

# ForteVillage

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One of a kind

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Forte Village is a destination within a destination, a 'one of a kind' resort located in an area of outstanding natural beauty on the south coast of the Italian island of Sardinia that since 1970 has had only one desire: to offer its guests, both couples and families, a unique, exclusive holiday that is second to none. To achieve this ambitious aim and maintain its position as the 'World's Leading Resort', in 2014 it launched a 'new era' restyling project with an investment to date of over 50 million euros.

*"Think of the Made in Italy brand: what springs immediately to mind? The most refined tailoring, the most celebrated variety of food and wine in the world, the most powerful, sophisticated and exclusive cars, a genuine traditional welcome. And the Forte Village experience, too, with our take on hospitality, wellbeing, leisure, sport, fashion and food  
- nourishment and pleasure for the body and soul."*

Lorenzo Giannuzzi - CEO and Managing Director, Forte Village

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## A 'DESTINATION WITHIN A DESTINATION'

Forte Village is a destination of unparalleled allure nestling in a truly wonderful natural setting, a scenic masterpiece of blue with myriad shades reflecting the unmistakable waters of southern Sardinia, nuanced shades of green in its luxuriant 120-acre Mediterranean garden and the pristine soft white sand beach, altogether simply breath-taking.

This corner of paradise, just 25 miles from Cagliari and its international airport, has a microclimate like no other in Europe, as confirmed by numerous studies. The mountain range towering up behind Santa Margherita di Pula, shields the coast from the cold north winds and assures over 300 sunny days per year. A gift from nature that allows the privilege of enjoying our resort from March to November.

## COVID PROTECTION PROTOCOL

Forte Village was the first resort in the world to implement from the beginning of the last season the most advanced Covid Protection Protocol, managed by a team of ten doctors, with complete testing on arrival. We successfully managed to create a bubble, where everyone was tested, including all the members of staff, so that guests could go back to normality, fully enjoying a well-deserved holiday.

For the current season, which has started in May, there is an even higher level of protection with all staff vaccinated and the introduction of the latest generation of rapid antigenic tests, characterised by a high sensitivity and specificity, and, if necessary, the use of RT-PCR molecular swabs.

The tests will be carried out in a dedicated area immersed in the resort's centuries-old park, in full compliance with all the measures required by the safety protocol. The medical centre will be home to a team of doctors available at the resort 24/7, who will use state-of-the-art equipment to guarantee a very high specificity of results, in extremely short timeframes.



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## OUR HOTELS

Eight elegant hotels, completely refurbished in keeping with the latest standards of comfort and service, thirteen villas each with total privacy and over forty suites. Different types of accommodation, each with its own personality, each with its own mood, all satisfying the highest expectations of families, couples, groups of friends and companies.

## VILLAS & SUITES

Top of the range residences, each with a private garden and heated swimming pool, perfect for those who require the utmost privacy with the benefit of being able to access all the resort's services on their doorstep. Villas range from 2 to 4 bedrooms and meet the highest expectations, for a holiday that lets you feel "at home", and pampered with butler service 24 hours a day.

Villa Mariam and Villa Elina are the two new entries. They were designed by Sardinian architects to mix the Forte Village concept of 5-star hospitality with the beautiful landscapes where they are nestled. Privileging the use of natural materials and architectural details and interior design that recall tradition and the territory's distinctive elements.

A romantic touch, unbridled magnificence and all the comfort of large private rooms: this is what you will find in our luxurious Suites, each with its own style, offered by all the resort's hotels.

## 5-STAR HOTELS

### Villa del Parco (5 stars)

It is a real example of the Made in Italy excellence which has become our prestigious international business card all over the world.



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Five stars of extraordinary charm and the utmost privacy, the intimate Villa del Parco is a member of Leading Hotels of the World, located just a stone's throw from the enchanting Acquaforte Thalasso & Spa, with its state-of-the-art beauty and medical treatments and unique thalassotherapy circuit.

The **Luxury Rooms**, swathed in the charm of the villa that dominates the central body of the hotel, reflects a style that integrates contemporary elements with small details that reflect Sardinian heritage. Velvet and soft leathers invite you to relax in the lounge area, satin and printed damask dress the king-size beds, while marble and Sardinian pottery decorate the sumptuous bathroom.

