

LA DOBLEJ
♥
VILLA SAN MICHELE

Beautiful traveler,

In my twenty-four years of living in Italy, I've become a devoted believer in what I call transcendental travel: opening not just my suitcase, but my mind and heart to what each new place has to teach me. Some of my most profound moments of self-knowledge have come not in meditation rooms, but on hilltops, in ancient ruins, in gardens tended for centuries by hands that knew something we're still learning.

La DoubleJ is built on the core belief that beauty and consciousness are inseparable — that the right color can shift your mood, that the right space can open your heart. *The Energy Raising Program* that we've curated with Villa San Michele, A Belmond Hotel, Florence is the fullest expression of that philosophy: a first-of-its-kind collaboration uniting luxury design, spiritual programming, and Italian heritage.

What have we created for you here? Custom-designed outdoor spaces featuring exclusive prints and a custom collection of Italian-made products. A year-round program of energy-raising experiences led by incredible practitioners from my own *Healer Book*. A self-guided *Energy Tour* of this extraordinary property, plus your own *Energy Journal* for you to record any spiritual awakenings, large and small, you have along the way. All with one goal: to restore, uplift and raise your vibration while you are here. In the pages that follow, you'll find everything you need to make the most of Villa San Michele — at your own pace.

This place has so much to offer. I hope you will let it.

With love and light,

JJ Martin
Founder of La DoubleJ



La DoubleJ's Energy Raising Program for *Villa San Michele*



The Energy Tour

The hillside on which Villa San Michele sits has been a place of spiritual seeking for centuries — first as a 16th-century Franciscan convent, then as the woodland setting where Leonardo da Vinci tested his famous flying machine. Perched above Florence, the town of Fiesole was long considered the city's “garden,” a lush rural retreat for its well-to-do citizenry. This is a place where the genius of science, art and spirituality has left its mark on the land itself. As soon as you allow yourself to slow down, you can feel it.

La DoubleJ curated this Energy Tour as a series of connective moments — places to linger for a few minutes and tap into the potent, particular energy of this ancient structure and sacred land. You don't need to do them in order, or all at once. Return to them whenever you like. Stand or sit. Focus on your breathing. Do it your way: Listen to your inner voice, or choose your own soothing music. Write in the Energy Journal we've provided, or try one of the recorded meditations.



At each stop, we invite you to notice, to connect, and to find a moment of gratitude — for whatever brought you here, and for whatever this magical place offers you today.

La DoubleJ Spots

1. The Sun

The sun carved into this 16th-century façade is the inspiration behind the logo for our Energy Raising Program — a symbol of renewal, rebirth and rejuvenation. Stand before it. Gaze quietly. Feel your feet on the ground. This is the starting point of your journey. What will you open yourself up to here?

2. The Rose Path

The rose is one of the oldest symbols of the divine feminine — unconditional love, the heart opening to itself. If you're visiting in early summer, lean into these incredible blooms. Inhale deeply. Their fragrance is an invitation to open, not just to others, but to yourself first. As these roses bloom here, so can you.

3. The Aromatic Garden

Welcome to nature's apothecary. Before choosing a sprig, first ask the plant: May I take one of your leaves? Gently pluck a leaf, rub it between your fingers, and breathe deeply, several times. Let the scent pour through your brain and into your body, mindful that each herb carries its own healing properties: Rosemary is for memory and purification. Thyme is for courage and uplift. Sage is for wisdom and longevity.

4. Ancient Wisteria Roots

These gnarled, 200 years old vines are spectacular in full bloom. Yet even when they're bare and seemingly dormant, they radiate pure strength and ancient energy. Place both hands on the vines, close your eyes, and feel that hidden pulse of life. Wisteria carries the energy of wisdom, long life and deep devotion. Allow those qualities to inspire you.

5. Friars' Basin

Water has been trickling down this cliff face through rocks and moss since the friars tended this convent. The 17th-century Vasca dei Frati ("Friars' Basin") is the perfect place to close your eyes and let the sound do what water always does — purify, soothe, and return you to the present moment.

