



Personalized Italy 

PRESS KIT
UPDATED 10 OCTOBER 2018

“Anyone who wants to get beyond the surface-level clichés and delve deeper into Rome’s artistic and architectural heritage would love this tour.”

CONDÉ NAST
Traveler

“We first met Annie Ojile in Rome where she brought Fathom founder Pavia Rosati on a whirlwind Vespa tour around the Eternal City. She’s since brought her effusive love for all things Italy and her fashion connections to Florence, where she now designs (or arranges) customized shopping tours.”

FATHOM
WAY TO GO

“Like the characters in Ferrante’s books, Luigi is Neapolitan and has been summering on Ischia since he was a kid.”

Fodor’s

“Skip St. Peter’s Basilica. Take a Cosmatesque tour of churches with Personalized Italy - Rome’s only tour operator that illuminates the story behind the marble-floor mosaics created by the Cosmati family in the 1200s.”

“Tour the island with Personalized Italy, which is launching tours that include spa time and trekking in former volcanoes.”

“Forget about dusty old books and college lectures—your charming guide Alessandra, who specializes in Medieval art history, brings churches like San Giovanni in Laterano, the Scala Santa, and San Clemente (aka the lasagna church) to life.”

AD
ARCHITECTURAL DIGEST

YAHOO!

JETSETTER



DISCOVER PERSONALIZED ITALY

Experts specializing in exclusive experiences and bespoke holiday planning, Personalized Italy is as close as 'getting under the skin of Italy,' as one can be. A tour company based in Rome, Personalized Italy leads and arranges private tours and experiences in Rome and Beyond. From private sailing trips off the coast of Ischia to the ultimate Roman experiences offering an insider's view of the Eternal City— all seamlessly orchestrated by Personalized Italy's hand curated team. With every last detail striking a balance between approachability and luxury, this expert team seamlessly pulls together an unforgettable holiday to remember for years to come.

WHO WE ARE

After more than a decade in luxury tourism and founding sister company [Scooteroma](#), Annie and Giovanni have carefully curated Personalized Italy's team of expert locals and licensed guides throughout the boot. In the true spirit of Italian culture, they take their passion and make it part of the portfolio. For their latest destination, Annie serendipitously discovered magical Ischia and now their clients are heading to this under the radar island for one of a kind experiences.

While *Personalized Italy* delivers the classic hits with ease they are truly experts in creating highly curated offerings such as their one of a kind Cosmatesque walking tour, vibrant street art spins through the city, urban photography walks, and bespoke shopping experiences. Embracing the perfect balance between American sensibility and Italian flair, they are experts in several regions including Rome, Naples, Amalfi Coast and more. Personalized Italy clients can expect an unparalleled holiday.

With Ischia rooted in her heart, read Annie's thoughts about her favorite island in the [OBSERVER](#).



COSMATESQUE ART WALKING TOUR WITH PERSONALIZED ITALY

FEATURES

Fodor's

This Is the Ischia of Elena Ferrante's Neopolitan Novels (June 2018)

Observer

Visit the Island of Ischia: The 'Lesser-Known Capri' HBO Is About to Make Famous (May 2018)

Condé Nast Traveler

Rome's Art & Architecture: Our Guide (March 2018)

Architectural Digest

Mistakes to Avoid in Rome (June 2017)

Jetsetter

9 Tours of Italy You Need to Take (July 2017)

Architectural Digest

The Top 20 Places to Travel in 2018 (October 2017)

Fathom

A Secret Shopping Tour of Florence (September 2015)

MENTIONS

Fodor's

Where to Weekend: The Island of Ischia, Italy (June 2018)

Romeing

The Luxury Way To Live The Modern-Day Dolce Vita In Roma (May 2018)

Yahoo!

The Top 35 Places to Travel in 2018 (January 2018)

CNN Travel

Vietri sul Mare, The Undiscovered Amalfi Coast (June 2017)

Oyster

Tuscany Faceoff: Florence vs. the Countryside (June 2017)

TV

CBS Sunday Morning News

Viva Vespa! (May 2017)

INTERVIEWS

The - M - Dash

6 Professional Women on Their Working Relationship with Social Media (July 2018)

Fabulous Muses

Scooteroma Tours with Annie Ojile (June 2017)

Huff Post

She Followed Her Dream To Italy (January 2014)

BLOGS

Livia Hengel

8 Great Ways to Enjoy Winter in Rome (February 2018)

Italophilia

Winter in Rome: 5 things to do (February 2018)

Italophilia

Street Art in Rome (March 2018)

My Corner of Italy

What to do in Rome in winter (January 2018)

Girl in Florence

Five Unmissable Experiences in Rome (December 2017)

Robyn Woodman

Heading to Rome? I have you Covered (February 2017)

