

PASSPORT

SPRING 2019

YOUR GUIDE THROUGH

*Colorful
Destinations*

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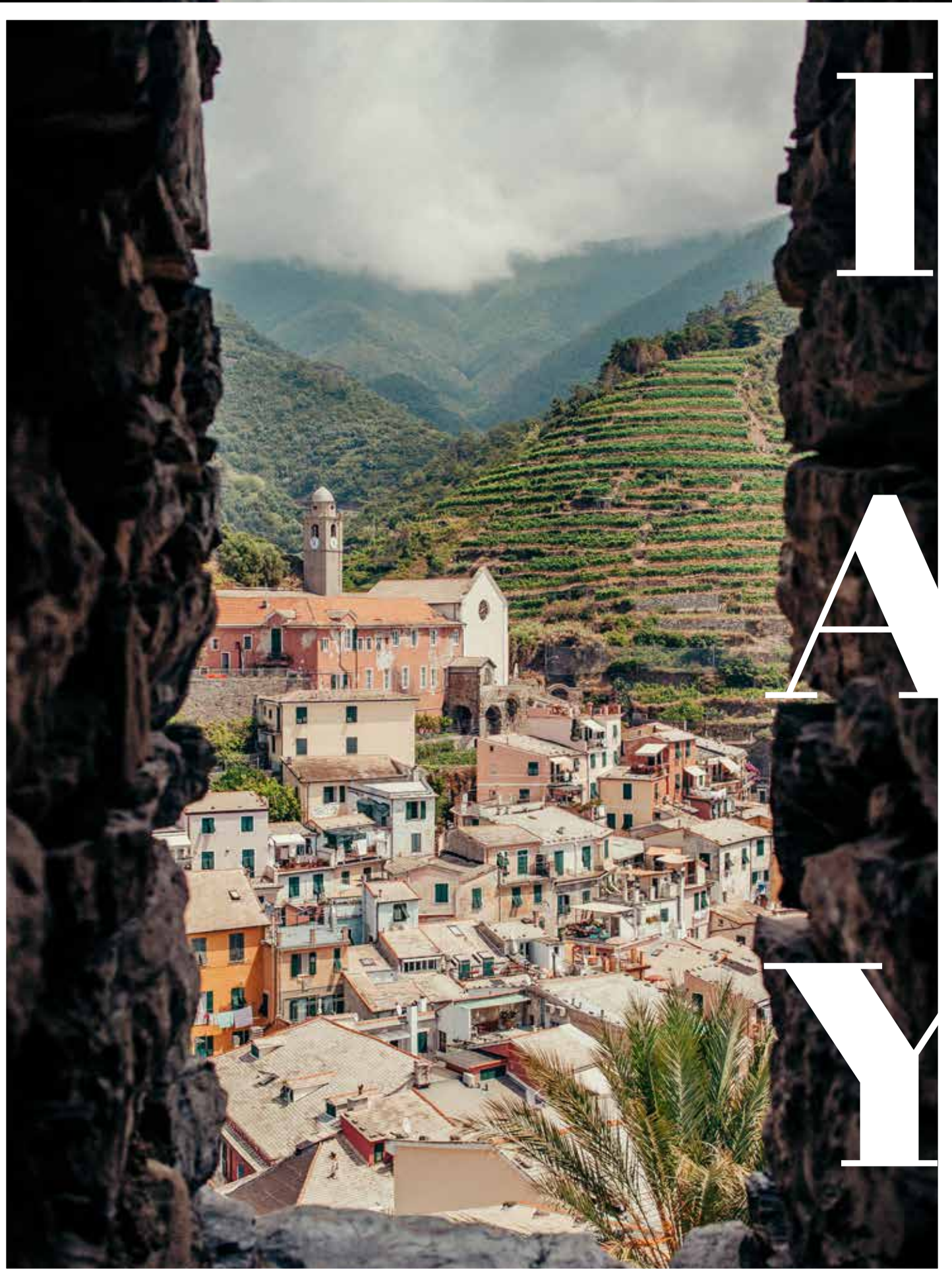


U.S.A

25-28: PALM SPRINGS
SEDONA
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The Story Behind the Issue

As social media increases in the amount of impact it has on the current population, the popularity of photography-based travel will only increase as well. In this issue we explore cities in countries with the most beautiful colors because of how photo-friendly they are.



