



BORGO EGNAZIA
NOWHERE ELSE



COMPANY PROFILE

Over 700 employees, 550 guests, and 184 rooms.

5 years of planning and construction, 14 years of dedicated service and hospitality.

An extraordinary project celebrating a millennia-old culture.

A love letter to Puglia.

Borgo Egnazia is nestled in the Itria Valley, between the blue Adriatic Sea and endless, age-old olive groves. It is a **global symbol of Puglian hospitality**, actively contributing to Puglia's growth as a high-level tourism destination. Since 2010, Borgo Egnazia has offered a unique concept of hospitality **based on the region's culture** as well as a visionary and contemporary interpretation of tradition.

The property was built entirely from scratch between 2005 and 2010 as a **tribute to Puglia**, its historical architecture, its ancient rural culture, and its **rich traditional heritage**. A true work of architecture, it results from extensive research and is inspired by ancient masserie and rural villages—all emblems of Puglia where **essential shapes** and materials embody the essence of a culture deeply connected to its roots.

Ever since the beginning, when its pale tufa walls were being built, Borgo Egnazia has made and kept a **significant promise**—promoting and safeguarding Puglian traditions, involving the **local community** in an ambitious project aimed at reaching and engaging an **international audience**. Here, young talents, established professionals, industry operators, artisans, and artists find their own place to prove themselves and contribute to the **economic growth of the entire region**.



HISTORY

The story of Borgo Egnazia began in 2010, but **its roots trace back to 1996**, when the vision of **Marisa Melpignano** and the opening of **Masseria San Domenico** marked the beginning of a **new era for tourism in Puglia**.

The region's development received a significant boost with the creation of the San Domenico Golf course, a project by Sergio Melpignano, husband of Marisa, which was inaugurated in the summer of 2003. From its inception, San Domenico Golf established itself as a prominent venue for major national and international tournaments.

A few years later, the Melpignano family embarked on an even more ambitious venture: the dream that would soon be known as "Borgo Egnazia." Offering fresh and inspiring ideas for this project was **Aldo Melpignano**, son of Marisa and Sergio. After assisting his mother in opening Masseria San Domenico, Aldo pursued personal and professional growth abroad.



