



*Luxury on the Lake*

***Luxury on the Lake*** has chosen Villa Erba:  
***a perfect union of luxury and tradition***

A high-class location for an event that is destined to become the most prestigious appointment of the season. *Luxury on the Lake* is born under an auspicious star: the decision to host the event at **Villa Erba** in Cernobbio (Como), further underlines the glamorous spirit of this four-day *Charity Event*, dedicated to classical luxury and the new concept of ethical luxury.

Built towards the end of the nineteenth-century in opulent mannerist style, Villa Erba is famous worldwide, not only for its splendid position on the shore of Lake Como but also for being the residence of Luchino Visconti, grandson of Carlo Erba, the pioneer of the pharmaceutical industry.

The modern congress centre next door to the villa is situated in a wonderful park where you can take fascinating botanical walks, amidst multicoloured flowerbeds and Hortensia plants. The large conference hall, equipped with the latest technology, can accommodate up to 5000 people, and the facility has an exhibition area of over 11.000 square metres.

Ideally situated, the centre is easy to reach from Milan, Como and Switzerland, making it the perfect venue to host the *Luxury on the Lake* event.

The appointment at Villa Erba, Cernobbio (Como), will be held from 3 until 6 December 2009.

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