

ELICITING
MAPPING
MANAGING
EMOTIONS

THE 2025 CATALOGUE



BERTAGNI CONSULTING s.r.l.
MATCHING TRADES, COMPANIES AND IDEAS

EMME's Educational Paths

CCC - CONSULTING, COACHING, COUNSELING



CCC-BUS - COMPANIES & INDUSTRIAL ASSOCIATIONS



CCC-SUO - SCHOOLS, UNIVERSITIES, ORGANIZATIONS



CCC-PER - INDIVIDUALS & FAMILIES



TGM - TRAVEL GUIDING AND MENTORING



TGM-GMJ - GEO-MAIEUTICAL JOURNEYS



TGM-MTJ - METAPHYSICAL JOURNEYS



RGM -RIVER GAMES MANAGEMENT



RGM-BRD - BOARD GAMES



RGM-OUT - OUTDOOR GAMES



BERTAGNI CONSULTING s.r.l.

MATCHING TRADES, COMPANIES AND IDEAS





Consulting, Coaching & Counseling

In the field of EDUCATION, EMME's Consulting, Coaching and Counseling activities are targeted to help our clients to increase their soft and hard skills. Through the innovation of THE RIVER OF LIFE methodology, clients will draw and create their own personal geo-emotional cartography (map).

This will connect them to the core objectives of their course and serve as a road map, navigating them through the paths of learning and understanding, towards a higher level of awareness and knowledge.

All these educational activities will be conducted by EMME's Geographers of Emotions, specialist guides who will work hands on with participants through each course.

The course methodology is experiential and game based. In fact some of the proposed experiences are exclusively based on playing one or more of the RIVER GAMES. Participants will not only have the chance of developing their skills in many different fields, they will also elicit, connect with and better manage their emotions. EMME's guides create an environment of trust and empathy during the activities in support of that development for participants.

Each educational service or course has a core topic that is integrated within the general framework of emotional geography.

Our education activities are targeted to individuals in both group and one to one settings. For ease of navigation for our clients we have divided our Consulting, Coaching and Counselling services into:

CCC-BUS (especially intended for Companies and Business Associations),
CCC-SUO (for Schools, Universities, Institutional Organizations, Sport clubs, NGOs etc) and
CCC-PER (designed for Individuals and Families).

The R.O.E.I. (RETURN ON EMOTIONAL INVESTMENT) of each activity is a core consideration for us in ensuring we deliver the highest value to our clients.

Consulting, Coaching & Counseling

FOR COMPANIES AND INDUSTRIAL ASSOCIATIONS



JOURNEY INTO THE GEOGRAPHY OF EMOTIONS

MAPPING THE RIVERS OF MANAGERIAL GROWTH

Marco Bertagni





LA GEOGRAFIA DELLE EMOZIONI

Un Viaggio per trasformare le Emozioni in Energia per il Business

Marco Bertagni & Guity Mohammadi

COMPOSITE
IDENTITY



UNDERSTANDING WORKPLACE & MASTERING CHANGES

**DEFINING CORPORATE IDENTITY FOR A THRIVING AND PRODUCTIVE WORKPLACE
THROUGH EMOTIONAL MAPPING AND ARCHETYPES**

Marco Bertagni

CORPORATE AND BRAND STORYTELLING

A MULTIFACETED TOOL FOR COMPANIES' GROWTH



Marco Bertagni



FROM STORYTELLING TO STORYSELLING

FULL ENGINEERING OF AN EXHIBITION

Marco Barozzi & Marco Bertagni





EXPORT
MANAGEMENT
COURSE

EXPORT
MANAGEMENT
COURSE

EXPORTING EMOTIONS

STRATEGIES FOR GLOBAL SUCCESS

Marco Bertagni, Marco Barozzi, Lucia Lamonarca, Ali Bagley, Maryna Vahabava

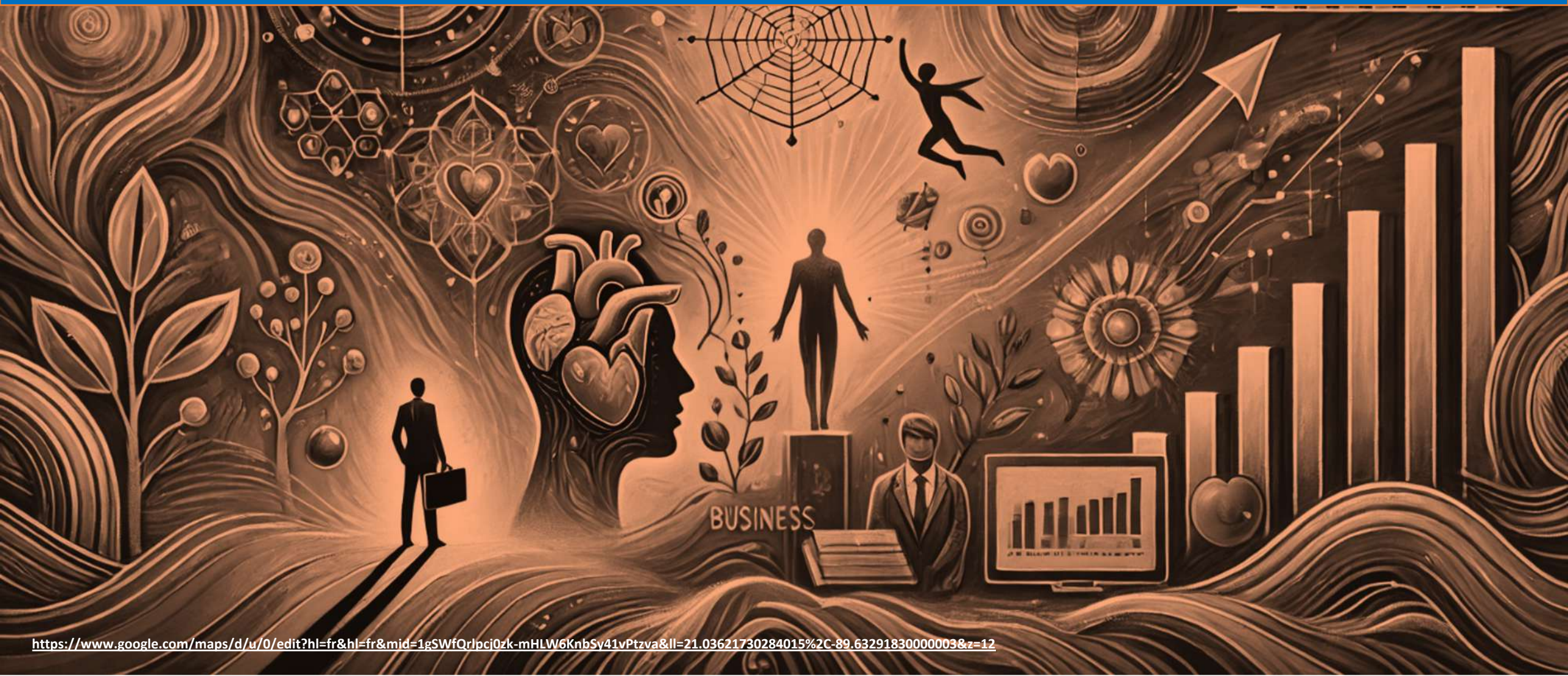
THE GRAPE'S JOURNEY

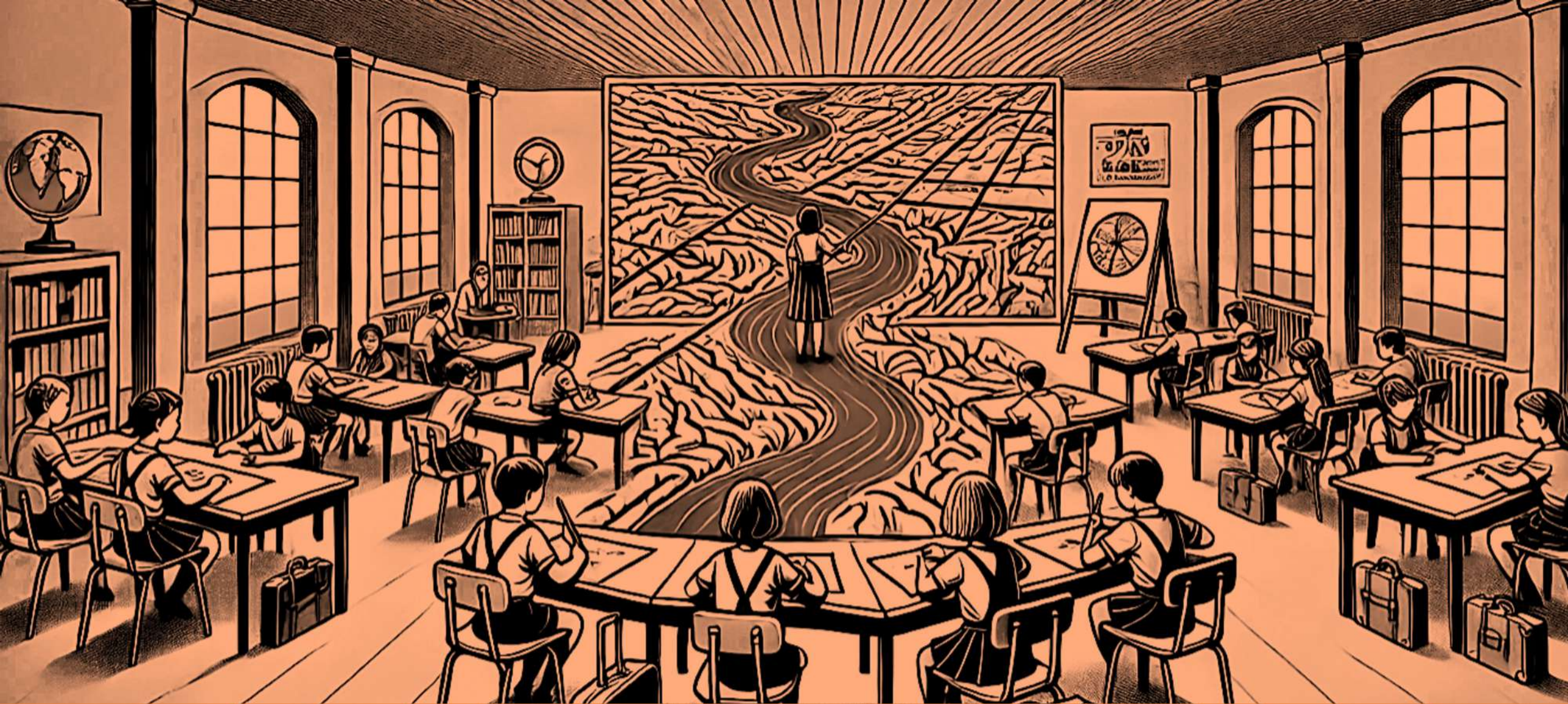
BUILDING MULTIDISCIPLINARY COMPETENCIES FROM VINEYARDS TO DISTILLERIES



Marco Bertagni

FOR SCHOOLS, UNIVERSITIES, NGOs, SPORT CLUBS AND ORGANIZATIONS





A JOURNEY INTO THE GEOGRAPHY OF EMOTIONS

A journey of reconnection with the Self, Others, and planet Earth

Marco Bertagni



TRANSFORMING SPACES INTO PLACES

Integrated and Emotional Geography as a Tool for Analyzing Urban And Territorial Systems

