



EAT, DRINK & MAKE PHOTOS

Arrive: Sunday, September 6, 2015

Depart: Monday, September 14, 2015

An intimate Photography, Food & Wine Tour in Umbria

With Master Photographer/Teacher Murray Rockowitz
and Umbrian Cookbook Author/Teacher Suzanne Carreiro

Spend 8-1/2 splendid days touring Umbria with Murray and Suzanne (author of *The Dog Who Ate the Truffle: A Memoir of Stories and Recipes from Umbria*). We bring our skills, experiences, and passions together to create this unique photography, food, and wine tour. You'll learn to cook authentic Umbrian recipes, you'll eat delicious regional dishes and sip great wines, and you'll learn to capture rich cultural experiences with your camera. By the end of the tour, you'll feel like a local.

We'll spend our first night at a 4-star hotel in Perugia, and the next day, move to our villa, *Petrogallo* (www.petrogallo.com), where we'll spend the next seven nights. The villa is in the small town of Umbertide. It's a short walk along the Tevere River to historic downtown and Suzanne's (rented) country house, where she lived for 1-1/2 years. Petrogallo is a stunning restored ancient building with pretty apartments/rooms and comfortable beds! A sparkling swimming pool adorns the tranquil green garden in the center of the complex. Petrogallo is a gem. From Umbertide, we'll eat, sip, and make photos around this enchanting region. We think the tour is perfect for most everyone—singles who prefer to travel with company; couples who don't want to stress over who decides what's next; and folks of most any age who enjoy good food and wine and have an interest in making better photographs.

WHAT MAKES THIS TOUR UNFORGETTABLE is the focus on **Food, Wine AND Photography** with the two guides' passions, experiences, and skills joined to create this unique experience.



Murray Rockowitz is a well-known name among collectors of fine art portrait photography for his beautifully crafted black-and-white portraits. Around the Bay Area, he is also a beloved college photography teacher, guest lecturer, and consultant, as well as an artist. He is sought after for his fun personality, his absolute competence, and his casual but passionate teaching style. Like most other master photographers, Murray has finally embraced color and digital photography (although he still carries his Rollie everywhere).

His extensive portfolio includes twenty-five years of work for private and commercial clients worldwide. Throughout his career Murray has exhibited his photography in one person and group exhibitions in museums, galleries and various alternative spaces.

EXPERIENCE A NEW CULTURE THROUGH A PHOTOGRAPHIC LENS

As your photography improves, you'll notice your images reveal a sense of place and culture. Under Murray's expert guidance, you'll become more skilled at ...

- Using your camera
- Finding and using light
- Creating the best composition
- Learning how, when, and why to use color or black-and-white
- Making magical portraits and candid photos of people
- Capturing landscapes, cityscapes, nature, still life, and architectural details

The coolest part—you'll get a one-half hour private consultation with Murray. Bring your favorite camera—from your iPhone to your top-of-the-line digital camera, or your

beloved film camera, or maybe both. With Umbria as your backdrop and Murray as your mentor, whether you're a pro or an amateur, you'll have plenty of opportunities to make photos, friends, and have fun.

EXPLORE UMBRIA'S CUISINE, WINE, CULTURE & VILLAGES

From our Umbertide base, we'll explore several of "Italy's Most Beautiful Villages;" taste wine at two exceptional wineries; visit Italy's #1 rated olive oil producer; sample regional cheeses at one of the best cheese-makers; and attend one of Umbria's most exciting festivals, plus a delightful festival in Umbertide. It's a tour—so we'll be on the move, but you'll also have time to relax and hang out.

During the tour, Suzanne will teach you to make authentic Umbrian cuisine. In her classes, you'll learn to make pasta and other Umbrian specialties. She'll teach you how to be a wine geek during her *Mini Wine 101* lesson. Together, we'll eat in Suzanne's favorite restaurants, sip *caffè corretto* (espresso with liqueur), and drink *Sagrantino di Montefalco* (Umbria's famous red wine), and Umbria's favorite dessert wines, *passito* and *vin santo* ("holy" wine).

