


An ornate, classical-style interior space, likely a grand hall or library. The walls are covered in intricate murals and frescoes, featuring architectural details like arches and columns. The ceiling is also highly decorated with painted elements. The room is furnished with several grey sofas, armchairs, and a coffee table. A brass railing is visible in the foreground. The overall atmosphere is one of historical elegance and luxury.

Be *in* Italy

PREMIUM EXPERIENCES

2025

AMALFI, SORRENTO AND THE GULF OF NAPLES

An aerial photograph of a coastal town, likely Amalfi, Italy. In the foreground, a large, ornate dome with a mosaic pattern sits atop a church. The town's buildings are built on a steep hillside, featuring warm-toned facades and terracotta roofs. The sea is a vibrant turquoise color, with several small boats scattered across the water. The overall scene is a picturesque representation of the Amalfi Coast.

A BREATHTAKING COASTAL ESCAPE, WHERE
DRAMATIC CLIFFS, COLORFUL VILLAGES, AND
THE AZURE SEA REDEFINE MEDITERRANEAN
ELEGANCE

The Anacapri experience

📍 Anacapri

🕒 6 hours

🚗 Self driven vintage car

🚩 Villa San Michele - Aperitivo - Dinner

Start your journey boarding a vintage car or bus and heading to the enchanting Villa San Michele.

Take a stroll through the streets of Anacapri and visit a local bottega to see artisans at work.

Continue to the Church of San Michele Arcangelo, famous for its stunning Majolica-tiled floor, before enjoying a traditional aperitivo at the luxurious Relais Chateaux Caesar Augustus, known for its breathtaking views.

End the tour with an exclusive dinner under a canopy of lemon trees in the Secret Garden—a truly magical experience.

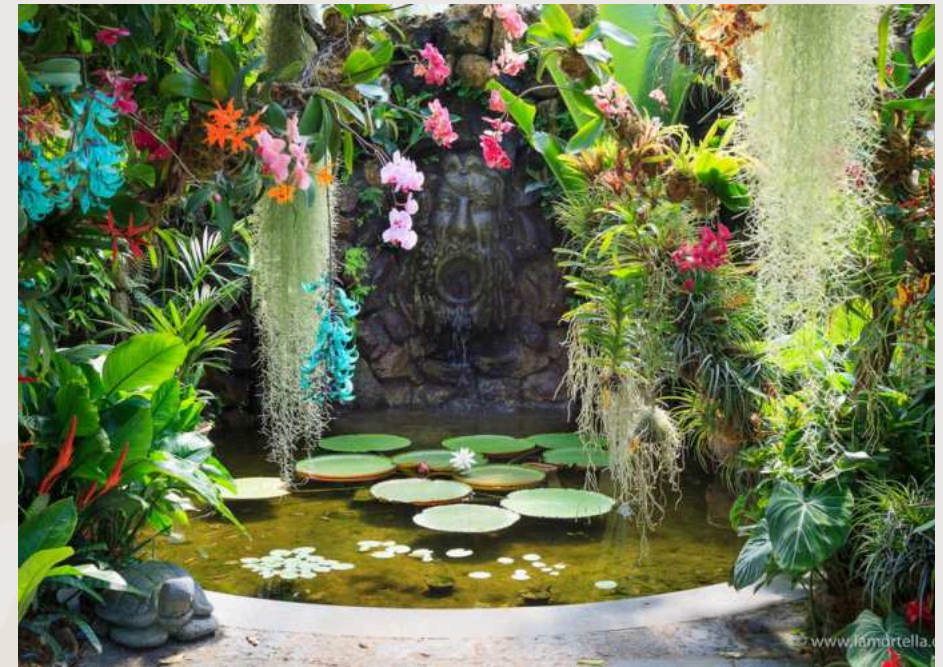


A day of beauty, history, and relax

- 📍 Ischia
- 🕒 Full day
- 🚗 Driver at disposal
- 🏰 Giardini la Mortella - Aragonese Castle - Dinner in vineyards

Immerse yourself in the natural and historical treasures of Ischia. Begin with a visit to the enchanting Giardini La Mortella, a lush botanical garden offering breathtaking views and a peaceful atmosphere. Then, relax and rejuvenate at the renowned thermal baths, with exclusive access (upon request). Continue to the iconic Aragonese Castle, perched atop a hill and accessible by a scenic hike, where history and spectacular vistas await.