Villa del Parco also offers elegant **Luxury Bungalows** to those seeking tranquillity, privacy and personal service. Set in wonderful tranquil woods, each bungalow has a private terrace, surrounded by a garden of Mediterranean scents and colours.

Guest can enjoy breakfast, served on the hotel's private breakfast Patio and dinner at the exclusive Belvedere restaurant, located on the rooftop terrace that floats as if suspended between the centuries-old pine trees. Head Chef Antonello Arrus has an unconditional love for fresh locally sourced produce, which star in the recipes of his authentic cuisine of traditional Sardinian and Italian dishes, reinterpreted with passion and a touch of creativity to bring out the delicate flavours.

## Le Dune (5 stars)

Only at Forte Village can you find places that seem to belong to your most beautiful dreams, and Le Dune is one of them! Crossing the boulevards framed by greenery, you reach a group of elegant bungalows and suites, with a first class dedicated service and a privileged position thanks to the unparalleled proximity to the beautiful white beach of the resort.

2019 saw the construction of a **spectacular infinity pool** located on the Forte Bay terrace with breath-taking views of the turquoise Mediterranean. And the **new Suite**: located on the ground or the first floor, accessed via a private driveway or staircase, the suite is composed of a living area, which can accommodate a bed if necessary,



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and a sleeping area with a walk-in closet and an elegant bathroom. The interiors are the perfect fusion of refinement and simplicity, modern and traditional, built principally with the use of natural and local materials. For the new Suite on the first floor, the large terrace with a sea view is a natural extension of the living-room, furnished with comfortable sofas and a dining area. While the rooms on the ground floor have a private garden dotted with olive and mastic trees, as well as the typical aromatic plants of the Sardinian Mediterranean scrub.

## Castello (5 stars)

Hotel Castello is one of the Forte Village jewels, overlooking its wonderful talcum-fine beach.

The Executive Mare rooms' new concept has been designed to offer an elegant atmosphere, consistent with the resort's most recent renovations. The materials and colors pay homage to the sea, the view's undisputed protagonist that can be admired from some of the rooms.

The **Royal Suite** dominates from the 5th floor with a terrace and a private pool and a 180-degree breath-taking view over the entire Gulf of Santa Margherita, from Nora to Capo Chia. The Suite consists of a living and a sleeping area with a layout that allows it to be conceived as a single 'location', ideal for events and presentations. The interiors are a balanced blend between the exclusivity and the purity of natural materials, mainly the Mediterranean.

A contemporary and elegant design with minimal details and colored geometries characterize the concept of the Suite: Karman and Kundalini chandeliers meet artisanal objects and accessories, such as the new corner bar and the library wall that defines the sleeping area

**Pineta (5 stars)** the name encloses the beauty of its location, ideal for pulling the plug out from the chaos of everyday life and letting yourself be surrounded by the most absolute peace and privacy. Recently renovated, this 5-star hotel that blends in



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perfectly with the evocative atmosphere of its gardens was protagonist in 2019 of a total restyling with the creation of a beautiful swimming pool that will wrap around the reception area. Guests now have the feeling to land on an island within an island, enriched with a relaxation area and an area reserved for breakfast in the shade of Mediterranean pines.

## 4-STAR HOTELS

The Deluxe bungalows of the **Hotel Bouganville** and **Hotel Le Palme** feature private gardens and patios that makes each unit a haven of peace while being located in the heart of the resort, just a stone's throw from the Oasis pool and restaurant area. Each bungalow is the perfect home from home, comfortable for relaxing while also convenient to reach all the experiences that will make your holiday unforgettable such as the pools, restaurants, sports academies and the piazza. Some of the bungalows are interconnected: the ideal solution for large families or groups of friends.

And finally, completely surrounded by nature, the **Hotel Il Borgo** offers bungalows that enjoy a beautiful panorama, an option much loved by families due to its proximity to Children's Wonderland, the Oasis pool and the fun slides at the Baia delle Palme pool.

## CULINARY EXPLORATIONS

21 restaurants, 100 chefs and a wine cellar with 600 labels selected from excellent Italian and international vineyards. Forte Village offers an unrivalled gastronomic journey of scents and flavours.

