# EVENTS AND TEAM BUILDING

TOWNS of ITALY
Cooking Schools

2027

TOWNS of ITALY
EXPERIENCE MAKERS

2006 - 2026
20 YEARS ANNIVERSARY
EXPERIENCE MAKERS SINCE 2006

We are **Experience Makers**:
Our mission is to create **experiences** that become lifelong **memories**

With Towns of Italy, we were among the first to translate Italian food culture into immersive experiences, opening cooking schools designed not simply to teach recipes, but to allow people to truly live cuisine as an expression of **tradition, identity, and shared moments**.

The recognition of Italian cuisine as part of **UNESCO's Intangible Cultural Heritage of Humanity** came as a natural confirmation of this journey, reinforcing the role of food as a powerful symbol of culture, connection, and storytelling.

With over 150,000 guests welcomed through our shared tours in the past year, we bring this expertise into the **corporate world**, designing events and activities that leave a lasting impression. From **corporate events and meetings** to tailor-made experiential formats, we create moments that foster connection, encourage collaboration, and support meaningful interaction in a relaxed yet professional setting.

# Our Cooking Schools in Italy

A journey that began long ago

**2008: The First School in Florence**
Our story began on the rough wood of a kitchen table, where a child watched his grandmother Wilma knead fresh pasta. From that simple gesture, the idea was born to create, a few years later, the very first Towns of Italy cooking school.

**Expanding to other cities**
Today we have four cooking schools across Italy — unique spaces that welcome visitors and reflect the essence of the cities they are in — with the goal of continuing to grow and bring our experience to new destinations.

**An Evolving Expertise**
An experience shaped over years of work in diverse contexts, which today allows us to master the art of creating authentic experiences.

# Why Choose Towns of Italy?

**Family friendly and welcoming atmosphere**

Our cooking schools are where professionalism meets the warmth of home. Fully equipped spaces that preserve the family spirit of a shared table.

**Experiences that connect and inspire**

Amid aromas, flavors, and creativity, participants learn new culinary skills, collaborate, and have fun through experiences designed to strengthen team bonds.

**Professionalism and entertainment**

Our chefs, skilled and passionate, lead every activity with energy and creativity, turning each moment into an engaging and memorable experience.

# Team Building Activities

Creatively crafted and custom designed to reflect the highlights of the client company, match its ideals, and entertain participants, our team-building activities help strengthen the group by promoting authentic connections and debates in a fun and friendly atmosphere.

**Brigade Challenge**

**Pasta and Tiramisù Together**

**Gourmet Pizza and Tiramisù**

**Finger Food and Bollicine**

**+ Market Tour**
available in Florence and Palermo

Choose this format to:
- Stimulate collaboration
- Encourage healthy competition
- Develop problem-solving and adaptability





## Brigade Challenge

**PARTICIPANTS** MIN 10 PEOPLE | **DURATION** 3-4 HOURS | **AVAILABILITY** FLORENCE, ROME, PALERMO, MILAN

Participants will be divided into real restaurant brigades. Each brigade will work under the supervision of our professional Chefs. The teams will be asked to prepare a menu based on an appetizer, a first course of fresh pasta and a dessert and the challenge will develop on different levels:

- Speed contest: a whiplash challenge to make the best traditional Tiramisù, passing the whisk and helping each other, to obtain the softest and most delicious mixture.
- Accuracy competition: the brigades will compete to see who can roll out the thinnest dough and make the most beautiful closure of the ravioli, the final judgment will be up to the professional chefs.
- Competition of taste: the participants will create their own version of the recipes on the menu and the dish with the most balanced taste will be awarded.

**What's included:**

- Welcome drink
- Cooking team competition supervised by the Chef: preparation of an appetizer, preparation of a fresh pasta main course, and a dessert
- All the ingredients for cooking
- Use of apron and kitchen utensils
- Lunch or dinner buffet with prepared dishes accompanied by water and wine
- Certificate of participation

Choose this format to:
- Strengthen group cohesion
- Encourage collaboration toward a common goal
- Enjoy a relaxed experience



