



*Villa La Massa*  
FIRENZE • CANDELI

13-15 OCTOBER 2023  
VILLA LA MASSA EXCELLENCE – SAVE THE DATE

*A weekend dedicated to beauty and elegance starring unique supercars  
in the magical setting of Villa La Massa*

**Candeli (FI), August 2023** – “Savouring life to the max” is the motto that united **Villa La Massa**, the 5-star hotel near Florence, part of Villa d’Este Hotels, and **Canossa Events**, a leading company in the organisation of road touring events, in designing and developing the first edition of *Villa La Massa Excellence*, three days dedicated to the finest hospitality and iconic collectors’ supercars from the 1980s to 2000 (*Youngtimers*). The event brings Villa d’Este’s passion for cars to Tuscany, a region rich in enthusiasts and collectors, with the desire to grow the event over time.

**From Friday 13 to Sunday 15 October**, Villa La Massa, a Medici-era architectural gem surrounded by 10 hectares of tranquil grounds, a few kilometres from central Florence, will become a gathering place for supercar collectors as motoring supremacy blends with local culinary excellence and high-level hospitality, all in Villa La Massa style.

**Saturday 14 October** will be open to the public. Car enthusiasts can experience the charm of beautiful cars imbued with sporting pedigree and modern design. Further details about the programme will be communicated at the beginning of September.

Extraordinary cars, beauty and elegance in a beguiling setting, plus myriad emotions. Welcome to *Villa La Massa Excellence*.



**Villa La Massa**

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Tel. 055 62611 - [www.villalamassa.it](http://www.villalamassa.it) - mail. [info@villalamassa.it](mailto:info@villalamassa.it)



## Villa La Massa

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### Villa La Massa

*Villa La Massa is part of Villa d'Este Hotels, which includes Villa d'Este, the iconic five-star hotel in Cernobbio, on Lake Como, and the two four-star Palace Hotel and Hotel Barchetta Excelsior, overlooking the lake in Como city centre. Villa La Massa dates to the 13th century and is set in 10 hectares of grounds on the banks of the River Arno, a short distance from Florence. The hotel vaunts 54 rooms and suites divided across 6 villas. The hotel has two restaurants: Il Verrocchio, which serves a traditional Italian dinner menu with contemporary flourishes centred on a selection of local produce and the estate's organic extra-virgin olive oil. Il Bistrot L'Oliveto, with a laidback and cosy atmosphere, plus a charming outdoor patio, offers delicious light dishes, including international classics at lunchtime before turning into a traditional Tuscan trattoria on summer evenings. Bar Mediceo is the perfect place to sip an aperitif or one of the signature cocktails that reveal the history of Villa La Massa and its owners. The hotel's amenities include a heated outdoor pool surrounded by scenic Chianti countryside, and the Arno SPA, set in the hotel's ancient cellars, with a relaxation area, sauna, steam bath, aromatherapy showers, Roman bath with Jacuzzi, a gym and treatment rooms. Elisa Peroli has been the General Manager of Villa La Massa since January 2023. Davide Bertilaccio is CEO of the Villa d'Este Hotels group.*

### Canossa

*Canossa Events was established in 2010 and is synonymous of excellence in road touring events. The company organises approximately 300 events every year, including the legendary Modena Cento Ore, which races through stunning Italian scenery and features rallies on some of the most famous circuits.*

*From short-term events to complex rallies and driving tours, Canossa strives to craft memorable events based on hospitality, the ability to adapt to requests and infinitesimal attention to detail. With the motto "There's no road to happiness. Happiness is the road", Canossa not only organises events worldwide; it creates unforgettable memories for every client. Canossa has also acquired Cavallino, the publishing house behind the famous magazine whose first issue dates to 1978 and organiser of the world's most important Concorso d'Eleganza devoted entirely to Ferraris.*

*The company headquarters, Casa Canossa, are located in Quattro Castella, Reggio Emilia, Italy, with offices in Milan, Miami, Greenwich and Dubai. Canossa Events has been a member of Motorsport Network since 2019.*

*Stay up-to-date about Canossa Events: [canossa.com/category/news/](https://canossa.com/category/news/)*



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OF THE WORLD®

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