

THE
MAPTIQUE

Travel at 360°



Who We Are

The Maptique is the brainchild of two very different but complementary personalities:

Agnese (level-headed, detail-obsessed, digital savvy) and Paola (a dreamer, spontaneous, adventurous) that came together with the same energy and desire to share the beautiful, the spectacular and the unexpected to a platform where it can be brought to light.

Just leave it to the founders power duo, Agnese, the digital guru, and Paola, the events maven, to create an action plan to promote your brand.



Agnese

Co-founder & Digital Guru

Agnese is an experienced, digital savvy art director and content creator. In her career she experienced both the corporate environment of Italian leisurewear powerhouse, Calzedonia, and the dynamic, fast growing and ever changing start-up, La DoubleJ, where she created and produced assets, campaigns and concepts for both the in-house brand and external clients, such as Pomellato and Missoni.

Being born in one of the most beautiful cities in the world - Rome - did not stop Agnese from exploring the world, but it did educate her eye to look for beautiful things and set the bar incredibly high when it comes to food and details.

Living in Rome, Milan and New York made Agnese become obsessed with researching all those niche, amazing things and experiences that make a city special. She has been capturing her life and her travels through photography - another one of her talents.



Paola

Co-founder & Events Maven

Paola has called home almost every continent in the world, from Europe to Asia, passing through United States Europe and even Africa, when doing charitable work. Despite her dynamic and on-the-go lifestyle, Paola is grounded in the Italian aesthetics and lifestyle, keeping the 'Dolce Vita' as a great inspiration.

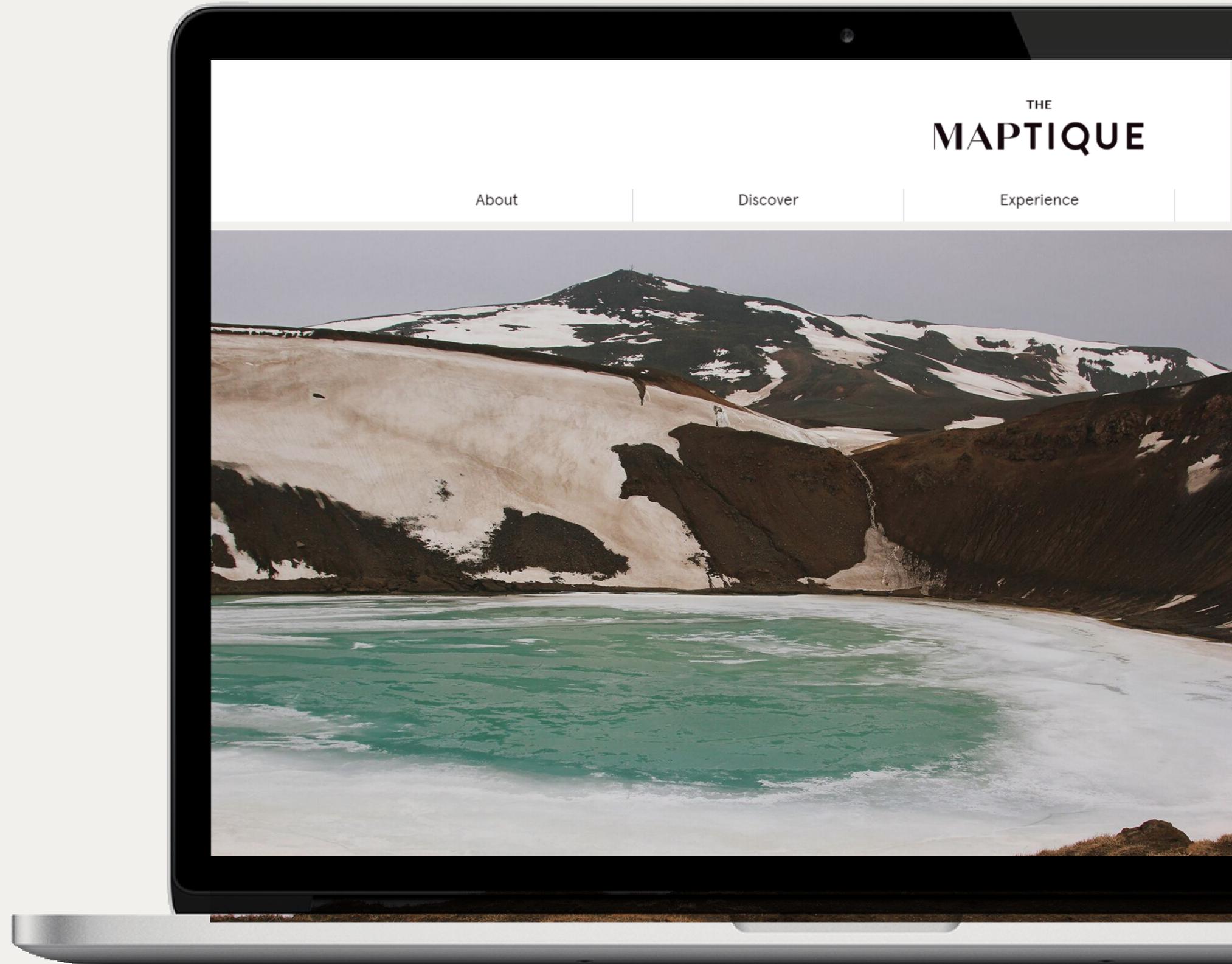
Paola is a specialist in creating exceptional luxury experiences and events, as she has been doing in her career for some of the most celebrated luxury companies in the world: Alexander McQueen, Valentino and Selfridges.

