STUDIO

ITER

DMC - Italy - Since 1987



Studio *ITER*:
Your one stop DMC in ITALY

Since 1987



All begins in 1987 from the passion and drive of an Umbrian couple willing to make Italy known for its endless opportunities in the international scene

STUDIO ITER
DMC - Italy - Since 1987

Studio *ITER*:
Your one stop DMC in ITALY

With operative offices in the main Italian cities, we are able to provide service anytime, anywhere.

From the heights of the Alps to the the crater of Etna Volcano, we are ready to welcome you!



DELIVERY POLICY

- Timing: detailed proposals within 48 hours
- Programme: Word / Power Point file – photos jpeg format
- Rates: Excel file – split service by service

Studio ITER - All rights reserved

CLIENTS

Since 1987 some of the most prestigious companies have entrusted the organisation of their events to Studio ITER, encouraging us to endeavour to provide an ever improved service.

Please note that events were **booked through incentive houses and conference agencies** appointed by the following international blue chip companies/ associations:









































Studio ITER - All rights reserved

OUR SERVICES

- **Transfers** – Buses and cars limo – sedan, vintage cars, helicopters, boats, multi-language speaking drivers and assistants.
- Sourcing of **hotels**, negotiating rates and managing the hotel aspects of the programme. Also property **exclusive reservation.**
- Sourcing **venues** for off site events such as **conferences, product launches and gala dinners.**
- Sightseeing – VIP standard not tourist standard – **private visit** of noble residences, monuments or museums. **Only for your eyes**
- **Customized activities**: wine tasting, cooking course in private villas, driving course and much more

Studio ITER - All rights reserved

KEY POINTS

- A DMC which has been in business since 1987 and has a proven track record in delivering memorable events.
- A DMC which is large enough to have the clout yet small enough to have the personal touch.
- Head Office in Perugia with offices throughout Italy so really have the country well covered.
- Has all the licenses, insurance and is ISO certified.
- A DMC that listens and has a flexible approach. No fixed way of working with a “take it or leave it” attitude
- **We want to become the extension of your company in Italy and be seen and perceived as your Italian branch.**

Studio ITER - All rights reserved

CASE HISTORY:
Lifestyle Media Car Launch 2013

JAGUAR | F-TYPE

Brief key words for the Event concept:



- Stories: we need local stories inspiring journalists to write a lot
- Food&wine
- Heritage, Exclusive & Prestigious
- Elegance
- Succesful people
- Unconventional

Studio ITER - All rights reserved

Solution:

Assisi & Rome: the perfect Italian couple



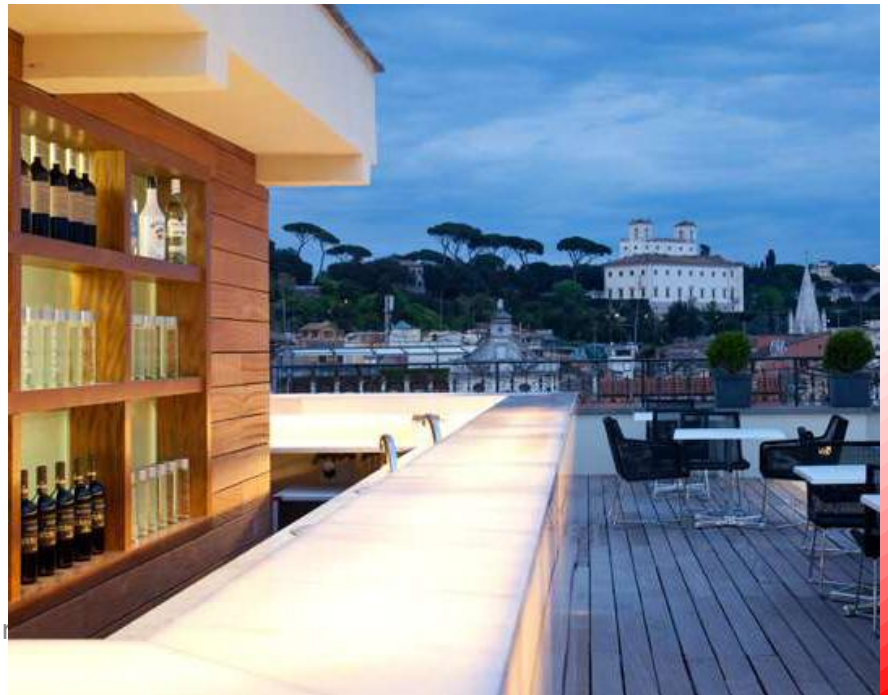
Studio ITER - All rights reserved



Destinations:

Umbria:
the secret lifestyle jewel

Rome:
glamour & prestige



Studio ITER - All r





Stu

Hotels:

DESIGN & INNOVATION IN ANCIENT PALACES







Studio ITER - All rights reserved





past rows of stone houses and buildings, to the sound of chiming church bells. Surrounding us are gorgeous vistas of the Umbra valley. It's an idyllic Italian country town.