# Pasta and Tiramisù together

**DURATION**
3-4 HOURS

**AVAILABILITY**
FLORENCE, ROME, PALERMO, MILAN

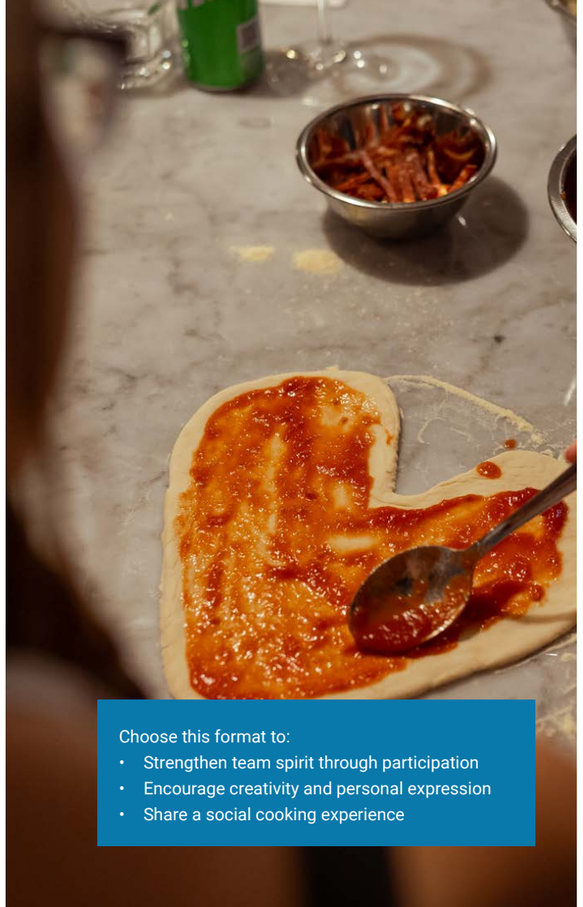
An immersive experience in the world of food and the preparation of the most popular dishes, to create group cohesion and encourage collaboration. The participants will work all together, without competition but on the contrary for a common purpose. The chef will explain what preparations will be made and then the real cooking experience will begin.

A path that will start from the dough, passing through the preparation of the egg pastry, up to the definition of the different cuts and the making of tagliatelle, ravioli and the beloved tiramisù.

The Chefs from the Cooking School will provide helpful advice for creating delicious and beautiful dishes to be enjoyed together in a friendly atmosphere, accompanied by a good glass of wine.

**What's included:**

- Welcome drink
- Group cooking test with professional chef: preparation of two first courses and tiramisù
- All the ingredients for cooking
- Use of apron and kitchen utensils
- Lunch or dinner buffet with prepared dishes accompanied by water and wine
- Certificate of participation



Choose this format to:
- Strengthen team spirit through participation
- Encourage creativity and personal expression
- Share a social cooking experience





# Gourmet Pizza and Tiramisù

**DURATION**
3-4 HOURS

**AVAILABILITY**
FLORENCE, ROME, PALERMO, MILAN

A unique experience designed to strengthen team spirit through the joy of cooking. In this interactive workshop, each participant will have the opportunity to prepare authentic and delicious food with their own hands, from tiramisù to pizza. The experience begins with tiramisù preparation, a fun and collaborative moment: egg whites are whipped to stiff peaks, a soft and fluffy cream of yolks, sugar, and mascarpone is made, and finally, the dessert is assembled together.

Next, it's time for pizzas, made from scratch and topped with fresh, seasonal, high-quality ingredients, carefully selected to enhance the flavors and allow everyone to create their own original combinations according to personal taste.

Everything is accompanied by white and red wine, making the experience even more enjoyable and sociable. A special occasion to have fun, learn, create together, and share the fruits of your work in a relaxed and engaging atmosphere

**What's included:**

- Welcome drink
- Group team-building session with a professional chef
- Hands-on preparation of 1 gourmet pizza and 1 tiramisù per person
- All the ingredients for cooking
- Use of apron and kitchen utensils
- Lunch or dinner buffet with prepared dishes accompanied by water and wine
- Certificate of participation

Choose this format to:
- Encourage creativity and attention to detail
- Foster collaboration
- Boost positive energy in a lively atmosphere



# Finger food and Bollicine

**PARTICIPANTS** MIN 10 PEOPLE | **DURATION** 3-4 HOURS | **AVAILABILITY** FLORENCE, ROME, PALERMO, MILAN

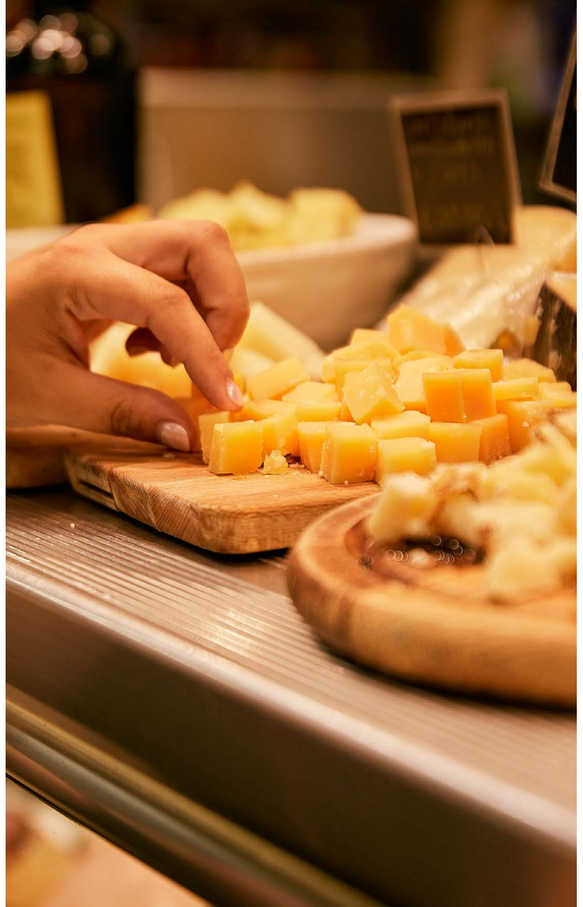
A format built around healthy competition and positive energy, designed to encourage collaboration and creativity within the group. Guided by a professional chef, participants are introduced to the recipes and provided with all the necessary ingredients before moving into the creative phase.

