PROVENANCE

THE PRIVATE SALON FOR WOMEN COLLECTORS

A PRIVATE ART JOURNEY

MILAN / FLORENCE / TURIN / THE LANGHE

The art of *seeing differently.*

A private programme in collecting for eight women, led by Ann Priftis and completed in a journey from Milan to Florence, Turin and the Langhe.

A guide for personal advisers

24 OCTOBER TO 1 NOVEMBER 2027



START WITH WHY

Why Provenance exists.

Many women hold art, inherit it or wish to collect it, yet have had no art-world structure around them: no collecting family, no family office that taught them the market.

Provenance gives that structure, in private and in the company of peers, and puts it into practice in Italy.

WHY

The knowledge, confidence and independence to acquire, evaluate, care for and pass on art.

Written for women of significant means, in the years of the Great Wealth Transfer.

HOW

A private conversation with Ann Priftis at the outset, and a programme shaped around it.

Three founders, the same faculty from the first conversation to the final follow-up.

WHAT

Six weeks of private study, one week in Milan, Florence, Turin and the Langhe, and two weeks of follow-up.

Eight Collectors, and a collecting plan of her own for each.

THE FOUNDERS

Three founders, one salon.



01 Ann Priftis

SALON DIRECTOR

Chief Executive of Off Piste Fine Art, with twenty-five years across auction, gallery, appraisal and advisory. Off Piste's galleries sit within luxury hotels, among them the Four Seasons Whistler and the Fairmont Banff Springs. Ann leads the art programme and arranged many of its visits through her own relationships with artists and collectors.



02 Ruschelle Khanna, LCSW

PROGRAMME DIRECTOR

Co-founder of The Constellation Collection and author of From Echo to Athena: The Evolution of Women in the Great Wealth Transfer. Ruschelle writes the six-week programme on which each experience is built, and is the Collection's voice with family offices, advising family firms on the human side of wealth, inheritance and succession.



03 Deborah Delaney

JOURNEY ARCHITECT

Co-founder of The Constellation Collection and founder of Arc Vitae, with more than twenty-five years creating luxury wellness programmes across Asia and the Indian Ocean. Deborah designs the journey around the art: the houses, the route, the pace of each day and the comfort of the group, and travels with the Collectors throughout.

THE PROGRAMME

Nine weeks, one continuous thread.

SIX WEEKS

Preparation

Private study at home, shaped around each Collector and taught with specialists and guest faculty. It opens with a private conversation with Ann Priftis.

ONE WEEK

The journey

From a first night in Milan to Florence, Turin and the Langhe. The curriculum is put into practice in the places themselves.

TWO WEEKS

Afterwards

One structured session, then availability for questions. Private follow-up at three and six months.

Milan
One night

Florence
Three nights

Turin
Two nights

The Langhe
Two nights

THE JOURNEY

A prologue and three chapters.



MILAN — 24 to 25 October

00 Caring for a work

The Collectors meet in Milan, with a private afternoon in the conservation studios of Open Care. The lesson: how a conservator reads, repairs and protects a work.



FLORENCE — 25 to 28 October

01 A family's legacy

Castello di Ama, the Oltrarno workshops and an evening at Palazzo Pucci hosted by Laudomia Pucci. The lesson: stewarding a family collection.



TURIN — 28 to 30 October

02 The contemporary eye

The Pinacoteca Agnelli, VIP access to Artissima, leading foundations and the studio of Giorgio Griffa. The lesson: navigating a fair.



THE LANGHE — 30 Oct to 1 Nov

03 Collections among the vines

Alba in its year as Italy's Capital of Contemporary Art, a private vineyard collection and white truffle season. The lesson: training the eye.

THE CURRICULUM

Preparation first. Italy as practice.

Each Collector's education in the art market and in collecting is composed for her alone, drawing on subjects such as these.

01 The art market and its vocabulary

The language of catalogues, condition reports and price lists, understood well enough to ask the right question.

