



AMALFI COAST PAINTING HOLIDAY

with William Papaleo

co-founder of



Key to the Castle
WORKSHOP

September 13th - 19th 2025





WILLIAM PAPALEO

Artist philosophy

“We are living in a strange civilization. *Our minds and souls are so overlaid with fear, with artificiality, that often we do not even recognize beauty.* It is this fear, this *lack of direct vision of truth* that brings about all the disaster the world holds, and how little opportunity we give any people for *casting off fear*, for living simply and naturally. When they do, first of all we fear them, then we condemn them. It is only if they are great enough to outlive our condemnation that we accept them.”

Southern Italy strong call

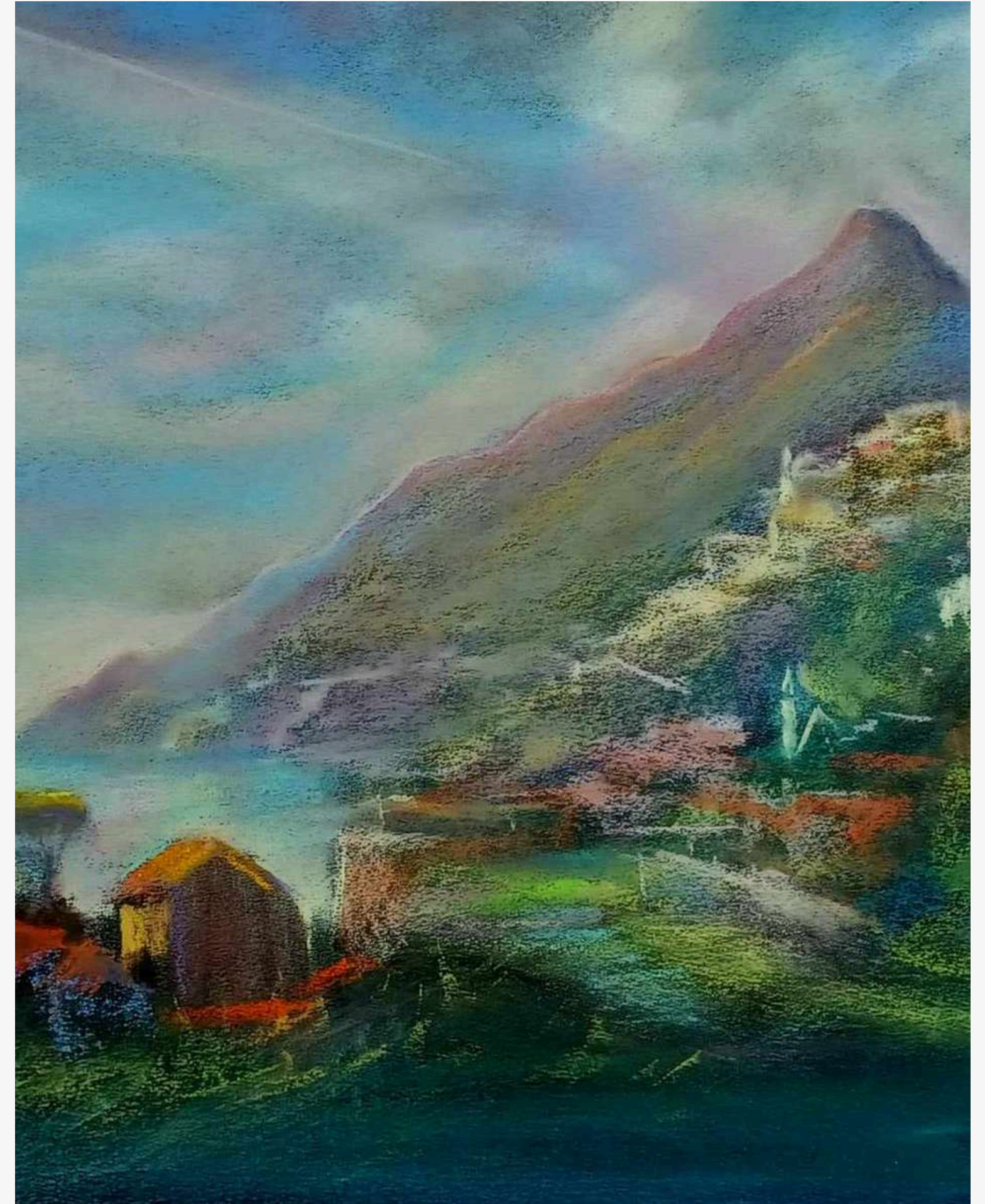
“I spent some time in the North of Italy but the South continued to call and inspire me, like an *unconscious memory*. Southern Italy has suffered eleven dominations in seven centuries and has the depth of an oppressed people and thus, as a subject, contains a *universality* despite its provincialism. The best an artist can do, given a new situation, is to produce a *lyrical reaction* to the environment that confronts him. Preferable to a rendering from the outside or a *visual description of a voyage*, an inward reflection with a knowledge of the subject in mind, make a work that, I hope, is more *sincere and original*.”