Conclude your day with a typical dinner in a vineyard, savoring local delicacies while the sun sets over the Mediterranean.



Cooking class on the Amalfi Coast

📍 Ravello

🕒 6 hours (10AM-4.00PM)

🍴 Private cooking lesson - lunch

👥 2 - 12

Enjoy Michael Jordan's and many other Hollywood stars' favorite culinary adventure overlooking the Amalfi Coast. Join a local host in her kitchen and learn the secrets of traditional Italian recipes. The experience is more than a cooking class, it is an immersion in authenticity and local traditions in a beautiful property with terraces and gardens. The lemon and fruit trees, flowers, vegetables cultivated make the hosts' cuisine fresh and organic.



EXPERIENCE



Talk to Matteo

Sorrento nights, Great Gatsby's way

📍 Sorrento

🕒 TBD

🏠 Venue - dinner

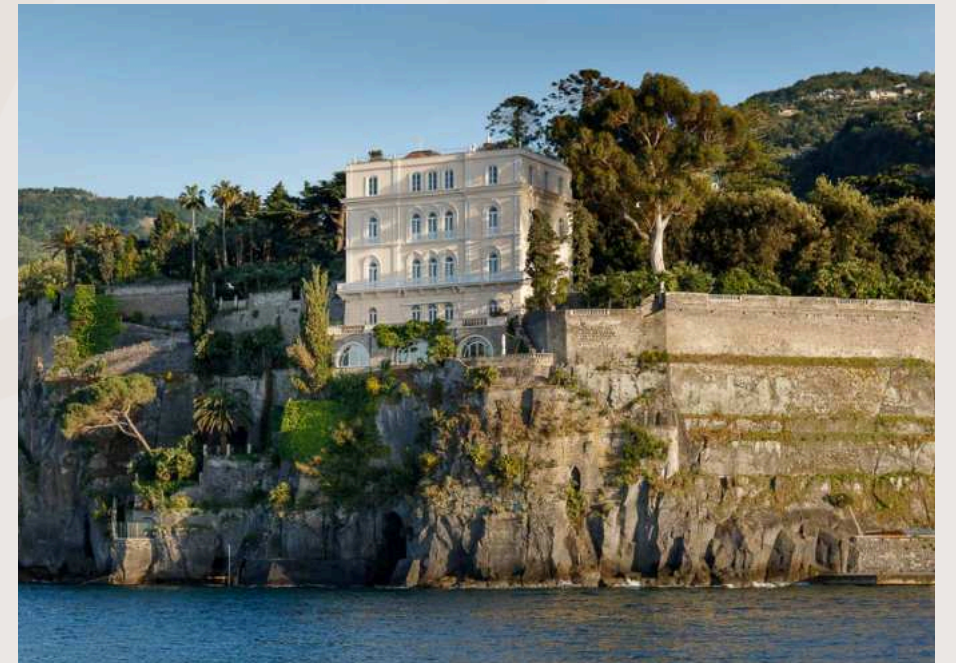
👥 2 - 200

Perched on a cliff overlooking the Bay of Naples, this location is renowned for its breathtaking views and rich history.

The exquisite interiors are filled with a museum-worthy collection of Greek and Roman antiques,

The lush gardens with antique artifacts lying everywhere and panoramic sea views is the option to host events al fresco under the stars or inside one of the many salons.

Luxury accommodation with 6 suites is also available for guests upon request.



