

VILLÆ

TIVOLI



08 MAY 2017 NEW MANAGEMENT

2 UNESCO World Heritage Sites

5 PLACES VILLA ADRIANA
VILLA D'ESTE
SANTUARIO DI ERCOLE VINCITORE
MENZA PONDERARIA
MAUSOLEO DEI PLAUTII

127 EMPLOYERS 163 STAFF RANGE

88 HECTARES IN TOTAL - 84 HECTARES OF
PARK AND GARDENS

707723 VISITORS IN 2017

726380 VISITORS IN 2018

VILLÆ



VILLA D'ESTE

VILLA ADRIANA

VISITORS POSITIVE TREND
(COMPARING TO 2017)

+2.4 % FIRST QUARTER OF 2018
(despite the adverse weather conditions)

**FIRST SUNDAY
OF EVERY MONTH**

FEBRUARY	MARCH	APRIL
+141%	+25%	+106%
+186%	+53%	+74%

97 % CUSTOMER SATISFACTION

VILLÆ
PERFORMANCE



NEWSPAPERS

215 ARTICLES
(ON LINE AND PRINTING PRESS)

Corriere della Sera, La Repubblica
Il Messaggero, Art Tribune, Exibart

TV CINEMA FASHION INDUSTRY

39 TELEVISION SPOT

26 RAI

12 MEDIASET

1 SKY

2 FILM SET

I MEDICI 2

GETTY/ RIDLEY SCOTT

1 SHOOTING GUCCI

NEW CORPORATE IDENTITY

NEW WEBSITE

SOCIAL NETWORKS

VILLÆ
MEDIA



VILLA ADRIANA

MOUSEIA NEW SETTING

VILLA D'ESTE

NEW MUSEOGRAPHIC SETTING

SANTUARIO ERCOLE VINCITORE

SAFETY WORKS

+ 22.000 MQ

RE-OPENING SITES

VILLA ADRIANA

TEATRO MARITTIMO

VILLA D'ESTE

ARCO DI TRIONFO

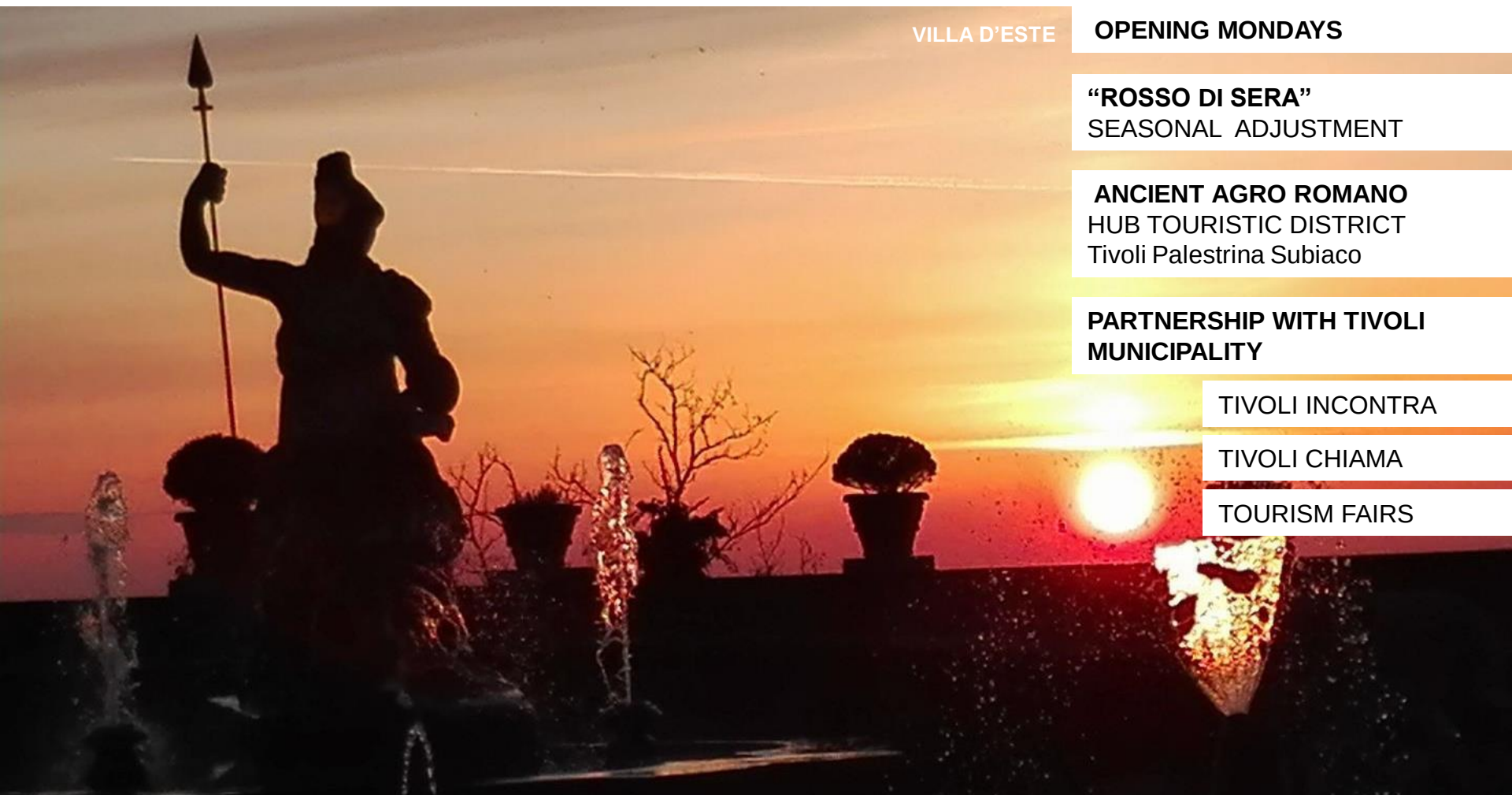
SANTUARIO ERCOLE VINCITORE

TRIPORTICO