Extremely well-travelled and accustomed to a luxury client, Paola has a deep understanding how the expectations of a sophisticated traveller.

The Travel Mag

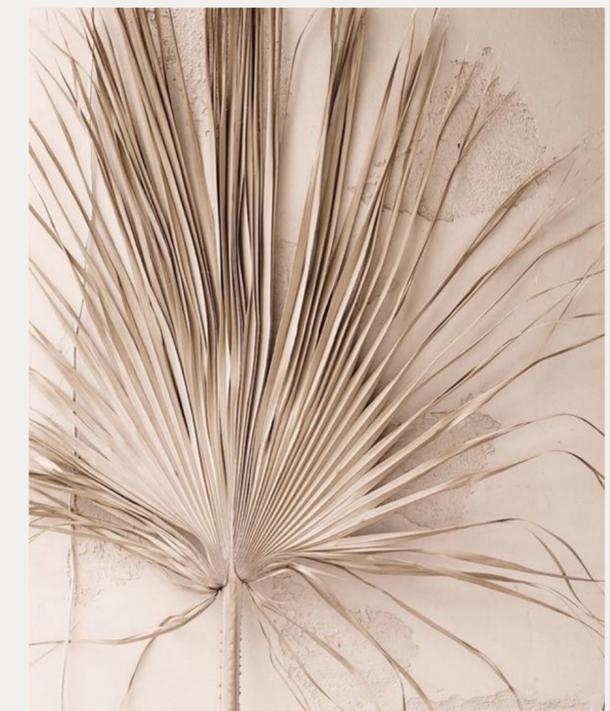
Everything started from a blog, Mad Map, that later evolved into themap-tique.com, a niche travel magazine and the perfect planning pal for your next adventure.

We bring our readers around some of the world's best hidden gems, through a carefully curated selection of places, locals and experiences.



The Studio

A creative boutique agency focused on each client's DNA to enhance its competitive advantages and to deliver a worldwide tailored communication strategy.



What we do

We manage social profiles, we ensure that your brand stands out from its competitors, while respecting its DNA.

We research.

