



FLORENCE

Ideas for an incentive programme

Activity #1 TREASURE HUNT



This activity is composed of different games. The participants will be splitted in smaller groups, depending on the final number of the participants, and will be given a question sheet, some maps, some pocket money, some bikes, some rain ponchos, the yellow pages, an instant camera.

Each group will have to solve questions, cultural and not, find certain typical local objects, buy some of these objects, find out how the Tuscan people name some objects and trying to reproduce the sound, find some places using the yellow pages and trying to take a photo of it, find some actors acting as normal people in the crowd and trying to take a photo with them (if they are the correct person, the group will be given an envelope with the next step), find the bar where there is a local guide and drink a glass of Chianti before getting another envelope with the next instructions, to sketch a specific monument of the town.

The final spot to find is the restaurant where lunch will be organized and where the winning team will be awarded the prize of the winner.

Activity #2 TREASURE HUNT BY SEGWAY



A new way to visit Florence is to by the new 2-wheel electric cart called Segway (see the image).

And to make more attractive the exploration of Florence driving this modern electric bike, we combine the visit to a Treasure Hunt: the aim is to discover this unique and marvellous city, to learn the history and to compete in a friendly manner by gathering as many photographic proofs and answers to clues as possible.

Activity #3 GUIDED TOUR OF FLORENCE THROUGH A PHOTOSAFARI

Each one of the groups (10 pax in each group) will be given an envelope with the instructions on what to take a photo of. Some guides placed near some major monuments will help the groups to find the spots to take a photo of and answering the correct questions asked by the guides, each group can get the envelope with the next questions.



Activity #4 PAINTING

Two in each group, a total of 30 groups that will invade the city or the countryside. Each group will be given an easel, a painting set with colours. All the paintings will then be exhibited at lunch time.

Activity #5 PASTA PAINTING CONTEST

Each team (10 each in group) will be asked to create a painting using different types of pasta based on a theme that will be discovered once opened the envelope. Each team will have the necessary equipment with a canvas (mt.1x mt.1.20), an easel, a basket filled with ten different types of pasta shapes and colours (farfalle, fusilli, spaghetti, rigatoni, penne, etc.), some glue, paint and paint brushes.



The pasta could be included in the list of things to buy during the Treasure Hunt: of course, the participants would not know what the pasta would be for.

There will be a specific time set to create the masterpiece: a jury will judge the painting according to the creativity, the originality, style and use of the pasta.

The scores obtained in the pasta painting contest could be summed to the ones scored in one of the other games.

Activity #6 ITALIAN LANGUAGE LESSON AT BREAKFAST



During breakfast, the participants will be divided in small groups of max 5 persons and each table will have at disposal an interpreter able to communicate in English the first steps of the Italian language. The lesson will be around the introductions, the greetings, the different ways to thank or to ask someone sorry, saying good-bye, a chat about the weather, paying a compliment, name the food components of the breakfast, speaking about the meal times, ordering in a restaurant, paying the bill, some complaints.

It will a relaxing and enjoyable hour spent around a table and trying to express oneself in a different language.

Activity #7 FLORENCE: A GASTRONOMIC TOUR

Starting from the food open-air market where you can taste some cheeses and the balsamic vinegar to pass then to a pastry shop for a coffee accompanied by petits fours before the aperitif based on truffled bread and Prosecco, to end with a lunch at a local wine restaurant. The participants will be accompanied by two *gourmets*.



Activity #8 FLORENCE: A COOKING CLASS

Enter a Cooking School in town. Here the participants will prepare the meal they will eat for lunch.

You can choose between two menus to be prepared by the participants:

RENAISSANCE MENU

CREPES CATERINA DE' MEDICI STYLE
DUCK IN ORANGE SAUCE
SWEET AND SOUR ONION
PEARS COOKED WITH WINE, WITH ZABAIONE

FALL MENU

PORCINI MUSHROOMS AND VEAL LIVER WITH BUTTER AND ROSEMARY
SFORMATO OF POLENTA WITH GORGONZOLA AND TRUFFLE
CHICHEN "ALLA CACCIATORA" – HUNTER STYLE
UPSIDE DOWN APPLE CAKE

Activity #9 GUIDED TOURS OF FLORENCE

Here are some suggested guided tours of the town

Highlights of Florence

If you have never been in Florence before, this visit will immerse you in the historical and artistic heart of the city.

We start with the city's eternal masterpiece: Michelangelo's David in the Academy of Fine Arts. From there we will go to the religious center, where some of the most impressive Renaissance works of art are to be found: the gold Paradise doors of the Baptistry, Giotto's belltower, the cathedral and its famous dome by Brunelleschi.

This historic quarter recalls its ancient past with its unique charm. We will then head to the scenic Signoria square and the famous Old Bridge, which attract so much interest: they make a unique appealing impression. Their stones are history brought to life: how many events they must have witnessed!

