

Places not to be missed to discover an unpublished Venice

The Manager of the historic Baglioni Hotels Luna, Gianmatteo Zampieri, reveals anecdotes and curiosities about the most romantic city in the world

For a moment, forget the traditional tourist guides and get ready to discover a “never-before-seen” Venice thanks to the “Manager’s Special Guide”, a unique compilation, made possible thanks to the contribution of the Manager of the Baglioni Hotel Luna, Gianmatteo Zampieri, of the 5 most interesting places in the city to visit close to the Hotel Luna and outside of the typical touristic itineraries offered to travellers. A small but beautiful homage by a knowledgeable expert of the history, culture and tradition of Venice, to make your stay even more special.

The 5 must-see spots in Venice:

The Squero Tramotin, the "factory" of the gondolas

The Squero Tramotin builds gondolas since 1884 and represents a real museum where to search for the identity of Venice, a place where small boats of the Venetian lagoon tradition are built and repaired, such as the famous gondolas.

Peggy Guggenheim Collection

Situated along the Grand Canal, the Peggy Guggenheim Collection – part of the Solomon R. Guggenheim Foundation –, was once the bedroom of Peggy Guggenheim, a United States art collector and from 1941 to 1943, the wife of surrealist painter Max Ernst. The interior houses Peggy’s personal art collection, made up of some examples of United States modernism and Italian futurism, in addition to cubist, surrealist and abstract expressionist works.



Church of San Giovanni in Bragora

Dedicated to San Giovanni Battista, the Church of San Giovanni in Bragora became very popular in Venice for its proximity to the water, a symbol of protection of the places located near it. Inside, there are various works of art worthy of note. A plaque also commemorates the baptism of the Italian composer and violinist Antonio Vivaldi, who was baptised in the Church.

Mocenigo Palace

Already home to the Centre for Textile and Costume Studies (Centro Studi di Storia del Tessuto e del Costume), the Palazzo Mocenigo in San Stae church has undergone a significant restoration that has allowed for recovering architectural and structural elements, as well as furnishings, frescoes, marmorino constructions and floors. The palace, originally belonging to the Mocenigo family, one of the most important dynasties of the Venetian patriciate, offers visitors the opportunity to experiment with new museum exhibitions dedicated to the history of perfume and essence, an initiative that came about in order to rediscover and promoting the thousand-year-old vocation that places Italy, and Venice in particular, among the founders of the world perfume tradition.

Acqua Alta Bookshop



Gondolas, sly cats and stacks of book from every genre fill the most famous “floating” bookshop in the world, the Acqua Alta Bookshop, a unique, magical place in which time seems to have stopped. In 2014, BBC listed the “Acqua Alta” bookshop as one of the 10 most beautiful bookshops in the world. Books are arranged in a particular manner so that when in Venice the high tide comes, everything made of paper remains dry.

Gondolas and canoes double as shelves and “shelter” against the high tide, as well as the raised shelves. Founded in 2004 from the creative genius of Luigi Frizzo, from Vicenza by birth but Venetian by adoption, it is equipped with a small “emergency exit” with a small sitting area that looks over the canal from which you can admire the extraordinary beauty.