An American in Rome

11 Things to do in Rome in Winter (February 2017)

Katie Dawes

Discovering the Mystic Cosmatesque Mosaic Style in the Churches of Rome (August 2017)

Heart Rome

Look Down. Rome's Precious Cosmatesque History (March 2016)

VIDEOS

Ali di Firenze

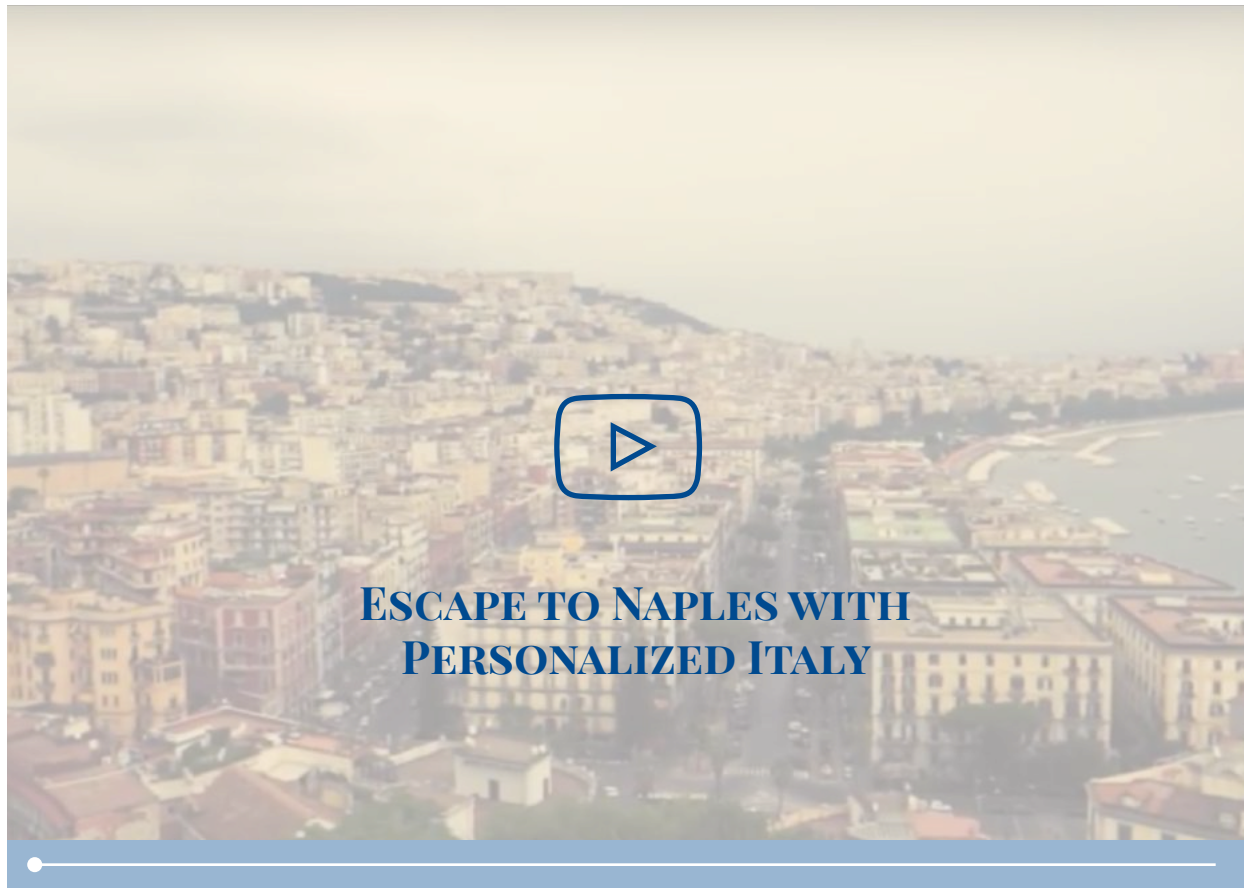
Winter in Rome (January 2018)