Artist BIO: <https://www.keytothecastleworkshop.com/the-team/william>

AMALFI COAST

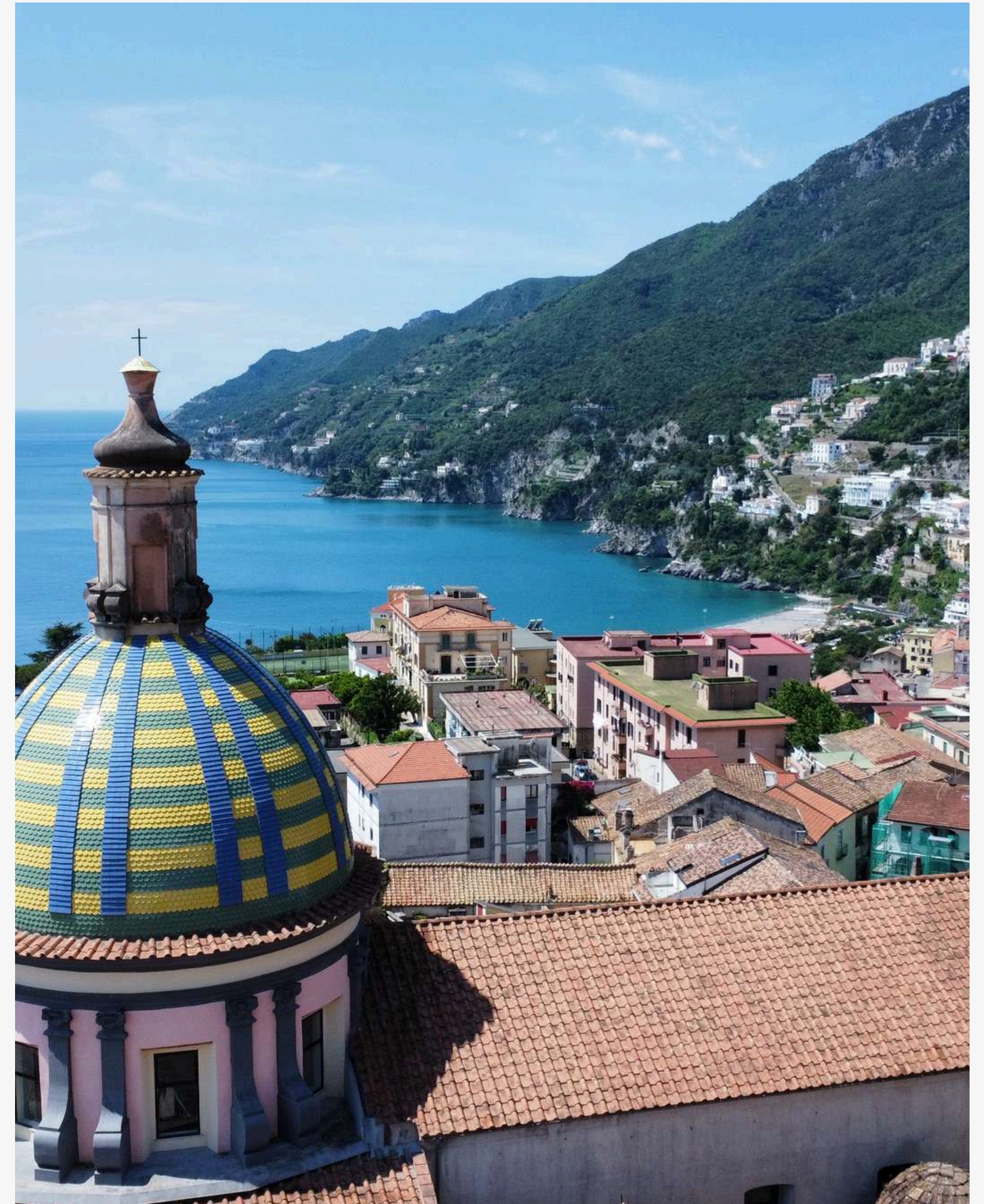
The perfect location for a
painting holiday

The Amalfi Coast has always inspired artists and musicians from all over the world for its unique landscapes between sea and mountains recognised by UNESCO as World Heritage Site since 1997. It is the place of Southern Italy that has inspired William Papaleo the most.



HOLIDAY DESCRIPTION

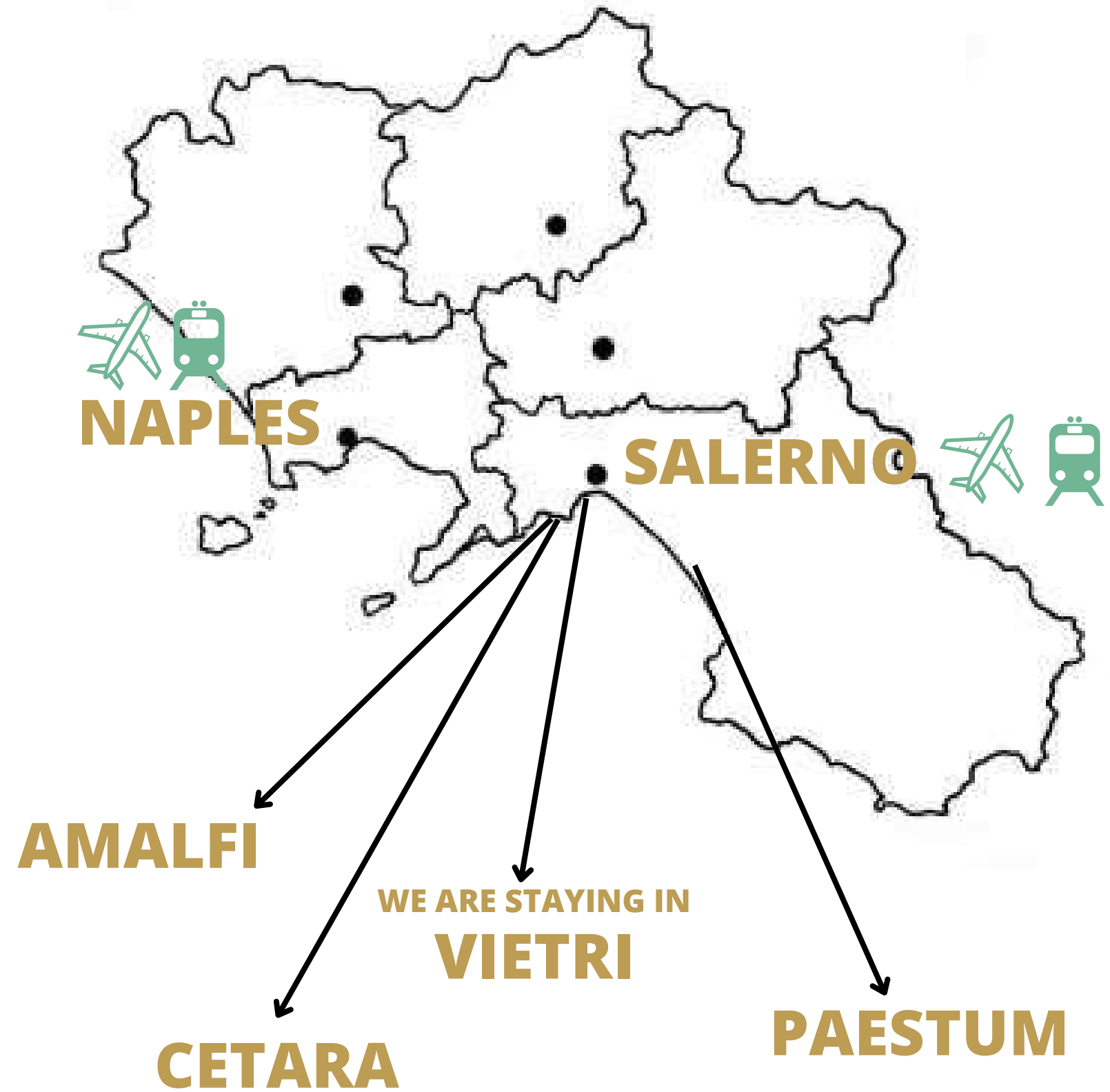
This painting holiday will allow you to discover the *picturesque villages* of the Coast and the Paestum Greek temples with a local guide and paint their *breathtaking views* in the open air with William Papaleo using *pastels and oils*. You will stay in VIETRI SUL MARE, the first “pearl“ of the Amalfi Coast and perfect location to easily move around.