ITALY

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Why Italy?

Seemingly all of Italy's coastal towns are full of color. The reasons that the buildings are so colorful vary; however, historians have been able to pin point the main reasons.

Dr. Nuno F. Ribeiro, a professor at the University of Illinois that has dedicated his life to finding out the motives and inspirations behind modern travel, notes that brightly painted homes and the fishing industry correlate in a few ways. The paint on these buildings helped the cities and villages stick out visually on the shorelines, a clearly helpful tool for sailors approaching land. Also, fishing boats were painted vibrantly, and much of that

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excess paint could be diverted toward buildings. He also notes that "In the late 40s and 50s... after World War II, many of these shore towns, especially in the Mediterranean, were shifting away from fishing as a primary economic driver, and started to embrace tourism". Photography-based tourism has caused the Mediterranean cities to become immensely popular. "By the 60s, people could affordably get a nice camera,

take it on vacation, and come home with a slideshow full of pictures to show friends and family. So, even if the original practicality of the buildings' colors are outdated, it makes a lot of sense to keep these brightly painted buildings, brightly painted," Ribeiro says. "We always want something visceral to 'bring back' from our vacations; it's why those cheap knick-knack stores are everywhere in tourist-y areas, and why the notion of shared photography is such a pull factor for vacation areas."

Citizens of these coastal towns started to notice their historic (and previously utilitarian) scenic cityscapes and color schemes were creating prime photo opportunities, especially with color photos becoming the norm by the mid 1960s. With the rise of social media, the desire to preserve our memories—and to gloat about our exploits—is an even greater focus for tourists.



"The colors of our cities mean more to us than just beauty"





Burano, Italy

All visitors of Burano remain intrigued by the many colours and the colorful houses that are reflected into the green waters of channels, by the leaning bell tower, by the tranquility and the calmness with which the elderly ladies embroider original Burano lace by their tombolo (or lace pillow), while they are laughing and chatting in squares among them. It seems to be in paradise.



Venice, Italy

There's no place on earth like Venice, Italy. This city built on the waters of the Adriatic Sea is dreamlike with its elaborate architecture, art-filled palaces, a palpable history that dates back over 1,000 years and, of course, its network of picturesque canals. Venice consists of a tight cluster of islands around the Grand Canal, an iconic waterway plied by gondolas, water taxis, and canal boats. And since there are no cars in the city (or roads for that matter), you must walk or take a boat to see its many sites.



Cinque Terre, Italy

The Italian Riviera is not short of rugged coastline or romantic towns and villages, but the five fishing communities of the Cinque Terre are its most iconic highlight.

The five villages are no longer the isolated hamlets they once were, but there's still a feeling of remote authenticity, with few roads, perfectly preserved architecture and a network of stunning coastal and mountain trails.

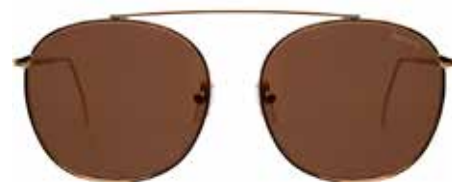


This Year's TRAVEL ✈️ ESSENTIALS



Mini Backpack

A perfect bag to carry your everyday essentials.



Sunglasses

You will always need a pair of perfect shades to match every outfit.



Comfortable Sneakers

Make sure to purchase comfortable walking shoes to avoid blisters!



Scarf

Whether it's to add color to your outfit or to shield your face from the sun; scarves are the perfect accessory.



Hair Oil

Travel-sized hair oil to add moisture on-the-go.



Polaroid Camera

The perfect way to capture those special moments.



Passport Cover

A trendy passport cover and a pop of color to your travel essentials!



Away Suitcase

The perfect carry-on suitcase that comes in multiple colors.



Basic White Tee

Everyone needs an easy-to-pair white tee. You can find these at almost any store.



Travel Notebook

Notebooks are the best ways to make your memories last forever through writing.



Swell Bottle

Not only is this a cheaper alternative of buying water bottles, but also it's an eco-friendly option!