Marco Bertagni & Melissa Rodriguez



A NEW GEOGRAPHY THROUGH THE RIVER GAMES

A New Way of Thinking, Teaching and Applying Geography

Marco Bertagni & Giovanna Modesto



EMPOWERING ONGs

How Culture Effects International Business

Marco Bertagni & Umberto Trulli

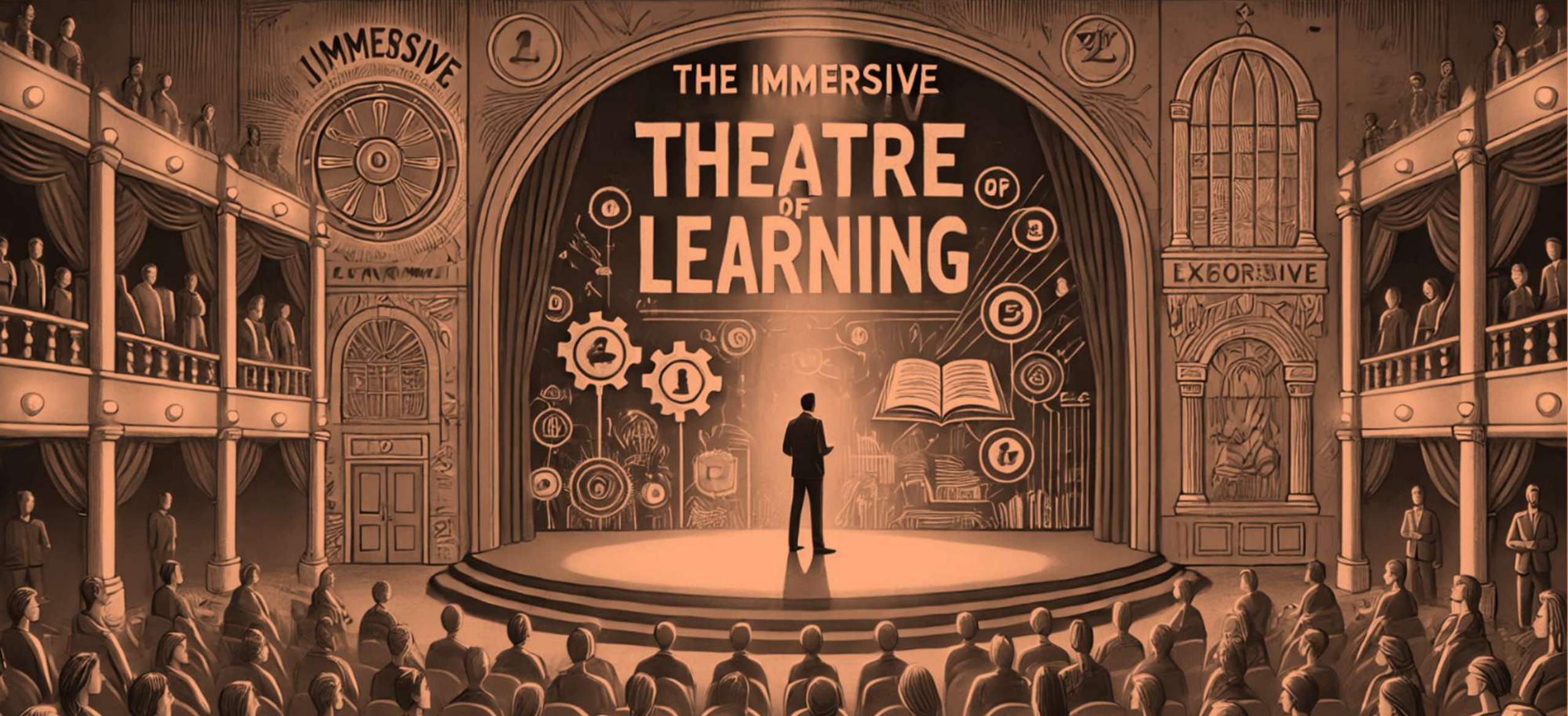
Identity in Motion: Rediscovering the Self in New Contexts

Through Art, Storytelling and Emotional Geography



ONLINE, 16-17 JUNE 2025

Marco Bertagni & Grazia Ghellini



THE IMMERSIVE THEATRE OF LEARNING

When LX Design meets Emotional Geography

Marco Bertagni & Bernd Gibson



NAVIGATING NEW LANDS AND LIVES

A Journey of Integration for Expat Couples through Psychology and Genius Loci

Marco Bertagni & Karina Lagarrique



GLOBAL OENO-GASTRONOMY MASTER

How to craft unforgettable events by merging the art of table setting and the authentic spirit of local wine and culinary traditions

Marco Bertagni, Lucia Lamonarca, Maria Luisa Tonielli, Afaf Lamthkame





GEO-EMOTIONS AND SUSTAINABILITY IN FOOD AND WINE

Exploring Local Flavors and Eliciting Emotions to create a River of Life menu

Marco Bertagni & Afaf Lamtkhame



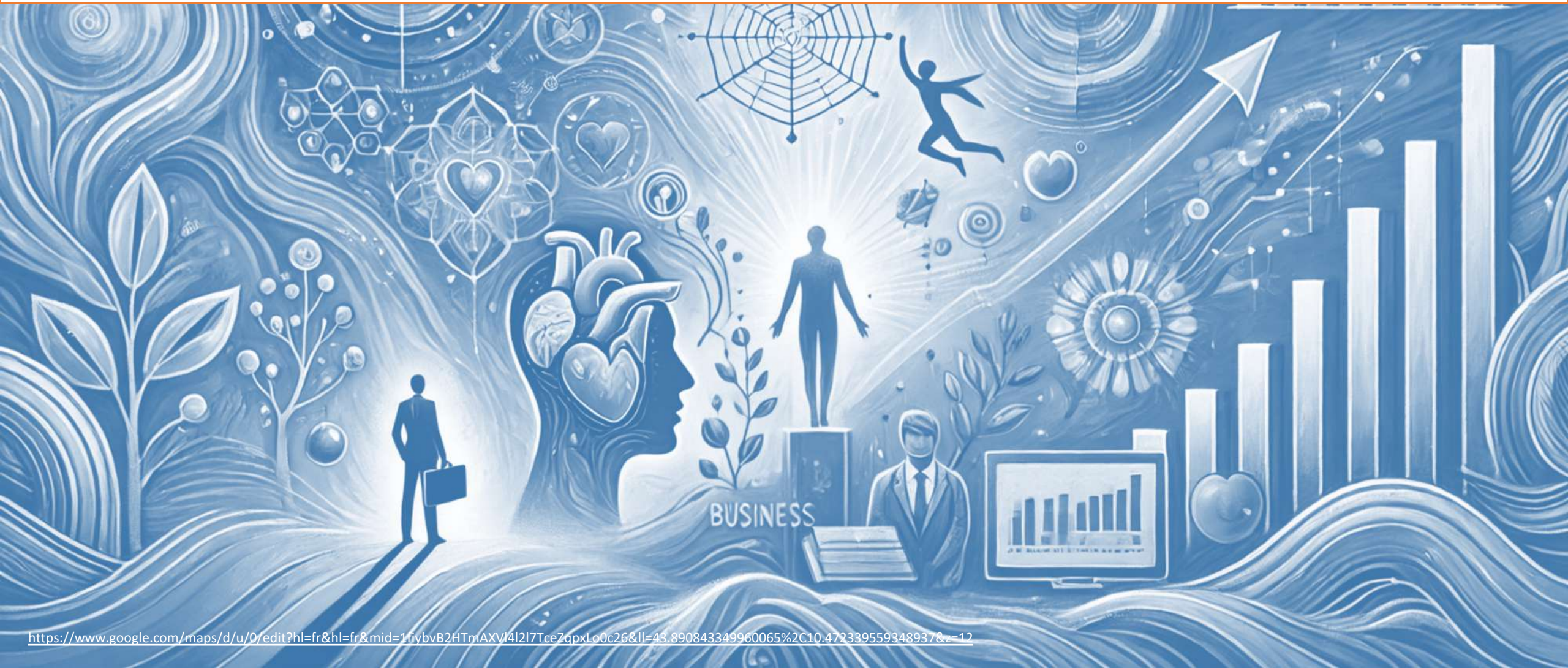
NAVIGATING ARTIFICIAL INTELLIGENCE

Discover how Emotional Mapping, Critical Thinking and Open Mindedness Unlock the Doors of AI



