

# VIESCA

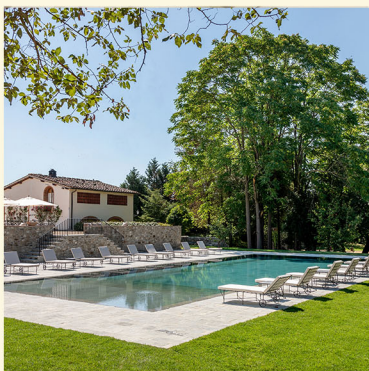
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## HISTORY

Viesca is in the heart of Tuscany and a short distance away from Florence and the Chianti area. It has been settled since Roman times, as its Latin toponyms bear witness to. The name Viesca may even be pre-Latin and, in fact, there is a Viescha or Viesch near Arna or Arnen in the Swiss Alps, making it likely that it may have been built by the ancient Etruscans driven out by the Gallic Senones.

Owned by the Guidi Counts in 1200, a period of frequent wars led to the destruction of Viesca castle until, two centuries later, it was no more than a ruin. In around 1400 it fell under the control of Florence and a new phase began in which Viesca's lands were divided up and shared out, until the estate passed from the hands of the Medici-Tornaquinci family into those of the Martellis at the end of the 18th century.

In 1879 Marquis Nerli bought it and set up an agriculture school under the influence and proximity of Don Bosco. It then changed hands many times before being bought in 1950 by Salvatore and Wanda Ferragamo, who had fallen in love with it, with the idea of living there.

With the arrival of the Ferragamo family, a new important architectural restoration and repair phase began which restored the manor house and the farmhouses around it to their former glories, making it the ideal place for extended family summer holidays and leisure. Mrs. Wanda Ferragamo's dream, to make a hospitality business out of it, took concrete shape a few years later and some of its villas were made into summer holiday homes for families looking for relaxation and wellness.

In 2018 Holding Ferragamo took over the property and later, in 2019, it was brought within the Tenuta Il Borro hospitality framework, as a diffused hotel in a medieval village, farm and organic wine estate in the Valdarno.

Viesca - Il Borro Toscana is now managed by Ferruccio Ferragamo, as president, with his daughter Vittoria Ferragamo as Brand Ambassador.

Today Viesca – Il Borro Toscana is a disseminated hotel which offers its guests a range of solutions to a multiplicity of needs: a **16th century manor house**, **six villas with private swimming pools** set in the grounds, a **characteristic family cottage**, **17 suites at Borgo di Pian Rinaldi** in the centre of the estate and **Villa Marnia**, with its maximum privacy. Each of these is set in a unique, exceptionally beautiful context.

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## PHILOSOPHY

What is special about **Viesca – Il Borro Toscana** is its profound devotion to its guests, an unrivalled range of personalised services designed to respond to all expectations and desires.

Hospitality, authenticity and promotion of the area, sustainability and attention to detail are a full part of Il Borro's philosophy. And, under the careful supervision of Executive Chef Andrea Campani, our restaurants are a further guarantee.

**Privacy and peace and quiet** are the bywords of this oasis of quiet where everything has been designed with the wellbeing of both adults and children in mind. Meticulous and non-invasive restoration work has been carried out in full respect of the site's historical spirit and character. Today as yesterday, the **villas** welcome families seeking a place to spend precious time with their nearest and dearest. Parents can relax here while children have fun in the estate's wide open spaces or take part in the activities especially for them.

Our great love of nature and all living beings makes Viesca - Il Borro Toscana the ideal place for those travelling with their four-legged friends.

A stay at Viesca means a holiday in total harmony with yourself and with nature. Here you feel part of a corner of Tuscany in which **beauty, a home from home feel and the natural world** meld, for an authentic and regenerating stay.



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## THE ESTATE

**Viesca - Il Borro Toscana** covers 70 hectares in Reggello, in the heart of Tuscany, just 25 km from Florence and a stone's throw away from the most beautiful Chianti locations.

This strategic location gives you the best of Tuscany: quiet countryside and a beautiful landscape together with a wide range of food and wine and culture itineraries and a great many other activities for travellers of every sort.

Inside the estate, **Il Borro Tuscan Bistro Viesca** is a coffee shop-bistro where you can try out local cuisine and, at the same time, a characteristic boutique selling wine, organic olive oil and other local products, expertly chosen by our Executive Chef Andrea Campani and served up in our menu, too.

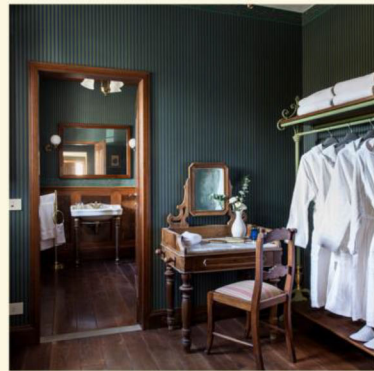
There is also a **large outdoor freshwater pool** (shared with the guests of Borgo Pian Rinaldi), **two tennis courts** surrounded by centuries old poplars, mountain bikes for trips out into the local area and a yoga teacher for wellness rituals.