[Scan the QR code for JJ's *Water Meditation* \(see next page\)](#)

6. The Vegetable Garden

When you arrive at the garden, take off your shoes if you can. Close your eyes and press your feet into the soil — contemplate the quiet miracle of roots creating nourishment from nothing. Bring your attention to growth and regeneration. Ask yourself: what in you is doing the same thing right now?

7. Yoga Deck

At the heart of the Raise Your Vibration station, this practice deck features custom-designed La DoubleJ mats and cushions, inviting you to enjoy whatever calls you — movement, meditation, stretching, stillness — alone or as part of a guided session.

8. The Energy Chapel

This 17th-century chapel—tiny, monastic and quietly magical—has been lovingly redesigned by La DoubleJ with a custom gong, a light and sound installation, and bespoke meditation cushions. Come for solace, for contemplation, or for a guided session with one of our healers. Protective, calm and deeply introspective, the energy here is its own teacher.

[Scan the QR code for JJ's *Energy Chapel Meditation* \(see next page\)](#)

9. Sun Gazing Lounge

With a sweeping vista over Florence and a clear view of the Duomo's famous cupola—and an array of La DoubleJ's energy-boosting prints—this is the perfect spot to recharge with someone you love... or to sit alone and gaze into your own future. What do you want your life to look like from here?

[When the sun sinks low on the horizon, try JJ's golden hour *Sun Gazing Meditation* \(see next page\)](#)

10. Upper Yoga Deck

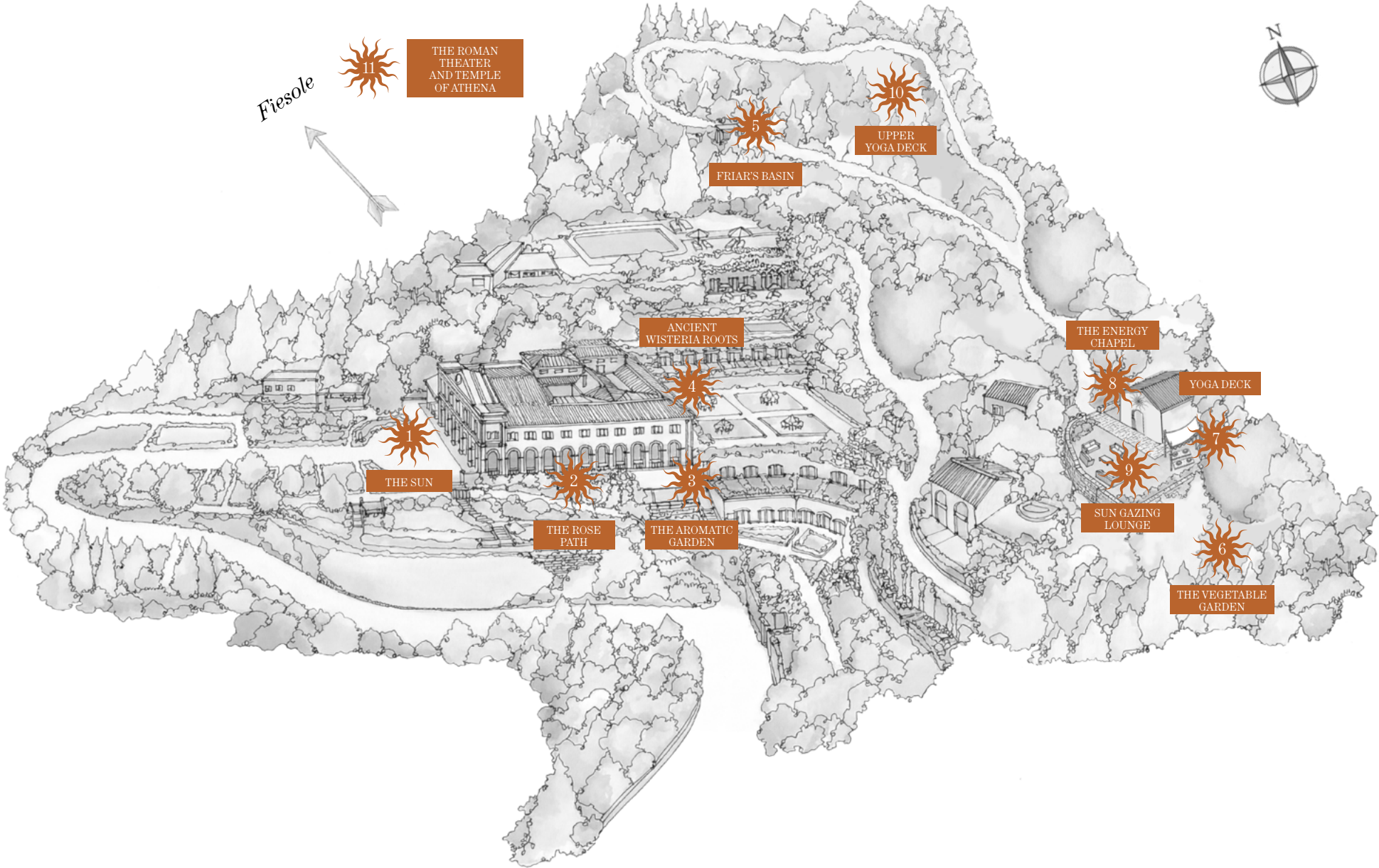
The largest practice deck on the property, shaded by trees and surrounded by the Energy Woodland. An inviting space for yoga, breathwork, sound or stillness — guided or self-directed. Check the weekly program for sessions, or bring your own practice. This platform is yours to use however you need it.

