




Maitó®  
dal 1960

**LUXURY EVENT  
EXPERIENCES**

An *iconic venue* for tailor-made exclusive experiences





Since 1960, Maitó has represented **style, elegance** and **refined hospitality** in the heart of Versilia.

Our mission is to transform every event into a distinctive **experience** — from exclusive private dinners and curated cocktail experiences by the pool or on the beach, to VIP gatherings designed to elevate each brand collaboration.

## OUR AUDIENCE

### PROFILE

25-55 years old

Italian and international guests

### INTERESTS

Luxury lifestyle

Design & fashion

Exclusive experiences

*A simple story made of  
sea scents and Versilian  
lifestyle since 1960*





# OUR SPACES

Maitó style incomparably combines elegance, comfort, fun and an excellent cuisine. **Restaurants**, **Beach Club**, **Wellness Area** and the **Lounge Bar** are the glamorous and sophisticated locations definitely out of ordinary.



*Between the sea and  
the beach, an exclusive  
club and refined restaurant.*

# RESTAURANT

*Seafood cuisine and  
chatting among friends*



The soft colours of the sand and sea, the sober and elegant surroundings and a menu prepared with the highest quality ingredients, ***this is the magic of a restaurant*** that has made history in Versilia.

Simple but special, the chef's dishes are created from products of ***excellence***. The catch of the day, fine meats, organic vegetables, selected flours, everything is chosen and processed following the natural rhythm of the seasons. Pizzas and focaccias, baked from the wood-fired oven, are often an entrée to share while waiting for the main courses.

At Maitó if you are a customer you become a friend, you are the real host, you become part of a concept that is renewed every year, animated by the same spirit and always into new projects.

# RISTORANTE 1960



Located directly on the shoreline, our Restaurants offer an immersive and atmospheric setting overlooking the sea.

Natural light, open horizons and the sound of the waves create a refined yet relaxed environment, ideal for **sunset dinners**, **luxury cocktail evenings** and **lifestyle activations**.

Particular attention is dedicated to the **culinary experience**. Seasonal ingredients, carefully selected suppliers and a Mediterranean approach guide the kitchen philosophy. Each dish is presented with **precision** and **balance**, combining **freshness**, **elegance** and **attention to detail**.



# BEACH RESTAURANT

Sea scented dishes are created every single day, thanks to our chef's selection of **prime ingredients of the highest quality**.

Everything is carefully selected and processed following the passing of the seasons, enhancing the **flavours** and **products** of the territory.





# THE CUISINE

Stepping inside does not mean moving away from the sea. Indoors, the Maitó experience takes on a different rhythm, while staying true to its origins. It begins in the morning, with a rich breakfast offering that moves from sweet to savoury – fresh pastries, small gourmet bites, lighter options – all prepared with the same attention to ingredients and detail that guides the rest of the menu.

Throughout the day, sea-scented dishes are prepared from prime ingredients of the highest quality: **the freshest local fish**, organic vegetables, fine meats and selected flours, all carefully chosen and processed following the passing of the seasons and enhancing the flavours of the territory. Here, the menu continues to tell the story of Versilia – its colours, its relationship with the sea – in a setting designed for unhurried conversations and relaxed dining.



# BEACH CLUB & POOL

The Beach Club and Pool offer exclusive, versatile settings for **unforgettable events**.

From private beachfront dinners to invitation-only poolside experiences, both areas provide a **sophisticated backdrop** for brand activations, lifestyle events, sunset dinners and cocktails, and high-profile celebrations.





APERITIVO  
FRONTE MARE



*A peel of light,  
and the evening finds  
its rhythm.*

# CASE STUDY

Each project is developed in alignment with the client's or brand's identity, ensuring discretion, atmosphere, and flawless execution.

*Unique, unforgettable  
themed evenings, tailored  
to fulfil every desire.*



## CASA FERRARI



**2025** Forte dei Marmi was selected as one of the destinations for the **exclusive Casa Ferrari format** — a concept designed to bring the spirit, design and hospitality of Ferrari to prestigious European locations. Selected guests were invited to experience a refined environment dedicated to **networking, lifestyle** and **immersive brand moments**.

Culinary experiences, relaxation areas and curated hospitality were seamlessly integrated within an atmosphere of exclusivity and prestige.



## SUMMER EVENT



Every July, Maito' hosts its **signature Summer Event**, a highlight of the Versilia social calendar.

Over 600 distinguished guests, including top clients, entrepreneurs, and celebrities, gather on the beach to enjoy an evening of refined dining with exceptional cuisine, paired with an unforgettable live show that turns the night into a truly iconic experience. The event embodies Maitó's philosophy of luxury, exclusivity, and immersive lifestyle, offering a platform for memorable connections and elevated experiences by the sea.

## MAITO'S WEDDING

**2024** CLIZIA INCORVAIA & PAOLO CIAVARRO

In July 2024, Maitó hosted the wedding celebration of Clizia Incorvaia and Paolo Ciavarro, welcoming approximately 180 selected guests.

From the sunset beach ceremony to the refined floral arrangements and elegant evening reception with live performances, the event highlighted Maitó's ability to deliver high-profile private celebrations with precision, discretion and style.





*Ermanno Scervino - SS24*



*Hinnominate - SS25*



*2023 Azimut Yachts x Maitó'*



*2025 - Pomellato x Maitó'*

## LUXURY POP-UPS & EDITORIAL SHOTS

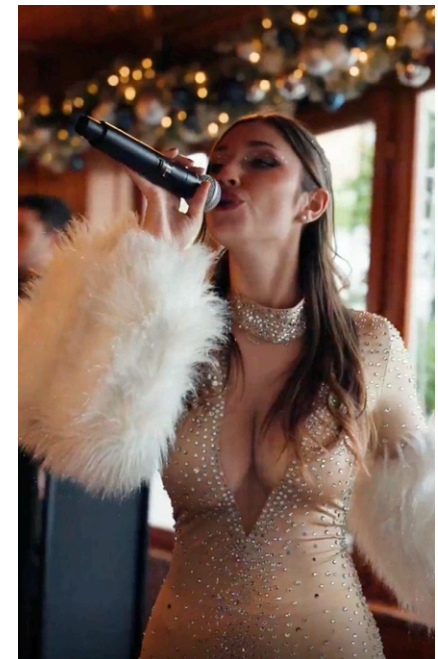
Maitó is regularly chosen as a refined backdrop for *luxury editorial shoots* and *seasonal pop-up activations*.

The natural light, coastal setting and distinctive atmosphere offer brands a visually *powerful environment* to present new collections and *create high-impact content*.

From temporary installations to curated product showcases, each project is developed with discretion and attention to detail, preserving the *iconic identity of the venue*.



*2025 - Olimpiadi del Cuore*



*Live nights x Maitó'*



## OUR CONTACTS

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### *OFFICE*

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