ITALY



CAMPANIA REGION



ITINERARY

Saturday Sept. 13th: Welcome to Vietri sul Mare

Sunday Sept. 14th: Cetara

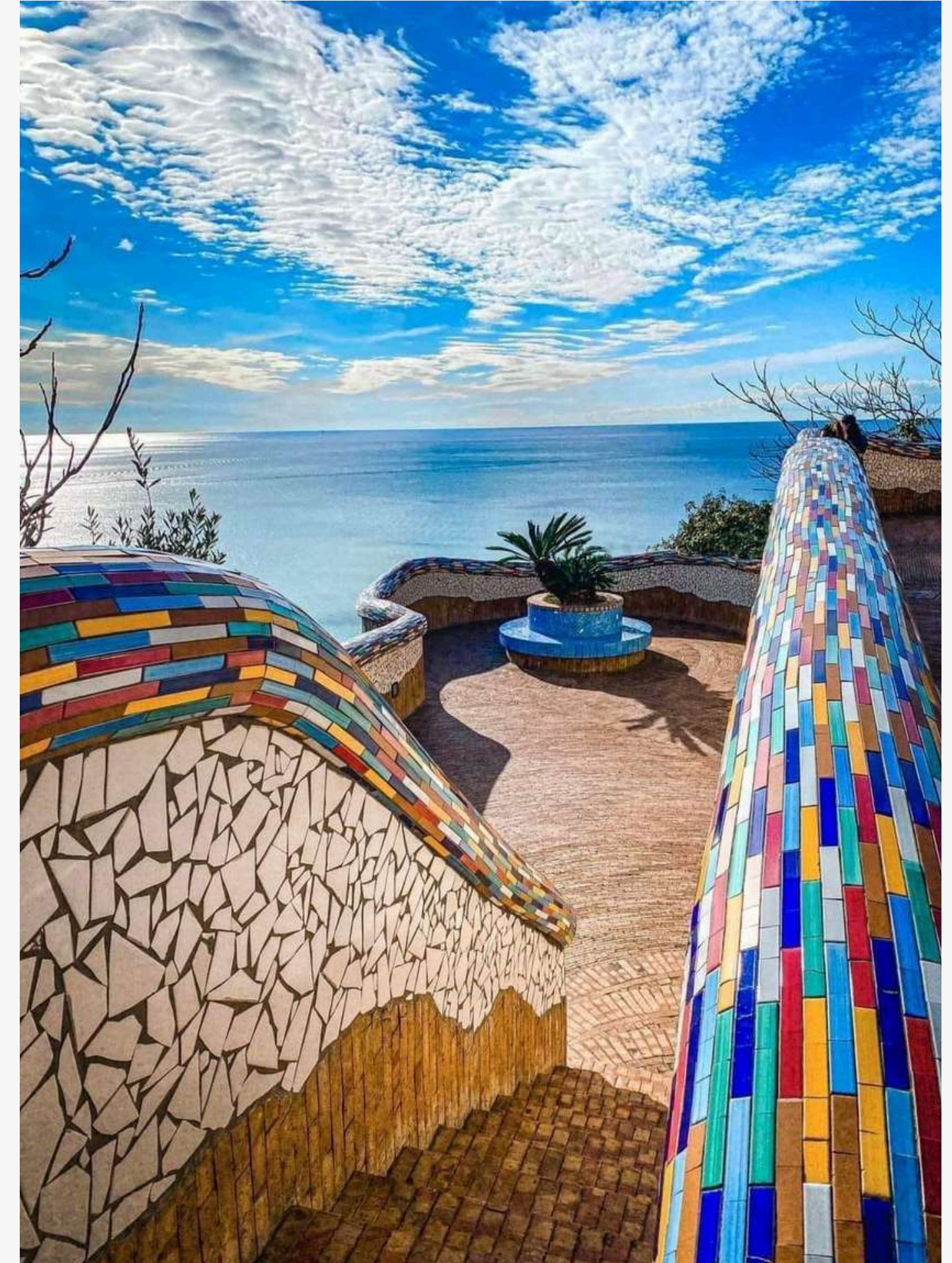
Monday Sept. 15th: Paestum

Tuesday Sept. 16th: Vietri centre

Wednesday Sept. 17th: Amalfi

Thursday Sept. 18th: Raito

Friday Sept. 19th: Departure



SATURDAY 13TH SEPTEMBER
WELCOME TO VIETRI SUL MARE



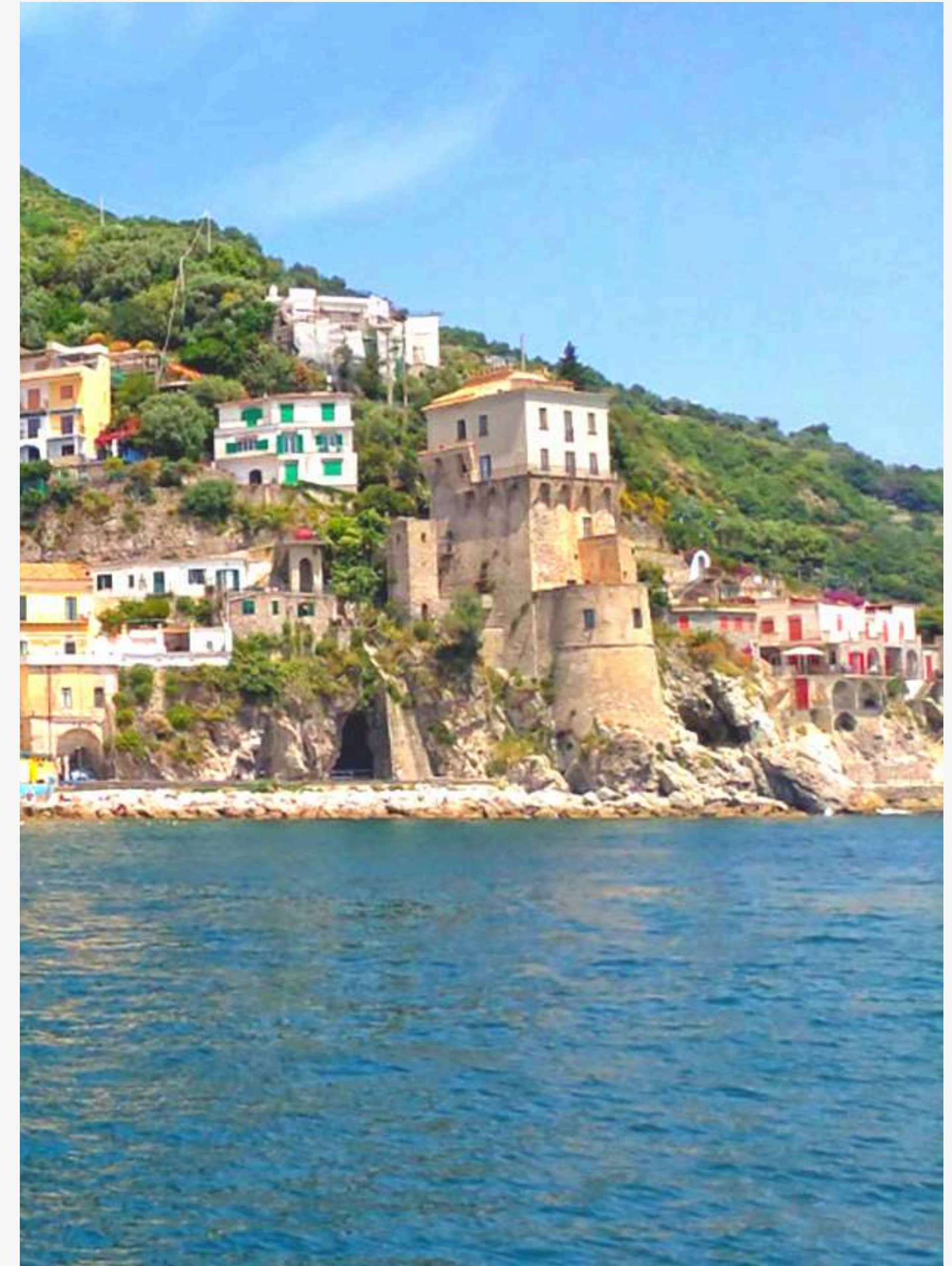
Check-in at accommodation.
Welcome reception.