The group takes part in the preparation of a variety of visually striking finger foods, including puff pastry baskets, vegan hummus variations (chickpea, beetroot, pumpkin), crispy chips and crudités, mini skewers, savory mini cheesecakes, and refined single-serve creations.

The focus is on presentation and visual impact, with dishes conceived to create attractive buffets and original aperitivo settings. The experience unfolds in a lively and engaging atmosphere, where teamwork naturally develops through shared preparation.

The tasting is accompanied by prosecco, completing a relaxed and enjoyable aperitivo-style moment.

**What's included:**
- Welcome drink
- Group team-building session with a professional chef
- All the ingredients for cooking
- Use of apron and kitchen utensils
- Lunch or dinner buffet with prepared dishes accompanied by water and wine
- Certificate of participation





# Team Building Activities

## What's included

- Welcome drink
- All the ingredients for cooking
- Use of apron and kitchen utensils
- Lunch or dinner buffet with wine and water
- Certificates of attendance

## On Demand

- Possibility to add a welcome buffet with a bottle of prosecco every 4 people
- Tasting of superior wines
- Unlimited wine option

# Cooking Classes

Our cooking classes transform food into a shared, engaging experience, where participation and flavor take center stage. Designed for groups looking to enjoy a relaxed yet immersive culinary moment, these formats invite guests into the kitchen to discover techniques, ingredients, and recipes through direct involvement.

Each experience combines hands-on preparation with tasting moments, creating an informal and convivial setting that encourages interaction and enjoyment around food.

**Pasta and Dessert Class**

**Pizza Class and Gelato Tasting**

**Cooking Class and Market tour**

**Roman Style Cooking Class**

**Gelato & Affogato Making Experience**

## Pasta and Dessert Class

**DURATION** 3 HOURS

**SMART OPTION** 2 HOURS (ROME)

**AVAILABILITY** FLORENCE, ROME, PALERMO, MILAN

This hands-on culinary format combines fresh pasta making with a dessert-focused experience, offering a well-paced and engaging introduction to classic techniques and flavors. Guided by professional chefs, participants work directly with the dough, learning how texture, timing, and simple gestures shape handmade pasta. The session continues with the pairing of the pasta with seasonal, traditional sauces introduced by the chef, before the dishes are cooked and enjoyed. The experience is completed with a dedicated dessert moment, which may include either a live gelato-making demonstration followed by tasting, or the hands-on preparation of classic tiramisù.

A balanced and interactive format designed to keep guests involved throughout, combining practical learning with relaxed tasting moments, and well suited to corporate events and private gatherings.

**What's included:**

- Cooking class led by professional local chefs
- Hands-on preparation of fresh pasta dishes, paired with seasonal sauces
- Gelato-making demonstration and tasting or tiramisù preparation and tasting
- All fresh ingredients, apron, and kitchen utensils
- Full meal and wine during the experience (soft drinks for children)
- Certificate of participation

# Pizza Class and Gelato Tasting

**DURATION** 3 HOURS | **SMART OPTION** 2 HOURS (ROME) | **AVAILABILITY** FLORENCE, ROME, PALERMO, MILAN

An energetic and crowd-pleasing cooking format built around pizza, designed to create an immediate sense of involvement and enjoyment. This experience invites guests into the kitchen for an informal and dynamic session, where technique meets creativity and every step leads quickly to a tangible result.

After a brief introduction to ingredients and preparation, participants move straight into action, shaping, topping, and baking their own pizzas under the guidance of professional chefs. The focus is on experimentation and personalization, turning the kitchen into a lively space filled with aromas, movement, and conversation.

The experience is complemented by a gelato-making demonstration followed by tasting, adding a light and enjoyable finale that completes a format conceived to entertain, engage, and delight guests in a relaxed setting.

**What's included:**

- Cooking class led by professional local chefs
- Hands-on preparation of individual pizzas
- Artisanal gelato-making demonstration and tasting
- All fresh ingredients  and use of apron and kitchen utensils
- Full meal and wine during the experience (soft drinks for children)
- Certificate of participation

# Cooking Class and Market Tour

**DURATION** 5 HOURS | **AVAILABILITY** FLORENCE, PALERMO

A private culinary experience inspired by the way Italian families have always approached food tradition. Rooted in the legacy of Nonna Wilma, this format combines a guided visit to a local food market with a hands-on cooking class, offering an authentic introduction to regional flavors.

Accompanied by a professional chef, guests explore the market engaging with local vendors, and learning how ingredients shape the identity of a place. Tastings and insights along the way highlight the deep connection between territory, cuisine, and culture.

Back in the kitchen, the experience continues with the preparation of a complete meal. Simple techniques, traditional recipes, and attention to quality guide the cooking process. The experience concludes around the table, enjoying the dishes prepared during the class in a relaxed and convivial atmosphere.

