



ARNO
TRAVEL & EVENT DESIGN IN ITALY

LUXURY TRAVEL DIVISION OF



TOWNS OF ITALY GROUP



EVENT DESIGN IN ITALY



Exceptional bespoke events, flawlessly planned and seamlessly delivered.

Events take many forms - team building activities, celebrations, meetings, product launches, conventions and retreats- each with its own objectives and expectations.

Whether the goal is to strengthen brand identity, foster connection, celebrate a milestone or create a memorable moment, every event requires a clear vision and a tailored approach.

At Arno, we begin by listening. Understanding our clients' goals allows us to develop concepts that are both creative and effective. From venue selection to logistics, from entertainment to guest experience, every element is carefully curated to create a seamless and engaging journey.

We design bespoke events that combine distinctive locations, meaningful activities and flawless execution.



ARNO EVENT TEAM

A tight-knit crew of skilled dynamic professionals with years-long experience, a wide network of personal and professional contacts and deep knowledge of Tuscany. Motivated, curious, and enthusiastic the Arno team brainstorms, studies and researches, scouts solutions and comes up with inventive options, travels, tries out suppliers and activities, and meticulously scrutinizes venues, to offer clients memorable Tuscan memories. A vibrantly creative unwavering vital squad committed to excellence. Our team is the passport to your success



Debora Orselli
GENERAL MANAGER



Ilaria Di Rigo
TRAVEL DESIGN MANAGER



Lucia Morelli
SENIOR GUEST RELATIONS



Viviana Colombassi
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OPERATIONS



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OPERATIONS



WHAT CAN WE CREATE TOGETHER?

EVENT & INCENTIVE DESIGN

Creativity, structure and vision

Designing a successful event requires more than inspiration. It requires know-how, organization and the ability to translate a client's objectives into a meaningful and memorable experience.

At Arno we combine creative thinking with a solid organizational structure and an extensive network of trusted partners across Italy. Historic venues, cultural institutions, exclusive locations and specialized suppliers allow us to design tailor-made events that perfectly reflect our clients' goals, ensuring meticulous planning and flawless execution.





WHAT CAN WE CREATE TOGETHER?

EXPERIENTIAL TEAM BUILDING

Engaging activities that bring people together

A successful team building activity goes beyond entertainment. It encourages collaboration, communication and shared achievement while creating meaningful connections among participants.

Thanks to our network of local experts, chefs, artisans, guides and cultural professionals, we design engaging experiences that immerse participants in authentic traditions and culture. Each activity is carefully planned by our skilled event designers and supported by a professional operations team to ensure smooth coordination and a truly rewarding experience.





WHAT CAN WE CREATE TOGETHER?

CELEBRATIONS

Creating unforgettable moments

Whether it is a private celebration, a birthday in a historic villa or an exclusive corporate gathering, Arno supports clients through every stage of the event planning process with professionalism and attention to detail.

Our structured organization and trusted network of venues and suppliers allow us to design elegant and distinctive celebrations in exceptional locations. From venue selection and logistics to entertainment and guest management, every element is carefully coordinated to create a seamless and memorable event.





ENTERTAINMENT

Entertainment that elevates every event

Entertainment is often the most memorable element of an event. Through our extensive network of performers, artists and technical partners, Arno offers a wide range of high-quality entertainment solutions tailored to the character of each occasion.

From live music and DJs to artistic performances and themed productions, every proposal is carefully curated to complement the event concept. Our team coordinates the creative and technical aspects of each performance, ensuring flawless execution and an engaging atmosphere for every guest.