02 Value, price and auction data

An auction result read for what it reveals, and for what it leaves out.

03 Primary and secondary markets

When to acquire from a gallery, when from a sale, and why the difference matters.

04 Due diligence: provenance, condition and title

The checks that come before any acquisition, and the specialists who carry them out.

05 Negotiation and gallery access

How access is earned, how terms are discussed, and what may reasonably be asked.

06 Stewardship: insurance, storage, tax and legacy

A collection insured, recorded, cared for and prepared for the next generation.

WHERE COLLECTORS STAY

Four houses, one for each chapter.



MILAN / ONE NIGHT

Magna Pars

L'Hotel à Parfum, in the Martone family's former perfume factory in Tortona, Milan's design district, a short walk from the Naviglio Grande. Each suite has its own fragrance and scent-inspired works by artists of the Brera Academy.



FLORENCE / THREE NIGHTS

Palazzo Sogni

A sixteenth century palazzo on Via de' Martelli, steps from the Duomo. Original frescoes in every room, a secret garden with a monumental fountain, and a rooftop terrace facing Brunelleschi's dome.



TURIN / TWO NIGHTS

Principi di Piemonte

In the historic centre of Turin, close to the city's museums and foundations, with a spa and indoor pool for the days of Artissima.



THE LANGHE / TWO NIGHTS

Casa di Langa

A contemporary collection within a landscape of vineyards, woodland and hazelnut groves, with the restaurant Fàula looking out over the valley.

THREE WAYS IN

Wherever she stands, the programme begins there.

01

The Inheritor

WHAT SHE NEEDS

A clear view of what has come to her: its value, its condition, its papers and the decisions it brings.

WHAT SHE TAKES AWAY

An assessment of the collection, and a plan for keeping, caring for or passing on each part of it.

02

The Emerging Collector

WHAT SHE NEEDS

Fluency in the language and workings of the market before a first acquisition.

WHAT SHE TAKES AWAY

A collecting plan: where to begin, what to look for and whom to trust.

03

The Connoisseur

WHAT SHE NEEDS

Focus and direction for a collection already under way.

WHAT SHE TAKES AWAY

Defined goals, a more assured eye, and introductions to the galleries and fairs that come next.

These are ways in rather than separate tracks. Every question is welcome, and no prior expertise is needed.

WHAT ENDURES

What each Collector takes away.

01 A collecting plan

A collecting plan of her own, or a considered plan for the collection already in her care.

02 A trusted circle

Advisers, appraisers, conservators, art lawyers, shippers and insurers, vetted in advance.

03 A calendar

The fairs and exhibitions worth the journey, in the year ahead.

04 A clear view

Of her collection, or of the goals that will shape one.

05 Introductions

To galleries, curators and fellow collectors, made in person.

06 A standing network

Of experts, there long after the journey ends.

INDEPENDENCE

An education, never a sale.

The pledge on which Provenance rests: Provenance earns nothing from what Collectors buy, sell or give.

01 Nothing earned on art

Provenance earns nothing from what Collectors buy, sell or give.

02 No commissions

No founder or guest faculty member takes a commission on a Collector's purchase or sale.

03 Her own advisers

Collectors remain free to engage the advisers, galleries, auction houses and professionals of their choice.

04 No pressure to acquire

No Collector is expected or encouraged to buy art during the programme.

05 Education, not advice

Provenance is educational and gives no investment, tax or legal advice.

06 Interests declared

Any conflict of interest is disclosed in writing.

PRIVACY AND CONFIDENTIALITY

Discretion as standard.

Collectors and their families may share confidential matters of wealth, inheritance and collection. Every founder and contributor is bound to protect them.

01 Held in confidence

Personal, financial and collection information shared by Collectors and their families is held in strict confidence and used only for the programme.

02 No lists shared

The names and contact details of Collectors are never disclosed to third parties.

03 Names and images

No Collector's name, story, photograph or recording is used for marketing without her express consent.

04 Nothing need be disclosed

No Collector is required to share family, financial or personal matters, and any discussion may be declined without explanation.

