



Tour: Design & Technology in Bologna

Destination: Bologna, Italy

Specialization: Design & Technology

Itinerary: 5-days / 4-nights in destination

Availability: Year-round

Design & Technology in Italy - Sample Itinerary				
	Morning	Afternoon		Evening
1	Travel to Bologna; Check into Hotel; Welcome & Safety Meeting			Dinner
2	Breakfast	Ducati Factory, Museum & Physics Lab Master Class		Dinner
3	Breakfast	Lamborghini Museum	Parmesan Factory	Dinner
4	Breakfast	Ferrari Museum & Master Class	Maserati Museum	Dinner
5	Breakfast	Depart for Home		



As with all sample itineraries, please be aware that this is an “example” of a schedule and that the activities included may be variable dependent upon dates, weather, special requests and other factors. Itineraries will be confirmed prior to travel.

Bologna.... Boasting one of the country's great medieval cityscapes – an eye-catching ensemble of red-brick *palazzi*, Renaissance towers and 40km of arcaded porticoes – Bologna is a delightful city! As Italy's culinary capital, it's an attractive, animated place with a large student population to ensure a vitality that's so often missing in smaller towns. Bologna is described as 'la dotta, la grassa e la rossa' - the learned, the fat and the red. The city claims to have laid the intellectual foundations of Italy with the oldest university in the Western world and is universally praised as the country's gourmet capital. It is also the nation's centre of left-wing politics where the communist party has governed local politics for most of the post WWII years.

While crowds of tourists fill other parts of Italy, Bologna remains relatively quiet in comparison. This town is charming, historic and fun to explore! A historical city with around 380,000 inhabitants, it is the capital and largest city of Emilia-Romagna (a region in northern Italy) famous for architecture and porticos, theatre and nightlife. It is considered second only to Venice in beauty by many and certainly has one of the largest and best preserved historic centres among Italian cities. Its architecture is noted for its palette of terracotta reds, burnt oranges, and warm yellows, hence the name of *Bologna la rossa*. The extensive town centre, characterized by miles of attractive covered walkways known as "porticos," is one of the best-preserved in Europe. <http://www.italyguides.it/us/italy/emilia-romagna/bologna/bologna-italy.htm>



Day 1

Dinner

Vision schools will generally arrive in Bologna in the early afternoon. Upon arrival we'll transfer to our hotel, check in and get settled, and have our welcome & safety Meeting. Afterwards, we'll have dinner and then the evening is free for fun!

Sample Hotel - Camplus Bononia - The Camplus Bononia opened in September 2012 and is a modern building, surrounded by greenery and equipped with all the most advanced solutions for energy saving. Located in the district of San Vitale, just 2 km from the university area, it offers excellent residential solutions and a variety of services with numerous areas available for leisure, sport and relaxation. At Bononia, you'll find archaeological ruins preserved from the Villanovan, Roman and Medieval periods that were uncovered during construction. The property consists of 205 rooms along with functional spaces for study and leisure. Meals are self-served with continental breakfasts. Dinners include a starter, second dish with a side, dessert and mineral water.



<http://www.camplus.it/residenze-universitarie/bologna/bononia>

Rooms are functional and fully furnished with bed(s), wardrobe, desk, chairs, and bathroom with shower. The hotel also has rooms equipped for the disabled. A multitude of services are offered to ensure a pleasant stay in a warm atmosphere - rooms are equipped with telephone and Internet access, cleaning of rooms and bathrooms happen twice a week with weekly changes of linen, air conditioning, a common laundry facility with self-service washing machines and dryers for personal needs. Other amenities include conference rooms, relaxation rooms, video room, an indoor gym and library.

Day 2

Breakfast & Dinner

Good morning Bologna! After breakfast, we'll start our tour with a visit to Ducati!

Ducati Factory Tour, Museum & Physics Lab - Ducati, located in Bologna, builds one of the world's finest, and most sought after, motorcycles. Ducati builds emotions. The world's most attractive motorcycles are the result of a deep commitment to racing competitions; they are the purest expression of refined skill, unmistakable design and above all, a great passion for bikes. www.ducati.com

Ducati is proud to represent Italian industry - the essence of Italian style shows through the design of each bike. Sinuous, seductive and flexible lines with a permanent, timeless quality that sets an unsurpassable standard. Superbike, Monster, Streetfighter, Hypermotard, Multistrada and the new Diavel – in over 60 nations throughout the world these models dominate the dreams of the most ardent motorcycle enthusiasts. The story of the Ducati dream, which began in Bologna in 1926, is recounted at the Ducati Museum. Here the stories of legendary bikes and riders are told and a pure passion for performance and excellence permeates the air. A passion that travels fast, opening new roads and creating history.



