

# DF

## Destination Florence

CONFERENCES / FIRENZE FIERA HAS PLANS TO ADD PAVILION MUSIC / OPERA HOUSE TO INAUGURATE NEW AUDITORIUM EDUCATION / STUDY ABROAD INDUSTRY TO RESUME STRONGLY IN THE SPRING

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MAGAZINE

DESTINATION FLORENCE CONVENTION & VISITORS BUREAU



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**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.*

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*cover photo: Maso Manetti*

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## Joining forces for an extraordinary future

2021 has been an incredible year, to say the least, with seemingly never-ending ups and downs: stop and go, lockdowns and starting again, sold out by the sea but empty cities, and ever-changing anti-Covid rules. It's been an unparalleled situation, devoid in signposts that pointed a way out.

In these circumstances, there is only one way to react and not succumb to it all: to join forces. This year, Destination Florence Convention and Visitors Bureau has shown that teamwork isn't a meaningless word, but a way of working that's natural in this sector, and a set of subsystems that achieves more than the sum of its parts when we act in a coordinated way.

That's the way we worked for MICE, bringing together the whole sector. This way of working resulted in winning 11 international conferences in 2021, which in addition to those already planned mean that 23 international conferences will be coming to Florence over the next three years, a total of 57,000 delegates and 102 million euro for the local area. This methodology will allow us to consolidate these results over the coming years and reach the goal of 30 congresses every year.

In the leisure sector, we put forward a system of offers that merged hotel bookings with experiences to promote better informed and less "here today, gone tomorrow" tourism. Here, too, the figures confirm our reasoning.

In the wedding industry, after being among the first in Italy to pinpoint this specific segment, we have promoted the Tuscany for weddings brand, which brings together the many professionals who work in the field and who now collaborate under the Tuscany for weddings profile.

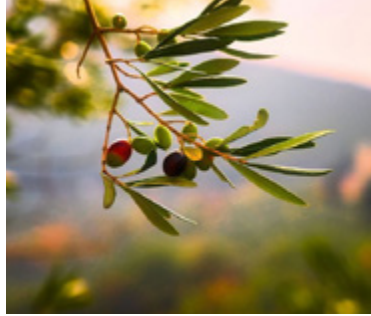
That's not all. We have also introduced new projects that will allow us to target previously overlooked segments, like Be.long that focuses on everyone living in Florence for medium-long spells and who are halfway between being residents and visitors. (36,000 students spend between 30 and 150 days in Florence every year.)

Quantity means little compared to the outstanding results achieved in terms of our way of working. And if we've really got it right, an extraordinary future lies ahead.

**Federico Barraco**

President, Destination Florence  
Convention and Visitors Bureau





*Turning strengths into opportunities and opportunities into resources for the whole area: this was the belief that drove us to establish Destination Florence several years ago, the leisure division of Destination Florence Convention & Visitors Bureau, which promotes Florence as a destination to an international public. In actual fact, it's far more than just a marketplace.*

- JAN: **Be.Glam**
- FEB: **Be.Inlove**
- MAR: **Be.Woman**
- APR: **Be.Creative**
- MAY: **Be.Rock**
- JUN: **Be.Yourself**
- JUL: **Be.Modern**
- AUG: **Be.Cool**
- SEP: **Be.Long & Be.Happy**
- OCT: **Be.Green**
- NOV: **Be.Inspired**
- DEC: **Be.Human**

## What to expect from **Destination Florence** in 2022

Instead Destination Florence is a tool for the City of Florence, which explains the lifestyle and makes it accessible to everyone who wants to truly experience the place. The website is a product of teamwork with the City of Florence, our members and partners, which has engaged a wider audience since 2017, revealing the hidden sides of our city, all within the reach of a click.

Why am I telling you all this? Because all good projects start with analyzing the past and what better time than now to plan the new year, which marks a proper new beginning for Florence and all of us?

2022 for Destination Florence will be a colourful, eclectic and inclusive year. Every month, as is now our custom, will show a different side of our city.

**January** in Florence is all about *fashion*, of course. The year begins with a touch of glamour as the Pitti Immagine Uomo and Pitti Immagine Bimbo trade fairs bring style and eccentricity to the city. Destination Florence is ready to dazzle with **Be.Glam!**

When it comes to **February**, how can we not talk about love? Fortunately, in Florence, romanticism is never corny as love comes from the lights of the centuries-old buildings lining the River Arno, the narrow streets that surprise us with their views and sensational winter sunsets on the Ponte Vecchio. We'll tell you about the city's old love stories and reveal the most romantic corners. Are you ready to **Be.InLove** with Florence?

Winter winds down and it's time to celebrate life and

rebirth. **March** is a month dedicated to women and Destination Florence will focus on its female figures, women who have inspired, moved and excited us, by promoting exclusive themed tours.

**April:** spring is in the air as we start making and encouraging the arts and crafts that make Florence so famous around the world. MIDA, Florence's longstanding fair, gets underway, so it's time to **Be.Creative!**

The month of **May** loaned its name to one of the most important cultural institutions in Florence: Maggio Musicale Fiorentino, which is named after the prestigious Maggio Musicale Festival, the oldest of its kind in Italy. This month, Destination Florence will concentrate on music and theatre, but not just of the

classical variety. In May, we'll be a bit rock too as Visarno Arena gears up to welcome back Firenze Rocks with Green Day, Muse, Red Hot Chili Peppers, Metallica all taking the stage. Truly **Be.Rock!**

Then comes the summer with **Be.Yourself** in **June**, which we devote to inclusivity, because Florence is a city where everyone can be themselves, dating back to 1853, when Leopold II, Grand Duke of Tuscany, abolished the punishment for homosexuality; **Be.Modern** in **July**, when the city is vibrant with new exhibitions and contemporary art that accentuates the Renaissance culture; **Be.Cool** provides an alternative August: what better month to dive into Florence's swimming pools and shaded spots?



“We are particularly proud that Florence is the only Italian city listed in Lonely Planet’s Best in Travel 2022 as this recognition has been given because of what Florence is doing in terms of sustainability and its focus on an area that extends beyond the five square kilometres of our historic centre. Through the *Firenze Insolita* projects, urban regeneration campaigns like Manifattura Tabacchi and new infrastructure, we want to focus on the 100 km<sup>2</sup> outside the historic centre, *Firenze 100*, which is a provocation but also a way of bringing life back to the heritage spread across five neighbourhoods. This is something we’ve worked on in recent months to spark interest and awareness among citizens. During the pandemic, we put out a call for bids to encourage creativity among cultural and tourist operators in presenting an offering beyond the old city centre. Amazing projects emerged related to art and nature, cycling tourism and much more. Lonely Planet actually mentioned *Firenze Insolita*, Manifattura Tabacchi and Uffizi Diffusi in its ‘Best in Travel 2022’ guide book, which confirms why it’s important to keep working in this direction.”