EXPERIENCE



Talk to Matteo

FLORENCE



THE CRADLE OF THE RENAISSANCE, WHERE
ARTISTIC MASTERPIECES AND TIMELESS
BEAUTY CREATE AN UNPARALLELED CULTURAL
EXPERIENCE

Florence Secret garden escape

📍 Florence

🕒 3 hours

🚗 Driver at disposal

🚩 Guide - Giardino delle rose - Torrigiani private garden

👥 2 - 11

Discover Florence on a secret garden tour that unveils the city's hidden gems. Begin at the renowned Rose Garden, a picturesque oasis adorned with vibrant blooms and breathtaking views of the city and the iconic Ponte Vecchio. Next, stroll to the serene Chiostro of Santo Spirito Church, where the tranquil cloister invites quiet reflection, surrounded by stunning Renaissance architecture. Continue your journey to the Torrigiani Garden, one of the largest private gardens in Florence, featuring lush greenery, ancient trees, and sculptures that narrate the story of Florentine nobility.



Luxury artisan tour

📍 Florence

🕒 4 hours

🚗 Driver at disposal

🏭 Silk factory - Leather factory - Marbled paper workshop - Mosaics factory - Guide

👥 2 - 11

Join an unforgettable Luxury Artisan Tour in Florence and explore the city's rich craftsmanship heritage. Guided by a local expert, visit talented leather artisans creating exquisite handbags and observe the intricate leather-making process. Afterwards, immerse yourself in jewelry-making with skilled goldsmiths and silversmiths. Discover Florence's textile traditions by connecting with renowned tailors and textile artists, witnessing their delicate weaving and embroidery. Wrap up your tour with a leisurely stroll through the picturesque streets, enjoying the stunning architecture and vibrant atmosphere.



Talk to Matteo



Wine tasting in a historical palace

📍 Piazza della Signoria

🕒 1,5 or 2,5 hours

🚗 Driver at disposal

🚩 Wine tasting - Tour

👥 2 - 10

Visit a private noble palazzo with luxurious interiors and panoramic views, perfect for unique events.

Nestled in Palazzo Vecchio's shadow, each corner and window echoes 500 years of history for both the family and Florence.

End the tour of the property with a drink or a wine tasting.



Art Dinner in a Private Gallery

📍 Piazza della Signoria

🕒 TBD

🚪 Gallery access - dinner

👥 10 - 30

A former church of the Archangel Raffaello converted into a gallery, displaying sculptures and statues for over 200 years. Its historic charm creates the perfect atmosphere for an exclusive dinner or special event.



Weaver for a day

📍 Florence

🕒 4 hours

🏠 Workshop

👥 1 - 4

A unique experience to learn the art of weaving and its secrets using the historic warping machine from the 18th century, constructed according to Leonardo da Vinci design.



Private event in an antique silk factory

📍 Florence

🕒 TBD

🍽️ Dinner - exclusive access to the location

👥 Up to 80

An exclusive lunch or dinner in a truly unique atmosphere: an antique silk factory in the heart of Florence.

The workshop will close its doors for the occasion to allow guests to fully enjoy its wonders.



Make your own perfume

📍 Florence

🕒 2 hours

🏠 Workshop

👥 2 - 6

Composed by a Master Perfumer you will have the chance to create a unique personalized fragrance developed during an intimate two-hour meeting, following the guest's description of their desires.



Talk to Matteo





MARCHE

ITALY'S HIDDEN GEM, WHERE ROLLING HILLS,
MEDIÉVAL TOWNS, AND PRISTINE BEACHES
SHOWCASE UNSPOILED BEAUTY AND
AUTHENTIC CHARM.

The King's night

📍 The fortress of Acquaviva Picena

🕒 2,5 hours

🚗 Driver at disposal

🚩 Guide - Aperitif

👥 2 - 6

Embark on a private, intimate tour of the historic fortress of Acquaviva Picena, with our expert guide offering rich insights into the fort's history and architectural marvels.

As the tour concludes, you will be welcomed onto one of the fortress terraces for a special aperitif experience, where you can savor local flavors and panoramic views.



EXPERIENCE



Talk to Matteo

Marche & Abruzzo wines.

Off the beaten path Italy

📍 Piceno Valley/Abruzzo

🕒 Half day

🚗 Driver at disposal

🍷 Wine tastings

👥 2 - 12

This trip is an incredible journey where you do not only taste wine, you learn about the history of the wineries, meet the owners and fall in love with the incredible views of the locations we have chosen for you. You will be able to compare the wines of these two regions, a real off the beaten paths experience that will make you fall in love with Marche and Abruzzo.



