



Florentine specialities,  
luxury shopping,  
cooking class  
and golf improvement!



Discover Italy while playing golf!



# An unforgettable week playing golf in the heart of Tuscany

Come and play golf on three of the best historic courses in Italy while taking the opportunity to discover the real Tuscany. A unique golfing experience that poses the international golfer a challenge and, at the same time, the possibility to immerse himself among the hillsides in the Chianti area, incredible views of the hamlets in the cradle of the Renaissance as well as coming into direct contact with the aspects of local beauty relating to art, food, culture and shopping!

This is an Experience to learn more about the wealth of cultural heritage that Tuscany has to offer: the centre of Florence, features not only the workshops and ateliers of famous local artists and craftsmen, dinners in exclusive locations and selected restaurants serving typical local dishes prepared according to traditional methods made with zero-mile products, but also a Golf Clinic held by an international women's golf champion, a shopping spree in high-end boutiques accompanied by a personal shopper and a Pizza-making class to learn how to make a real Italian pizza also in the comfort of your own home!

All of this provided in an all-inclusive solution that includes organised local transfers as well as a unique 4-star hotel, situated right in the heart of Florence, in a strategic position to easily reach these 3 golf courses.

## Experiences

The demand for high-quality, exclusive experiences integrated into all-inclusive solutions perfectly fits into a complete, customised tourist offer, that not only means being able to practice golf in select, splendid golf clubs, but it also includes activities and proposals capable of making Italy4golf experiences unforgettable. All the I4G Experiences have been conceived by Italy4golf yet are developed and managed by selected local tour operators to make sure you get the most out of your golfing holiday.



## Who we are

Italy4golf is an innovative start-up business that is establishing a network of golf clubs, hotel facilities, wine and food companies and Italian cultural-touristic enterprises in order to propose a varied, complete and appealing tourist offer to foreign golfers.

Therefore, Italy4golf's aim is to promote Italy overseas by proposing solutions and integrated pathways linking the Golf, Hospitality, Wine and Food, Entertainment and Culture sectors





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Play golf on courses, designed by  
prestigious architects, that have hosted  
major international tournaments.





## Day 1

Arrival at the Hotel in Florence\*

Dinner and overnight stay at the Hotel in Florence

### Hotel Mulino on Florence

A breath-taking location surrounded by greenery, only a stone's throw from the historic city centre of Florence. A skilled, knowledgeable renovation has brought new life to an old 15th-century mill transforming it into a unique, exclusive 4-star superior hotel. The features of and history behind this building have been left unchanged and today, it is one-of-a-kind in the Tuscany region. This rare, beautiful gem is an experience awaiting you, thanks also to its luxurious indoor spa.

### Hotel Villa Olmi on Florence

Located in a setting characterised by age-old trees and Italian gardens, visitors can experience the peaceful atmosphere of past eras, while benefitting from the endless stimuli provided by the city centre. Villa Olmi has undergone extensive restoration that has respected the original styles and materials. Various features have been brought to light: old frescoes, elegant stuccoes and vaulted brick ceilings. The furnishings include a selection of antiques, fine wall tapestries and Murano chandeliers. In the green areas, the Italian garden has been recreated with its elegant geometries of hedges and flowers, along with the more intimate, contained medieval garden.

## Day 2

Playing golf at Poggio dei Medici Golf Club

Dinner at Boccanegra Restaurant situated in the city centre of Florence

### Poggio Dei Medici Golf Club

The UNA Poggio dei Medici golf club which was opened in 1992, with 18 holes par 73, and a 6,468 metre-long championship course, is one of the finest in Italy. It was designed by architect Alvise Rossi Fioravanti and the golfer Baldovino Dassù and it was built to comply with USGA standards. Poggio dei Medici was immediately acknowledged as "The Best New Golf Course" in Italy. Recently, it has been nominated by "Condè Nast Traveller" for its "Hot List" as "The best Golf Club", higher-ranked compared to golf clubs of the calibre of the K Club in Ireland and the Greebrier in the USA. The Golf Course, set deep in the Mugello valley, sheltered by the Apennines, provides 5 different starting tees for an exciting game for all levels of golfing expertise. Poggio dei Medici has been home to the Ladies Italian Open from 1999 to 2003, on the professional European Ladies European Tour.



