

Living the dream

Celebrating 15 years of **Appassionata**, delivering holiday home dreams in Le Marche



Appassionata is one of Europe's most successful and inspiring fractional ownership companies, offering luxury Italian living to more than 60 property co-owners worldwide. Since its launch in 2009, Appassionata has purchased, developed, designed, furnished, and sold fractional shares in six beautifully appointed developments, all in the beautiful region of Le Marche.

Many people dream of owning an idyllic, second home in Italy, an escape from the rat race and the chaos of everyday life. They are often discouraged by the thought of navigating their way through foreign legislation, unfamiliar builders, not to mention the cost of renovation and maintenance of a property whilst they are not in residence. Fractional ownership with Appassionata takes all that stress away.

The prospect of owning your own Italian holiday home can seem very out of reach, especially when holiday homeowners rarely use their home all year round.

"The expense of buying a holiday home outright, along with the annual running costs seemed crazy, when you may only use the house for an average of 40 nights a year. That is why Appassionata was born!"

THE SUNDAY TIMES

THE ADVANTAGES OF FRACTIONAL OWNERSHIP

- **LIFESTYLE PURCHASE**
Excellent alternative to outright ownership.
- **FLEXIBLE RESIDENCY CALENDAR**
At least 4 weeks residency each and every year.
- **ANNUAL RUNNING COSTS**
Pay only 1/2 of the annual costs.
- **ECONOMIC SENSE**
A fraction of the whole ownership cost and upkeep.
- **CONFIDENCE**
Over 60 owners can attest to this system of shared ownership.
- **ASSET**
Easy to pass on to future generations.
- **SIMPLE REALES**
Proven resale program, with positive returns.
- **PROPERTY MANAGEMENT**
Peace of mind with a family-run management company.
- **YEAR-ROUND COMMUNITY**
It's just like coming home.
- **LOCATION**
Breathtaking beauty, close to sea and mountains.

DISCOVER PALAZZO SCARSINI

The latest property offering from Appassionata is **Palazzo Scarsini**, probably the most challenging and rewarding of all the projects they have completed.

Only 4 shares left!

An elegant and spacious 16th century palazzo with frescoed ceilings. Palazzo Scarsini is situated in the centre of the vibrant, historic town of Petritoli, which has just been added to the list of Italy's most beautiful villages known as *I Borghi più Belli d'Italia*. Offering more than 435 m²/4,700 ft² of luxurious living and just a short drive from the coast and mountains, this is a unique and rare residence, listed by the Italian Cultural Ministry, with original features throughout – many recently discovered after centuries of being covered over.

This stunning home has four large bedroom suites, all with ensuite bathrooms and air-conditioning, spacious open plan living spaces, a formal salon, and an incredible 50m² south-facing terrace. A spa, gym and wine cellar have been created under the 15th century vaults – providing an amazing space to relax and enjoy the tranquillity of this remarkable home. There are only four shares left in this stunning property and it would be advisable to get in touch with Appassionata as soon as possible if you would like more information.



The palazzo retains many original features



Palazzo Scarsini is in the centre of historic Petritoli



The spacious ensuite bathrooms have stunning views

In conversation with Michael Hobbs, co-founder of Appassionata, he reflects on the journey so far



"The last fifteen years have gone by so quickly; it feels like only yesterday we flew to San Francisco for a three-day conference on fractional ownership and everything fell into place for the family lifestyle business we wanted to create in Le Marche," says Michael Hobbs.

Our first project, Casa Giacomo, was a great learning curve and quite a challenge as we still didn't really speak Italian and we had no idea where to source things. Most of the time was spent with our heads in a dictionary, driving around in circles trying to find artisans with no street names and no GPS. It was slightly daunting, but we looked on it as an adventure, we laughed a lot and enjoyed the odd glass of wine too!

As many of our friends were settling into middle age back in England, we yearned for a different sort of existence. The idea of creating beautiful properties for other like-minded people, who wanted a share of what we had discovered in this untouched region of Italy, became our passion. Involving our children as the business developed was a bonus and allowed us to stamp a truly family feel on the enterprise created.

Now, fifteen years later with more than 60 owners and six projects, we really appreciate how lucky we are. Doing something we love and meeting so many wonderful people.

Le Marche is a magical holiday destination that captures the essence of authentic Italian life. Rich in culture and history, and with strong family values. The region has so much to offer in terms of activities and excursions and provides year-round entertainment for all. Endless golden beaches, yacht-filled marinas and picture-postcard hilltop villages provide fun in the sun, whilst the majestic Sibillini mountains provide the backdrop for hiking, biking, and climbing and winter sports such as skiing and snow-walking.

Le Marche has certainly held on tight to its innate sense of timelessness and authenticity. Today's travellers want to experience a real taste of Italy but without compromising on comfort, style and amenities. The growing desire for luxury and bespoke vacation experiences is clear, and discerning travellers increasingly want the very best of both worlds from their chosen destination, in terms of location and facilities.

After 15 successful years based here in Le Marche, Appassionata believes it has achieved just that." ■



The elegant hand-built kitchen



The magnificent terrace enjoys south-facing vistas

Images © Mark Bolton Photography

"Fractional ownership with Appassionata was a much more pragmatic approach to owning a home in Italy. The properties are meticulously restored, and fractional ownership was the solution to all of the expense and hassle of overseas home ownership"

APPASSIONATA OWNERS, PENNSYLVANIA, USA

GET IN TOUCH

To find out more information about Appassionata's properties or to book your 2024 Discovery Visit, email enquiry@appassionata.com, call +44 (0)7711 776440, or visit www.appassionata.com