

# DF

## Destination Florence

FILM / 50 DAYS OF CINEMA BRINGS A WIDE VARIETY OF  
FILM FESTIVALS TO THE CITY TRANSPORT / FLORENCE TO  
SEE A NEW HIGH-SPEED STATION CULTURE / THE UFFIZI  
GALLERY WELCOMES NEW ROOMS

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MAGAZINE

DESTINATION FLORENCE CONVENTION & VISITORS BUREAU





DF

Destination  
Florence

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**DESTINATION FLORENCE  
CONVENTION & VISITORS BUREAU**

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*For 20+ years, Destination Florence Convention & Visitors Bureau has been the official association for promoting Florence as a destination. Our mission is to attract quality leisure tourism, MICE (meetings, incentives, conferences, events) and destination weddings.*

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**Forging the Future**

Rendering of Felice Limosani's *Pezzi di Pace* ahead of its installation at Palazzo Bartolini Salimbeni from September 22 to January 28.





DESTINATION  
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The conference and events industry has worked hard to restart. Following the dark years of the pandemic, a new, stronger and more inviting vision has courageously been forged in our city, focusing on long-term quality planning and a wide-ranging strategy.

In recent years, Florence has done a lot for individual and conference tourism by investing, organizing and forming alliances. We have had major international events that have made, and in some cases continue to make, Florence a top destination at a European level: G7 Culture, the cycling world championships, ATP Tennis 250, and Firenze Rocks, to name a few. The city has also invested in new and better infrastructure: the development of the tram network, 70 million euros invested in the restoration and redevelopment of the Florentine conference centre, and construction planned for new pavilions at Fortezza da Basso and a new 3,000-seat conference auditorium.

The time has come to gather together these aspects and relaunch by strengthening the role and institutional profile of the best tool the city has available, the **Destination Florence Convention & Visitors Bureau**, which will soon become a foundation. It perfectly combines the interests of the business world and the responsibility of the institutions in regards to these important issues.

It will be a new phase, with a development plan that will necessarily include both public and private entities, enabling multi-year planning capable of responding to the true needs of the city. There will be a minimum of five-year investments that will be fundamental for the development of sustainable tourism.

This autumn, we will strengthen Destination Florence CVB's path to becoming a strategic player in the management of the city's tourist flows with a new team, recently voted by its over 300 members, and a new president, **Jacopo Vicini**, a noted member of the Palazzo Vecchio staff. With this new alliance, Destination Florence CVB has a future that the **Municipality** will willingly support with passion, determination and teamwork: the future has arrived.

**Giovanni Bettarini**

City Councillor for Productive Activities,  
Budget, Trade, Fairs and Conferences and  
Relations with the Tuscany Region.



ph. Paola Ressa

## 50 Days of Cinema: 9 international festivals fill Florence with top-calibre film

Films from all over the world find their way to Florence for the unmissable cinema series that spans **from October 5 to December 12**. Organized by **Fondazione Sistema Toscana**, the Toscana Film Commission, the City of Florence, **Fondazione Cassa di Risparmio di Firenze**, and the Florence Chamber of Commerce, with contributions from the Ministry of Tourism and **Fondazione CR Firenze**, with Italian talents also receiving the spotlight.

MAGAZINE



The **11th edition** of the 50 Days of Cinema in Florence series sees a new collaboration with **David di Donatello** and the establishment of the **Italian Rising Stars** award. The initiative in collaboration with the **Academy of Italian Cinema Premi David di Donatello** awards young actors capable of reaching a global audience.

**Stefania Ippoliti, Director of the Toscana Film Commission**, commented, “The idea emerged because we desired to see our cinema become more widespread throughout the world. Marcello Mastroianni and Sofia Loren, for example, are known all over, but we have many other Italian film stars that could reach an international platform if given the support; the aim is to work alongside emerging talent. Florence was chosen because Donatello’s *David* is here in the Bargello, representing the story of a young man who comes up against a giant. It’s a nice idea to symbolize how our cinema is full

of talent that, with just a bit of strength, can come up against the world. This is a city full of culture, art, and institutions that contribute to them.”

Produced by **Quelli della Compagnia**, the 50 Days idea came about in 2007 in order to build unity around the many international festivals based in Florence, creating an opportunity for visitors and residents of Florence to make the most of the vibrant cinema scene in the city. Unique of its kind in the national and European film scene, **over 150 films make up the packed programme, representing 20 countries**

**from around the world and with over 300 hours of programming**. Many meetings with directors and actors are featured, with special events organized by the individual festivals. Film fans will no doubt be drawn to the launch event planned for the end of September, which will see special guests and an exciting preview. All of the events are open to the public, and many are shown in **Cinema La Compagnia** on via Cavour which boasts an ample 460 seats for all those passionate about cinema.

**The internationality of the city’s cinema scene** is also something Stefania Ippoliti reflected upon: “Our public is

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Manifatture Digitali Prato



Manifatture Digitali Pisa

made up of many foreigners who are here for study or for work, not only tourists. It's also a good opportunity for Italians who could come to Tuscany over the course of the festival to enjoy the programme as well as the sites". Organized by Fondazione Sistema Toscana, a foundation of the **Tuscany Region**, the dual souls of the entity are cinema and the promotion of the region, with the festival working towards both aims. Ippoliti elaborates, "The Toscana Film Commission brings many international films to Tuscany, around 150-180 productions a year across Tuscany. They're not just opportunities for the promotion of the area, but they also grant possibilities for work: there are the hotels, catering, costume workers, scenographers, and the many other roles

required. Over the last number of years, we have been working on **Manifatture Digitali**, focused on audiovisual learning experiences. We have excellent ones in Prato and Pisa, and next year there will be one in Pistoia. They are focused on what is important to where they're located, such as fabric and artisans in Prato, scenography in Pistoia, and video games in Pisa. Film crews from all over the world can come to Tuscany not only for the atmosphere and location but also to reach those who can compose music or create costumes. The festival unites all these efforts, and the objective is that all this magnificent work finds an audience."



FánHuā Chinese Film Festival



France Odeon



River to River Florence Indian Film Festival

## HERE'S THE LINE-UP

**October 5-8**

FánHuā Chinese Film Festival

**October 10-15**

Middle East Now

**October 18-22**

Florence Queer Festival

**October 28 - November 1**

France Odeon

**November 4-12**

Festival dei Popoli,  
International Documentary Film Festival

**November 15-19**

Lo Schermo dell'arte,  
Festival of cinema and contemporary art

**November 24-26**

International Festival of Cinema and Women

**December 1**

NICE - New Italian Cinema Events

**December 7-12**

River to River Florence Indian Film Festival

The screenings are shown at **Cinema La Compagnia**, via Camillo Cavour 50r,  
+ other cinemas [www.50giornidicinema.it](http://www.50giornidicinema.it)

# Elevating the city: the experience of the Florence Advisory Board

## Road to the 7th edition of the Florence Ambassador Award

Conference tourism greatly benefits Florence as a destination. Here, we speak with members of the **Advisory Board** about the **importance of increasing the quality of conference tourism** for the destination and the tools with which to do so. The Advisory Board, established in November 2022, has precisely this objective of facilitating and supporting those who want to bring high-profile events to the city, creating the connections and conditions for this to happen between institutions, convention bureaus, and the scientific-academic community.