**September** is a special month for Destination Florence. Many consider it to be the “Monday” of the year, as the school year recommences, and not just for our kids. From all over Italy and from overseas, Florence prepares to welcome students who will become temporary citizens during their time in the city. This is the month that Destination Florence dedicates to its new *Be.Long* project, which we’ll also talk about in this issue of *DF Mag*.

In the autumn, our city isn’t that much different than the rest of Tuscany. In **October**, everyone’s talking about the new olive oil, the new wine, truffles and the year’s harvest. Destination

Florence turns green, just like the freshly pressed oil, as well as the colour of sustainability, because Florence truly wants to become increasingly (*Be.*) *Green*.

Last but not least, we finish the year in **November** and **December** with *Be.Inspired* and *Be.Human*, because the time has come to retrace the past again, drawing inspiration from historical Florentine figures so that we go back to being a bit more human and make the right leap to plan a new future once more.

—**Carlotta Ferrari**  
Director, Destination  
Florence Convention &  
Visitors Bureau

—**Cecilia Del Re**,  
*City Councillor for Tourism*



# Florence Ambassador Awards 2021

On October 14, the fifth **Florence Ambassador Awards** were held at the Palazzo Vecchio. Promoted by the City of Florence, Destination Florence Convention and Visitors Bureau, Firenze Fiera and the Chamber of Commerce, 32 ambassadors were awarded for their international promotion of the city in the sumptuous setting of the Salone dei Cinquecento.

The Florence Ambassador Awards celebrate and reiterate the importance of synergy between the academic and conference tourism sectors, as well as extending its view to other sectors in city life, which make Florence an international place, sought after for its beauty, social and economic fabric, and the efficiency of its services. The red carpet event welcomed leading figures from a variety of professions, including university professors and researchers who have helped the city to secure top-tier conferences and events of major economic value for Florence.

The evening was attended by Eugenio Giani, President of the Tuscan Region; Dario Nardella, Mayor of Florence; Cecilia Del Re, city councillor for economic development and tourism, fairs and conferences; Alessandra Petrucci, dean of the University of Florence, who delivered a speech about the university's openness to the world while remaining rooted in the city; Carlotta Ferrari, director of Destination

Florence Convention & Visitors Bureau, who spoke about the importance of intellectual capital for Florence as a destination; Leonardo Bassilichi, president, Chamber of Commerce of Florence; Federico Barraco, president, Destination Florence Convention & Visitors Bureau; and Lorenzo Becattini, president, Firenze Fiera.

**"In recent months, Florence has won 11 international congresses over the next six years for a total of 27 million euro. We never stopped, even during the hardest months of the pandemic."**

"The University of Florence has strong roots to the city, but it dialogues with the world. Evidence of this is seen in our degree courses in English, courses that result in joint or double qualifications, the significant number of international and Erasmus students, partnerships with foreign universities and initiatives with the

foreign universities here in the city," commented **Alessandra Petrucci**, dean of the University of Florence. "All these activities are based on dialogue, meetings and events. They can only have positive repercussions in the promotion of Florence, hence the local congress system. By sharing the academic excellence of Florence, we help the city to have 'ambassadors' around the world: not only our lecturers and students, but also the students who come here for varying lengths of time."

"The conference industry is a driving force of the Florentine economy, even if we sometimes aren't aware of it. International congresses bring thousands of highly qualified guests to the city who have a high level of culture and spending capacity," commented **Leonardo Bassilichi**, president of the Chamber of Commerce of Florence. "These are prestigious tourists for whom Florence must improve its level of hospitality, starting with local



infrastructure. I'm convinced that the conference sector will become one of the fields that will drive our economy in the post-pandemic era."

"The success of the Florence Ambassador Awards 2021 is proof of the value of the conference industry for Florence," explains the president of Firenze Fiera, **Lorenzo Becattini**. "We are seeing a growing trend in the confirmation of events by loyal customers and the arrival of new requests, more than in 2019. It's a sign of renewed enthusiasm and the drive to meet up in person again. About 30 events have been scheduled between now and the end of the year, including company conventions and congresses which, in addition to the many bookings for the first half of 2022 and the work

done on international bids with Firenze Convention Bureau and the City of Florence, bodes well for success and growth next year."

"This is an important time to turn the spotlight on the conference industry and its centrality for the city's image as a place to meet and exchange knowledge after the forced stop for the sector and the hardships experienced by many companies," elaborated **Cecilia Del Re**, city councillor for tourism, fairs and conferences. "This is an opportunity to relaunch Florence as a conference destination, the result of hard work and planning that never stopped during the pandemic aimed at attracting quality events to Florence."



The 32 "Ambassadors" are **Paolo Dabove**, President, GFOSS Geographic Free/Open-Source Software and Researcher, DIATI, Department of Environmental, Territorial and Infrastructure Engineering, Politecnico di Torino; **Luca Delucchi**, chair, Local Organizing Committee, FOSS4G Congress, GIS expert, Fondazione Edmund Mach (Trento); **Sara Bagassi**, board member AIDAA - Associazione Italiana di Aeronautica e Astronautica, Executive Committee Member ICAS - International Council of the Aeronautical Sciences; **Erasmus Carrera**, President AIDAA - Associazione Italiana di Aeronautica e Astronautica; **Laura Biancalana**, Director General, Andrea Bocelli Foundation; **Claudio Cerasa**, Editor, Il Foglio; **Kelly Livers**, CMP, CTE Vice President - Meeting and Events Department, Global Atlantic Financial Group; **Iacopo Olivotto**, Professor of Cardiovascular Diseases, Università degli Studi di Firenze, Department Head, Careggi University Hospital, Florence; **Katia Baldini**, Nursing Coordinator, Careggi University Hospital, Florence; **Carlo di Mario**, Professor of Cardiovascular Diseases, Careggi University Hospital; **Marco A. Cassatella**, Professor, Department of Medicine, General Illness, Università degli Studi di Verona; **Francesco Annunziato**, Professor of General Illness, Università degli Studi di Firenze; **Stefan Knipe**, CEO, Superior Choices; **Francesco Prati**, Director, Urgent Cardiology Ward and UTIC, Ospedale San Giovanni Addolorata, Rome; **Anna Paola Concia**, coordinator of the organizing committee, Fiera Didacta Italia; **Sergio Serni**, President, SIUD Congress; **Vincenzo Li Marzi**, President, SIUD Congress; **Federico Chiesi**, President, SICREA; **Mauro Grassi**, Director, ETE - Earth Technology Expo; **Andrea Riccardo Genazzani**, President ISGE; **Grazia Tucci**, Professor, Department of Civil and Environmental Engineering, Università degli Studi di Firenze; **Marco Bellandi**, Professor, Department of Economic and Business Sciences, Università degli Studi di Firenze; **Alessandro Mugelli**, Professor Emeritus, Department of Neuroscience, Pharmacology and Child Health, Università degli Studi di Firenze; **Giovanni Caridi**, ARS Hotel; **Lorenzo Leoncini**, Professor, Department of Pathological Anatomy, Università degli Studi di Siena; **Alessandro Bianchini**, Professor, Department of Industrial Engineering, Università degli Studi di Firenze; **Giovanni Ferrara**, Professor, Department of Industrial Engineering, Università degli Studi di Firenze; **Andrea Arnone**, Professor, Department of Industrial Engineering, Università degli Studi di Firenze; **Agnese Pini**, Editor, La Nazione; **Cinzia TH Torrini**, director; **Lorenzo Melani**, President, Fondazione Internazionale Menarini; **Zubin Mehta**, Honorary Life Director, Maggio Musicale Fiorentino.