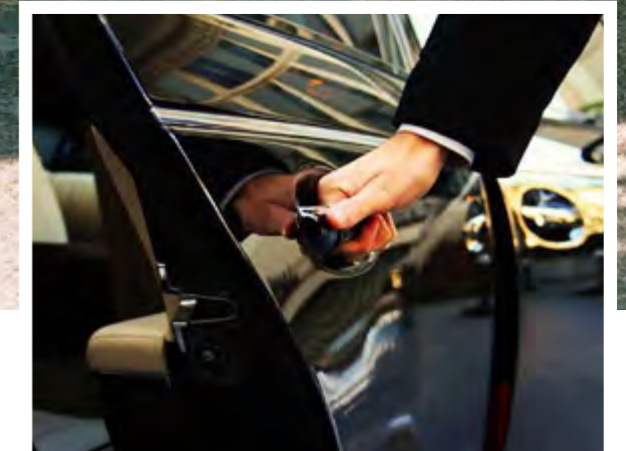


LOGISTICS

Precision, planning and flawless execution

Behind every successful event there is a strong organizational structure and meticulous planning. Guest movements, transportation, timing coordination and supplier management all require careful preparation and constant supervision.

Our experienced operations team develops detailed logistics plans for each project, ensuring that every stage of the event runs smoothly. Thanks to our structured approach and established partnerships across Italy, we manage events of different scales with efficiency, reliability and absolute attention to detail.





HOW WE MAKE IT HAPPEN

MAGIC VENUES

Exceptional locations for extraordinary events

Italy offers an extraordinary variety of remarkable venues: historic palaces, castles, museums, private villas, art galleries and exclusive spaces rich in character and history.

Drawing on years of know-how and an extensive network of trusted contacts, Arno has access to an exceptional portfolio of venues across the country. Each location is carefully evaluated according to the needs of the event, balancing atmosphere, logistics and functionality to create the perfect setting for unforgettable experiences.





Signature EXPERIENCES

For corporate groups and private events, Arno creates a diverse range of moments that celebrate the richness of culture, lifestyle and traditions.

From exclusive dinners in historic palaces and museums to experiential treasure hunts, wine tastings, creative workshops and cultural visits, each activity offers participants the opportunity to discover Italy in an engaging and memorable way.

Every experience can be adapted and combined to create unique event programs, designed to entertain, inspire and bring guests together through authentic moments and shared discoveries.

Culinary Team Building & Workshops



Cooking classes are among our signature activities, designed to combine teamwork, creativity and authentic culinary culture. We can rely on our own cooking schools in Florence, Rome, Milan and Palermo, as well as trusted culinary partners in other destinations, allowing us to create engaging formats for groups of different sizes.

From corporate events and meetings to tailor-made culinary activities, we create moments that foster connection, encourage collaboration and support meaningful interaction in a relaxed yet professional setting.

Led by our skilled and passionate chefs, each session is interactive, dynamic and accessible to all participants. With energy, creativity and attention to detail, our chefs turn every activity into a memorable moment where learning, teamwork and enjoyment naturally come together.





The Cooking Challenge

A lively culinary challenge where teams compete to prepare the best dishes under the guidance of our professional chefs. Participants collaborate, cook and present their creations while developing communication and teamwork skills. Friendly competition and creativity make the activity engaging and entertaining. Ideal for corporate groups looking for a dynamic and rewarding team-building format.





Cooking Classes

Hands-on cooking activities designed to introduce guests to local culinary traditions in an engaging and interactive way. Guided by professional chefs, participants learn techniques, recipes and stories behind some of the region's most iconic dishes. Suitable for both small and large groups, these activities combine learning, teamwork and enjoyment in a relaxed atmosphere.





Cocktail & Mixology Experiences

Led by professional bartenders, participants discover the techniques, ingredients and stories behind classic cocktails. Through guided demonstrations and hands-on activities, guests learn how to prepare and present their own creations. A fun and interactive format that combines creativity, flavor and social interaction.



Extraordinary Dining Experiences



An Evening in a Historic Palace

An elegant evening set within the magnificent halls of Italy's historic palaces. Guests enjoy refined cuisine surrounded by frescoed ceilings, grand architecture and a timeless atmosphere. Perfect for corporate events and exclusive celebrations, these gala dinners combine fine dining, sophisticated settings and impeccable service. Live music, artistic performances and bespoke staging can be added to create a truly memorable atmosphere.





