

EASTER AND LONG WEEKENDS 2024 WITH AN EYE ALREADY ON SUMMER.

RETURNS TO "EMMA VILLAS THE MAGAZINE", A HOLIDAY DIARY AMONG ICONIC LOCATIONS OF GREAT FILMS, WELLNESS, SUSTAINABILITY, ART, NATURE AND GOOD FOOD

** In view of the coming Easter holidays, sunny weekends and long spring weekends, "EV - The Magazine" continues its journey among the beauties of Italy and the world of prestigious homes, for the second issue of the magazine conceived and produced by Emma Villas, a leading Vacation Rental company*

** Stories of travel and hospitality, but also information about the still-hidden treasures of the territory (to enhance the experience of staying in prestigious villas) and able to inspire travellers from all over the world*

** Cinema is one of the many plots of this journey, a tour of the iconic locations that have made the history of great films, but also sustainability, wellness, the richness of Italian gastronomy, art and much more*

** The new issue will be available from March 20 for guests of the homes managed by Emma Villas, in their three stores in Siena, Orbetello and Porto Cervo, in a series of artistic and cultural events planned this spring, as well as in the company's headquarters in Chiusi (Siena) and Rome. The Magazine can be downloaded from the following link: <https://joom.ag/3xAd>*

Rome, 12 March 2023 - Spring is just around the corner and, as always in this period, the desire to travel returns among Italians (and not only Italians). Between Easter, the long weekend of April 25 and the classic date of May 1, there will be many opportunities to book a short break and enjoy a few days off. It is the ideal time to discover the beauties of Italy, but where to go? Which destination to choose, among a thousand possibilities? Emma Villas, a leading company in Vacation Rental (short-term rentals of prestigious villas and country houses), resumes their "Grand Tour" of the lesser-known beauties of Italy, now recounted in the second issue of "Emma Villas The Magazine", offering ideas and suggestions for discovering (or re-discovering) the historical, artistic, cultural and environmental beauties of the territory, in which prestigious properties are located, capable of telling a story through the voice of their owners and the many professionals (architects, designers, chefs) who work to make the most of them.

IDEAS FOR TRAVELLING: 10 (AND MORE) DESTINATIONS AND EXPERIENCES FOR SPRING, ACCORDING TO "EMMA VILLAS - THE MAGAZINE", WITH AN EYE ALREADY ON NEW DESTINATIONS FOR SUMMER

In the second issue of "EV The Magazine" a long travel diary guides us through Italy, from north to south, with lesser-known destinations and unique experiences to enjoy. The journey, made up of tips and suggestions to stimulate the most demanding tourists, begins along **Lake Como**, where **Pietro Berra**, journalist, writer, native and tireless populariser of that area, tells us about routes away from mass tourism, among incredible intersections of landscape and history, water and mountains, majestic 18th century villas and well-hidden medieval villages.

The second stop is **around Siena**, where you can board a historic steam train, the "**Treno Natura della Val d'Orcia**", for a slow, sustainable holiday. Then we move on to (re)discover magical places that have made the history of great cinema. **From Lario** (the location of some of the best scenes of 007 - Casino Royale and dozens of other great films, both Italian and foreign) **to Ferrara and the Emilian plain**, with The Garden of the Finzi-Continis. And then down to **the Tuscan countryside**, whose beauty is stronger than the destruction of war (The English Patient), on to the **Italian coastal resorts, from the Amalfi Coast to Sanremo**, where the psychologies of the protagonists of The Talented Mr. Ripley unfold, and then to the **Sicily** of New Cinema Paradise.

The ideal journey of "Emma Villas The Magazine" could not fail to include a gastronomic pause of absolute excellence: in **Portofino and Santa Margherita Ligure**, where **Giorgio Mussini** tells us his story which, from renting a mooring led him to building boats and, then, to "cross over" into the restaurant business, first with the *Ö Magazin* restaurant and, recently, with that of the same name, *Österia*, managed by his daughters Emilia and Simona.

Two other unmissable stops in this new issue: **Sicily** and **Apulia**. Stops in which the immersive experience of the villa holiday has taken, respectively, the form of a yoga retreat and the taste of an ancient product, oil, recounted with passion by those who have chosen to pamper their guests with a tasting of the products in the valley of centuries-old olive trees.

Finally, the "Grand Tour" returns to the **Emilian plain**, where the entrepreneur **Kevin Bravi** introduces the historical, natural, architectural and artistic treasures of his Tenuta di Bagni de' Consoli, a magnificent residence where you can enjoy unique moments and a stay of pure beauty with Emma Villas. An example of this beauty? The large indoor swimming pool, 'natatio romana', lined with glass mosaics and 'overflown' by a flock of fantastic majolica birds created by Giosetta Fioroni, one of the greatest living Italian painters and one of the major exponents of the School of Piazza del Popolo.

Giammarco Bisogno, founder and CEO of Emma Villas, explains: *"In order to guarantee our clients the best possible travel experience, the welcome plays a fundamental role, in*

terms of support but also of guidance. A reason that stimulates us to do more and better and which is also the basis of the new issue of "Emma Villas The Magazine". For those who choose to spend a holiday in one of our prestigious homes, but also among the owners of those splendid villas or simply among the more curious tourists, we wanted to stimulate a different vision of the treasures of our Nation, through new lenses such as those of sustainability, cinema, poetry, art and - of course - good food. A journey made of places, stories, people, cultures in the name of a "hospitality" completely dedicated to the satisfaction of the guest and set in wonderful structures, which make the journey a unique and, at the same time, shared experience".

ALSO ARRIVING ARE THE TRAVEL DIARIES OF CHIARA TRAVELS, THE EMMA VILLAS BRAND THAT LOOKS ABROAD

In the second issue of "Emma Villas The Magazine", the journey among the undiscovered beauties of Italy is also accompanied by the story of the "journey" which, in recent years, has led Emma Villas to achieve important goals, such as the recent listing in the Euronext Growth Milan segment of the Italian Stock Exchange and the creation, in 2023, of Chiara Travels, the new brand of the company that looks abroad. The project was born from the vision of CEO Giammarco Bisogno and from the passion for travel of his daughter Chiara, hence the name of the brand, with the aim of "exporting" the Emma Villas model abroad, and proposing a new type of approach to travel thanks also to the selection of properties able to host **wonderful "travel diaries"**. This is why, with an eye abroad too, the Magazine also offers the first of these diaries, kept by Chiara herself in Provence.

The adventure does not end here, with many other marvels protagonists of the second issue of Emma Villas The Magazine, available from March 20 in the company stores in Siena, Orbetello and Porto Cervo, in a series of artistic and cultural events planned throughout the country in this spring, as well as at the Emma Villas headquarters in Chiusi (Siena) and Rome. The Magazine will also be downloadable from the following link: <https://joom.ag/3xAd>

More information on the emnavillas.com website.

*The Emma Villas offer, with a rich portfolio of 600 prestigious villas and estates, in 15 regions, will also allow you to rediscover the Italian territory from North to South, through a true **"Grand Tour" of our Nation**. Choosing **Emma Villas** are also the owners: entrusting a property to Emma Villas is synonymous, in fact, with numerous advantages such as immediate and guaranteed income over time or insurance protection against accidental damage caused by guests of up to 20,000 euros. Or, for those wishing to carry out improvements or renovations aimed at promoting virtuous projects, such as those for environmental sustainability, advances and financing are provided thanks to **Emma Villas ReHome**.*

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