



# Venice

Property Portfolio



**VICTOR**



Photographed exclusively for Victor, this is part of the ceiling fresco of a secret restoration project on the Grand Canal. Full details will be released by Venice Prestige in May.

## Behind closed doors

*Venice has been capturing imaginations ever since the dedication of its first church in 421. From Lord Byron to Jan Morris, artists and writers have been intrigued by its idiosyncratic blend of beauty, glamour and mystery for centuries.*

*Today, Venice has become a tourist destination of such magnitude that it can sometimes appear off-putting. But, as the inaugural Victor Property Portfolio shows, it is also a fully functioning city with a wide variety of places to call home – all you need to know is where to look.*

*Benvenuti a Venezia.*

### Contents

<b>Property no 1: The rental</b>	<b>54</b>
Seratina	
<b>In the know</b>	<b>56</b>
Venice Prestige's Ann-Marie Doyle	
<b>Property no 2: The turnkey</b>	<b>58</b>
Garzoni Moro	
<b>Atlas</b>	<b>60</b>
Venice from above	
<b>Property no 3: The purchase</b>	<b>62</b>
Campo Santo Stefano	
<b>The property market</b>	<b>64</b>
How it works, Italian-style	



Property no 1: The rental  
**Serafina**

A stunning four-bedroom, four-bathroom apartment set within the classical elegance of a piano nobile, **Serafina** boasts breathtaking views of the Grand Canal with a large balcony that opens directly onto the water opposite a landmark Venice church

Resplendent with antiques, Fortuny fabrics and exquisite tapestries, the apartment's double-height Gothic windows flood it with light and offer a unique perspective of Venice's most important waterway, in the heart of the action yet at once removed, the Santa Maria della Salute church feels like it's almost within touching distance.

There is an elegant formal dining room and well equipped kitchen for entertaining, while four beautifully furnished bedrooms (three double and one double/twin) and four bathrooms complete the upstairs level alongside a gallery sitting area.

**At a glance**

- Breathtaking views with the Salute opposite
- Watergate with direct access to the Grand Canal for easy airport transfers
- Moments from the Accademia and Piazza San Marco
- Classic accommodation with integral air conditioning
- Part of a famous palazzo signorile complete with concierge

[veniceprestige.com](http://veniceprestige.com)



## In the know

The owner and managing director of Venice Prestige, Ann-Marie Doyle has worked with property in Venice for almost 30 years. As befits an entirely unique place, it is an entirely unique market where personal connections and local knowledge can make or break a deal

With offices in Venice and London, Doyle deals exclusively with high-end properties for private clients. Since she started, there have been many changes in the market, which has developed from a small cluster of properties to the exclusive collection available today. Why does she think Venice has become such a sought-after destination? "It's a totally different pace of life, an antidote to busy city living - it's grounded, yet everything is special," she says. Fluent in English, Italian, French, German and Spanish between them, Doyle and her team have become the agent of choice for many local and international clients.

In addition to the rental and management of luxury rental properties, Venice Prestige advises on the purchase and furnishing of properties through sister company Venice Sotheby's Realty, and offers a comprehensive array of services ranging from dinner parties with a local chef to

after-hours museum visits. Today, rental owners are increasingly responding to the demands of an international market by upgrading their properties - some of which have been in the same family for centuries. While historic apartments on the Grand Canal and in the best locations remain the quintessential dream, top-level contemporary bathrooms and kitchens that retain the historic Venetian look and feel are important too. "The trend now is very much towards individual and special properties combining Italian style with great facilities," Doyle states.

For her, Venice has always been special, and it's this she aims to share with her clients: finding beautiful and luxurious alternatives to hotels, to experience the city in a more authentic way, is what it's all about. Walking with Doyle along its canals and through its squares is like a private guided tour as she points out a building's architectural quirk, the world-class painting

hidden behind a nondescript front door, or the resting place of a long-dead doge.

Designated a World Heritage Site in 1987, Venice is truly like no other place on earth - a tiny geographic area that combines historic palaces, a diverse array of neighbourhoods, art and design, and the pleasures of outdoor island living. A victim of its own success, it can become crowded in summer - so it makes sense to invest in expertise if you want to avoid the throng. For places to eat that are slightly off the beaten track, she recommends "the Locanda Cipriani on the island of Torcello or Il Certosino on Isola della Certosa" as just two examples of what a difference expert local knowledge can make. Of course, whether it's restaurant reservations or property rentals, almost anything can be at your disposal when you're working with the best in the business. Well, almost anything. "Tea is impossible in Venice," Doyle says.

[veniceprestige.com](http://veniceprestige.com)

Property no 2: The turnkey  
**Garzoni Moro**

Offering a choice of eight one- or two-bedroom apartments in a historic palazzo with a late-Gothic facade on the Grand Canal, **Garzoni Moro** is a living monument to the story of Venice and an ideal turnkey property development

