



Prince Gabriele Alliata di Villafranca

A.S.Co.T. Ambassador to the Three Sicilies

Prince Gabriele Alliata di Villafranca was born in Palermo on November 3rd 1955 from Raimondo Alliata and Maria José Notarbartolo di Sciara.

He grew up in Palermo, living a well-off though not unusual life on week days, with his father, mother, sisters and a French nanny, and hectic Sundays with his beloved grandmother Vittoria. He started to follow his father on his summer visits to the several family estates in Sicily since he was a child.

The early Sixties' economic boom had left rural areas yet untouched. Prince Gabriele still keeps intact memories of strong personalities, magnificent panoramas, special fragrances, unique flavours, stifling summer heat, endless journeys on uneven roads, epic grape harvests, and sticky hands. In 1978 he got his law degree.

Then a series of wanderings followed: first he worked in a bank in Naples for 2 years, then he came back to Pietraperciata in Sicily, but the time was not ripe for a permanent move yet.

Between half of the Eighties and 1994 he started working as an insurer, first in Rome, then between Milan and London. He was appointed as Lloyd's of London General Representative for Italy in 1991 till 1995.

In 1995 he finally decided to move back to Pietraperciata, where he worked very hard. In the last thirteen years he devoted himself to the renovation of his own house, the Relais next to Le case del Principe and part of his farm.

www.lecasedelprincipe.it