Marco Bertagni & Yamile Vaena

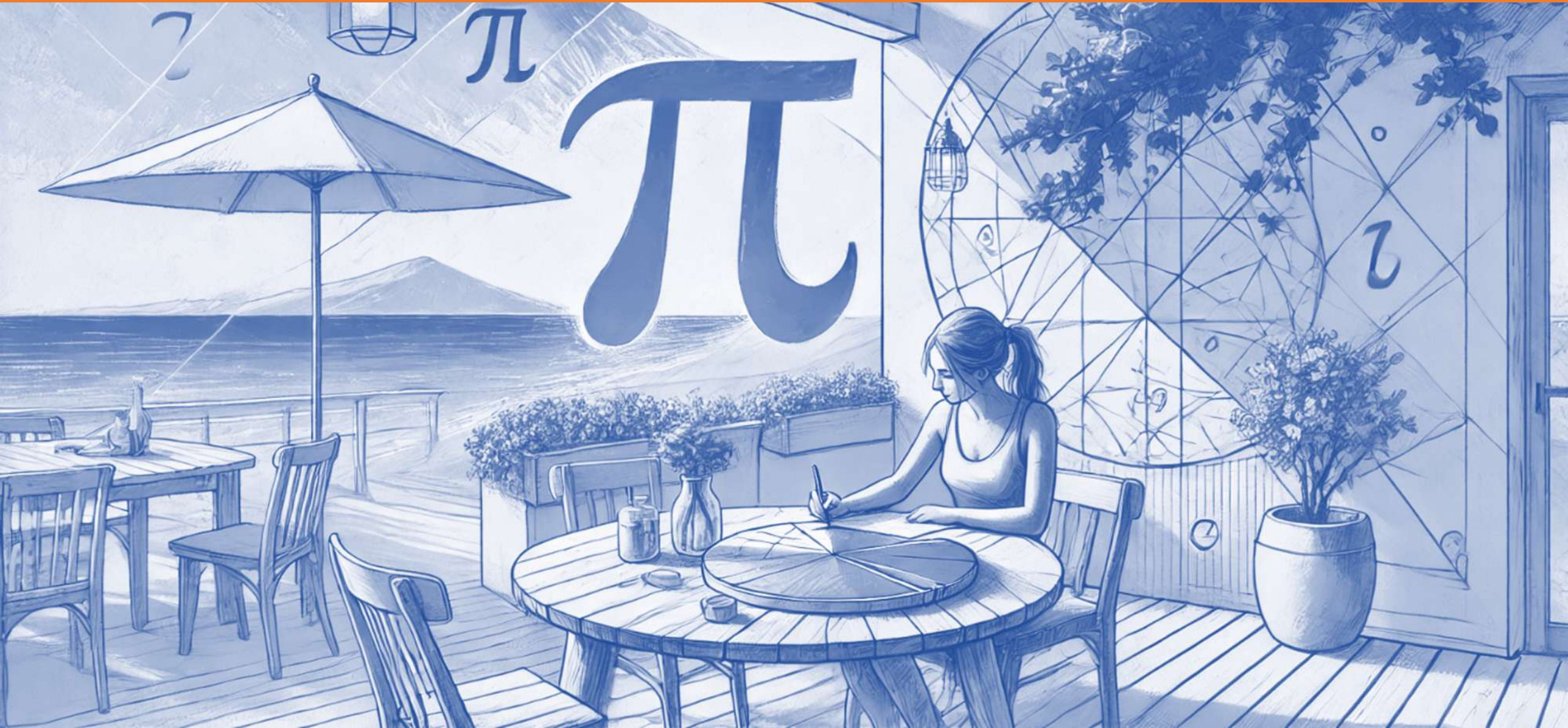
FOR INDIVIDUALS AND FAMILIES



3,14

1-2-1 GEO-MAIEUTICAL AND EMOTIONAL MAPPING PATH

Marco Bertagni and Ali Bagley





LA VIA DELLE EMOZIONI

Percorso di crescita personale attraverso la mappatura emozionale e il coaching sulle competenze

