



# A Playful Florence Experience Through Art, Food & Discovery for a Private Multi-Generational Family Group

FLORENCE | NOVEMBER 2025



## EVENT AT A GLANCE

20 Family Guests  
3-Day Florence Experience  
Customized Treasure Hunt  
Family-Friendly Cultural Activities

Designed for a private family group, this tailor-made Florence experience transformed the city into an interactive playground where art, history, craftsmanship, and gastronomy came together through engaging activities for all ages.

The program was centered around a customized treasure hunt in the historic heart of Florence, created to let the family discover the city in a playful, immersive, and meaningful way — combining cultural storytelling, hands-on experiences, local flavors, and dedicated guest assistance throughout the stay.



## INTERACTIVE FLORENCE TREASURE HUNT

A bespoke city adventure through Florence’s historic center, where guests were divided into teams and guided through riddles, creative challenges, costumed historical characters, and iconic city landmarks.

## CULTURE, CRAFTSMANSHIP & PLAY

The experience blended Ferragamo Museum, Palazzo Vecchio, a Florentine paper workshop, gelato tasting, Polaroid photo challenges, and personalized illustrated treasure hunt materials.

## TAILOR-MADE FOOD EXPERIENCES

The program included a final convivial lunch after the treasure hunt, a gluten-free cooking class with a private chef, and a Florence food tour designed to explore the city through its authentic flavors.

## DEDICATED FAMILY ASSISTANCE

A private English-speaking tour leader supported the family throughout the program, coordinating activities, reviewing routes, and ensuring a seamless experience for both adults and children.



## THE RESULT

A playful and refined family journey through Florence, designed to transform cultural discovery into shared memories — blending history, creativity, food, and tailor-made hospitality in an experience created for every generation.