

CATERINA LOSTIA · WEDDINGS & EVENTS

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COMPLIMENTARY EXPERT GUIDE

The Architect's *Blueprint*

Everything you need to know before you plan anything

BY CATERINA LOSTIA · FOUNDER & CEO

There is a kind of couple who plans differently.

There are couples who approach their wedding the way they approach any significant project in their lives: with precision, with clear questions, and with a genuine desire to understand the process before they commit to anything.

This guide was written for them.

Over 25 years and more than 200 events across Italy's most prestigious destinations, I have had the privilege of working with couples who trust us with one of the most important days of their lives. What I've learned is that the couples who feel most at ease throughout the process are the ones who understand, from the very beginning, what this kind of work actually involves.

What follows is not a catalogue of beautiful venues. It is an honest look at how we work, what to expect, and what questions you should be asking before you choose anyone to produce your wedding in Italy.

Caterina Lostia

FOUNDER & CEO · CATERINA LOSTIA WEDDINGS & EVENTS

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This guide was written to be read in one sitting. Each section stands alone. Start wherever your most pressing question lives.

The Event Producer

COORDINATOR

Shows up on the wedding day. Manages the timeline and communicates with vendors. Has no involvement in the creative concept, budget architecture, or logistics design.

WEDDING PLANNER

Manages vendor selection and checklist coordination. Provides some creative direction. Limited responsibility for the technical and spatial execution of the event.

EVENT PRODUCER

Designs and manages the entire experience. From the first conceptual sketch to the final minute of the reception, every element is planned: spatial flow, technical logistics, vendor contracts, legal documentation. Full accountability, from start to finish.

The difference is not in the title. It is in the level of responsibility and in the quality of the outcome.

OUR STUDIO

We are not a one-woman boutique. We are a production studio, multidisciplinary by design.

- **Caterina** — CEO & Creative Director (Architecture, ex-Cartier & Tiffany & Co.)
- **Paola** — Legal & Administrative Affairs (attorney & accountant)
- **Monica** — Visual & Project Coordinator
- **Flavia** — Graphic Designer & Vendor Coordinator

- **Ivana** — Flowers & Design Coordinator
- **Jaana** — Office & Wedding Coordinator
- **Amanda** — Fabric & Décor Coordinator
- **Veronica** — Concierge & Customer Experience

II

The Italian Logistics
Framework

Planning a wedding in Italy from abroad is genuinely complex. Not complicated for the sake of it, but complex in ways that matter and that require specific, local expertise to manage well.

LEGAL DOCUMENTATION

For a marriage to be legally recognized internationally, the Italian ceremony must comply with civil and religious regulations. This typically requires:

- A *Nulla Osta* from your home country, apostilled
- Certified translation of all documents
- Notice period filed with the Italian Comune
- For religious ceremonies: coordination with the diocese

This process takes months. Starting late is the most common mistake, and also the most avoidable.

VENDOR LOGISTICS

On the Amalfi Coast, every vendor arrives by boat. In medieval estates, access roads prohibit large vehicles. In Val d'Orcia, sound curfews are enforced after midnight.

VENUE ACCESS

Many exceptional venues are subject to restrictions invisible to couples who find them online:

- FAI-owned properties: limited days, special permits, 12–18 months advance booking required
- UNESCO-protected areas: strict regulations on sound, lighting, and timing
- The most extraordinary venues are never publicly listed. They are accessible only through direct professional relationships built over years

THE TIMELINE

Begin the planning process **12 to 18 months** before the event date. This is not a suggestion. It is a practical necessity for securing the venues and professionals that make the difference.

Logistics is not a detail. It is the architecture beneath the aesthetic.

III

The 7-Phase
Planning Roadmap

From first vision to the moment you walk down the aisle.

- 1 ALIGNMENT & VISION**
We begin by understanding your vision. Not as a list of preferences, but as a genuine brief. Your inspirations, your way of living, your idea of celebration. Everything we build starts here.
- 2 THE BLUEPRINT**
We establish a detailed budget and a precise planning schedule. This is the structural foundation of the project: it protects your investment and ensures there are no surprises.
- 3 BUILDING THE TEAM**
We select and engage the specialists for your event: photographers, caterers, florists, musicians. Each one chosen for their reliability, their quality, and their fit with your vision.
- 4 DESIGN & CREATIVE DIRECTION**
Textures, materials, floral design, spatial layout. We work with you to define the aesthetic language of your event, in a collaborative session that is as precise as it is creative.
- 5 DESIGN PROTOTYPING**
We produce renderings, sketches, and when useful, physical fabric and floral samples. What you see in your mind is what we build. No surprises on the day.
- 6 PRODUCTION & EXECUTION**
Once the design is approved, we move into full production. Every detail is verified, every supplier confirmed, every timeline locked. You can finally stop thinking about logistics.
- 7 THE CELEBRATION**
Your wedding day. Everything is in place. Your only task is to be present and enjoy it.

“Relax. It's handled.”

IV

Five Questions to Ask
Every Planner

1

Do you accept commissions from vendors?

A planner who receives commissions from the vendors they recommend has a financial interest in recommending those vendors, regardless of whether they are the right choice for you. Ask the question directly. The answer should always be no.

2

How many events do you manage per year?

The number of events a studio takes on is a direct indicator of how much attention your project will receive. We work with a maximum of 10 clients per year. That is a deliberate choice, not a limitation.

3

Will you personally be present on the wedding day?

Some studios send a junior coordinator on the day of the event. Ask specifically who will be on-site and at what level of seniority. The person who planned your wedding should be the person who runs it.

4

What is your Plan B?

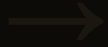
Every project we design includes a contingency plan. Not as an afterthought, but as a parallel structure that is as carefully thought through as the main event. Ask your planner to describe it. If they don't have one, that is important information.

5

How do you handle Italian bureaucracy?

Legal requirements for international marriages in Italy are specific and take time to manage. If your planner cannot walk you through the Nulla Osta process, the apostille requirements, and the Comune filing timeline, that is a gap that will create problems later.

A good planner will welcome every one of these questions.



Next Steps

If this guide has given you a clearer sense of what producing a wedding in Italy actually involves, and you would like to explore whether we are the right fit for your project, the next step is a short call with Caterina.

There is no obligation. It is simply a conversation to understand where you are in the planning process, what your vision looks like, and whether there is a genuine alignment. We take a maximum of 10 events per year, and every client relationship begins with that conversation.

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Not ready yet? That's perfectly fine. Save this guide and come back when you are. We'll be here.