# Events in and around Florence

*A wide range of events keep visitors to Florence content through the chillier months, with dance, fashion, exhibitions and theatre ensuring we have plenty to keep us busy.*



## FASHION

### **Pitti Immagine**

Florence fills with flair for the fashion fest that sees top designs take part in the unique showcase. The theme this year is Pitti Reflections, with events taking place at Fortezza da Basso and often spilling over into the streets as so-called Pitti Peacocks display their looks. The formats are divided into men, children, and textiles, with Pitti Uomo and Pitti Bimbo taking place from January 11-13, and Pitti Filati from February 2-4, setting the trends for the year to come.

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

## WEAR

### **Immagine Italia & Co.**

February 5-7 sees a fashion exposition of a different kind: lingerie and homewear are at the centre of the three-day focus for brands that design and create the clothes that are closest to the skin. Previews and workshops form the line-up for the trade event at Fortezza da Basso.

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

## EXHIBITION

### **The Bronze Portraits of Michelangelo by Daniele da Volterra**

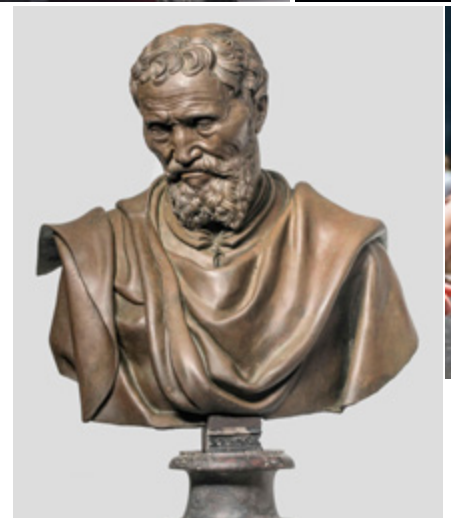
The Accademia Gallery on via Ricasoli is set to host an exciting new exhibition from February 15 through to June 19. Curated by Cecilie Hollberg, the centuries-old bronze busts of Michelangelo attributed to Daniele da Volterra will be on display, with important loans from museums such as the Louvre and the Musée Jacquemart-André in Paris.

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

## TEXTILES

### **Firenze Home Textstyle**

On February 4-7, the international fair for home textiles comes to Fortezza da Basso for the fourth edition of the exhibition dedicated to the latest trends in textile furniture in Italy. It's the only international fair in Italy dedicated to textiles for the home, boating, spas and hotel industries, proving an unmissable event for those in the sector. The Spadolini Pavilion will host household linens, upholstery, curtains, furnishing



fabrics, fragrances and more in its 11,000 square metre space.  
[www.firenzehometextstyle.com](http://www.firenzehometextstyle.com)

## ART

### **A misura di bambino.**

### **Crescere nell'antica Roma**

The Prints and Drawings Department of the Uffizi Galleries hosts a child-centred display exploring what it was like to grow up in Ancient Rome, on show until April 24. Rites of passage, education and games are among the themes explored in the statuettes, reliefs, busts and ancient toys.

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





**TASTE**

**Birraio dell'Anno**

Italian breweries and craft beers are put to the test over two days of tastings and competitions. Held at Teatro Tuscany Hall (via Fabrizio de André/ lungarno Aldo Moro 3) on January 15-16, the festival features guided tastings and talks, as well as street food stalls alongside beer samples.  
[www.birraiodellanno.it](http://www.birraiodellanno.it)

**DANCE**

**Danzainfiera**

The large-scale international event dedicated to dance returns to Fortezza da Basso from February 25 to 27. Featuring thousands of dancers and hundreds of events, dance styles from all over come together for a varied

programme that includes masterclasses, competitions, performances and auditions. [www.danzainfiera.it](http://www.danzainfiera.it)

**RENAISSANCE**

**Donatello, the Renaissance**

Palazzo Strozzi and the Bargello Museums present an outstanding exhibition from March 19 at the two locations. Curated by Francesco Caglioti, the path of the influential master of Italian art is charted in dialogue with his contemporaries and reflects on his extraordinary influence.  
[www.palazzostrozzi.org](http://www.palazzostrozzi.org)

**CLASSICAL**

**Maggio Musicale Fiorentino**

The programming at Florence's much-loved theatre always delights classical

music fans and not only. While the new auditorium will be inaugurated on December 21 in the presence of the President of the Italian Republic, Sergio Mattarella, the programme is repeated for the general public on December 22: theatre goers can expect a performance of Puccini's *Messa di Gloria*. The months ahead are set to feature performances of Johanna Strauss' *Die Fledermaus* from January 16 to 23, Luigi Cherubini's *Lo sposo di tre, e il marito di nessuna* from January 22 to February 8, and Pietro Mascagni's *L'amico Fritz* from March 1-12.  
[www.maggiofiorentino.com](http://www.maggiofiorentino.com)

# HIA: where the hospitality managers of the future are trained

Along with fashion, food and wine, tourism is one of the sectors that make Italy out from the rest of the world, as well as representing 13% of the national GDP. Despite this significant factor, there are no postgraduate courses in Italy that train professionals capable of enhancing the value of tourism and hospitality resources. That's the rationale behind **Hospitality Innovation Academy (HIA)**, as explained by **Giancarlo Carniani**, promoter and head of the academy.