A Medieval Feast in a Castle

Step back in time with a themed dinner in an authentic historic castle. Guests are welcomed by costumed hosts and immersed in a theatrical atmosphere inspired by medieval traditions and legends. Historical entertainment, decorations and traditional cuisine recreate the spirit of a festive banquet from another era. The result is a captivating moment combining culture, storytelling and celebration.



Dinner Among the Vines

A unique dining experience set among the vineyards of renowned Italian wine estates. As the sun sets over the landscape, guests gather for an unforgettable dinner surrounded by nature and breathtaking views. Regional cuisine is paired with carefully selected wines produced on the estate. A perfect combination of gastronomy, wine culture and the beauty of the countryside.





Dining Among Masterpieces

An extraordinary opportunity to dine inside a museum after regular opening hours. Surrounded by masterpieces and historic artworks, guests enjoy an elegant dinner in an exceptional cultural setting. The atmosphere of the venue transforms the evening into a truly exclusive event. Art, history and gastronomy come together to create a refined and unforgettable experience.



Dinner in Extraordinary Spaces

Arno organizes private dinners in unique venues such as art galleries, luxury boutiques and remarkable architectural spaces. These refined and unconventional locations provide the perfect backdrop for sophisticated events. Guests enjoy an exclusive atmosphere that combines design, culture and gastronomy. Each event is carefully curated to create a memorable setting.



Art, History & Cultural Discovery

Masterpieces Up Close

Discover museums and cultural venues through private guided visits designed for both individuals and corporate groups. Expert guides lead guests through iconic collections and remarkable institutions, offering engaging insights into art, history and culture. From renowned museums to more specialized venues, each visit is designed to be immersive and meaningful. A refined way to explore culture with depth and perspective.





Behind Closed Doors

Discover museums and historic venues through exclusive private openings, away from the crowds. These “behind closed doors” visits offer privileged access and a more intimate way to engage with art and heritage. Guided by experts, guests enjoy a quiet and immersive atmosphere. The experience can be enhanced with aperitivo or private events.

