

# PALAZZO RICCI



REAL ESTATE WITH THE COMMUNITY AT IT'S HEART



# WHEN TALKING

about Palazzo Ricci it's impossible to isolate the project as a mere real estate development. Palazzo Ricci is much more. Consider how it started. An American businessman, who was previously in business with a British couple who had lived in the area for 20 years, was on holiday in Casoli with his family. He visited the Palazzo Ricci and fell in love with it and Italy.

Immediately he had the idea to bring the palazzo back to life. The idea at the beginning was not immediately clear, maybe it could be a hotel, maybe just some apartments.

But then the heart of the project fell into place: have a lot of people come to Casoli, fall in love with the area too. The countryside is breathtaking, the weather warm, the blue waters of the Adriatic Sea and the mountains, beaches and lakes provide so much entertainment for every age, and this, according to Travel & Leisure, make Abruzzo one of the best destinations to visit.



Therefore, in 2022 the idea of a Private Residence Club with fractional ownership was developed. 14 beautiful residences will be co-owned by 9 owners each, for a total of 126 new families in town.

*Abruzzo*



"The project had to give back to the community"



But this wasn't enough - the project had to give back to the community.

The locals were very enthusiastic about the restoration and intrigued by the refurbishing works. Palazzo Ricci wanted to make sure from the start of the project that only local professionals were involved.

From the building company based in Vacri, a town forty minutes away from Casoli, that has many years of experience in historical building restorations, to all the technicians working on the electrical and plumbing systems and the businesses providing floors, kitchens, windows and shutters; all are a short drive from Palazzo Ricci.

Also the staff working daily at Palazzo Ricci will be selected locally.





# BORGHI PUI BELLI

"The unique warmth of the Casolani people"

"We want our owners to really feel at home and we will make that happen with both the Palazzo's five star services and with the unique warmth of the Casolani people that they will meet in the streets, at the local street market on Friday morning, in the shops, restaurants and all the activities that our owners will do while being at Palazzo Ricci for their holidays" – Says Valeria Milano, Owner Relations Advisor at Palazzo Ricci.

The Palazzo's project is supported by the Casoli administration and the *Borghi più belli d'Italia Abruzzo e Molise* organisation that understand the potential of this project for the whole town. The team recently received the news that they will present Palazzo Ricci at the national Borghi event in September as the example on how to bring old towns back to life.

All Casolani are looking forward to the rebirth of the Palazzo, which since the early 1800s was a cultural and social hub for Casoli.

Talking about the love for the people in Casoli, Palazzo Ricci strongly supports the "La Cooperativa sociale Voloentieri" in Casoli, an organisation built by two amazing ladies that wanted to create a space of inclusion and talent, where both women and men with any kind of disability can go there and spend their time in creating something that they can feel pride in.

## *Inclusion and talent*

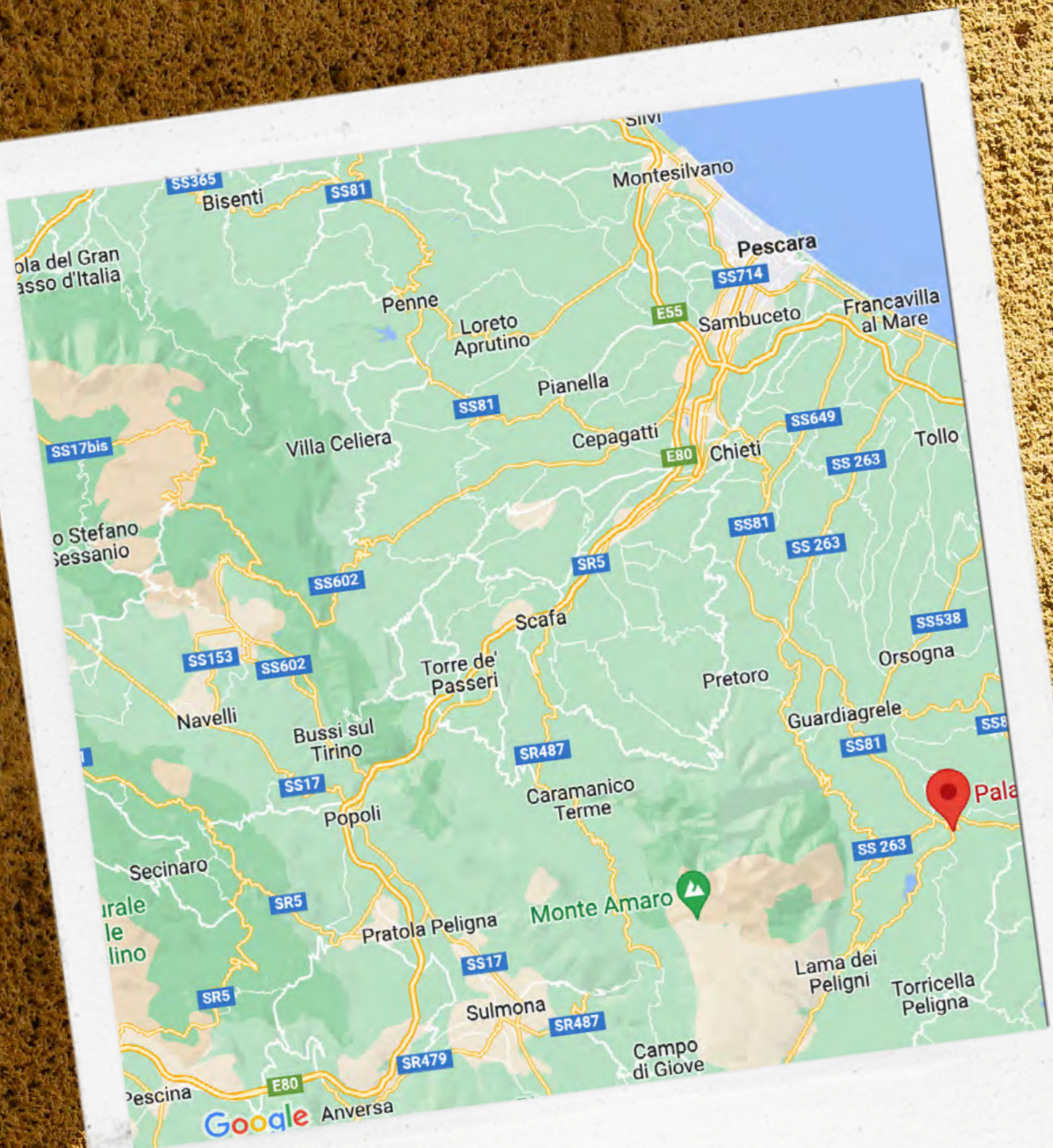
The ladies from the Cooperativa are so great in using antique looms that they create linens and interior textiles, that take inspiration from the old textile tradition and designs, that will be put in every residence at Palazzo Ricci.

I am sure you now want to visit Casoli and see all these things first hand!

Palazzo Ricci offers the possibility to join one of the Experience Tours that take place almost every month of the year, during which the local staff will take you inside Palazzo Ricci during the renovation, around Casoli and Abruzzo and you can experience some of the amazing activities you could do as an owner, from cooking classes, to ebike rides, hiking walks, delicious restaurants thereby creating unforgettable memories.







# Palazzo Ricci

CASOLI, ABRUZZO