

# DF

## Destination Florence

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MAGAZINE

DESTINATION FLORENCE CONVENTION & VISITORS BUREAU



**DF**  
Destination  
Florence

**Issue 9**

Summer 2023

**Free issue**

**DESTINATION FLORENCE  
CONVENTION & VISITORS BUREAU**

Via del Tiratoio 1, 50124 Florence (Italy)

*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.*

+39 055 29881

firenze@conventionbureau.it  
www.destinationflorencecvb.com

*Editorial office*

The Florentine

B'Gruppo srl - Via Valentini 10  
59100 Prato (Italy) +39 055 7093760

redazione@theflorentine.net / www.theflorentine.net

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*cover illustration: Multi-award-winning artist FLuX is a master of avant-garde realism in oils, drawing and digital painting. He has collaborated with Swatch and Apple, among others, and his work is exhibited globally. [www.fluxartist.com](http://www.fluxartist.com)*



**Doing the math**



DESTINATION  
FLORENCE  
CONVENTION  
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The last three years have been intense – and they started in a totally unexpected way. My time as President of Destination Florence Convention & Visitors Bureau is something of a journey, one that took off during some of the hardest times in recent history, not only for the tourism and trade fair sectors we've always worked in, but for all of us, each in our own way, all around the world. We were prepared for these tough times by the strength of our experience over the years and the myriad collaborations with our members, first and foremost, as well as with the various institutions, trade organizations and the academic world.

And so, we started over – actually we never stopped! – with campaigns aimed at relaunching conference tourism like **Florence Re:Start**, which contributed to over 30 bids that we have developed and won since 2020, mostly in partnership with Firenze Fiera; with integrated promotional campaigns to help tourism in dire straits, such as **Destination Florence Plus**, which supported hotels and other forms of accommodation when things were really complicated and resulted in the best trimester performance of 2022 in terms of individual stays in the city, even surpassing the data for 2019; with the only long stay management project in Italy, **Be.Long**, which we have promoted in the United States for the second year running with the support of local and national institutions; with a three-year promotional campaign for **destination weddings** not only in Florence, but the whole of Tuscany, through a partnership with Toscana Promozione Turistica, which helped to confirm our region as the top choice in Italy for international weddings in 2022.

Our dedication has paid off because, if we look back and do the math, we can boast growth in the last three years, for us and for Florence. But who wants to dwell on the past?

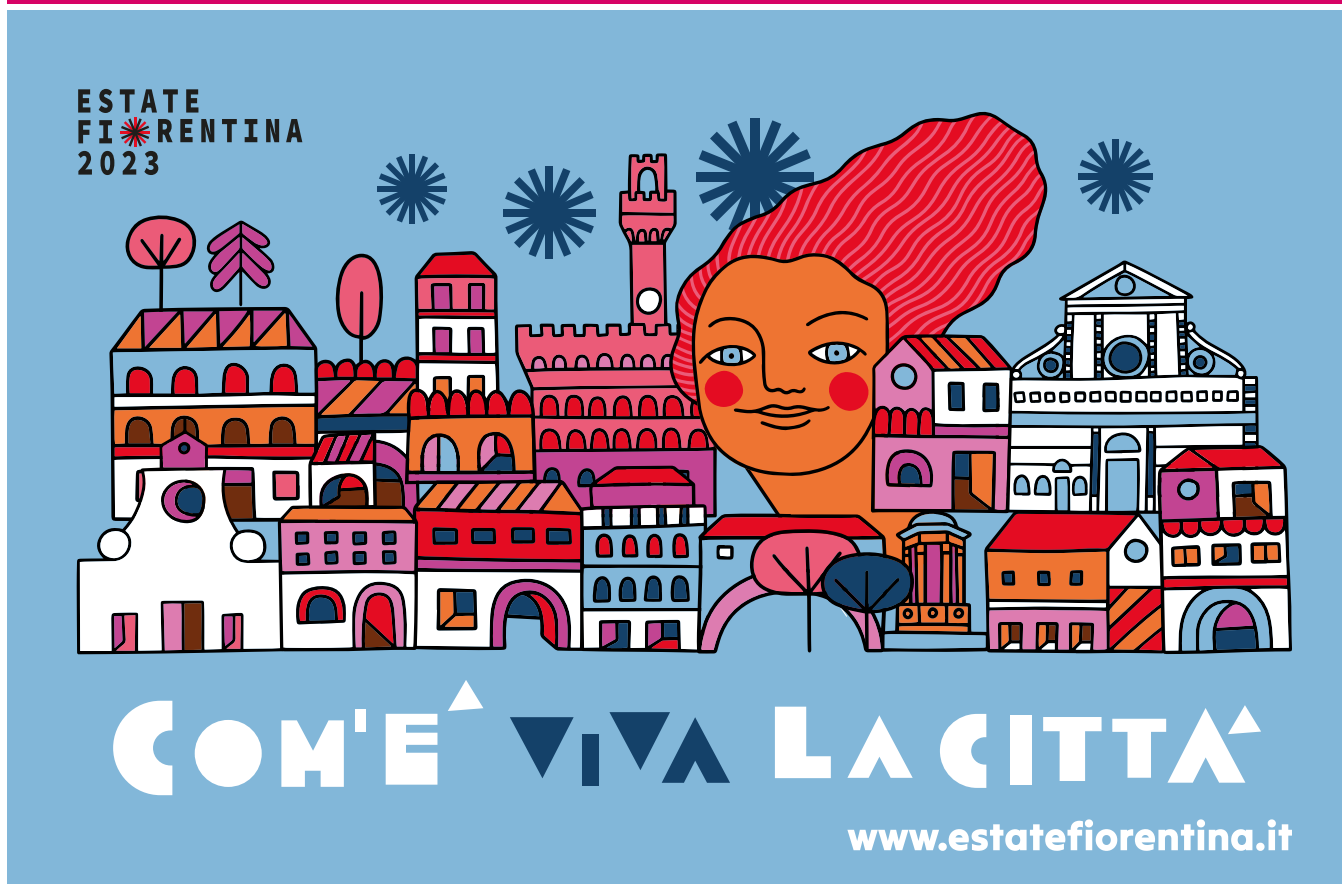
The future is upon us and, while it's full of challenges, it's also never been more exciting! Not only because summer is here, which in Florence means culture, events, music, people in the piazzas, laughter, day trips to discover somewhere different, and much more. Dive into the new issue of DF Magazine to find out more. The future of Destination Florence Convention & Visitors Bureau is something we'll talk about very soon on this boundless journey together.

*Enjoy the summer!*

**Federico Barraco**  
President  
Destination Florence Convention  
& Visitors Bureau

# Estate Fiorentina 2023

## Com'è viva la città



UNIONE EUROPEA  
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\*PROGETTO COFINANZIATO DALL'UNIONE EUROPEA - FONDI STRUTTURALI E DI INVESTIMENTO EUROPEI | PROGRAMMA OPERATIVO CITTÀ METROPOLITANE 2014-2020\*  
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**In Florence, summer is a four-month smorgasbord of events, for which the Comune di Firenze has earmarked almost 1.9 million euro of European and council funding, in addition to sponsorship from regional energy company Toscana Energia.**

Estate Fiorentina, the name of the summer events showcase, will involve 132 organizers, 111 projects, 15 major festivals, 12 summer venues and 6 themed events, including a retrospective on Italian singer **Giorgio Gaber** 20 years after his death and another on priest **Don Lorenzo Milani**, who educated poor children and advocated

for conscientious objection, a century after his birth. The City of Florence's official Estate Fiorentina events showcase continues through September 21, and will delight locals and internationals of all ages with a focus on art, music, theatre, literature, poetry and cinema.