### Dario Nardella, Mayor of Florence and President of the Advisory Board

Enhancing and promoting Florence as a city of knowledge and as an international destination for congress tourism are increasingly fundamental issues. In addition to the undoubted economic and

social impact of this business on the territory, this kind of tourism allows for strategic planning years in advance. By means of the invaluable work of the city's ambassadors who form the Advisory Board, it is now essential to focus energies on raising the quality of the congresses to be acquired and identifying clusters of particular interest to Florence, the outcomes of which will be further developed when the congress is completed, for the benefit of all. The City Council will have to play a central role in these strategic decisions for the city.



### Professor Alessandro Bianchini, Researcher at the Department of Industrial Engineering, University of Florence

Receiving the Ambassador Award was a source of pride, and joining the Advisory Board was doubly so. Florence is a city that has always been

investing a lot in itself, and I have always been supported by the city and the Convention Bureau. In my professional life, I have the feeling that everything tends to be quite complicated, and we often fail to be systematic. Therefore, having a board in which members of academia, administration, and event promoters are represented is key to simplifying the creation of connections. I believe that being able to create an ecosystem is the most important and effective action in order to grow together.





**Doctor Riccardo Saccardi, Director of the Unit of Cellular Therapy and Transplant Medicine, AOU Careggi**

The role of a Florence Ambassador is to identify in his or her own field the areas that excel and those who may be able to attract conventions that are of

high scientific profile, precisely because of their ability and expertise at an international level, and then accompany them through the Firenze Convention Bureau in order to encourage these kinds of meetings. Certainly, being part of the advisory board makes it easier for professionals to get in touch with institutions and thus find ways to bring high-profile congress tourism to Florence.



**Alessandra Petrucci, Chancellor of the University of Florence**

The agreement signed a few years ago between the Firenze Convention Bureau, the University, the Municipality, the Metropolitan City, and the Chamber of Commerce and, even more so, the recent

establishment of the Advisory Board, constitute fundamental strategic tools for the promotion of Florence as a location for high-quality conference tourism. Through these channels, an important synergy can be created, with the university's activities impacting the city positively. The national and international vocation of the University of Florence is expressed in multiple ways, from the hospitality extended to the many foreign students and scholars thanks to a structured offering and a broad international mobility network, to the presence of excellent centers in the scientific and cultural fields, and the relationships with the dozens of international universities present in the city.



**Professor Franco Trabalzini, Head of the Department of Otolaryngology, AOU Meyer**

Definitely a plus in working with the Firenze Convention Bureau is that it is a link

between the academic, institutional, and congress worlds,

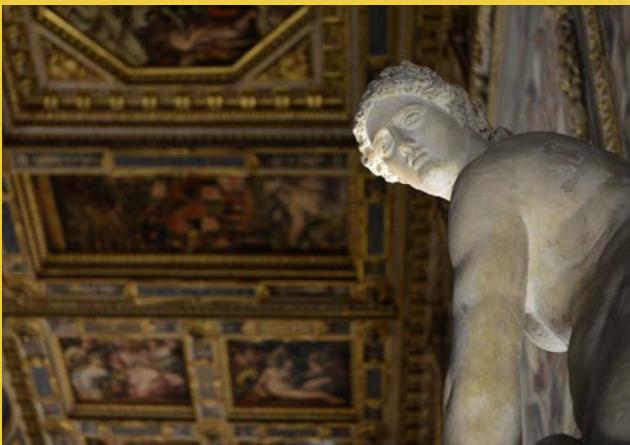
and that means that when you organize a conference, it's not just you along with your team or just your hospital, but institutionally the whole city is supporting you. An additional resource is then the Advisory Board. The board is formed by a group of people, which I am proud to be a part of, together with the Mayor of Florence and the Chancellor of the University of Florence, a group whose membership gives you extra incentive in the planning of event organization, and also in sharing this planning with the city, whose absolute support you can feel.



**Professor Grazia Tucci, Associate Professor of the Department of Civil and Environmental Engineering, University of Florence**

I'm sure that we can do a lot to ensure that there's greater connection in the future, and the Convention Bureau can play a

very important role in this. The objective of the Advisory Board is to support the city of Florence in order to bring important conferences here, which is not an easy task because very often these conferences are linked to logistics that cannot be governed by a single researcher. However, the Board can certainly provide support in the holding of a conference, that can be of help to anyone wishing to embark on this path.



## **Florence Ambassador Award**

**October 26**

The Florence Ambassador Award, which this year reaches its **7th edition**, rewards the figures in the academic and congress world who have distinguished themselves for having increased the prestige of the city and elevated its national and international attractiveness for the acquisition of events and congresses, leading to a favourable economic impact.

**[www.conventionbureau.it](http://www.conventionbureau.it)**

# Events in and around Florence

*Florence is, as ever, busy with new exhibitions and events. Here are the dates for your diaries, with what's going on in the city this season and beyond.*

## FESTIVALS

### Genius Loci

#### Santa Croce Basilica

From September 28-30, the tranquil setting of the beautiful basilica becomes host to concerts, talks, and performances around the theme of hospitality. International artists such as the Japanese band Taiko Drummers and American singer-songwriter Zola Jesus enchant audiences with free-entry workshops and tours completing the programme.

[www.santacroceopera.it](http://www.santacroceopera.it)

### Many Possible Cities

#### Manifattura Tabacchi

Urban regeneration and climate activism are the themes of the fifth edition, taking place from September 28-30 and curated by LAMA Impresa Sociale. Created with the aim of building an open and diverse space for dialogue and thought on urban transformation and the related challenges, the free-entry talks are bound to stimulate interesting discussion around the topical themes.

[www.manypossiblecities.eu](http://www.manypossiblecities.eu)

### Bright Night

#### Piazza Santissima Annunziata + other venues

September 29, the European night celebrating researchers, brings together a wide network of noted institutions such as the Galileo Museum, the National History Museum, and the National Institute of Astrophysics, with workshops, experiments, talks, walks and shows.

[www.bright-night.it](http://www.bright-night.it)

### Florence Biennale

#### Fortezza da Basso

450 exhibiting artists from 71 countries form the line-up for the eagerly anticipated Florence Biennale, taking place from October 14-22. With this year's edition titled *I Am You*, self-perception and the essence of being human will be at the centre of many of the works. See pages 10-11.

[www.florencebiennale.org](http://www.florencebiennale.org)



Wang Guangyi - Obscured Existence



Florence Art Week

## CINEMA

### 50 Days of Cinema

#### Cinema La Compagnia + other venues

9 international festivals delight film lovers from October 5 to December 12, with everything from Indian to French and Chinese film covered in the varied programme.

See pages 4-5.

[www.50giornidicinema.it](http://www.50giornidicinema.it)

## SPORT

### Corri La Vita

#### Viale Lincoln in Cascine Park to piazza della Signora

The fundraising event dedicated to the treatment of breast cancer fills the streets with runners and walkers on September 24 for a 6km or 11km course for the good cause. With a donation of 10 euro, you will receive a t-shirt that grants free access to many cultural destinations.