**What's included:**

- Cooking class led by professional local chefs and guided visit to a local market
- Tasting of typical seasonal products during the market experience
- Hands-on preparation of a complete meal
- All fresh ingredients  and use of apron and kitchen utensils
- Full meal and wine during the experience (soft drinks for children)
- Certificate of participation

# Roman Style Cooking Class

**DURATION**
3 HOURS

**AVAILABILITY**
ROME

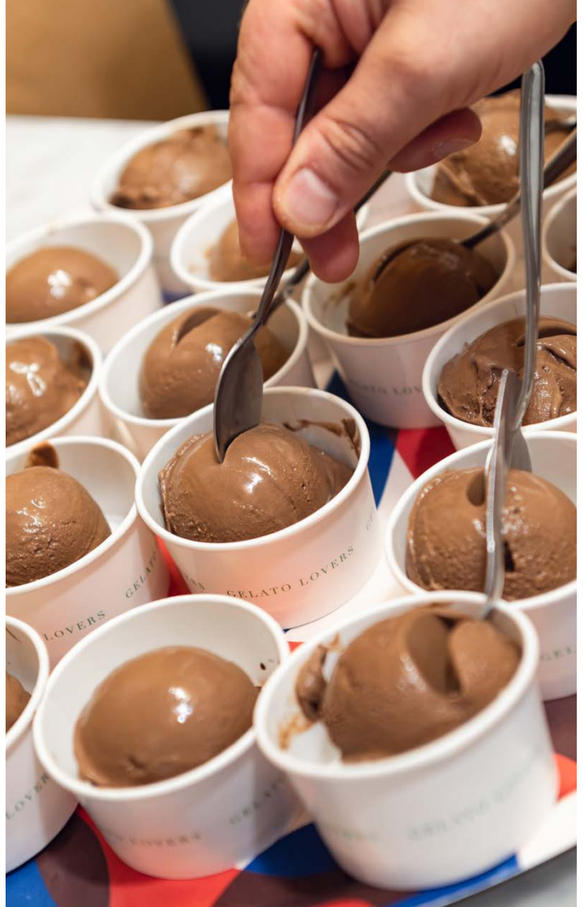
A private cooking experience inspired by the bold and authentic flavors of Roman cuisine. Guided by professional local chefs, guests explore traditional techniques and ingredients through a balanced combination of hands-on preparation and chef-led demonstrations.

During the class, participants take part in the creation of a complete Roman menu, including an appetizer, a fresh pasta course, a main dish, and a classic dessert. Each preparation reflects the direct, expressive character of Roman cooking, where simplicity and quality ingredients define the final result.

The experience unfolds at an unhurried pace, allowing guests to fully appreciate each step of the process and gain a deeper understanding of Roman culinary culture through practice, observation, and taste.

**What's included:**

- Private cooking class led by professional local chefs
- Hands-on preparation of a complete menu, including starter, fresh pasta, main course, and dessert
- All fresh ingredients, apron, and kitchen utensils
- Full meal and wine during the experience (soft drinks for children)
- Digital recipe booklet to recreate the experience at home
- Certificate of participation








# Gelato & Affogato Making Experience

**DURATION**
1.5 HOURS

**AVAILABILITY**
FLORENCE

A delicious hands-on journey into two of Italy's most iconic sweet traditions: artisan gelato and the irresistible affogato. In our spacious Cooking Lab in the heart of Florence, guests step behind the scenes and discover what makes real Italian gelato so special. Guided by our professional chefs, participants take part in the preparation of authentic gelato, learning simple techniques and little secrets along the way. Then it is time to get creative: each guest prepares a crisp handmade wafer cone and personalizes it with a tempting selection of toppings.

The experience continues with another great Italian classic, the affogato: the perfect meeting of hot espresso and creamy gelato, simple in appearance but unmistakably Italian in spirit.

Fun, interactive and indulgent from start to finish, this is a sweet taste of Florence to make, customize and enjoy with your own hands.

**What's included:**

- Welcome drink
- 1.5-hour hands-on gelato and affogato workshop
- Professional local chef
- Preparation and tasting of your own  gelato and affogato and toppings
- Hands-on preparation of your own homemade wafer cone
- Use of aprons and all necessary cooking equipment
- Certificate of Attendance
- Digital recipe booklet

# Food and Beverage Entertainment Experiences

Designed for corporate events and private gatherings, these experiences integrate food and beverage into engaging entertainment formats. Structured to fit different moments of an event, they combine tasting, live elements, and storytelling to enhance atmosphere and guest interaction.

Developed using our spaces, professional staff, and selected partners, each format is designed to elevate receptions, networking occasions, and evening events beyond a traditional dining experience.

**Live Italian Opera & Cooking Dinner Show**

**The Art of Mixology**

**Mozzarella Tasting Experience**

**Live Cooking Shows with Dinner**

## Live Italian Opera & Cooking Dinner Show

**PARTICIPANTS** MAX 36 PEOPLE | **DURATION** 2:30 HOURS | **AVAILABILITY** ROME

Set to the notes of Italy's most celebrated melodies, this exclusive format blends the great traditions of Italian cuisine with an exceptional live musical performance. The evening begins with a welcome aperitivo, accompanied by a repertoire of iconic Italian classics performed live, setting a captivating tone for the event.