05 Contact by consent

Contact details are shared within the group only with consent, and no one joins an alumni network automatically.

06 No commercial approaches

No business pitches, investment requests or fundraising within the programme.

JOINING AND CARE

Chosen with care. Looked after throughout.

Eight places, offered personally, with clear arrangements for payment, conduct and any concern that arises.

01 A conversation first

Every Collector begins with a conversation, followed by an interview with Ann Priftis, so that both sides can be sure the programme is right.

02 A place offered

A place is offered once expectations are clearly aligned on both sides, and never on the strength of the fee alone.

03 Contracted properly

Collectors contract with a licensed tour operator, which holds their payments and pays the houses and suppliers. The founders never hold client funds.

04 Conduct

Collectors and contributors agree to a standard of conduct and confidentiality before travelling.

05 Concerns heard independently

Travel concerns are handled by the tour operator, and any other concern by an independent third party rather than the founders.

06 In writing

The guest contract, booking terms, conflict-of-interest policy and privacy terms are issued in writing before any deposit is taken.

QUESTIONS AND ANSWERS

Clear answers, for Collectors and their advisers.

What is Provenance?

Provenance, the Private Salon for Women Collectors, is a private programme in collecting that culminates in a journey through Italy. It is a journey of The Constellation Collection, and its purpose is the knowledge, confidence and independence to acquire, evaluate, care for and pass on art.

Who is it for?

It is for women of significant means with a genuine interest in art: established collectors, those beginning to collect, and heirs to family collections. There are three ways in, The Inheritor, The Emerging Collector and The Connoisseur, and each programme is shaped to the Collector.

Is any knowledge of art expected?

No. The programme opens with a private conversation with Ann Priftis about where each Collector stands and where she wishes to go, and everything that follows is shaped around it.

What happens before the journey?

Six weeks of private study at home cover the art market and its vocabulary, value and auction data, primary and secondary markets, due diligence, negotiation and gallery access, and stewardship. These subjects are a framework rather than a closed menu; any subject a Collector needs can be accommodated.

THE JOURNEY

Where does the journey go, and when?

The journey runs from 24 October to 1 November 2027 and begins in Milan, where the Collectors meet, and continues by way of Parma to Florence. From Florence it continues to Turin during Artissima, and it closes in the Langhe among the vineyards of Barolo and La Morra in white truffle season.

How many women take part?

Each cohort is limited to eight Collectors. If places fill, a waiting list is offered for the following season.

THE JOURNEY, CONTINUED

What is included?

The programme includes the houses, meals and wine, travel within Italy and the full art programme, together with the six weeks of preparation and the follow-up afterwards. Travel insurance is arranged separately.

What happens after the journey?

Two quieter weeks follow, with one structured session and then availability for questions. Private follow-up at three and six months shows how each Collector has put the programme to work, and the network of experts built during the programme remains in place.

FOR ADVISERS

Can I introduce a client?

Yes. Introductions from travel advisers, family offices and other professionals are welcome, through the private enquiry form. Each introduction leads to a conversation and then an interview with Ann Priftis.

Can a family office enquire on behalf of a principal?

Yes. The enquiry form includes a dedicated option for family offices acting on behalf of a principal, and every enquiry is handled with complete discretion.

What is the investment?

The investment, full inclusions and booking terms are shared privately on request, as are the terms for introducing advisers.

Does Provenance sell art or earn from what a Collector buys?

No. Provenance earns nothing from what Collectors buy, sell or give, and no founder or guest faculty member takes a commission on a Collector's purchase or sale. Provenance is educational and gives no investment, tax or legal advice.

NEXT

Begin with a conversation.

Every Collector begins with a conversation, followed by an interview with Ann Priftis. Introductions from travel advisers, family offices and other professionals are welcome, and handled with complete discretion.

provenance@theconstellationcollection.com

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Provenance is a journey of The Constellation Collection, an international house creating private experiences in partnership with exceptional individuals.