*"HIA was created in response to a real demand in the hotel industry, which is constantly seeking middle management with comprehensive training, ranging from soft skills such as leadership and decision making to hotel operations, from digital to design and food & beverage operations," says Carniani. "There are currently offerings of this kind overseas, which are very expensive, or specialization or short master's courses in Italy, which however always adopt a specialized and therefore partial approach."*



The international dimension of the course is guaranteed by two elements. HIA has developed its training process in collaboration with the **Swiss Education Group (SEG)**. Linked to the Swiss hospitality tradition, SEG has 40 years of experience in hospitality business management and culinary arts, during which it has trained professionals with entrepreneurial skills that are in high demand in any job position. Additionally, HIA students will complete their training with a period in Montreux, Switzerland at SEG.

Moreover, the spirit of the academy is to strike a perfect balance between the **teaching and internship hours** that the students do in selected national and international companies. In this way, the students are prepared for a rapid entry into the world of work, with the

possibility of occupying the middle-management positions now required by the best hotel and tourism companies. HIA presents itself as a **"career accelerator"** for its students.

The duration of the course is three years. The first two years will take place in Florence at the Hotel Mulino in via Villamagna, whose boutique structure acts as the perfect teaching tool to immediately introduce students to the school-work atmosphere. The digital part, which is important on the curriculum, will be carried out in places where students will be able to try their hand at the best technologies and feel stimulated through the use of hubs where start-ups work side by side.

The first year of the course will get underway in October 2022 and will involve around 25 students. The organizers are working on **sponsorships and study grants** to enable access for a larger intake. "The institutional and entrepreneurial fabric of Florence is supporting the project because they understand the prestige that an academy like this brings to the city and because we will be a generator of professionalism and jobs in a strategic sector for Florence and for Italy."

He continues: "HIA was therefore created **to train Italian students as ambassadors of the beauty and style of our country through international-level hotel and tourism skills and knowledge**, paying a focus on technological changes and innovation. The word 'hospitality' must once again become central to the post-graduate training of young people from hotel and language schools or any other type of school, who are deeply motivated to work in this sector, which is full of opportunities and is so dynamic, innovative and international."



## A new Cibrèò restaurant opens in central Florence

On November 4, the famous Florentine restaurant brand inaugurated a glamorous hangout at **Helvetia & Bristol – Starhotels Collezione**, one of the oldest hotels in the city.

Vaunting more than 40 years of success, **Cibrèò has now doubled its culinary presence in Florence with a design-driven location at the five-star hotel** near Palazzo Strozzi and Piazza della Repubblica, which recently won Best Heritage Hotel in Italy at the World Luxury Hotel Award 2021.

“The period of closure forced by Covid has challenged the entire restaurant world,” explains **Giulio Picchi**, son of chef Fabio Picchi and the owner of Cibrèò. “Cibrèò has shown resilience and its ability to look to the future. A new chapter now begins, centred on tradition, originality and elegance, key ingredients in taking the first few steps towards the next 100 years.”

The new Cibrèò Ristorante features an original menu focused on curated Italian specialties. Signature dishes include ricotta crepes with white meat ragù, Piedmontese Fassona beef fillet, and L’Abetone”, a

take on the traditional Mont Blanc dessert. The menu is divided into sections: Italy in a Bite, with dishes designed to be shared among diners, and Italy to be Savoured, an à la carte menu dotted with vegetarian, fish and meat recipes.

The striking cocktail bar adds a sophisticated flourish to the new opening as the Siena yellow marble counter dominates the dining room and creative drinks by Cibrèò are prepared alongside international cocktails and a vast selection of spirits. Award-winning Italian architect **Massimo Adario** is behind the refined image of the new Cibrèò Ristorante, whose designs are regularly featured in AD, Elle Decor, Elle Decoration and Real Living.

“The partnership with Cibrèò Firenze is an exciting project that unites two Florentine stories that share a forward-thinking entrepreneurial vision, giving a strong sense of belonging to

our area,” comments **Elisabetta Fabri**, **President and CEO of Starhotels**, the top privately owned Italian hotel chain in terms of turnover and a leader in the upscale, upper upscale and luxury segments with 30 hotels in Italy’s most loved cities, in addition to in London, Paris and New York. “Cibrèò and Starhotels share a vision for the continued pursuit of excellence and Made in Italy as well as an approach that I would call authentic and artisanal.”

### **Cibrèò Ristorante**

**Helvetia & Bristol Firenze –  
Starhotels Collezione**

**Via dei Vecchietti 5**

**+ 39 055 2665651**



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# Museo Novecento in Florence

## 20th-century art in the city centre

In 2014, the Museo Novecento opened its doors to the public in the light-filled space in piazza Santa Maria Novella. **Formerly the Spedale of the Leopoldine, it was transformed into a new museum dedicated to 20th-century Italian art, with around 300 works divided into 15 exhibition halls, featuring a permanent exhibition focused on the early 1900s through to the 1990s.**

The two main collections in the museum are those gifted by **Alberto Della Ragione** and the legacy of **Ottone Rosai**. Della Ragione was moved to give over 241 paintings and sculptures to the city in 1969 following the devastating flood in Florence in response to an appeal by art historian **Carlo Ludovico Ragghianti** to local and international artists, asking them to donate works to replace those lost. Over 200 artists responded, including Alberto Della Ragione, with the pieces finding their home in the new international museum of contemporary and modern art after having spent years in storage. The invaluable donation brought notable pieces to the museum by artists such as **Filippo de Pisis**, **Giorgio Morandi** and **Renato Guttuso**. The other impressive permanent

collection in the museum dates to 1963, when an important body of work by Ottone Rosai was donated to Florence by the artist's widow, Francesca Fei, and brother, Oreste. The master of 20th-century Tuscan art blended harsh realism with expressionist techniques, creating an intriguing style.

On entering the museum, your attention will be drawn to **Maurizio Nannucci's** *Everything Might be Different* neon installation in the inner courtyard. Other prominent works include **Giorgio de Chirico's** *Les bains mystérieux*, **Mario Mariotti's** silent black-and-white short XX, and **Giorgio Morandi's** oil on canvas, *Still Life*. A visit to the museum is an immersive experience as works vary from paintings and sculptures to videos, installations and documents, with the

addition of multimedia stations, sound devices and video rooms presenting a comprehensive means to explore 20th-century art.

