

My i-on Edinburgh...

Julie Franchetti

Edinburgh born Julie Franchetti's day job as Tourism Innovation Manager involves speaking at conferences around the country, running workshops or facilitating groups of tourism businesses around key themes such as whisky or golf in key areas such as St Andrews and Edinburgh. Her role is to find new ways of delivering Scottish experiences and to help ensure Scotland is a memorable destination for visitors. In 2004 Julie was awarded the Thistle Awards for Individual Excellence in recognition of her innovative approach to helping the tourism industry.

Downtime consists of "lots of chocolate, great music, and hours of relaxing creativity, portraying my current mood and frame of mind. I love painting outside in the summer particularly and have spent many an hour at Bruntsfield Links creating would-be masterpieces. The fact that we often have four seasons in one day provides me with lots of opportunities and inspiration to paint."

Her inaugural exhibition 'Colours' was held at the Bonham Hotel in May. She has just been commissioned to produce 30 paintings for Edinburgh's newest venue, Tiger Lily.



What gives Edinburgh its edge? It's a great, manageable size and has everything you want in terms of food, drink, culture, shopping and variety.

Is there anything that would place Edinburgh more firmly on the map?

When we start to make more of the Waterfront and develop it as a really unique City on the Water, that would firmly place it on the map.

The city's downfall Traffic Wardens – not my favourite people.

Your preferred areas in Edinburgh I love Bruntsfield. It's my local area and full of unique shops and mellow coffee houses, ideal for catching up with friends. The George Street and Thistle Street area easily has the best selection of shops.

Which area of Edinburgh best reflects your personality? Stockbridge – eclectic and quirky!

Where would you take visitors to show them the real Edinburgh? Arthur Seat for the views, a walk up the Royal Mile and a fantastic hot chocolate at Plaisir du Chocolat to warm them up.

Your favourite time of year in the city? September; it kicks off with festival fireworks and the days are still bright and 'buzzy' enough in the city

A quick escape The roof Hydro-pool at One Spa or a glass of champagne with the peacocks at Prestonfield House!

Best view of the city From Salisbury Crags

Favourite park or place for walking Cramond to South Queensferry walk – especially when the boat is there

Best part of the day Late afternoon in summer, on the balcony of Harvey Nics with a glass of chilled wine.

Around the city Where you'll find me...

Dining out:

Tower/ Outsider/ Fishers in the City

Enjoying a coffee:

Vin Caffè

Lunch with friends:

Centrotre

Doing business:

Bonham Restaurant / Indigo Yard

Living it up:

Whighams/ The Jam House/ The Hallion

Having my haircut:

Raymonds in Morningside

For a pamper session:

One Spa; amazing treatment with Mariusz!

Buying an outfit for a special occasion:

Whistles, Sam Thomas, Guilty or wherever the quality bargains are best

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