"We presented this year's edition of Estate Fiorentina,

which has reached the highest ever budget, nearly two million euro, with an average investment for each event that's up from last year," explains Mayor of Florence, **Dario Nardella**. "This edition will involve every corner of the city with two main figures: Don Milani during the centenary of his birth and Giorgio Gaber 20 years after his death. The theme and title come from Gaber's own lyrics, *Com'è viva la città*, meaning Florence is more alive than ever and the line-up is proof of this. We made the decision not to go with big names, but to focus on local artists, small associations and cultural institu-

tions, which provide genuine energy in Florence."

"There's a real return to literature in this year's Estate Fiorentina with poetry in parks and piazzas," remarks deputy mayor and culture councillor **Alessia Bettini**. "And then there are the 15 big festivals featuring top national and international artists. More than anything else, the range of events is vast, multidisciplinary and widespread. Plenty of associations are involved that work together really well. This is the added value of Estate Fiorentina: having an art and culture event practically everywhere in the city. Behind all that there's



See the full line-up at [www.estatefiorentina.it](http://www.estatefiorentina.it)  
[@cittadifirenze.cultura](https://www.instagram.com/cittadifirenze.cultura) / #estatefiorentina



a massive amount of work and commitment, also from our offices, so thank you to everyone involved.”

Estate Fiorentina began this June with a cultural showcase dedicated to Italian National Day and Republic Day on June 2. Promoted by Fondazione Teatro della Toscana and titled *Anatomy of a Republic. A Journey into the History of Republican Italy*, readings were held all day long in the city’s libraries, followed by a free concert at Teatro della Pergola, which brought together artists and actors from Florentine theatre companies to remember Italy’s Republican past from 1946 to the pres-

ent day. Head for the city’s main parks from June 26 to 30 for **Poetry Gardens** readings and performances, organized by Compagnia Lombardi. Confartigianato Imprese Firenze’s **Le piazze dei libri 2023** encourages reading across 11 piazzas in five neighbourhoods from June 27 to July 2. **I CARE**. **Don Milani 100** is the name of the events series from Chille de la Balanza between June 1 and August 13 to commemorate Don Lorenzo Milani aimed at remembering the teachings by this fundamental figure.

For the festivals that have received Estate Fiorentina funding, turn to page 6.

Parco dell’Anconella (**Anconella Garden**); piazza Tasso (**Circolo Aurora**); Ponte San Niccolò (**Il Fiorino + Habana 500**); the Rose Garden; lungarno del Tempio (**Il Molo + La Toraja**); Le Murate Caffè Letterario; Fortezza da Basso (**Off Bar**); Giardino dell’Orticoltura; Anfiteatro delle Cascine (**Ultravox**); Giardino Niccolò Galli (**Light**); and **piazza dei Tre Re** are the 12 summer spaces that have received Estate Fiorentina backing.

**ESTATE FIORENTINA in numbers**

**132**  
organizers

**111**  
projects

**15**  
major festivals

**12**  
summer venues

**6**  
themed events

# Events in and around Florence

*Florence never fails to host exciting events. It's festival season in Florence now that summer is here.*

## FESTIVALS

### Estate Fiorentina

#### Various locations

Florence's official city-sponsored summer events showcase Estate Fiorentina begins this month and continues through September. It's an opportunity to sample a different side of the city with reasons to explore areas outside the city centre. [www.estatefiorentina.it](http://www.estatefiorentina.it)

### Festival au Désert

#### Cascine Park + Amphitheatre

This multicultural music festival (June 28, 29 + 30) is organized in collaboration with the Festival au Désert that originated in Mali. The band Tinariwen will perform in the June 15 preview, playing tracks from their latest album *Amatssou*, inspired by the music and culture of the Tuareg people of Mali. IG: @festivalaudesertfirenze

### Secret Florence

#### Various locations

This festival combines art, cinema, dance and music through June 16. Many of the events are internationally leaning. Check out the experimental open-air concerts at Piazzale del Torrino (June 14-15, Villa Strozzi Park) with German composer Heiner Goebbels. [www.secretflorence.it](http://www.secretflorence.it)

### Florence Dance Festival

#### Chiostro Grande di Santa Maria Novella

Now in its 34th edition, the theme of this year's Florence Dance Festival (June 18-July 20) is *Dancing in the Main Cloister* in dedication to the venue at Santa Maria Novella. This festival was created to promote the art of dance, while revitalizing public spaces and using the city as a performance space. Special attention is paid to emerging choreographers and dancers. [www.florencedancefestival.org](http://www.florencedancefestival.org)

### Firenze Rocks

#### Visarno Arena

The event of the summer is back. Firenze Rocks is one of the biggest music festivals in Italy. Legendary rock band The Who kicks things off on June 17, followed by Maroon 5 the following day. See page 8. [www.firenzerocks.it](http://www.firenzerocks.it)



Apriti Cinema

Florence Dance Festival



### SALE – Sant'Ambrogio in Festival

#### Teatro del Sale + various locations

From June 15 to 18, SALE – Sant'Ambrogio in Festival will commemorate food entrepreneur Fabio Picchi with four days of wholesome community-oriented events. Highlights include an interfaith dinner, the presentation of a neighbourhood flag and artisan workshops. See page 9. [booking@cibreo.com](mailto:booking@cibreo.com)

### Apriti Cinema

#### Piazzale degli Uffizi

Light up your summer nights with an outdoor cinema in the piazza of the Uffizi Galleries from June 26 to August 6. Night after night, films will be screened in original languages with Italian or English subtitles. Entry is free and subject to availability. [www.estatefiorentina.it](http://www.estatefiorentina.it)

### Sagrati in musica sotto le stelle

#### Various churches

Outdoor concerts galore are held in Florence's churchyards from June 9 to September 15. Anything from jazz to classical, rock and even electronic music can be expected. [www.estatefiorentina.it](http://www.estatefiorentina.it)

### Musart Festival

#### Piazza Santissima Annunziata

Top-tier culture returns to the colonnaded piazza from July 16 to 26 as leading names like Roberto Bolle, Venditti e De Gregori, Marco Masini, Drusilla Foer, Paolo Conte, Madame and Stewart Copeland take to the stage, in addition to access to nearby monuments and exhibitions. [www.musartfestival.it](http://www.musartfestival.it)



### **OTHER FESTIVALS TO WATCH OUT FOR THIS SUMMER:**

**Firenze Jazz Festival**  
(September 5-10, 13-17, Oltrarno)

**Copula Mundi**  
(August 31-September 3, L.U. MEN, Mensola park)

**Genius Loci**  
(September 28, 29+30, Santa Croce Basilica)  
Italian Brass Week (July 23+28, various locations)

**Cirk Fantastik!**  
(September 7-17, Cascine park)

**Firenze dall'Alto**  
(June 22-September 14, various locations)

**Florence Folks Festival**  
(September 7-9, Manifattura Tabacchi).

### **LGBT+**

#### **Toscana Pride**

July 8 will see the return of Toscana Pride in Florence.  
[www.toscanapride.eu](http://www.toscanapride.eu)

### **FASHION**

#### **Pitti Uomo**

##### **Fortezza da Basso**

The summer edition of Florence's trend-setting men's trade fair remains trade-only at Fortezza da Basso from June 13 to 16 as Fendi presents their Men's Spring/Summer 2024 collection as special guest at Pitti Uomo 104.