Guity Mohammadi & Marco Bertagni



CON UN MAPA SE SOLUCIONA TODO

Couple Therapy based on Traditional Psychology and on Emotional Mapping

Lesslie Fernandez and Marco Bertagni





THE BEAUTY AND THE FEAR

Self discovering Make Up

Monica Bustos and Marco Bertagni

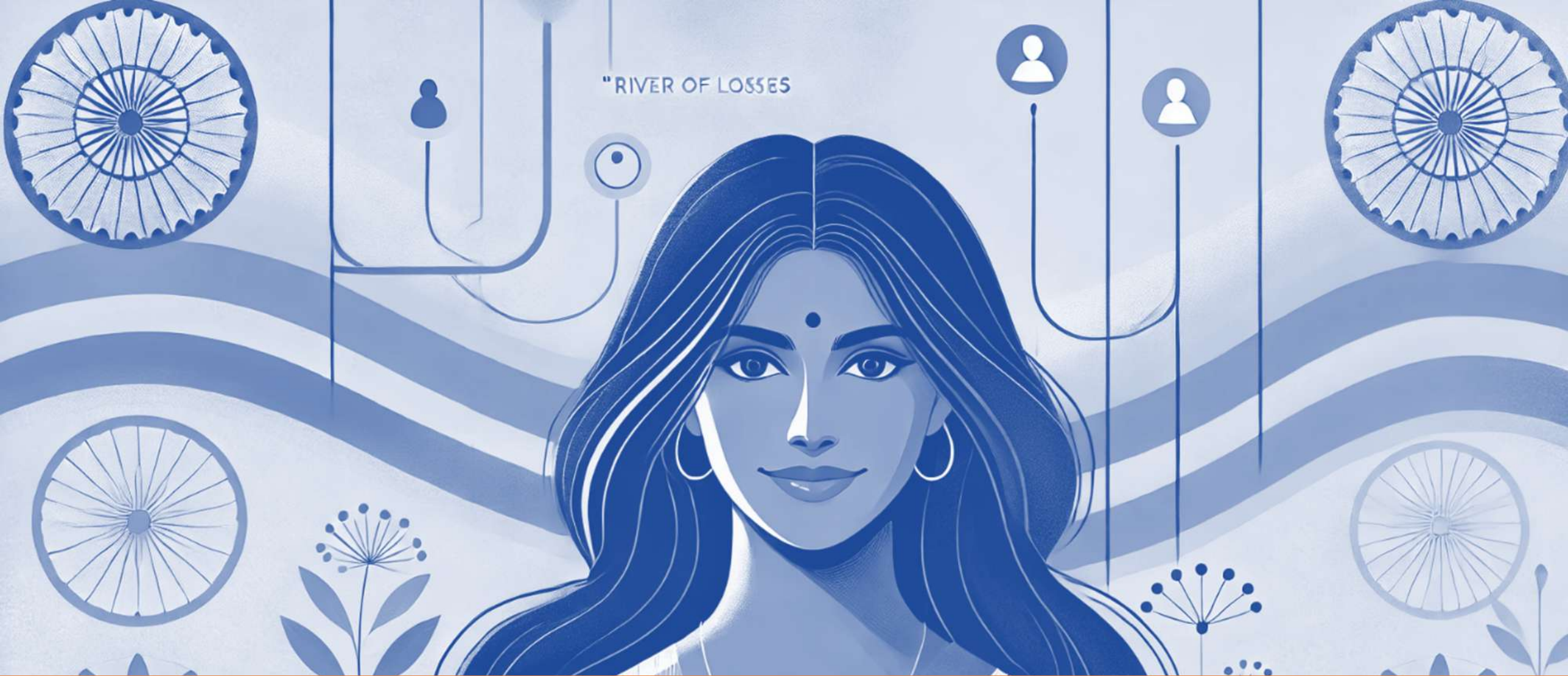


FROM IDEAS TO STORYBOARDS

Helping People to transform their Ideas in videos or movies

Marco Bertagni and Aisla Tulloch





MANAGING LOSS AND GRIEF

A SAFE PLACE TO WORK THROUGH YOUR LOSS

Aisha Chaudhry & Marco Bertagni



I COLORI DELL'ESISTENZA

Alla scoperta dei paesaggi interiori

Marco Bertagni and Bimba Landmann

CONFINI INVISIBILI

Coaching e geografia emozionale per capire meglio la propria strada

Marco Bertagni and Gina Calestrov



SEI IL TUO VIAGGIO TUO VIAGGI

ITINERARIO

SEI IL TUO VIAGGIO

Itinerario nella geografia delle emozioni



Marco Bertagni and Francesca TuSai

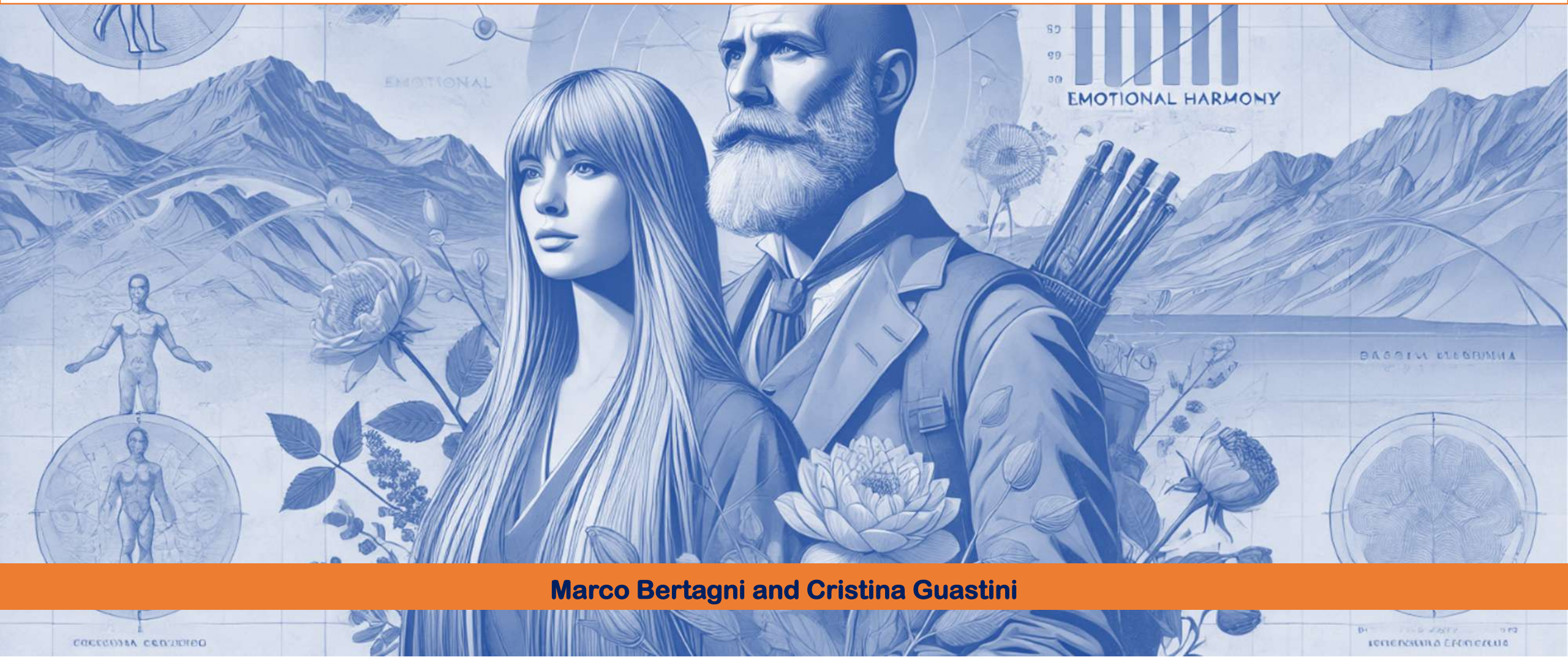
L'OFFICINA DELLE EMOZIONI

BACH
FLOWERS
EMOTIONAL HARMONY

EMOTIONAL HARMONY

L'OFFICINA AGGIUSTA EMOZIONI

Ri-Emoziona Ri-Equilibra Ri-Connette



Marco Bertagni and Cristina Guastini



Geo-Maieutical and Methaphysical Journeys

We offer a wide variety of travel-related services, focusing on both physical or meta-physical journeys. We provide specialist travel consulting, guiding and mentoring in order to support each client to better understand and define their path of growth.

GEO-MAIEUTICAL JOURNEYS (TGM-GMJ) are physical itineraries, structured on thematic stages (EARTH, ROOTS, EMOTIONS, LIFE, PHILOSOPHY, and FREEDOM) based on the River Game A GEO-MAIEUTICAL JOURNEY which provides the client with an inspiring template to define their bespoke road map.

Places assume a key-role of an 'engine of emotions' emergency process (GEO-MAIEUTICS). Each Place has stories to be told and emotions to elicit. Using the River of Life's methodology, participants will break new ground, discover the Genius Loci, and evoke their inner landscapes. Through River Games, artistic workshops and multisensorial exercises, travellers will dive into places to get closer to "somewhereness", but also to better connect with themselves and with others.

METAPHYSICAL JOURNEYS (TGM-MTJ) are not physical journeys. Travellers create their own geo-emotional road map within the borders of a selected territory at different levels: from a Town to an Island, from a Region to a Country, from Home to the entire World. Metaphysical journeys give our clients the opportunity to travel before traveling to discover other places and cultures. Each journey will be based upon the River Game A METAPHYSICAL JOURNEY. We take you step by step, through 6 thematic stages of THE RIVER OF LIFE, travellers, guided by EMME's specialist guides, will establish connections between their wishes, their expectations, their dreams and places. Each traveller will become a hero; a person who is ascending from the ordinary to the extra-ordinary world. This is a personal journey, in which your places will become your drawn and written scenario of personal history, of challenges against dragons and battles won. Each personal story is going to be integrated with another one and each team will present its story at the end of the journey.

Geo-Maieutical and Methaphysical Journeys



GEO-MAIEUTICAL JOURNEYS FOR PEOPLE, ORGANIZATIONS, TRAVEL AGENCIES AND TOUR OPERATORS



https://www.google.com/maps/d/u/0/viewer?hl=fr&hl=fr&mid=1RXxDEil_UF4sfEie855izQEkMXplv6M&ll=41.45126130000004%2C12.633452099999985&z=8

TOWARDS THE SEA OF FREEDOM



WHERE
ANZIO, NETTUNO
WHEN
31 MAY
2 JUNE
2025

WHERE REALITY MEETS DREAMS



WHERE
GARFAGNANA
LUCCA

WHEN
23 AUGUST
30 AUGUST
2025

METAPHYSICAL JOURNEYS FOR PEOPLE, ORGANIZATIONS, TRAVEL AGENCIES AND TOUR OPERATORS

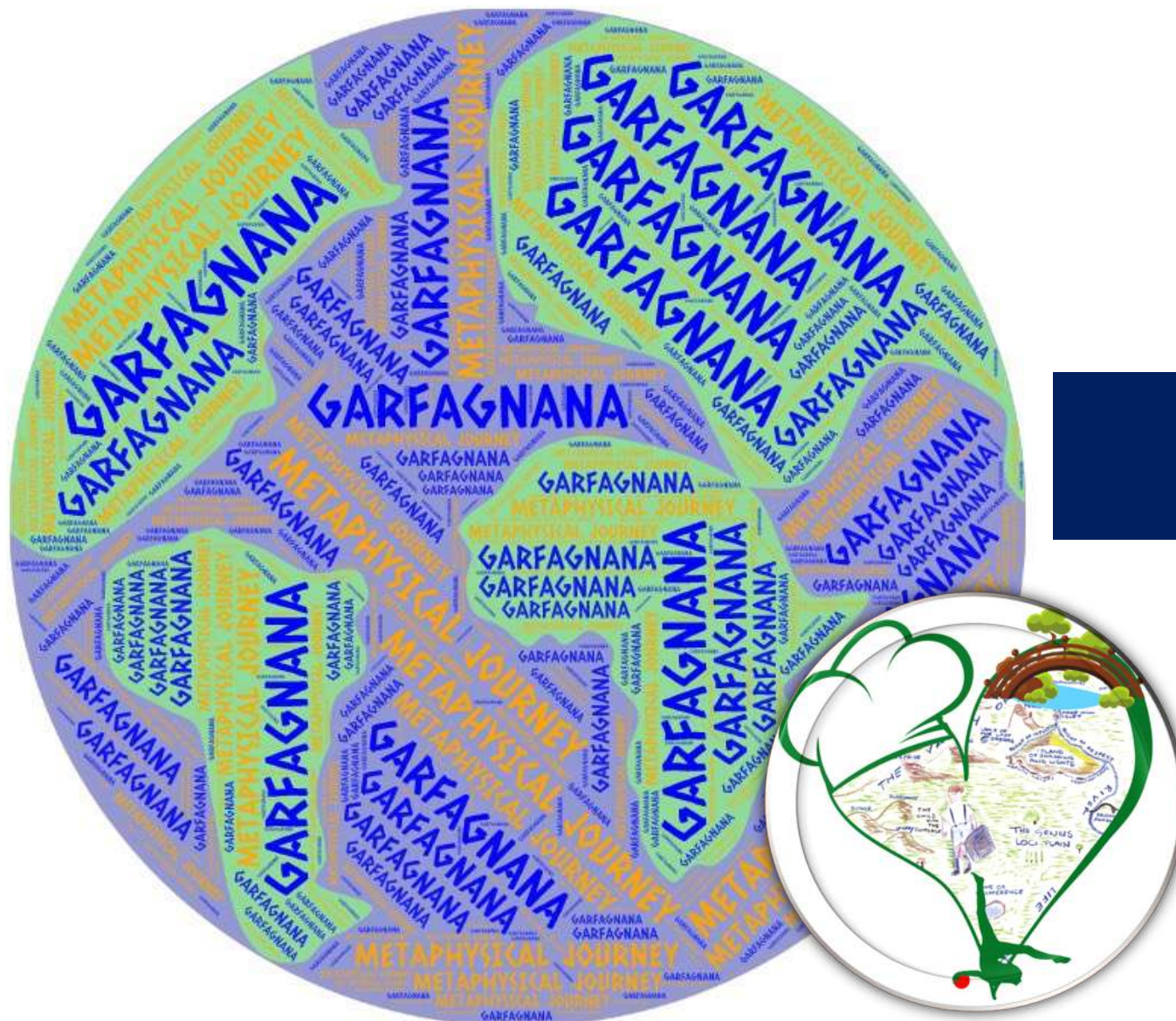


https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1eQILP-03_dF5YPTD2w0qstR0422qSX4A<=51.50986376465619%2C0.0037720738037094748&z=14

**WHERE REALITY
MEETS DREAMS**

GARFAGNANA

ITALY



Mentored by: Marco Bertagni

**HAY ALGO
POR ALLÁ?**

PATAGONIA

CHILE
ARGENTINA



Mentored by: Marco Bertagni



River Games Management

River Games, created by Marco Bertagni and the Geographers of Emotions, are both stand-alone experiences—like our keynote game, "Map Out Your Emotions"—and integral parts of our courses, counseling, consulting, and travel services.

We offer indoor (live and virtual) and outdoor options, each designed to foster skills development, personal and professional growth, improve communication, empathy, self-awareness, and creative play.

These games bring people together in social and professional settings to learn, share, laugh, and enjoy—everyone wins just by playing.

Moreover, every River Game can be customized to meet the specific needs of your company, school, or organization.

For bespoke corporate or educational experiences, please get in touch.