The resort has an ensemble of culinary stars with the know-how and to make each dish a real sensory experience whether it is served in a restaurant or during one of the popular Celebrity Chef Nights where visiting Michelin starred chefs host gourmet evenings of their particular style of cuisine.



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The high expectations of the most discerning palates are always satisfied at Forte Village with famous gourmet chefs like Heinz Beck, Massimiliano Mascia, Rocco Iannone who sign the masterpieces that have made Forte Village an exceptional gourmet destination.

## Heinz Beck

Since the arrival of Beck & Maltese Consulting to Forte Village in June 2019, 3 Michelin Starred Chef Heinz Beck has been the outstanding host of the Beachcomber restaurant - located in a breathtaking location overlooking the turquoise shades of the breathtaking sea of southern Sardinia - reconceived in every detail to reflect the style of one of the most acclaimed chefs in the world.

Light proposals for lunch and gourmet for dinner will all follow the melody of his culinary virtuosity, an expression of the soul of Italian and Mediterranean cuisine that, here at the Forte Village, finds its perfect interpretation due to unique local products, which are able to enhance the style that makes Beck inimitable.

From the 24<sup>th</sup> July till the 20<sup>th</sup> August, **Andrea Berton**, 1 Michelin Star, will be the host of the Forte Bay restaurant, in the wonderful setting of the terrace that bears the same name, with a breath-taking view of the turquoise Mediterranean. In this extraordinary location, under the most beautiful Mediterranean sky, the Chef will share his cooking philosophy and his unmistakable style with the guests of the Resort. Do not miss his reinterpretation, using the precious ingredients of Sardinia, of the most representative dishes of his Berton Restaurant in Milan – among which the broth, ennobled as a real dish, with maximum synthesis of the main ingredient of each dish - and a proposed new dish, based on fish and Sardinian products

**Mascia** represents the new generation of the San Domenico Restaurant, preserving the two Michelin Stars since 1977 while continuing to experiment and innovate using the finest raw materials. At the Terrazza San Domenico, Forte Village, Chef Mascia treats guests to some great classics such as the "Egg in Raviolo". His summer dishes





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use seasonal local produce, fresh fish and seafood and, of course, fresh pasta bringing the passion and vitality of Emilia Romagna to Sardinia.

**Iannone**, received his Michelin award for his famous interpretations of traditional Italian cuisine. He brings his unmistakable Neapolitan flair to his restaurant overlooking the beautiful Oasis pool. At home, he lives in harmony with the peasants and the fishermen of his area, defending traditions and the simple cooking processes with no compromises. One of his famous phrases is that aesthetics do not go hand in hand with goodness, "a good dish cannot be beautiful"! Without a doubt, it is difficult to match his Michelin star achievements: two 1-star restaurants, two 2-star and two 3-star restaurants.

## **CELEBRITY CHEF NIGHTS**

Every year in July and August, under a beautiful Mediterranean night sky, set in the wonderful rooftop scenery of Forte Bay overlooking the glistening sea, a constellation of culinary stars of Italian and international cuisine host unforgettable evenings tasting signature dishes that narrate the territories, passions, styles and characters of those who knew how to transform a life in the kitchen into sublime art.

Here are some of the Michelin Starred Chefs who will host the Celebrity Chef Nights in 2020. More will soon be announced

### **July**

7-8-9 FRANCK REYNAUD (1 Michelin Star)

11-12-13 GIUSEPPE MANCINO (2 Michelin Stars)

14-15-16 ALESSANDRO BREDA (2 Michelin Stars)

18-19-20 SANDRO SERVA (2 Michelin Stars)

### **August**



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29-30-31 THEODOR FALSER (1 Michelin Star)

## **THE COOKING ACADEMY AND THE FORTE VILLAGE KITCHEN GARDEN**

Summer at Forte Village simply has to include an area for recipe-loving chefs. Our **Cooking Academy** runs from **the end of June until the end of August**: lessons are given by the resort's chefs who will share their techniques, methods and knowledge of ingredients, to show you how to make the main traditional dishes of Italy. From pizza to tomato sauce, from homemade lasagne to pastries with wonderful fillings, not to mention risotto and a little Oriental cuisine. A special lesson is provided for vegan cuisine, for anyone who prefers an equally delicious strictly organic alternative. All the ingredients are fresh, genuine and top quality: locally sourced fresh raw ingredients full of flavour, bursting with aroma and deliciousness. The resort is absolutely meticulous about the selection of local produce and also the herbs and vegetables available from our own organic kitchen garden.