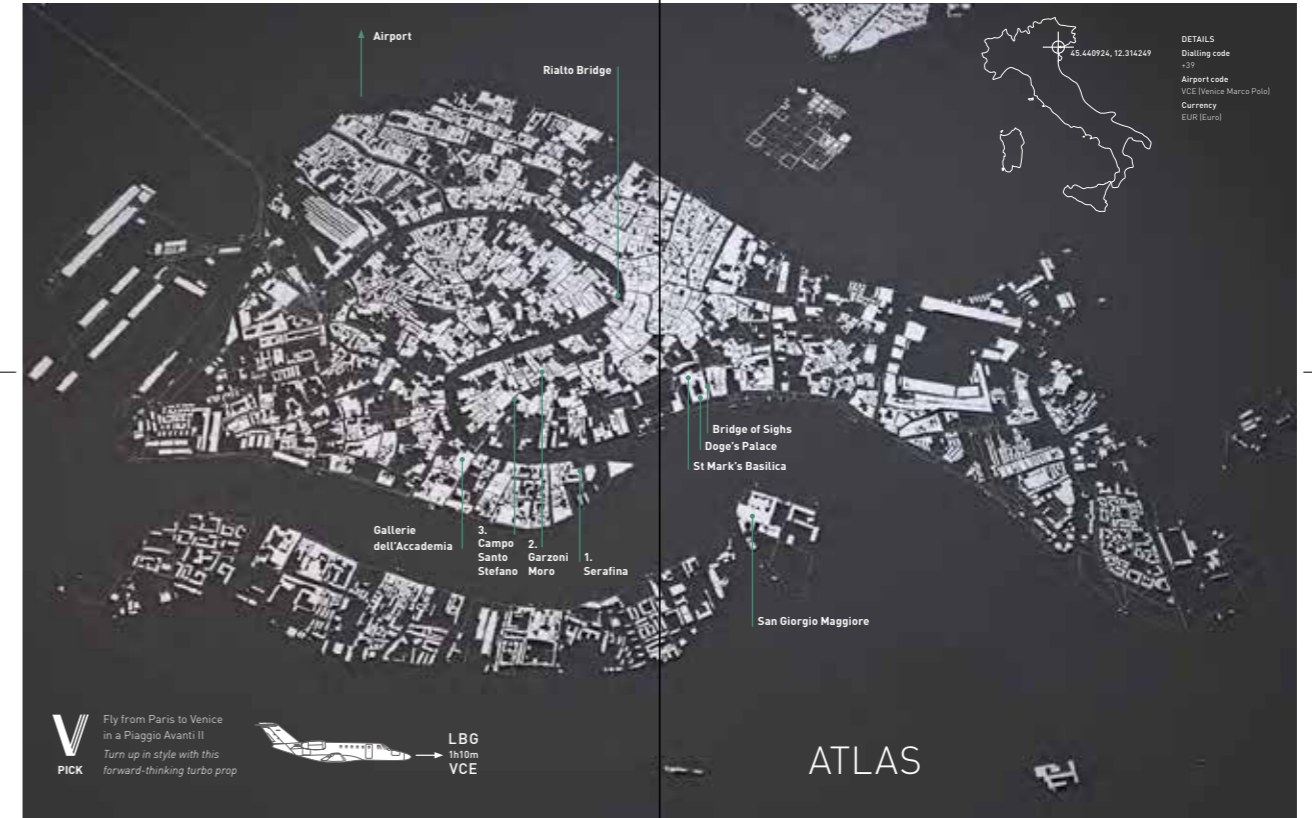
In the 18th century it was selected by Canaletto, the most famous painter of Venetian cityscapes, for a singular panorama that looks out from the palazzo toward Rialto, and has most recently been used by the Università Ca' Foscari.

Now converted back to its original use as a residential property, leading design houses Arc Linea, Rubelli and Venini have been all involved in the styling and finish of the apartments; buyers also have the option of working with Rubelli to realise their own style.

**At a glance**

- From €480,000 to €2.2 million
- Completely refurbished, including air conditioning, and ready to occupy
- Excellent location, including watergate
- Luxury interiors by Arc Linea, Rubelli and Venini
- Perfect for private use and occasional rental

[venicesothebysrealty.com](http://venicesothebysrealty.com)





Property no 3: The purchase  
**Campo Santo Stefano**

*A former French consulate and an art connoisseur's dream, Campo Santo Stefano boasts 18th-century murals and an unbeatable location in one of Venice's most prestigious residential districts*

Dating from the 15th century, the palazzo apartment's grand reception rooms include murals painted by the Italian artist Pietro Antonio Perotti, whose works can also be found in the Louvre.

With a discreet exterior concealing a richly decorated interior, the property is accessed via a private entrance (porto sol) from one of the city's largest and most important squares.

It has a second entrance leading directly to the Rio del Duca canal for easy boat access, a galleried terrace hidden from external view, and a rooftop *altana* with stunning views of the Venetian skyline.

**At a glance**

- €8.9 million
- Six bedrooms, five bathrooms
- Galleried terrace and second rooftop *altana* terrace
- Private canal access
- Private street entrance

[venicesothebsrealty.com](http://venicesothebsrealty.com)

## The property market

A World Heritage site, much of Venice remains unchanged and the vast majority of housing stock consists of historical buildings – there are a great many restrictions on changes and building work.

Heritage, history and the natural environment continue to sustain Venice's appeal as an international destination for retreat property over the longer term, protecting it from many of the issues that have adversely and severely impacted the broader domestic property market.

Property consists in the main of apartments, with some palaces still retained as single dwellings, though many have been converted to apartments.

The most desirable properties are apartments with a direct water view and a balcony or *altana* (roof terrace): at the very top end of the market, a palazzo apartment on the Grand Canal

commands the highest price:

Average price per sq m	
- Veneto region	€ 2,000
- Venice entry-level	€ 4,000
- Venice average	€10,000
- Venice premium (Grand Canal)	€14,000

Buyers in Venice are often familiar with the city and invest in a property to occupy for part of the year, choosing to rent it out, particularly during the peak summer tourist season and at Carnival when the rents are at their highest.

It is a popular second-home destination for Italians, who make up approximately a quarter of the market, with other major groups including the Dutch, French, British, German and Americans (85 percent of luxury properties are purchased by international buyers).

*"Venice is a cheek-by-jowl, back-of-the-hand, under-the-counter, highlyly-pigletty, anecdotal city and she is rich in piquant wrinkled things, like an assortment of bric-a-brac in the house of a wayward connoisseur, or parasites on an oyster-shell"*

Jan Morris