Under the artistic direction of **Sergio Risaliti** since 2018, the art historian and curator has brought great variety with a vast number of temporary exhibitions. The recently inaugurated exhibition dedicated to **Jenny Saville** is a multi-sited showcase of works by the great British artist. On display until February 20, 2022, figurative yet abstract works dialogue with the European pictorial tradition in a unique engagement with both the historical and the contemporary. Works are spread between the Museo Novecento, Palazzo Vecchio Museum, Opera del Duomo Museum, Museo degli



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Innocenti and the Casa Buonarroti Museum. Masterpieces of the Italian Renaissance are even identifiable in the works that grapple with formal and gestural depictions of central figures, with traces of Pablo Picasso and Francis Bacon perceptible.

The museum also regularly collaborates with other renowned sites in Florence, including the temporary relocation of the *Warrior* statue by **Henry Moore** in Palazzo Vecchio until January 9, 2022, in light of the exhibition dedicated to his drawings that was on display earlier this year. Nearby in piazza della Signoria, you'll find a sculpture by **Francesco Vezzoli** arousing curiosity in the central square, as the Museo Novecento takes contemporary and modern artworks into surprising contexts, educating a wider audience about art. Other key moments in the museum's past include the display of the words *Siamo con voi nella notte*

(We're with you in the night), by **Claire Fontaine**. The giant letters were installed on the exterior of the museum during the tightest anti-Covid measures last year when access to museums was prohibited.

The museum benefits from an **education department** that curates a programme of visits and activities intended to bring visitors of all ages closer to the arts of the most recent times. The museum also contains a study room, a drawings and prints space, and conference facilities. Guided tours, workshops, courses, lectures, book presentations, and even open-air cinema screenings in the summer make up the busy programme that continues to foster fascination around contemporary and modern art in the city. Additionally, the newly launched **Cortese Café 900** opened

on September 26 this year, the first raw pastry shop in Florence opened by renowned chef Vito Cortese. Overlooking **piazza Santa Maria Novella**, it enables you to mix culinary curiosities with the high-caliber exhibitions to be found mere minutes from the main train station.

1. Jenny Saville Florence, Installation view, Museo Novecento © Jenny Saville. Photo: Sebastiano Pellion di Persano Courtesy Gagosian.

2. Museo Novecento Florence, Installation view, Alberto Della Ragione Collection. Ph: Nicola Neri. Courtesy Museo Novecento, Florence.

3. Museo Novecento, Florence

4. Henry Moore Relocated: *Warrior with Shield*. Installation in the Sala di Leone X, Palazzo Vecchio, Florence. Ph: Francesca Madiati. Courtesy Museo Novecento, Florence

**Learn more at [www.museonovecento.it](http://www.museonovecento.it).**

Plans have been approved for the construction of the **Bellavista Pavilion** with a total investment in the range of 19.8 million euro. The new addition will provide the Fortezza da Basso site with a multiuse complex that includes a 2,500-seater conference hall, an exhibition hall and outdoor space for the enjoyment of the city at large. The Bellavista Pavilion will be built between the Opificio delle Pietre Dure, the former Machiavelli high school and the Arsenale Pavilion, with the demolition of the former court warehouse and the temporary Rastriglia pavilion. Conference tourism will occupy the entire ground floor, while the basement will provide catering and other facilities. **Lorenzo Becattini**, president of Firenze Fiera, tells us all about it.



## **The new Bellavista Pavilion: work to begin on a 2,500 seater conference venue at Fortezza da Basso**



### **What does the approval of such an important project mean for Firenze Fiera and for Florence?**

Having the final plans approved for the Bellavista Pavilion is an important step in the right direction for the conference tourism and trade fair offering in our city and an additional plus for Florence's future bids for top international conferences.

### **Does that mean that Firenze Fiera will be able to host a new type of conference tourism?**

With a conference hall that can host more than 2,500 people, a large exhibition hall, a set of external walkways, hanging gardens, terraces and green area, the new Bellavista Pavilion will become the flagship venue for the MICE segment and B2B and B2C fairs, with a positive impact on Florence and Tuscany's economy.

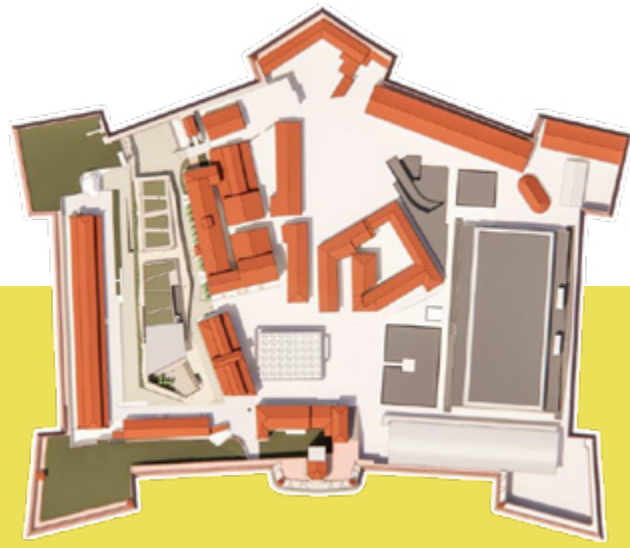
### **Will such a modern and multipurpose pavilion create a new way of experiencing and managing the flow of people at the Fortezza da Basso?**

It certainly will. The new pavilion will be a new strategic piece for a more attractive and competitive Fortezza da Basso, whose future we envisage as being not only an events space with its outdoor green areas, but also a place that is more open to locals and tourists as well as all lovers of heritage and modernity.

### **Bellavista for a reason: the design**

An overhang covers the external steps on the side looking towards Santa Maria Novella, while the frontage facing the Arsenale Pavilion is more composite and upbeat. Aluminum and glass cover the lower parts of the building with doors leading into the pavilion. The sides and upper elements are finished in terracotta panels out of respect for the old fortress walls. The roof, which can be accessed from the bridge and the ramp, has been envisaged as a place with high ornamental value with walkways through the greenery. Wild grasses are planted on the other side of the roof to encourage bees and contribute to urban biodiversity.