PODCASTS

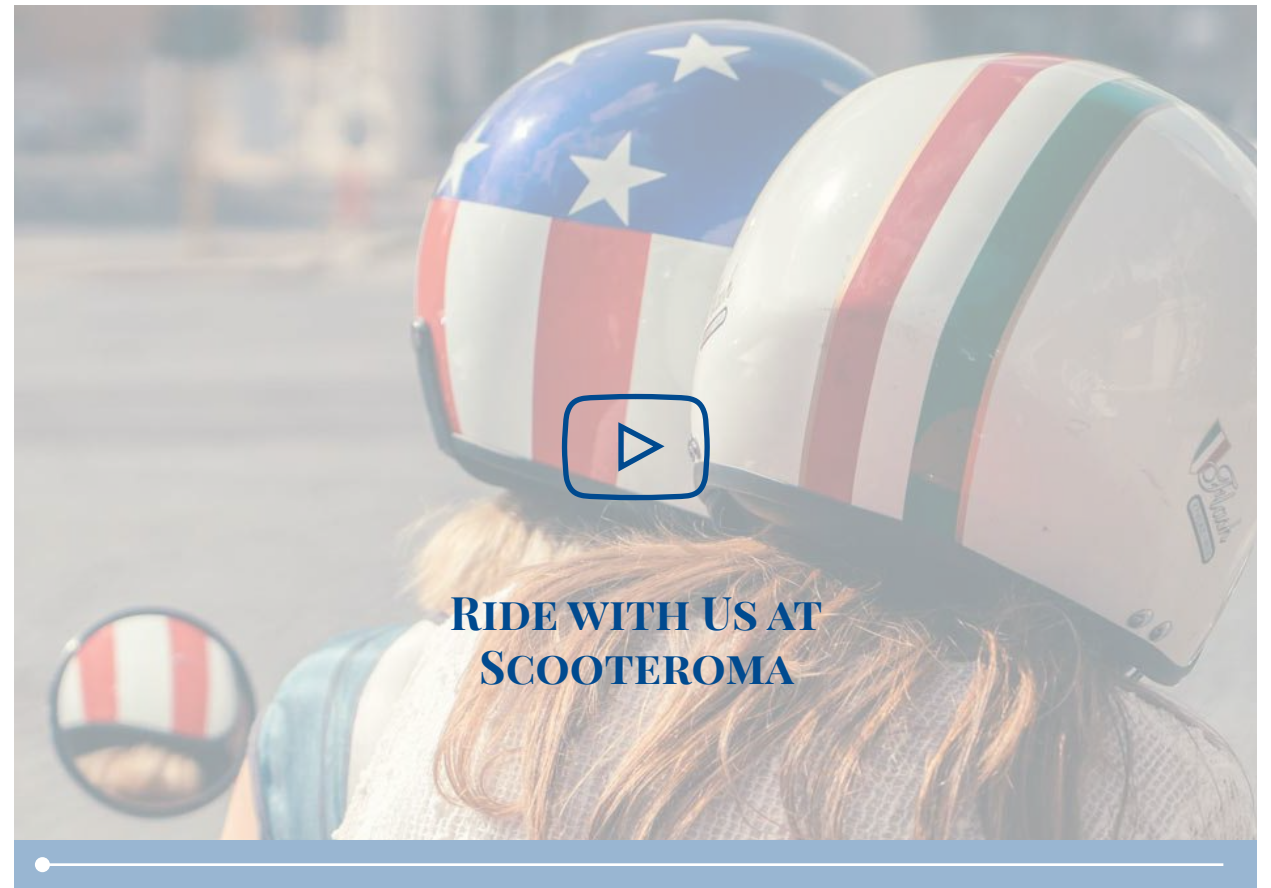
Total Tuscany

Episode 54 (April 2017)





**ESCAPE TO NAPLES WITH
PERSONALIZED ITALY**



**RIDE WITH US AT
SCOOTEROMA**



**FOODIE WALKING TOUR WITH
PERSONALIZED ITALY**



**SET SAIL TO ISCHIA WITH
PERSONALIZED ITALY**



Personalized Italy is accented by a calming spectrum of blues. Annie has hand picked a different shade to represent each region based on personal memories and feelings evocative of that place.

Whether you are transported by the pale blue walls of the Bardini Museum (a color Annie is now plotting to paint PI Headquarters), or mesmerized by the sparkling waters along the Amalfi Coast, you will notice these distinctive hues while traveling in *Personalized Italy* style.

Rome

Inspired by Michelangelo, the Renaissance superstar, you can easily spot this vibrant ultramarine pigment adorning his greatest work – the ceiling of the Sistine Chapel.

Plucked from the crisp blue sky of Ciociaria, this blue shade is ripe with nostalgia and signals wide open, deep breath inducing spaces characteristic of this area.

Beyond Rome

Florence & Tuscany

A favorite of Annie's and originating from the classic *'Della Robbia Blue'*, you will recognize this hue in the walls of the often overlooked, but hidden gem – the Bardini Museum.

With a history steeped in myths and legends, not to mention volcanoes and healing thermal waters; the island is a hidden treasure waiting to be discovered. Dive in, and lose yourself within the magical waters of Ischia.

Ischia

Naples & Amalfi Coast

With Naples anchoring the Amalfi Coast, marvel over the gritty street art before whisking away to the coast to soak up the brilliant blue waters of the Bay of Naples. Look down and spot the same bright hue featured in the intricately crafted ceramic tiles. This is truly a #fromwhereistand moment.

Venice

The unique blue tone of the canal waters shimmer an aquamarine right before your eyes. You will be left wondering if it was imagined or real in this dreamy city.