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

#### **Vintage Selection + Pitti Filati**

##### **Padiglione delle Ghiaia**

Expect nostalgic looks from June 28 to 30 for the 40th edition of the throwback fashion affair that brings together curators of vintage looks for the quality clothes experience held in conjunction with Pitti Filati at Fortezza da Basso, the fabrics focused component of Pitti Immagine.

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



### **EXHIBITIONS**

#### **Rachel Feinstein in Florence**

**Museo Stefano Bardini, Palazzo Medici Riccardi**  
+ **Museo Marino Marini**

Arizona-born artist Rachel Feinstein opens an exhibition of her works from June 9 to September 18 in a tripartite show at Museo Stefano Bardini, Palazzo Medici Riccardi and Museo Marino Marini. [www.museonovecento.it](http://www.museonovecento.it)

#### **Steve McCurry: Children**

##### **Istituto degli Innocenti**

This exhibition dedicated to childhood sees American photographer Steve McCurry's iconic captures line the halls of the Istituto degli Innocenti until October 8. The show features more than 100 photographs of children from Afghanistan, India, Mexico, Lebanon and many other places, all displaying joy despite the difficulties of their circumstances. [www.istitutodegliinnocenti.it](http://www.istitutodegliinnocenti.it)

### **FOLKLORE**

#### **Festa di San Giovanni**

In honour of Florence's patron saint St. John the Baptist on June 24, the city comes together to celebrate. Expect parades in historic costume, flag throwing and the usual firework display launched from piazzale Michelangelo (head for the *lungarni!*) at around 10pm. [www.comune.fi.it](http://www.comune.fi.it)

### **MICE**

#### **Associations World Congress**

Europe's most-attended conference by association leaders and executives takes place in Florence from July 9 to 11. Hosted by Firenze Fiera, 200 association leaders and event strategists, international professionals, business and scientific associations, societies and federations are expected to attend. [www.associationexecutives.org/events/associations-world-congress.html](http://www.associationexecutives.org/events/associations-world-congress.html)

Find out more:  
[www.firenzerocks.it](http://www.firenzerocks.it)



The Who



Tom Morello

## Firenze Rocks

**Said to be the largest music festival in Italy, the fifth edition of Firenze Rocks boasts a two-day roster of international acts at Florence's Visarno Arena.**

Produced by Live Nation Italia, in partnership with Le Nozze di Figaro, previous editions of the popular festival saw punk rockers Green Day, progressive rockers Muse, funk rockers Red Hot Chili Peppers and heavy metal band Metallica entertain up to 500,000 international festival goers. **The Who** and **Maroon 5** will headline at the Visarno Arena stage on June 17 and 18 respectively.

Established in 1994, the Grammy Award winning rock/R&B band Maroon 5 has sold more than 135 million records to date, making them one of the world's best-selling music artists. In addition to Florence, their European tour includes dates

in Portugal, Spain, Czechia, Denmark, the Netherlands, Germany, France and the United Kingdom. Maroon 5 is expected to play tracks from their latest album, *Jordi*, which was released in summer 2021. English rock band The Who are playing their only Italian date at Firenze Rocks and will be accompanied on stage by the Maggio Musicale Fiorentino Orchestra. In addition to performing in Florence, Roger Daltrey, Pete Townshend and the other band members will be delighting rockers in Berlin, Paris and Barcelona with songs from their almost 60-year career as well as their 2019 album "WHO".



Lucio Corsi

Other acts performing at this year's Firenze Rocks include Tuscan performers **Lucio Corsi** and **Piqued Jacks**, and American guitarist **Tom Morello** (June 17); and English indie-rock band **The Reytons**, plus American singer-songwriters **Jack Shears** and **D4VD** (June 18).

Firenze Rocks strives to be a sustainable festival, having struck green mobility partner-

ships with bike sharing company RideMovi and 50% discounts on train tickets with rail company Frecciarossa. That's not all. An agreement with energy firm Plenitude means that the festival's food village will be powered by a hybrid generator and festival goers will be able to recharge their phones using solar energy.



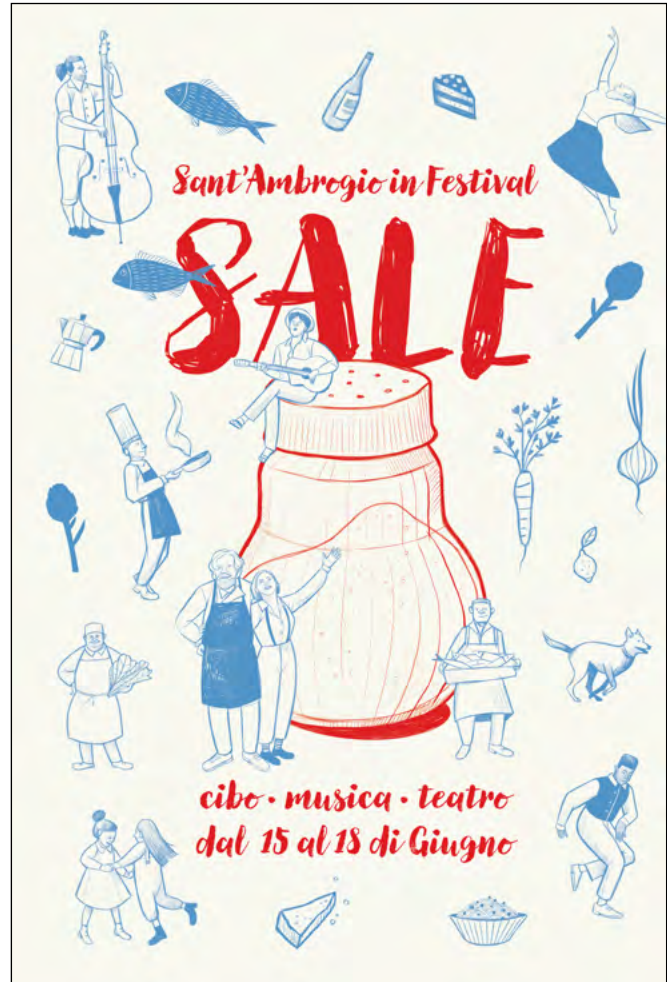
## SALE – Sant’Ambrogio in Festival celebrates the neighbourhood

SALE – Sant’Ambrogio in Festival will honour the memory of local food entrepreneur Fabio Picchi with four days of community events between June 15 and 18.



By organizing the first edition of SALE – Sant’Ambrogio in Festival, Fabio’s son, Giulio, and wife, Maria Cassi are concentrating on celebrating the identity of the neighbourhood and giving back to the local community.