At the heart of the evening is a dedicated show cooking: the chef reveals the secrets of traditional handmade fresh pasta, allowing guests to enjoy the preparation through culinary storytelling and musical entertainment. The musical selection is carefully curated to accompany every moment, alternating famous opera arias with timeless masterpieces of the Italian musical tradition.

The experience concludes with a tasting of traditional Italian artisanal gelato, offering a moment of relaxation and conviviality that brings together the pleasure of the table and the timeless charm of Italy's culinary and musical heritage.

**What's included:**

- Welcome aperitivo
- Live performance by an opera singer and pianist
- Fresh pasta live cooking show led by a professional chef
- Full meal featuring seasonal recipes
- Wine, soft drinks, and water included
- Final toast with limoncello

# Mixology Experiences

**PARTICIPANTS** MIN 10 - MAX 36 | **DURATION** VARIES | **AVAILABILITY** ROME

A refined and engaging event that introduces participants to the culture of aperitivo through cocktails, flavors, and shared moments. Guided by a professional bartender, guests explore the techniques and ingredients behind some of the most iconic drinks in a relaxed and sociable atmosphere.

Depending on the selected format, the experience may include a hands-on mixology session or a live demonstration, offering the opportunity to prepare classic cocktails or follow the bartender's guidance while learning professional tips. Each version is completed by a curated aperitivo featuring homemade focaccia and a selection of Italian cured meats.

**Italian Classic Mixology DEMONSTRATION 2 h –** Live cocktail demonstration with tasting Negroni, Americano, Spritz, Bellini, Sbagliato and Campari Shakerato

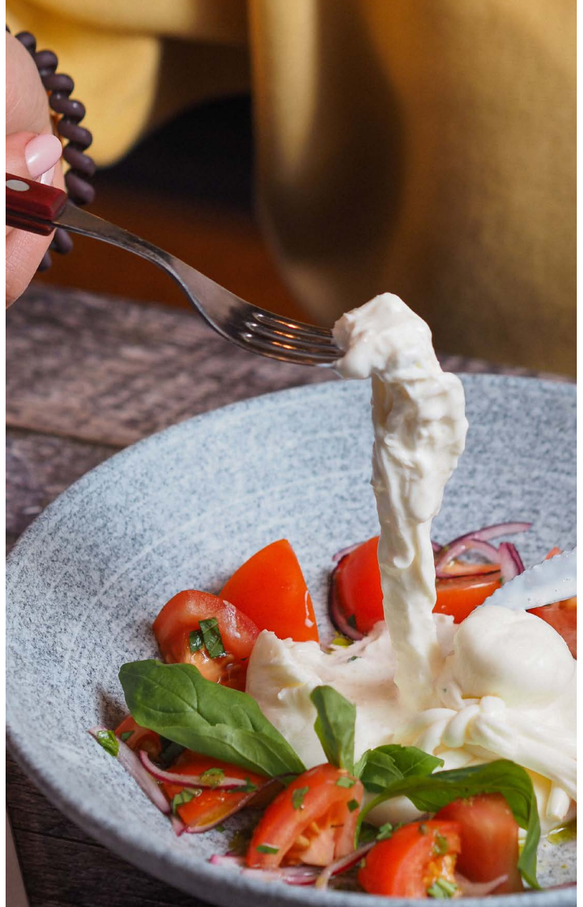
**Hands-On Italian Aperitivo 2:30 h–** Guided preparation of classic Italian cocktails

**Craft and Homemade Mixology 3 h –** Cocktail preparation combined with homemade juices or syrups

**Spirits and Limoncello Experience 4 h –** Mixology session with spirits and limoncello preparation to take home

**What's included:**

- Professional bartender-led session
- Hands-on preparation or demonstration of Italian cocktail classics
- Aperitivo with focaccia and Italian cured meats
- Graduation certificate of participation
- Practical tips to recreate cocktails at home







# Mozzarella Tasting Experience

**PARTICIPANTS** MIN 10 - MAX 36 | **DURATION** 3 HOURS | **AVAILABILITY** ROME

A refined culinary event designed to introduce participants to selected products and flavors through guided tasting, storytelling, and live cooking moments. Led by food experts and professional staff, the experience centers on Mozzarella di Bufala Campana DOP, explored through its production process and presented in different styles and textures, alongside ricotta cheese and a selection of cured meats.

The tasting is complemented by a curated wine moment featuring a rosé from the island of Pantelleria, introduced by a sommelier who shares insights into its characteristics and origin. The experience continues with a live pasta preparation by the chef, followed by a refreshing gelato tasting, creating a well-paced and engaging culinary sequence.

