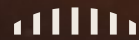


An aerial view of an airplane wing extending from the left side of the frame towards the center. The wing is dark against the bright, golden light of a sunset. The sun is a large, glowing orb on the right side of the image, casting a warm, orange glow over the entire scene. Below the wing, a cityscape is visible, with buildings and streets illuminated by the low sun. The sky is filled with soft, wispy clouds, and the overall atmosphere is serene and majestic.

ACCADEMIA DEL CAFFÈ ESPRESSO

Travel & learn experience



Accademia Del Caffè Espresso

Accademia del Caffè Espresso is a multifaceted platform: a meaningful place to build on one's personal and professional growth, on fine dining and living experiences, on cultural and networking opportunities, on leadership and educational knowledge - all in the breathtaking setting of an industrial heritage site overlooking the city of Florence, Italy.

We believe Accademia is not only a touristic destination but a physical hub for our community, a bundle of expertise, an example of Italian culture, of artisanal excellence, of sustainability and of relationship-building. Join us in welcoming our members, partners and friends.

“Benvenuti” / Welcome!

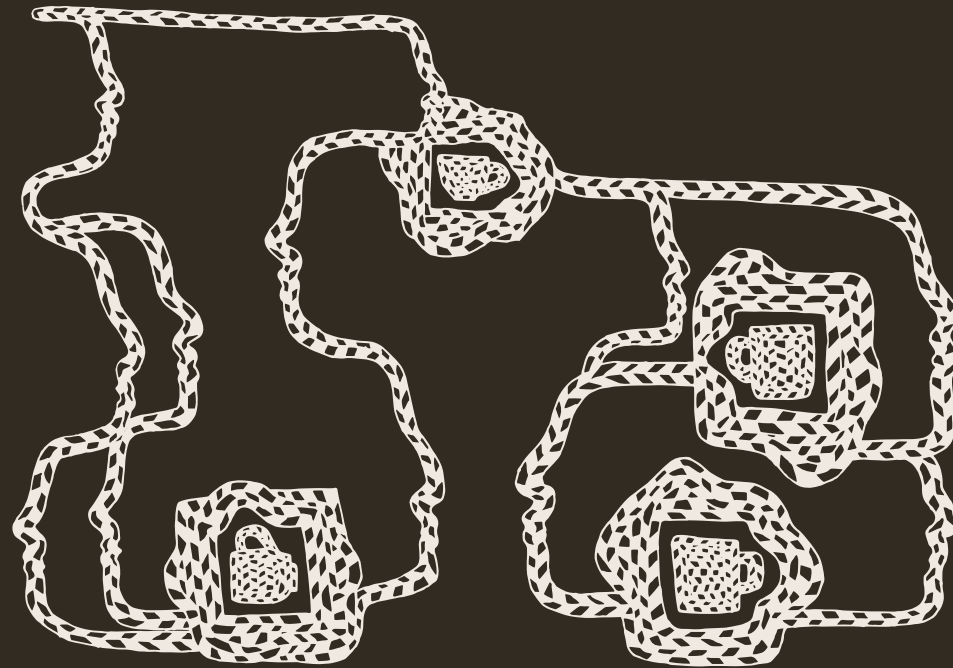


**Tuscan
experience**

Beyond barista basics

**Design
& engineering**

Craftmanship



**Coffee
renaissance**

Education & research

**Espresso
culture**

Italian lifestyle

A WEEK-LONG PROGRAM

MON
1

DAY 1 - Tour the Accademia del Caffè Espresso and walk through the corporate museum of La Marzocco, its exhibits, multisensory displays and laboratories. Meet The Makers at Officine Fratelli Bambi. Lunch and special gastronomic experiences follow.

TUE
2

DAY 2 - Learn about coffee history and culture, the evolution, rituals and trends that have brought us to today's specialty coffee movement. Talk about all things Origin - Plants - Sustainability with agronomist Massimo Battaglia inside one of the largest coffee greenhouses in Europe.

WED
3

DAY 3 - Get ready for a series of coffee transformation workshops, from roasting and extraction - all the way to Latte Art techniques! You will then taste many different espresso recipes during a fun Florentine Café Tour & Scavenger Hunt program.

THU
4

DAY 4 - Tour the La Marzocco factory and the fascinating medieval "Mugello" region in which it resides. Breathe the "True Artisan Philosophy" and deep-dive into handmade coffee machine design and mechanics with our Aftersales and R&D team.

FRI
5

DAY 5 - Savour some time to sit back and relax in beautiful Tuscany, go sight-seeing, or alternatively, decide to top off this immersive week with a People & Culture mentorship class to learn, exchange and develop leadership, marketing and branding skills.



