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Destination Florence

N°05 SPRING 2022

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DIALOGUE/ MEETING OF MEDITERRANEAN BISHOPS AND MAYORS HELD IN THE CITY

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MAGAZINE

DESTINATION FLORENCE CONVENTION & VISITORS BUREAU



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**DESTINATION FLORENCE
CONVENTION & VISITORS BUREAU**

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

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cover photo: Gerry Huber





Florence towards the future



Photo Andrea Paoletti

Florence is modern and international, open to the most prestigious events and very attentive to the reality in which it's immersed. Despite the long wave of the pandemic and the tragedy resulting from the war in Ukraine, the city is trying to get back on track, leaving the darkest months behind.

The trade fair and congress sector, which has suffered greatly due to the crisis of the last two years, is now one of the driving forces behind our economy with the resumption of live events. Thanks to the **Destination Florence Convention & Visitor Bureau** and its excellent organization, we are preparing to host new stages of the most important international congresses in all sectors, of which the Duco summit is one of the most noted examples.

Florence has not stood still in recent years. From an infrastructural and logistical point of view, we present a sustainable transport system, the tram, which takes visitors to the heart of our large congress center that's unique in Italy for its artistic value and proximity to the city center, a short distance away from the central Santa Maria Novella station and its high speed trains. The large Fortezza da Basso is in an advanced stage of redevelopment, a true gem of architecture and art and a modern multifunctional center that serves to host major events, congresses and fairs in our city and throughout the region. We want to make the Fortezza the most important trade fair-congress center in central Italy after Rome, that can aspire to nominate Florence to host major international events and congresses both now and over the next years.

Aside from the Fortress, many other places are also radically changing, not with a view to take up land and concrete, but to the complete regeneration and re-functionalization of abandoned spaces. In fact, for some years we have been encouraging projects engaged in the recovery of unused areas in order to dedicate them to creating new universities, start-ups, centers of excellence, and research projects, both in the historic center as well as in the suburbs. I'm thinking, for example, of Manifattura Tabacchi, of the new space in the former Granaio dell'Abbondanza that has become a training center for digital skills, of the great project at the former Convent of Sant'Orsola, or the European University Institute's School of Transnational Governance that will open in Palazzo Buontalenti in the San Marco area. I'm also thinking about the first Italian Academy of innovation in the hospitality sector that was inaugurated in Florence a few months ago, a promoter of a philosophy of professional tourist hospitality and the attractiveness of quality tourism – just what we need for the restart to last.

Dario Nardella
Mayor of Florence



Photo Stefano Casati



Florence, the city of dialogue opens its arms to the Mediterranean

Florence had the honour of hosting the Mediterranean Forum from **February 25 to 27**, bringing together more than **100 mayors and bishops from 20 Mediterranean countries**. Peace and cooperation through diplomacy were the timely common goals at the center of the forum, with topics such as public health, cultural development, migration, the environment and intercultural relations among those addressed. **Pope Francis** had been expected to visit but was forced to cancel based on medical advice. North Africa, the Middle East, Greece, the Balkans, France and Spain were among the countries represented, coming together in the Renaissance city on the significant occasion both for

Florence and for the cities represented.

A welcome dinner was held at Villa Bardini on February 24 for the Mayors of Mediterranean countries, with addresses given by president of Fondazione CR Firenze Luigi Salvadori, mayor of Florence Dario Nardella, president of the Tuscan Regional Council Eugenio Giani, prefect Valerio Valente, commissioner Maurizio Auriemma, and the president of the University of Florence Alessandra Petrucci. Over fifty years ago, **Giorgio La Pira**, who was then mayor of Florence, organized and hosted the Conference of the Mayors of Capital Cities, launching events from the same panoramic point in a symbolic reflection on

the themes - both then and now - that occupy political and religious leaders. La Pira was a point of reference and inspiration throughout the evening, with the ongoing, and currently heightened, need for persistent endeavors towards peace the focal point over the evening and the three days of events that followed.

