

MakeIT  
NOW

# RinascimenTour



# FLORENCE

Come to the court of the Medici, get to know Florence and be stirred by its noble beauty. Makeitnow will make you the star of pleasant, intriguing experiences to learn the secrets of a reality that has made communication its leitmotif.

You will have the opportunity to perceive the logic and behaviour of famous men, advocates of culture, innovative ideas and knowledge contamination.

You will develop your creative and communication potential through modern tools and experienced tutors that will allow you to approach a reality with many facets in a new way that will leave you pleasant, unforgettable emotions.

DURATION

5 DAYS

PROGRAM

RinascimenTour

## DAY 1 / FLORENCE



### WELCOME COFFEE

A heavenly welcome in a picturesque location overlooking Ponte Vecchio, to meet with tutors to learn the five day programme and receive the digital gadgets that will accompany and support you to make the most of your experience.



### ArtisticaMente

A visual thinking game among the works of the Uffizi Museum, where you can test your interpretation and communication skills. The spectacular works of art will offer you an opportunity to develop creative thinking and critical judgment. You will have the opportunity to walk along the Vasari Corridor, where surprising architectural solutions are examples of communicative and relational strategy.



### MESSAGGI UNIVERSALI

An uphill climb that will lead you to the top of Santa Maria del Fiore Dome. Test your skills in a new and challenging situation. Implement your stamina and reach your goal. Your efforts will be rewarded with a breath-taking view of the city, until you lose sight of the horizon.



### IDENTIKIT

Participate actively in a board game that has been reviewed in a cultural key. What is your goal? To find the solution in the shortest possible time, developing a winning strategy to identify the characters taken from the works of art of the Italian Renaissance.



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## DAY 2 / PISA - FLORENCE



### LateralMente

A learning activity that will lead you to the Field of Miracles, in places where Galileo formulated his thesis on the motion of the Earth. The climb to the Leaning Tower, the symbolic monument of new equilibrium, will be an opportunity for you to learn about innovative solutions and the spirit of adaptation. Let yourself be moved by unexpected perspectives!



### EQUILIBRIO

Contend with an agility course up in trees. A sense of balance, motivation, team spirit and flexibility are essential qualities to intensely experience this activity that combines sports and entertainment.



### LoungeArno

Have a taste Florence, in perfect social style, sipping a pleasant drink in an elegant location. At sunset, the Lungarno will provide you with a magical setting complete with historic buildings and charming views.



## DAY 3 / SAN GIMIGNANO



### VIAGGIO NEL TEMPO

Visit San Gimignano, the Manhattan of the Middle Ages, and admire the tall towers that draw the profile of the city. The Wine Museum will allow you to discover the treasures and wine excellences of the small village, a place where charm and tradition blend. A real journey in search of the history of wine and its essence.



### sChianti

At a prestigious wine estate in the area, you will be involved in an original, stimulating tasting experience where wine, presented as a work of art, will open unexpected and surprising interpretation possibilities. You will learn new communication styles to add value to your message and make it consistent and effective.





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## DAY 4 / SIENA



### Realtà immerSiena

An urban orienteering course to discover Siena and its Contrade, solving riddles and questions that will stimulate your logical reasoning and intuition. Experience the competitive atmosphere of the famous Palio of Siena and understand the sense of belonging of the Contrada. Discover the importance of results orientation.



### IPPOCAMPO

A horse ride in the silence of the Tuscan hills where you can develop unconventional talents and skills. Nature and landscapes will offer you a memorable experience to stimulate your interpersonal skills and emotional intelligence.



## DAY 5 / FLORENCE



### sCultura

Visit the Galleria dell'Accademia to admire the most important sculptures by Michelangelo, focusing on the last of the master's works, the "unfinished Michelangelo". As a sculptor you will learn how to evaluate your untapped potential, highlighting your intrinsic qualities and hidden talents.



### SHOPPING FIORENTINO

Walk among the gold and leather workshops, to appreciate the local crafts and valuable "Ponte Vecchio brand". Emotions to experience and memories to cherish.



### SELFIE IN PIAZZA

Conclude your exciting experience with an activity that will see you in a selfie to share on social media. Choose the town square that you found most inspiring and say goodbye to Florence!





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