Viesca is set in a large park where pines, olives, plane trees and large oaks and cypresses grow together with cherries, pomegranates and plums. There is plenty of wild fauna in the grounds, too: porcupines, hedgehogs, lizards and various species of bird live undisturbed here. In summer the chirping of the swallows is joined by the joyful songs of hoopoes and martins and in autumn the pheasants, chaffinches and goldfinches arrive.

Viesca- Il Borro Toscana's facilities are supplemented by **Villa Marnia**, just 15 km away, with its total privacy in a verdant natural setting.

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## HOSPITALITY

**Viesca – Il Borro Toscana specialises in tailor-made stays in villas**, offering guests a range of activities and services to make them feel at home.

For more intimate and shorter stays the suites are ideal. There are 14 of them at **Borgo Pian di Rinaldi** and 3 in the **Family Cottage**, both at the heart of Viesca.

## THE VILLAS

Viesca's villas – verdant oases in a pristine natural setting – are ideal for **families and groups of friends** wanting to spend some time together and relax in the wonders of the Tuscan countryside.

All the villas are expressions of **authentic Tuscan elegance** in which antiques co-exist with furniture made by local artisans and fine, warm coloured textiles, all blending ideally into the colours of the natural setting.

What makes a villa stay unique is the many exclusive and tailor-made services on offer:

- a **private chef**, making menus inspired by Tuscan and Italian culinary traditions;
- a **shopping delivery service to the villas** for those not wanting to miss out on the chance to cook with top quality local products and ingredients;
- **cooking lessons**, designed for adults and children, concluding with a shared dinner in the best Tuscan tradition;
- **private yoga classes** on request. Guided yoga and meditation can be individual or group and all necessary material is supplied;
- **horseback riding** for beginners and experts to live the sounds, colours and aromas of the Tuscan countryside to the full. Excursions can be individual or group and are tailor-made to personal preferences;
- **en-suite massages**, a series of personalised wellness treatments responding to guests' needs by the expert staff of Spa La Corte de Il Borro;
- **cycling, trekking or car trips** to historic towns and Tuscany's main cultural centres. Food and wine itineraries with top class wine tastings of the region's main wine estates;
- a **visit to Il Borro**, a day against the magical backdrop of an authentic medieval town and a chance to play golf, relax at the Spa or spend a pleasant evening at the Osteria del Borro gourmet restaurant. Galleria Vino&Arte is not to be missed with its tastings of Il Borro's organic wines.



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## THE VILLAS

**Villa Viesca, Villa Gelso, Villa Due Torri, Villa Acciaiuoli, Villa Pozzo, Villa Merlo, Villa Mulino and Villa Marnia** are perfect examples of Tuscan houses.

### THE MANOR HOUSE

**Viesca** is the name given to both the estate and the **large elegantly restored manor house dating to the 16th century** and once the summer residence of Salvatore and Wanda Ferragamo. The restoration work restored it to its former glories and added modern comforts. Furnished with historic furniture, with its original frescoes and attractive yesteryear atmosphere, it is surrounded by a garden with swimming pool and a romantic park featuring monumental trees. Spaces once used for the cellars have been conserved, together with the large barrels and the space the wine tastings took place in.

Recent enlargement work has added nine double rooms with ensuite bathrooms, a large dining room and spacious communal spaces including a welcoming reading room and an attractive lounge which opens onto a panoramic terrace with views out over the verdant landscape. The **original private chapel** on the ground floor is a venue for romantic and intimate weddings together with the **Agricultural Museum** with its over three hundred objects and works of art telling the story of Tuscan rural life and keeping its traditions alive.

### THE VIESCA TOSCANA VILLAS

Whilst smaller than the manor house, all the other villas are structured to offer guests maximum comfort, too. Recently restored, each villa has a spacious kitchen, a large dining room, a comfortable living room and a great many rooms with breathtaking views of the verdant hills and iconic Balze of the Valdarno. There is also a large private garden with an outdoor swimming pool and a relaxation area offering the utmost privacy. To make your stay even more carefree, some of the villas include staff such as butlers and chefs.

- **VILLA GELSO:** classic Tuscan farmhouse style, hosting 10 people. Just a short distance away from the villa is *Il Roseto* cottage, which sleeps 16. It is ideal for families or groups of friends. The ground floor rooms open out onto the garden through double doors onto the panoramic terrace and large swimming pool area.
- **VILLA DUE TORRI:** a characteristic villa with unusual towers within the estate. Its exquisite infinity pool and views over the countryside make this the ideal place for a pleasant and relaxing stay. The jewel in the crown of Villa Due Torri is its enchanting external loggia with a small lounge and dining table for unforgettable starlit dinners. The villa sleeps 9 and this can be increased to 15 with the addition of the adjoining *Family Cottage Due Torri*.
- **VILLA ACCIAIOLI:** is one of those classic country houses which every aristocratic Florentine family once owned as a getaway from the hustle and bustle of city life. It can comfortably sleep 6 and stylishly renovated *Acciaoli* cottage can be used for larger groups, adding an extra 5 beds for a convivial stay.