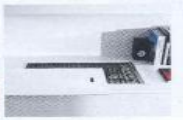
We drive westwards to Petrignano di Assisi where the renowned interior designers Benito and Paolo Bolletta have their office. Binova techno-logical kitchens. If there's one thing that grabs you the moment you arrive in Italy, it's the Italian aesthetic. Their inherent flair for style and design is prevalent everywhere, in the flamboyant clothes and jewellery they wear; the Corinthian-columned architecture and the street sculpture of nymphs and gods, winged



angels and horses and marble busts adorning the central squares (a walk around Piazza del Popolo in Rome is a visual feast). This also applies to the contemporary art in a country that nurtured Michelangelo, Raphael and Botticelli after the romantic Renaissance tradition, and the chic interiors shops selling Murano glass vases. It is this intrinsic characteristic that accounts for the world's leading couture coming out of Italy – Armani, Fendi, Gucci, Prada and Salvatore Ferragamo.

The Bolletta brothers, Benito and Paolo, have a very chic air about them. Their father Giovanni, with his brother, founded their





ABOVE TOP: Elegance, aesthetic purity and functionality: the Franciscan table is made of thick, brushed oak. Benito calls it a community kitchen where guests don't just passively wait for the meal, but interact with the cook and offer suggestions. In this way the cook shares the responsibility for the final result of the meal with the guests because everyone is involved!