Talk to Matteo





MILAN

ITALY'S STYLE CAPITAL, WHERE CUTTING-
EDGE FASHION, WORLD-CLASS ART, AND
TIMELESS SOPHISTICATED CONVERGE.

The Monza experience

📍 Monza

🕒 TBD

🚗 Driver at disposal

🚩 Royal Palace entrance - guide - Autodromo Nazionale Monza special access

Experience a private tour of the elegant Royal Palace, exploring its breathtaking gardens and rich royal history. Afterwards, enjoy an exclusive visit to the Autodromo Nazionale Monza, where motorsport experts will guide you behind the scenes and on the legendary circuit, offering you an insider's perspective of this iconic racing venue.



Live la Dolce Vita in Franciacorta

- 📍 Franciacorta, Lake Iseo
- 🕒 Full day
- 🚗 Driver at disposal
- 🍷 Wine tastings - Michelin starred lunch - Guide - Riva boat tour

Escape the hustle and bustle of Milan with a day trip to the beautiful Franciacorta Wine Region. Visit two wineries and sample three highly acclaimed Franciacorta wines, as recognized by some of the most prestigious oenological guides in the world.

Enjoy also a Michelin-starred restaurant in Franciacorta, with wine included.

In the afternoon, an expert guide will accompany you on a Lake Iseo tour to discover its natural beauty aboard the luxurious Aquarama motorboat by Riva.



Behind the scenes of the Scala Theatre

📍 The Scala Theatre

🕒 1,5 hours

🎫 Special access

👥 1 - 10

Experience an exclusive behind-the-scenes tour of one of the world's most prestigious opera houses, the Scala Theatre, and explore some of its most exciting areas.



Talk to Matteo



Explore Milan's secret treasures

📍 Milan Brera

🕒 TBD

🚗 Driver at disposal

🚩 Special access

👥 1 - 10

Discover Renaissance masterpieces by Titian, Raphael, Botticelli, and Brueghel at the Library and Art Gallery, featuring the famous Cartoon for The School of Athens and Caravaggio's Basket of Fruit. Visit the historic reading room with pages from Leonardo's Codex Atlanticus, and explore the Roman Forum and San Sepolcro Church, uncovering Milan's rich history.

This tour allows you to visit the Aula Leonardi and Sala Federiciana with the Codex Atlanticus, the Galbiati Wing, the Church of San Sepolcro and the archaeological excavations of the Roman Forum.



Talk to Matteo



A house museum in the center of Milan's fashion district

- 📍 Milan
- 🕒 Variable
- 🚫 Special access
- 👥 1 - 10

This house museum is one of the most significant and best-maintained in Europe.

Nestled in the heart of Milan, this mansion can be privately visited and is the perfect setting for special occasions or events.



The capital of fashion walking tour

- 📍 Milan
- 🕒 3 hours
- 📖 Experience
- 👥 1 - 3

If you are passionate about fashion, enjoy an exclusive walking tour where you will uncover the secrets behind the origins of renowned Italian designers, from Armani to Versace. Explore iconic boutiques, hidden treasures, and emerging talents in the famous Quadrilatero district and learn about the legends of Italian fashion along the way.



EXPERIENCE



Talk to Matteo

Shopping experience with stylist in Milan

📍 Milan

🕒 3 hours

🚗 Driver at disposal

🚩 Experience

👥 1 - 3

Immerse yourself in the heart of Milan's Fashion District with a bespoke shopping experience. Led by renowned stylist, this tour offers unparalleled access to Milan's iconic designer boutiques, hidden vintage gems and high-end perfume shops. Enjoy personalized style consultations, private chauffeured transport and an insider's guide to the finest in Italian fashion.



EXPERIENCE



Talk to Matteo



MODENA

THE HEART OF ITALY'S MOTOR VALLEY,
WHERE LEGENDARY SUPERCARS LIKE FERRARI
AND MASERATI MEET WORLD-RENOWNED
CUISINE AND CULTURAL HERITAGE.