## **ACQUAFORTE THALASSO & SPA**

Euripides originally wrote it: "The sea heals man's diseases". Even Hippocrates, the father of medicine, praised the virtues of seawater in his most famous treatise. And what about Italy? The Regulation for the good service and order of the sea baths, the first official document on thalassotherapy, was promulgated in 1822 by the government of the Grand Duchy of Tuscany.

But it was Nora in 200 BC, the most ancient city of Sardinia, which included in its numerous thermal baths the "Terme a mare" (Sea-water thermal baths): a tale that today recalls **the unique paths of the thalassotherapy world of Forte Village Resort**. An oasis of wellness, health and relaxation, excellence in the thermal panorama of Italian resorts.

With its new "Private SPA Experience", Acquaforte Thalasso & Spa, presents an oasis in the oasis which can be reserved for exclusive use: a 300 square meter Private Spa



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designed to ensure the utmost privacy and a 'tailor-made' wellness program. Exclusive services and dedicated staff assist you to experience moments of pure relaxation as a couple, with your family or with a group of friends (up to 10 people).

The "**Private SPA Experience**" has 4 pools with the prodigious virtues of seawater sublimated by thalassotherapy, a treatment cabin, a hammam, solarium, emotional shower, and private entrance and reception areas.

Guests of the private SPA can also request the advice of the team of specialists at Acquaforte Thalasso & Spa.

Outstanding consultants include Dr. Angelo Cerina. An everlasting figure, as well as a *deus ex machina* in the evolution of thalasso at the Forte (so exclusive as to be unique on an international scale), that using the most modern diagnostic equipment can guarantee an in- depth medical evaluation, the first step in identifying the more suitable programme for individual needs.

There is the reconfirmation of Professor Francesco Parra, an internationally renowned luminary, dubbed Doctor Laser, who has developed a programme of high-power laser therapy in synergy with thalassotherapeutic protocols, to treat muscle-tendon disorders and back pain.

Without forgetting that beauty is left, right and centre. This is why our medical SPA with Dr Regina Fortunato plastic and aesthetic surgeon, enhances the psychological benefit of a holiday with the physical benefit of non-invasive but high-performance treatments. Tone the body, reduce excess centimetres, smoothen wrinkles ... Would you like some examples? Ultherapy, the first non-surgical facelift that with a single session of micro focalised ultrasound regenerates the skin in depth. There is also the Sculpsure, which reshapes the body by reducing the fat of the abdomen, hips, legs, arms and even the back and then the K-Laser which helps the bio-revitalisation and bio-stimulation of the face and body.

The mild climate allows guests to enjoy the benefits of the Acquaforte Thalasso & SPA even during the winter months March to November in one of the most loved and



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sought-after coastal regions of Italy. The experience is enhanced by the provision of futuristic crystal domes which cover each pool individually allowing guests to admire the wonderful tropical garden in which they are immersed keeping the open-air feeling and contact with nature – a centre of excellence for remise en forme.

## CHILDREN'S WONDERLAND: A FAIRYTALE SUMMER!

Children's Wonderland is a child-size world of happiness and fantasy, a place where younger guests discover the joy of a holiday tailor-made for them located near the beach in a lovely corner of the resort, with its own private pool.

At the nursery for children up to 2 years and a mini club, also supervised by highly qualified staff trained and certified by Worldwide Kids, the global leader in hotel childcare management, the little guests can meet amazing playmates and discover new experiences.

At La Casa di Barbie™ (the Barbie House) they will find the themed activities of the Barbie™ Activity Center, the amazing play-space of the most famous doll in the world.

Mario's Village is a child-size scaled village of 9 themed houses for role play which include a fire station, mini-market, beauty center and cinema. Loved by children and photographed by everyone, Mario is a real macaw parrot who is our resort mascot.