Food has always been the focal point of Sant’Ambrogio life, from the popular neighbourhood market to the many restaurants and eateries. It’s also home to three faiths – a Catholic church, the city’s synagogue and mosque – which is why an interfaith dinner will start the festival as the three religious communities come together to break bread at Teatro del Sale on June 15. On June 16, the spotlight will shift onto local students and the arts as the winning flag designed for Sant’Ambrogio is revealed, followed by a musical parade led by street band Funk Off. Food lovers can tuck into dinner at Teatro del Sale featuring Fabio Picchi’s classics



before savouring Maria Cassi and Leonardo Brizzi’s new musical show *E se domani*. Saturday’s events will include vegan dishes headed up by Indian holistic nutritionist Sridevi Jasti and Sunday will feature a lunch for 300 invited guests from Sant’Ambrogio’s charitable associations beneath the market’s loggia offered by local restaurants. The festival will draw to a close with a dance floor in piazza Ghiberti.

Throughout the festival, the restaurants in the Cibrèò group will be serving Fabio

Picchi’s favourite recipes as well as a six-course tasting menu available in a “traveling format” at each eatery. SALE – Sant’Ambrogio in Festival is a celebration of the neighbourhood, which means that guided tours of little-known local monuments (the Santa Verdiana complex, for instance) and businesses (the *La Nazione* newspaper offices) are on the cards as well as workshops with local artisans.

**Cibrèò is a partner of Destination Florence Convention & Visitors Bureau.**

Learn more about the festival by emailing  
[booking@cibreo.com](mailto:booking@cibreo.com)



## Changes at the Uffizi

Despite its venerable age, Italy's most visited museum, the **Uffizi Galleries**, never stands still. This season at Florence's foremost museum brings three pieces of good news.

### A refined eatery

The Uffizi has announced plans to open a restaurant in the 19th-century building known as the Reali Poste in the coming months. "This won't be yet another restaurant, but an addition to the museum experience," commented Eike Schmidt, director of the Uffizi Galleries. "As well as Tuscan fare, the restaurant will also serve meals from the various regions of Italy, just like the artworks in the museum." The wing will also maintain its function as an exhibition space, displaying a selection of the gallery's works on a rotation basis.

### Self-portrait gallery

Anyone who has had the privilege of walking through the Vasari Corridor will recall that it housed part of the Uffizi's collection of 1,800 self-portraits, an ensemble that began in the mid-16th century). Since the corridor's closure for renovation in 2016, these paintings have been relegated to storage, but they are now set to see new light. Once the Vasari Corridor reopens, it will boast updated lighting and air conditioning as well as being fully accessible for visitors with mobility issues. A single ticket will provide entrance on the ground floor of the Uffizi before proceeding over the Ponte Vecchio to the Boboli Gardens and Pitti Palace. Opening date still to be announced.

### Crane-free photos

A culminating moment in the lengthy expansion of the Uffizi Galleries will be the removal of the crane that has graced the Florentine cityscape since 2006. The "Uffizi Crane", or *gru* in Italian, appears in so many photos of the city that the humorous Instagram @gruinflorence was created to commemorate it. This may be the death of the Instagram account and the start of a new era of crane-free photos of the city, which means that the gru might be gone by December 2023.



Restoration is underway on the gilded mosaics that cover the dome of Florence Baptistery, a campaign that is expected to take six years to complete.

## Dusting down the Baptistery

The dome boasts 1,000 square metres of mosaics, consisting of 10 million polychrome tiles ranging in size from 5 to 20 millimetres. The aim of the restoration is to recover the structural stability of the mosaics and their adhesion to the dome, returning the glory of the gold background and the bright colours of the glass tiles. An intricate mushroom-shaped scaffolding has been erected to perform the restoration.

“The Opera di Santa Maria del Fiore was established to build the Florence Cathedral and manage the resources devoted to its maintenance,” remarked **Luca Bagnoli**, president of the Opera del Duomo organization, which preserves and protects the monuments that make up the cathedral complex. “The next phase of its development, which was specified in the concordat between the Italian State and the Catholic Church, entrusted the Opera with two aims: 1) to maintain the cathedral buildings in their capacity as sites for worship and 2) to preserve the structures in their capacity as cultural assets of the entire collectivity, as a World Heritage Site. Restoration of the mosaics of the Baptistery dome falls completely within the parameters of the two aims and represents the continuation of the campaign begun in 2014 and which will end in 2028.”

The new accessibility of the dome’s mosaics provides a unique experience that will only be possible during the restoration. **The public will now be able to see the dome’s interior up close**, showcasing works that date to 1225. Originating from preparatory drawings by artists such as Cimabue and Coppo di Marcovaldo, the *Last Judgement* is displayed in a grandiose scene, surrounded by narra-

tions of the *Stories of Genesis*, *Joseph the Jew* and *Christ and the Baptist*. The depiction of Christ as Judge is believed to have been the source of inspiration for the depiction of Hell in Dante’s *Divine Comedy*.

The restoration is being financed by the Opera di Santa Maria del Fiore, in agreement with the Archdiocese of Florence, under the supervision of the Department for Archaeology, Fine Arts and Landscape of the Metropolitan City of Florence and the provinces of Prato and Pistoia.

Tours are available through reservations made on the Opera del Duomo’s website: [duomo.firenze.it/it/630/visite-esclusive](http://duomo.firenze.it/it/630/visite-esclusive).

### FACTS + FIGURES

**31.5**

metres high

**25.5**

meters in diameter

**618** m<sup>2</sup>

Walkable scaffolding at highest point:

**8,150**

Number of components

**40**

Number of workdays to erect the scaffolding



## Boboli Gardens Amphitheater gains sponsorship

American philanthropist **Veronica Atkins** has donated 4.5 million euro to the Uffizi Galleries in the largest donation ever made by an individual to a Florentine museum. The amount will be used to restore the amphitheater in the Boboli Gardens.

Work will start in the coming months and is expected to last between two and three years. The goal is to restore the architectural, sculptural and plant components of this space, while ensuring the recovery of its original purpose of hosting opera performances.

Veronica Atkins is one of the world’s most renowned patrons in the field of music. In recent years, her interest has increased in art, having financed the restoration of the Valois tapestries and the Terrace of Geographical Maps at the Uffizi, as well as the restoration of the Sala di Bona in the Pitti Palace, all through the Friends of the Uffizi Galleries and working with the association’s executive director, Lisa Marie Browne. Mrs. Atkins also serves on the board of directors of the Metropolitan Opera in New York.

“The Boboli Amphitheater project combines my three greatest loves: nature, art and music,” commented Veronica Atkins. “I cannot wait to attend the premiere of the opera that will resound in this magical and unique place in the world after the restoration is finished.”

“Thanks to the generosity of Veronica Atkins, one of the key projects of the Boboli 2030 initiative will come to fruition,” remarked director of the Uffizi Galleries, **Eike Schmidt**. “The Boboli Amphitheater will regain its open-air theater function in the city where melodrama and opera itself were born. Soon we will again see the best singers performing surrounded by greenery in front of the grandiose background of Pitti Palace.”