Flowy Pants

A way to be casual and formal at the same time.



Dry Shampoo

A quick solution for when you're too busy soaking up the beauty of your destinations to wash your hair!



Pens

Whether it's to fill out some customs forms or to write in your notebook, it's always handy to have a couple of pens with you!



Sheet Masks

It's easy for skin to get dehydrated when traveling. Sheet masks are the quick solution.

Bon Voyage



THE BEST ADVENTURES ARE
THOSE UNPLANNED.



FOUR SEASONS
HOTELS AND RESORTS

When life feels perfect.

GIR

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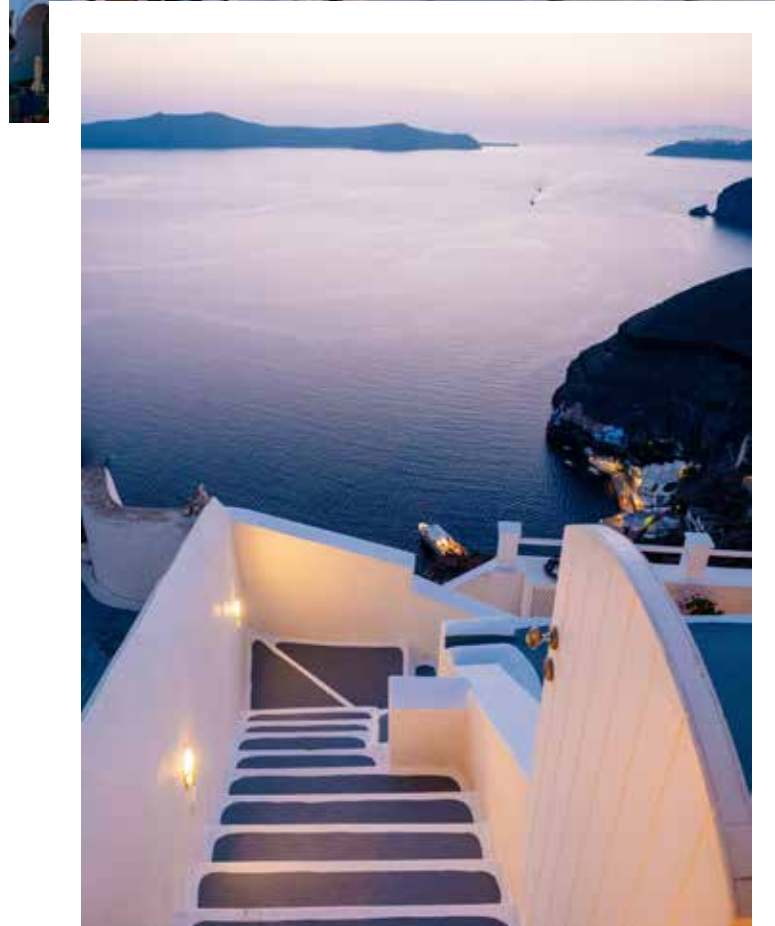
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Why Greece?

The obvious assumption would be that this bright color combo comes from a deep sense of patriotism – the Greek flag is white and blue; however, the real reason as to why the buildings are so colorful is a bit more practical. With little to no wood available, the majority of the buildings on the islands were originally constructed out of dark, volcanic stone. The stone was a great insulator, but the color of the stone absorbed the heat making being inside on a hot day (every day is hot... it's Greece!) unbearable.

Painting the buildings white to reflect the harsh sunlight was a necessary and practical way to stay cool.