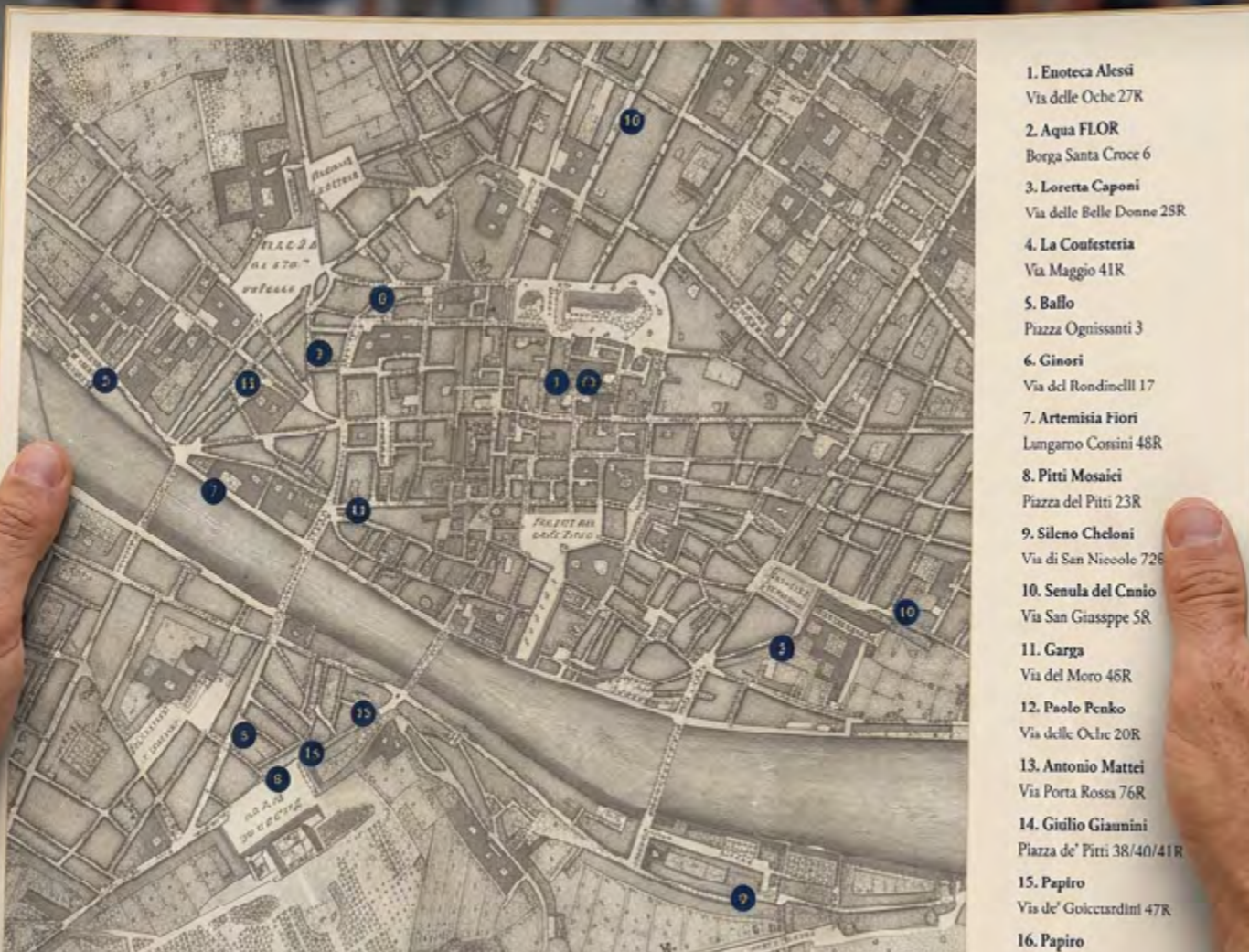


Tailored Cultural Experiences

Each proposal can be tailored to reflect the company's field of activity,, selecting museums, venues and thematic content aligned with the client's industry. From fashion and design to innovation, history or craftsmanship, each visit can be customized to create a relevant and engaging connection between culture and business.



Interactive City Adventures



The City as Your Playground

Turn the city into an interactive adventure with experiential treasure hunts designed for corporate groups. Divided into teams, participants explore historic streets, solve clues and complete creative challenges along the way. Activities are inspired by art, history and traditions. Perfect to encourage teamwork, curiosity and a spirit of discovery.

Themes can include Ancient Rome, the Renaissance and Medieval traditions, creating dynamic experiences that combine culture, fun and collaboration.