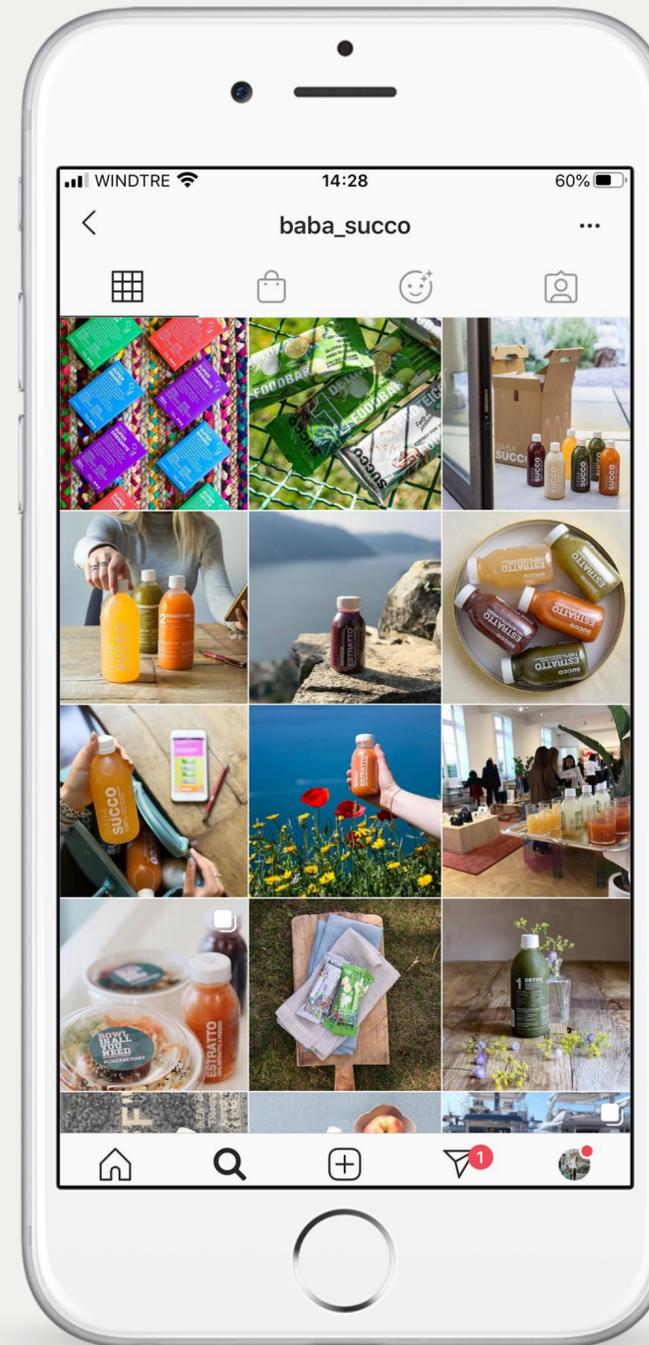
We art direct.

We create content.