Conceived as a relaxed and structured format, this experience combines tasting and live demonstrations, making it suitable for corporate events, incentives, and private gatherings

**What's included:**

- Guided tasting of Mozzarella di Bufala Campana DOP, presented in different styles and textures, including ricotta cheese and selected cured meats
- Guided wine tasting featuring a rosé from the island of Pantelleria, presented by a sommelier
- Live pasta preparation by a professional chef
- Pasta and gelato tasting
- Wine and soft drinks during the experience
- Practical tips for recreating pasta and gelato at home

# Live Cooking Shows with Dinner

**PARTICIPANTS** MIN 10 PEOPLE | **DURATION** 2:30/3 HOURS | **AVAILABILITY** ROME

A live cooking format designed as an engaging culinary performance, where guests enjoy the pleasure of observation, storytelling, and tasting in a relaxed and well-paced setting. Guided by a professional chef, the experience unfolds in real time as a complete menu takes shape, with each preparation introduced and served as part of a cohesive dining moment.

Depending on the selected format, the menu may feature a structured sequence of courses — including an appetizer, a first course, a main dish, and a dessert — or a focused tasting built around multiple first courses followed by a sweet conclusion. Throughout the experience, the chef shares techniques, insights, and culinary context, turning the cooking process into an entertaining and immersive show.

Conceived for guests who prefer to enjoy cuisine without hands-on participation, this format places the emphasis on atmosphere, conversation, and the pleasure of a shared table, making it particularly suitable for corporate events, receptions, and evening gatherings.

**What's included:**

- Live cooking demonstration by a professional chef
- Full menu demonstration and beverage
- Tasting of all dishes prepared during the demonstration
- Dietary substitutions available upon request

**ROME**
Via Quattro Novembre 139, 00187 Roma RM

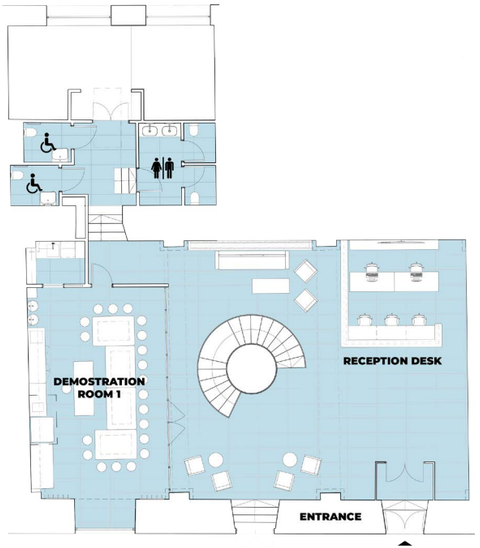
# Tourist Hub and Cooking School

## Rome

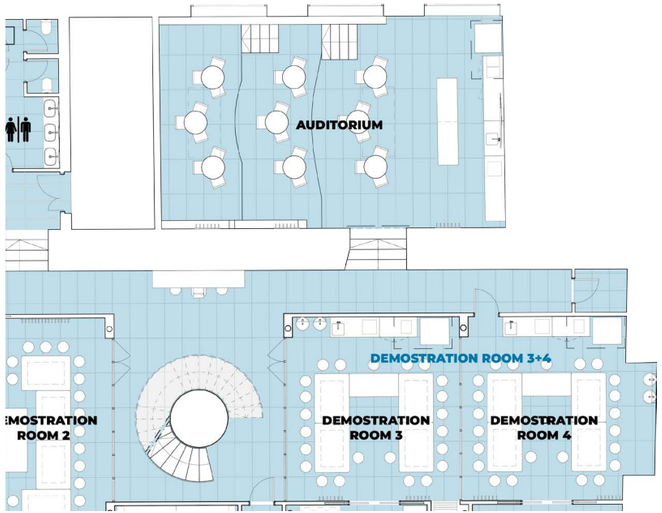
Located in the very heart of Rome, within the prestigious Palazzo Colonna complex and just steps from Piazza Venezia, our venue spans over 800 sqm across two floors and features four versatile cooking rooms and a spacious auditorium. The interiors combine modern, refined design with a touch of authentic Italian tradition, creating a welcoming yet sophisticated atmosphere.

# Rome

**GROUND FLOOR**




**BASEMENT LEVEL**



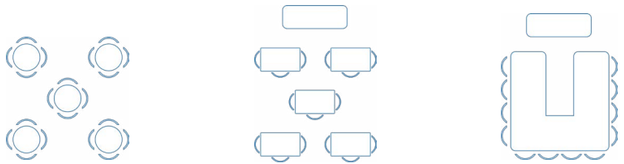



# Rome

**CAPACITY CHART**

| Room | Natural Light | Surface ($m^2$) | Surface ($ft^2$) | Classroom | Auditorium | Cabaret | Banquet | Cooking (U-Shape) |
|---|---|---|---|---|---|---|---|---|
| **Auditorium** | ✓ | 59 | 632 | 24 | 58 | 27 | 36 | - |
| **Demonstration Room 1** | ✓ | 49 | 523 | - | - | - | - | 18 |
| **Demonstration Room 2** | - | 46 | 500 | - | - | - | - | 18 |
| **Demonstration Room 3** | - | 36 | 390 | - | - | - | - | 22 |
| **Demonstration Room 4** | - | 36 | 387 | - | - | - | - | 22 |
| **Demonstration Room 3+4** | - | 72 | 778 | - | - | - | - | 22+22 |