This exciting visit ends in Santa Croce church, containing the tombs of illustrious Florentine citizens such as Michelangelo, Galileo Galilei and Macchiavelli, and incredible works by Giotto and Donatello.



A special citizen: Michelangelo

The tour begins with the Palazzo Medici where, as a prodigy child and despite the opposition of his father, Michelangelo practised protected by Lorenzo the Magnificent.

You will understand how he succeeded in mastering the different techniques of working the marble from the polished finish of smooth and shiny surfaces to the rough and dramatic effect achieved by delving into the material and deepening the shadows. It was during this fruitful period that he carved the famous Madonna della Scala ("Madonna of the Stairs"), the wooden Crucifix of Santo Spirito and the Battle of the Centaurs, which you will see in Casa Buonarroti, the palace that he bought at the end of his life for his family.



A few steps further on, in front of the Signoria Palace, you may admire the David, the most impressive marble figure that meant so much for the development of art and

Florence. You will end this tour in Santa Croce Church at the sepulchral monument of Michelangelo.

If you feel you want to visit more, this half-day visit may be completed with a visit to the Pietà in the Opa Museum, the Medici Chapels in the S.Lorenzo district and the frescoes in S. Maria Novella church.



Renaissance Masterpieces

This fascinating proposal will enable you to discover the decorative cycles which has made Florence the "world capital of art".

You will go in search of famous works: the freshly restored S. M. Novella church (with frescoes by Ghirlandaio and Masaccio), Piazza della Signoria and the Uffizi Gallery with its incredible works of art. You will discover Giotto, Botticelli, Duccio, Paolo Uccello, Lippi, Ghirlandaio, Beato Angelico, Leonardo, Michelangelo and Raphael, among others. From up there, the view over the historic centre of Florence and the Old Bridge is absolutely breathtaking.

Since this program is especially recommended for enthusiastic art lovers, we would prefer to visit the Uffizi in the afternoon and avoid the crowds.

Activity #10 TOUR OF FLORENCE ON BOARD A HORSE CARRIAGE

Walk to the centre of the town and board a horse carriage that will take you around Florence for a different tour of the town. The tour takes 90 minutes and we suggest to have onboard an official guide in order to enjoy at the best the tour. The carriage takes a maximum of 4 passengers (only 3, in case there is also a guide).



Activity #11 GUIDED TOUR OF FLORENCE BY BIKE



The first two things a first-time visitor note are the motorbikes and the bikes. And, following a Florentine habit, we will offer the participants to this incentive trip the possibility to tour the pedestrian area biking in and out the narrow streets of the centre.

Outside of the hotel, you will find a local guide with some bikes: take one and follow the guide in town for a different guided tour of the town. The bike can be

then returned in town after the tour.

In this way, you can visit those parts of Florence that are too far away to reach in a walking tour.

Activity #12 SAN GIMIGNANO & WINE TASTING



Depart in the morning towards San Gimignano where some guides will take care of you and take you around this interesting medieval village famous for its first skyscrapers in the history. Free time before gathering for lunch at a local restaurant in the main square.

After lunch, driving back to Florence, stop at a really good and beautiful vineyard where you will visit the historical wine cellars and taste some wine.

Activity #13 CHIANTI VALLEY, WINE TASTING, SAN GIMIGNANO & TUSCANY MERENDA

Long day through the Chianti Valley. You will leave at 9:30 am towards San Gimignano. 10 km before the village, stop at a really good and beautiful vineyard where you will visit the historical wine cellars and taste some wine.



The visit takes 1 hour.

After that, continue to the nearby San Gimignano where some guides will take care of you and take you around this interesting medieval village famous for its first skyscrapers in the history. Some time will be left at disposal before gathering for lunch at a local restaurant in the main square.

After lunch, you will be left with some time at disposal before boarding again the coach towards the other side of the Chianti valley and where you will stop in one of the Castles that has made the Chianti famous in the world.

At the Castle, you will be invited to visit the wine cellars because they are producer of a good quality of Chianti wine and you will taste different types of wines.

The visit and the tasting will end with a typical Tuscany "merenda".

By 8 pm, you will start your journey back to Florence.

Activity #14 CHIANTI VALLEY, PASTA COOKING & SAN GIMIGNANO

Depart in the morning along the scenic Chianti Road towards a Castle where you will stop for a pasta cooking demonstration followed by a lunch and a wine tasting.

In the afternoon continuing towards San Gimignano. 10 km before the village, stop at a really good and beautiful vineyard where you will visit the historical wine cellars and taste some wine. The visit takes 1 hour.

Some guides will take care of you and take you around this interesting medieval village famous for its first skyscrapers in the history.

Free time before starting the journey back to Florence.



Activity #15 MONTALCINO WINE AREA

Long day today but worthwhile. In fact, you will be taken southwards to that wonderful wine land that is the Montalcino.

Driving through the Crete, before reaching the famous wine village, you will stop at one of the abbeys of the region and visit the cloister with its beautiful series of frescoes and its museum.