11. Roman Theater and Temple of Athena

Ten minutes' drive into Fiesole brings you to one of the most powerful, sacred sites in all of Tuscany — the ruins of a Roman theater and the temple of Athena. Find a quiet corner in the temple ruins, sit in the grass, and gather within yourself Athena's gifts: clarity, wisdom and grounded strength. There is no better place on this tour to meditate.



The Map



Choose Your Own *Energy-Raising* Adventure

La DoubleJ curated a year-round menu of daily, weekly, and monthly consciousness-raising experiences to make your stay at *Villa San Michele* even more magical.

Which one will you explore?

Weekly Classes

Each week, Villa San Michele provides a rotating program of energy-raising practices — breathwork, sound healing, yoga, movement and beyond — led by healers personally selected by JJ Martin from our curated Healer Book. These are teachers and guides whose uplifting work has been tried, tested, and trusted. Accessible to all levels.

Healer in Residence

Each month, a guest healer from JJ's personal network comes to Villa San Michele for a residency, offering unique practices and deeper sessions. Each residency brings a different teacher, a different modality, a different opportunity to continue your energy-raising journey.



Scan the QR code to discover the Villa San Michele Energy-Raising Program



Scan the QR code to access the Recorded Meditations



Raise Your Vibration Retreats

Twice a year, JJ co-hosts a four-day Raise Your Vibration Retreat at Villa San Michele with a carefully chosen healer from the La DoubleJ Sisterhood. Intimate and immersive, each retreat is limited to a small number of guests and built around a full program of practices to activate your spiritual, physical and energetic bodies. The retreats are woven together with custom-designed communal meals by Villa San Michele's chef and guided excursions to high-energy sites in and around the magnificent city of Florence.

Open to all levels of experience.

← For more information on the Energy Raising Program please scan the QR code

Recorded Meditations

This series of guided meditations are yours to tap into wherever you are, whenever you need them.

↑ Access the full collection by scanning the QR code

For Stillness and Purification:

The Water Meditation
with JJ Martin

For Higher Consciousness:

The Energy Chapel Meditation
with JJ Martin

For Insight and Intuition:

The Sun Gazing Meditation
with JJ Martin

For Deep Relaxation:

The Art Of Deep Sleep
with Iris