## **Bellavista Pavilion in numbers**

*Surface area:*

**4463** m<sup>2</sup>

*Conference hall:*

**2528** seats

*Room A:*

**1112** seats

*+ Room B:*

**701** seats

*Ground floor with exhibition hall  
(with partition walls to divide the room):*

**2381** m<sup>2</sup>

*Basement with coffee shop:*

**327** m<sup>2</sup>

*First floor with roof access*

**303** m<sup>2</sup>

# Angeli del Bello

## Restoring beauty in Florence

Founded in September 2010, **Angeli del Bello** (Angels of Beauty) was set up with the intention of improving a sense of civic responsibility and respect for the beauty of Florence. Established by Quadrifoglio Servizi Ambientali SpA (now ALIA Environmental Services SpA) and APPS-Associazione Partners Palazzo Strozzi (replaced by the Associazione Per Firenze), it became a non-profit organization in 2014, encouraging the active participation of citizens in the many urban volunteering projects.

The foundation brings together over **3,500 members and volunteers** of all age groups, nationalities and backgrounds, united in their passion for the city and their desire to see it at its best. This common sense of purpose leads to a greater sense of inclusion, with a social aspect blending seamlessly with that of environmental awareness.

Initiatives include **cleaning up public spaces** such as parks and play areas, with little ones even getting involved in the fun and worthwhile community activities as part of the **Angioletti del Bello** scheme, fostering a sense of civic responsibility from a young age. **Graffiti removal and the restoration of tabernacles** receive diligent care from groups of volunteers with funds for the conservations allocated by the Friends of Florence non-profit foundation. **Gardening and painting** in public places regularly receive attention, with signposts frequently cleaned of vandalism, as with staggering expanses of wall surfaces.



The projects receive **support from a large number of companies and institutional bodies**, attesting to the united front in facing potential degeneration in the city.

Companies and teams often undertake projects as a form of **team-building experience**, in endeavours that help foster a greater sense of responsibility towards the upkeep of Florence, while also nurturing bonds amongst colleagues, families and friends.

Particularly memorable projects include the preservation of **Ponte Vecchio**, a project that is ongoing and involves the removal of chewing gum from the pavements, marks left on the centuries-old stone and padlocks attached to the railings that damage its surface. Various corners of Florence have also been the recipients of dedicated care, such as **piazzetta dei Tre Re, piazza dei Cavallari and piazza del Giglio**.

One of the many successes of the **over 190 projects** completed so far is the ripple effect that has led to the foundation being a model for many cities in Tuscany and even outside the region, as in the case of **Ascoli Piceno, Naples and Verona**.

The importance of caring for the city that nourishes us as well as the people who live there is the admirable purpose of Angeli del Bello.

*“The foundation brings together over 3,500 members and volunteers of all age groups, nationalities and backgrounds, united in their passion for the city and their desire to see it at its best.”*

### Angeli del Bello in numbers:

Founded in **2010**

**2014** Became non-profit organization

**3,500** volunteers

**+930,000** hours of volunteering

**190** projects achieved to date

### Find out more...

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

Email [info@angelidelbello.org](mailto:info@angelidelbello.org)



An international season lies ahead at Florence's beloved **Teatro della Pergola** in the first three months of 2022.



*Jungle Book* - ph. Lucie Jansch



*Ionesco Suite*  
ph. Jean Louis Fernandez



*Ionesco Suite*  
ph. Agathe Poupeney



*Six Characters in Search of an Author*  
ph. Jean Louis Fernandez

## Teatro della Pergola: an international 2022 season

The theatre's relationship with Paris' Théâtre de la Ville and its director, Emmanuel Demarcy-Mota will take centre stage this winter at Teatro della Pergola due to a shared vision of the theatre of the future, a focus on Europeanization in the creation of art and an ongoing commitment to the next generation.

Visionary director Robert Wilson joins forces with the surreal American folk duo CocoRosie for a rousing reworking of Rudyard Kipling's *Jungle Book*. A cast of young performers will bring Wilson's staging to life in a musical theatre show designed for families and the wider public. The timeless words of the English writer materialize through the director's ability to craft unexpected and abstract visions that often view the world through children's eyes. When Wilson was asked to direct *Jungle Book*, he said, "*Jungle Book* is a book for all the ages. I always liked what Baudelaire said, "Genius is no more than childhood recaptured at will". The show will be in French, with songs in English and Italian subtitles.

The troupe of Théâtre de la Ville, an exceptional group of actors, will perform two of Demarcy-Mota's works: the French version of Luigi Pirandello's *Six Characters in Search of an Author* (February 16-18) and *Ionesco Suite* (February 17-19) a pastiche of texts by the Romanian-French playwright that the absurdities of the pandemic have brought back to the forefront of our reflections. Both plays will be performed in French, with Italian subtitles. On March 4 and 5, the undefinable Euripides Laskaridis will bring his take on the grotesque and smiling wickedness to the stage in *Elenit – the things we know we knew are now behind*, a play that is destined to break down boundaries, produced with Onassis Stegi (Greece). On April 13-14, Amos Gitai's *Exils Intérieurs*, which the director dedicated to the role of the intellectual in times of dictatorship through writings by the likes of Thomas Mann, Rosa Luxemburg and Albert Camus, musical tracks and film excerpts, with an impressive cast including Pippo Delbono.

### Dates for the diary at Teatro della Pergola

**February 3-6**  
*Jungle Book*

**February 16-18:**  
*Six personnages en quête d'auteur*

**February 17-19**  
*Ionesco Suite*

**March 4-5**  
*Elenit – the things we know we knew are now behind*

**April 13-14**  
*Exils Intérieurs*

**Alexander Pereira** became the head of Florence's leading musical foundation, **Maggio Musicale Fiorentino**, in December 2019. In this exclusive interview for *DF Magazine*, the Superintendent tells us about the inauguration of the auditorium on December 21 and the cultural centre's desire to attract conference tourism.

# International conference tourism blended with world-class culture

## What will happen with the opening of the new auditorium at the Maggio Musicale Fiorentino?

The intention is to give the lyrical side of the house the possibility to rehearse opera in peace and not always be chased by the symphonic side because, at the moment, we always tell the directors to leave the stage because we have to hold a concert.

On the other hand, the orchestra would like to have more time to work on pieces in the original acoustics. Now having two halls, one for concerts and one for operas, will create a situation in which you want to do first-class scenic productions. Obviously the new auditorium will also create an opportunity for people to use the space to hold conferences and congresses too.

## How are you actively going to attract international conference tourism?

We're in constant contact with the Destination Florence Convention & Visitors Bureau, and I actually have the whole list of conferences, board meetings and shareholder assemblies here on my desk. **It's going to be a huge success.** It's a very beautiful, very practical hall, called Sala Zubin Mehta, with space for 1,000 people, which can be reduced to 500 for smaller groups. Those who require more room can

choose the 1,800-seater Sala Grande. There aren't many places that give such a complete offering. Here at the Maggio Musicale, conference delegates can combine business with world-class concerts.