The Mini-club is also the center of stimulating creative workshops - from ceramics, in collaboration with the best Sardinian artisans, to origami and balloon art, to the creation of futuristic objects with recycled materials. Spend part of the day on the beach or the evening in Piazza Luisa dancing wildly to the happy rhythm of baby-dance music or a breathtaking musical!

Mario's Restaurant, with child-size furniture, specializes in delicious food for children with a 'made-to-measure' buffet. Little ones can be accompanied by their parents or share lunch and dinner with new friends accompanied by the kid's club team.



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## **ACQUAPARK**

The Baia delle Palme pool has been recently transformed! On one side a swimming pool for swimmers and the Swimming Academy with Olympic-class equipment and 5 lanes of 25 meters. In the middle, an amazing Aquapark for children with 7 endless water slides which include 2 tunnels and 5 open air slides, and on the other side a paddling area with water games and a pirate ship with 'water cannons', where kids can become the legendary Jack Sparrow!

Parents can relax in the sun, or enjoy a snack or drink at the bar, while their children play or have swimming lessons with the swimming academy teachers. Enjoy!

## **JUNIOR GOURMET ACADEMY**

Get ready to become the most fearsome adversaries of the chefs who prepare the summer's cuisine at Forte Village!

Lessons at the Junior Gourmet Academy, where chefs from the resort's 21 restaurants take turns as teachers, are aimed at turning out enthusiastic new experts who, together with mum or dad, will have the chance to learn the secrets of some of the most famous dishes of traditional Italian and Sardinian cuisine. "Mamma Antonia's" fresh pasta, make the very best ravioli, fregola with clams and bottarga or "Malloreddus alla Campidanese." Take home the skills to prepare the wonderful taste of Sardinia, reawaken the memories of an unforgettable holiday, or make real pizza! Make muffins and cupcakes for a sweet finish, prepare sushi or finger food to nibble with an alternative Italian aperitif...strictly non-alcoholic!

Put on your apron and leave the rest to the chef! At the end of the lesson you'll be given a recipe book to remember your experience: it could be the start of a brilliant career as a chef!



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## LEISURELAND: PURE FUN

There is only one rule in Forte Village's **Leisureland**: "**don't stop having fun!**". Enjoy a drive on the super-fast **go-kart** track, a game on the eight **bowling** lanes, or a match on the **full-size grass football pitch**. Round off the day in style by letting your hair down at nights in the seductive **Forte Fortissimo nightclub** to the sounds of the latest hits from DJs and bands. Leisureland is great fun, and it's all there to discover for teenagers and the young at heart.

## MARVIN'S MAGIC ACADEMY

Calling all aspiring magicians! **Marvin Berglas** comes back to Forte Village!

Known around the world as the prince of illusion, he is a veritable institution for anyone who wants to learn the magic arts, leaving dropped jaws wherever he goes.

Remember the person who amazed the world by appearing every hour, every day for seven years on a gigantic moving billboard in Times Square? Well that was Marvin Berglas! Since then he has been driving his fans wild, including celebrities from the world of sport and show business, **with magic tricks and shows** that flirt with the fantastic.

Younger and older magicians can learn tricks from Marvin in the first magic academy in the resort, from tricks with cards and coins to more 'mysterious' illusions...but only at Forte Village!

## FORTE VILLAGE SPORT ACADEMIES

Football, rugby, basketball, tennis, cycling, swimming, boxing, table-tennis, go-karting ... the range at Forte Village Resort's over 20 sports academies can fulfil any wish!

**Four five-a-side fields with synthetic grass and a full-sized football pitch with grass; 13 tennis courts**, 12 of which are clay courts; two paddle tennis courts; a



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**Sports Academy Centre** - equipped with all the necessary infrastructure to host **Boxing, dance, fencing, chess, table tennis and the new climbing academy** - now open from May till September that alternate with a team of internationally acclaimed coaches. The resort's 'sports expertise' is unmatched in the range of sports, organization, sports training, sports facilities and experiences especially for the young.

The 2021 season will have numerous renowned athletes and some novelties:

## **NEW!**

the new Basketball Academy with the unbeatable Ettore Messina and the A|X Armani Exchange Olimpia Milano team but also Coastal Rowing, a recent sport with ancient roots and the Olympic goal in the crosshairs, and Climbing.