Private visit to the Ferrari museums

📍 Modena + Maranello

🕒 2 hours

🚗 Driver at disposal

📄 Guide - Ferrari Museums of Maranello and Modena

👥 1 - 12

Experience a private guided tour at the Ferrari Museums in Maranello and Modena, where you can explore both exhibitions. This customized experience will take you through the Ferrari legacy, highlighting the history of Enzo Ferrari, the achievements in Formula 1, the latest exhibits, model displays, and themed exhibitions currently on view.



EXPERIENCE



Talk to Matteo



ROME

THE ETERNAL CITY, WHERE TIMELESS HISTORY MEETS SOPHISTICATED MODERNITY. A HARMONIOUS BLEND OF ART, CULTURE, AND CULINARY EXCELLENCE.

Secret Vatican

📍 Vatican Museums (partial), Sistine Chapel, Vatican City

🕒 2 hours (5.00 -7.00 PM)

🚗 Driver at disposal

🚩 Exclusive access - Guide

This is our special tour of the Vatican, the diplomatic way. Meet your art historian and get inside the Vatican through a special access not reserved to public. Visit the Sistine Chapel right before its closure (very few people), the Room of Tears (where the Pope gets dressed after the election), Sala Regia, Sala Ducale, Cappella Paolina, San Damaso's Courtyard, Cardinal Bibbiena's Loggia and all three levels of the Raphael's Loggias, one of the masterpieces of the Vatican city.

Except the Sistine Chapel, all areas are closed to public.



Vatican Museums' key keeper pre-opening tour

- 📍 Vatican Museums (partial), Sistine Chapel, St. Peter's Basilica
- 🕒 3,5 hours
- 🚗 Driver at disposal
- 🍷 Special Access - Guide - Breakfast in the Vatican

This exclusive private visit takes place before the Vatican Museums open to the public, offering a unique journey through some of the most revered spaces within the Museums.

Participants will accompany the Clavigero, the key custodian, on an extraordinary tour, enjoying the privilege of personally unlocking the doors to selected iconic sections of the Vatican Museums.



Antique shops, unique views and a noble palace

📍 Antique shops street, rooftop bar with view of the city, Palazzo Doria Pamphilj

🕒 3,5 hours

🚗 Driver at disposal

📄 Palazzo Doria Pamphilj- Drink at Rooftop Bar - Guide

Same city, different views.

This tour will take you away from the main crowds with a stroll through the famous Via dei Coronari and its charming antique shops. Learn about Rome from the most beautiful rooftop bar enjoying a drink and some relax, then proceed to Palazzo Doria Pamphilj, a sumptuous private palace in the heart of Rome.



Talk to Matteo

Ancient roman journey

📍 Altemps Palace, Saint Angel's Castle

🕒 4 hours

🚗 Driver at disposal

🏠 Altemps Palace, Saint Angel's Castle

Discover an alternative Rome with a captivating tour of Altemps Palace, where our local expert will guide you through its remarkable art collection, illuminating Italy's rich cultural heritage. Following this immersive experience, the tour will continue to Castel Sant'Angelo, exploring the historic fortress renowned for its sweeping views and captivating tales.



Privileged views of Rome

🕒 3 hours

🚗 Driver at disposal

🏠 3 Rooftop bars - Guide

Explore the Eternal City from a unique perspective and far from the crowd. Accompanied by our local guide, learn about Rome in comfort and enjoying a drink from the most beautiful rooftop terraces offering breathtaking views of iconic landmarks,



Talk to Matteo

Exclusive Noble Palace

📍 Spanish Steps

🕒 TBD

🍽️ Dinner - Venue

👥 40 - 100

Located close to the Spanish Steps and the Eternal City's unmissable artistic and architectural landmarks, the Palace was the private residence of one of the most powerful and influential dynasties of seventeenth-century Europe.

Thanks to its exclusivity and uniqueness, this Palace is the perfect backdrop for any event and the perfect location for unforgettable memories.

The venue is also available as luxury accommodation with 3 suites + 1 room.