SUNDAY 14TH SEPTEMBER

CETARA

Cetara is the Amalfi Coast village that has developed the most a strong link with the sea and at the same time with the land. People involved in both activities are known as “Farmers-fishermen”. The most famous product of the sea is the *colatura di alici*, a condiment obtained by fermenting local anchovies in special containers. The most famous product of the land is the Amalfi Coast *sfusato amalfitano* lemon.



DAY ITINERARY

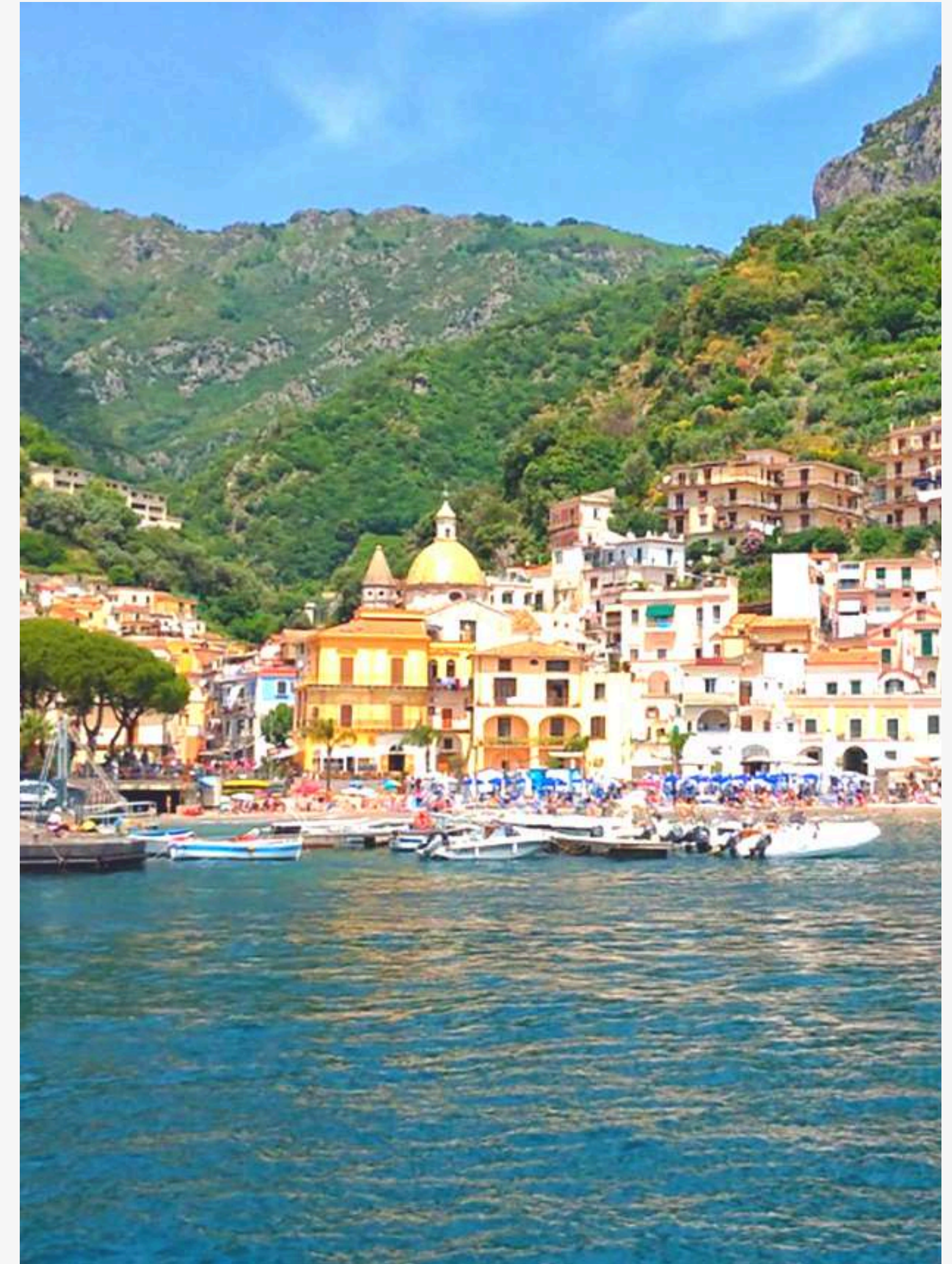
5-minute private transfer to Marina di Vietri pier and 5-minute ferry trip to Cetara.

3-hour painting session and group lunch in a typical seafood restaurant to taste the local gastronomy.

In the afternoon, 1 hour of free time to explore the town. Optional: visit to a “Colatura di Alici” factory.

Ferry trip back to Marina di Vietri and private transfer back to the accommodation.