Significantly, **the Florence Charter** was signed by Mayor Dario Nardella and Cardinal Gualtiero Bassetti in Palazzo Vecchio on February 26, setting among its objectives the need to promote education and dignity. To this end, Romano Prodi, former president of the European Commission, introduced the idea of establishing a University of the Mediterranean, with

campuses in different cities. Speeches were given by Audrey Azoulay, director general of UNESCO, and Filippo Grandi, United Nations High Commissioner for Refugees. "We will seize the opportunity of the Florence Charter as a declaration of peace and take it into our schools and talk about it with our children," concluded Nardella.

Over the course of the meetings, the bishops and mayors noted "the benefits that come from intensifying collaboration in their cities in order to preserve justice, strengthen brotherhood and respect for all citizens and cultural and religious communities present there, also through the valorization of sister cities and dioceses"; details the Florence Charter. The fruitful talks led to an agreement on ideals and values "to inspire them in their future journey, decrease discrimination and violence and open horizons of hope for young generations".

The Mediterranean's geographical and historic position was also reflected upon in light of its "crucial role in the peace and



Photo Comune di Firenze



Photo Quirinale.it



Photo Opera di Santa Croce / Massimo Sestini

development of nations through the cooperation between its cities and its religious communities”. The sustainable development goals and the Paris climate agreement were actively discussed and promoted, as well as “the fundamental importance of recognizing a universal right to health and social protection in the area of the Mediterranean, in particular in the wake of the COVID 19 pandemic, and the central role that cooperation at city levels could play in fighting the disease”.

On February 27, holy Mass was celebrated at the Basilica of Santa Croce presided over by Cardinal Gualtiero Bassetti with President of the Republic of Italy Sergio Mattarella in attendance. On the occasion, president of the Opera di Santa Croce Cristina Acidini commented “Today in Santa Croce, a message of peace has been entrusted to each one of us, tasking us to spread it in this time marked by war. It’s a message that acquires even further meaning in this basilica founded on Franciscan spirituality that

is an active guardian of civil, artistic and cultural values”.

On the same day, 49 refugees met with mayor Nardella, councillor for Welfare Sara Funaro, director of Caritas Riccardo Bonechi, president of the CEI Cardinal Gualtiero Bassetti, and Cardinal of Florence Giuseppe Betori in the Sala d’Arme in Palazzo Vecchio. Councillor Funaro stated “Each person and family has a story of their own, but they all share the hope of a rebirth, which we are trying to give to everyone”. The location is currently hosting a multimedia installation titled *Promised Lands* by Israeli filmmaker

Amos Gitai, launched in conjunction with the forum.

Conclusively, a call was made for governments of all Mediterranean countries to establish a regular consultation with mayors and with the relevant representatives of religious communities, as well as with local authorities, cultural institutions, universities and civil society to ever-further the issues discussed in the conference. The shared ideologies and push for

peace have been highlighted by the participating leaders, with a move forward for Florence and for all cities hoped for the future, as Mayor Nardella poignantly put it, “The Mediterranean is not only a geographical place, it is a place of spirit. The Mediterranean borders, of this fourth continent, reach a long way, as far as Ukraine. That’s why we want to reiterate what we declared in the Florence Charter: no to war, we want peace.”

More information on the forum can be found at www.mediterraneodipace.it



photo Andrea Paoletti



photo Andrea Paoletti

Deep dives into Michelangelo and Donatello at some of the city's main museums

Florence fills with excellent exhibitions as some of the city's main museums take a Renaissance theme this season. These noted shows host some of the world's most-renowned masterpieces in unique opportunities to admire works by **Daniele da Volterra, Michelangelo and Donatello** on display in stunning spaces.