Talk to Matteo



Dinner in unique panoramic apartment

📍 Forum of Trajan - Private apartment

🕒 4 hours

🍽️ Dinner - Location

👥 2 - 10

A one-of-a-kind experience like no other.

Dinner takes place in a private apartment connected to a medieval tower inside the Forum of Trajan. Renovated with a project by the famous Italian architect Gae Aulenti, the apartment has a terrace with stunning views of Rome, while from the top of the tower one can admire the whole city with a 360° view that cannot be seen elsewhere.

A private chef will cook dinner for our guests, who will also pair wines that are produced by the apartment's owner.





SICILY

AN ISLAND OF CONTRASTS, WHERE RUGGED
LANDSCAPES, RICH HISTORY, AND
MEDITERRANEAN CHARM WEAVE A STORY LIKE
NO OTHER

A Journey into Sicilian Nature

📍 Belice Valley

🕒 TBD

🚩 Tour - Dining

👥 2 - 6

Experience the beauty of the Belice Valley, where nature and Sicilian tradition come together in perfect harmony. Lush forests, serene lakes, and abundant wildlife invite visitors to reconnect with nature in its purest form. Each visit is a journey through a historical landscape that preserves its ancient spirit while showcasing a profound love for the land. End the tour with an unforgettable dining experience in the unique Sicilian reserve, where authentic flavors meet a magical atmosphere.



Talk to Matteo



The Godfather night

📍 Eastern Sicily

🕒 TBD

🚩 Tour - Dining

👥 max 100

Thanks to the splendour of this venue, Castello degli Schiavi, used as one of the main Godfather's sets, is nowadays one of the most iconic Sicilian locations for private events and weddings.



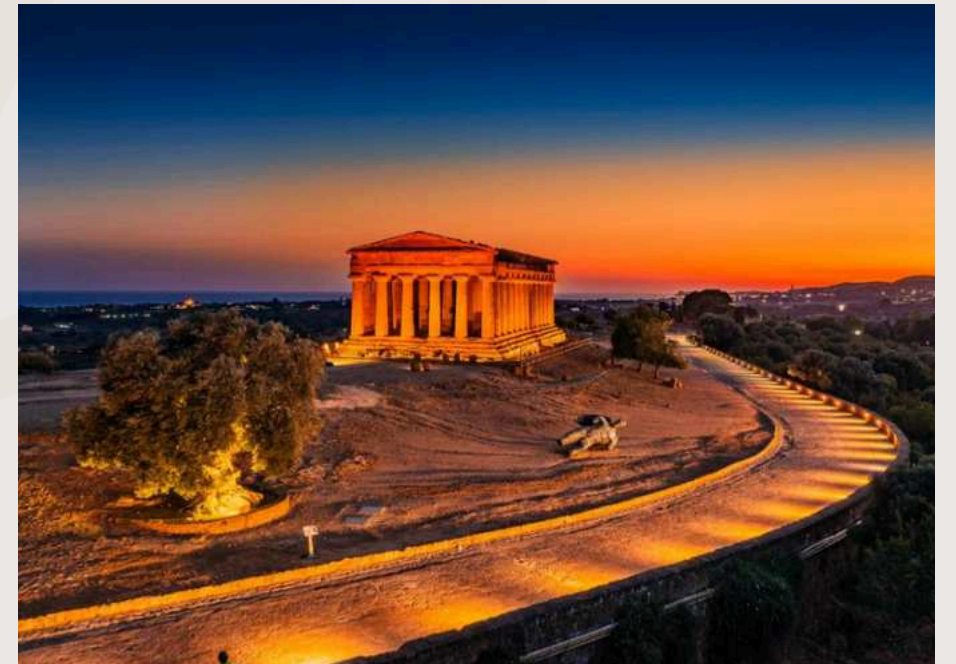
The Valley of the Temples at sunset

📍 Agrigento

🕒 TBD

📄 Valley of the Temples - Aperitif - Guide

The archaeological and landscape park of the Valley of the Temples is one of the most significant sites of classical Greek civilization. Join the evening tour of the Hill of the Temples to immerse yourself in the magical atmosphere of the Valley, which is beautifully illuminated first by the colors of the sunset and then by floodlights. End the tour with a sunset aperitif featuring typical Sicilian food and wine.



