

PRESS RELEASE

Dolce Paola – Festa dei Belgi



On July 21st, Belgians celebrate their national holiday in the heart of Puglia.

Conversano – On **July 21st, 2025**, the first edition of **Dolce Paola – Festa dei Belgi** will take place in Conversano (Puglia, Italy): a unique evening where flavours, music, art and encounters come together on one of the most beautiful squares in southern Italy: **Piazza Castello**.

Dolce Paola brings together expats, Italians, travellers and entrepreneurs around shared tables and stories. It's not a classic dinner. Nor a full-on dance party. It's an evening to pause, taste, listen — and perhaps see the square come alive. Because Belgians love a good party. And they do it in style.

The name of the event pays tribute to Queen Paola, born in Italy and married into Belgium — a symbol of the beauty that emerges when two worlds meet.

Conversano is a small historic town perched on a hilltop, just a stone's throw from the Adriatic coast. With its medieval castle, intimate piazzas and vibrant local culture, it is one of Puglia's hidden gems. Piazza Castello, the main square beside the castle, sets the stage for Dolce Paola — a setting rich in history, atmosphere and hospitality.

The evening is an initiative by **Shamanin**, an international branding & strategy collective that moves people and brands — with vision and passion. As driving force and main sponsor, Shamanin brings its love for culture, connection and meaning into an evening that builds bridges between Belgium and Italy.

Even the name Shamanin (or *ciamanin*) carries a local wink: it means “Let's go” in the dialect of Puglia. A fitting invitation for a gathering that's all about moving — together, and beyond borders.

What to expect

- An **open-air dinner hosted by restaurant Verso** on Piazza Castello, next to the medieval castle of Conversano. Verso is known for its modern take on Apulian cuisine and will be the exclusive host of the evening.
 - A live DJ set by **DJ Rakesh** (aka BLACKJACK9000), a Belgian DJ with international acclaim, known from **Culture Club** and **Tomorrowland**.
 - The unveiling of the work **“If you get it, you get it. If you don't, you don't.”** by **ENCQ**, Belgian portrait painter and street artist. The piece will be on view at Verso from May 2025 and will be offered via silent auction on July 21st.
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Practical Info

Location: Piazza Castello 5, Conversano (at restaurant Verso)

Start dinner: 6:00 PM

Dinner price: €60 per person — pre-registration required (3-course menu)

Register before: June 30th, 2025

Reservations via: www.shamanin.eu

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Let's go. Together.

Dolce Paola – Festa dei Belgi is not an endpoint, but a beginning.

A place of connection. A network in motion.

For those who like to do things well. And like to do them together. Across borders.