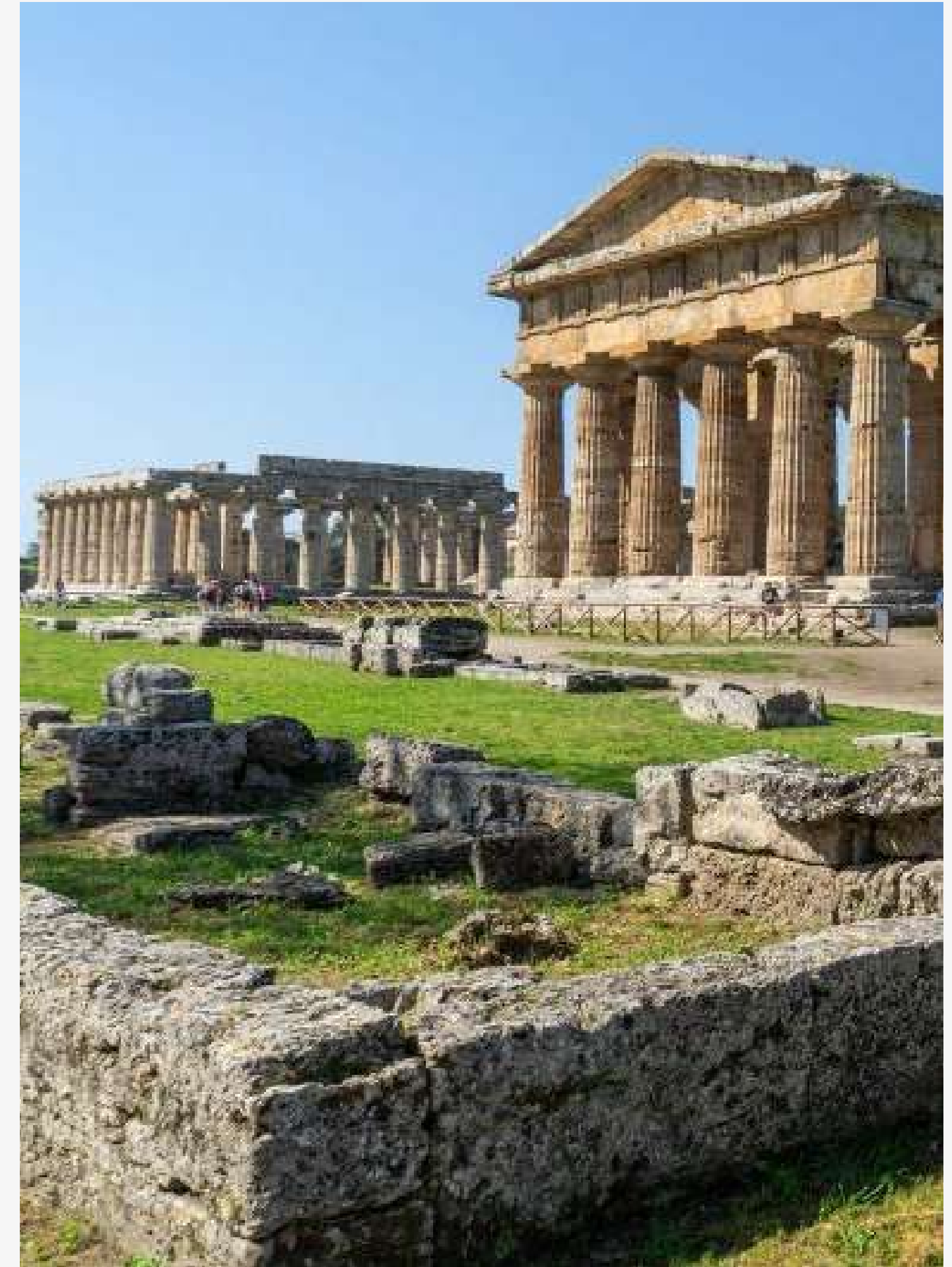
Free time and dinner on your own.



MONDAY 15TH SEPTEMBER

PAESTUM

The Paestum Archaeological Park is located in the Cilento Coast, lesser known than the Amalfi one but a UNESCO heritage site too. Paestum temples, still well preserved, are jewels of Greek architecture and the museum is a container of history and civilization. In Cilento you can taste many dishes such as the famous *buffalo mozzarella*.

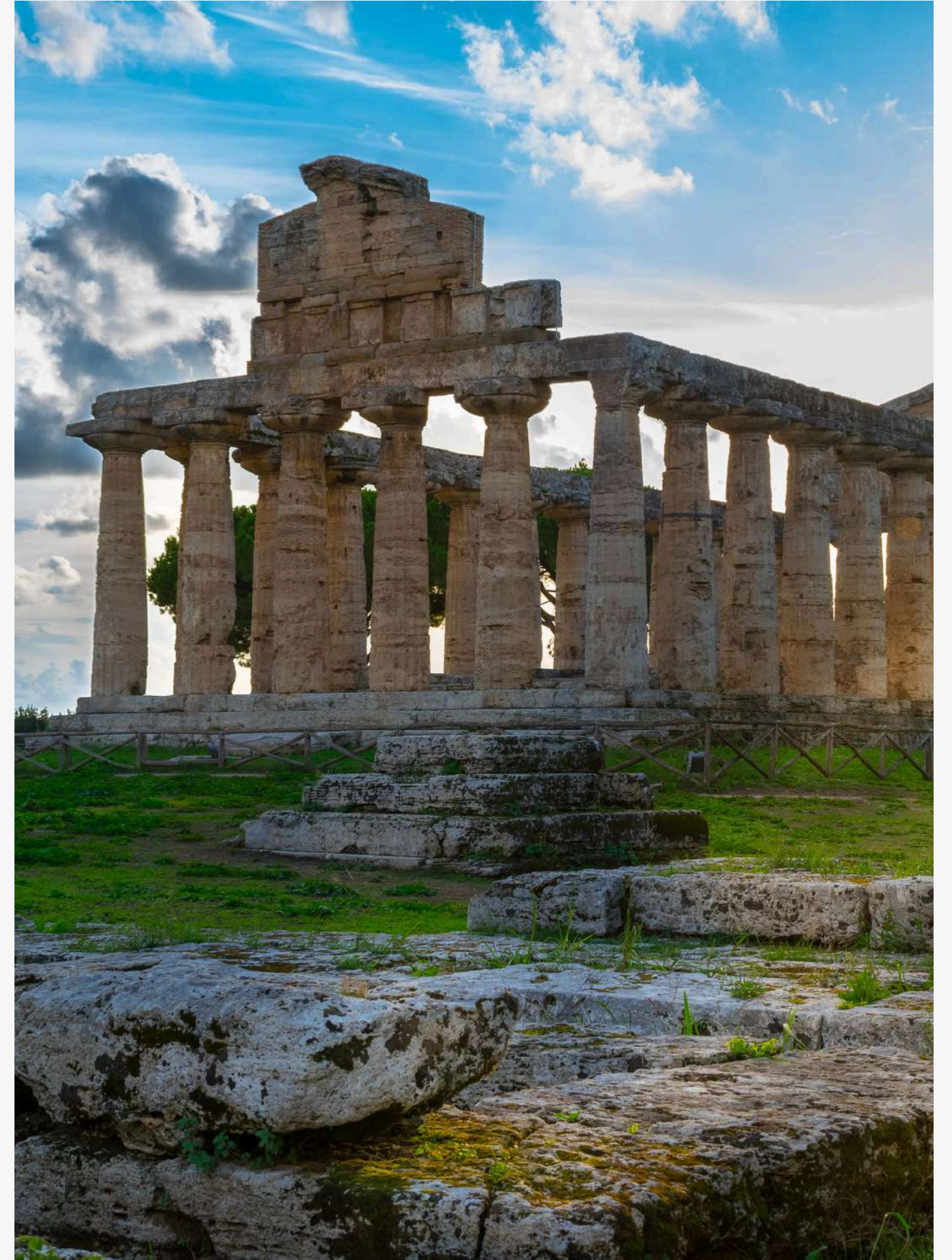


DAY ITINERARY

1-hour private transfer to Paestum.
3-hour painting session at the Greek Temples. Group lunch in a local farm restaurant to taste the famous *buffalo mozzarella*.

In the afternoon, optional visit to the Archological Park and Museum.
Private transfer back to the accommodation.

Free time and dinner on your own.



