




OCTOBER 16-18, 2026



Villa La Massa
FIRENZE • CANDELI

 **CANOSSA**

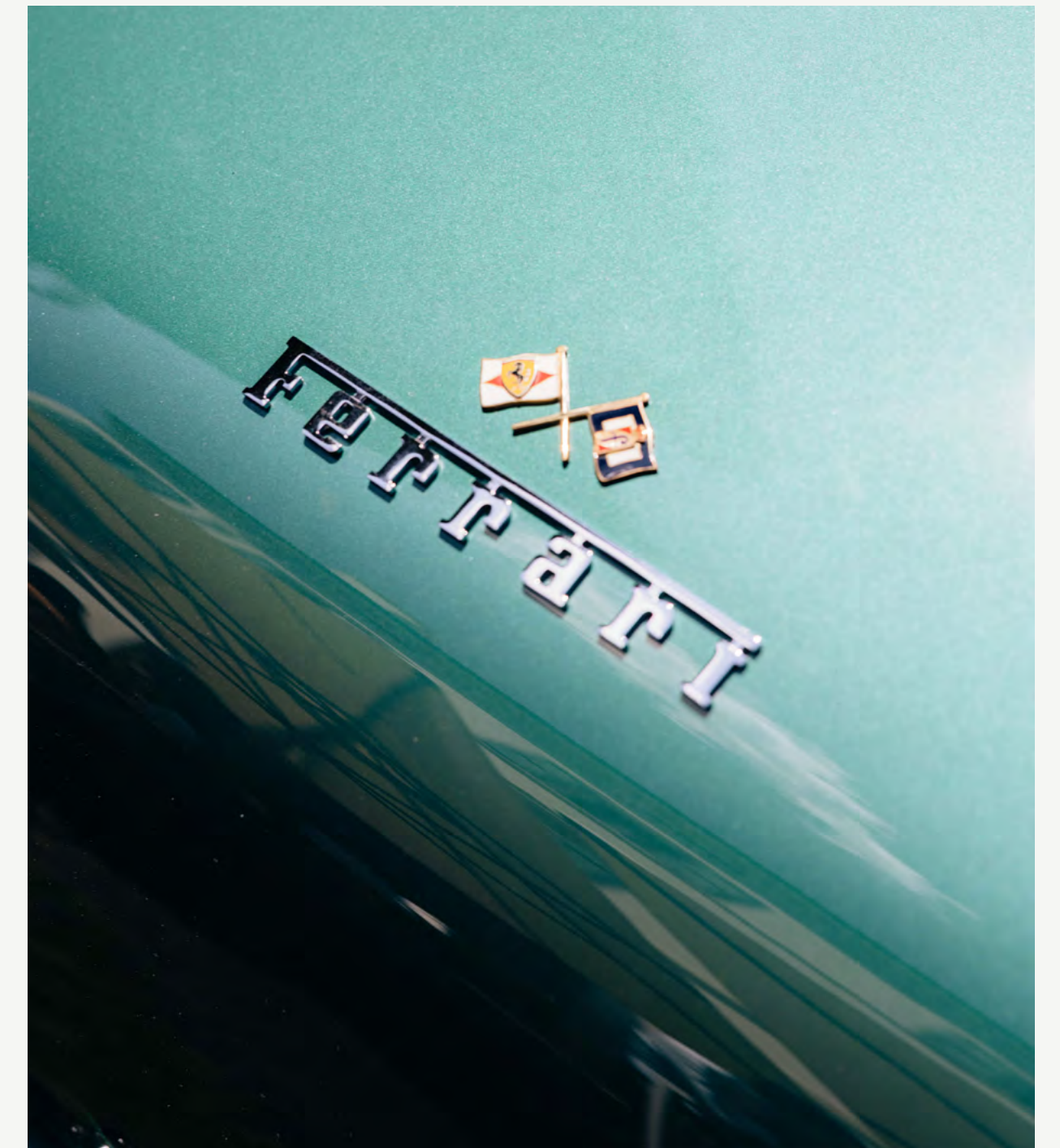
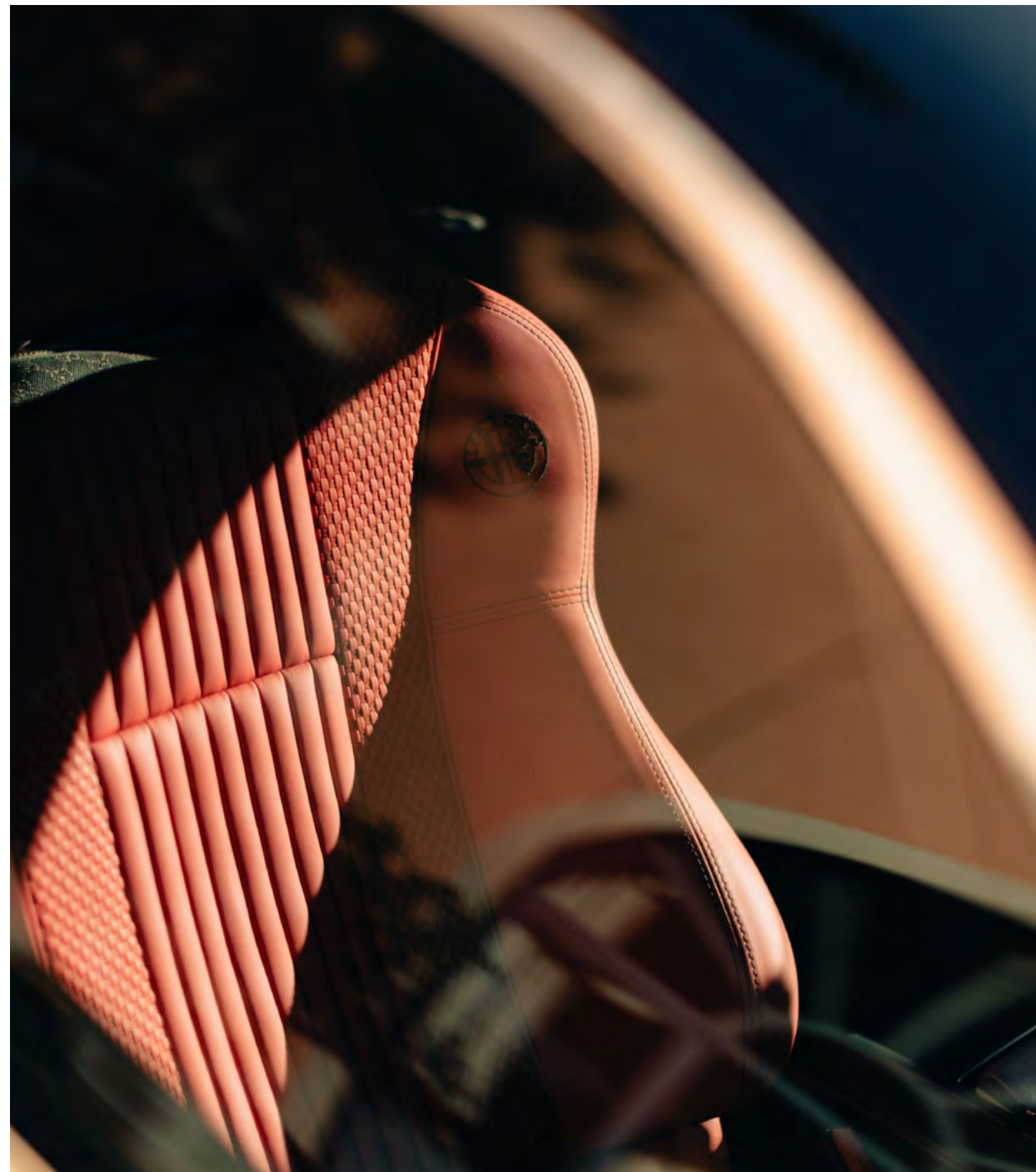
In 1929, in Cernobbio on Lake Como, the first Villa d'Este Concorso d'Eleganza was held. The cars that paraded were not historic, as automotive history had only just begun, but rather the most beautiful among the contemporary models. And it was a success.