The amphitheater was originally conceived by **Eleonora da Toledo**, who commissioned the sculptor and architect Niccolò Tribolo for its construction. The first theatrical use was for the wedding of Margherita de’ Medici and Odoardo Farnese in 1628. In June 1937, Claudio Monteverdi’s *L’incoronazione di Poppea* was staged for the first time with the set designed by Giovanni Michelucci. In 1960 and 1965, Franco Zeffirelli chose the Boboli Amphitheater to stage Jacopo Peri’s *Euridice*. At the time, the *New York Times* critic praised the perfect acoustics of the space.

# Head for the hills

**Feel Florence** and **Destination Florence** promote a more outdoor tourism, which takes hikers out of the historic centre onto a network of organized trekking trails for all levels of ability. Here are some of the main trails worth exploring to discover some utterly original and little-known places.

## Le vie di Dante – Ravenna/Florence (380 km)

**Dante's Routes** are a network of trails between Emilia-Romagna and Tuscany that scale the Apennines and take hikers on a constant discovery of centuries-old buildings, medieval castles, picturesque villages and mesmerizing scenery. Commemorating seven centuries since the death of the Supreme Poet and winding their way through 36 municipalities, the routes connect Florence, Dante's birthplace, and Ravenna, his final resting place.

## Via degli Dei – Bologna/Florence (130 km)

The **Way of the Gods** is a 130-kilometre route that's perfect for beginners and expert hikers alike. Delving into the untouched nature and unparalleled history (complete with relics of the Etruscans and Romans) of the Tuscan-Emilian Apennines, the hiking trail stretches between the cities of Florence and Bologna.

## Cammino di San Francesco – La Verna/Florence (101 km)

**St. Francis' Way** unfurls from the Basilica of Santa Croce in central Florence to the La Verna Sanctuary in the verdant forests of the Arezzo countryside. Walking in the footsteps of the patron saint of Italy, this unique trail is a spiritual experience, interwoven with flavours and hidden haunts, skirting the textile town of Bibbiena and the Santa Maria del Sasso Sanctuary.

## Anello del Rinascimento – Around Florence (70 km)

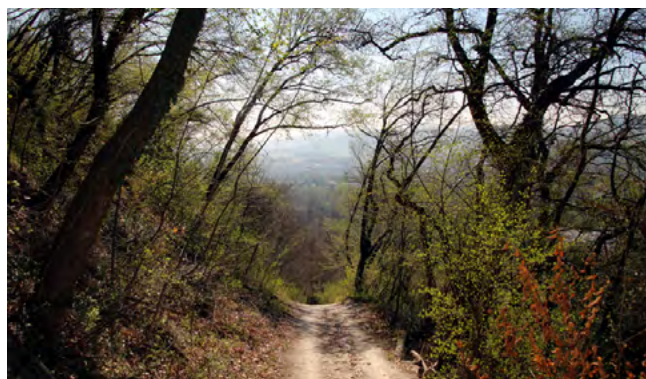
Take the **Renaissance Loop** in a perfect circle around Florence to marvel at monasteries, castles and other memorable monuments. The eight legs that make up the loop make it accessible to all on foot or by mountain bike. Traditionally beginning and ending at Calenzano Castle, scenic sections include Santa Brigida to Pontassieve and Impruneta to La Certosa.

## Sentiero degli Etruschi – Volterra/Fiesole (90 km)

The **Etruscan Trail** heads east from Volterra, passing by the Montereggi archaeological park, the burial sites of Boschetti and Montefortini, as well as several archaeological museums. Winding its way through Florence's historic centre, including the National Archaeological Museum in piazza Santissima Annunziata, the trail ends in Fiesole.

## Firenze The Walking City – Around Florence (97 km)

Florence has always been a walking city, revealing its secrets to those who slow down and look around them. From the banks of the River Arno to Bellosguardo, Castello, Galluzzo, Mensola and the hills behind piazzale Michelangelo, **Firenze The Walking City** is an app that sums up seven routes that delve into the historical, scenic and environmental heritage of this renowned honey-pot.



The territories making up the **Ambito Firenze e Area Fiorentina** have a list of maps and walks <https://bit.ly/DF-walking-maps-florence>



## Local knowledge inspires the best tours

**Annalisa Menconi** is the founder of **SlowTourTuscany**, which was established in 2010 based on a passion for slow tourism inspired by the Slow Food movement, and is a longstanding member of Destination Florence.



The tours organized by the company stand out for their **research into special places**: museums, wineries and restaurants, all of which have been visited, vetted and handpicked to provide customers with authentic and original experiences. Spending quality time in an artisan's workshop and doing a cooking class, perhaps in a centuries-old kitchen in a Renaissance villa where the owners still live, are just a few of the options that only those who boast **in-depth local knowledge** can offer.

Annalisa explains how the pandemic reinforced her vision of a quality proposal. "We decided to reduce our group tours because we're up against operators that offer discounted packages with very low levels of service and

unprepared guides. Instead we developed our luxury department, whereby luxury means doing plenty of research and providing solutions that put the ethics back into tourism, making our clients feel like they are staying with friends, with a focus on sustainability. That's why we got rid of maps and other printed materials, replacing them with purpose-made, curated digital versions. We also pay plenty of attention to optimizing transfers. On a recent tour, we combined different groups in the same van to cut down on emissions. On the plus side, it meant that people could get to know one another and share their experiences. It shows that quality and the environment can go hand in hand."

Annalisa has noticed two post-pandemic trends: a thirst for freedom and for active experiences. "Museum goes around independently, without having to observe set times and durations," explains Annalisa. "They book tickets by themselves. Even older travelers, who bought smartphones during Covid, are digitally adept. The digital world doesn't dominate completely, however, and our



personalized service offers a helping hand. As far as active experiences are concerned, we have invested considerably in e-bike tours, where we always strive to combine art and culture with food and wine. Before setting off and during the tour, we explain the themes and our guides really add to the firsthand experience, highlighting the history and beauty of the scenery." Wine continues to be a major attraction and SlowTourTuscany organizes cellar tours both with small top-tier producers and leading brands for unforgettable experiences.

In a nutshell, for Annalisa Menconi true luxury comes from knowing the area and the ability to pinpoint and provide local specialties, providing an ethical and flawless service that is respectful of the environment, its residents and travelers. SlowTourTuscany has embraced the challenge and is furthering its cause with dedication and success, in the hope of setting an example that other local operators will follow.

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



Imagine eating breakfast with Duomo views, savouring lunch in the shade of a flowering bower, sipping a sunset cocktail under a loggia or indulging an exclusive dinner on a panoramic terrace. Discover all the magic of the roof terrace at **Grand Hotel Baglioni**.



## B-Roof: the most spectacular terrace in Florence with all-round city views

Finding a place that everyone can agree on is always a feat, but B-Roof is one of those legendary spots. B-Roof is one of very few places in Florence that offers day-to-night social situations with unparalleled vistas. Start the day with stunning views of Brunelleschi's Dome, have lunch with colleagues beneath the shade of a flowering pergola with the Pitti Palace on the horizon and enjoy the "golden hour" with a curated cocktail while gazing towards Santa Maria Novella. Perhaps wow someone with an exclusive dinner on one of the spectacular terraces vaunting views across the entire city. And then every year on June 24, discerning diners head to B-Roof to watch the patron saint's day fireworks over a delicious dinner.