“The true sign of intelligence is not knowledge but imagination.” — Albert Einstein

River Games Management





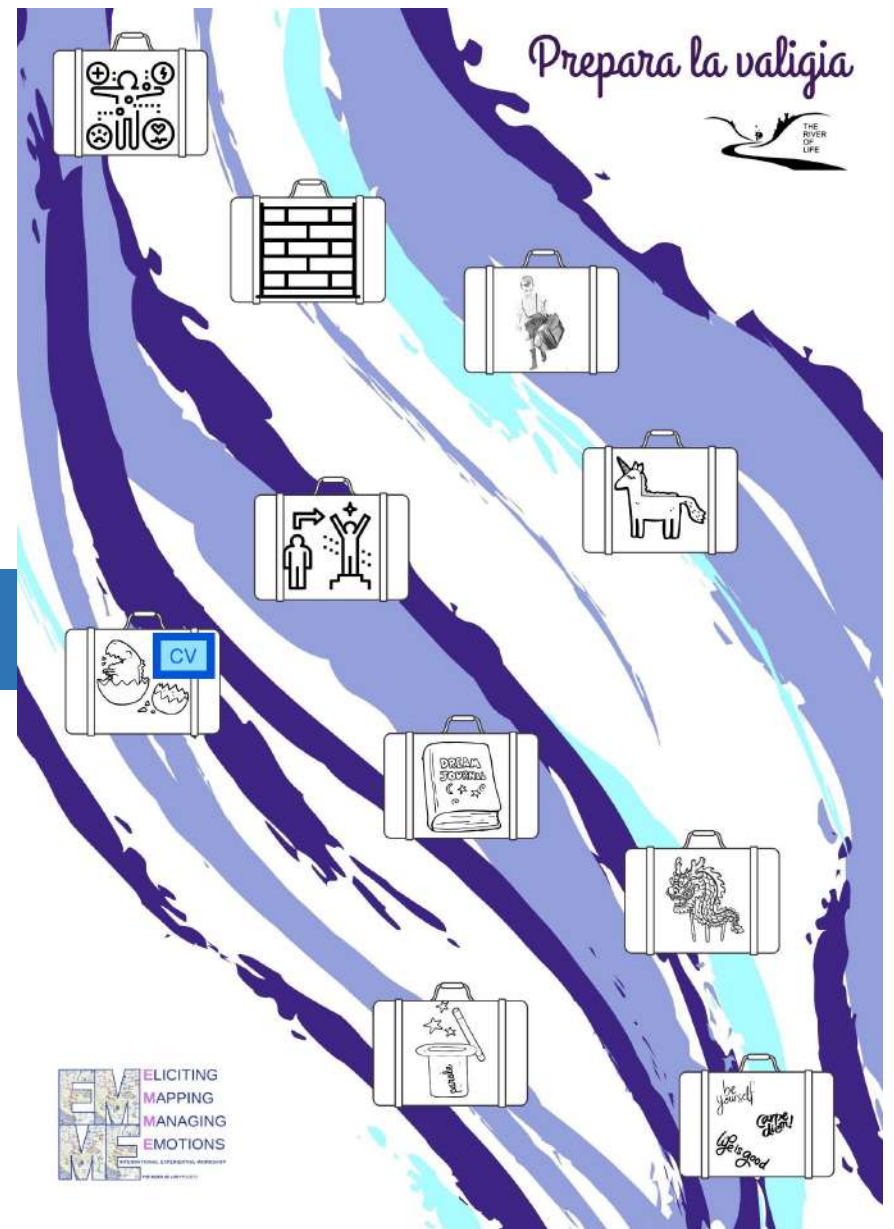
RGM-BRD

https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1klengly9Jn1_eHF3UI6RT0qsXh3rXgib&ll=51.51491843337298%2C-0.15069180123110426&z=17



RIVER BOARD GAMES
FOR PEOPLE AND ORGANIZATIONS

PACK YOUR LUGGAGE®

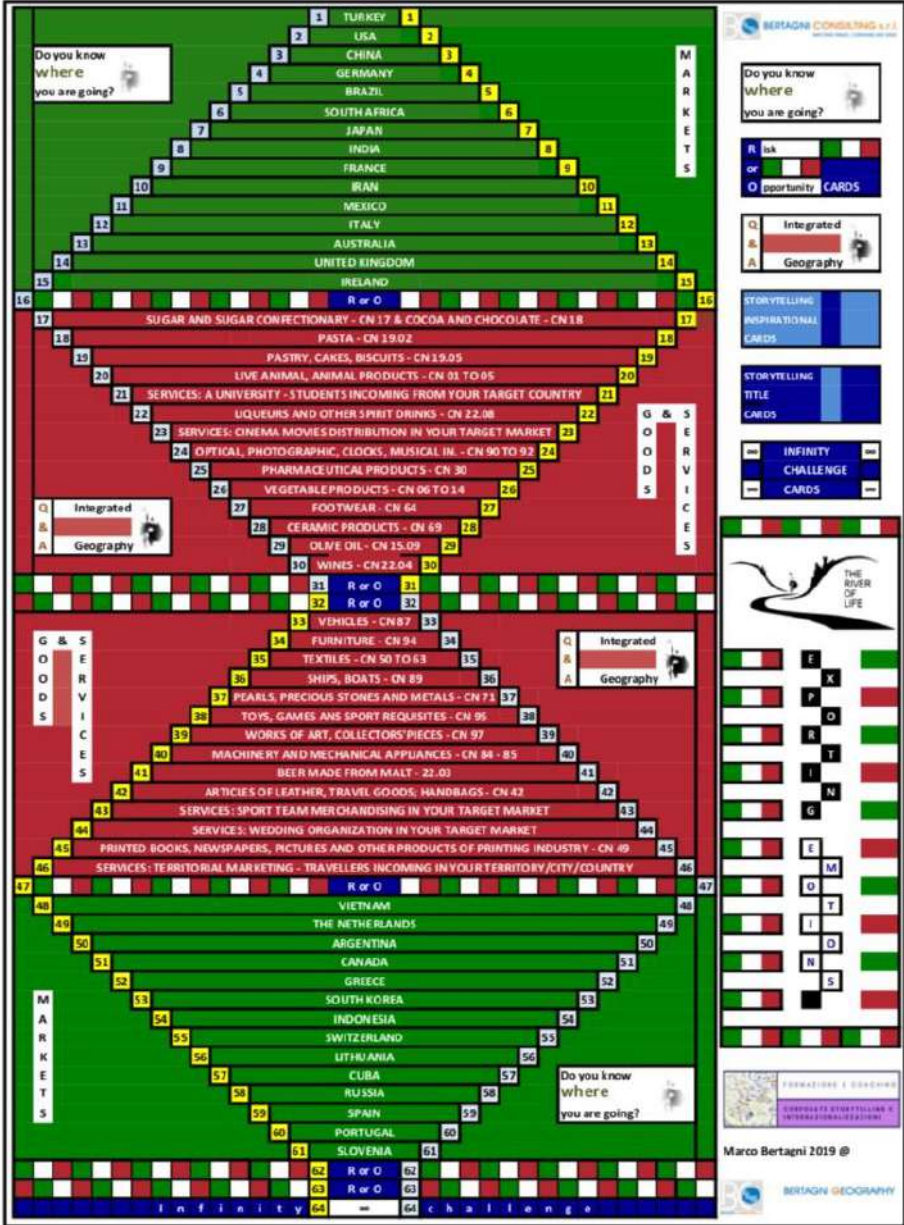


MAP OUT YOUR EMOTIONS®



MAP OUT YOUR EMOTIONS®

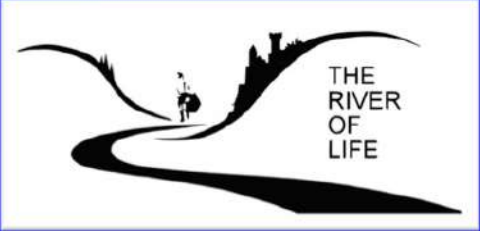
EXPORTING EMOTIONS®



EMME®

Marco Bertagni

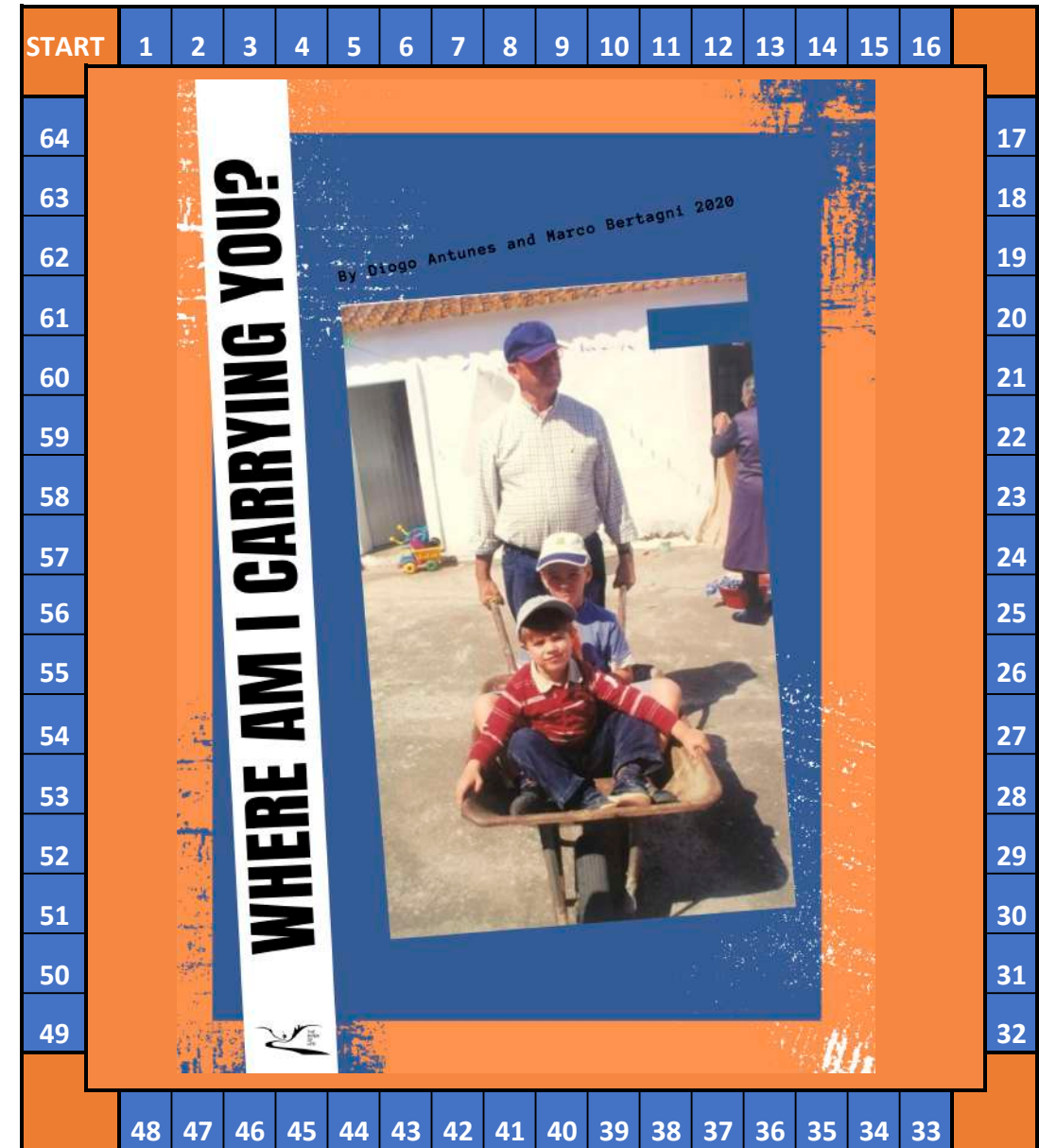
STAGE		π The Fire of Knowledge		3,
EARTH	1		Canyon of Genesis	φ 1
	2		Desert of Imagination	φ 4
	3		Nature's Palette	φ 1
	4		Mors Tua Vita Mea Plain	5
	5		Glaciers of Origins	φ 9
	6		Grotto of Humanity	2
	7		River of Mother	6
	8		River of Father	φ 5
	9		Sources of The River of Life	3
ROOTS	10		Peak of Joy	5
	11		Peak of Anger	8
	12		Peak of Pride	9
	13		Peak of Loneliness	φ 7
	14		Peak of Wonder	9
	15		Peak of Falsity	3
	16		Peak of Hope	2
	17		Peak of Passion	3
	18		Peak of Fear	8
EMOTIONS	19		Peak of Distrust	4
	20		Peak of Surprise	6
	21		Peak of Annoyance	φ 2
	22		Peak of Bother	6
	23		Peak of Happiness	4
	24		Peak of Worry	3
	25		Peak of Sadness	3
	26		Lake of The Lost Dream	8
	27		Lake of The Stolen Dreams	3
LIFE	28		Waters of Childhood	2
	29		Ponds of Discoveries	7
	30		Dike of Responsibilities	9
	31		Waters of Experience	5
	32		Gorge of Prevention	0
	33		Free will Islet	2
	34		Island of Shadows and Lights	φ 8
	35		Bight of Respect	8
	36		Bight of Injustice	4
PHILOSOPHY	37		Karstic Waters	1
	38		Redemption waters	9
	39		Bridge of Awareness	7
	40		Philosophy Peak	1
	41		Lake of Indifference	6
	42		Falls of Bounds	9
	43		Utopia	3
	44		Genius Loci Plain	9
	45		Waters of Harmony	9
FREEDOM	46		Faceful Lagoon	3
	47		Lighthouse of Wisdom	7
	48		Timeless Sunrise Promontory	5
	49		Island of Perspectives	1
	50		Sea of Freedom	0
	51		GE-MA-PH	π 5
	52		GE-MA-PH	π 8
	53		GE-MA-PH	π 2
	54		GE-MA-PH	π 0
The FIRE of KNOWLEDGE	55		π & φ	π φ 9
	56		GE-MA-PH	π 7
	57		GE-MA-PH	π 4
	58		GE-MA-PH	π 9
	59		GE-MA-PH	π 4
	60		GE-MA-PH	π 4
	61		GE-MA-PH	π 5
	62		GE-MA-PH	π 9
	63		GE-MA-PH	π 2
8	64		PILLARS OF HERCULES	∞ 3