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- **VILLA MERLO:** in a panoramic position surrounded by a picture postcard landscape of rolling hills, wide lawns pastured undisturbed by roe deer, oak woods and pine groves, it is the ideal place for a relaxing holiday to recharge your batteries in a natural environment. With its private fenced-off garden and large infinity pool, it is ideal for families with children or pets. Its classic contemporary decor, the work of local artisans, and pastel-coloured soft furnishings and fabrics transmit freshness and harmony. It sleeps up to 10 people.
- **VILLA MULINO:** in classic Tuscan style, this villa is set in a large garden with private swimming pool. It is cosy and intimate and can sleep up to 7 people on two levels. With two very spacious living rooms and a dining area, fireplace and fully equipped kitchen, it is perfect for small groups.
- **VILLA POZZO:** especially suitable for small family groups, with its cosy spaces and welcoming, intimate atmosphere, the villa is surrounded on three sides by large lawns and tall trees with an exquisite infinity pool which melds completely into the landscape. Its ground floor living room opens out onto a large dining room with direct access to the garden. The kitchen is well equipped and spacious. It is ideal for families and sleeps up to 7 people.

## VILLA MARNIA

**Villa Marnia** is an elegant villa in a natural setting just 35 minutes by car from the centre of Florence and the perfect base from which to explore Tuscany's main natural and cultural attractions. The manor house and its annex with private swimming pool - hosting 10 people in 5 fully equipped rooms - are surrounded by a **3000 square metre garden** with chestnut, beech and other typically Tuscan trees. With its ideal sunny site the villa makes use of clean energy with photovoltaic panels fulfilling most of its energy needs. It is the ideal place in which to enjoy total peace and quiet, recharge your batteries and find harmony, beauty and equilibrium.

## THE SUITES

Borgo Pian di Rinaldi, in the heart of the Viesca estate, with its 14 suites, and **Family Cottage Due Torri** with three suites, are ideal for more intimate and shorter stays.

All newly renovated and featuring warm, stylish spaces, its suites - divided up into **Superior, De Luxe and Prestige rooms** - are large and light-filled, ranging from 25 to 70 square metres in size in natural colours echoing Tuscany's typical country hues. The fine materials used are wood, terracotta and travertine which contribute to creating an atmosphere combining nature with style. Each suite contains fine furniture made by local craftsmen.

Characteristic **Family Cottage Due Torri**, inside the Borgo, is an elegantly restored historic two floor former haybarn building which can sleep up to 6 people. Family Cottage Due Torri contains a large lounge ideal for time spent in company. All guests are entitled to use the **large freshwater outdoor swimming pool** with adjoining quiet and relaxing garden. There are **two tennis courts** just a short distance away and surrounded by a historic poplar forest.

Breakfast is available at Il Borro Tuscan Bistro di Viesca.

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## VIESCA EXPERIENCES

Viesca – Il Borro Toscana offers unique exciting experiences, opportunities to connect up profoundly with the area's culture, history and traditions.

A visit to thousand-year-old **Pieve di Cascia**, one of Tuscany's most beautiful, is not to be missed as is Museo della Pieve di San Pietro with its **San Giovanale triptych** by great painter Masaccio. A further not-to-be-missed experience is a walk along the **Balze del Valdarno footpaths**.

Shopping lovers can spend a day at **The Mall**, the famous important brand outlet not far away from the estate.

Viesca – Il Borro Toscana is also an **ideal location for weddings** and can host up to 230 guests. Its outdoor spaces offer a great many layout options: a park with historic trees, beautiful lawns alongside a large swimming pool, a spacious panoramic terrace, a courtyard with a stylish loggia and even a romantic private chapel for Catholic services.

Indoors there are two large halls linked to the manor house, specially restored to act as a backdrop to ceremonies and events. It is also ideal for corporate meetings and conferences.

## IL BORRO TUSCAN BISTRO VIESCA

**Il Borro Tuscan Bistro di Viesca**, a café-bistrot offering top quality cuisine in a cosy, stylish setting is there to accompany every moment of your stay.

The menu, managed by Executive Chef of Il Borro's restaurants Andrea Campani, pays homage to his native land, Tuscany. Traditional dishes are expertly reworked in contemporary style, conserving and getting the best out of genuine products.

Open all day, it is an informal place to buy the area's characteristic products, enjoy an excellent breakfast of local, organic products, a Tuscan-style light lunch, a sunset drink and dinner with top quality wines.

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