### Boccanegra Restaurant

Situated right in the heart of Florence, in the 14th century Palazzo Salviati-Quaratesi, this is a comfortable, refined starting place. Excellent wines alongside attentive, qualified staff and attention paid to detail make Boccanegra one of the most pleasurable, appreciated restaurants in the city. The chefs' creativity and expertise are expressed in many traditional Tuscany-style dishes as well as innovative combinations and presentations.





Discover Italy while playing golf!  
Enter artists and artisans workshops  
that keep the Tuscan craftsmanship  
tradition famous worldwide.



# Day 3

Playing golf at Le Pavoniere Golf & Country Club

A guided tour of the Oltrarno area in the city centre of Florence including visits to local craftsmen's workshops

Dinner at Olio Restaurant

## Le Pavoniere Golf Club & Country Club

This is a 19th century villa situated on one of Leopoldo dei Medici's estates. Twenty years ago, the club was founded thanks to the passion of a number of golfers wishing to create their own course. Since then, it has been painstakingly restored and many services have been added. Today, in order to enrich and beautify the surroundings, we have planted 1,800 native tree species and created flower beds around the water obstacles, greens and tees. In this way, when you are playing, you will feel as if you are in a real natural oasis!

## Visits to local Craftsmen's Workshops

Spend an afternoon discovering local art and craftsmanship with visits to some of the most interesting workshops on the Florentine scene: La Luna e Le Stelle, a historic, artisanal bespoke tailor's that designs, produces and sells high-quality clothing, made-to-measure garments and sophisticated fashion creations to which painstaking attention has been paid right down to the finest detail; Lo Studiolo Ponziani, the workshop belonging to the last Florentine artisanal restorer of antique furniture that, boasting over 100 years' experience handed down from one generation to the next, both produces and restores furniture for wealthy customers worldwide; finally, a visit to the Marina Calamai workshop, a Florentine international prize-winning visual artist and designer of jewellery famous all over the world also thanks to exhibitions held in important galleries.

## Olio Restaurant

Founded in the 1980s on the premises of the historical Palazzo Capponi, situated right in the heart of the ancient Oltrarno district, the Olio Restaurant proposes itself as an innovative, refined "workshop place of bottega" dedicated to the wine and oil production and gastronomic research sectors. Strengthened by its sector-related expertise, the tradition continues with the innovative formula of this gastronomic workshop with its line of fresh produce.

The particular atmosphere of the environment is enhanced by the old furnishings and frescoed ceilings dating back to the late Renaissance period. Refined dishes perfectly combine with the wide selection of wines – consisting of over 250 labels coming from 45 high-ranking producers on the regional, national and global winemaking scene.







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Shop among artisan and designer boutiques  
in the fashion district of Florence  
with a personal shopper.





## Day 4

Shopping in the Florence fashion district with a personal shopper

Pizza Class with dinner



### A day's Shopping spree with a Personal Shopper

A day's shopping spree splashing out on cosmetics, clothing, footwear, leather goods and jewellery in the quadrilateral fashion district in Florence accompanied by a locally-born personal shopper. A thrilling, fun tour around the most alluring Italian and Florentine single and multi-brand stores, each of which has its own style and taste. An afternoon spent in pursuit of unusual, niche boutiques, in which it is possible to appreciate the design and quality of high-end Made in Italy products and where you can find unique garments. What will you be able to see and buy there? High-quality Italian and Florentine designer clothing, leather bags made with first-class materials, elegant, comfortable Florentine-style footwear, accessories and creations made with artistic craftsmanship of the utmost quality.

### Pizza Class

This is an opportunity to learn how to make a real Italian pizza and acquire basic techniques in order to prepare a quality pizza also in the comfort of your own home. An extremely enjoyable event that will take place in an area that has been especially set up for this occasion, hosted by expert pizza chefs who will accompany the participants along this culinary journey, from the selection of the ingredients right up to its baking in the oven. This is a wonderful way to learn how to recognise the best ingredients, prepare and stretch the pizza dough out, garnish it in the best possible way and finally, to bake it to perfection. Moreover, at the end of the Experience, you will have the opportunity to taste all the pizzas made by your fellow participants!