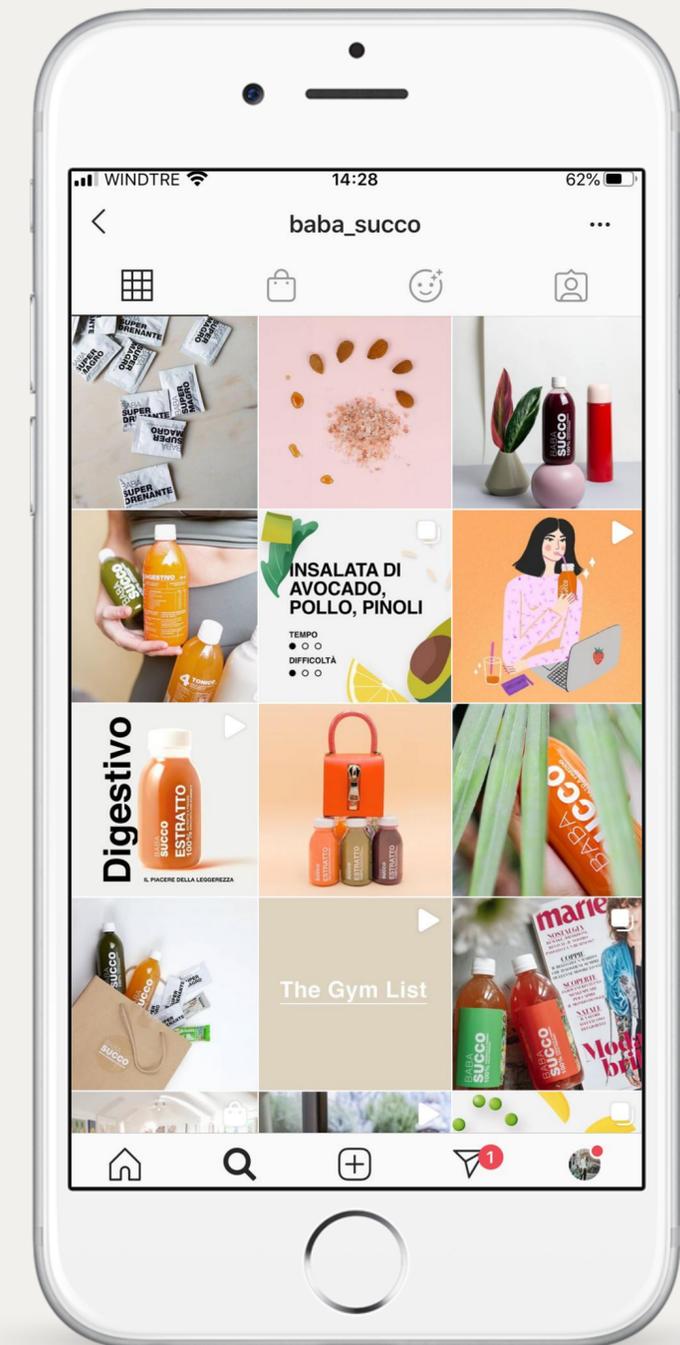
We take care of digital PR.

We create synergies and collaborations between brands.

We design experiences and special projects.



Before



After

What we do

We create exclusive experiences that are either direct to consumers (b2c) or created for companies (b2b).

Experiences are always different from each other, a moment in which guests learn something new while traveling and exploring the territory. Nothing is left to chance, all our locations and activities are carefully selected as the best and most unconventional in loco.



Our Approach

RESEARCH & TRENDS

DESIRED AUDIENCE

BRAND PHILOSOPHY

*EXCLUSIVE
TAILORED
EXPERIENCES*

BESPOKE BRANDED
CONTENT

STORYTELLING

360° ACTIVATION

How we do it



CONCEPT CREATION



LOCATION SCOUTING AND ITINERARY PLAN



CONTENT CREATION THROUGHOUT THE JOURNEY
WITH A PROFESSIONAL PHOTOGRAPHER



DIGITAL AND PRINTED INVITATIONS, NEWSLETTER
AND GUEST LIST MANAGEMENT



DAILY PLANNING WITH AD HOC ACTIVITIES
AND LOGISTICS



WELCOME PACK AND PERSONALISED GIFTING*
*including product placement

“Experiences, not products, have become
the primary social currency.”

BUSINESS OF FASHION

“Millennial consumers seek
authenticity when looking
for a brand.”

FINANCIAL TIMES

Experiences

b2b

Following the brand values and philosophy, we create a custom journey.

Depending on your objectives, digital and commercial, we aid in the promotion of products or services.

How?

Creating an experience that generates genuine branded contents whilst delivering the brand's message through storytelling.



The Maptique w/ Pennyblack

Six influencers wear the Pennyblack Spring Summer 2019 Collection to explore Ligurian hidden gems.

Three days trip in between sailing, tasting and cooking traditional pasta.