MENSA PONDERARIA



VILLÆ
NEW SPACES
INCLUSIVNESS



VILLA D'ESTE

OPENING MONDAYS

"ROSSO DI SERA"
SEASONAL ADJUSTMENT

ANCIENT AGRO ROMANO
HUB TOURISTIC DISTRICT
Tivoli Palestrina Subiaco

PARTNERSHIP WITH TIVOLI
MUNICIPALITY

TIVOLI INCONTRA

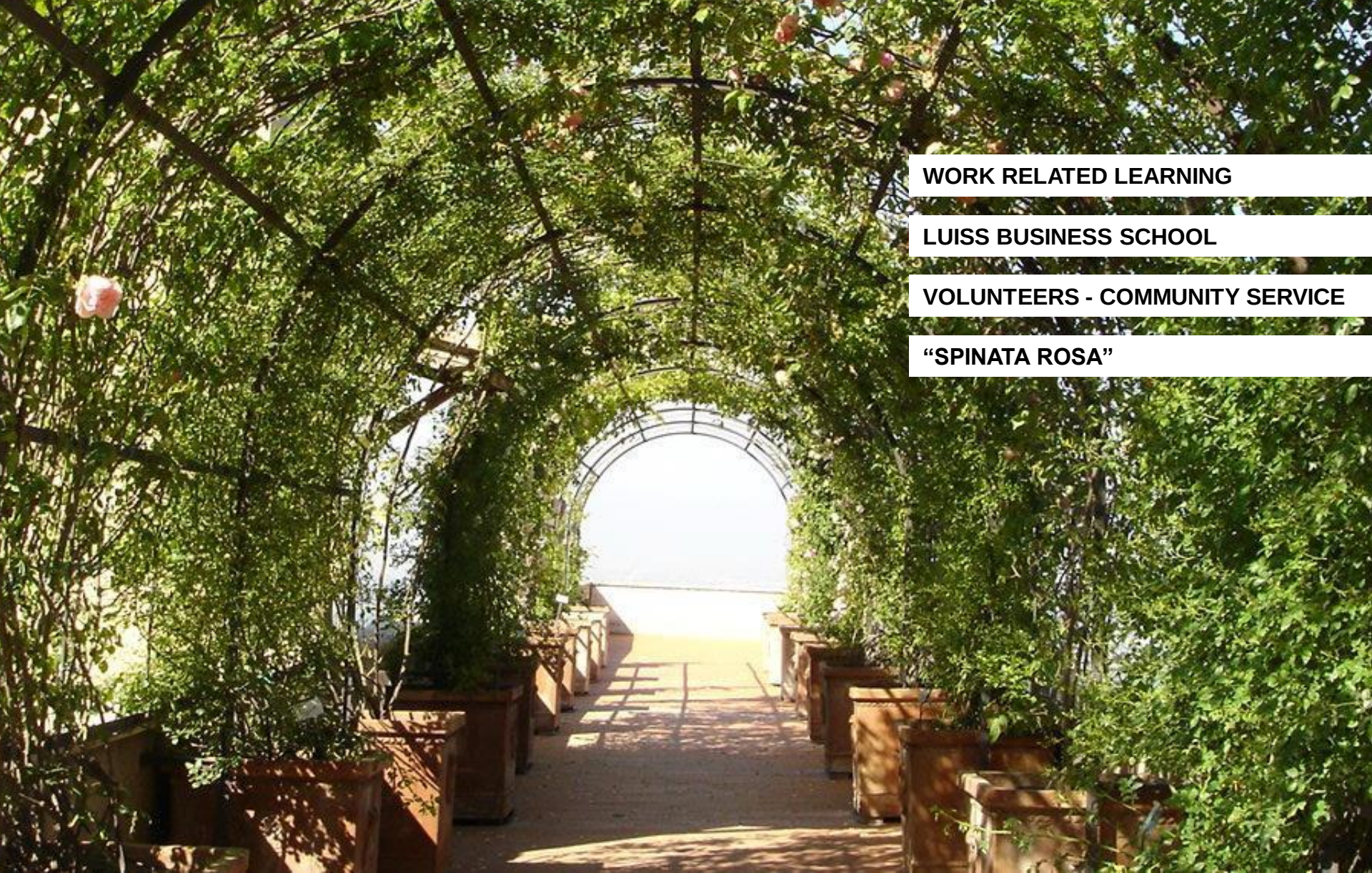
TIVOLI CHIAMA

TOURISM FAIRS

VILLÆ
NETWORK



VILLÆ
PERFORMANCE



WORK RELATED LEARNING

LUISS BUSINESS SCHOOL

VOLUNTEERS - COMMUNITY SERVICE

“SPINATA ROSA”

VILLÆ

EDUCATIONAL ACTIVITIES



**PROMOTION OF TIVOLI'S
EXCELLENCE**

**“TIVOLIO”
OLIVE OIL EVENT**

**“LE VIGNE DEL CARDINALE”
“PIZZUTELLO” GRAPES EVENT**

“HADRIAN'S HONEY”