📍 Santorini, Greece

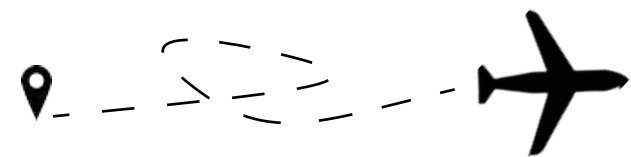
Clear deep waters, white washed houses, picturesque villages and the crimson sunsets, create such an idyllic atmosphere, which will make your vacations there unforgettable. Beyond the classic Greek blue and white skyline, Santorini is an island of burnt orange and blood red, royal purple and butter yellow, electric green and pastel pink. Crescent-shaped Santorini (or Thíra), the precious gem of the Aegean, is actually a group of islands consisting of Thíra, Thirassiá, Asproníssi, Palea and Nea Kaméni in the southernmost part of Cyclades. Did you know that the whole complex of Santorini islands is still an active volcano (the same as Méthana, Milos and Nísiros) and probably the only volcano in the world whose crater is in the sea? The islands that form Santorini came into existence as a result of intensive volcanic activity; twelve huge eruptions occurred, one every 20,000 years approximately, and each violent eruption caused the collapse of the volcano's central part creating a large crater (caldera). The volcano, however, managed to recreate itself over and over again.



📍 Amorgos Island, Greece

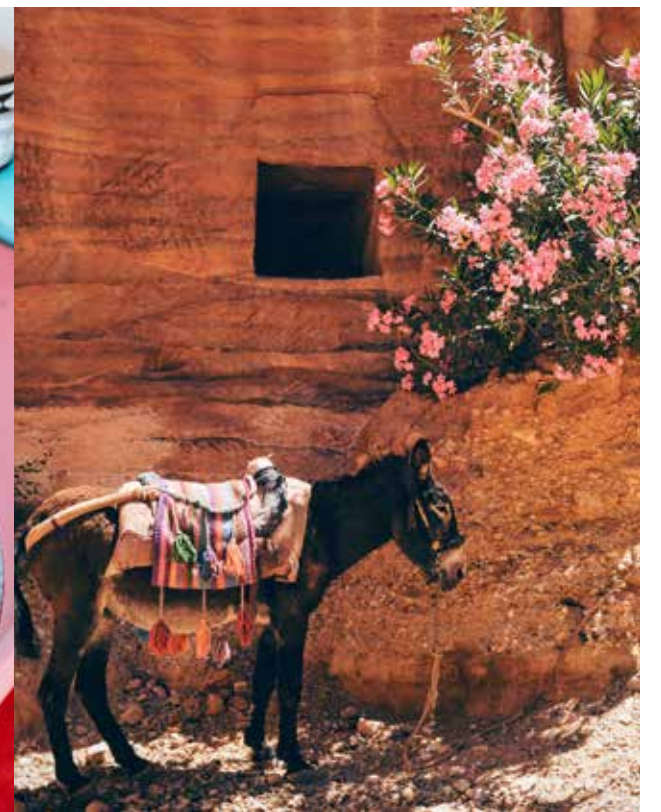
White-washed, cube-shaped houses with brightly colored doors and windows, laid out wisely and in orderly fashion, along the length of the countless winding paved lanes. Amorgos is composed of narrow alleys, whitewashed churches and two storey buildings crowded along the road. Step off the beaten track and visit an island that has preserved its traditional colour, and admire a breathtaking setting with scenic squares, traditional Cycladic houses with Bougainville trees in their courtyards and Lilliputian whitewashed alleys. It's not by chance that two of Greece's most prominent poets pay tribute to Amorgos in their works. Nobel laureate Odysseas Elytis and Nikos Gatsos both sing the praises of this tiny Cycladic island set in the middle of Aegean Sea and under the bright blue Greek sky. The easternmost island of the Cyclades, Amorgos is located between Naxos and Astypalaia some eight hours away from Piraeus. The island is loved for its untamed beauty complete with valleys, hills, mountains, coves, natural springs, strong winds and crystal clear waters. Its capital, Chora, located 5km from the port of Katapola, wins over travelers with its maze of traditional white-washed pathways, tiny churches, Cycladic-style dwellings and yesteryear windmills. Besides the addictive beauty of its Chora, Amorgos is known for its deep waters and wild beaches, among them the sandy stretch of Aegiali, Agia Anna, Mourou beach, and Navagio beach hosting its very own shipwreck.

Explore MOROCCO



Why Morocco?