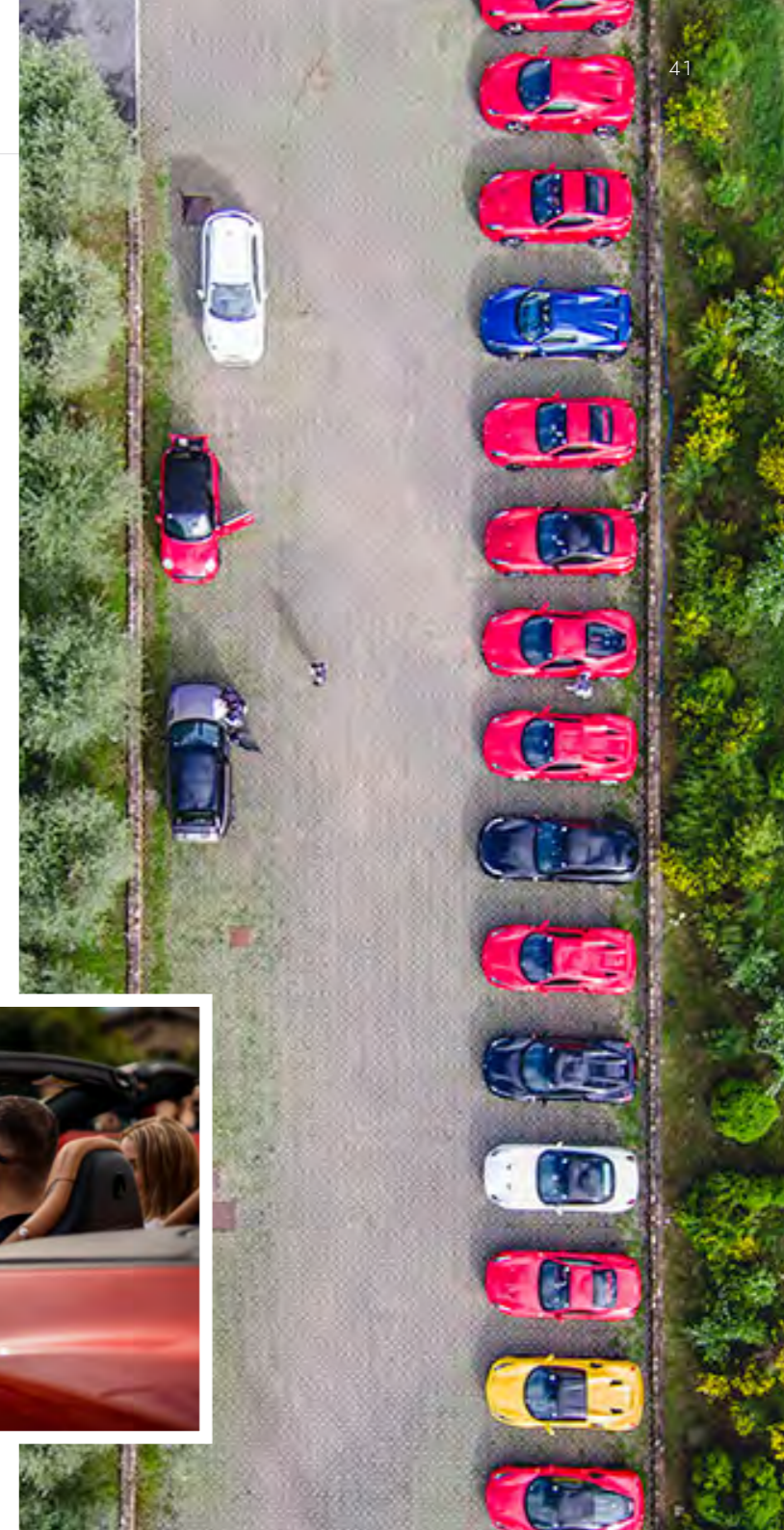


Iconic Italian Journeys



Driving the Legend: Ferrari Experience

Step behind the wheel of a Ferrari and discover some of Italy's most scenic landscapes. Participants enjoy an unforgettable journey combining adrenaline, luxury and spectacular views. Professional staff and a dedicated logistics team ensure a safe and seamless experience. This activity is ideal for incentives and exclusive corporate events.





Italy in a Classic Car

Travel through Italy aboard beautifully restored vintage cars and enjoy the elegance of classic Italian motoring. Scenic routes lead participants through charming villages, countryside landscapes and historic towns. The activity combines nostalgia, culture and breathtaking scenery. It offers a unique and stylish way to discover Italy.



La Dolce Vita on a Vespa

A symbol of Italian lifestyle, the Vespa offers a fun and authentic way to explore picturesque roads and charming villages. After a short orientation session, participants set off on a guided journey through beautiful landscapes. Stops along the route allow guests to enjoy local highlights and scenic views. Evoking the spirit of Italian travel.





Ride & Discover

An active and sustainable way to explore extraordinary landscapes, from volcanic terrains to remote natural settings. E-bikes allow participants to travel comfortably while reaching unique and unexpected locations, far from traditional routes. Guided stops reveal local stories, traditions and hidden corners. A dynamic experience combining energy, discovery and breathtaking scenery.



Wine & Vineyard Experiences

Inside the World of Wine

Discover the richness of wine culture through guided tastings and immersive winery visits. Guests explore vineyards and cellars while learning about grape varieties, production methods and regional traditions. Led by expert sommeliers, the experience combines technical insight with sensory discovery. Carefully selected wines accompany the journey, creating a perfect balance of knowledge, flavor and conviviality.