VILLÆ
PRODUCTION



“TAVOLO VERDE” – GREEN TABLE

UFFIZI GALLERY

CASERTA ROYAL PALACE

MIRAMARE CASTLE MUSEUM

TURIN ROYAL MUSEUMS

CAPODIMONTE MUSEUM AND ROYAL PARK

NEW MANAGEMENT PLAN

NEW PLANTING

PLANTS ROTATION

NEW PATHS



DE RERUM NATURA

CONFERENCES AND LECTURE ABOUT THE
HISTORIC GARDENS MANAGEMENT

LECTURAE

FOCUS ON CLASSICAL SUBJECTS LOOKED AT FROM
A CONTEMPORARY PERSPECTIVE

CONFERENCES

CONFERENCES ABOUT TOPICS COVERED IN THE
EXHIBITIONS



VILLA ADRIANA

VILLA D'ESTE

SANTUARIO ERCOLE VINCITORE

RESTORATION WORKS

TEATRO MARITTIMO

HOSPITALIA

RESTORATION OF MADRE
NATURA'S FOUNTAIN

VIA TECTA

MENSA PONDERARIA

ARCHEOLOGICAL DIG CONCESSIONS

UNIVERSIDAD PABLO DE
OLAVIDE, SEVILLA

UNIVERSITY OF OXFORD,
UNIPAVIA

COLUMBIA UNIVERSITY

VILLÆ

RESEARCH
PROTECTION



UNIVERSITIES

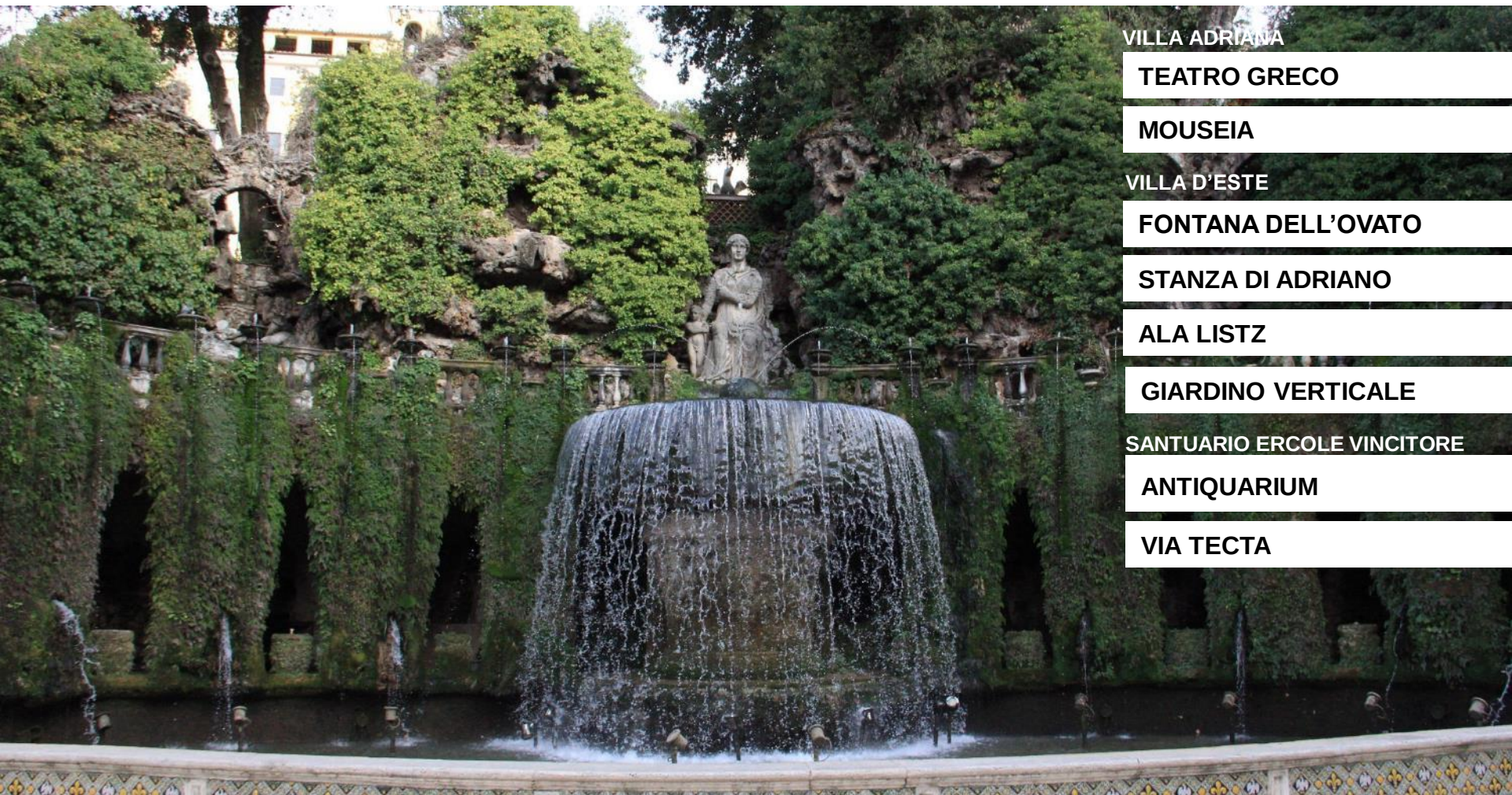
UNIVERSIDAD PABLO DE
OLAVIDE, SEVILLA
UNIVERSITY OF OXFORD,
COLUMBIA UNIVERSITY NYC,
GERMAN ARCHEOLOGICAL
INSTITUTE ROMA,
UNI BOLOGNA,
FIRENZE,
LA SAPIENZA,
ROMA TRE,
PAVIA,
POLITECNICO MILANO