## The inauguration will take place on December 21 in the presence of the President of the Italian Republic, Sergio Mattarella. What can we expect?

The idea is to do a piece that is typical for Tuscany and Puccini couldn't be more Tuscan. So, on December 21, we will do Puccini's *Messa a quattro voci* and then Beethoven's *Symphony No. 7*, whereas on December 22, which is open to the public, we will also add *Te Deum* by Bruckner. I could have used a *Te Deum* by Verdi, but I wanted to be more international and not overly Italian. On December 23, the first opera, Beethoven's *Fidelio*, will be held in the Sala Zubin Mehta. In fact, all three inaugural concerts will be conducted by Maestro Zubin Mehta.

## In the future, how do you see Maggio Musicale reaching out to a more international public?

I'm trying to change the Maggio Fiorentino not only to run from the end of April to the beginning of July, but to make it three festivals: one in



the autumn, one during carnival time and one in the usual Maggio time. We will draw lines and play to themes. In autumn 2022, it will be Verdi; for Carnival 2023, Faust; for May 2023, Wagner; autumn 2023, the Second Viennese School, with Berg and Webern. Then we will have Mozart and Rossini for Carnival and Wagner again for the second part of the festival in spring 2024, and in autumn 2024 we will have Puccini because it's Puccini year. With these clear themes and with top international artists and casts, we will strive to attract the international music travelling public.

## What are you doing to reach out to make sure this is an inclusive space for all generations?

Many years ago, I invested a lot in the generation between 15 and 35 years,

**Here at the Maggio Musicale, conference delegates can combine business with world-class concerts.**



Photos by Michele Monasta

but with limited success. Then I said to myself, *Ok, you can invest in that field, but it doesn't make sense if you don't start from the very beginning.* You have to start with the 5, 6 and 7 year-olds and have the time to develop your public. That was the moment I started to do children's operas in Zurich. For me, these are famous operas, like *Cenerentola* or *The Magic Flute*, which are reduced to one hour with a narrator that speaks to the children with a reduced orchestra. Afterwards, we brought the actors into the foyer and the children asked them to sing, to take and sign photographs, to have a party with them. I had 280,000 children coming to La Scala to take part in this children's opera! We started this in Florence, but unfortunately we were restricted throughout the pandemic because the schools couldn't allow the

children to come. We will try to start this programme again. We have also worked on children's shows with the association 'Venti Lucenti', having just done a *Così fan tutti*, based on Mozart's *Così fan tutte* at our second theatre, Teatro Goldoni. What we're not doing enough but should be doing more is going to all these universities we have here in Florence. Also, in February, we will introduce a new programme, similar to what I did in Zurich and Milan, which means for every opera we do, we will have one performance at 50% pricing.

**How do you view your responsibility as a cultural producer to commission original works and support emerging composers, while balancing the favourites among opera goers?**

There is no avant-garde without

respecting the past, but there is also not respecting the past without bringing new developments. The problem is, especially in difficult times like this, promoters try to be more careful. At the end of the day, it doesn't pay off. Many people think that the young generation is very avant-garde, but it's the contrary. The younger generations are more traditional than some of our people in their sixties and seventies, who are much more interested in seeing a contemporary opera than the 18 to 25 year-olds. And a modern version of *The Barber of Seville* is maybe often better accepted by a more educated audience than by people who come to the opera for the first time. Therefore, you can't say that you have to do more contemporary opera to get more young people through the doors. **But you have to have contemporary opera to give truth to what you do. That's the point.**

**How is the Maggio Musicale now at this stage of the pandemic? I know that you reverted to showing streaming performances...**

For a long time, we were the only ones streaming performances. My main goal was to keep my people working, so I collected money from private sponsors to be able to make an interesting programme because artists are not made for staying at home. Normal people are not made for staying at home, but it's worse for artists because their life is all about embracing the public. But the upside is, this house has an enormous element of quality. That's why we can tell people all around the world: *Come to Florence because we are producing the same quality that you find in Bayreuth, Salzburg and Aix-en-Provence.* That's why we dare to say we want to be a global festival city.

# Studying abroad again

**Fabrizio Ricciardelli**, president of AACUPI - Association of American College and University Programs in Italy, explains the challenges and prospects for the study abroad industry in Florence.



**As president of AACUPI, what challenges have you had to face during the pandemic and what are the prospects for the future of the study-abroad industry in Florence?**

AACUPI has a political mission to create synergy among the 150 North American universities in Italy and their directors, with centralized and local administrations to obtain shareable results for the smooth operation of the programs, which are directly connected with foreign universities. The pandemic decimated the number of international students, but the programs have stood strong, showing that the sector is a structural investment that benefits from the bilateral agreements between Italy and the US, which are the envy of Europe. We have

been laying foundations for the sector's resumption, whose numbers for next spring are close to the usual 15,000 students in Florence prior to the pandemic, out of more than 35,000 US students across AACUPI programs throughout Italy. First and foremost, effective December 18, 2020, due to Article 38bis of the Safety Law, **international students in Italy are exempt from the permit to stay procedure**, which has been replaced by a straightforward attendance declaration that's valid for 150 days. This is a fundamental result achieved by AACUPI, which will become a key element for the long-term recovery of the sector. We also have an agreement with the Misericordia di Firenze to provide healthcare for students. Another external factor that will have a

positive effect in terms of intake is caused by Brexit, meaning that students from the world's leading study-abroad destination, the United Kingdom, are looking at EU countries instead.

**What's the experience like for an international student in Florence and how does the Be.Long campaign from Destination Florence Convention & Visitors Bureau help students and universities?**

The experience that a student has in Florence is—and must be—different to what they find on their home campuses. The purpose of studying abroad is to expose students to otherness: culturally, socially and anthropologically. No allure comes out of replicating the same things. In a nutshell, students must be true citizens of

Florence if we want the city to benefit from long-term economic return. These students, who are likely to come back to get married or on their honeymoon, or even retire here, become loyal to Florence when they connect with the real city. **Projects like Be.Long promoted by Destination Florence Convention & Visitors Bureau are welcome because they focus on the orientation and information especially designed for this audience.** AACUPI informs its members when there are opportunities such as these. Since they have their own legal representation, each university program director then contacts DF directly and potentially endless synergies arise.