Among the reconfirmations that have contributed to creating the fame of the Sport Academies of the Forte:

## **Tennis Academy**

Our Tennis Academy has stood out for years thanks to its collaboration with Grand Slam champions, Wimbledon winners and some of the most famous international tournaments. Even the following season is dominated by a series of "second" sweeps that will leave you breathless. Some of the regular legends include the Swedish **Magnus Larsson**, the best ranking at number 8 in 1991, **Dominik Hrbaty**, nicknamed The Dominator, **Thomas Enqvist** and the Italian **Filippo Volandri**.

## **Chelsea Foundation Soccer Camp**

One of the most popular academies with players and coaches who participated in building the success of Chelsea. Some of the regular legends include **Tore André Flo** and legends to shake hands with, learn from and possibly tackle.



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## Rugby Academy.

Become a champion with some of the most famous names of English and Irish rugby, fully understand the origins of respect and the sporting spirit that have always been the basis of this team game. Rub shoulders with the likes of **"Will" Greenwood, Ben Kai, Austin Healey, Rachel Burford, Martin Johnson**, just to name a few, who will alternate from the end of May to the whole month of August.

## Fencing Academy

Instructors of the Italian Fencing Federation, not just verbal instruction but also physical 'striking with a foil'. The instructors will be supported during the season by a calendar of Olympic legends in this ancient and noble art like Valentina Vezzali (from July 12th to 17th) one of the best fencers and sports women with the highest number of gold medals, Stefano Pantano, one of the strongest competitors in the history of Italian fencing, from July the 5th till the 10<sup>th</sup> and Diego Occhiuzzi,

Lessons are Monday to Friday, from the end of May to September, and divided into two age groups, from 7 to 13 and from 13 upwards. Fencing with your dad could be an unforgettable experience!

## Freestyle Football Academy

Football Freestyle has become a sport on its own and it's constantly growing and gaining more and more fans. On the occasion of this year's European Football Championship and Olympic Games, kids can learn the best tricks with Marcel Gurk, one of the world leaders on this field and multiple Guinness World Record holder.

**Chess Academy** with the Russian Chess Grand Master, Anatoli Karpov, who was World Champion by the age of 23. He was the official world champion from 1975 to 1985 for the USSR and FIDE World Champion for Russia from 1975 to 1985. Karpov is a real legend for chess lovers and beginners who want to discover some of the





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secrets of his internationally-famous strategies. Participants will be split into two groups, beginners and more experienced players, who will have the privilege of being led by Karpov and his team through those "fast passages and slow manoeuvres" that made his rivals crazy.

**Cycling** lovers cannot miss the great opportunity to train with Paola Pezzo (11<sup>th</sup> -21<sup>st</sup> July) and Fabian Cancellara, one of the most successful cyclists in the history of this sport, present at the Bike Academy from 14 to 24 July.

Among the other unmissable appointments, Netball, Hockey, Cycling, **Boxing and Martial arts with Frank Buglioni**, Table Tennis, Dance and Go Kart. And also the Netball, Dance, Table Tennis, Standup Paddle and Swimming Lessons.

All courses, group or individual, are designed to meet the different expectations of younger guests and adults. There are also personal trainers who can develop tailor-made training programs.

Athletes can benefit from the techniques and technology of the **Performance Centre** of the **Forte Lab**. The Performance Centre offers a state-of-the-art training approach, ideal for both professional athletes and amateurs of all ages who want to set new personal goals. The methodology is based on the analysis to find a new balance created by the resolution of possible postural imbalances and, at the same time, by the insertion of new training methods, which customized per person on the basis of tests carried out during the course of the anamnesis. Each training course at the Performance Centre is designed to meet the individual needs of each guest, after a detailed check-up at the Forte Lab.

## THE NEW PIAZZA

Louis Vuitton first pop-up store in a luxury resort in Italy couldn't be anywhere else than right in the heart of the resort's shopping experience: the exclusive Piazza Luisa. Here guests will discover the highest Louis Vuitton savoir-faire through its exclusive selection of leather goods, ready-to-wear, shoes, travel items, textiles, watches,



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jewellery, accessories, fragrances and the design collection “Objets Nomades”, created by the most celebrated designers in the world.