After visiting the factory, Vision groups will embark on a very special Master Class...

Physics on Motorcycles Master Class - 'Fisica in Moto' (physics on motorcycles), is the interactive didactic physics laboratory dedicated specifically to high school students. The purpose of the laboratory is to build a bridge between schools and businesses through the experience of science and technology museums. Specifically designed and custom-built interactive machines will be used inside the laboratory to demonstrate the principles of physics that students learn at school, as well as physics' relationship with a Ducati MotoGP bike. The whole course has been developed with the collaboration of the professors from Bologna's Malpighi High School and university lecturers.

Only curiosity brings knowledge. Fisica in Moto represents the ideal bridge between schools and businesses, using the experience of science and technology museums. To effectively learn, students must be passionate

about what is in front of them. This is why we want to give students the opportunity to gain experience and not simply experiment in physics. Using entertaining, interactive equipment, students will be asked to observe, question and then discover how fascinating and tangible the formulas that they normally see printed on the pages of textbooks actually are. Fisica in Moto uses an educational method that begins with the students' interest and curiosity to know what is in front of them.

Fisica in Moto is not a museum dedicated to physics, but rather an innovative physics laboratory. The educational proposal launched by the Fisica in Moto Laboratory requires the collaboration of institutions and the fundamental contribution of teachers before, during and after the visit. When teachers make their reservations, they will be sent the specifically prepared educational material so that they can prepare their students for the visit. Fisica in Moto does not intend to replace teaching in classrooms. Instead, it complements and supports classroom education, making the physics principles and concepts more familiar and easier to understand.

In the evening we'll have dinner and then the remainder of the evening is free for exploration.

Day 3

Breakfast & Dinner

Rise and shine Italy! After breakfast served at our hotel, we're off to visit the Lamborghini Museum!!

The Lamborghini Museum - See the birthplace of the most prestigious and sought-after super sports cars at the Lamborghini! The Lamborghini Museum is located in Sant'Agata Bolognese, in that tiny triangle between Bologna and Modena, fittingly defined as "Terra dei Motori" (Motor Valley). The Museum opened in 2001 as a sign of Automobili Lamborghini's commitment to celebrate, with the new millennium, a new breed of dream cars. The Lamborghini Murciélago was shown at the Museum first, against a backdrop of other precious Lamborghini treasures from the past. The Museum also marks Lamborghini's recognition for the support from devoted and passionate Lamborghini fans, who contribute every day to keep its legend alive.

<http://www.lamborghini.com>



Next we're off to delve into something a little different – cheese!

Parmesan Cheese Factory Tour – students will have the opportunity to go behind the scenes, watching the master cooks separating the rich whey and lifting this magnificent DOP product and gain sight into the particular methodology. The shaping and salting rooms are equally enthralling as we begin to realise the enormous amount of care and daily toil this product requires. Moving on from the salting vaults we enter the aging room: the stagionatura. Here among the many wheels is where the fullest, richest aroma ignites the senses as we learn how after 12 months the Consorzio experts test and cheeses before the ritual of branding.



In the evening we'll have dinner and then the remainder of the evening is free for exploration.

Day 4

Breakfast & Dinner

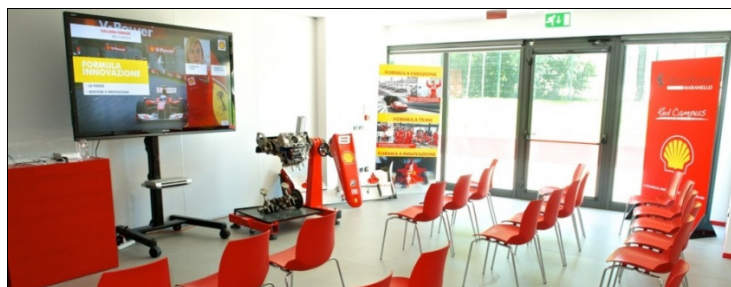
Good morning Bologna! After breakfast, we're off to visit Ferrari!