Read more: [belongdestinationflorence.com](http://belongdestinationflorence.com)



### What's your hope for the future of Florence?

Florence has an exceptional chance to become a global model for the rest of the world. Altogether there are about 90,000 students in Florence, with cultural excellences like the European University Institute, Istituto Olandese, Institut Français, The British Institute, Kunsthistorisches Institute and others that should all be considered in the same direction. My hope is that Florence's cultural centres can always stay open, without having to think about profit, and that they receive support from patrons who are attracted by investing in a city par excellence. I'd love to see libraries, cinemas and music rooms open 24 hours a day for young people with cultural centres with the same approach as Nana Bianca and the forthcoming reopening of Sant'Orsola.



It is an indisputable fact that Americans love Tuscany. As soon as travel restrictions loosened this past summer, we saw a marked increase in American tourism in Tuscany, as evidenced by the sound of American voices resonating through the streets of Florence and the uptick in demand for American citizen services at the Consulate.

Many U.S. study programs also reopened and we saw the return of about 1,000 American students, hungry for travel, cultural exchange and personal enrichment. This fall, the number doubled to over 2,000 students, who are enrolled at the 50+ U.S. universities located in the region. Many of us, and most especially young people, have suffered from the isolation and loneliness necessitated by the need to quarantine and hunker down during the Covid-19 pandemic. We crave a sense of community and belonging like never before.

**That is why I think inclusive projects like Be.Long are of the utmost importance at this time.** Be.Long offers temporary citizens of the city, including foreign students, activities and facilitates integration between visitors and the local community. The more we integrate, the deeper our relationships and friendships will become. Let us not forget that millions of Americans have studied or lived in Tuscany, and in Florence in particular, before returning to the United States and becoming "ambassadors" of Florence and Tuscany, perpetuating a virtuous cycle, that of future generations of young people dreaming of a chance to live or study in Tuscany.

—U.S. Consul General in Florence, **Ragini Gupta**



For me, the Be.Long project can only be a positive thing as it supports our "temporary citizens" on their arrival and during their stay in Florence as they integrate into our social fabric and live the city fully in the same way as we Florentines do.

The numbers are a cause for real optimism. Estimated arrivals for next year exceed the number of international students before the pandemic as the education demand in European cities has grown and

Florence is a favourite destination on the continent. We're not just talking about our usual American students, but young people from all over the world. This generates an increased responsibility for us because the quality of our hospitality must go beyond the tourist dimension to boost their total integration. The city's administration is working on projects in partnership with international universities and institutes, as well as local institutions to encourage inclusion for these young people. For this reason, we'll be incentivizing participation in volunteer programs by the likes of Angeli del Bello.

**Students who delve deeply into their Florentine experience become the city's best ambassadors around the world, genuinely passing on our values and lifestyle.** They also become regular visitors to the city for business and pleasure, bringing friends, relatives and colleagues. Because once you've lived and worked in Florence, the bond is unbreakable.

The absence of international students during the health emergency has been much more than an economic loss. We lost an important part of Florence's cultural and social life, which defines our city's rich diversity and vivacity. That's why we're now happy to welcome international students back to Florence. We will do our best to make their experience complete, unique and memorable.

—City councillor for universities and research, **Elisabetta Meucci**



*On November 22 and 23, more than 60 buyers and sellers met with big names in the wedding industry to discuss the future of weddings in Tuscany.*



## Wedding Industry Meeting 2021

During the two-day event, which took place at **Santa Maria della Scala and the City Hall in Siena**, Italian and international wedding planners had the opportunity to meet and discuss with highly specialized operators in Tuscany, such as flower designers, caterers and photographers. The panel discussion, on the other hand, was a moment of interaction during which experts, journalists and bloggers presented their analysis of market trends and the latest news in the sector.

Superb participation marked the themed panels, which featured the **media, trade associations, hoteliers and leading international operators in the sector**. They revealed that the wedding season, after the pause

*In the next three years, Italy will record a steady 20% increase in weddings compared to 2019.*

imposed by the pandemic, had resumed suddenly, taking many operators by surprise. Nevertheless, it was said that the growing trend towards booking long-term events, even up to 2024, would give operators more certainty in planning investments. According to experts, in the next three years, Italy will record a **steady 20% increase in weddings compared to 2019**.

The second day featured the Market Numbers panel by **Sinerbit**, a company that has worked in the wedding marketing industry for over six years. According to their 'digital thermometer', presented by digital strategist **Lorenzo Mosti**, there has been a boom in searches for the keywords "Tuscan wedding": the US (+30%), South Africa (+33%), the Gulf countries (+33%), Asia (+467%) and Australia (+600%) all looked with great interest at Tuscany, after a drop in searches in 2020. Italy and Tuscany's reputation as a wedding destination also tops the world rankings on Instagram, with #weddingintuscany recording a 38% growth in 2021, confirming it as by far the most used hashtag among other Italian destinations.



The focus on **sustainability** also stood out: brides and grooms are now asking for more recyclable materials, Zero KM products and clothes to rent or donate after the ceremony. The main requests from the event, however, focused on **collaboration between institutions and companies**. Operators asked for clear regulations and incentives to encourage cooperation between trade associations and Convention Bureaus in order to create a network and guarantee certainty for the end consumer and associates.

The brainchild of **Tommaso Corsini**, founder and general manager of Corsini.Events Group, Wedding Industry Meeting 2021 was organized in collaboration with **Tuscany for Weddings**, the wedding division of

**Destination Florence Convention & Visitors Bureau**, which has been working on behalf of Toscana **Promozione Turistica since 2021**. The event was organized with the support of the **Tuscan Region, the City of Siena and City of Florence**, and with the backing of **Convention Bureau Terre di Siena**.

“The City of Siena strongly supported this event from the very first moment that Corsini.Events proposed it to us,” Alberto Tirelli, councillor for tourism and productive activities of Siena, who attended the ribbon-cutting ceremony. “We are honoured that it took place in Siena, but we think that the whole of Tuscany should enjoy it. We have sown the seeds together and hope to reap the benefits in the coming years.”

*Italy and Tuscany's reputation as a wedding destination tops the world rankings on Instagram, with #weddingintuscany recording a 38% growth in 2021, confirming it as by far the most used hashtag among Italian destinations.*

# FLORENCE IS READY TO WELCOME ITS TEMPORARY CITIZENS

*Are you?*

Be.Long is the new project of the City of Florence dedicated to international students, workers and digital nomads willing to start their new life in Florence.

**Become a Be.Long partner  
and support the future.**



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