Lying at the crossroads of Europe and Africa, Morocco beckons you to a world where the exotic seems commonplace—a land where camels roam the dunes, the call to prayer echoes across rooftops, and the spices invigorate your senses. Discover the natural wonders of Morocco, from the ancient cities of Casablanca and Marrakech to the High Atlas Mountains. On this unforgettable journey, you'll visit Roman ruins at Volubilis and tour ornate mosques and opulent palaces. Investigate intriguing marketplaces and maze-like medinas in Rabat, Meknes and Fès where wares of weavers, coppersmiths, and other artisans serve as colorful background for captivating jugglers, hypnotic storytellers and daring sword-swallowers. Meet the Berber people and experience their desert lifestyle, and ride by camel through the desert oasis of La Pause, stopping for lunch and traditional Moroccan tea under nomad-style tents.





📍 Chefchaouen, Morocco

Beautifully perched beneath the raw peaks of the Rif, Chefchaouen is one of the prettiest towns in Morocco, an artsy, blue-washed mountain village that feels like its own world. While tourism has definitely taken hold, the balance between ease and authenticity is just right. The old medina is a delight of Moroccan and Andalusian influence with red-tiled roofs, bright-blue buildings and narrow lanes converging on busy Plaza Uta El Hammam and its restored kasbah. Long known to backpackers for the easy availability of kif (cannabis), the town has rapidly gentrified and offers a range of quality accommodation, good food, lots to do and no hassles to speak of, making it a strong alternative to a hectic multicity tour. This is a great place to relax, explore and take day trips to the cool green hills. As well as its distinctive palette of blue and white buildings, a striking contrast with the arid setting, this popular town has plenty to offer. Embark on strenuous hillside hikes or idle strolls, bathe in mountain streams, or embrace the culinary scene and excellent shopping.



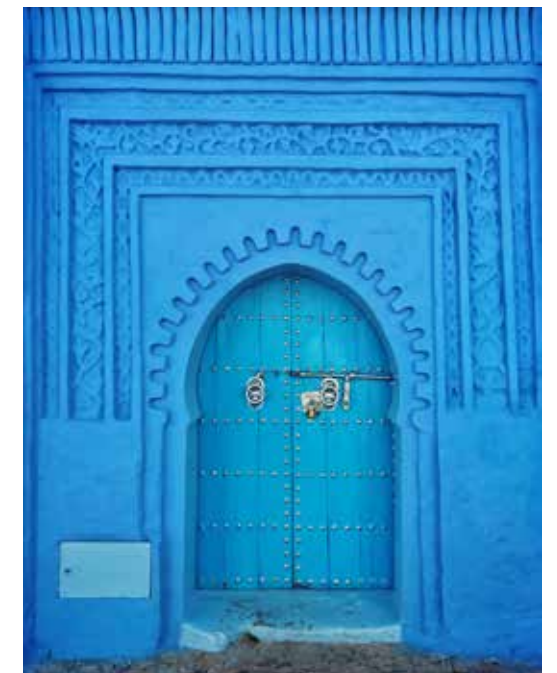
📍 Tangier, Morocco

Tangier has long been romanticized by artists, Beat poets, and writers who have arrived at its busy shores seeking adventure. Tangier is the gateway to Africa for many travelers. Cruise ships often dock there on their way from the Atlantic to the Mediterranean, and travelers in Europe find it easy to take a quick ferry from Spain to the port of Tangier. Although most visitors to Tangier come for a day, there are some lovely boutique hotels to stay at, and once you figure out how to avoid some of the hustle, you'll appreciate Tangier a lot more by spending a few days here.



📍 Marrakesh, Morocco

Marrakesh, a former imperial city in western Morocco, is a major economic center and home to mosques, palaces and gardens. The medina is a densely packed, walled medieval city dating to the Berber Empire, with mazelike alleys where thriving souks (marketplaces) sell traditional textiles, pottery and jewelry. A symbol of the city, and visible for miles, is the Moorish minaret of 12th-century Koutoubia Mosque. You haven't really been to Marrakech until you've got lost in the souqs, spent the night amid the storytellers of the Djemaa el-Fna and sipped mint tea while debating the merits of the Berber rug that you're contemplating purchasing. But tear yourself away from the souqs and the shopping and you'll also find some fascinating historical sites such as the long-hidden tombs of the Saadian sultans, Yves St Laurent's artful Jardin Majorelle and the decorative jewel that is the Ali Ben Youssef Medersa.





Canon

