



MONOPOLY ISSIMO

Pass Go ... And Feast Your Eyes on an Exclusive Italian Edition of Monopoly

Rome, 28-10-2021 – ISSIMO, the digital extension of the Pellicano Hotels Group where you can read and shop the high-quality Italian lifestyle, has teamed up with Monopoly to create a one-of-a-kind edition themed ‘The Italian Road Trip’.

Completely customized, the board covers the *Bel Paese*’s 20 regions and evokes a full road trip to Italy, from its planning to experiencing the incredible iconic locations and hidden treasures, delicious food and fantastic wines, beautiful traditions, ingenious tailors and storied artisans.

ISSIMO’s edition is the classic Monopoly game everyone knows and loves with a twist - players roll the dice to wheel around Italy in their **Maserati Levante Hybrid**, a historic symbol of true Italian excellence and craftsmanship. With a strong grand touring heritage, Maserati is the perfect partner for the most fabulous Italian road trip. Players can explore gorgeous towns and country sides, take delicious breaks at Siena's **Osteria le Logge**, Rome's **Trattoria da Enzo al 29** and Amalfi's **Ristorante Lo Scoglio**. On the way, meet heritage artisans like **LGR, Loretta Caponi, Atelier Bomba, Battistoni, Bonacina 1889, Ceramica Francesco De Maio**, and discover amazing wines at **Agriturismo e Cantina Emidio Pepe**. And rest in one of the fabulous Pellicano Hotels, **Il Pellicano, La Posta Vecchia** and the **Mezzatorre**.

To ensure a full immersion, Community Chest and Chance cards feature important personalities and depictions of cultural experiences and traditions. Monopoly ISSIMO also includes a collector’s map - a detailed and curated insider guide which aligns with ISSIMO's benchmark superlatives for fashion, home décor, food, travel, through cultural pit stops to encounter the sites, artisans and designers, and food purveyors of this incredible land. The same map will also be available digitally on ISSIMO.

Commenting on the game, Marie Louise Sciò, CEO & Creative Director of the Pellicano Hotels Groups states: *“At the end of a big year where families spent more time together at home, Monopoly ISSIMO is our way to take everyone on a vicarious road trip across Italy, something they can do all year long. We want players to really get under the skin of this beautiful country and discover its rich cultural heritage, places, people, art, culture and food. The traditions, the stops, the stories, are all based on real encounters and personal experiences gathered along our travels. We feature lesser-known places such as Lago di Braies, Valle dei Calanchi, Campo Imperatore, Tresigalo. It tells the story of true Italianità. Passing GO has never felt this fantastico!*

Once the board is mastered, the game can be brought to life with tailor made real adventures. Bellini Travel, the specialist for Italy, has curated three and four-days tours in featured regions: Lazio by exploring Roma, Tuscia and the Valle dei Calanchi, Emilia Romagna with pit stops for a whirl around Modena, a plate of tortellini and a visit to Maserati, Veneto and its incredible rolling hills and Palladian architecture, and the unparalleled Dolomites of Veneto, Friuli Venezia Giulia and Trentino Alto Adige. A golden opportunity to discover exceptional corners with custom-made itineraries, aboard a Maserati.

‘Our destinations and different stops, both on the Monopoly ISSIMO board as well as off, are selected carefully, found by venturing far from the obvious to assemble the most authentic experiences and tastes of each area’ continued Sciò. ‘Be it a location, a piece of design, a tailored suit or a dish of pasta, they are all excellent.’

Monopoly ISSIMO is the latest example of how the platform explores innovative new ways to share the love for Italy and uncover its excellences.

Monopoly ISSIMO is exclusively sold on <https://issimoissimo.com/monopoly-issimo/> and can be **pre-ordered from November 15th 2021**. Retail price 126 Euros.

The board game comes in a ISSIMO box with the customized ISSIMO gameboard, a customized collectible Map with interest points across Italy, Customized Title Deed Cards, Customized Chance Cards, Customized Community Chest Cards, classic player tokens, Houses, Hotels, Dice, Money Pack and instructions.

For images, please click here:

<https://www.dropbox.com/sh/r7sjii9jh6kze1s/AAA7H5BG4m5k0Dn4wbNI9ySAa?dl=0>

For more information about the **Italian Road Trip Travel Experiences**, please contact: theitalianroadtrip@issimoissimo.com

ISSIMO

Issimo is a new e-commerce and lifestyle platform directly inspired by Italy’s rich heritage of style, design and culture. Created by Marie Louise Scio as an extension of the Pellicano Hotels, it is a ‘cabinet of Italian excellence that includes exclusive collaborations and continuously updated content and products in the following categories: Bellissimo, artisanal homeware and Italian craftsmanship, Buonissimo, culinary tales product and recipes, Chichissimo, fashion and apparel, Coltissimo, editorials on Italian culture and cultural collaborations, Fichissimo, the digital extension of the Pellicano hotels’ souvenir shop, and Italianissimo, the quintessential black book to the twenty Italian regions.

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