Summertime calls us outdoors, but if the weather turns or the sun's too strong, B-Roof boasts refined, welcoming and detail-oriented interiors that frame the cathedral up close, like

in a museum. The loggia makes guests feel at home in a laid-back scenario that entices relaxation and the flowering pergola looking towards Santa Maria Novella is timeless in tone, conjuring up the Tuscan countryside right in the city centre. What makes B-Roof truly unique is the fact that the venue boasts several terraces with views all over the most important monuments in Florence. Still not convinced? Just take a look at the menu with its researched and refined dishes that never stay on the safe side.

The unique location, elegant ambience and culinary excellence are the strengths of this exceptional terrace that will make you fall in love with Florence even more.

Find out more + discover the summer programme [www.b-roof.it](http://www.b-roof.it)



# Manifattura Tabacchi: The Factory

Florence's urban regeneration project par excellence, Manifattura Tabacchi, continues to expand its horizons with new **restaurants, cafes, stores, offices, artisanal workshops**, and even a **rooftop garden** for the summer and beyond. The former tobacco factory is already one of the most innovative spaces in Florence, having operated as a cultural hub for several years.

## Up on the roof

**Officina Botanica (Botanic Workshop)**, a public roof garden designed by landscape architect Antonio Perazzi, is among the new features. Bringing more greenery to the city, the 560-square meter space is adorned with trees, shrubs and perennials.

## Resident businesses

As well as being a permanent home for innovative businesses, such as **LVMH Group**, **Doghead Animation** and **SDG Group**, The Factory is home to the likes of **SuperDuper** for hand-made hats; **LUNEDÌ** for sustainable clothing and jewelry; **Fàbera**, for ethical jewellery featuring recycled gold and lab diamonds; **Noa Ink** for tattoos and piercings; and **Blues Barber** shop, born out of a tradition of Sicilian barber shops. Global leader in the design and production of bicycles, **Trek Bikes**, has also set up shop at The Factory. During Pitti Uomo this June, tailoring service **Archivi Sartoriali** will open at The Fac-

tory. On June 22, top Tuscan hairdressing salon **Polvere Nera Parrucchieri** will begin business with 40 years experience of hair sculpting staffed by highly qualified personnel from Florence's Accademia Polverini.

## Eating + drinking

Culinary pleasures are also at the forefront of this expansion. Venetian-inspired **Bulli&Balene** settles into a permanent location, while Japanese spot **HIROKO Bentō e vini fatti a modo** makes for a quick lunch option. Florentine favourites **Ditta Artigianale** and **Shake Café** will take up residence alongside newcomer bakery **Cuchiss Lab**. **Bottega Biologica** also opens its doors, carefully sourcing produce from local farms. Food trucks **Chiosco ai Renai** and **Necciaio** serve top street food in the boulevard every Monday in June and July.

## Events this summer

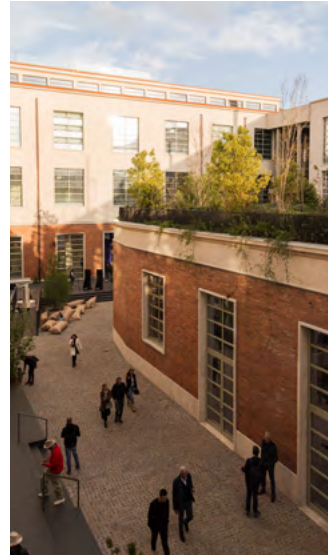
The Factory hosts some of the hottest events in town, from live music to books and

talks and children's workshops. **LoudLift LIVE** is curating a lineup of top indie Americana and folk artists. **Lattexplus** returns with its "clubbing differently" vibe. 2023 brings a new partnership with the internationally renowned **Fiesole Music School**, with classical concerts throughout the summer. Expect outdoor movies galore in Maker Street, curated by **Fondazione Stensen**. B11 hosts art project **Calentamiento** by the Vaste Programme collective and **TOAST Project Space** welcomes Condylura's **Wieland Schoenfelder** show. During Pitti Immagine Uomo, from June 14 to 18, the first floor of the B9 building will host the show **THreSH(h)öld - a point of beginning**, with installations made by Fashion Art Direction students at Polimoda. Check out resident experimental designer **Duccio Maria Gambi's** works; **VEDA**, the contemporary art gallery founded by Gianluca Gentili; **ZOO\_Hub's** furniture and furnishings showroom/gallery; as well as the

headquarters of **Associazione Arte Continue** in The Factory's central building, which provides free public art initiatives involving top international artists. Parents will be relieved to learn about the summer school facilities: art workshops organized by **Onouka**, skate lessons from **Fortezza Crew**, performing arts with **Il paracadute di Icaro**, eco workshops from **Fondazione Ferragamo** and the **Todomodo Dilà** kids' book club.

Manifattura Tabacchi remains reserved exclusively for pedestrians and cyclists in an effort to embrace sustainable mobility.

The **SYNLAB Group** will open a multifunctional space at Manifattura Tabacchi this June. Stay tuned!



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



# Marrying at Villa di Maiano

There's something truly irresistible about tying the knot in Tuscany. How could anybody *not* say yes to the rolling hills, quintessential sunsets and some of the finest food and wine in the world?



Event planners **Giritaly** ([www.giritaly.com](http://www.giritaly.com)) recently organized a fairytale destination wedding at Villa di Maiano in the hills of Florence, thanks to the fundamental support of **Tuscany for Weddings** ([www.tuscanyforweddings.com](http://www.tuscanyforweddings.com)), the dedicated division of Destination Florence Convention & Visitors Bureau operating on behalf of Toscana Promozione Turistica. Famous for being featured in James Ivory's iconic movie *Room with a View*, the 15th-century villa was the spectacular setting chosen by the planners with their Saudi Arabian clients Nedim and Iman, which welcomed 80 guests from May 24 to 26. We spoke with the wedding planners to discuss the process.

## **Why did you decide on Tuscany for this important wedding?**

Other than the couple being in love with Florence, we are in love too. The selection of locations, the skillful and agile providers and, most importantly, the support system from Tuscany for Weddings made both the couple's and the planner's experience smooth and fruitful.

## **What was important for you in terms of choice of location? How did Tuscany deliver?**

Tuscany has so many beautiful locations, but I have to say that Villa di Maiano is the most supportive and "home away from home" venue we have ever worked with.

## **Tell us about the concept behind the wedding.**

We used olive trees and candles to create a warm, cozy and rustic am-

biance...The design process played a crucial role in making the wedding truly special. The save the date and the watercolor painting crafted a visual narrative that celebrated the couple's love story and showcased the beauty of Villa di Maiano and Florence. The festivities started with welcome drinks set against the backdrop of the breathtaking villa and its lush gardens as guests were treated to expertly crafted and elegantly presented delectable delights. The indoor dinner was a stunning showcase of creativity and elegance. The tree-inspired decor, inspired by the villa's environment, enchanted guests and added a touch of magic to the evening.

## **What were the benefits in terms of arranging a wedding in Tuscany?**

Advantages included the incredible coordination we enjoyed with the Convention Bureau as well as with





suppliers we already knew and new partners introduced to us by Tuscany for Weddings that proved to be superb. The credit for making this dream come true goes to Villa di Maiano, Floralia for the flower design, Galateo Ricevimenti for the catering, JDEvents for light and sound, Baspi and Coave for transfer, while the pre-wedding event was held at IL Tornabuoni Hotel and accommodation at Helvetia & Bristol and CHotels. We would like to thank Tuscany for Weddings for their invaluable assistance in making this wedding a truly unforgettable experience. Their support, guidance and reliable network of suppliers were instrumental in bringing our vision to life.