The Three Pietàs by Michelangelo: No one thinks of how much blood it costs at the Opera del Duomo Museum

Michelangelo's remarkable masterpieces are united in this stunning display in the Tribune Room at the Opera del Duomo Museum (piazza del Duomo 9). **On show until August 1**, the exhibition was launched on February 24 on the occasion of the Mediterranean Forum of Peace meeting that brought together the Bishops and Mayors of the Mediterranean. The religiously themed works depict the Virgin Mary mourning the dead body of Christ, with the three Pietàs varying vastly in style as Michelangelo's artistic career and faith evolved.

The exhibition sees the **Vatican (1498-99), Bandini (from 1547) and Rondanini (1552-53) Pietàs** positioned in three corners of the room, with viewers standing in the centre surrounded by Michelangelo's poignant sculptures. The original Bandini Pietà is newly re-

stored thanks to a contribution from **Friends of Florence**, with casts of the Vatican and Rondanini Pietàs expertly rendered to provide this unique occasion to view the three pieces in one space. "The casts don't look out of place next to the Florentine original", explains Barbara Jatta, director of the Vatican Museums, "not only because they were carried out to perfection a few decades ago by masterful artisans, but above all because, in a time of much debate around NFT (Non-Fungible Token) and DOC.NFT (Digital Original Copy NFT) reproductions, they bear witness to the need for reproducing universal masterpieces of faith and art so they can be spread to a wider audience."

The title of the exhibition takes a quote from Dante's *Paradise* XXIX, *Non vi si pensa quanto sangue costa* for the show that represents a rare opportunity to compare and contrast the pieces. The exhibition was curated by the museum directors **Barbara Jatta** (Vatican Museums), **Sergio Risaliti** (Museo Novecento), **Claudio Salsi** (Superintendent of

the Castle Area, Archaeological Museum and Historical Museums) and **Timothy Verdon** (Opera del Duomo Museum), with the project involving the Vatican Museums, Opera del Duomo Museum, Museo Novecento in Florence, Castello Sforzesco in Milan, Opera di Santa Maria del Fiore, the Municipality of Florence, Municipality of Milan and Fabbrica di San Pietro in **a large-scale collaboration between Florence, Rome and Milan**. Three plaster casts of the original Pietà will be on display in the newly designed Sala delle Cariatidi of Palazzo Reale in Milan next autumn.

Donatello, The Renaissance at Palazzo Strozzi and the Bargello National Museum

The latest Strozzi exhibition always creates a stir in the city as art enthusiasts flock to see what's new at the centrally-based gallery. This newest show sees a deep dive into Donatello, as the multi-sited exhibition curated by **Francesco Cagliotti** takes place in Palazzo Strozzi (piazza degli Strozzi) and the



photo Andrea Paoletti



photo Guido Cozzi

Bargello National Museum (via del Proconsolo 4). Launching on **March 19, over 130 works will be on display until July 31** as the astounding career of Donato di Niccolò di Betto Bardi (1386-1466), better known as Donatello, is explored in this breathtaking exhibition that juxtaposes his masterpieces with those by other Italian Renaissance masters such as **Brunelleschi, Masaccio, Giovanni Bellini, Raphael and Michelangelo**.

This marks a historic occasion to admire and engage with the influential master's career, in a spectacular celebration of his outstanding life's work that's designed as a dialogue with the city's noted institutions and galleries, underlining the wide-ranging and incredible artistic history of Florence. The involvement of national and international bodies spreads the discussion even further, testifying to his **universality and ongoing influence**.

Alongside the exhibition, there will be a series of events at the two locations and beyond as Donatello's traces in Tuscany are also to be discovered. **50 additional** works by Donatello are scattered throughout the region, visitable as part of the **Donatello in Tuscany project** that starts from Palazzo Strozzi, weaves through the Bargello Museum, Orsanmichele, the Basilica of San Lorenzo, the Basilica of Santa Croce, Opera di Santa Maria del Fiore, Palazzo Vecchio Museum, Stefano Bardini Museum, Santa Trinita Museum, and continuing in Arezzo, Pisa, Prato and Siena with a map linking the 16 different places.

The exhibition is promoted and organized by the Fondazione Palazzo Strozzi and the Musei del Bargello in collaboration with the **Staatliche Museen** in Berlin and the **Victoria and Albert Museum** in London.