Villa La Massa, an ancient mansion romantically built on a wide bend of the Arno River just outside Florence, is part of Villa d'Este La Collezione. Hence the idea of having, alongside the classic Como concours for historic cars and concept cars, a **Florence** event dedicated to the most extraordinary contemporary automobiles, returning to the original spirit of this type of occasion. For the fourth year in a row, Villa La Massa Excellence brings together the **elegance** and technology of the most astonishing **modern cars** with Tuscan gastronomic **excellence** and top-level **hospitality**, to savor life to the fullest.

Villa La Massa Excellence is an event conceived and created in collaboration with Canossa, a leading company in the organization of major events.

2025 EDITION

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SAVORING LIFE TO THE MAX

This is the motto that united **Villa La Massa** and **Canossa Events**, starting from an idea of Marco Makaus, in developing **Villa La Massa Excellence** event. Three days dedicated to the finest hospitality and iconic Supercars built after 1990. After the first edition held in 2023, the event will continue to bring **Villa d'Este's** passion for cars to **Tuscany**, a region rich in enthusiasts and collectors, with the desire to grow the event over time.

WHERE CARS

A roster of modern-designed sports cars will be on display, serving as a major draw for the new millennium's collectors.

In addition to the Best of Show award, the jury will also recognize the following Classes:

Evoluzione, Innovazione, Restomod, Racing Heritage GT, Racing Heritage Rally

BECOME ART



A NEW WAY OF JUDGING

A meltingpot of high-impact individuals: expert judges blend with illustrious names in Design, Sports and Arts to create an eclectic and extraordinary Jury.

And a special Junior Jury, consisting of children and teenagers are selecting their favourite car assigning the “Future Choice” award with enthusiasm and participation.

Chief Judge: Massimo Delbò.





PROGRAMME



Friday, October 16

WELCOME TO FLORENCE



Starting from 3:00 pm
Collectors check in at Villa La Massa

7:00 pm
Welcome aperitif at Arno Square
on property

8:00 pm
Welcome dinner at Il Verrocchio Restaurant
on property

AND TO VILLA LA MASSA



Saturday, October 17

CAR SHOW AND CONTEST

10:00 am

Car Show for collectors, press and Hotel guests only

11:00 am

Car Show, doors open to the public, bar stations located throughout the gardens of Villa La Massa

1:00 pm

Brunch by the pool for collectors, press and Hotel guests only

3:00 pm

Car parade in the gardens of Villa La Massa followed by the award ceremony for almost all categories including the People's Choice

8:00 pm

Michelin Starred Dinner at «Atto» by Vito Mollica, Palazzo Portinari Salviati, in the heart of Florence.
Best of Show awards ceremony



Sunday, October 18

MUGELLO TRACK EXPERIENCE



9:30 am

Departure of the tour from Villa La Massa

10:30-11.30 am

Coffee break on the route

1:00 pm

Parade lap on the Mugello Circuit
(15 minutes) led by a safety car

Following

Lunch in the Mugello area

A JOURNEY THROUGH AUTOMOTIVE EXCELLENCE

Those who choose to own a car so special it seems one of a kind, beyond the pleasure of possessing and driving it, also have, in a way, an added responsibility: to allow other enthusiasts to admire it and to discover its history and its sophisticated requirements. Villa La Massa Excellence was created for exactly this purpose: to astonish and to reveal jewels that show how design and technology can tell an ever more captivating story. Villa La Massa, in fact, offers the noble elegance of its tradition as the stage for the most seductive cars of tomorrow. How could you miss it?

