



An Immersive Gala Experience Between Sacred & Profane

for an International Transportation & Logistics Company

BADIA A SETTIMO ABBEY, FLORENCE | 2025

Created for 580 international guests, this large-scale corporate gala dinner transformed the historic setting of Badia a Settimo Abbey into an immersive evening experience inspired by the evocative contrast between the sacred and the profane.

Blending theatrical entertainment, refined hospitality, and spectacular scenography, the event reinterpreted the atmosphere of a Renaissance-inspired Florentine celebration through live performances, historical references, and contemporary show elements — creating a unique and highly engaging guest experience in one of Tuscany’s most iconic abbey settings.

IMMERSIVE ARRIVAL EXPERIENCE

Guests were welcomed through a theatrical outdoor setting inspired by a medieval marketplace, featuring performers in historical costumes and curated scenographic elements designed to immediately immerse attendees in the event’s “Sacred & Profane” concept.

GALA DINNER & VENUE DESIGN

The evening unfolded with a refined seated gala dinner hosted within the extraordinary atmosphere of Badia a Settimo Abbey, featuring a central stage surrounded by guest tables to create a fully immersive and dynamic event layout.

LIVE ENTERTAINMENT & PERFORMANCES

A carefully curated entertainment program alternated between gospel choir performances, electronic violin acts, theatrical moments inspired by Sister Act, and live show sequences designed to blend elegance, energy, and emotional engagement throughout the evening.

LARGE-SCALE EVENT COORDINATION

Comprehensive guest management, hospitality coordination, production logistics, entertainment direction, and operational support ensured the seamless execution of a complex large-scale corporate event experience.

THE RESULT

An unforgettable corporate gala where historical atmosphere, immersive storytelling, live entertainment, and contemporary event production came together to create a sophisticated and emotionally engaging celebration in the heart of Tuscany.



EVENT AT A GLANCE

580 Guests
Historic Abbey Venue
Gala Dinner Experience
Immersive Entertainment Concept

