



VILLA LA MASSA
EXCELLENCE

- FIRENZE -
SUPERCARS

OCTOBER 13th – 15th, 2023

JOINT VENTURE

 **CANOSSA**


Villa La Massa
FIRENZE • CANDELI



ENJOY THE SPIRIT OF YOUNG TIMES

“Savouring life to the max” is the motto that united Villa La Massa and Canossa Events, starting from an idea of Marco Makaus, in developing the first edition of Villa La Massa Excellence, three days dedicated to the finest hospitality and iconic collectors’ supercars built after 1990. 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.

DON'T MISS THE CARS

A roster of modern-designed sport cars. A pole of attraction for the young collectors of the new millennium



A NEW WAY OF JUDGING

A mixture of high-impact individuals: expert judges blend with illustrious names in Gastronomy, Sports and Arts to create an eclectic and extraordinary Jury





CHARMING VENUE

On the banks of the Arno River, in the Chianti wine region, Villa La Massa is located only fifteen minutes away from the Old Town of Firenze. This five-star hotel, an architectural gem of the Medicean age, truly stands out as a separate world, an **oasis of bucolic peacefulness in a 25-acre park.**

Built in the 13th century as a country house for an aristocratic Florentine family, Villa La Massa was owned by European aristocrats until 1948, when it was converted into a luxury hotel.

A member of The Leading Hotels of The World, [Villa La Massa](#) joined Villa d'Este Group in 1998.



A RICH

PROGRAM

OF INITIATIVES





Friday, 13th OCTOBER 2023

3.00 pm
Collectors check-in

7.00 pm
Welcome drink at
Terrazza Verrocchio Restaurant
on property

8.00 pm
Dinner at Verrocchio Restaurant
on property



Saturday, 14th OCTOBER 2023

10.00 am

Car Show, doors open to the public – bar stations located in Piazza Arno and at L'Oliveto Bistrot

1.00 pm

Brunch by the pool for the collectors at L'Oliveto Bistrot

Buffet lunch at Sala Corsini for the public

3.00 pm

Car parade through the garden of Villa La Massa

8.00 pm

Gala Dinner and Award Ceremony right in the heart of Florence





Sunday, 15th OCTOBER 2023

DAY 3

DISCOVER THE LANDSCAPE
OF TUSCANY

9.30 am

Tour among the hills of the Chianti region

10.30 am

Coffee break in a typical Chianti location

12.30 am

Farewell Lunch at Antica Macelleria Cecchini

THE ICONIC DRIVING



SEE YOU IN TUSCANY

