

M FLORENCE
LEGACY
EXPERIENCE





Welcome!

My name is Cris and I am an entrepreneur and business owner who has set up more than 20 companies in 5 different countries. I was born and raised in Germany, but now live with my wife and our three sons on the beautiful island of Mallorca, Spain.

For many years I have been interested in the Medici family from Florence, Italy. I have taken many trips to Florence, became fluent in Italian and enrolled in a Masters program for Art History to learn more about the Renaissance period. As I delved deeper into the history and read approximately 70 books and manuscripts on the Medici family, I discovered that no one has taken a look at them through a business and entrepreneurial lens. How did they develop from a merchant family to the richest family in Europe in the 15th century? How did they build their influence to shape a new area called

Renaissance? Why did they invest into the art and architecture that we still marvel at today (Leonardo da Vinci, Michelangelo, Botticelli etc.)? The more I studied, the more I became fascinated and I decided: I want to become a Renaissance man and develop a legacy for my own family.

As the author of *Get Your House in Order – Principles of Success Based on the Life of Cosimo de' Medici*, I offer a fresh perspective on the Medici family and the foundations of their enduring legacy.

Have a look at this brochure and get in touch if you're interested in joining me on this legacy experience.

Yours,

A handwritten signature in white ink, appearing to read 'Cris' followed by a stylized surname.

Cris Auditore Zimmermann



WATCH A PERSONAL
INVITATION VIDEO
TO THE FLORENCE
LEGACY EXPERIENCE

M FLORENCE LEGACY EXPERIENCE

A 3-DAY HIGH-EXCLUSIVE GATHERING TO
LEARN FROM ITALY'S MOST INFLUENTIAL
AND POWERFUL FAMILY.

Da Vinci famously said: "Learning never exhausts the mind." And it's even better when you can learn from one of the most influential families in Italy during the Renaissance period - the Medici family. In this curated experience we will learn about their success principles and teachings to shape our own renaissance and legacy for the future.

The Medici family ruled Florence for over 300 years, becoming Europe's wealthiest family, shaping culture, and becoming patrons of the arts and architecture that we still marvel at today. For three days, we will walk through the Piazzas and visit Palazzos and Villas where they lived, learned, and left their legacy. Together, we will extract the legacy principles and teachings to apply them to our lives today.