[www.corrilavita.it](http://www.corrilavita.it)

## EXHIBITIONS

### Florence Art Week

#### Various locations

44 events will be held across 32 venues, involving 29 cultural institutions, from September 28 to October 8, as the city's cultural venues pack with awe-inspiring art displays. Galleries such as Museo Novecento, Palazzo Medici Riccardi, Crumb Gallery and MAD Murate Art District are included in the intriguing calendar that features numerous high-calibre exhibitions across Florence, with rare opportunities such as the Ferragamo archives opening up to the public. As part of





the programme, the Rinascimento+ awards will take place in Palazzo Medici Riccardi's magnificent Sala Luca Giardano on October 6.

[www.cultura.comune.fi.it](http://www.cultura.comune.fi.it)

### **Anish Kapoor – Untrue Unreal**

#### *Palazzo Strozzi*

Confirming its status as a hub for innovative art, Palazzo Strozzi welcomes Kapoor's mixed-media sculpture from October 7 to February 4 in what's bound to be an unmissable show this season. *See pages 10-11.*

[www.palazzostrozzi.org](http://www.palazzostrozzi.org)

### **Steve McCurry – Children**

#### *Museo degli Innocenti*

Until October 8, you can see works by the renowned American photographer, with the historic halls lined with 100 photographs of children from places such as Afghanistan, India, Mexico and Lebanon.

[www.museodegliinnocenti.it](http://www.museodegliinnocenti.it)

### **Wang Guangyi – Obscured Existence**

#### *Palazzo Pitti*

Running until December 10 in Palazzo Pitti's Andito degli Angiolini, Guangyi's first solo exhibition in Italy is divided into four cycles, covering daily life, ritual, obscured existence, and the shadows of memory. In some works, the artist reinterprets western iconography using traditional Chinese artistic practices.

[www.uffizi.it](http://www.uffizi.it)

### **Felice Limosani – Pezzi di Pace**

#### *Palazzo Bartolini Salimbeni*

From September 22 to January 28, the Renaissance courtyard of the palazzo housing the Roberto Casamonti Collection will see a site-specific creation by Felice Limosani, titled *Pezzi di Pace* (Pieces of Peace). The historical architecture will be contrasted by a dramatic obelisk rising up to the height of the arches, pointing towards the sky while suspended above a body of water.

[www.collezionerobertocasamonti.com](http://www.collezionerobertocasamonti.com)

### **MICE**

#### **WIM – We Inspire Memories**

#### *Palazzo della Borsa, Palazzo Gondi, and Villa Corsini a Mezzomonte*

November 20-22 sees the fifth edition of WIM, the exclusive format dedicated to the wedding and events industry. Aiming to create relationships between all operators in the industry, participants will engage in live, exclusive experiences with a high number of international professionals.

[www.wim.events](http://www.wim.events)

#### **BTO – Be Travel Onlife**

#### *Stazione Leopolda*

From November 22-23, the spotlight will be on digital tourism, innovation and training, with high-level national and international speakers focusing on four main areas: hospitality, destination, food and wine, and digital strategy and innovation.

[www.bto.travel](http://www.bto.travel)

#### **Wedding Experience Italia with Robert Cohen**

November 6-10 will see Brazilian wedding professionals explore the world of Tuscan weddings through immersion in the various venues and visits to local suppliers. Led by esteemed Brazilian wedding planner Roberto Cohen in collaboration with Kellen Lauxen, the course will dive into all aspects of weddings in Tuscany. *See pages 18-19.*

[www.celebreeventos.com](http://www.celebreeventos.com)

#### **Italy at Hand**

80 buyers and 60 exhibitors meet in Florence from December 13-16 for the interactive MICE event dedicated to discovering the destination, with top-qualified international event organizers and the best companies in the national panorama.

[www.italyathand.com](http://www.italyathand.com)

### **FLORENCE AMBASSADOR AWARD**

#### *Salone dei Cinquecento, Palazzo Vecchio*

October 26 marks the 7th edition of the ceremony that rewards the figures of the academic and congress world who have made a noted contribution towards the acquisition of events and congresses for the city.

[www.conventionbureau.it](http://www.conventionbureau.it)

# Culture update from Florence

The city's rich heritage is never-ending, as Florence welcomes high-calibre artists and carefully curated exhibitions to its already ample offering. From spaces dedicated to self-portraiture to the packed programme of the Florence Biennale, we take you through some of the most exciting updates from the cultural scene.



## New rooms at the Uffizi dedicated to self-portraiture

On July 10, the Uffizi Gallery inaugurated an impressive display covering over **500 years of portraiture**, ranging from 15th-century masters to innovative modern-day artists. The exhibition includes both self-portraits and portraits made of the artists and presents 255 of the best works from the Uffizi's vast collection of over 2000, **the world's largest collection of this kind**, started by **Cardinal Leopoldo de' Medici** in the 17th century.

Organized chronologically, the **12 new rooms** boast a rich diversity of eras, artists, and media, from 16th-century Lombard painting to a temporary exhibition on comic book artists, a first among the world's major museums. It begins with portraits of **Agnolo and Taddeo Gaddi** and brings visitors through to the present with offerings from **Antony Gormley and Ai Weiwei**. From paintings and drawings to sculpture and video art, the broad scope of the installation features many noted names from five centuries of art history while offering insight into

the changing approaches to portraiture. Many of the works have been recently renovated, and others have been taken from restricted-access areas (part of the collection was on display in the Vasari Corridor from 1973 to 2016), so all can now be enjoyed to their greatest potential. There are also plans to rotate some of the portraits, both to preserve the most delicate pieces and refresh the installation with new faces.





Anish Kapoor, *To Reflect an Intimate Part of the Red*, 1981. Mixed media and pigment. Photo: Oliver Santanae ©Anish Kapoor



Anish Kapoor, *Svayambhu*, 2007. Wax and oil-based paint. Photo: Dave Morgan ©Anish Kapoor

### Palazzo Strozzi announces Anish Kapoor's *Untrue Unreal*

From **October 7 to February 4**, Palazzo Strozzi welcomes **Anish Kapoor's *Untrue Unreal***, which promises to confirm Kapoor's unique and revolutionary position among contemporary artists.

Comprising sculptures of experimental dimension and **immersive potential**, the exhibition sees some of Kapoor's previous work take on a new meaning in the environment of the Renaissance

Palazzo Strozzi, alongside examples of his more recent work, with the contrast between artistic traditions echoing his characteristic **themes of dualism and the blurring of boundaries**.

The sculptures are diverse in form as well as in media, using a wide range of materials from **steel and stone to wax and silicone**. The overlap between sculpture and environment makes the installation an immersive experience that proposes to transcend materiality

and invite a questioning of perceptions of physical reality.

The exhibition's title, *Untrue Unreal*, reflects its intention to encourage visitors to question their senses and search for multiple **layers of meaning** in Kapoor's work. Through this exhibition, the **Palazzo Strozzi** fulfills its intention to welcome diverse and innovative art forms and facilitate new discussions on the nature of art in Florence.



