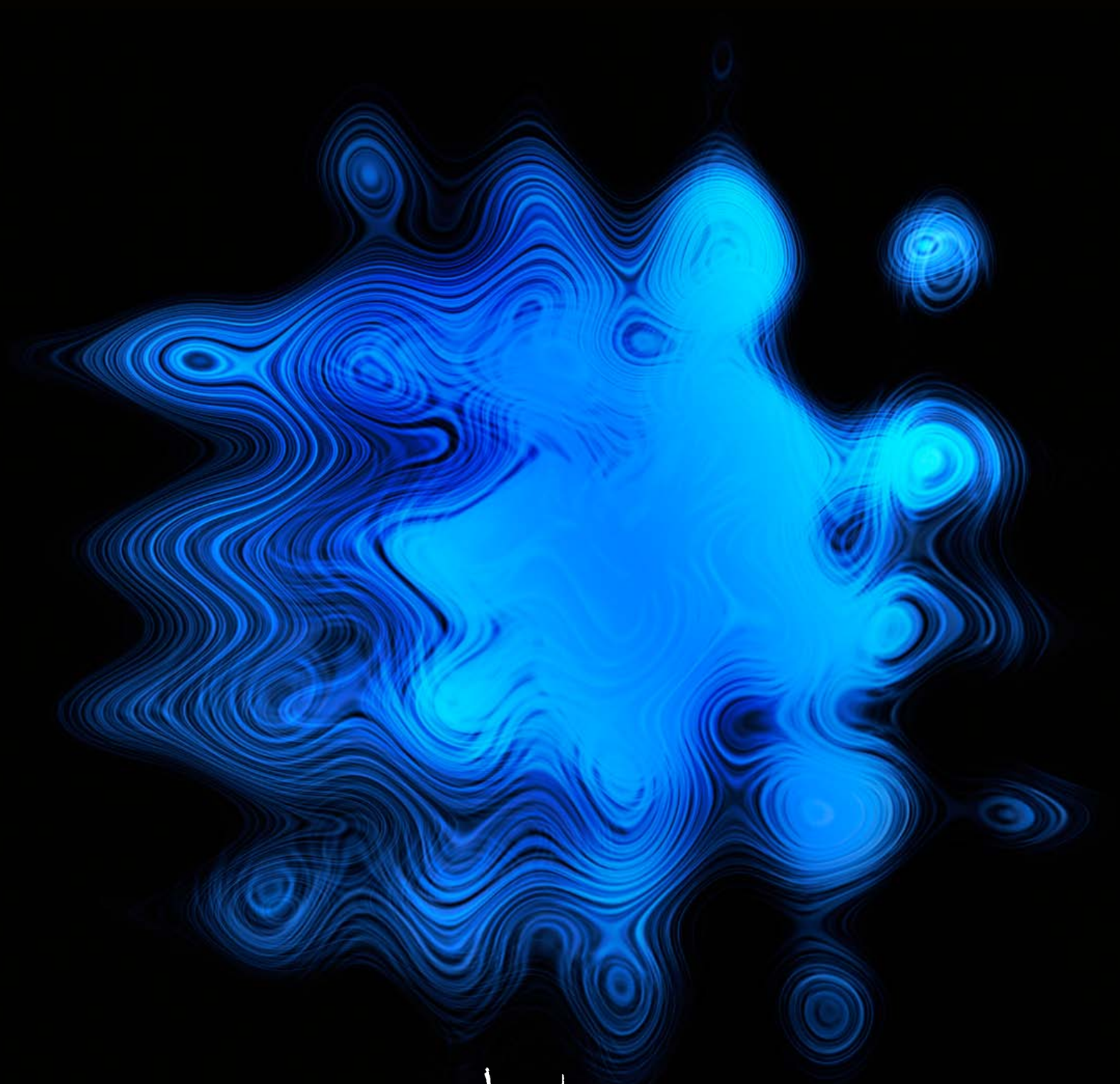
di Chef Kumalé

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 altopiani 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



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graphic design

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