EXPERIENCE



Talk to Matteo



TUSCANY

A NAME THAT RECALLS ITALIAN
AUTHENTICITY AND UNIQUE EXPERIENCES FOR
THOSE VISITING.
EASY TO REACH, IMPOSSIBLE TO LEAVE.

Exclusive wine tasting in a private Tuscan Castle

📍 Chianti

🕒 2 hours

🚩 Visit - Wine tasting

👥 2 - 10

Visit a magnificent private Castle surrounded by a breathtaking typical Tuscan landscape. The tour includes the magnificent Italian gardens, the family's private chapel and the art collection (small museum) located inside the medieval tower. End the visit with the wine tasting of the top estate CRU wines in the incredible formal dining room that was once the heart of the noble family for centuries.



Truffle hunt and pasta making class

📍 Tuscany

🕒 6 hours

🚗 Driver at disposal

🍴 Pasta making lesson - truffle hunt - truffle lunch

👥 1 - 8

Start your day in the beautiful countryside with an exciting truffle hunt, guided by expert hunters and their trained dogs. Discover the different types of truffles, their habitats, and the techniques used to find them. After the hunt, enhance your culinary skills in a hands-on pasta-making class with a skilled chef, learning to craft traditional pasta from scratch. Finally, enjoy a delicious lunch featuring the truffles you found, paired with local wines.



EXPERIENCE



Talk to Matteo

Private luxury picnic

📍 Tuscany

🕒 2 hours

🍴 Experience - meal

👥 2 - 10

Celebrate your special occasion or enjoy a special evening with an unforgettable picnic in the Chianti hills. Enjoy delicious food and breathtaking views of vineyards and olive groves in the heart of Tuscany while seated on soft pillows at sunset, sipping excellent local wine prepared by our professional chefs.

For a fully personalized experience, we can also arrange special touches like a private singer or photographer.



EXPERIENCE



Talk to Matteo

Off the beaten path wine tour

📍 Tuscany

🕒 2 hours

🚗 Driver at disposal

🏠 Winery visits and wine tastings - Olive oil tasting -

👥 2 - 8

Discover the hidden gems of Chianti on our off-the-beaten-path tour through the backroads of Tuscany. Drive along the enchanting "Le Strade Bianche," gravel roads winding through vineyards and olive groves with stunning views. Visit ancient vineyards, renowned wineries, and local family-run establishments often missed by mainstream tours. Learn about the wine-making process from a local expert and sample over 10 different wines, as well as extra virgin olive oil. Enjoy a typical Tuscan lunch at a picturesque winery, immersing yourself in the local culture.



Talk to Matteo





VENICE

A FLOATING MASTERPIECE, WHERE WINDING CANALS, HISTORIC PALACES, AND TIMELESS ROMANCE CREATE AN OTHERWORLDLY CHARM

Venice lagoon treasures

📍 Venice - Murano - Burano

🕒 6 hours

🚤 Boat at disposal

From the heart of Venice, admiring San Marco, San Giorgio, and the monuments of the Serenissima, you will journey into the discovery of the northern lagoon on your Riva boat. Passing through the ancient retreat of the Vignole, you will reach Murano, where you will be enchanted by the age-old art of blown glass, visiting one of the oldest furnaces. The dream continues to Burano, offering the chance to stroll among its colorful houses and learn about the centuries-old tradition of ancient lace. You will have the opportunity to have lunch in one of the most typical restaurants. End the tour with a final view of Mazzorbo island (famous for its ancient vineyards) before returning to Venice.



Talk to Matteo



Create your own Carnival mask

📍 Venice

🕒 3 hours

Take a mask-making course led by a master artisan in Venice and explore the history of this ancient craft. Witness the traditional techniques used to decorate masks and discover the preparations for the Venetian Carnival. Create your own masterpiece, ensuring a special memory from your time in Venice.