π: THE FIRE OF KNOWLEDGE®

Marco Bertagni

WHERE AM I CARRYING YOU? ®

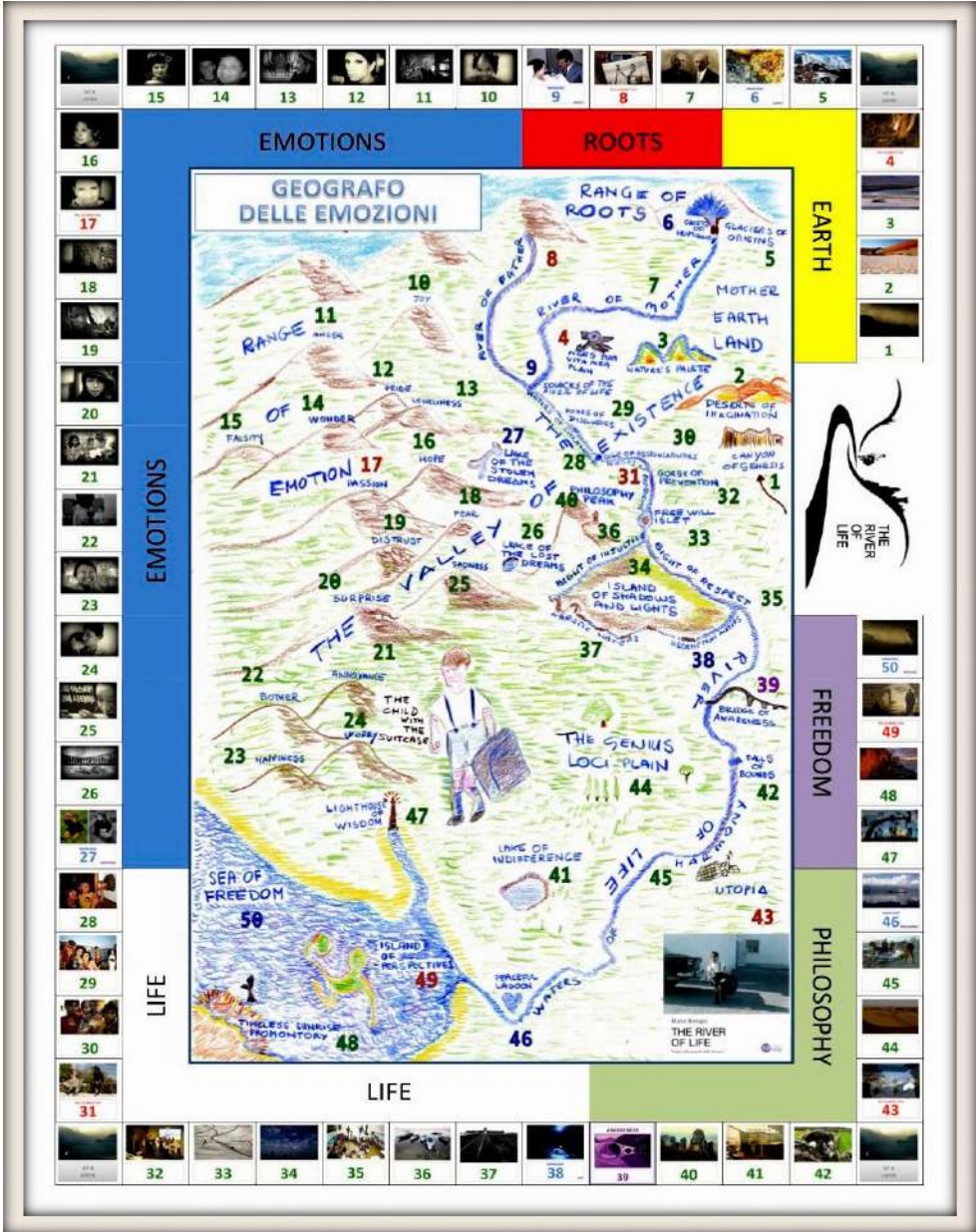


Marco Bertagni and Diogo Antunes

A DREAM JOURNEY®

START		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
		ZAF	ARG	AUT	BEL	UZB	BRA	RADIO TIME				TUR	CHL	SWE	PRT	PHL	PER		
64	AUS							A	F	R	I						1	NZL	17
63	VEN							E	U	R	O						2	NLD	18
62	URY							A	S	I	A					3		FIN	19
61	BGR							A	M	E	R				4			MN	20
60	BOL							O	C	E	A			5				JPN	21
59	THA							A	N	Y	W		6					GRC	22
58		I	O	A	R	A	W					A	O	A	A	E	A		23
57	RADIO TIME	R	R	I	E	E	Y					N	C	M	S	U	F	24	
56		F	U	S	M	C	N					Y	E	E	I	R		25	
55		A	E	A	A	O	A					W	A	R	A	O	I		26
54	CHE						6	A	N	Y	W							IDN	27
53	CHN					5		O	C	E	A							IRL	28
52	ESP				4			A	M	E	R							MEX	29
51	DEU			3				A	S	I	A							MAR	30
50	RUS		2					E	U	R	O							LTU	31
49	CZE	1						A	F	R	I							KOR	32
		DNK	POL	FRA	GBR	NOR	NAM	RADIO TIME				HRV	HUN	IND	ISL	ITA	KHM		
		48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33		

GEOGRAPHER OF EMOTIONS®





RIVERSIDE PROPERTIES®

Marco Bertagni & Ali Bagley

By Marco Bertagni 2023 [®]