Piazza Luisa, which is also ready to welcome the new Tod’s and Roberto Cavalli exclusive stores, over the years Piazza Luisa has become a real, sophisticated meeting place, with wooden columns that create covered spaces with bars and bistros, along a promenade that recalls the city fashion districts, with a selection of new designer boutiques including Brunello Cucinelli, Zegna, Versace, Balenciaga, Givenchy ...

## THE HISTORY OF FORTE VILLAGE RESORT

Forte Village Resort was launched in April **1970**, created by the remarkable vision of Lord Charles Forte, an Anglo-Italian hotelier and Chairman of the Trust House Forte chain. He was the first to recognize the tourism potential and peerless natural beauty of Sardinia’s south-western coast. In those days, it was just a pristine white beach and a flourishing pine wood surrounding the Villa del Parco. In April 1970, **Forte Hotel Village – the resort’s original name** – opened to the public, and the first guests arrived in the village bungalows and, shortly after, in the three-storey Hotel Castello.

Charles Forte’s aim was to offer a new kind of holiday, especially for young people and the sportiest guests. Although tourism in Sardinia was in its infancy, the original vision soon proved a winner. From 1974 to 1994 the resort was overseen by Francesco Pecorelli, and in 1989, the village officially took the name Forte Village, when the Hotel Royal Pineta and Hotel Villa del Parco opened their doors.

In 1994, Charles Forte acquired the Le Méridien company, and Forte Village became part of the group. The resort changed and, with it, the style of hospitality, with Lorenzo Giannuzzi’s appointment to head Forte Village. He has been running it ever since.

**Lorenzo Giannuzzi**, CEO and Managing Director of Forte Village, is **the man who has piloted the resort’s success for 26 years.**



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Born in Aiello, Calabro, in 1950, Lorenzo Giannuzzi studied at the world's finest hotel schools, from the Ecole Hôtelière de Lausanne to the University of Pennsylvania and Cornell University, completing his specialist education at its School of Hotel Administration.

In 1978, he began work at the Resort as a reception intern. It was love at first sight, although a glittering career would take him far and wide. Indeed, he has managed the Hotel Eden in Rome, Palazzo della Fonte in Fiumicino, the Grosvenor House in London, the Eurotel Montreux in Switzerland, Sandy Lane in Barbados, and Hotel de Fleur d'Epeé in Guadelupe, among others.

He has also been CEO of the Caribbean and Western Atlantic chain.

Lorenzo's remarkable managerial acumen has seen the multi-award-winning resort in Santa Margherita di Pula scale the heights of the international hotel sector with its unparalleled exclusiveness. Under his helm, Forte Village has focused its attention on an international target clientele looking for a sophisticated and elegant resort offering high-end facilities.

The Forte Village success story derives from a philosophy that has inspired its team for over two decades. It is based on an extraordinary combination of innovation, continuity and tradition, attentiveness to guests' needs and desires, the motivation and flexibility of its staff and, last but not least, its ability to offer a comprehensive choice of accommodation and services. **Forte Village is a 'one of a kind' resort which has become a genuine destination within a destination.**

## AWARDS AND PRIZES

Forte Village has won the **World's Leading Resort** crown at the World Travel Awards for the last 23 years in a row.

This prestigious award is joined by those won in 2019 such as the **World's Leading Sports Academy 2019** and **World's Leading Sports Resort 2019**, a tribute to its



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unique sport offer without parallel, **Italy's Best Wellness Retreat 2019**, Grand Prix Du Meilleur Hôtel En Europe at the Prix Villégiature (by a panel of 23 journalists from 15 countries around the world), Italy's Best Wellness Retreat at the World Spa Awards, Italia Travel Awards 2019, Best Resort at the Reader's Awards Food And Travel Italia and the Telly Awards

**Villa del Parco, the seafront Suites** and the **Villas** are members of the prestigious **Leading Hotels of the World** collection. **Hotel Castello** is part of the **Virtuoso®'s** exclusive portfolio of luxury travel partners

**Forte Village's international success**, the results achieved in over thirty years of experience, and its unrivalled service have been studied in a high-level **research project** published in America by **the Harvard Business School**.

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[www.fortevillageresort.com](http://www.fortevillageresort.com)

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