

Giannone on experiential astrology and luxury

Posted on June 26, 2026 by Sabina Castelfranco

ROME — We met Massimo Giannone at the Hotel Diana on June 24, where the astrologer turned an evening aperitivo into a string of brief, personal star readings. Giannone practises what he calls *astrologia esperienziale* (experiential astrology), a method aimed less at prediction than at prompting a person to change. He reads tarot and coffee grounds too, and has built a run of formats, from Astro Cocktail to Astro Beauty, that carry his work into perfumeries and corporate events for luxury houses such as La Prairie and Maliparmi. He says he has known his calling since childhood, barely needs a birth date, and refuses to read anyone's health.

Q. How does experiential astrology differ from the horoscope readers find in the papers?

"In simple terms it is more focused on a person's evolutionary path. We are the ones who do not want to change. We rail against life's difficulties, but in reality we create everything in this existence. Once you understand what is wrong within yourself, you can change your life."

Q. Your work starts from the birth date, yet you say you barely need it. What can a chart really reveal, and where are its limits?

"Astrology is a kind of statistic, with something more, because I am perceptive of people. It tells you a person's character traits and the fields where they can best express their potential. That is all."

Q. You take Astro Coaching into perfumeries and corporate events for houses like La Prairie. How do astrology and luxury sit together without becoming pure marketing?

"In reality, the higher you go, the more people need it."

Source: https://italynow.co.uk/giannone-on-experiential-astrology-and-luxury/

Q. People arrive with grief and heartbreak. Where is your ethical line, and what do you refuse to do?

“Above all I do not look at health, the delicate matters. I look at a person’s potential, at what they can do to improve themselves and their future.”



Tarot cards used by Massimo Giannone *(Credits: Italy Now)*

Q. Your Rome evening at the Hotel Diana pairs an aperitivo with a short consultation. What does a guest experience in those few minutes?

“I think you should stay until the end of the evening and ask the guests what happened.”

Q. If a sceptic walked in sure it was all a game, what would you hope they left with?

“That they understood something about their own existence.”

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