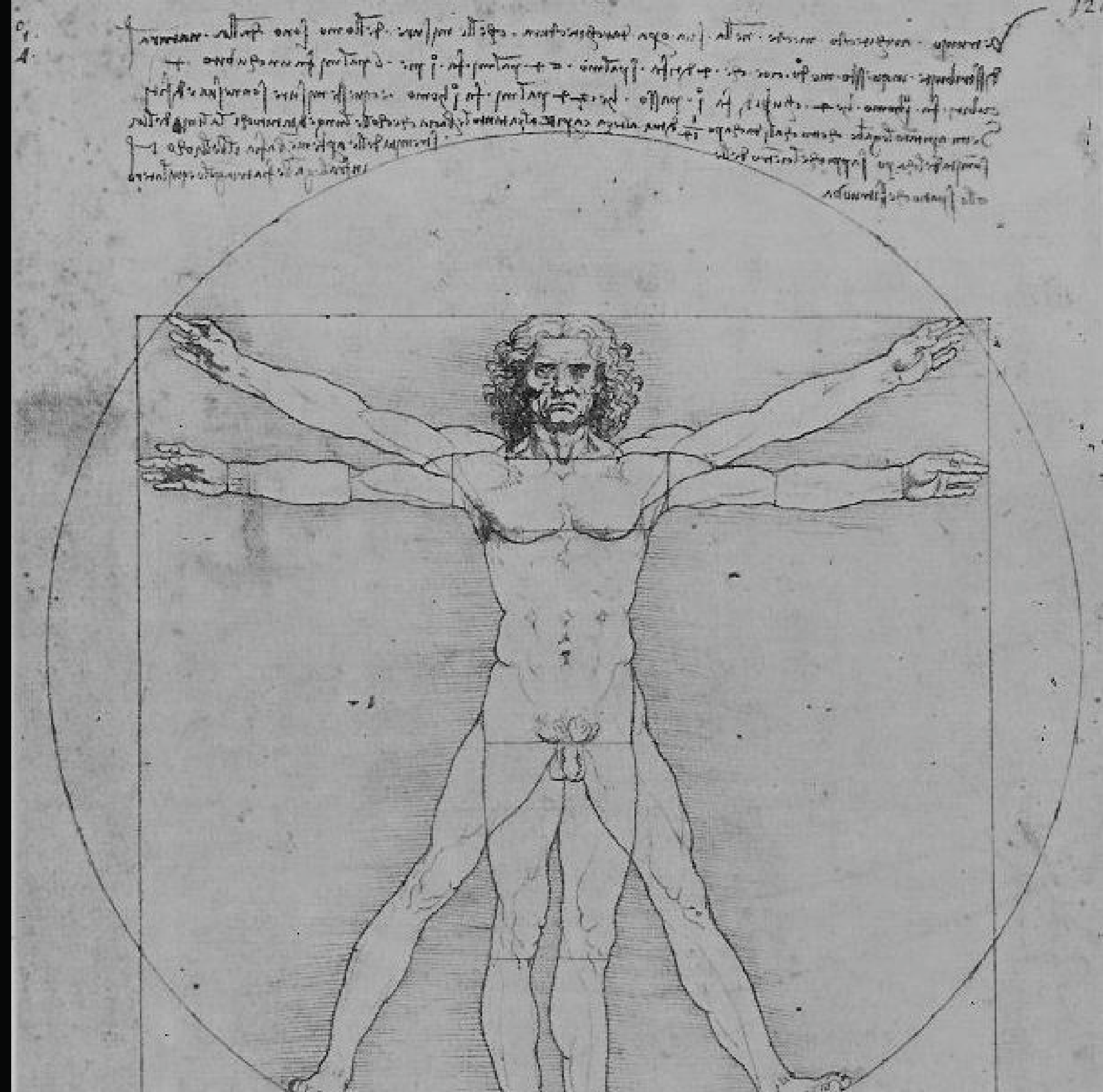




The Renaissance

The Renaissance was a period of cultural and artistic rebirth that began in Italy during the 14th century and spread throughout Europe until the 17th century. The term "Renaissance" reflects the renewed interest in classical learning and culture that characterized this era. During the Renaissance, there was a resurgence of interest in the arts, literature, philosophy, and science, shifting away from the medieval emphasis on religious thought and dogma, and towards a more humanistic focus on the individual and the human experience.

The Renaissance saw significant advances in science, including the development of the scientific method and major breakthroughs in fields such as astronomy, anatomy, and mathematics. Artists during the Renaissance produced some of the most celebrated works in the history of art. The period saw the development of new techniques in painting, sculpture, and architecture, including the use of perspective, chiaroscuro, and other techniques to create more realistic and lifelike representations of the world.





The Medici Family

The Medici family is considered the godfathers of the Renaissance. They commissioned some of the most famous art in the world today, including works by Leonardo da Vinci, Michelangelo, Botticelli, Donatello, and more. They invented banking methods that influenced European finance for centuries. The Medici family is one of the most influential and renowned families in the history of Europe, and even the world, despite not being of noble or royal blood. Their legacy has endured for centuries, with millions of people visiting Florence each year to marvel at their art, architecture, and banking methods that we still use today. Their generosity laid the foundation of the great museums and churches that we will explore together.

But what can we learn from the Medici family? How did they create such wealth, influence culture and society, and shape the Renaissance as a new epoch? As a peer group we want to explore their story together in order to be inspired for our own lives, families and business.





Visiting Florence

Florence, Italy, is a city unlike any other. Steeped in history and culture, this city offers visitors an unparalleled experience. Here are just a few of the reasons why we want to explore Florence together:

Art & Architecture

Florence is a testament to human creativity and ingenuity, with its stunning buildings, sculptures, and paintings. Some of the very best local experts will be our personal guides and reveal the secrets behind some of the masterpieces. From the iconic Duomo to the Uffizi Gallery, Florence is a city that will leave you in awe.





History & Culture

The history and culture of Florence is colorful and rich, even more so as we engage with its people. Part of the Medici Gathering will be meeting some local business families and hearing their stories. We want to learn from them and their legacy.

Food & Wine

Florence is a food lover's paradise, with its delicious traditional dishes and wines. From hearty Tuscan pasta to locally made cheeses, we are curating this culinary experience and have selected some very special restaurants and cellars for us to visit.





Shopping

Florence is a city that caters to luxury shoppers with its high-end designer boutiques and stores. However, the city is also home to many local artisans and craftsmen, making everything from handmade leather goods to beautiful ceramics. You can find something unique to take home as a souvenir of your visit to Florence.

The Florence Legacy Experience is designed for us to engage in a peer-to-peer discussion around the theme of legacy. Please come prepared with an open mind and a warm heart to experience this exclusive event among peers.



House of Nine

The Florence Legacy Experience will take place at the House of Nine—an exclusive members' club and five-star hotel nestled in the center of Florence. With its refined blend of Renaissance charm and contemporary luxury, it offers the perfect setting to reflect on legacy, leadership, and the spirit of reinvention.

Just steps away from the city's most iconic landmarks, the House of Nine serves as our home base throughout the experience—providing a private, elegant environment for learning, conversation, and connection.



Feedback from Participants



Timothy Blonkvist

FOUNDING PRINCIPAL OF OVERLAND PARTNERS
ARCHITECTURE + URBAN DESIGN FROM SAN
ANTONIO, TX USA

“Few Gatherings have provided such a sense of global interaction and potential for building on relationships that can stand the test of time than the Medici gathering in Florence. What a powerfully rich learning experience packed with people, places and insights into the lives of the Medici family.”



Andreas Sprengel

REAL ESTATE DEVELOPMENT FROM FRANKFURT,
GERMANY

“After participating with Cris in Florence, I feel encouraged in my life’s motto not just to make a lot of money, but to invest it strategically.”



Jeff Thomas

FOUNDER & CEO FROM HOUSTON, TX USA

“I enjoy studying successful people and families to learn from them. I also enjoy being in community with like-minded people. The Medici event in Florence inspired me to help build such a community.”



Vince Birley

CEO FROM MARIETTA, GA USA

“The Medici event that I attended in Florence was a first class experience with wonderful people. Three points of impact for me were: an appreciation for the arts, the importance of personal balance, and the pursuit of humble influence.”



Michael Brügger

BUSINESS ECONOMIST (FH) & STARTUPS
INVESTOR FROM AGNO, SWITZERLAND

“Years ago I read about Pablo Picasso inviting other artists and intellectuals to have conversations at his home. This is how I experienced the Florence Experience.”



Ben Trantham

ENTREPRENEUR & BUSINESS OWNER FROM FT.
WORTH, TX USA

“I enjoy studying successful people and families to learn from them. I also enjoy being in community with like-minded people. The Medici event in Florence inspired me to help build such a community.”



Andrew Han

DIRECTOR OF FAMILY OFFICE RESEARCH FROM
SINGAPORE

“Being with Cris in Florence was an eye-opening experience. I particularly enjoyed journeying with other business people together and understanding the context of the Medici history brought to life!”



Medici
GLOBAL VENTURES

Leonie Jakobi

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