Marco Bertagni 2022 ®

Marco Bertagni

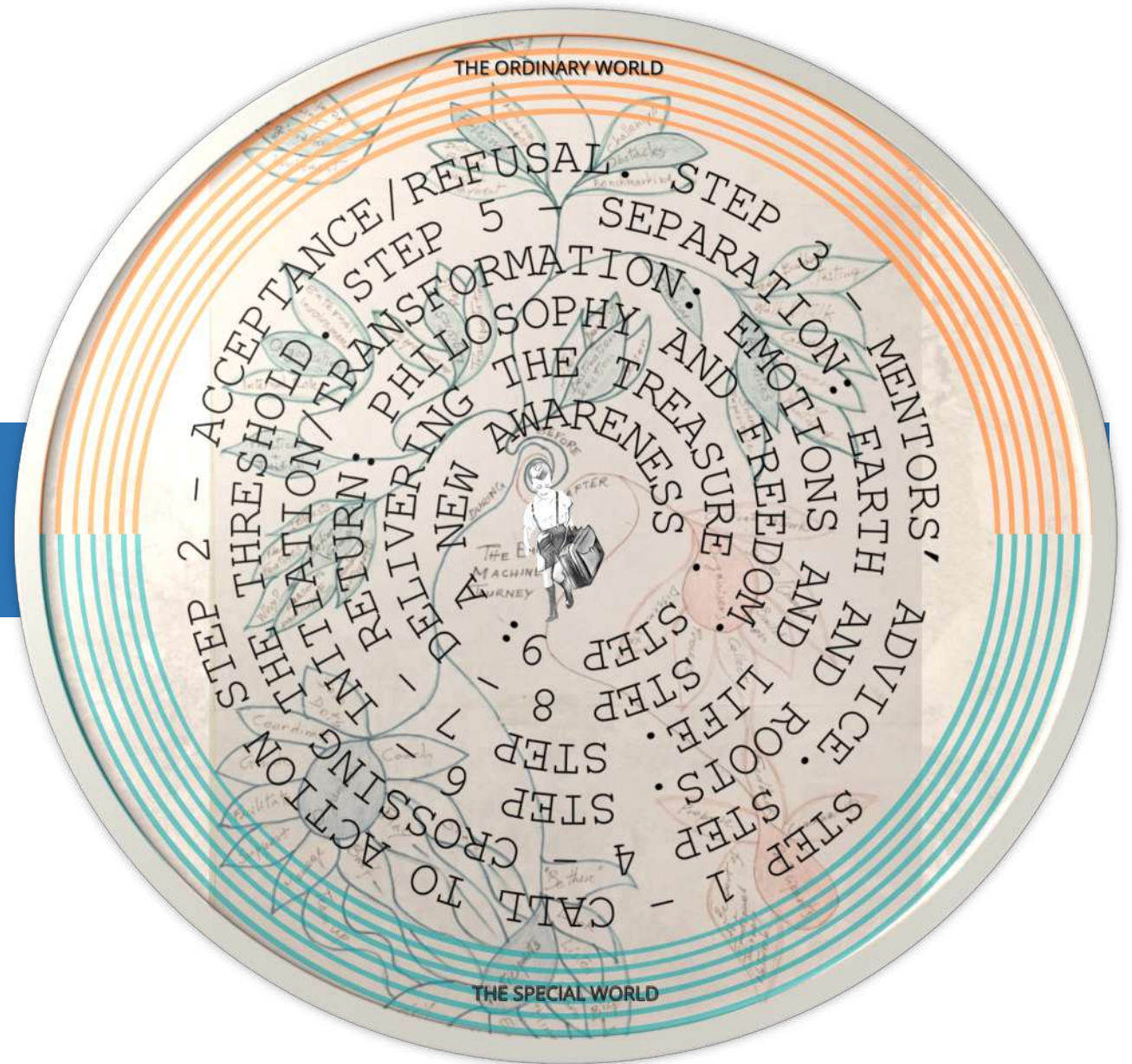
TAME YOUR DRAGONS®

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
64														S	K	I	17
63																L	18
62																S	19
61																	20
60																	21
59																	22
58																	23
57																	24
56																	25
55																	26
54																	27
53																	28
52																	29
51																	30
50																	31
49																	32
	48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33	

TAME YOUR DRAGONS

1		17		33		49	
2		18		34		50	
3		19		35		51	
4		20		36		52	
5		21		37		53	
6		22		38		54	
7		23		39		55	
8		24		40		56	
9		25		41		57	
10		26		42		58	
11		27		43		59	
12		28		44		60	
13		29		45		61	
14		30		46		62	
15		31		47		63	
16		32		48		64	

A METAPHYSICAL JOURNEY®





T R E,	1	4	1	5	9	2	6	5	3	5	8	9	7	9	3	2		
start	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
3	64																17	3
2	63																18	8
9	62																19	4
5	61																20	6
4	60																21	2
4	59																22	6
9	58																23	4
4	57																24	3
7	56																25	3
9	55																26	8
0	54																27	3
2	53																28	2
8	52																29	7
5	51																30	9
0	50																31	5
1	49																32	0
		48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33	
		5	7	3	9	9	3	9	6	1	7	9	1	4	8	8	2	
C H E S S π O K E R 6 4 @ mb																		
T H E R I V E R O F L I F E Project																		