Photography, Food & Wine in Umbria ITINERARY

September 6 to 14, 2015

Sunday, Day 1: *Benvenuti*—welcome! We've chosen a beautiful four-star hotel in **Perugia** to help make your arrival from Rome easy—you exit the bus (from Rome airport) and roll your luggage across the street to check in. We'll meet at 3:00 to get acquainted and at 4:00 we'll join our tour guide, Marco, who will introduce you to Umbria's capital, Perugia. You'll have some free time before our wonderful dinner out in one of Perugia's lovely restaurants.

Monday, Day 2: At mid-morning, we'll meet our driver and board our mini-bus. Our first stop will be an excellent winery in **Bevagna** where we'll taste wine and nibble on local cheeses and *salume*. Then off to eat lunch at a beautiful restaurant. With full bellies, we'll wander around the charming town. Lastly, off to the villa to unpack and relax before our traditional Umbrian BBQ at the villa.

Tuesday, Day 3: Take it easy this morning. Stroll along the **Tevere** River into town to take photos on your own, or grab a cappuccino at a local bar. For the morning lesson, Suzanne will teach *Mini Wine 101*. We'll have Umbria's famous *porchetta* for lunch. In the afternoon, Murray will cover techniques to quickly improve your photography. At dinner, you'll enjoy Umbrian specialties and delicious wines at a nearby favorite restaurant.

Wednesday, Day 4: Walk into town to explore and shop at the outdoor market. Fresh produce, cheese, fish, inexpensive house-wares, clothes, shoes, and purses. A fun place to make photographs! Late morning, Murray will teach, followed by lunch and free time. In the afternoon, we'll have a pasta class, followed by dinner!

Thursday, Day 5: Late morning, we'll head to **Gubbio**, an exquisite medieval hill town. Time to explore, shop, and relax before lunch. We will dine at a classic Umbrian restaurant where you'll know you are in Italy—thick stone walls and huge timber beams. Next we'll meet Marco. He'll take us on the *funivia* (tram) to the top of hill and on to see the town's highlights. Back at the villa to relax, swim, or walk to town. Pizza and artisan Umbrian beers at the Villa.

Friday, Day 6: In the morning, Murray will assign a photo project to work on alone or with a buddy. You'll have several hours to work on the project before Suzanne and friends do a cooking demo, followed by lunch. Early evening, we'll share the project work. For dinner and entertainment, we'll head to Umbertide's fun festival that celebrates life in the 1800s. It's a great chance to be surrounded by locals, eat farmhouse fare, and learn about the culture.

Saturday, Day 7: Over *caffè corretto* (espresso with liqueur), you'll share your best work from the week. Murray will lead the critique and encourage others to join in for constructive comments. When the wrap-up is over, we'll have a light lunch, leaving room for our afternoon cheese tasting at an excellent cheese maker's. Later we'll explore Umbria's famous wine region—**Montefalco**, the home of the region's robust, delicious sagrantino wine. Winery tour, wine tasting, and dinner in this famous wine area.

Sunday, Day 8: Our adventure today will start in **Foligno** where we attend the *Quintana* race that started in 1613. This might be your photography experience of a lifetime—or simply a great chance to marvel at the ancient figure-eight horse race. Town's people dress in elaborate costumes of the 15th century. Exuberant fans that pull all kinds of stunts are juxtaposed with the amazing MOMENTS OF SILENCE. Plus there will be many occasions to practice street photography. It's a truly incredible event! After the race, if there is time, we'll drive to **Santa Maria degli Angeli** to visit St. Francis's tiny church, built sometime in the 12th or 13th centuries. Next, up the hill to see the city of **Assisi** and the most important spots before we have our most spectacular meal of the tour at Suzanne's favorite restaurant.

