

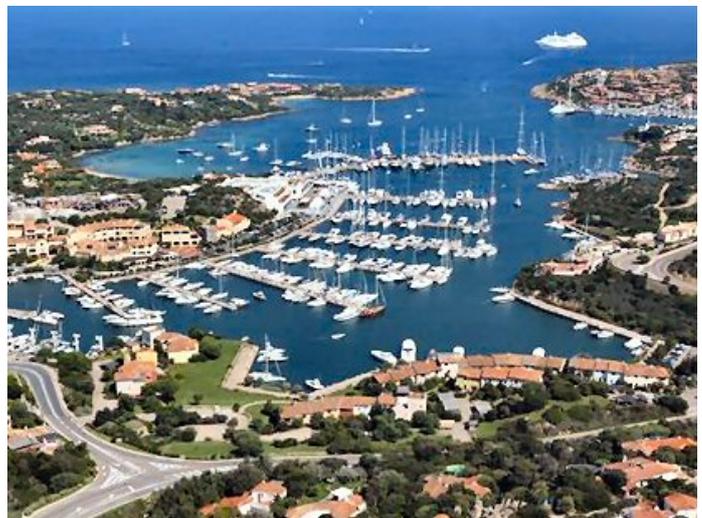
This year, the Costa Smeralda celebrates 50 years

This year is the 50' anniversary of the Emerald Coast; half a century has passed since, in 1962, a select group of international financiers, headed by Prince Karim Aga Khan, arrived in Sardinia and created the Consortium Costa Smeralda, which extends over about 55 km coastline, from Liscia Ruja to Liscia di Vacca.

This project had the merit of attracting in Sardinia artists, contractors, architects, craftsmen and patrons able to cleverly develop these places by preserving the natural beauty of the landscape, through the respect of special architectural and construction criteria.

Thanks to the breathtaking beauty of the places, the cultural and artistic heritage, the uncontaminated nature and the excellent services the Emerald Coast excites an endless sense of well being and a wonderful sense of freedom that reconnects to the concept of real quality of life.

In the Emerald Coast over the years have passed many figures of the nobility, the economy, and the international star system in search of better services, infrastructure, quality of life, eco-sustainability, natural resources and basic need for contact with nature.



The heart of the Emerald Coast is the village of Porto Cervo with its narrow streets, archways and staircases that converge in the famous Piazzetta

overlooking the bay, which has always been synonymous with beauty and prestige. Its Yacht Club is one of the best equipped in the Mediterranean, where one can admire the most beautiful boats and yachts owned by celebrities. The heart of Porto Cervo is the promenade, Chiacchiere square and the "Sottopiazza", a collection of narrow streets, colourful windows and balconies built in the typical style of the Emerald Coast.

To celebrate worthily the birthday of this jewel, the President of the Consorzio Costa Smeralda, Mr Persico, is planning 50 events for 50 years of history, with artistic, cultural and entertainment initiatives in addition to the corporate events, which during the next summer season will involve all the locations in the Emerald Coast.

The program of festivities is kept very private, but from the headquarters of Starwood, which manages the four luxury hotels in Porto Cervo, together with Colony, the real estate fund of the American tycoon Tom Barrack, leaked the name of Elton John; the artist, who in his forty year career has sold over 350 million records, may perform in the splendid Hotel Cala di Volpe, symbol of the the Emerald Coast.



The aim of the festivities is to write an unforgettable page in the history of Costa Smeralda, strengthening the international perspective and focusing on the primary specificities like environment, culture, professionalism and exclusivity. In fact, only focusing on these features the image of the Emerald Coast will preserve its ability to attract high profile customers and compete with other luxury destinations like Portofino, Capri and St. Tropez.