Create Your Own Wine

An interactive format where participants learn the art of wine blending. Guided by expert wine professionals, guests experiment with different grape varieties. Each team creates its own personalized blend while discovering the science and creativity behind winemaking. The activity encourages teamwork and curiosity.



Wine Estate Lunch Experience

Combine a winery visit with a traditional lunch at the estate. After exploring vineyards and cellars, guests enjoy a relaxed meal featuring regional dishes. Carefully selected wines accompany the menu to highlight local flavors. A perfect combination of gastronomy, wine and hospitality.





Live the Harvest

Do not miss the magic of the harvest season, when vineyards come alive with activity and tradition. Guests take part in grape picking and discover the rituals that mark the beginning of the winemaking process. Surrounded by nature, guests enjoy a genuine connection with the land and its rhythms. A memorable moment blending authenticity and culture.



Experiences on the Water

Events on the Water

Discover cities and landscapes from a unique perspective on the water. Private boat events offer a relaxing and elegant setting for gatherings, incentives and special celebrations. Guests enjoy panoramic views while cruising along scenic waterways. The atmosphere is both refined and memorable.





Aperitivo on the Water

Enjoy a classic aperitivo while cruising along beautiful waterways. Drinks and light bites are served as guests admire the surrounding scenery. The relaxed setting creates a convivial and sophisticated atmosphere. This experience is perfect for informal gatherings or elegant moments during an event.



Sailing the Italian Coast

For those seeking adventure, sailing activities allow guests to explore coastal landscapes from the sea. Participants enjoy the freedom and beauty of the open water while discovering spectacular views. The experience combines relaxation, adventure and unforgettable scenery.



Exclusive & Extraordinary Experiences



Inside the Carrara Marble Quarries

An extraordinary journey into the famous marble quarries of Carrara. Guests explore dramatic landscapes where Michelangelo's marble was once extracted. The visit reveals the history and craftsmanship behind this iconic material. The day concludes with a traditional lunch in the area.





Extraordinary Places, Private Access

Access exceptional venues not usually open to the public, from historic buildings to private palaces and unique locations. Through special openings, guests enjoy these remarkable places in complete privacy, guided by dedicated experts. Each experience offers a privileged and intimate perspective. A rare opportunity that transforms every visit into an unforgettable moment.



Artisan Traditions & Creative Workshops



Paint Like an Artist

Participants explore their creativity through guided painting workshops inspired by Italian artistic traditions. Led by professional artists, these sessions introduce techniques and artistic inspiration. A relaxing and engaging activity suitable for all levels, where guests create their own personal artwork.





The Art of Terracotta

Discover the ancient craft of terracotta through hands-on workshops led by skilled artisans. Participants learn traditional techniques and work with authentic materials. Each guest creates a small object to take home. The activity celebrates craftsmanship and creativity.



