



## 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.

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