## Tuscany is still top

Out of the **11,100 international couples** who got married in Italy in **2022**, Tuscany remained the most popular region for **destination weddings** at **21%**

(Source: Osservatorio Destination Weddings in Italy Report, conducted by Centro Studi Turistici di Firenze, commissioned by Convention Bureau Italia and funded by Italy's Ministry of Tourism)

**Firenze Convention Bureau** lends support to a wide range of events. Here are three examples of **corporate events, congresses and conventions** that will be taking place in Florence this summer, which we are proud to have helped make happen.



# Making events happen since 1995



## Verisure

On May 16, 600 successful team members of security company Verisure attended the company's corporate sales convention at **Teatro del Maggio Musicale Fiorentino**. **MasterSales** is held every year in a different city in Italy and Firenze Convention Bureau played its part by supporting the organizers. The decision to hold the 2023 edition in Florence was both geographically strategic for guests arriving from all over the country and part of a territorial marketing and brand awareness campaign. The partners that contributed to the event organization include StudioVisio, SSD LAB, Gerist and DETTAGLI. Verisure Managing Director Stefan Konrad explained what lay behind the company

success in 2022, and basketball champion and Olympic silver medal winner Julio Velasco delivered a keynote speech about the importance of teamwork.

## AWC 2023

From July 9 to 11, around 200 association leaders, event strategists, international professional, business and scientific associations, societies and federations will gather at Firenze Fiera for **Associations World Congress 2023**. Florence's bid to secure Europe's most attended conference by destination promotion association leaders and executives was developed by Firenze Fiera, the event's main sponsor, in collaboration with the host destinations sponsor Firenze Convention Bureau and OIC Group.

The congress is organized by Damian Hutt, Executive Director of the Association of Association Executives.

## CIPA

From June 25-30, **CIPA 2023** will take place in Florence as researchers, professionals and site managers attend a congress aimed at documenting, understanding and preserving cultural heritage. CIPA was founded in 1968 by ICOMOS (International Council of Monuments and Sites) and ISPRS (International Society for Photogrammetry and Remote Sensing) to facilitate the transfer of technology from the measurement sciences into the heritage documentation and recording disciplines. The bid to lock down the event was won thanks to the collaboration of Firen-

ze Convention Bureau and promoted by Professor Grazia Tucci of the Department of Civil and Environmental Engineering of the University of Florence. Appointed as Symposium Director, Prof. **Grazia Tucci** received a Florence Ambassadors Award in 2022 and is a member of the Firenze Advisory Board. AIM Group is the organizing secretariat.



# THE WINE LOUNGE



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## TENUTA PRIMA PIETRA

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# Italy at Hand comes to Tuscany

**Tobia Salvadori**, Director of **Convention Bureau Italia**, tells us about the fifth edition of **Italy at Hand**, which will take place in Florence from December 13 to 16.



## What is Italy at Hand?

**Italy at Hand** is the top international event for the promotion of Italy as a MICE destination. It took place for the first time in 2018 and is co-organized by Convention Bureau Italy and ENIT – the Italian Government Tourist Board. This will be the fifth edition after being held in Bologna, Rome, Milan and Naples. We are delighted that Tuscany applied and won the bid to host Italy at Hand 2023, which was made possible thanks to the dedication and enthusiasm shown by **Toscana Promozione Turistica, Destination Florence Convention & Visitors Bureau and Firenze Fiera**, supported by very committed local suppliers.

## Who are the delegates at Italy at Hand?

International event organizers from Europe and, for the first time, from more distant markets, such as North and South America and Asia, travel to meet Italian MICE professionals from all over the peninsula. Something that we are particularly proud of is that this year's event will see a rise in the number of delegates, which will make Italy at Hand a true celebration of the Italian meeting industry. In recent years, Convention

Bureau Italia has made huge steps to ensure the participation of quality customers for our Italian trade professionals and delegates. That's what makes Italy at Hand the leading event in the sector. Previous editions have seen an incredibly high appreciation of the buyers who have taken part and we are certain to achieve the same level of potential business again this year due to the international clients who are attending the B2B event.

## How much does Florence as a destination help to attract international delegates?

Florence is undoubtedly one of Italy's most successful destinations at an international level among the MICE industry and beyond. Florence has always been a sought-after destination in terms of holding trade fairs and conventions thanks to having an incredibly strong Convention Bureau, which sets an example both nationally and internationally. Florence is a natural location to host Italy at Hand since the city is so accustomed to hosting events. So, yes, Florence is a destination that definitely attracts delegates from overseas. After the previous editions, it was logical and in line with the event's objectives to bring Italy at Hand to Florence.

## How is the event structured?

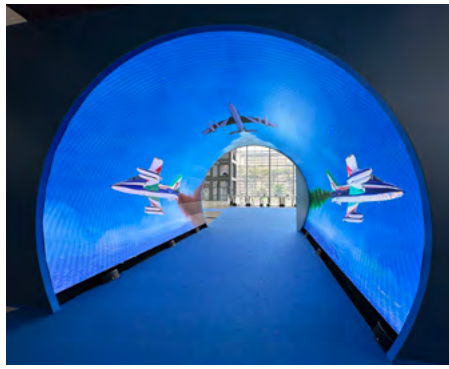
Italy at Hand consists of a blend of activities. One of the hallmarks of the event is that **pure business coexists alongside more sociable moments**, in which the delegates experience the unique characteristics of the destination first-hand, hence the name of the B2B event. The event gets underway with an informal

evening, which includes some ice-breaking activities, so that the buyers and suppliers can get to know one another on the first night. Then on the following days, we organize half-day workshops. We are proud that we can rely on partners like Toscana Promozione Turistica, Destination Florence Convention & Visitors Bureau and Firenze Fiera, which will host the business side of the event through workshops and meetings. In the afternoons, the delegates are divided into groups to take part in interactive, dynamic and experiential activities, so that they can find out for themselves the opportunities that the destination has to offer. While we are still working on the final programme, activities in Florence might involve learning about perfume making, fashion and the art world. It's a way for delegates to become acquainted with the essence of the destination and with one another on a more informal basis, which makes business more effective. We will also be arranging technical site inspections, meaning that participants will be able to visit locations and hotels, which will make it easier for them to organize events in Florence. Italy at Hand will culminate in a gala dinner. In addition to celebrating the event, the delegates and the meeting industry, we will honour the buyer who has distinguished him/herself for having held the most meetings with Italian MICE trade professionals.

## Italy at Hand

December 13-16

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



Florence-based events solutions company **Tecnocconference is celebrating its 40th year of business.**

## Tecnocconference turns 40

A pioneer in the MICE industry, Tecnocconference was founded in 1983 after founder Mario Grotti's experience as a sound and video technician at the 1975 World Cancer Congress, the first trade event ever to be held at Florence's Palazzo dei Congressi. Over the years, the company has honed its expertise, providing latest-generation technology for events, beginning with valve amplifiers and, more recently, shifting into the Metaverse and augmented reality.