Create Your Signature Fragrance

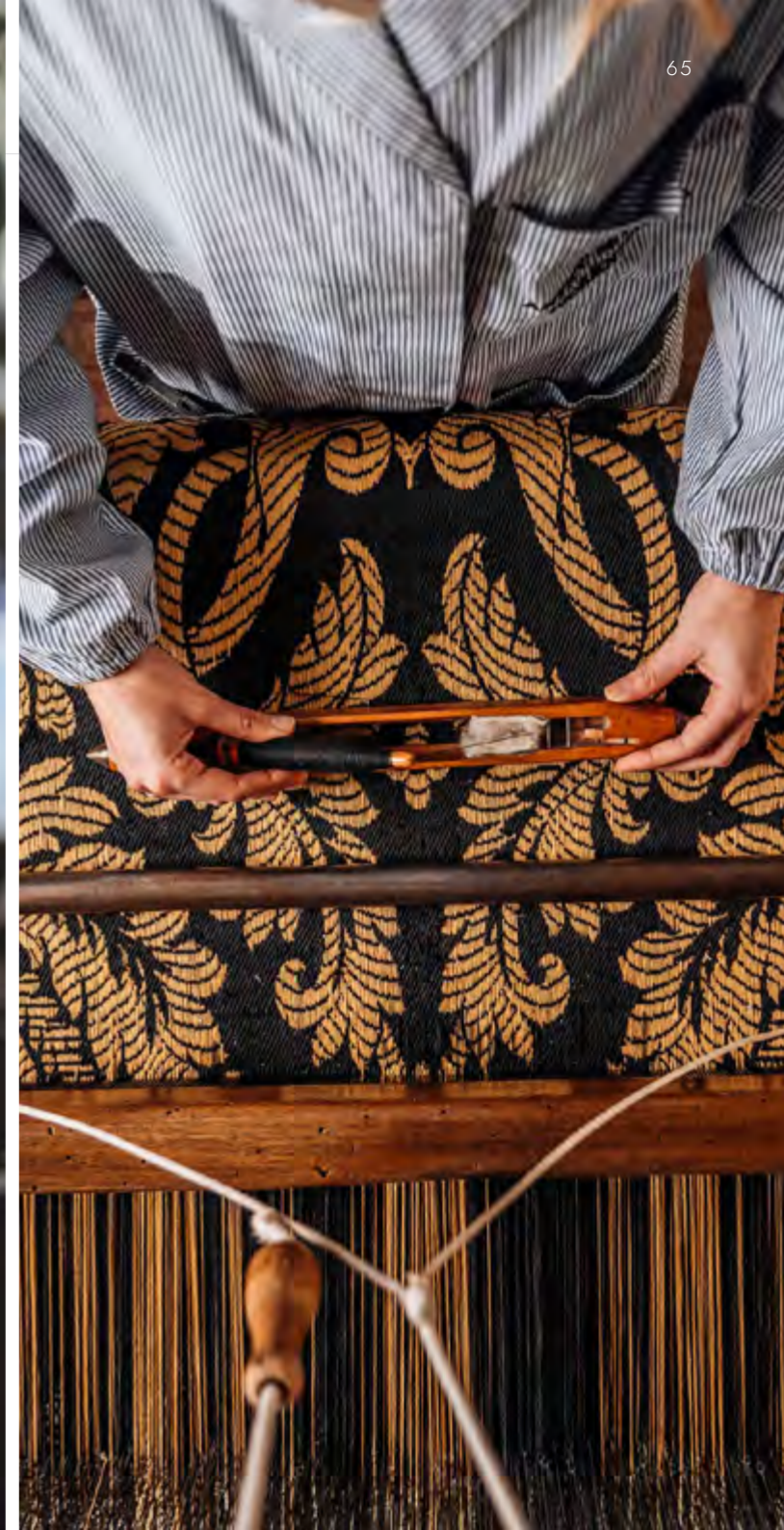
A sensory journey into the world of perfume, guided by expert perfumers. Guests discover the ingredients and techniques behind fragrance creation before crafting their own personalized scent. Each composition reflects individual taste or can be aligned with a specific theme or brand. An elegant and memorable experience combining creativity and emotion.





Discover Craftsmanship, Meet the Artisan

A journey into the world of craftsmanship through direct encounters with skilled local artisans. Guests explore traditional techniques passed down through generations while experiencing authentic workshops and live demonstrations. Each activity can be tailored to the client's industry, from textiles and fashion to design and artisanal production. The experience creates a meaningful and inspiring connection with creativity and craftsmanship



Private Celebrations & Special Moments



Celebrate in a Villa

Celebrate special occasions in elegant private villas surrounded by beautiful landscapes. From intimate gatherings to larger celebrations, every detail is carefully arranged. Guests enjoy a refined and relaxed atmosphere. Each event is tailored to create a memorable celebration.





Celebrate the Moment

From anniversaries to milestone events, Arno designs tailor-made celebrations for every special occasion. Unique locations, curated moments and attentive organization create unforgettable moments. Each celebration is designed to reflect the importance of the occasion.





Proud to have partnered with these clients
in delivering seamless and successful events



CONTACTS



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