TUESDAY 16TH SEPTEMBER

VIETRI SUL MARE

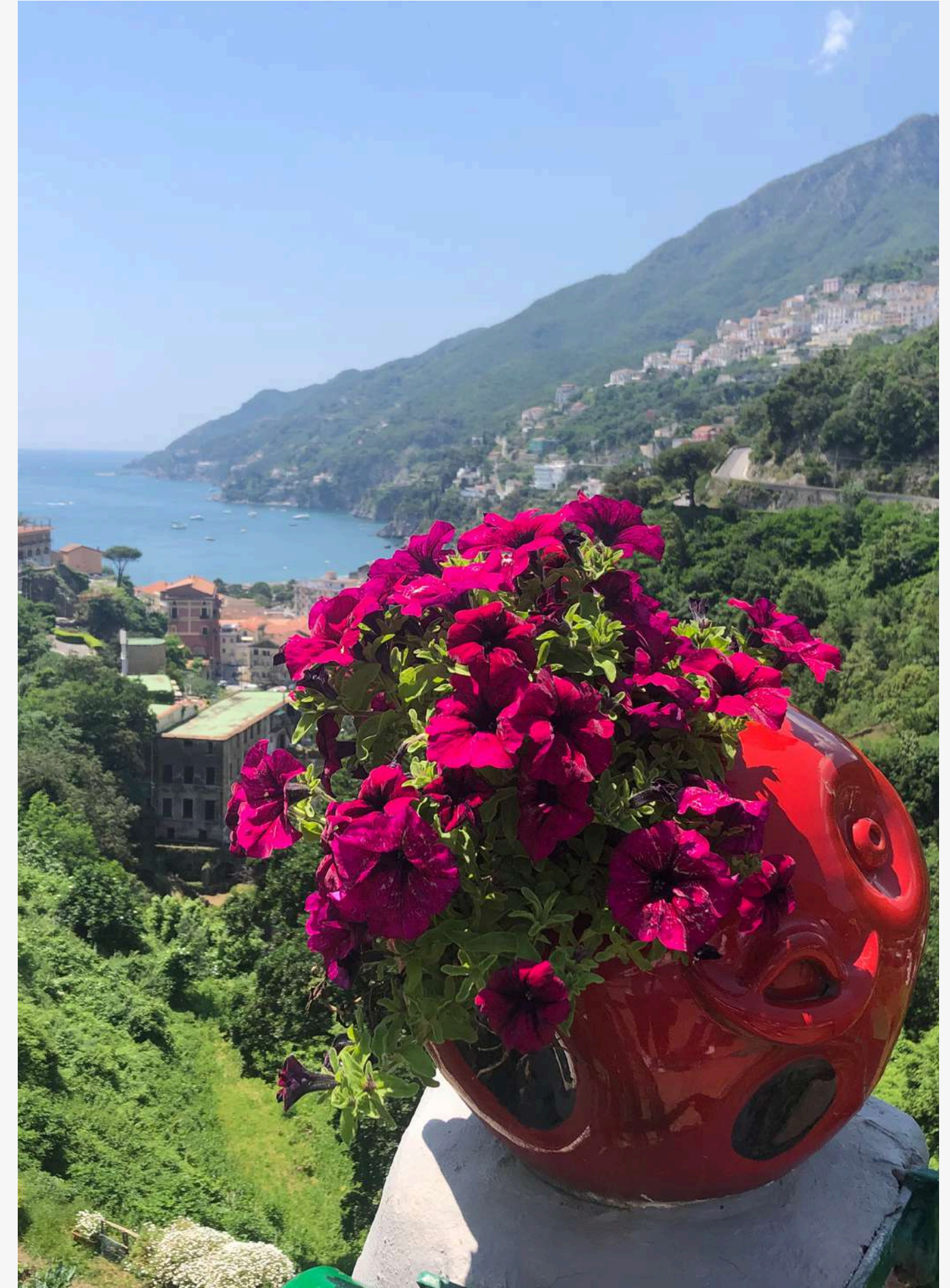
Famous worldwide for the art of ceramics, majolica tiles distinctively decorate every corner of the town. Over the centuries, it has been home to many local, national, and international artists who have brought their own style. The symbol of Vietri ceramics is the “ciucciariello“, the little donkey invented by the German artist Richard Dölker.



DAY ITINERARY

3-hour painting session and group lunch in a typical pizzeria to taste the Neapolitan-style pizza.

In the afternoon, free time to visit Vietri sul Mare town centre and dinner on your own.



WEDNESDAY 17TH SEPTEMBER

AMALFI

Amalfi is the oldest of the Italian Maritime Republics. Its main attraction is the monumental complex of the Cathedral where the Byzantine style combines with Romanesque, Islamic, and Baroque. It is also interesting to visit the the Ancient Arsenals, where boats were built, and the Paper Museum to see how the prestigious Amalfi paper was manufactured.



DAY ITINERARY

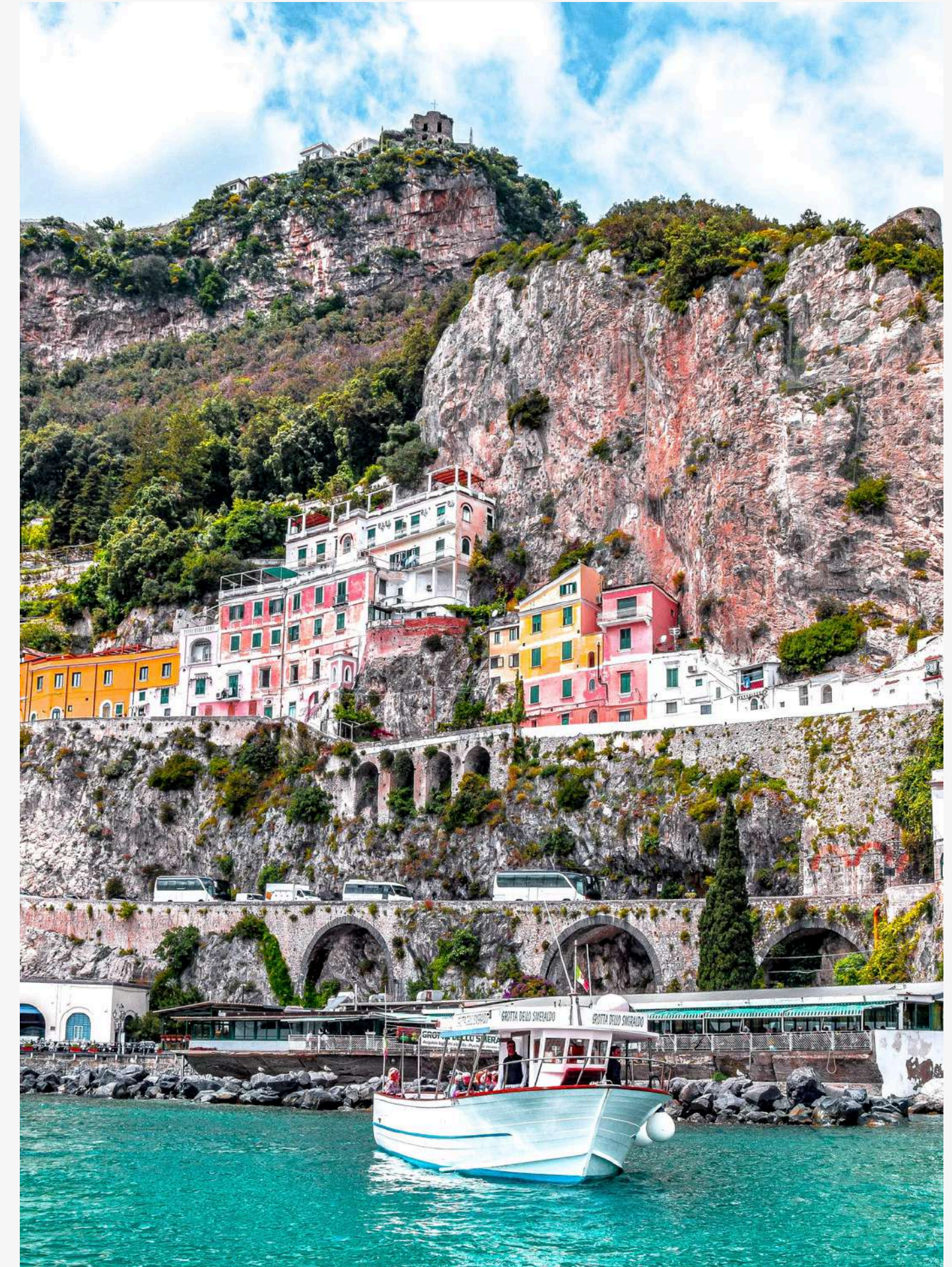
5-minute private transfer to Marina di Vietri pier and 45-minute ferry trip to Amalfi.