### Florence Biennale returns this October under the title *I Am You*

The eagerly anticipated Florence Biennale is due to return from **October 14 until October 22** and ensures an exciting line-up of events and exhibitions, collected under the title *I Am You*.

**450 exhibiting artists from 71 countries** will present their ideas on individual and collective identity, self-perception, and the essence of being human in their numerous philosophical, psycho-

logical, and cultural forms. The diversity of the artists involved guarantees a diversity of insights and artistic methods, with **11,000 square meters** of exhibition space within the **Fortezza da Basso** to explore.

A colourful calendar of events accompanies the displays to provide opportunities to find out more through talks, performances, and a documentary release. These will be hosted within the Fortezza da Basso, with highlights including the

Maori Collective, *I Am Mahsa: Women Life Freedom*, and an investigation into the sustainability of the modern museum sector.

The 14th iteration of the Florence Biennale promises a vibrant selection from all over the world and **cements Florence's position as a host for leading figures in the global art scene**.



## The future of tours and travel

**Guido Barocchi, CEO of Caf Tour & Travel and Italy Breeze**, is behind one of the companies that have been organizing guided tours for tourists for the longest time in Florence, as well as in Italy. Pioneers of **organized tours** for tourists, the company has a long-standing tradition of catering to various aspects of travel. Here, we speak with Guido Barocchi about the foundations of the various branches of the business as well as ideas for a more **sustainable** approach to tourism moving forward.

### How did Caf Tour & Travel and Italy Breeze come about?

The Italian Travel Group has a long history, going back to 1923, when my father's family founded a rental company with a driver in Florence to serve a high-class clientele who stayed in luxury hotels. As time passed, the Barocchi company grew a lot thanks to agreements with tour operators and international agencies. Tourism was very different from now, with communication taking place via telephone, telex and then fax. The slow pace required travel planning several months in advance, and the average stay in the city was much longer, today it's rarely more than 3 nights. In the 1970s, when conferences began to be held more regularly in Florence, the Barocchi company organized transport for the most important conference events held in Florence and Tuscany, including the World Cancer Congress in 1974. The group now has 80 employees and has four distinct divisions, known as the Italian Travel Group: bus rental, car rental with driver, organization of tours and both shared and private activities, as well as a new brand, Italy Breeze, created in 2017 to satisfy the luxury sector. Today, with the pandemic behind us, the Italian Travel Group continues to evolve while still maintaining the structure of a family business.

### How do you see the future of organized tours?

The organized travel sector, represented by Caf Tour & Travel and Italy Breeze, is perhaps the most challenging segment of tourism, as the evolution that this sector has had in recent years thanks to the internet forces us operators to continuously develop the technological and product sides. An organized tour can be a guided visit to a museum or a complex multi-day tour that goes from the north to the south of Italy. The average expenditure of travellers for tours and activities is increasing more and more along with the demand. The point is precisely this: if demand continues to grow, what will be the challenges over the coming years? Today's traveler has much more varied and complex needs than those of 15/20 years ago. The end customer has changed because the number of those who can travel has increased, the demand has therefore changed from a push to a pull logic. Previously, it was the operators who guided the customers, today, thanks to technology, it's the customer who leads in the creation of packages aimed at their own preferences. The possibilities are endless, so it's up to the traveler to choose the solution that appeals to them most in terms of attractiveness and convenience, and each company has the task of choosing its own target!

### What are your tips, ideas and opinions for a more sustainable management of tourism in Florence?

For me, there are two interconnected answers. Companies will continue to invest in their own areas; for example, during the pandemic we created a technological start-up, and in the autumn we will release a new platform with tourist packages that can be sold directly online. It's a very interesting project created with other historic operators in the sector that sees technology as an enabling factor for the sale of complex packages. All of this, however, and this ties into the second point, must be linked to a strategic tourism planned at a local and national level. It's very complex, but our task is to bring to the institutions a clear vision of what tourism should represent in Florence, in Tuscany, and in the rest of Italy: what are the skills involved, and which flow policies should be adopted. I hope that we can first rethink a national plan aimed at providing clarity and that this would become the basis for operational planning at the regional and municipal levels. We must be able to offer our unique artistic, cultural, gastronomic and environmental heritage without turning our cities and villages into amusement parks. We have all it takes to succeed in this aim, I'm sure of it!





## Travel + Leisure rewards readers' favourite hotels in Florence

Famed for its **elegant rooms, ideal location, and historical atmosphere**, the **St. Regis Florence** has been named as readers' favourite hotel in Florence, which is no mean feat in a city of abundant luxury and sophistication.

**Travel and Leisure Magazine** has named the winners of its annual **World's Best Awards**, and the verdict of over 165,000 readers is in. Votes were cast based on the quality of rooms, location, service, and more, with the decadent style and **classic Florentine grandeur** securing first place for the St. Regis Florence. The high-quality facilities, elaborate decoration, and central location make the **overall score of 95.58** easy to understand.

The carefully curated suites ensure that guests will have their own taste of Florence's **artistic personality**, in the form of the frescoes that adorn the lobby's ceiling or Renaissance art reproductions in many of the rooms themselves. For a sense of more modern Italian design, the hotel offers a suite designed by **Bottega Veneta Creative Director, Tomas Maier**. Finally, the hotel's location makes it a standout choice for comfort and convenience, as its **position on the Arno River** makes it a walkable distance from Florence's finest offerings and gives some of the suites a spectacular river view.

However, it would be incorrect to think that the St. Regis Florence did not face stiff competition from the hotels that followed closely behind. The following three hotels all surpassed ratings of 94, making the **Helvetia & Bristol Firenze, Hotel Savoy A Rocco Forte Hotel, and Four Seasons Hotel Firenze** exceedingly close as runners-up, with the **Brunelleschi Hotel** taking fifth place with a score of 88.

Particular weight is given to each hotel's ability to connect guests with the city's history and artistic culture, giving each setting an especially Florentine feel that is impossible to replicate elsewhere.

The impressive list of venues proves Florence's reputation as a center for luxury and opulence, the richness of choice matched by the richness of the accommodations.



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Photo credit: Michele Tamasco

## Caffè Giacosa in a new guise

One of Italy's oldest bars reopens, giving much cause for celebration. Under the management of **Gruppo Valenza** (owners of **Caffè Gilli, Paszkowski and Move On**), the historic caffè was formerly situated between the Circolo dell'Unione gentlemen's club and the Londres et Suisse Hotel, closing its doors in 2017. This July saw the triumphant return of the bar in its new location across the street at **via della Spada 15R**.

The history of this elegant bar dates to the **1800s**, when Grand Tour travellers were drawn to via de' Tornabuoni and nearby avenues for their beauty and also for the eclectic figures that tended to gather there. The **Giacosa brothers chose this setting for their business in 1860**, located on the corner of via de' Tornabuoni and via della Spada, calling it Caffè Casoni. The place quickly attracted dandies, one of whom was **Count Camillo Luigi Manfredo Maria Negroni**, whose favourite drink, the Americano (made from sweet red vermouth, Campari bitters, and a splash of seltzer water), was a trend of the time. In 1919, however, the Count changed the history of the drink by asking bartender **Fosco Scarselli** to reduce the seltzer and add some gin,

giving life to the **Negroni**. In 2017, the caffè closed its doors when fashion designer Roberto Cavalli shuttered both his showroom and the bar, which he had moved around the corner in via della Spada in the early Noughties.