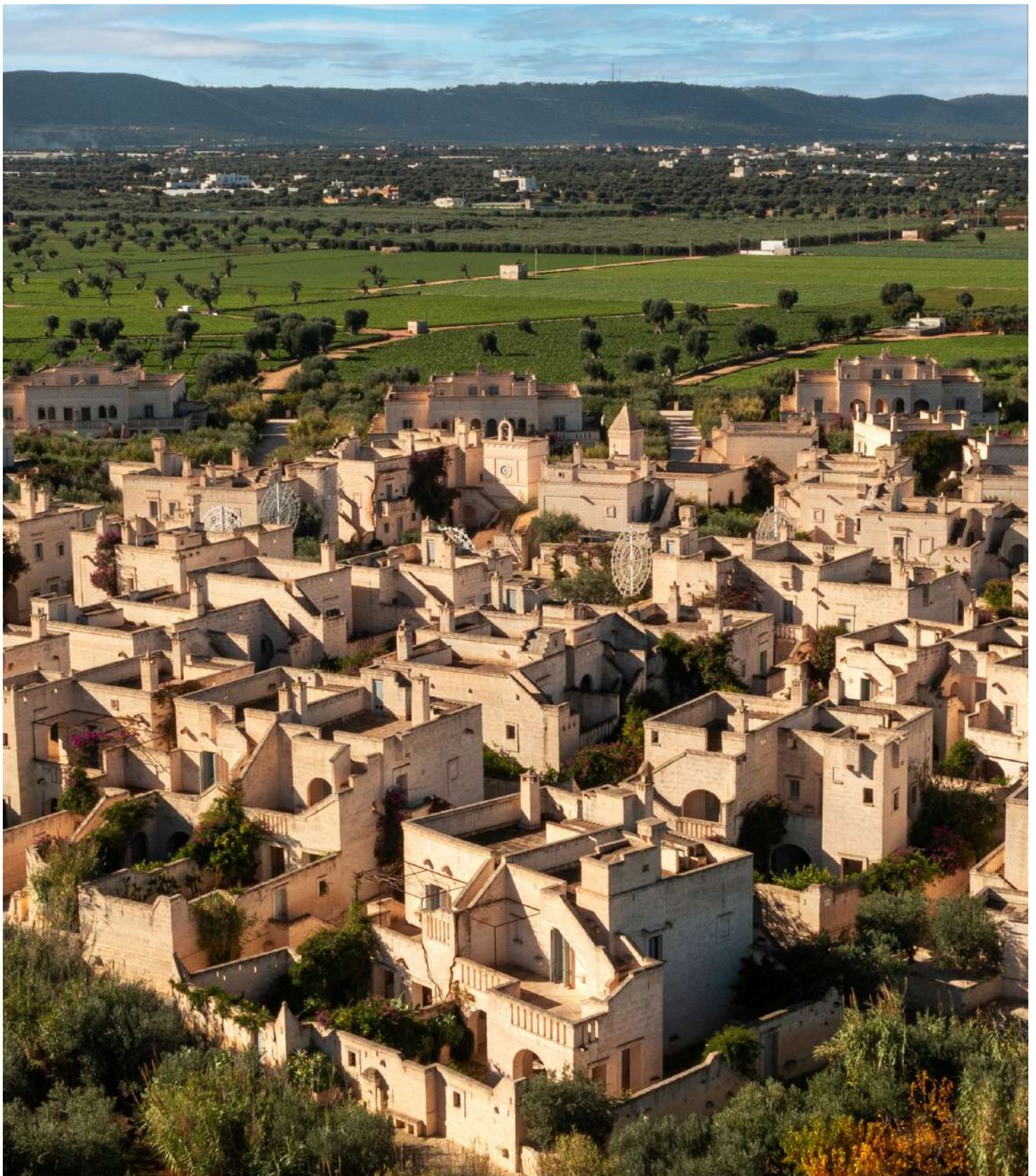
In 2007, feeling the pull of his roots, Aldo returned to Europe, dividing his time between London and Puglia. He began **working on the realisation of Borgo Egnazia**, which opened its doors three years later. Over the years, Borgo Egnazia has hosted globally significant events and obtained numerous awards and accolades, reinforcing its image as a visionary enterprise. Notably, it joined the Leading Hotels of the World network in 2011 and was recognised as “**Best Hotel of the Year**” by the prestigious travel agency network Virtuoso in 2016.

Today, Borgo Egnazia stands as a testament to this **rich history and heritage**, exemplifying how a deep connection with local traditions can coexist with a contemporary approach to hospitality. The vision of Borgo Egnazia, carried forward by Aldo and his wife Camilla Melpignano, continues to inspire the future of tourism in Italy and beyond.



Over the years, the Melpignano family has also invested in the development of other properties: Masseria Cimino in Savelletri di Fasano, Masseria Le Carrube in Ostuni, and San Domenico House in London.

In 2023, Aldo Melpignano founded **Egnazia Ospitalità Italiana**, a management company aimed at becoming a reference point for entrepreneurs and hospitality businesses that view tourism development as an opportunity to enhance local culture, economy and traditions.



THE PROJECT

The architectural project of Borgo Egnazia was **designed by Pino Brescia**, a talented artist and designer, whose appointment highlights, once again, the **foresight of the Melpignano family**.

When it came time to bring Borgo Egnazia to life, several renowned international architectural firms were consulted, but none could fully **capture the vision of the Melpignano family**, who aspired to create a place that embodied the **true essence of Puglia**.

Rising to the challenge, they chose the young designer who had already renovated Masseria Cimino, another family property. Brescia proved to be the right artist to bring this dream to life, creating a **modern property** inspired by the region's history and architecture. His design, based on meticulous research rather than mere replication, stands as a **true love letter to Puglia**.



Upon arrival at Borgo Egnazia, a **magnificent entrance arch** marks the threshold, aligned along the east-west axis, following the path of the rising sun. The property consists of **three main areas**, each reminiscent of different living spaces in ancient Puglian homes. Just past the entrance lies **La Corte**: with its baskets full of almonds and harvest elements that refer to the local agricultural tradition, it harks back to the old masserie. It features spacious halls, grand staircases, and high vaulted ceilings. The heart of the property is the **Borgo**, the area that best represents the essence of Puglia. Centuries ago, villages were clusters of small houses spread among narrow, intertwined alleys where farmers lived. These houses were built around a large **Piazza**, where all community activities and public celebrations took place. Finally, along the perimeter of the property, there are the **Case** – private villas inspired by the ancient residences of the landed gentry.





