

# FAIRWAY *Forte*

*A pristine, sustainable paradise with no cars, just electric golf carts, Argentario offers something quite unique to those who stay and play, as Julia Millen reveals*



It wasn't the roaring crowds or the glint of trophies that stayed with me after the 82nd Italian Open at Argentario Golf Club, it was the quiet, purposeful change humming beneath the surface. I was there in June 2025, notebook in hand, watching as Adrien Saddier raised the cup in victory. But even more striking than the Frenchman's win, was what the tournament represented: the first ISO 20121-certified Italian Open, a landmark moment in golf's shift toward sustainability in the Bel Paese.

That week, Argentario didn't just host a tournament on the DP World Tour, it launched a movement. The Italian Golf Federation's "Golf Revolution" began here, nestled in the wild, olive tree-strewn hills of Maremma Tuscany. It was a fitting stage: Argentario Golf and Wellness Resort, Autograph Collection had long been a quiet pioneer of eco-conscious hospitality. And at the heart of it all, just a short





walk from the championship fairways, sits a collection of villas redefining what luxury means.

The Golf Villas are not just homes - they are a new way of living. Designed by Milan-based creative Andrea Fogli, the properties marry natural materials, artisanal textures, and home automation with a fluid sense of harmony between the built and the wild. Inside, the palette is earth-toned and tactile: wood, stone, terracotta, soft linen, sculpted surfaces. Outside, the villas spill into the landscape rather than interrupt it. Each residence - ranging from three to eight bedrooms - features a private panoramic terrace and hot tub, set to views of the lagoon or Tyrrhenian Sea. You'd be forgiven for forgetting where your living room ends and nature begins.

But these homes aren't just beautiful. They're smart. Discreet technological innovations such as energy-saving systems, solar panels, LED lighting, and intelligent temperature control ensure the villas perform as elegantly as they look - a seamless blend of innovation and intention.

Owners can stay whenever they wish, and the rest of the time, their villa becomes a luxury rental under the resort's expert management team. This means hands-free income generation, with everything from marketing to guest services handled on your behalf.

It's a model that's already catching global attention. Tatler, British Vogue, British GQ, and House and Garden have all recently featured Argentario Golf Villas as leaders of a new, conscious luxury movement.

The villas are part of Argentario Golf and Wellness Resort, Autograph Collection. There are no pesticides on the grounds. No synthetic shortcuts. The on-site golf

course, a PGA National Italy jewel, is lovingly maintained using organic methods. "We don't mind if the greens aren't perfectly perfect," explains Ottavio Coppola, the golf club manager, "We'd rather keep it real."

Real, in this case, means sprinkling chilli powder to deter birds, letting native flora reclaim their space, and planting over 300,000 trees and plants to restore local biodiversity. This mindful approach has earned the course BioAgriCert® Certification.

The same philosophy flows through to the kitchens of the resort's acclaimed restaurants, the informal Club House and the fine-dining Dama Dama Restaurant. Named for the deer often spotted in the estate's woods, the restaurant underwent a dramatic transformation in 2025. The result is a sensory, sculptural space, defined by anthracite-grey walls, abstract artwork, a centrepiece bronze deer, and a blazing fire. The restaurant has just been honoured with a place in the prestigious 2026 Gambero Rosso Restaurant Guide, confirming its reputation as one of Tuscany's most innovative dining experiences.

Cuisine ingredients? Local, organic, seasonal, often grown just steps away in the property's own vegetable garden. Olive oil is pressed from the trees along the golf course, and house-made "mirto" liqueur is made with myrtle berries picked in the resort's organic orchard.

There's something elemental about Argentario. The play of light on terracotta. The salt tang from the sea. The quiet of electric golf carts moving through cork-oak woods. Here, sustainability is a texture, a way of building, of planting, of cooking and living.

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