3-hour painting session and group lunch in a typical restaurant to taste the local gastronomy.

In the afternoon, 1 hour of free time to explore the town.

Ferry trip back to Marina di Vietri and private transfer back to the accommodation.

Free time and dinner on your own.



THURSDAY 18TH SEPTEMBER

RAITO

Raito is a hilly neighbourhood of Vietri, famous for the amazing view over the gulf of Salerno and the picturesque houses and narrow alleys perched on the hill.

The boutique organic women owned vineyard “Le Vigne di Raito” is the perfect location to celebrate the end of such a wonderful holiday on the Amalfi Coast.



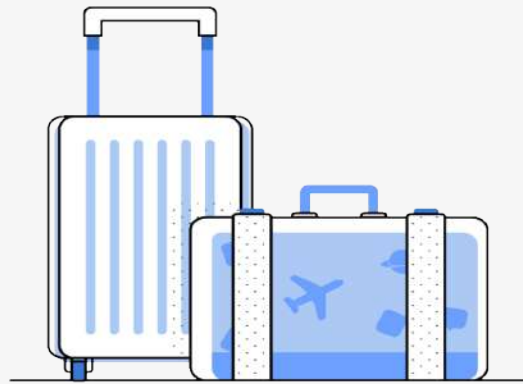
DAY ITINERARY

5-minute private transfer to Raito and 15-minute walk to “Le Vigne di Raito” for a wonderful walk through the vineyard.
3-hour painting session and goodbye group lunch with local products and wine.
Private transfer back to the accommodation.
Free time to pack and dinner on your own.



FRIDAY 19TH SEPTEMBER DEPARTURE

Check-out by 10am.



Private or group transfer to airports or train stations available upon request.

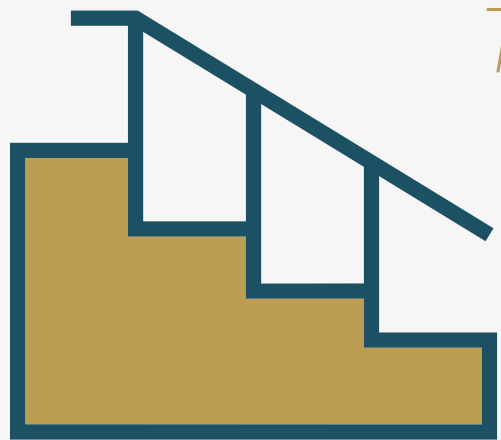


BREAKFAST ROOM

Participants will stay in a **Bed & Breakfast** in the center of Vietri sul Mare

Please note:

The B&B is on the second floor of the building. There are no elevators.