Those seeking a top-class tippale can now find today's Giacosa embodying the same spirit as its former counterpart, with **exquisite parquet flooring and arched ceilings adorned with pietra serena features** pleasing all those present. Gold and green accents complement the classic wooden paneling, with plush banquettes creating comfort. **Architects Paolo Becagli and Alessandra Interlando** restored the historic caffè's vibes by working from old photographs, recreating its understated elegance.

**Marco Valenza, CEO of Gruppo Valenza**, elaborates, "Historic bars have the same purpose as monuments. What would Venice be without Florian? Or Padua without Pedrocchi and Rome without Caffè Greco? Walking into an old bar lets you breathe in the way in which it belongs to the city, as long as it is managed carefully. Managing a historic bar is a profession that requires sensibility because it not only means preserving, but also modernizing out of respect for its history and authenticity."

**Bar supervisor of Gruppo Valenza, Luca Manni**, ensures the professional bar staff craft exquisite cocktails, concocting the creations at the backlit bar stocked with both Italian and international stalwarts.





## Fine wines in fine surroundings

Bringing a taste of Tuscany to Florence, the fine wines and matchless hospitality of Montalcino estate **Castiglion del Bosco** can now be savoured in central Florence.

A green signature carpet marks the understated entrance to the exquisitely appointed lounge with a long wooden table and generous dressers containing the estate's famous bottles of wine. As one of the founding members of the Brunello di Montalcino Consortium, **Castiglion del Bosco** has now opening its **Florence Wine Lounge** in the 16th-century **Palazzo Capponi-Vettori** along lungarno Guicciardini.

With bespoke wine-centric experiences all year round, connoisseurs and enthusiasts will be able to discover wines from the Castiglion del Bosco and Prima Pietra estates, offering unique insight into Tuscany's different terroirs. While the tastings can be tailored to specific interests, most guests opt for the **60-minute tasting of four wines**, including Castiglion del Bosco's Rosso di Montalcino DOC 'Gauggione' 2019, Brunello di Montalcino DOCG 2017, Brunello di Montalcino DOCG Riserva 'Millecento' 2015, as well as Tenuta Prima Pietra IGT Toscana 2019, paired with Tuscan meats, cheeses and bread, alongside homemade olive

oil and honey. Oenophiles delve into the **vertical tasting of six top past vintages** from both estates. Culture vultures can embrace the opportunity to enhance the tasting with a tour of the current exhibition at the **Salvatore Ferragamo Museum**. (Massimo Ferragamo is the founder of Castiglion del Bosco, hence the family connection.)

"The idea for The Wine Lounge was spurred by our desire to provide a taste of Castiglion del Bosco in the heart of Florence," comments Simone Pallesi, CEO of Castiglion del Bosco and Tenuta Prima Pietra. "Situated in the historical Palazzo Capponi-Vettori, we are in a prime position to share Castiglion del Bosco's Brunello di Montalcino DOCG and Prima Pietra's Toscana IGT wines with wine lovers visiting from around the world, as well as our unparalleled wine hospitality offering. It is an exclusive and unique spot in Florence, accessible only to the building's residents and our guests, for them to discover the wonderful world of top Tuscan winemaking through our guided tastings."

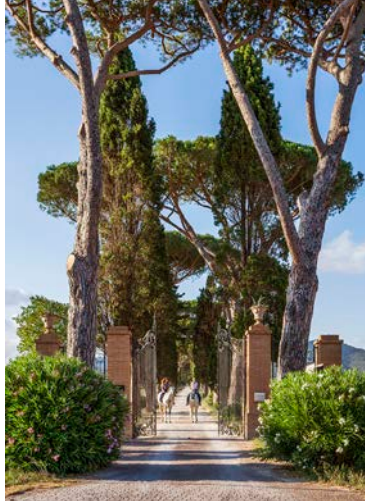
A **unique gastronomic experience** is available on request on the piano nobile of Palazzo Capponi-Vettori. Guests can wine and dine for romance, business or pleasure in the magnificent **Poccetti Room**, whose walls are adorned with Bernardino Poccetti's frescoes dating to between 1583 and 1588. Private Florentine feasts are prepared in these exclusive surroundings by **Michelin-starred restaurant Borgo San Jacopo**, with each dish paired carefully with the finest wines from Castiglion del Bosco and Tenuta Prima Pietra.

**Castiglion del Bosco Florence Wine Lounge** is open from Tuesday to Saturday.

### Palazzo Capponi-Vettori

Lungarno Guicciardini, 7R  
Reservations required:  
+39 055 5357566  
florence@castigliondelbosco.com  
wine.castigliondelbosco.com/the-wine-lounge





## L'Andana: among the best luxury resorts in Tuscany

Considered a historical Tuscan home, the **L'Andana resort** at Tenuta La Badiola in Castiglione della Pescaia is synonymous with style. Just **20 km from Grosseto**, the luxury villa immersed in the remarkable beauty of the **Maremma Natural Park** invites you to surround yourself in the endless greenery for a true escape. A warm welcome awaits guests in this historic setting that was chosen by the **Grand Duke of Tuscany Leopold II of Lorraine** as the site of one of his villas, with perfectly conserved Medici traits delighting those passionate about history.

### Elegant accommodation surrounded by nature

From private villas to stunning suites, there's more than one way to experience L'Andana. The two main buildings, the **Villa** and the **Fattoria**, are united by the exquisite Winter Garden, with the rooms characterized by wide windows that grant exceptional views of the sweeping Maremma landscape. The exclusive **Scuderia** has its own private pool and sprawling gardens, providing a delightful hideaway in the former hunting reserve, while **La Casa** captures the hearts of all who stay here with its intimate 'real home' feeling and welcoming atmosphere. An extensive rebuilding and restyling were carried out under the supervision of architect **of the late architect Ettore Mocchetti, former Chief Editor of AD Italy**, seducing guests with furnishings that express the true soul of Tuscany, with warm colours and a simple palette finished with refined Tuscan-style furniture and the precious silks of Florentine fabrics.

### Pamper + relax

The **ESPA SPA and holistic centre** make L'Andana a true oasis in the heart of the Maremma countryside.

The crystal-clear pools and an array of pampering treatments and state-of-the-art fitness facilities cater to both body and spirit. The exclusive spa signed by **ESPA**, the leading English brand in wellness, offers holistic treatments using pure and natural products based on essential oils, plant extracts, and sea salts in combination with aromatherapy. A sauna, caldarium, vitality pool, indoor swimming pool, and two outdoor swimming pools, in addition to the **fitness and relaxation areas** ensure guests emerge revitalized, with a long list of sports including horse-riding, golf, Nordic walking, tennis, yoga, and more.