#PennyblackHolidays #EscapeWithStyle

WE TOOK CARE OF:
the itinerary plan, location scouting (hotel, restaurant and spots for shootings), logistics and transportation, welcome (breakfast take away, gift, letter, flower) digital PR, activities (boat tour, cooking class, biking tour, etc), photographer

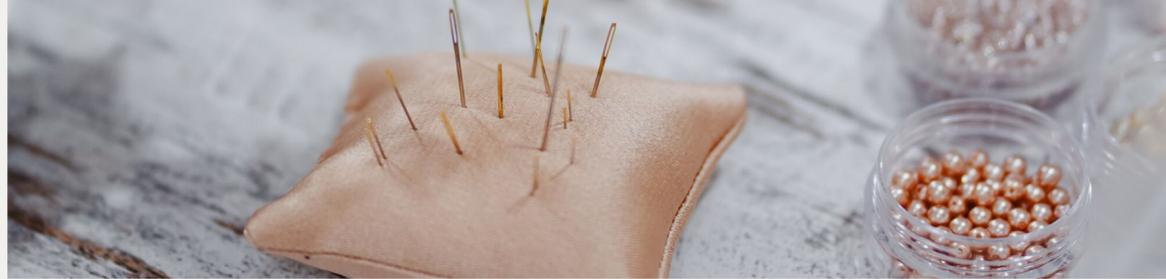


The Maptique w/ Mascherpa

For the first time, Mascherpa's founders opened the door of their "archidigest" flat in Milan: "How to make the real Tiramisù" with la Mamma.

The cooking class included a breakfast, welcome rosè, paper mache flowers installations and embroidered apron.

WE TOOK CARE OF:
the concept, set design and logistic, printed and digital assets, invitation and guests list management, personalisations of the items, gifting, photographer and content creation



The Maptique w/ Atelier Emé

The experience of embroidering your “yes”.

For the first time Atelier Emé opens its Prive area to its top clients that are called to embroider and embellish their wedding ring pillow. Of course, personalization is key, so the experience will be tailored on the future brides while surprising them with treats such as embroidery personalized kit, wedding kit box plus a special catering.

WE TOOK CARE OF:
the concept, logistic with suppliers, personalisations of the items,
gifting and coordination of the social media coverage

Experiences

b2c

From arts to cuisine, from sport to wellness, we always make sure our community leaves home with a contribution to the mind or in the heart.

Here we give visibility to small businesses we believe in and to the local territories.



The Maptique w/ Tenuta Pianirossi

The perfect, and unconventional, retreat getaway. Hiding out in the Tuscan hills, Tenuta Pianirossi is the perfect place to reconnect with yourself and to escape from the hustle and bustle of the city.

We guided our guests through yoga, meditation and sensorial workshops which included wine tasting, and mixed neurosciences with relax and food.

#WhenYogaMeetsWine

WE TOOK CARE OF:

concept creation, including yoga teacher scouting and daily plan (different type of yoga, neurosciences workshops, wine tastings, surrounding exploration), printed and digital assets, invitation and guest list management, personalisations of the items, logistics, welcome and daily gift, menù definition, photography and content creation



The Maptique w/ Organic Savanna

The Maptique has decided to permanently support Organic Savanna, a Kenyan social enterprise that empowers people making ethical skincare products.

We create tailored travel experiences according to guests' needs. 100% of the proceeds go to the community supporting job creation and children education.

Scouting and supporting social experiences and sustainable projects is another fundamental pillar of The Maptique.

WE TOOK CARE OF:
asset creation and guest list management, journey planning

Experiences for

Gruppo Max Mara
Gruppo Calzedonia
Tenuta Pianirossi

**Experiences in
collaboration with**

Iutafarm
Organic Savanna
Mascherpa

Read about us on **Forbes**

Selected clients



ORGANIC
SAVANNA

ATELIER EMÉ

PENNYBLACK

BABA
SUCCO



TENUTA PIANIROSSI

Thank You!

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