Monday, Day 9: Time to pack up and head out for our last day together. Umbria is famous around the world for Deruta's hand-painted traditional ceramics, and the region is known all over Italy for producing some of the best olive oil in the country. Our first activity today will be a tasting at Italy's #1 ranked extra virgin olive oil producer that happens to be in Umbria. Lunch will follow, and then off to the town of **Deruta** to admire and/or purchase hand-painted ceramics to ship home. Then we'll deliver you to the hotel where we picked you up at the start of the tour. We'll say *arrivaderci*, and hope we meet again at Murray's studio when he hosts a reunion.

Suzanne Carreiro lived in Umbria for a year and a half while researching her Umbrian cookbook, *The Dog Who Ate the Truffle: A Memoir of Stories and Recipes from Umbria*. During her time in Umbria, she learned to speak Italian, made many new friends, and learned to cook authentic Umbrian dishes.

Prior to writing her cookbook, her long career in food included developing recipes and writing for major publications and food companies, styling food for photography, and acting as PR director for Beringer's Italian wines. Throughout Suzanne's career, she has taught cooking classes—most recently at the world-renowned Culinary Institute of America in St. Helena, where she lives. Suzanne is passionate about using good, fresh ingredients, preferably organic and locally grown. She's also NUTS about Umbria!

Note: We might need to make changes in the itinerary, but we promise you'll get something equal or even better, if we change things.

3 REASONS TO SIGN UP EARLY

1. You get to pick the apartment you want—they are all beautiful, but each one is unique.
2. If you are traveling alone, you'll get to stay by yourself in one of the two single rooms without having to pay a single supplement—**sorry these rooms are already booked**. But there are still apartments available to share or have to yourself (a single supplement applies).
3. You will be assured of getting a place on the tour. The tour is limited to 14 people.

Tour Price: 2,813 Euros per person (double occupancy; single supplement 150 Euros). Does not include airfare (see below for more information).

(The conversion rate for the Euro>USD has been going up and down. The tour price in US dollars will probably be between \$ 3,550 and \$3,800; the single supplement will be about \$ 200.)

Note: The tour price is based on Euros because we pay the tour expenses in Euros. If the rate goes up or down, we will adjust the price when we invoice you. Big tour companies don't have to do this because they make about 25 percent profit—we operate on a very slim margin.



What's included:

- One night lodging at a 4-star hotel in Perugia and return to the hotel at the end of the tour.
- Seven nights lodging at an ancient villa or agriturismo.
- Daily continental breakfast.
- Good wine at all lunches and dinners (Suzanne's selection—and she loves good wine).
- All meals—enjoy delicious home-cooked meals and dine at traditional and *nuova cucina* restaurants.
- Excursions in a mini-van to Perugia, Gubbio, Bettona, Deruta, Montefalco, Assisi, Foligno, and Bevagna. Includes two tours with a local tour guide who speaks English.
- Photography classes by Master Photographer Murray Rockowitz.
- Individual 1/2-hour consultations with Murray.
- Wine and cooking classes by Umbrian cookbook author Suzanne Carreiro.
- Visit to one *mercato*.
- Tasting at one of Umbria's best cheese producers and ITALY'S #1 rated *frantoio*.
- Tasting at two excellent wineries.
- Attend two fantastic festivals.

BONUS: All participants receive a print of a group portrait made by Murray. Plus, Murray will host a potluck follow-up meeting at his studio in Petaluma, California to share photos and stories. Everyone will get a personally autographed copy of Suzanne's Umbrian cookbook, plus a copy of the recipes from the cooking classes.

What's not included in the price of the tour?

- Airfare or travel from the airport in Italy to the designated hotel in Perugia.
- Additional lodging before or after the tour is over.
- Spending on items of a personal nature—phone calls, snacks, insurance—or any items/services not expressly specified in the itinerary and agreement.
- Any museum or other expenses you incur on your own (not included in itinerary).

For more information or to sign up, please contact Suzanne by email at suzanne@tombria.com or by phone at 707-815-5710. You may reach Murray at 707.765.1972 or murray@rockowitz.com | rockowitz.com.

We hope you'll join us in Umbria!
Cin cin,