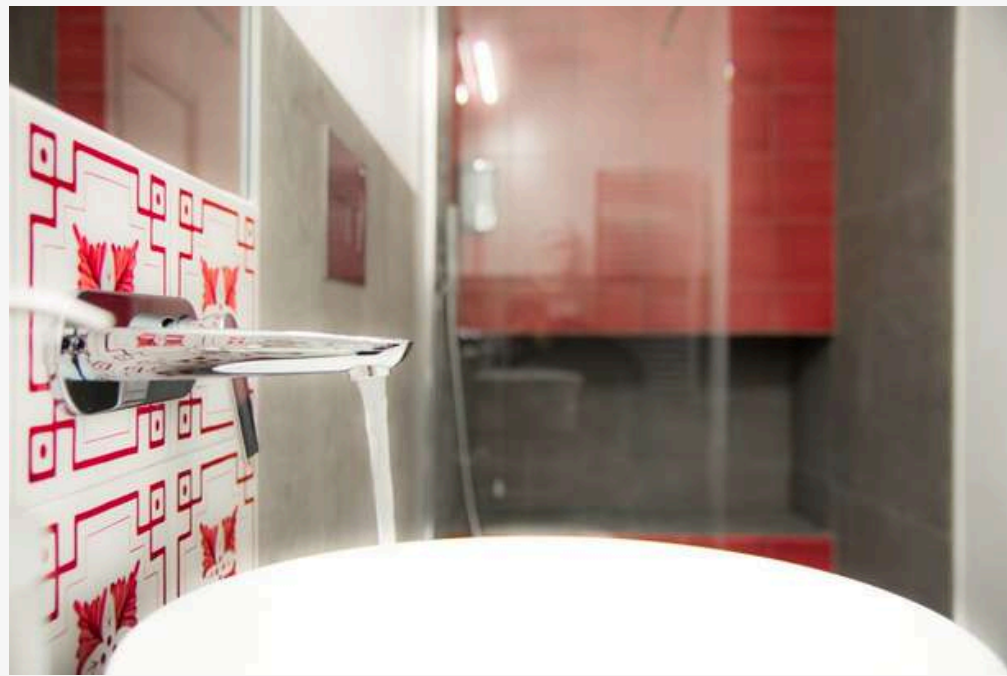
RED ROOM



BLUE ROOM

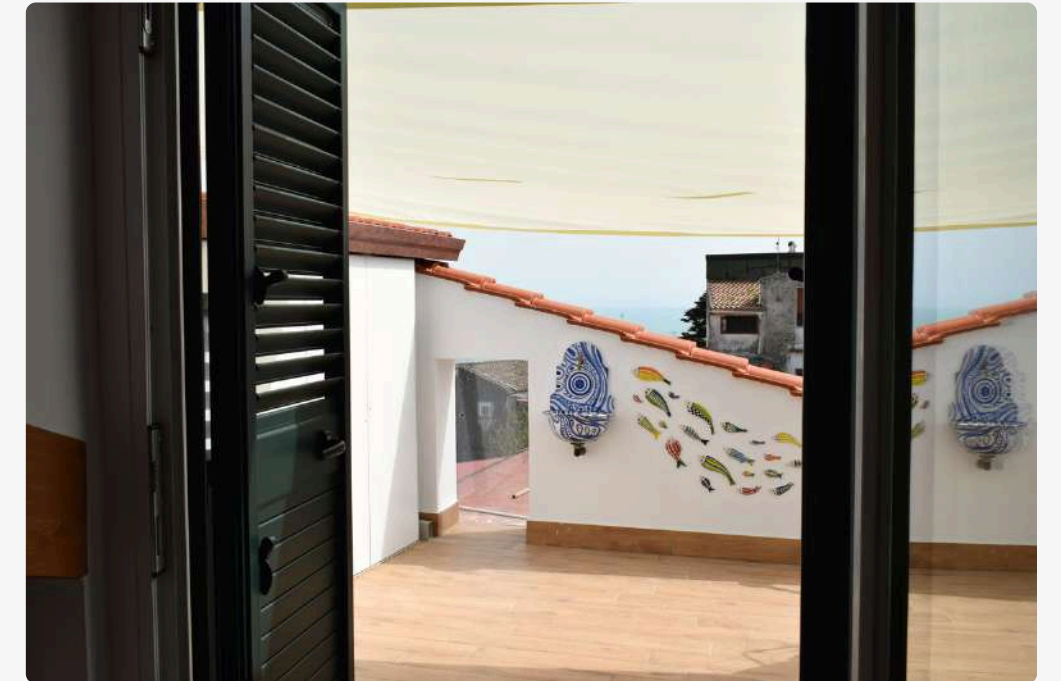


GREEN ROOM

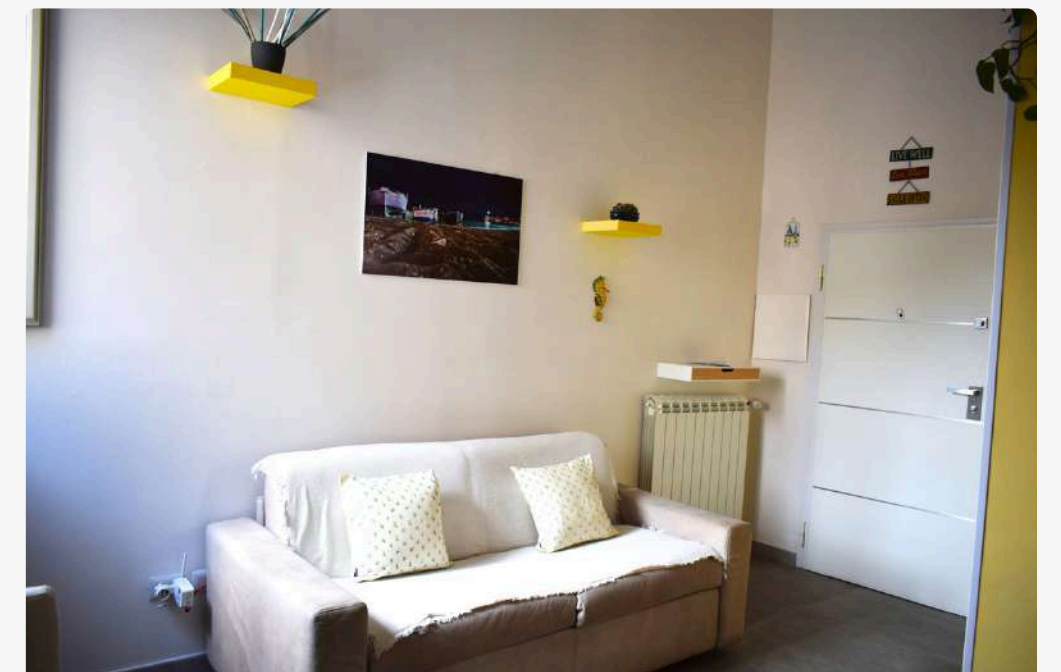


All rooms have their own private bathroom, balcony, air con and tv.

LOFT: terrace with sea view, private bathroom, air con and tv.



APARTMENT: kitchen, pullout sofa, balcony, private bathroom, air con, tv.



PRICE PER STUDENT

€ 3.250,00

- Red Room
- Blue Room
- Green Room

€ 3.500,00

- Apartment
- Loft

*The holiday will be confirmed with a minimum of 5 students.
You have to apply as it is limited to 8 students.*



Pay in full by June 1st to get a special price!

~~€ 3.250,00~~

€ 2.700,00

Red, Blue and Green Room

~~€ 3.500,00~~

€ 2.900,00

Apartment, Loft

HOLIDAY PRICE PER STUDENT

INCLUDES

- 6 Nights in double room in B&B with breakfast
- 5 Painting sessions of 3h each
- 6 Meals: 1 welcome reception, 4 group lunches (does not include alcohol and beverages), 1 wine tour with lunch
- Tour leader for the entire trip
- Private transport and group ferries from/to painting locations
- Medical insurance

DOES NOT INCLUDE

- Flights
- Painting material (the teacher will send instructions at trip confirmation)
- Meals not mentioned in “price includes”
- Dinners are on your own
- Tourist tax (€ 1.50 pppn)
- Transport from/to the airport/station (available at an extra charge)
- Cancellation insurance
- Anything not mentioned in “Price includes”

PAYMENT TERMS

Participants are requested to make their payment as follows:

- Application fee € 100 per person at the moment of booking*
- Final payment by June 1st

**will be refunded if minimum number of 5 participants is not reached*

PAYMENT TYPE

Participants are requested to make their payment as follows:

- By paypal
- By wire transfer adding 7% to the price of the holiday

N.B. we are not able to accept payments by credit card

CANCELLATION POLICY

Following the booking of a confirmed trip, we will impose cancellation charges as follows:

- on or before July 15th, reimbursement of 75% of the total cost;
- after July 15th, there will be no refund for any reason.

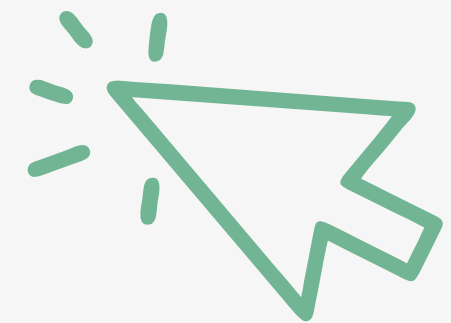
We recommend to get a cancellation insurance in case of cancellation outside our terms.

Space is limited

APPLY NOW

Go to DonKey Travel website

<https://www.donkeytravelamalficoast.it/>



Fill in the form. You will be contacted by our staff.



CONTACTS

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