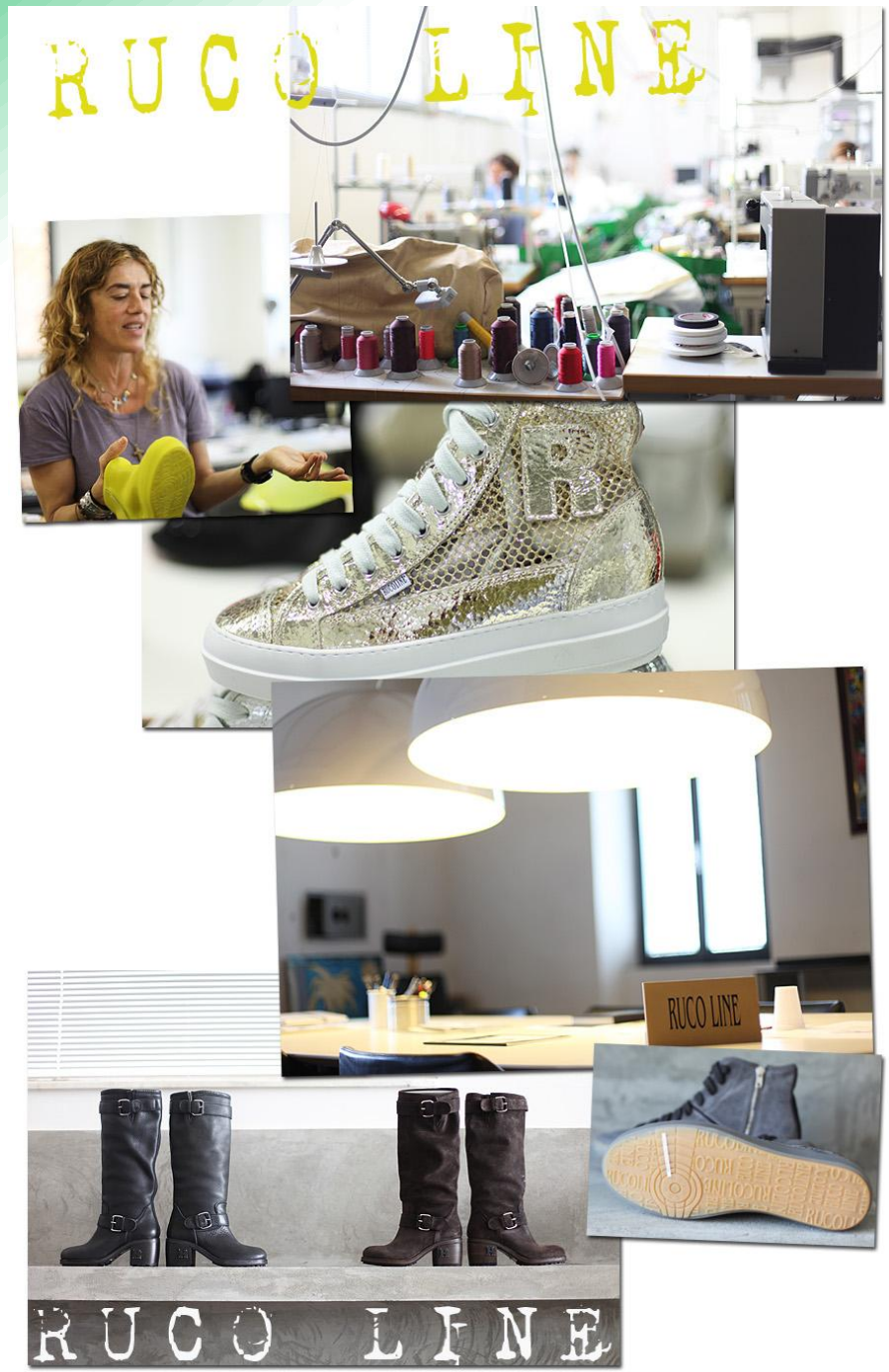
ABOVE: Concealed appliances

157

Stories:

Benito Bolletta (BINOVA)
Cutting edge interior design: TechnoLogical

Studio ITER - All rights reserved



Stories:

Rucoline (fashion) shoes designer

Stories:

Lungarotti wine cellar: enviromentally pioneer







Studio ITER - All rights reserved

Stories:

Turtle wine cellar
Art and Wine







right



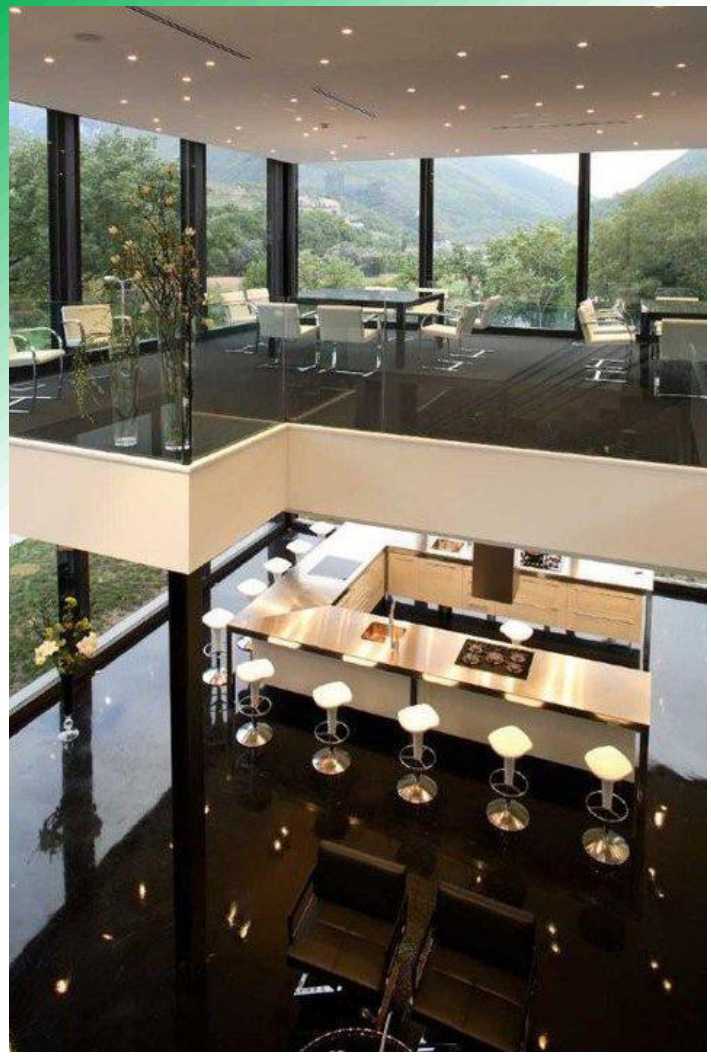
Stories:

Torre Moravola





Studio ITER - All rights reserved



Stories:

Urbani Truffle The Academy





Studio ITER - All rights reserved



Gala reception at:

The British Ambassador's Residence In Rome





Result: CLIENT'S FEEDBACK

Dear Luigi and Lorella,
I want to put in writing, just how much myself and the Jaguar PR team appreciated **how much professional and personal effort you put in to making this event so successful.**
I know how demanding we can be and you didn't let us down once. Right from the outset, you displayed a desire to want to deliver everything we needed.

You understood what was required and were determined to achieve it!!

The local knowledge and the relationships you have were paramount to us finding the right stories and we couldn't have done it without you.

Plus, on **a personal level, you are wonderful people to spend time with,** so hopefully, I will have the opportunity to do more of that in the future.
Meanwhile, I hope you remember the event with find memories and a smile, like I do!!

Studio ITER - All rights reserved

Result: MEDIA COVERAGE













Studio ITER - All rights reserved