



ESPERIENZA TOURS IMMERSE GUESTS IN THE HEART OF ITALY

Small Group Experiences in the Emilia-Romagna Region Showcase Language, Culture, Culinary and a Celebration of Fellini's Centennial

MINNEAPOLIS, MN, January 9, 2020 –Esperienza, a small non-profit tour company based in Minneapolis, MN that strives to bring guests to the lesser known regions of Italy and by doing so, help support and reinvigorate these communities, has announced its 2020 tour schedule. The company, which focuses on travel to the Emilia-Romagna region with a particular emphasis on the tiny, historic village of Pennabilli, will offer tours focused on culinary and culture, Italian language immersion, ceramics and a celebration of the art of the region with a tribute to Federico Fellini's 100th anniversary.

Esperienza was created by Anna Bonavita in 2018. A Minnesotan who spent several years living in Italy, Bonavita read a *New York Times* article about the plight of many small towns and villages in Italy that were suffering from a devastating population loss due to changing times. With her own history and love of Italy, Anna decided to do something about it. From this, [Esperienza](#) was born.

The small group tour company researches, educates and provides authentic, curated experiences in Italian villages that are selected for their exquisite beauty, cultural wealth and rapidly declining population. Esperienza brings visitors to the historic town of Pennabilli and the Emilia-Romagna region where they immerse themselves in the local community and learn about the language, arts, culture and cuisine. A hope of Bonavita's is that through her guests' introduction to and better understanding of this region, they can help raise awareness of and help support and protect towns such as Pennabilli.

"We brought a small group of Minnesotans to Pennabilli in 2018 and immersed them in the community – from learning the language to working in the local shops, even putting on a play for the residents. By 'living like a local,' they had a greater affection for and understanding of the challenges and unique offerings of the region and became invested in supporting it."

In 2018, one tour was offered; last year two tours. In 2020, four tours will be offered. All groups are limited to 16 guests and are hosted by a local expert. The 2020 tours are:

- [The Art of Learning Italian: From Literature to Cinema, Song, Poetry and Everything in Between](#); August 22-September 5, 2020; morning language sessions are paired with curated afternoon activities which include
 - Cooking class – preparation of a complete menu and dinner with teacher/chef
 - Walk and conversation about the history of Pennabilli with Gigi Mattei, a local artist and storyteller
 - Explore the life and creativity of Italy's most famous screenwriter, Tonino Guerra, whose museum and house are available for guided private visits
 - Visits to neighboring towns and villages such as Rimini, home of Federico Fellini

- [**The Art of Cooking and Eating: From Pellegrino Artusi to Massimo Bottura and Everything in Between**](#); September 19-27, 2020; program begins in Italy's culinary capital of Bologna and includes time in Pennabilli as well as neighboring towns and a stop in Modena, home of Italy's most creative chef Massimo Botura and the famous balsamic vinegar. There is also a special celebration exploring traditional and modern cooking techniques in honor of the bicentennial of Pellegrino Artusi, the father of modern Italian cuisine, held in his former house, Casa Artusi.
- Highlights include cooking classes and demonstrations; an orchard visit; a foraging feast to learn about plant-based medicine; and a trip to Modena's balsamic vinegar museum.
- [**Cinema Immersion Program: In the Steps of Federico Fellini**](#); September 5-13, 2020. In honor of Fellini's 100th birthday, this carefully curated tour, which is both scholarly and delicious, celebrates the centennial of Federico Fellini, but also of Tonino Guerra, his closest friend and continuous screenwriting collaborator. The tour takes guests to the origins of both masters, and to the creative sources to which they always returned. Born just two months (and a few miles) apart on the Adriatic coast of Italy, they became an indelible part of the golden age of Italian cinema. They also collaborated on their own restaurant. Esperienza's immersion program includes destinations from Fellini's life that are iconic and cosmopolitan, bohemian and rural. Guests partake in the historic and culturally relevant sites as well as favorite culinary experiences of the two men. The tour is created in collaboration with Cineteca di Rimini, Cineteca di Bologna and the MSP Film Society, TCFF and Film North.
- [**The Art of Italian Ceramics**](#); September 3-13, 2020. On this new tour, guests immerse themselves in the many enchanting facets of the original art of Italian ceramics, including private, curated visits to artists' studios and museums, as well as direct, hands-on participation in the creative process. The tour was created through a collaboration with the association Ceramica Faenza and the initiative Emozioni Ceramiche. Experiences include visits to local artist's studios; trips to local museums; cooking class and dinners.

All Esperienza tours include a minimum of four-star accommodations, transfers, meals and activities. Pricing starts at \$3,300 per person, exclusive of airfare.

"We are excited to offer a variety of experiences this year that will allow our guests to truly embrace the Emilia-Romagna region and city of Pennabilli," said Anna Bonavita. "Through their greater knowledge and appreciation, we hope to make a bigger impact in preserving Pennabilli."

For more information about Esperienza, visit www.esperienza.org or [@esperienza_italia](https://www.instagram.com/esperienza_italia).

Esperienza is a non-profit 501c(3) small group tour company offering immersive experiences in lesser known regions of Italy, with a focus on Emilia-Romagna and the picturesque town of Pennabilli. The company's mission is to inspire individuals to discover, live and study in rustic areas of Italy, thereby promoting appreciation and revitalization of the area.

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