Αρχέτυπα

Archetypes

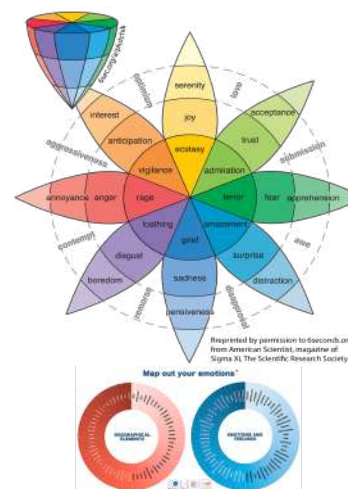
Conoscenza di sé e degli altri



Colonne sonore archetipiche



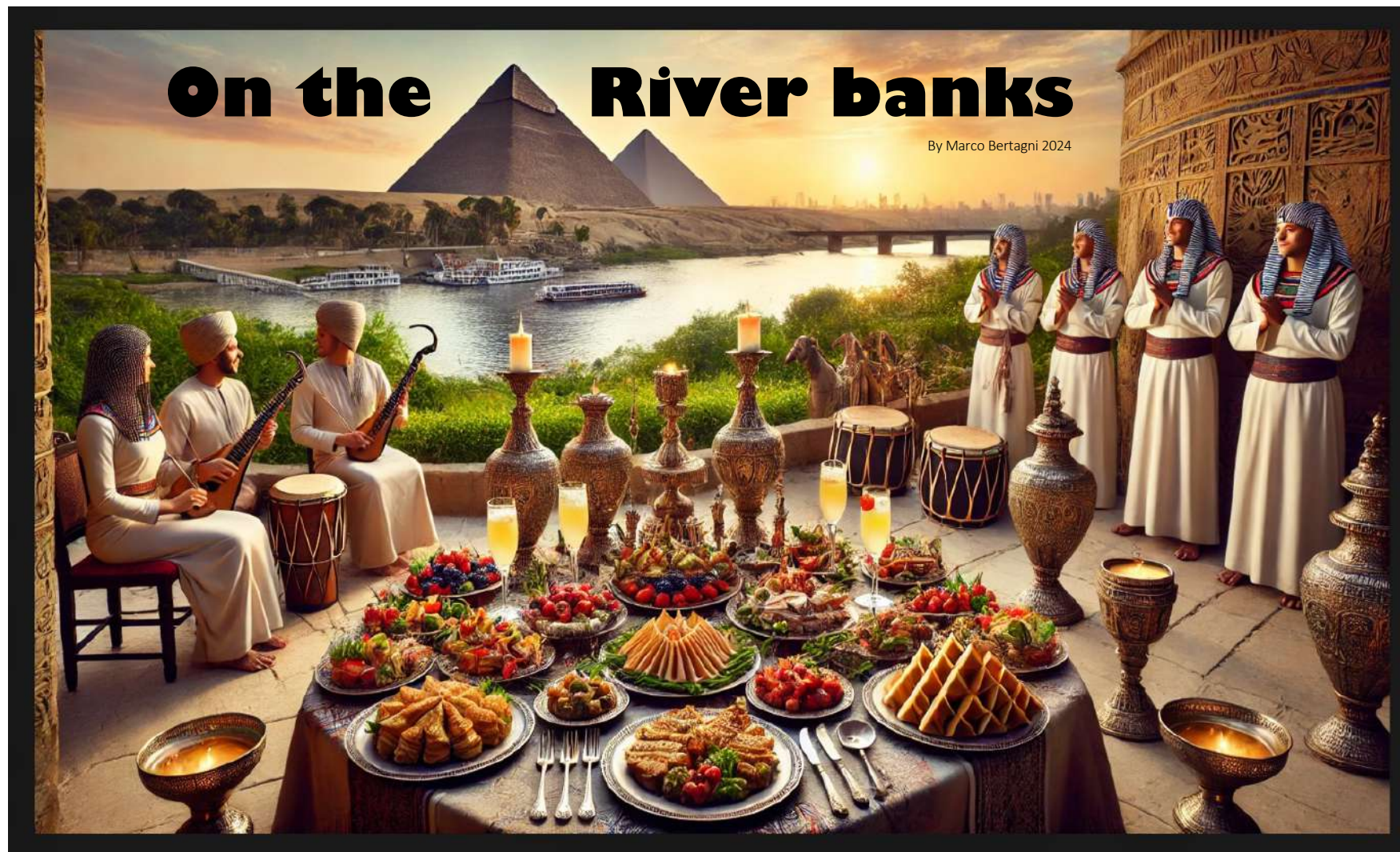
Mappatura archetipico-emozionale



Triadi archetipiche

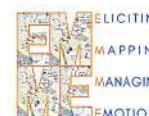


ARCHETYPES®



On the River banks

By Marco Bertagni 2024



ON THE RIVER BANKS®

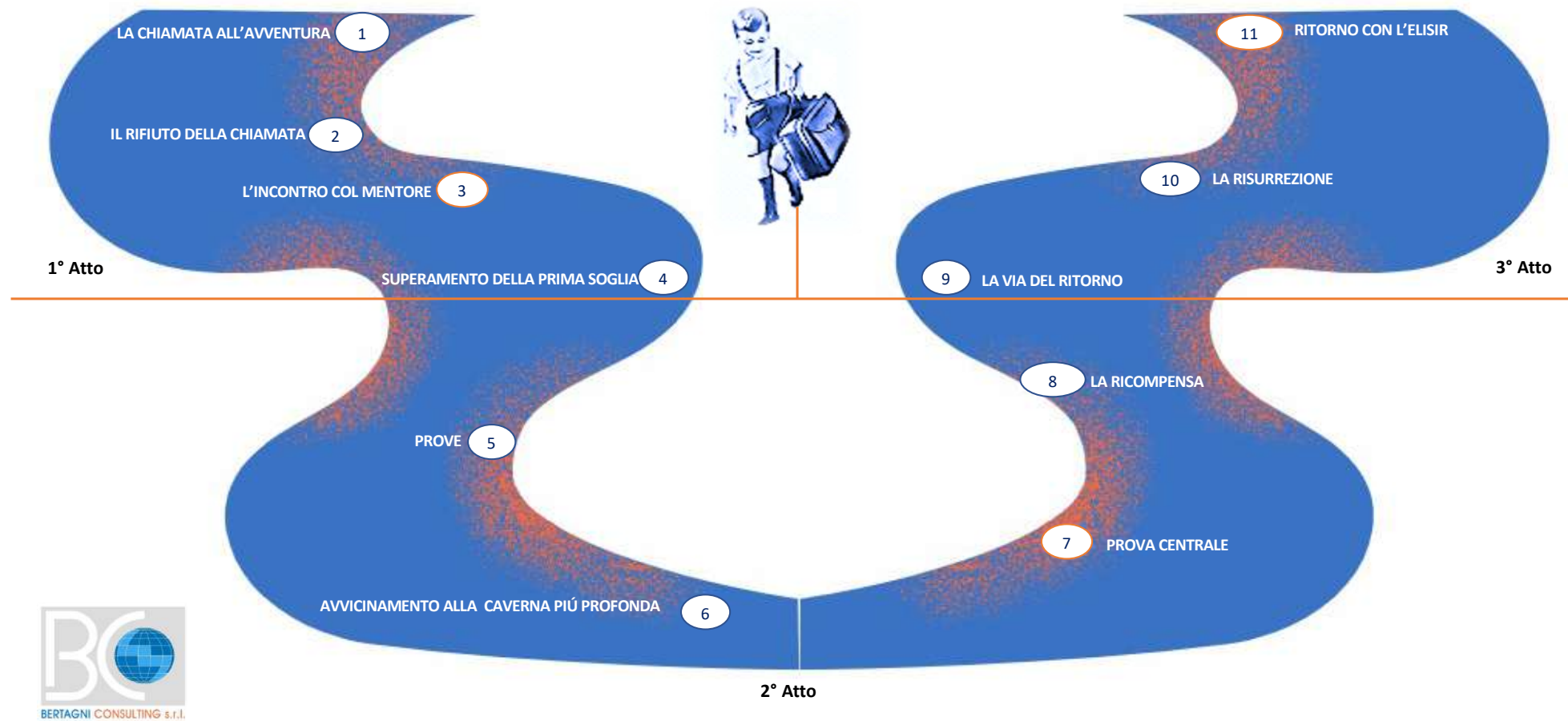
Marco Bertagni

THE TRAVELLER®

Marco Bertagni and Mattia Bertagni

Metodologia cartografica THE RIVER OF LIFE®

StoRiVERtelling



STORIVERTELLING®

Marco Bertagni

POTAMOS64®

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
64																	17
63																	18
62																	19
61																	20
60																	21
59																	22
58																	23
57																	24
56																	25
55																	26
54																	27
53																	28
52																	29
51																	30
50																	31
49																	32
	48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33	
Ποταμός 64																	
1	Nilo-Kagera	17	Chang Jiang	33	Rio delle Amazzoni	49	Volga										
2	Congo	18	Yangtze	34	Mississippi-Missouri	50	Danubio										
3	Niger	19	Ob'Irtyš	35	Paraná	51	Ural										
4	Zambesi	20	Mekong	36	Mackenzie	52	Reno										
5	Uebi Scebeli	21	Amur	37	San Lorenzo	53	Elba										
6	Kasai	22	Lena	38	Rio Grande/Rio Bravo	54	Vistola										
7	Orange	23	Enisej	39	Yukon	55	Tago										
8	Okavango	24	Murray-Darling	40	Paraguay	56	Seine										
9	Limpopo	25	Indo	41	Nelson-Saskatchewan	57	Po										
10	Volta	26	Syr Darya	42	Arkansas	58	Guadalquivir										
11	Lomami	27	Brahmaputra	43	Colorado	59	Evros										
12	Senegal	28	Eufrate	44	Columbia-Snake	60	Adige										
13	Chari-Ouham	29	Tarim	45	Orinoco	61	Tevere										
14	Vaal	30	Gange	46	Rio Negro	62	Thames										
15	Uadi Dra	31	Tigri	47	Uruguay	63	Isonzo										
16	Benue	32	Jordan	48	Churchill	64	Serchio										



Αρχή	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16			
	WARM UP	WARM UP	WARM UP	WARM UP	WARM UP	E	U	R	O	P	E			A	F	R			
64																		I	17
63	U																	C	18
62																		A	19
61																			20
60	U																		21
59																		A	22
58																		M	23
57	U																	E	24
56																		R	25
55																		I	26
54	9																	C	27
53	8																		28
52	7																		29
51	6																		30
50	5																	A	31
49	4																	S	32
	3	2	1			O	C	E	A	N	I				A	I			
	48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33			

THE GRAPES JOURNEY.®

THE GRAPE'S JOURNEY

By Marco Bertagni 2025 *

1

A 360-degree Q&A on the Grape Supply Chain

12345678910111213141516171819202122232425262728



2

Corporate Identity: Who are we?

Geo-emotional mapping of Work Environment
Definition of Vocational, Geographical, and Atmospheric Archetypes



3

The Soul of the Product

Geo-emotional Tasting



4

Buyer Persona

A psycho-cultural and biographical Drowning of the Ideal customer



5

Formal Identity: the Way you present yourself to the World

Corporate Storytelling
Brand Storytelling

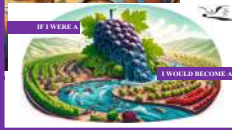


6

The Journey's Destination

Intercultural & Language Test
International Markets and Integrated Geography Final Challenge









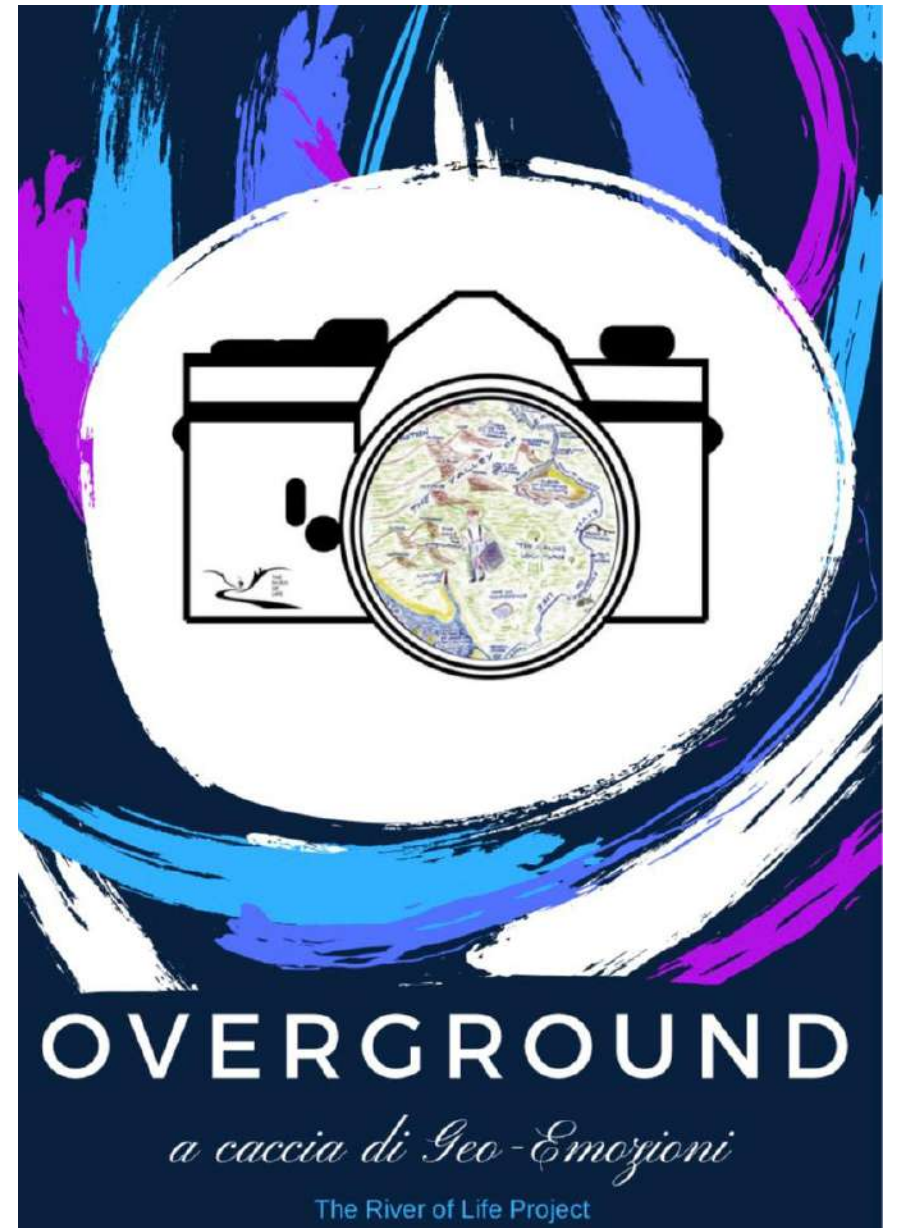
RGM-OUT 2025

<https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1XQqDmkCDsQ3JBjQCWvsY5ovnlFhAexY9&ll=-0.4453912595477263%2C-31.498041349999994&z=2>



OUTDOOR RIVER GAMES
FOR PEOPLE AND ORGANIZATIONS

OVERGROUND®



Marco Bertagni

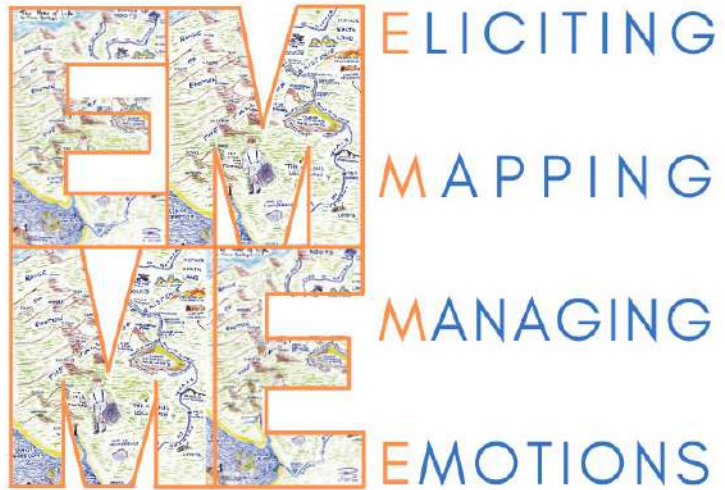
PLAYING FOR LIFE®



THE RIVER OF LIFE project

PLAYING FOR LIFE





EMME's Geographer of Emotions:

<https://www.google.com/maps/@41.966048161%2C12.2608728&hl=fr&ll=4.042271966048161%2C12.2608728&id=1DBXx51v15AN4nc40mb1m9ZcFARvQ15p>

Bertagni Consulting srl

Via Gramsci 98

I - 00042 Anzio

www.bertagniconsulting.com



BERTAGNI CONSULTING s.r.l.

MATCHING TRADES, COMPANIES AND IDEAS