**STYLE SEATING**



BANQUET CABARET U-SHAPE

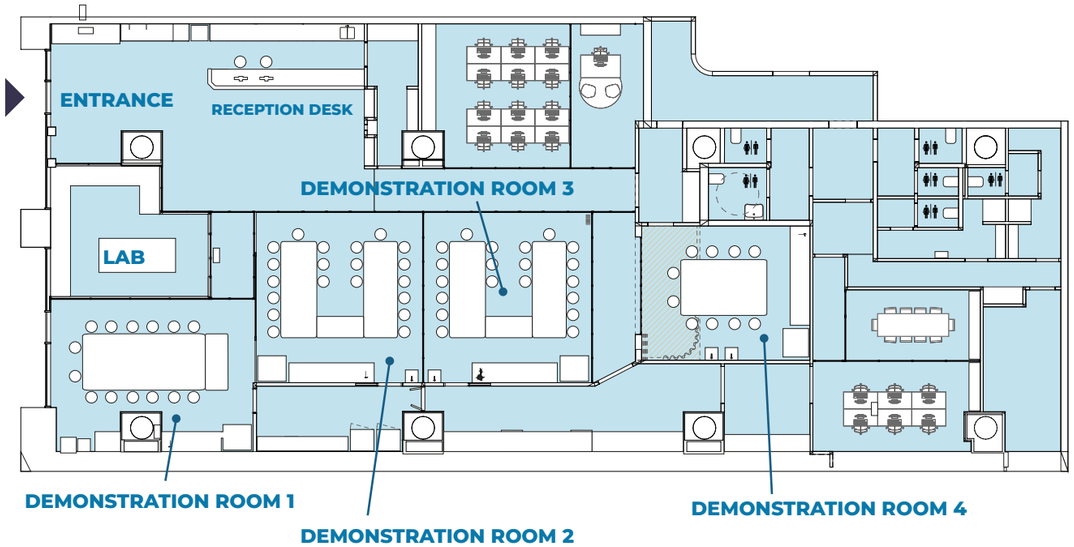
**FLORENCE**
Largo Pietro Annigoni, 9A 50122 Firenze FI

# Tourist Hub and Cooking School

## Florence

Located in Florence's lively Sant'Ambrogio district, the Towns of Italy Cooking School offers a contemporary venue for events and culinary experiences in one of the city's most authentic neighborhoods. Surrounded by local markets, artisan shops and the rhythm of everyday Florentine life, the school combines a vibrant urban setting with spaces designed for culinary creativity. The venue features four versatile cooking rooms, a dedicated laboratory and a spacious reception area, ideal for hands-on classes, private events and interactive experiences.

# Florence



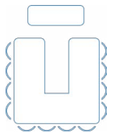



# Florence

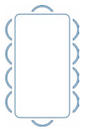
**CAPACITY CHART**

| Room | Natural Light | Surface ($m^2$) | Surface ($ft^2$) | Classroom | Cooking (U-Shape) | Standing |
|---|---|---|---|---|---|---|
| **Demonstration Room 1** | ✓ | 36 | 387 | 14 | - | - |
| **Demonstration Room 2** | - | 35 | 376 | - | 20 | - |
| **Demonstration Room 3** | - | 35 | 376 | - | 20 | - |
| **Demonstration Room 4** | - | 28 | 301 | 10 | - | - |
| **Lab** | ✓ | 23 | 248 | - | - | 12 |

