



# family MATTERS

*The tale behind Appassionata's exclusive Italian venture...*

Boutique fractional ownership company Appassionata is offering people the chance to live out their dreams of owning a luxurious estate in the Italian countryside complete with landscaped gardens, a pool, tennis court, vineyards, olive groves and a lavender plantation.

This inspiring venture was created by a couple passionate about everything Italian, Michael Hobbs and his wife, Dawn Cavanagh-Hobbs. Aspirational goes behind the story of the business that makes the Italian dream an affordable reality.

## Business Beginnings

Successful entrepreneur Michael has travelled and lived all over the world working for some of the largest and most successful companies in the retail industry. Dawn is an accomplished interior designer who has used her flair for gorgeous intricacies and love of eclectic, 'real' touches, to renovate almost twenty properties over the years.

Family is extremely important to the Hobbs, they have four children who have lived all over the world with them: Camilla, Sebastian, India and Tom. Together, this inspiring couple, along with the help of their family, has created a company which makes owning affordable luxury property overseas simple and worry free.

The innovative couple who hail from the East Midlands decided in early 2005 that they wanted to give up the rat race and take a break from the stress that comes with UK living. Dawn had always been passionate about the Italian way of life, the deep history of the country, the traditional family culture as well as the gorgeous Italian scenery, art and architecture. Friends suggested that the Hobbs' visit the culture rich region of Le Marche, on the East Coast of Italy near the Adriatic Sea and the Sibillini

Mountains. Travelling to Le Marche, the Hobbs' experienced the region hailed as 'the new Tuscany' and it was love at first sight.

## A New Venture

The Hobbs' bought a stunning original Italian farm sitting in five acres of patchwork countryside just outside the picturesque mediaeval town of Montefiore Dell'Aso. They named their Italian idyll Estate Giacomo Leopardi and then started designing and building a new four bedroom property, which they'd decided would serve as a holiday villa to either be sold or rented out.

Overseeing the building stages of the property from afar and listening to nightmare stories about holiday homes the Hobbs' started to look for a new way for people to own property overseas. They soon discovered a venture which gives owners luxurious property without the cost and hassle of maintenance: fractional ownership. From this, Appassionata was born.



View from the terrace of Casa Giacomo

Fractional ownership allows you to purchase the number of weeks you want to use per year and then share the running costs with your co-owners. Owners investing in this concept get an actual stake in the company that owns the property and therefore, a share of the deed. This purchase allows owners to sell their share, rent out the property for the duration of their allocated weeks or pass it on to their family.

## Family Business

Dawn and Michael split their time between their home in Petritoli, 15 minutes from Estate Giacomo Leopardi and their home in Oakham, Leicestershire. Their daughter India now resides in Le Marche with her fiancé Charlie and their young son, Lucas. India runs the sales and marketing for Appassionata, whilst Charlie takes on the role of building and maintenance manager.

Appassionata currently has two stunning properties for owners to invest in, the newly built Casa Giacomo



India Hobbs, Dawn Cavanagh-Hobbs, Michael Hobbs and Lucas Mauger.



and authentic farmhouse Casa Leopardi, both sitting in the gorgeous Estate Giacomo Leopardi. Casa Giacomo is a four bedroom, three bathroom property comprising 2,150 square feet over two floors. Dawn designed the luxurious property, ensuring that she blended traditional Italian materials, art and pottery created by local artisans, with all the modern conveniences you expect from a luxury property.

Casa Leopardi is a traditional Italian farmhouse that is currently being restored into a wonderful 5 bedroom home. The house, which shares the amenities of the Estate Giacomo Leopardi with Casa Giacomo, will also have a private garden for owners to enjoy.

Buying a share in an Appassionata property also gives owners shares in the olive oil produced from the olive groves around the property, production from the lavender plants and a share of the wine from the country estate's vineyard.

Michael and Dawn have created something inspiring: they have turned their passion into an exclusive lifestyle opportunity. If you have ever dreamt of owning an Italian idyll, complete with vineyards, olive groves, lavender plantation and stunning views of the sea and mountains, visit Appassionata today and let the Hobbs' family show you how to achieve the true Italian dream.

This luxury development has an exclusive ten shares available for each house, but with 40% of the luxurious Casa Giacomo already taken, prospective owners will need to move quickly to secure this incredible lifestyle purchase.

For more information on Appassionata, please visit [www.appassionata.com](http://www.appassionata.com) or call **0039 0734 658775**.