Providing consultancy (event formats, built-in AV+IT services and sponsorship opportunities), creativity (copywriting, video production, graphic design, virtual studies and crossmedia contents), technology (audio, video, technical lighting, simultaneous interpreting, software and

broadcasting) and design (project management, fixed installation, set design, logistics and live direction), Tecnocconference is renowned for offering up-to-the-minute solutions for the corporate, institutional and association markets.

With over 60 employees, more than 150 external consultants and 43 international partners, Tecnocconference manages around 1,800 events every year with 4,000 technicians at work, even during the pandemic. In 2020, the company established itself as a hybrid and virtual specialist, based on a solid background of IT skills, which secured a win in the Innovation category at the FCE Awards 2023 for the "EUS Skyline: oltre i confini" project.

Over the years, Tecnocconference has partnered with

some of the most important events in Italy, such as Expo 2015 in Milan and the G7 and G20 Summits in 2017 and 2021 respectively. Now the company is the official technology partner, alongside Tecnocconference Europe, of the EUR S.p.A. congress centre in Rome. Tecnocconference is also an official partner of Palazzo Wanny, a multipurpose events space in Florence.

"We have seen our company grow and establish itself as a leader in the events world," remarks CEO **Lisa Grotti**. "Now Tecnocconference is celebrating 40 years of business. We are celebrating this milestone with the pride of an invaluable legacy, while continuing to invest so that we will be ready for the challenges that lie ahead."

### TECNOCONFERENCE FACTS + FIGURES

**+1,500**  
events managed every year

**40**  
years of experience

**65**  
employees  
with an average age of **40**

**3**  
headquarters in Florence, Rome  
and Milan

**4,000**  
m<sup>2</sup> warehouse space

**45**  
international partners

# A JOURNEY INTO THE WORLD OF COFFEE



Accademia del Caffè Espresso,  
via Bolognese 68, 50014, Pian di San Bartolo (FI)

# ACCADEMIA

# Temporary citizens keep giving back to Florence

The Be.Long program introduced by the City of Florence and Destination Florence Convention & Visitors Bureau recently presented **new integration opportunities aimed at international students**. From volunteering to educational campaigns about responsible drinking and preventing sexually transmitted diseases, the initiatives are aimed at the 35,000-plus international students who come to Florence every year. From May 30 to June 2, **Florence was the only city in Italy to present such a broad and integrated program at Uni-Italia's Study in Italy pavilion at the 75th edition of NAFSA**, the leading trade fair for international education, which was held in Washington, D.C. On May 30, on the occasion of NAFSA, the City of Florence and Destination Florence Convention & Visitors Bureau were invited to attend an **exclusive event at the residence of the Ambassador of Italy to the United States**, Mariangela Zappia, which is called none other than Villa Firenze!



“Be.Long grows year after year, providing assistance to the many international and non-Florentine students as well as professionals who move here due to the high-quality educational opportunities,” explains **Titta Meucci**, city councillor for universities and research. “The innovative formula, which focuses on services and integration between residents and temporary citizens, reinforces Florence’s vocation as a city of knowledge and learning. Participating in the world’s leading trade fair for international education is extremely important in communicating the Be.Long project to a wider audience.”

“Florence hosts one of the largest concentrations of American study abroad programs in the world, with more than 50 US schools that welcome thousands of American students every year,” remarks **Ragini Gupta**, US Consul General in Florence. “In 2022, the number of students enrolled at US university pro-

grams here exceeded pre-pandemic figures; our estimate is at least 16,000 students. The Consulate welcomes the city’s efforts to make it easier for students to benefit from cultural offerings through Be.Long, which provides the necessary information to become fully integrated and active members of the Florentine community, such as connecting students with important volunteering opportunities. The spirit of giving back is part of the American national character and our students regularly take part in activities with the Misericordia, Red Cross, Angeli del Bello and many more. Cultural and academic exchange is one of the cornerstones of US-Italian bilateral relations and the Consulate is proud to support Be.Long because it improves the quality of our students’ time here and helps them to become ambassadors in the US-Italy relationship, encouraging others to follow in their footsteps.”

This year marks the 50th anniversary of two leading study-abroad programs in Florence: **Kent State University and Istituto Lorenzo de’ Medici**. In 1972, 10 Kent State architecture students accompanied by faculty members traveled to Florence to study for a few weeks. Now, KSU offers over 90 courses in Florence. In celebration of the 50th anniversary, the Kent State University Florence program is hosting a speaker series with Hollywood legend **Don Reo**, creator of Netflix’s *The Ranch*, *Two and a Half Men*, *Everybody Hates Chris*, *M\*A\*S\*H* and *The Golden Girls*. During these eight seminars, attendees will learn about the craft of storytelling, screenwriting for TV, working with actors, showbusiness, and how to pitch ideas for American TV streaming services. Several guests will be joining Reo, including **Mayim Bialik**, host of *Jeopardy* and *Big Bang Theory* star. These free seminars are open to all every Monday and Wednesday through June 21 (6-7:30 pm) in the main lecture hall at Palazzo Vettori (via Cavour 26). On June 21 at 6pm, Don Reo will receive a lifetime achievement merit award from Fondazione Franco Zeffirelli.

The values of learning through lived experience of knowledge, curiosity, exchange and the importance of global perspectives are exemplified by the partnership between **Marist College** (New York) and **Istituto Lorenzo de’ Medici** (Florence). This year’s commencement ceremony for Marist Italy graduates held at Palazzo Budini Gattai included a special recognition for the founder of Istituto Lorenzo de’ Medici, **Fabrizio Guarducci**, who was awarded with an Honorary Doctorate of Humane Letters. Guarducci began the Istituto Lorenzo de’ Medici in 1973 and was recognized by Marist College in honor of “50 years of exceptional education and learning experiences provided by Lorenzo de Medici. For his visionary leadership in creating and growing the institution, the commitment to students and helping them develop their creativity and realize their own potential, and for the valued partnership between Lorenzo de’Medici and Marist College.” So noted Dr. Kevin Weinman, president of Marist College.

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and TikTok: **@belong.florence**  
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**destinationflorence.com**

# 50

## GIORNI DI CINEMA A FIRENZE

### *50 Days of Cinema in Florence*

An intensive programme that holds together some of the Florence's most international and long-running festivals, and brings to the City cinema, culture, art and events. Moreover, new feature of this edition is the "Rising Stars of Italian Cinema", a special project designed for the talents of the future in a new collaboration with the Accademia del Cinema Italiano Premi David di Donatello.

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

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**FÁN HUÁ CHINESE  
FILM FESTIVAL**

october 10-15  
**MIDDLE EAST NOW**

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**FLORENCE QUEER  
FESTIVAL**

october 28 - november 1  
**FRANCE ODEON**

november 4-12  
**FESTIVAL DEI POPOLI**

november 15-19  
**LO SCHERMO DELL'ARTE**

november 24-26  
**FESTIVAL  
INTERNAZIONALE  
DI CINEMA E DONNE**

december 1  
**PREMIO N.I.C.E.  
CITTÀ DI FIRENZE**

december 7-12  
**RIVER TO RIVER  
FLORENCE INDIAN  
FILM FESTIVAL**

**Closing Event**



**ITALIAN  
RISING STARS**

