



Imago Artis Travel is a boutique luxury travel company operating in the tourism industry with an unexpected and creative touch, offering selected customers tailor-made travel itineraries to discover Italian art, culture, and excellence.

The core of *Imago Artis* is the experiences: an extremely varied offering that covers the entire peninsula, providing guests the opportunity to experience firsthand all the nuances of the Italian way of life. Designed by a team of destination specialists to combine top level quality with the flavor of authenticity, *Imago Artis Travel* experiences embrace Italy's most iconic cities and landscapes, major museums, the absolute landmarks of our historical and artistic heritage, along with food and wine tours, the artisan world and outdoor activities, with a special focus on the world of children. Each client is matched with a dedicated travel advisor, who takes care of designing a comprehensive trip proposal, including accommodations at the most prestigious hotels and resorts and transportation throughout the country.

The uniqueness of the point of view is one of the distinctive elements of *Imago Artis*. Guests are invited to look at Italy through the eyes of real local ambassadors with a specific knowledge ranging from art, archaeology, and architecture. Moreover, whether they are specialized guides, local producers, or artisans, it is always the human component of these ambassadors that determines the value of the experience, and it is their storytelling skills that make it memorable.

Uniqueness is also the flagship of some exclusive experiences, which *Imago Artis Travel* is able to offer its guests thanks to a valuable network of partners that includes owners and managers of places closed to the general public, affiliates of associations and institutions, and members of aristocratic families. It is in these cases that discovery takes on the traits of the extraordinary: entering the doors of private noble residences, admiring pictorial masterpieces not on display in museums, dining in the salons of a historic palace, admiring the city from the terrace of an embassy, and visiting an art atelier with a view over eternity.

In 2008 *Imago Artis Travel* was founded in Rome from the passion of three art historians, Fulvio De Bonis, Alessia Tortora and Chiara Di Muoio, united by their course of study at Sapienza University in Rome. The driving force behind the project was a deep love for Art History and a strong desire to communicate this love for beauty to others. After several years of working in the Eternal City, the *Imago Artis* network expanded throughout the country. In 2015 leading American travel agencies began to rely on *Imago Artis* to offer their clients the most popular Italian destinations. In 2018 *Imago Artis* was welcomed as a member of *Virtuoso*, the world's leading network of luxury tourism professionals. In 2022 the Roman team was joined by the company's Milan branch. Beginning this year became a member of *Virtuoso's ULTRALUXE Community*.

The inspiration driving the work of *Imago Artis* remains faithful to its origins: to share the beauty of Italian art, to enhance the value of our cultural heritage – also contributing to the promotion and support of lesser-known but incredibly treasured sites, to translate the concept of luxury and exclusivity to the human and emotional value of the experience.

The **mission** of *Imago Artis Travel* is to create unforgettable experiences through a combination of history, beauty of the places, storytelling of the people who inhabit them and emotion of the guests who visit them, in the belief that the value of Italian heritage can be enjoyed, understood and loved by people of all cultures through an insider point of view.

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