## Day 5

Playing golf at Ugolino Golf Club

Dinner at the Buca San Giovanni Restaurant in the city centre of Florence



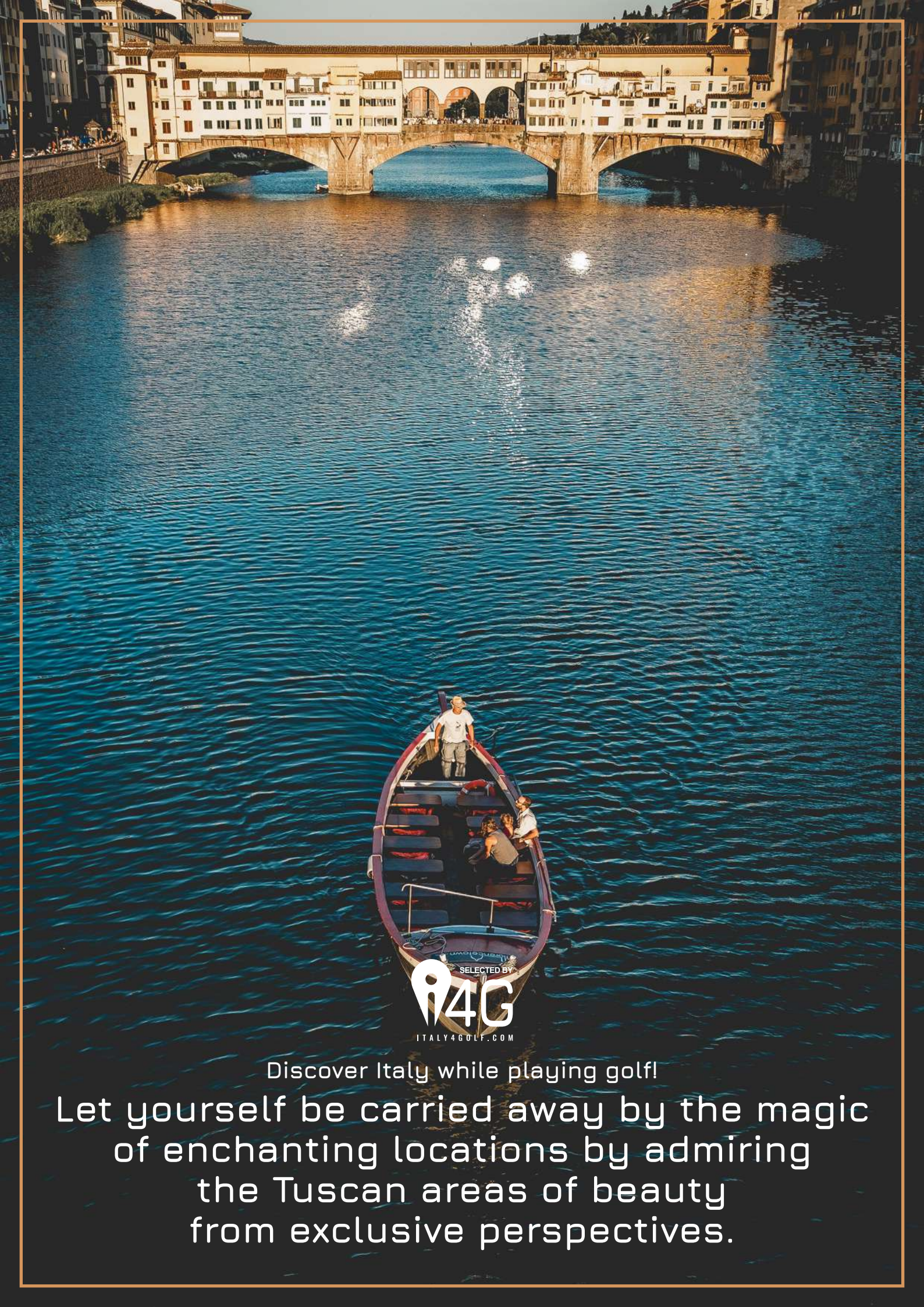
### Ugolino Golf Club

The new course was designed by an Englishman and an Irishman, Cecil Blandford and Peter Gannon. They used the natural contours of the Chianti hillsides to produce an outstanding golf course, that winds through the vineyards of autochthonous grape varieties, olive groves, maritime pine trees and broom shrubs. The course is not very long, yet it demands a high degree of golfing expertise. The greens are small and well defended by bunkers. The sloping fairways also present a great challenge. To play on the Ugolino course does not mean simply indulging in a game of golf, it means wandering through a landscape of great natural beauty, surrounded by olive groves and orchards. It is an unforgettable, uplifting experience.