EXPERIENCE



Talk to Matteo

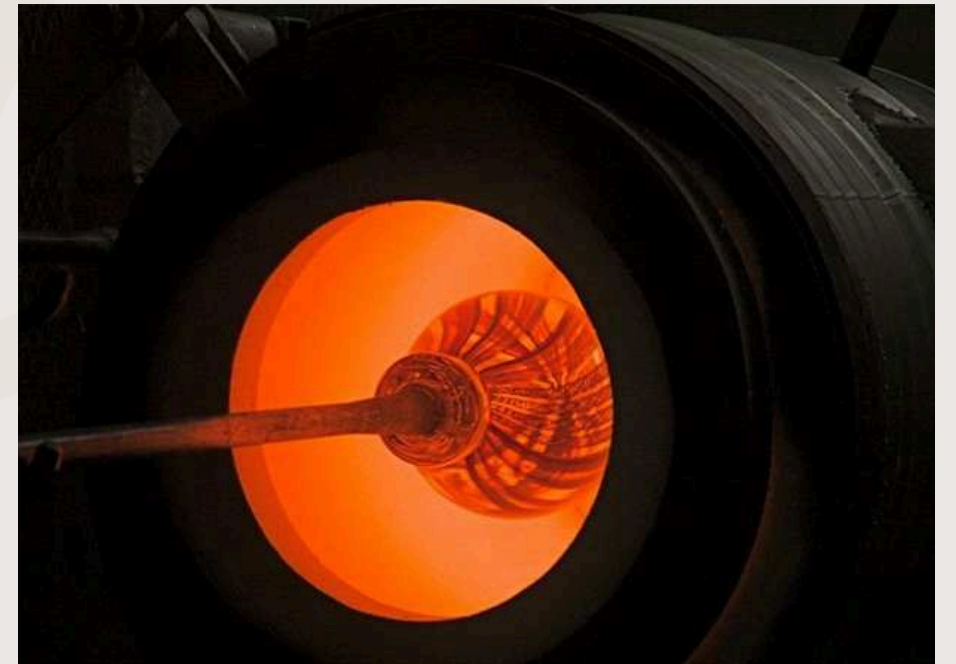
Exclusive glass masterclass

📍 Murano

🕒 1.5 hours

Experience a unique opportunity to craft your own special glass souvenir to remember your trip to Venice and receive tailored guidance from an experienced glassblower.

This private class allows for personalized instruction, providing you with expert tips, one-on-one demonstrations, and ample opportunities to ask questions throughout the session.



EXPERIENCE



Talk to Matteo

ABOUT US

A photograph of three people—two women and one man—standing in front of a rustic stone wall. The man in the center is wearing a light grey blazer over a blue shirt. The woman on the left has long dark hair and is wearing a dark blazer. The woman on the right has long blonde hair and is also wearing a dark blazer. They are all smiling warmly at the camera.

AT BE IN ITALY, WE ELEVATE THE ART OF TRAVEL, CURATING BESPOKE LUXURY EXPERIENCES THAT EMBODY THE VERY ESSENCE OF ITALY'S BEAUTY AND ALLURE.

OUR MISSION IS BOTH SIMPLE AND PROFOUND: TO TRANSFORM EVERY VISION INTO A FLAWLESSLY EXECUTED JOURNEY, WHERE AUTHENTIC ITALIAN CHARM MEETS ELEGANCE. WITH METICULOUS ATTENTION TO EVERY DETAIL, WE CRAFT SEAMLESS AND UNFORGETTABLE EXPERIENCES THAT REDEFINE THE MEANING OF BESPOKE TRAVEL.

WITH DECADES OF EXPERTISE AND AN UNCOMPROMISING COMMITMENT TO EXCELLENCE, BE IN ITALY IS MORE THAN A SERVICE—IT IS A TRUSTED PARTNER. WE SPECIALIZE IN CREATING STRESS-FREE, TAILORED SOLUTIONS THAT NOT ONLY FULFILL BUT SURPASS THE CLIENTS' EXPECTATIONS. EVERY MOMENT IS THOUGHTFULLY DESIGNED, EVERY DETAIL IS PERFECTED, AND EVERY JOURNEY IS UNFORGETTABLE.