### Eating + drinking

A perfect combination of tradition and experimentation characterizes the flavourful food options available, with a contemporary restaurant led by Michelin-starred Chef **Enrico Bartolini** serving dishes reminiscent of a typical Tuscan trattoria yet with an exclusive restaurant ambience, located in what used to be the ancient granary of Grand Duke Leopold II of Lorraine. Mediterranean

shrubland and vineyards surround diners, as the 150 m<sup>2</sup> space features wooden beams, exposed brickwork, a fireplace, and cotto tile flooring, leading onto an enchanting terrace that looks onto the kitchen gardens and surrounding hills.

A private dining space is ideal for more intimate occasions or special events, and there's also **La Villa** restaurant, if diners prefer the cozy, informal atmosphere of a domestic kitchen, with a delightful stone fireplace and charming veranda overlooking the park, the small church, and the clear waters of the romantic swimming pool. Picnics can be packed for those seeking to immerse themselves even further into the idyllic natural surroundings, and the venue even boasts a new wine shop with wines from the estate and their **Petra di Suvereto winery**, catering to both the passionate and the curious.

From its peaceful setting surrounded by nature to the elegant ambience and exceptional cuisine, a stay at L'Andana is bound to leave guests enamoured.

Find out more + discover the L'Andana hotel [www.andana.it](http://www.andana.it)





## Villa Petriolo welcomes a new spa

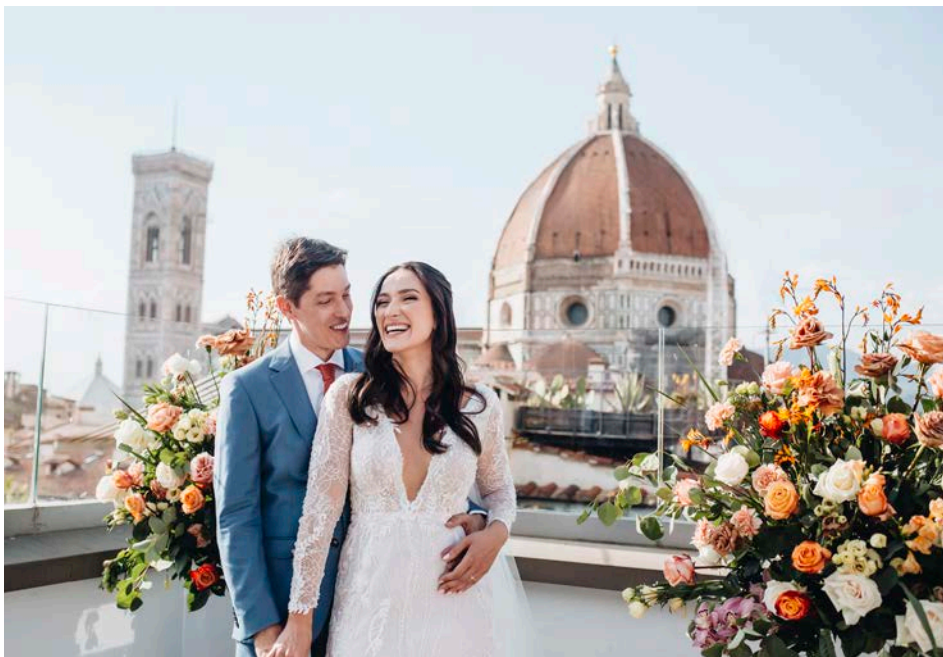
Nestled in the heart of Tuscany among the hills of **Cerreto Guidi**, a short distance from Florence and Pisa, **Villa Petriolo** is an organic estate and a unique example of a Renaissance farm villa transformed into a hospitality project. Linked to luxury, sustainability, and authenticity in all aspects, it was voted **Best Sustainable Place in 2021** by Save the Planet, and covers around 171 hectares. Set in an idyllic setting of olive groves and vineyards interspersed with woods, valleys, and lakes, it's this tranquil location that's now home to a new **AgriSpa**, in total harmony with nature.

Post-workout in the **modern fitness centre**, guests can enjoy a dip in the **capacious infinity pool** overlooking the valley, with water maintained at 36 degrees. Soothe your aching muscles with a **full-body hydromassage** and allow the jets of varying intensities to alleviate stress and tension. The **panoramic sauna** with its lush view of the rolling Tuscan hills is a must, while the **steam bath and ice room** instantly rejuvenate your body.

Adding to the intrigue are the many treatments that utilize new technologies to bring about a profound state of relaxation. **Multisensory rituals** make use of the estate's own produce, fusing perfumes, colours, and 6D music for an unforgettable experience. Visitors can choose from the wide-ranging spa menu that includes multi-sensory moisturizing rituals featuring donkey milk and wildflower honey, completed by chromotherapy, 6D music therapy, and a tasting of the honey to blend all the benefits of nature. Others might favour the detoxing multisensory rituals that combine citrus, rosemary, sage, and lavender, recalling the Mediterranean scrub, sun, and the open air. Four-hands massage, mud therapy, Shiatsu, and Pindasada are the other lavish treatments available, concluding with time in the **relaxation zone**.

Those seeking an ideal spot to sip an aperitivo at sunset will appreciate the **Bottega Botanic Bar**, where local producers are behind everything from the gastronomy to the wine, carrying through the green philosophy. **Founder and General Manager of Villa Petriolo, Daniele Nannetti**, elaborates, "New sustainable luxury is the result of the harmony between the highest quality standards and the ethics of sustainability, which find fertile ground here in the most literal sense of the word".





## Tuscan wedding experience by Roberto Cohen: an immersive course in collaboration with Kellen Lauxen

**November 6-10** sees Brazilian wedding professionals come to the region to immerse themselves in the wonderful world of Tuscan weddings in order to share what they've experienced with couples back home. The course led by **esteemed Brazilian wedding planner Roberto Cohen** will give participants the chance to encounter firsthand the magic of matrimony here with a variety of experiences like perfume making and picnics in the picturesque autumnal vineyards.



MAGAZINE

DESTINATION FLORENCE CONVENTION & VISITORS BUREAU



Forming the course will be meetings with local suppliers and presentations of the pre- and post-wedding possibilities, as well as in-depth explorations of options for the day itself. Roberto Cohen is well known to those in Brazil and beyond, with many accolades and even a book to his name.

**Celebre.** one of the largest training companies in the events sector, is also behind the organization of this wedding-world-immersion. Professionals with backgrounds in decorating, planning, and other aspects of the industry take part in order to get to know and produce a portfolio of the Italian market for destination weddings and to promote an exchange that will yield excellent **networking opportunities** between the best professionals from Brazil and high-quality suppliers from Italy.

The enchanting region of Tuscany draws couples from all over, with its history, charm, art, and architectural treasures making it one of the

first choices for celebrations. Adding to the intrigue are the vineyards, mountains, medieval villages, and winding roads lined by cypress trees, not forgetting to mention the world-class cuisine, all of which captivate couples.