You will reach then *Montalcino*, whose name is connected with the Brunello, probably the most famous among the Italian wines. Here, you will visit this tiny



village on your own before being taken to a famous vineyard where you will visit the wine cellars, taste some wine and have lunch.

There is also the unique possibility to visit an abbey dating back to the 9th century and to assist to the Laude (Gregorian Songs) of the friars living in the convent. The Laude are in the afternoon at the ninth hour (2:45PM)

In the afternoon, time permitting, you can stop and visit with a guide the nice city of *Siena*.



Back to Florence by 7:30 pm.

Activity #16 SIENA, WINE TASTING & SAN GIMIGNANO

Depart in the morning to Siena. Once here, Some guides will look after you taking around this city famous for the Palio horse race. Lunch in a typical trattoria.



In the afternoon, transfer to San Gimignano. 10 km before the village, stop at a really good and beautiful vineyard where you will visit the historical wine cellars and taste some wine. The visit takes 1 hour.

After that, continue to the nearby San Gimignano where two guides will take care of you and take you around this interesting medieval village famous for its first skyscrapers in the history. Some time will be left at disposal before starting the journey back to Florence.



Activity #17 A DAY IN A FARMHOUSE IN THE CHIANTI VALLEY



This programme is organised in the Chianti area, and more precisely in a farmhouse in Castellina in Chianti.

You will depart at 9:30 in the morning by private deluxe coach and driving the Chianti valley road you will reach the farmhouse where the day will be spent.

Upon arrival, they will be offered an aperitif accompanied by some snacks and they will immediately visit the garden with bronze statues of contemporary art. There is a link between these art works and the the farmhouse because the property was once owned by the family of Michelangelo.

Then, the participants will be invited to join the lectures they have selected before the arrival at the farmhouse. The lectures they can choose among are: wine, olive oil, painting, cooking and botanic with a nice walking in the near countryside.



Each group will be followed by an expert. Interesting is the painting lecture where the participants will be asked to design and paint a wine label to then stick on the bottle of wine.

The wines of the property are pressed almost exclusively from the high class regional Sangiovese grapes. Both in the vineyards and in the cellar, this vintage wine enjoys great care and attention.

The participants to this today excursion will also invited to join an olive oil tasting.

A lunch based on the typical products of Tuscany will conclude the day. It will be a full-lunch accompanied by some live music played at the guitar.

Back to the hotel late in the afternoon and time at disposal.

Activity #18 A TREKKING IN THE CHIANTI VALLEY



A nice day spent in the countryside hiking on an easy path along the Chianti hills. The transfer by coach takes no more than 40 minutes and then the Chianti valley will open itself to the exploration of the participants.

Lunch will be waiting for the guests in a farmhouse of the area.

Back to the hotel late in the afternoon.

This excursion is reserved only to those who love hiking because we are speaking of a 4-hour hike trail.

Activity #19 TOUR OF CHIANTI DRIVING VINTAGE CARS



Other different way to enjoy a day in the Chianti Valley is to drive an Old Timer car from Siena to Florence.

- The group will be taken to Siena by coach and here the Cars will be waiting for the participants.

The group will stop for lunch in one of the Chianti Castles and arrive in Florence late in the afternoon.

Following the group there will be also two mechanics with a special van for quick repairs. The cars will be then return back to Siena by some trucks.

Activity #20 PISA & LUCCA BY BIKE



Depart in the morning towards Pisa where you will have a look at the famous Tower and a guided tour of the town.

By lunch time, the group will be transferred to the nearby Lucca where they will have lunch at a famous local restaurant before tour this Medieval wall-town.

A suggestive idea for the afternoon would be to have a guided tour of the town riding a bike.

In fact, thanks to its ring of tree-lined Renaissance walls and to its suggestive historical centre, now a pedestrian precinct, Lucca is the only city in Tuscany which offers visitors the unique chance of seeing its splendour on a bike, completely hassle-free.

Back to Florence late in the afternoon.

Activity #21 LUCCA AND COOKING CLASS IN A FATTORIA

Depart in the morning by private coach to Lucca where two guides will introduce this enchanting wall-town from a different perspective: biking. In fact, you will have a bike at disposal and you will follow your guide around the city.

At 10:30am, you will leave Lucca to reach a farmhouse where will you will spend some hours following the theme of the food and wine.



The programme will be developed in three parts:

- 1- guided visit in the cellar and in the oil mill with tasting
- 2- cooking class: each guest will prepare fresh pasta
- 3- typical Tuscany lunch using the pasta prepared by the guests

Activity #22 WINE TASTING, COOKING CLASS AND LUNCH OR DINNER



Depart in the morning by private coach to a wine estate on the way to Pisa, a very wellknown wine producer: here you will visit the wine cellars, taste some wine and enter a cooking class ending with a lunch or a dinner, depending if you choose to start the activity at 9:30 am or at 4 pm