### Buca San Giovanni Restaurant

The restaurant, founded in 1882, is now a proud member of the Association of Historical Enterprises situated within this city proclaimed a Unesco World Heritage Site. In its early days, the Buca San Giovanni was the former Sacristy of the St. John's Baptistery, before becoming the building of the Santa Reparata Cathedral and later, it was a secret meeting place where the Rosacroce Freemasons started their activities. Many important people have visited the "Buca", such as the Prince of Bulgaria who celebrated his bachelor party here in the 1930s as well as US President John F. Kennedy. Even now, under the ancient vaults you may have the pleasure to sit next to celebrities from the world of cinema and sport, while enjoying the warm atmosphere and savouring excellent Tuscan-style food.





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Let yourself be carried away by the magic  
of enchanting locations by admiring  
the Tuscan areas of beauty  
from exclusive perspectives.



# Day 6

## Golf Clinic at Ugolino Golf Club

A guided tour in an ancient boat along the river Arno\*

Dinner held in the garden of the private Villa Pianigiani located in the hillside overlooking Florence

### Golf Clinic

Would you like to improve your swing? What better occasion to do so than to attend a golf clinic held by Federica Dassù, the 7 times Italian champion who has not only won 6 Ladies European Open titles, but has also been the trainer of the Italian National Women's Golf Team for several years? The Golf Clinic held by Federica Dassù will take place on the Ugolino Golf Club course and foresees 3 different theoretical and practical sessions: the analysis and improvement of your putting skills thanks to the CAPTO technology; short and long game techniques with the aid of the TRACKMAN technology to analyse and improve your swing. An opportunity that must not be missed and which enhances the value of this Experience even further!



### I Renaioli

I Renaioli is an association that aims to keep the tradition of the "Barchetti d'Arno" (ancient river boats) alive through their recovery, conservation and maintenance. I Renaioli's mission also focuses on the promotion of navigation along the river Arno in the Barchetti, the diffusion of pole-rowing, the development of historical research into the Renaioli as an ancient trade as well as the heritage of acquaintances linked both to the river Arno and the city of Florence and, last but not least, the defence and conservation of the river environment. During the boat trip you will be able to enjoy a spectacular view of Florence from a different yet fascinating perspective, especially of the Palazzo della Signoria and Ponte Vecchio, which stand out from the crowd. This tour will enable you to take a trip back in time, to experience life of the inhabitants who lived their daily life in in this area.

### Villa Pianigiani

This is a beautiful historic villa perched on top of Colle Ginevra and which provides a breath-taking view of the city of Florence. It dates back to the 16th century and has been handed down from generation to generation by various noble families and it was finally restructured and expanded in the 19th century by the Pianigiani family. Today, it is a private villa, still occupied by descendants of the Pianigiani family: this is a unique, unrepeatable opportunity because the villa is usually closed to the public but will be opened especially for this event. You will have the opportunity to bring this Experience to an end with a dinner reserved only for a few choice guests in this terraced Italian garden that directly overlooks and completely embraces Florence, from its cupolas to the



# Day 7

Greetings and Transfer to the Airport



# Holiday package cost

This Experience starts from X.XXX €

## Includes:

- Overnight stay in double room and breakfast in hotel facilities as stated in the brochure
- Entrance fee to the spa (where present)
- All transfers
- 4 x 18-hole green fees including electric golfing trolley hire fee
- Health insurance
- All admissions, guided tours, tastings and dinners at restaurants, locations and hotels indicated in this brochure

## Does NOT include:

- Flight
- Tips
- Visitors' tax to be paid on-site
- Entrance fees to museums
- Insurance cancellation
- Customised beauty treatments in the spa
- Sun lotions

\*The choice of the locations and any variations to the programme are made by the management/organisation depending on the relative availability and/or in the event of bad weather conditions.

The holiday package proposed in this brochure always starts on a Sunday and ends on a Saturday.  
The programme may be subject to change due to organisational logistics.

Please let us know if you suffer from allergies, intolerances or any other major medical conditions or follow any particular dietary regimes (vegetarian, vegan, etc.)

All the I4G Experiences have been conceived by Italy4golf yet are developed and managed by selected local tour operators to make sure you get the most out of your golfing holiday.

**Sense5stars** by BTS Group Italy s.r.l.

Luxury Travel  
Via Pier Capponi 87- Firenze  
CF e PI 06738150488  
N. REA FI-652370



ITALY 4 GOLF

[www.italy4golf.com](http://www.italy4golf.com)

[experiences@italy4golf.com](mailto:experiences@italy4golf.com)