Collaborating on the course is **Kellen Lauxen, a Brazilian resident in Italy who specializes in decorating and celebrating weddings in Europe** and is sought after for her expertise in the area. Commenting on the course, she said, "In choosing the location, Tuscany was the venue that was most sought after by professionals, as it is the most requested location in the world by Brazilian couples for a destination wed-

ding. Before professionals can propose Tuscany as a venue to prospective couples they need to know the reality of the region, and that is where I fit in. I'm a Brazilian based in Tuscany who works in this environment, and so for them, I am a consultant on the region and a support for them to get to know the country and everything that





Tuscany can offer the wedding world. Once they have been there, they will be better equipped to propose the location and enable clients to dream even more.”

The role of the **Destination Florence Convention & Visitors Bureau** and **Tuscany for Weddings** in the coordination of the course was emphasized, “When putting to-

gether the itinerary, I put my faith in the Convention Bureau and Tuscany for Weddings who are very important for me. They gave us a lot of **information on suppliers and locations and presented us with many possibilities.** We were eager to explore new destinations and to introduce participants to lesser-known areas.”

As well as the **networking opportunities** that emerge, it’s also important for participants to become more **closely aware of the culture and traditions** that surround festivities in Italy in order to communicate the various differences and possibilities that this presents. Lauxen elaborated, “The characteristics of a wedding in Brazil and Tuscany are completely different. There are aspects of Brazilian weddings that don’t exist here, so they also need to learn how to navigate that when working here. Participants will put into practice a ceremony with various providers in order to really learn how weddings are held in Tuscany.”

Among the locations explored will be **Castello di Gabbiano, Villa Olmi, Villa Tolomei, Villa Grabau, Relais Il Falconiere**, and even the luxury outlet, **The Mall Luxury Outlets Firenze**,

with the inclusion of **Aquafior, Frantoio Buonamici, and Corte dei Papi** among others. There will be myriad moments across the days of the course designed to **showcase the variety of unique experiences** to be enjoyed in the region. **Florence** features as well as **Lucca, Cortona, Fiesole and Siena** in order to give a more complete picture of the different types of settings nestled in the region. The choice of season was also important, as **the autumnal colours in Tuscany** offer a different, poetic, and bucolic side of Tuscany.

The experience will end with a symbolic wedding ceremony with tastings from caterers for a **Tuscan dinner**, at which participants will be presented with their certificates, having undoubtedly been brought closer to **Tuscany as a destination for weddings.**

### WIM – We Inspire Memories

The 5th edition of the exclusive wedding and events format takes place from November 20-22 at Palazzo della Borsa, Palazzo Gondi, Villa Corsini a Mezzomonte and other locations. The three days focus on creating connections between operators in the industry, with participants engaging in experiences involving high-calibre international professionals coming particularly from Europe, Asia and the USA. Exclusive market research will be made available, with trends and news developed especially for the event. The whole city will be involved in activities, granting participants even further opportunities to explore themes of travel and the destination.

[www.wim.events](http://www.wim.events)





## VALDICHIANA VILLAGE. A SLICE OF TUSCANY BETWEEN EMOTION AND AUTHENTICITY.

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*Valdichiana Village knows how to define pleasure in all its forms: from the panoramic views over its unique environments, to the scents of its well-kept green corners, up to the taste of the excellent local cuisine, embracing the guests and their companions throughout their shopping experience among the beautiful boutiques of the village.*

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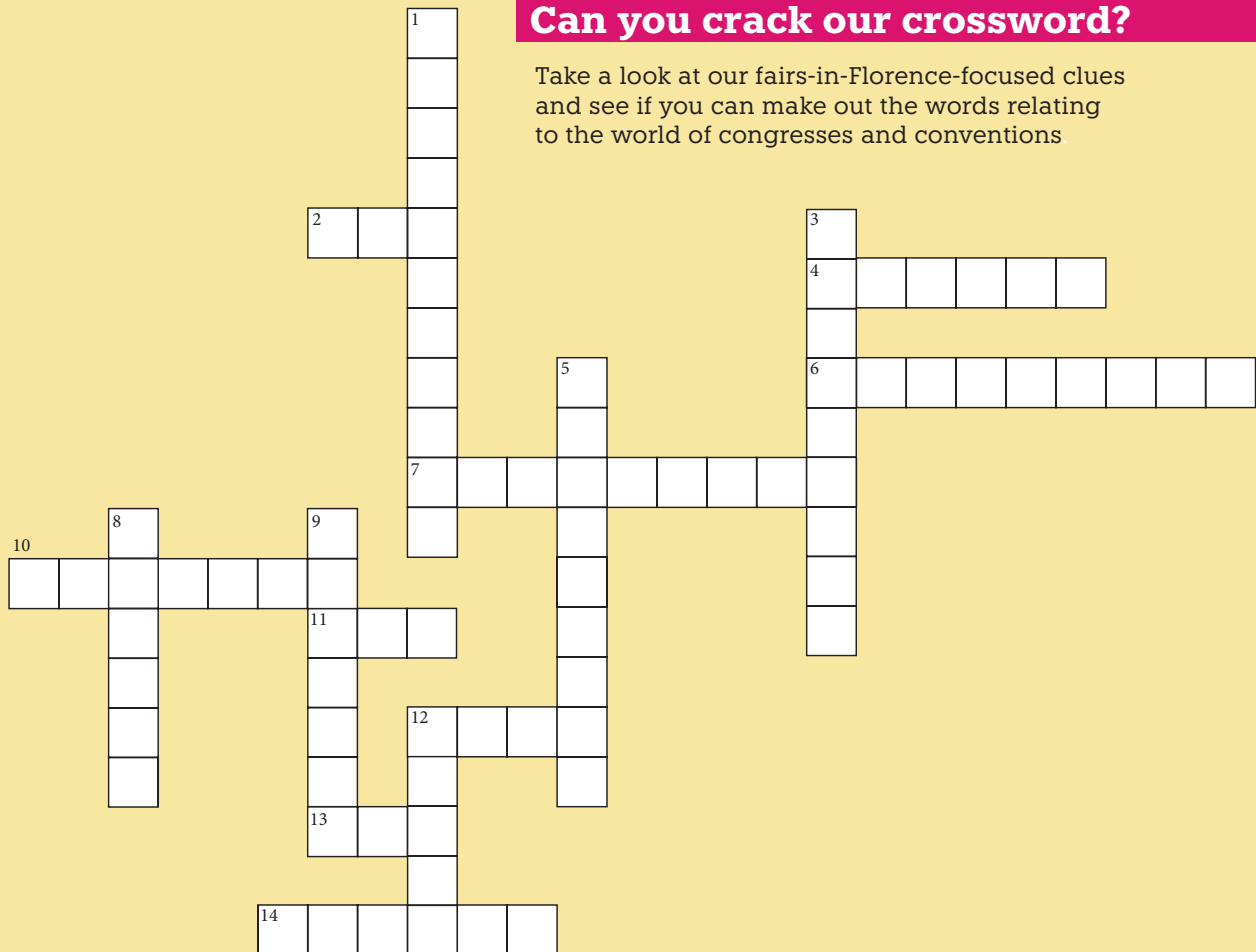
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\*Reductions are defined by each single store.



## Can you crack our crossword?

Take a look at our fairs-in-Florence-focused clues and see if you can make out the words relating to the world of congresses and conventions.