PEOPLE

The success of Borgo Egnazia is largely due to the people who work here, who embody and can convey the **welcoming spirit** of the Melpignano family. This model of **sincere, passionate and unpretentious hospitality** has not only attracted guests seeking an unparalleled experience but has also **inspired numerous entrepreneurs** in Puglia and across the country, gathering attention from prominent international operators.

All experiences at Borgo Egnazia are inspired and guided by one goal: **enriching the lives of everyone who crosses the threshold**, including staff, suppliers and guests, while enhancing the local area. This core value serves as a compass for developing business strategies. At Borgo Egnazia, the understanding that the **happiness of the employees** is essential for the happiness of the guests is fundamental to the company's philosophy. As such, the company is committed to maintaining a **positive and inclusive work environment** where employees, referred to as "**Talents**," feel valued, supported and motivated. With an employee **engagement rate of 85%**, Borgo Egnazia offers balanced working conditions, ample opportunities for personal and professional growth and programmes supporting **physical and mental wellbeing**.

Borgo Egnazia recognises the **importance of training** and professional development for its employees, providing them with the tools and resources needed to excel in their roles and fully meet guests' needs. This commitment has been acknowledged by prestigious certifications, including **Great Place to Work** and **Top Employer**. Affirming Borgo Egnazia's



Borgo Egnazia's approach to human resource management significantly impacts the **integration of local communities** into the economic and professional fabric of the area, which is crucial for preserving regional traditions and identities. Providing meaningful employment opportunities with balanced working conditions and fair wages helps **maintain the essence of the local area** and **empowers its residents**.



PUGLIA

Year after year, Borgo Egnazia has passionately contributed to the **growth of Puglia as a tourist destination**. Its role has been to amplify the narrative of this **fascinating region rich in stories**, by welcoming both Italian and international guests and placing "the heel of Italy" on the world's most significant maps.



This **journey of growth** has also fostered a **renewed awareness**, enabling an active and continuous dialogue with the local community, the beating heart of the entire entrepreneurial and cultural vision of the area.

The presence of Borgo Egnazia has stimulated the emergence and development of **numerous other businesses in the luxury tourism sector**, creating a significant economic impact and encouraging major international tour operators to discover this land.

Borgo Egnazia recognises the importance of collaboration between the **public and private sectors** to ensure the prosperous and **sustainable development** of the region. Effective synergy between institutions and businesses is fundamental to creating an environment conducive to the development of the tourism sector. The commitment is to **work with local authorities** and communities to develop **integrated territorial development strategies** that consider the needs of the population and contribute to the economic, social and cultural growth of the areas in which it operates. This approach reflects Borgo Egnazia's dedication to becoming not only a benchmark in the hospitality sector but also a **driving force for development and wellbeing** in Puglia.



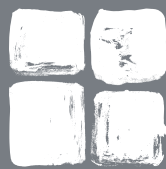
THE CLARA ASSOCIATION

In the early months of 2024, the **CLARA association** was founded with the aim of reviving and giving new life to ancient arts, starting from the **custodians of local traditions**. CLARA, derived from the Latin Clarus, which means “bright,” is the light that illuminates the past, the symbol of a brighter future shaped by the **rediscovery of values that defined life in the past**.

A project aimed at restoring and promoting ancient traditions, representing the love and respect for the local culture which have always defined Borgo Egnazia. This vision has been enriched also thanks to the friendship with **Clara D’Aprile**, the custodian of Puglian traditions, who has been collecting and passing down ancestral arts and knowledge for many years.

From the noblest handicrafts to the discovery of traditional cuisine, from popular music to the secrets of wild herbs, culture is woven through different creative threads. The association aims to collect and document knowledge and arts of the past with a historical-scientific approach. Craftsmanship is the leitmotif of the whole project, portraying the charm of ancient customs and traditions, the magic of ethnobotany and the great gastronomic heritage we have inherited from the past. Thanks to the involvement of the local community, this project aims to tell the story of a culture deeply grounded in the values of sustainability, biodiversity, creativity and conviviality. The primary mission is to create an unbreakable bond between the past, present and future, transforming culture into an ever-evolving story.





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