ACCADEMIA ADRIANEA

BIENNALE DI VENEZIA

GUCCI

**PILOT PROJECT:
PROTECTION OF CULTURAL
PROPERTY IN THE EVENT OF
ARMED CONFLICT**



VILLA ADRIANA

TEATRO GRECO

MOUSEIA

VILLA D'ESTE

FONTANA DELL'OVATO

STANZA DI ADRIANO

ALA LISTZ

GIARDINO VERTICALE

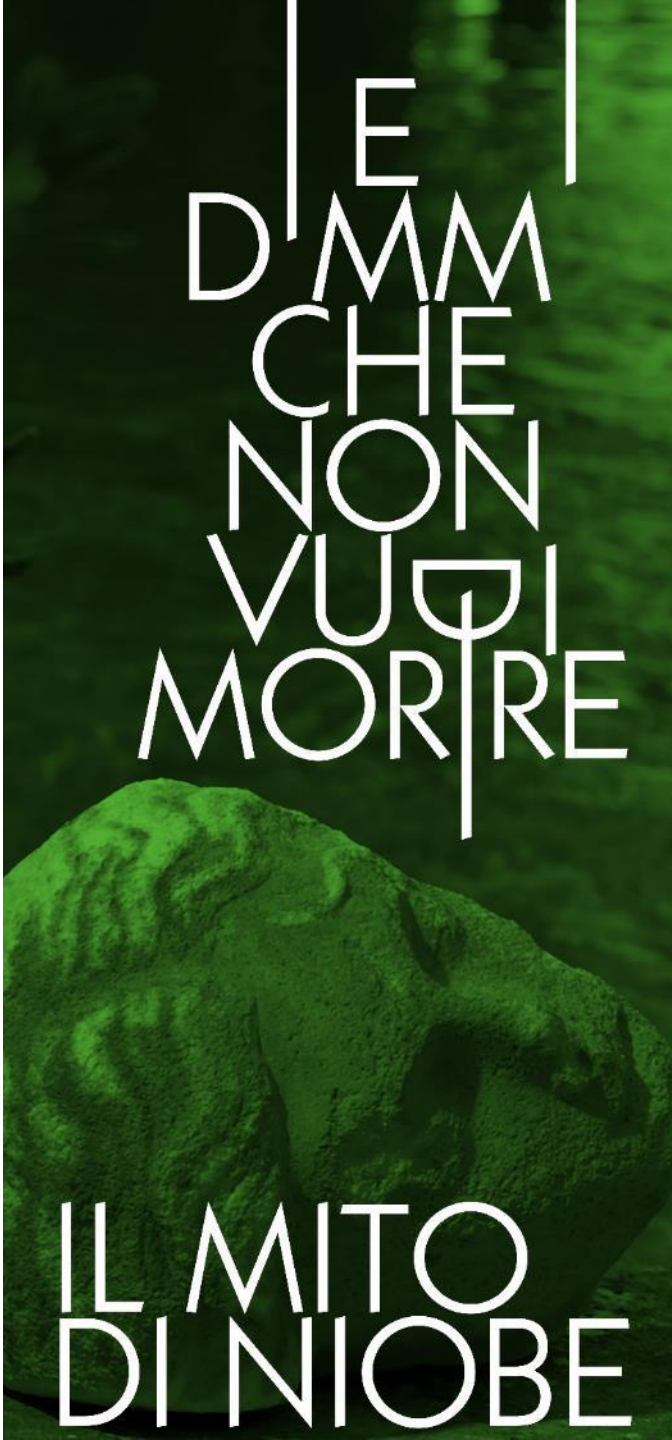
SANTUARIO ERCOLE VINCITORE

ANTIQUARIUM

VIA TECTA

VILLÆ

PLANNING 2018
NEW ENHANCEMENT



LE
D'AMM
CHE
NON
VUOI
MORIRE

IL MITO
DI NIOBE

EXHIBITIONS
LINKED TO SITES' HISTORY
OR TO THE MOST
SIGNIFICANT DAYS FOR
THE INSTITUTE

2018

“IL MITO DI NIOBE”

“CARTE D'ARTISTA”

2019

“LEONARDO E L'ANTICO”

“EVA VS EVA”

“ADRIANO 1900”

VILLÆ

PLANNING 2018
ACTIVITIES





desiderata

**INTERVENTION PLAN
2018/2021**

48 STRUCTURAL PROJECTS

€ 75 MILLIONS

**CURRENT FUNDING: € 9,5
MILLIONS**

RESEARCH FACILITY

VILLAS

HISTORIC GARDEN

VISUAL CULTURE

COLLECTING

AGRO ROMANO ANTICO

ANTHROPOLOGY

VILLÆ
VISION



VILLÆ
WHO WE ARE