### ACROSS

2. Professional Congress Organizer
4. A guest who does not attend and hasn't advised the organizer or hotel of a planned absence or delay
6. The offer whereby tickets are purchased for an event before a specified date at a reduced fee
7. To designate a certain block of pre-negotiated carrier seats or hotel rooms that have been bought out and held by a travel organizer with a huge buying power like a wholesaler, tour operator or hotel consolidator, and more rarely by a retail travel agent
10. The opening address at a meeting that sets the tone or theme of the event. Often delivered by public or well-known industry figure
11. A type of proposal from a potential destination offering their services, which can include approximate costs, logistics and time scale
12. International Congress & Convention Association
14. When one books the entirety of a space or venue
13. Request for Proposals
14. When one books the entirety of a space or venue

### DOWN

1. Refers to equipment with both sound and visual components that event planners use for presentations, including screens, monitors, projectors, microphones, video, and sound equipment
3. An exclusive trip, excursion or event employers host to encourage employees to go above and beyond
5. The blueprint or layout of a room or exhibition hall, including electrical outlets, doors, windows, pillars, and other amenities and how the event will be set out within the space
8. A conference, tradeshow, seminar, workshop or other meeting that combines a live, in-person audience with a virtual, online audience
9. A presentation, session, forum or seminar broadcast over the internet
13. International Association of Professional Congress Organizers

ACROSS / 2. PCO / 4. NOSHOW / 6. EARLYBIRD / 7. ALLOTMENT / 10. KEYNOTE / 11. BID / 12. ICGA / 14. RFP / 15. BUYOUT  
DOWN / 1. AUDIOVISUAL / 3. INCENTIVE / 5. FLOORPLAN / 8. HYBRID / 9. WEBINAR / 13. IAPCO



## Florence to see a new high-speed station

By 2028, the **Firenze Belfiore station** will revolutionize the face of Florence's public transport system. In July, Iris, a 1,500-ton tunnel boring machine with a 9.4 metre diameter, commenced its 24/7 operation to carve out two seven-kilometer-long tunnels side by side approximately 20 metres below the ground between the Campo di Marte station and the viale XI Agosto area, between the Firenze Rifredi and Castello stations. The space created will become the home of **Florence's future high-speed rail bypass**.

Simultaneously, work is moving forward on the new Firenze Belfiore

station, designed by London-Based architecture firm **Norman Foster and Partners** alongside engineering company **Arup**. **The new station will cover 45,000 square feet**, relieving pressure on Firenze Santa Maria Novella and thus becoming the city's main transport hub.

The glass weight-bearing structure works vertically in a pioneering design, allowing trains to be visible from the surface with natural light. Escalators and lifts connect to rails **25 metres beneath the ground**, with bus terminals, car parks, taxi stands, platforms for regional trains, and car parking located on ground level.

"This is a very important moment for Florence, Tuscany, and the mobility of the entire country," remarks **Gianpiero Strisciuglio**, CEO of Rete Ferroviaria Italiana, the Italian railway infrastructure manager and subsidiary of state-owned holding company Ferrovie dello Stato. "This work will **improve the quality of public transport**, speed up connections, and separate the flow of traffic. In this way, we will be able to increase slots for passenger and goods trains along Italy's main train lines." Costing **2.7 billion euro**, the entire project is slated for completion by 2028.

## Polimoda reveals the future of Anarchive, the new centre for fashion study and research

The concept of a fashion hub is revolutionized with this new project, which will redefine the creative boundaries between fashion and art. **Anarchive**, an innovative and ambitious project dedicated to the study and research of fashion, will occupy over 7,000 m<sup>2</sup> in the heart of **Manifattura Tabacchi**, the cutting-edge creative centre close to the city centre. Contemporary culture finds its home here, with the concept entrusted to the **(ab)Normal design studio**, with the vision being to create a multimedia universe where fashion, design, art, performance, music, and visual culture meet to inspire the creative minds of the future.

The site is part of an important **urban regeneration project** established in 2016 by the real estate company **Cassa Depositi e Prestiti Group** and by **PW Real Estate Fund III LP**, a fund managed by **Aeromont Capital**, with the project management of **MTDM - Manifattura Tabacchi Development Management Srl**.

The new Polimoda project will be created on three levels of the B4 building, featuring a **panoramic sky room**. The spaces will host the new fashion library and almost 2,000 m<sup>2</sup> of workshop space for students, as well as a 400 m<sup>2</sup> exhibition space. There will be dedicated displays and conservation spaces for fabrics,

clothing, and accessories, as well as photo shoot sets and shelves for research consultation.

A pitched roof with naves and bays was inspired by the structures designed by **Pier Luigi Nervi**, dividing the space into 27 interlinking rooms. **Temporary installations** will also find a home, with inclined floors, LED screens, stands, and hangings facilitating an **ever-evolving exhibition space**. **Lounges, meeting rooms, and lecture spaces** will be separated in interesting ways by scaffolding and sound-absorbing curtains to create a dynamic and flexible use of space.

Over 29,000 volumes will be available for consultation, with more than 600 magazines from the mid-late 19th century through to today and more than 1,000 fashion look books and commercial catalogues as well as an amply stocked fashion, art films, and documentaries section, making it **one of the largest fashion libraries in Europe**.

A digital platform will also be constructed, designed with the aim of creating an interconnection between the archive and the library, making it a valuable tool for both researchers and enthusiasts around the world. **Work is expected to begin in early 2024**.

### ANARCHIVE in numbers

**3**  
levels of the B4 building

**2,000** m<sup>2</sup>  
for workshops

**1,200** m<sup>2</sup>  
fashion library

**400** m<sup>2</sup>  
exhibition space

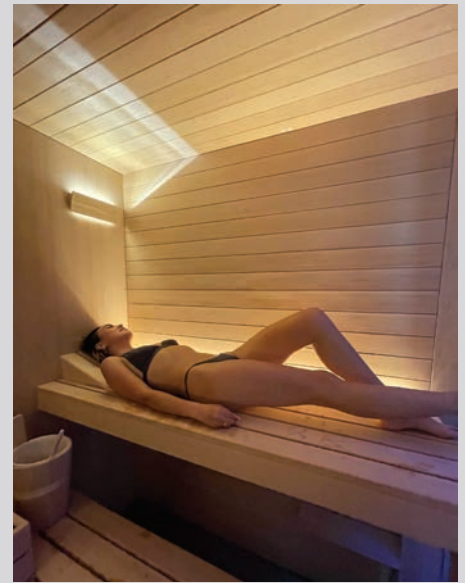
Over **7,000** m<sup>2</sup>  
in total

**29,000**  
volumes

**600**  
magazines

**1,000**  
lookbooks and catalogues





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# THE ART OF THE PAST, THE LUXURY OF THE PRESENT: PALAZZO PUCCI IN FLORENCE



Palazzo Pucci is one of the most important historical residences in Florence. Built in the 16th century, it is located in the heart of the city, a few steps from the Cathedral. All the rooms are decorated with important frescoes, paintings and sculptures. There are two main areas, designed to host conventions, conferences, events, dinners, concerts and weddings.