MON
1TUE
2WED
3THU
4FRI
5

Your memorable Monday blend

Accademia, a global cultural destination

LEGACY

VISION

EXPERTISE

FARM TO TABLE

Guided Tour at Accademia - La Marzocco's former factory, home to its coffee culture and innovation hub in one of the most renowned and breathtaking locations worldwide.

Meet The Makers - explore the True Artisan Philosophy and wonders of bespoke machines at Officine Fratelli Bambi.

Enjoy a delicious lunch cooked by in-house Chefs.

Indulge in an authentic Wine or Olive Oil tasting from local producers - Take your pick!

ACCADEMIA

MON
1

THU
2

WED
3

TUE
4

FRI
5

Your Tuesday journey

Through time, space...and kitchen!

ORIGINS & SENSORY
COFFEE & CULINARY XPS
HISTORY & SUSTAINABILITY

Spend a day with us to discovering another perspective and approach to beans and nuances from different plantations ... and what an Accademia-conducted multi-sensorial session can taste like.

Take part in the “History of Coffee” class on the evolution of coffee culture, rituals and trends up until the XXI century, on the specialty era and on what Coffee Renaissance means today, in Italy and abroad.

Join an interactive meeting with agronomist Massimo Battaglia to appreciate and breathe the Greenhouse Air Factory while addressing sustainable themes, opportunities and challenges.



MON
1THU
2WED
3TUE
4FRI
5

Your Wednesday grind of classes & coffee shop tours

Wonders & Wandering around town

ITALIAN ROAST & SKILL
COFFEE EXPERIENCES
PROCESSING

Participate in interactive hands-on workshops to acquire notions and skills on how to transform coffee: from the basic principles of roasting beans, to the parameters of espresso extraction, and the tricks to steam milk and pour Latte Art figures.

Immerse yourself in the heritage and beauty of the city of Florence - and its bars & cafés landscape - as we accompany you on a fun Guided Tour and Scavenger Hunt program.



ACCADEMIA

MON
1

THU
2

WED
3

THU
4

FRI
5

Your “handmade-in-Florence” Thursday

How it's made, from Mugello to world

FACTORY

CRAFT

MANUFACTURING

MAINTENANCE

Welcome to our Home! Encounter the birthplace of La Marzocco products, where you will be introduced to our team, showrooms and factory floor - and to a tailor-made technical workshop with our Aftersales, R&D and True Artisan... and let's deep-dive into all things espresso extraction.

Savour a coffee break and homemade lunch on our terrace, with a view, followed by a fascinating medieval tour of the local neighbourhood, where we will unveil coffee, culinary and artistic gems from the territory, walking by a world renowned Race Circuit, an organic farm and one of the most celebrated, historical knife-makers from around the globe.



MON
1THU
2WED
3TUE
4FRI
5

Happy Friday!

Wrapping up the week, while embracing People&Culture

TRAVEL & LEISURE
CONNECTION
TOURISM & TREATS

May you come as guests and leave as friends. Learn more about what we believe is the competitive edge, the “WE”, our community and network, our People & Culture, and book your half-day mentorship program with La Marzocco executives to talk about leadership and “Next Gen”, exchange best practices in coaching and management.

In alternative...

Have some well-deserved free time or add one extra touch of “Tuscan living” to your trip and landmarks by venturing into original sightseeing and touristic attractions or even take a few-hours-pitstop at the “Barberino” fashion outlet for some shopping and for a stylish pause to this week’s caffeine fix & mix.



A bit about Accademia

Nestled among the hills which encompass Florence, overlooking its picturesque Renaissance landscape, lies a marvelous example of industrial architecture restored to its former glory. This building is home to Accademia del Caffè Espresso. A visionary project, Accademia was born from what was once the old factory of La Marzocco, or “The Workshop” as its workers called it. Inside these walls a small group of brilliant craftsmen changed the world’s understanding of espresso machine mechanics through innovation.

Deeply knowledgeable about the technology tied to the coffee extraction processes and passionate about crafting machines by hand, Accademia del Caffè Espresso became the cradle for industry leading technology. Today, Accademia is an open and shared space, attracting visitors to generate passion and expertise on the all-Italian and now global ritual of espresso. Inside Accademia, visitors can engage with interactive displays, showcasing decades of research, to develop an understanding behind the importance of using raw materials and a skilled approach to coffee roasting and extraction processes.



ACCADEMIA

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Pian di San Bartolo
50014 Fiesole (Fi), Italy

TRAVEL & LEARN EARLY BIRD RATE =
1,600€ + VAT (WHEN APPLICABLE)

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