**STYLE SEATING**



U-SHAPE



CLASSROOM

**MILAN**
Via Giovanni Battista Sammartini 1
Corner Piazza IV Novembre
Inside Mercato Centrale Milano, first floor

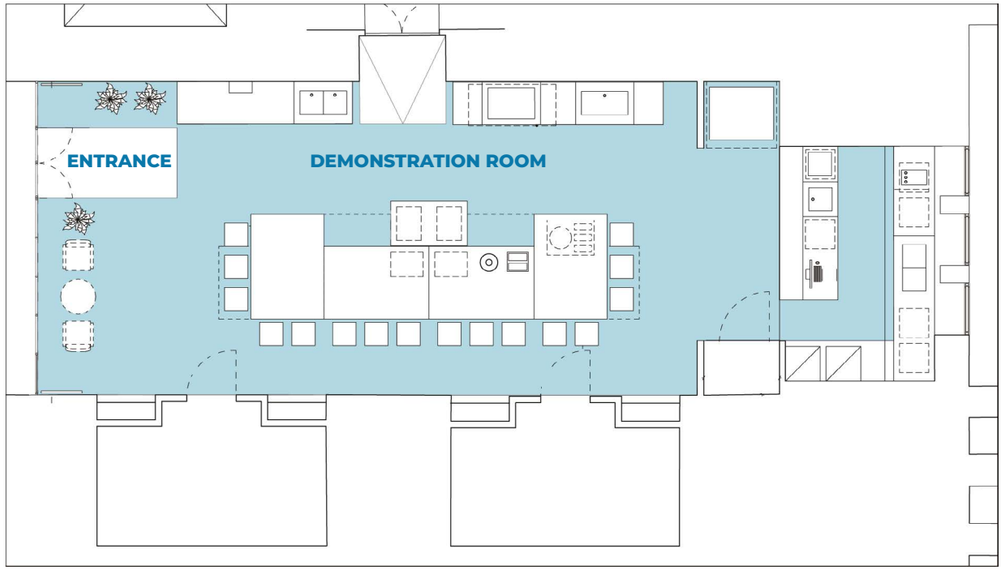
# Cooking School

## Milan

Located inside the iconic Mercato Centrale Milano, just steps from the Central Railway Station, the Towns of Italy Cooking School offers a vibrant and contemporary venue for culinary experiences and private events.

Set within one of Milan's most dynamic food destinations, the school combines a central, easily accessible location with a spacious and welcoming environment. Its modern island cooking tables and fully equipped stations create an interactive setting where guests can cook side by side with expert local chefs, enjoying an authentic hands-on Italian experience in a relaxed and engaging atmosphere.

# Milan



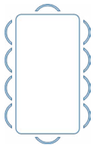



# Milan

**CAPACITY CHART**

| Room | Natural Light | Surface (m²) | Surface (ft²) | Classroom |
|---|---|---|---|---|
| **Demonstration Room** | - | 99 | 1,066 ft² | 20 |

**STYLE SEATING**



CLASSROOM

**PALERMO**
Via Volturno, 44, 90138 Palermo PA

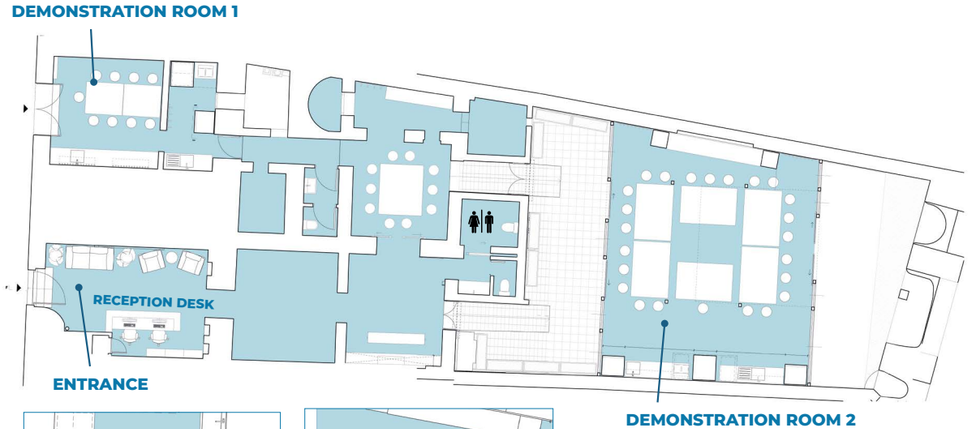
# Tourist Hub and Cooking School

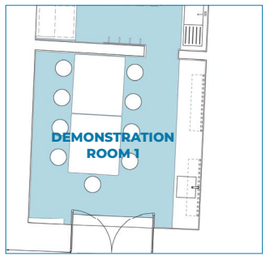
## Palermo

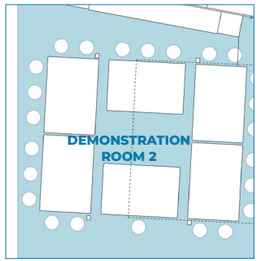
Located in the heart of Palermo, just a short walk from Teatro Massimo and the lively Mercato del Capo, the Towns of Italy Cooking School offers a warm and authentic venue for culinary experiences and private events.

The school combines traditional Sicilian elements with contemporary design, featuring handcrafted maiolicas, colorful tiles, indoor and outdoor spaces, and a welcoming reception area. It includes a spacious main demonstration room for interactive activities, along with more intimate rooms for smaller groups and private experiences.

# Palermo





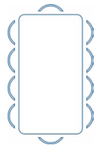

# Palermo

**CAPACITY CHART**

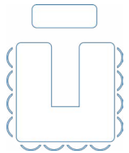
| Room | Natural Light | Surface ($m^2$) | Surface ($ft^2$) | Classroom | Cooking (U-Shape) |
|---|---|---|---|---|---|
| **Demonstration Room 1** | ✓ | 17 | 183 | 6 | - |
| **Demonstration Room 2** | ✓ | 51 | 549 | - | 22 |

Standing reception events can be arranged across the entire school, with a maximum capacity of 40 guests.

**STYLE SEATING**



CLASSROOM



U-SHAPE

# Contacts

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**Florence** Largo Pietro Annigoni, 9A 50122 Firenze FI

**Palermo** Via Volturno, 44, 90138 Palermo PA

**Milan** Via Giovanni Battista Sammartini 1 (corner piazza IV Novembre) next to Central Rail Station.
The School is located inside the Central Market on first floor (1 floor UP from the ground floor)