The Ferrari Museum & Factory – Recently completely renovated, the Museo Ferrari in Maranello anticipates the museum of the future: not just a collection of the past, but an extraordinary experience of the world of Ferrari, where the historical cars and history are the pretext to understand and get to know today's models, Formula 1 content and technology and the outlook towards the future. This experience is offered via the cars, big screens and films, interactive tools such as the explanation of the Grand Prix pitwall and the possibility to turn into a Formula 1 driver on board of a semi-professional simulator. A vast range of publications and material from the present and the past tell the story of the Brand.



The Ferrari Museum offers its visitors an exclusive guided bus tour inside the Fiorano test-track proving grounds and Viale Enzo Ferrari, an avenue which runs through the cluster of new production and other buildings making up the Ferrari "Cittadella". A Museum guide will introduce visitors to the various characteristics and features of the circuit where Ferrari has done its road and competition car testing since 1972, and to the Ferrari Factory where the Prancing Horse cars are built. Please note that guests may not leave the bus, take photographs or video footage during the tour. <http://www.ferrari.com>

The Red Campus Laboratory - Designed in collaboration with Shell, the Red Campus laboratory is an interactive space where students of junior-high and high schools have the opportunity to expand on some important concepts they have studied at school through simulations and games. The laboratory houses an Augmented Reality station, an innovative technology that, through its sophisticated software, virtually reconstructs any object whatsoever, like, for example, a Ferrari engine on a screen as if it were truly in our hands. Starting from the motions and rotations applied by the user to a simple base connected with the station, the software reproduces the movements of the object on the screen, and also 'enhances' the reality represented, expanding contents and information. The laboratory focuses on themes that make Ferrari's production process a fascinating model of excellence: innovation, team and emotion.



1. Innovation Formula - *Technological research, a constant feature and the track record underlying theme*

- Performance: power development and control, consumption optimization
- Lightness: the challenge of weight and emission reduction
- Aerodynamics: forces involved, the reduction of the drag and the consumption limitation
- Safety: electronics, stability and track control

2. **Team Formula** – ‘Together’ to achieve success.

- Teamwork: preparation and collaboration, creativity and method
- Craft school: on-going training, professional growth, career development
- Great Place to Work: motivation, involvement and integration, services and work environment, professionals from all over the world
- Territoriality: social responsibility, internationality and Italian-ness, excellent network between the company and the training world

3. **Emotion Formula** - *Myth and Identity*

- The design: the art of shapes and materials to dress top technologies
- The brand: the Prancing Horse, the Red colour, races, victories
- The factory: places and buildings, great architects to the service of work environments, aesthetics, sustainability and safety
- The personality: "Ferrari style", cars-unique specimens, customization, colours

In the afternoon, we will visit the Maserati Car Museum.

Maserati Car Museum –The Maserati Car Museum displays some unique pieces of the Maserati Car Collection of Umberto Panini, and it’s one of the finest collections dedicated to the Maserati. In Cittanova, a typical rustic town in the surroundings of Modena, cars are kept that recall the most important steps in the history of the “Trident”, painstakingly assembled during the years. Founded by the brothers Maserati and maintained by Omar Orsi, the collection remained intact until today, and now it is edited by West (owned by the Panini family) and includes 23 cars and 3 sets regularly restoration.



Day 5

Breakfast

Rise and shine Italy! After breakfast we’ll pack our bags and check out. We’ll start to say goodbye to this fine city as we wave to our new friends and leave, taking away memories that will last a lifetime!



DESIGN & TECHNOLOGY IN BOLOGNA

Minimum Booking Numbers:

20 students

What's Included:

Round-trip flights or Motorcoach Transport
4-nights' accommodation in Bologna
Breakfasts & dinners in destination
Transportation to activities shown in Itinerary
Ducati Factory & Museum Excursion
Ducati Physics Lab Master Class
Lamborghini Museum Excursion
Parmesan Cheese Factory Excursion
Ferrari Factory & Museum Excursion
Ferrari Design Master Class
Maserati Car Museum Excursion
Ambassador
24-hour emergency cover

What's Not Included:

Fully comprehensive insurance (mandatory)
Transfers to/from home airport if travelling via air
Transportation for activities not shown in the itinerary
Cost of visas, full or collective passports
Cost of inoculations or medication required for travel
Sightseeing / Entertainment Options not shown in Itinerary
Hotel incidental deposits & bills – meals, mini-bar items,
recreation charges, purchases billed to room, etc
Any gratuities – coach drivers, maid service, bellman
service, area guides

As always, our staff is available to you to answer any questions you may have regarding programming.
If we may serve you in any way, please do not hesitate to contact us.

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