2023



Winner of Coppa d'Oro 2023:
Ferrari F40 Prototipo



McLaren F1 GTR XP LM

2024



Winner of Coppa d'Oro 2024:
Bugatti Centodieci



Isotta Fraschini Tipo 6 LMH Strada

A TRIBUTE TO THE EXCELLENCE IN DESIGN, CRAFTSMANSHIP, AND INNOVATION

2025

2026



Winner of Coppa d'Oro 2025:
Lamborghini Countach 5000 Quattrovalvole



Ford GT

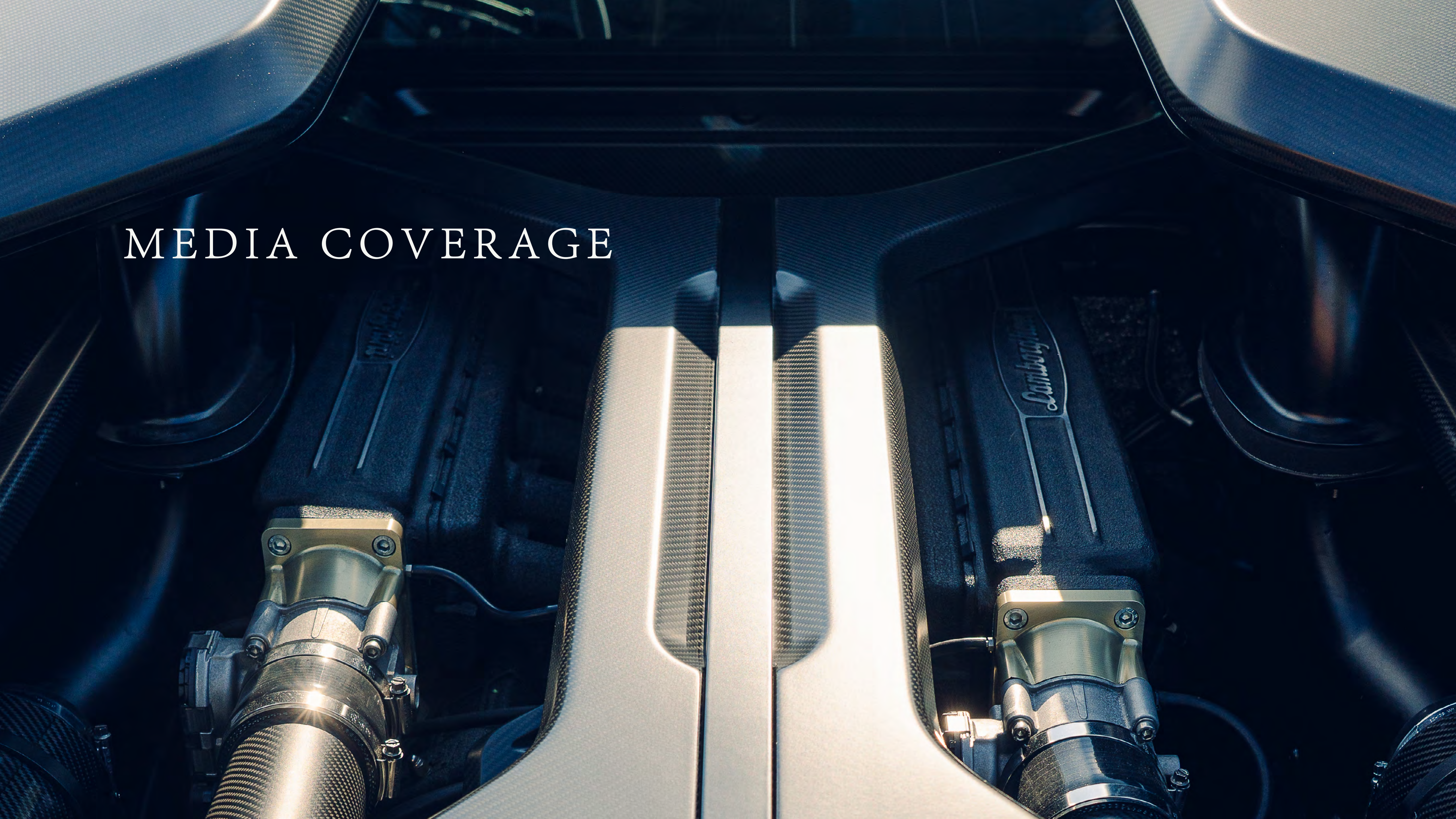


Bugatti EB 110 GT




Pagani Huayra Roadster BC

MEDIA COVERAGE



MEDIA COVERAGE

RUOTECLASSICHE	FIRENZETODAY	<i>Magneto</i>	gilt.	Robb Report
THE ROAD RAT		CORRIERE DELLA SERA		TOWN&COUNTRY
		QN Motori		

SEE YOU!



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