The Bronze Effigy of Michelangelo by Daniele da Volterra at the Accademia Gallery

The Accademia Gallery (via Ricasoli 58/60) hosts **nine bronze busts** of Michelangelo attributed to Daniele Ricciarelli, better known as **Daniele da Volterra (1509-66)**, in a scientific study that's on display **until June 19**. The artist was a pupil and close friend of Michelangelo, whose friendship with the *maestro* was such that he was present when Michelangelo died on February 18, 1564, at his Roman home in Macel de' Corvi. A short time after his death, Michelangelo's nephew, **Leonardo Buonarroti**, commissioned two bronze portraits of his uncle, followed by a third commission by his friend, **Diomede Leoni**. However, da Volterra died in 1566 without having completed their requests, although an inventory dating to the day after his death reports that three busts of Michelangelo were found in Macel de' Corvi.

Issues of chronology and casting of the bronze effigies have remained points to be clarified in art history studies. Over the centuries, several attempts have been made to identity the origins of the works,

but no conclusive answer has ever been established. The exhibition, therefore, presents an **opportunity to conduct extensive studies** of the pieces through rigorous works by scholars and scientists.

The **Factum Foundation for Digital Technology in Conservation** digitized and 3D printed the busts in resin on a scale of 1:1, with key points and correspondences compared over the course of the research project. "The idea for this exhibition stems from the need to make a scientific contribution to the complex relationship between originals and derivations," says **Cecilie Hollberg, director of the Accademia Gallery and curator** of the show. "We therefore take this opportunity to offer for the first time a direct comparison of the nine busts bearing Michelangelo's features...Almost five centuries later, it's time to find some answers".

Together with the three works already kept in Florence at the **Accademia Gallery**, the **Bargello National Museum** and **Casa Buonarroti**, the show also features important loans from various international and Italian museums, including the **Louvre** in Paris, the **Ashmolean Museum** in Oxford and the **Capitoline Museum** in Rome.

Events in and around Florence

Florence never fails to host fascinating and innovative events. This spring sees new exhibitions, plenty of festivals, and days to celebrate the city's artisanal excellence.

EXHIBITION

Pas de deux: Marino Marini and Igor Stravinsky

On display at the Marino Marini Museum from March 11 to May 30, 50 works explore the partnership between two of the most iconic artistic personalities of the 20th century, curated by Luca Scarlini. www.museomarini.it

ACTIVISM

Amir

A week to combat racism kicks off from March 16-21, with a wide-range of events across 8 museums, including themed tours, talks and cultural activities in the programme titled *Inform, Perform, Transform, Re-visit cultural heritage*. www.amirproject.com

ART

Filippo de Pisis, Giulio Paolini and Luca Vitone

Three exhibitions by three artists from three generations fill the halls of Museo Novecento (Piazza di Santa Maria Novella) from March 18 to September 7. Separate yet interconnected, the leading figures in Italian and international art from the 1960s through to today dialogue in an elusive yet engaging visual repertoire. www.museonovecento.it

SCULPTURE

Donatello, The Renaissance

The outstanding career of Donato di Niccolò di Betto Bardi, better known as Donatello, is discoverable in the exhibition curated by Francesco Caglioti that extends across Palazzo Strozzi and the Bargello National Museum, from March 19 to July 31. www.palazzostrozzi.org

SIP

Chianti Lovers

A one-day wine event on March 20 brings together connoisseurs for tastings of Tuscany's world-famous red wine, with a chance to sample Morellino di Scansano's latest releases from Maremma in southern Tuscany. Taking place during the Tuscan wine preview week (March 19 to 25), over 100 wineries will be in attendance at Fortezza da Basso. Tickets available from www.boxofficetoscana.it

EAT

Taste - Pitti Immagine

March 26-28 sees days dedicated to cuisine, with food and wine experts drawn to Fortezza da Basso for a packed calendar of gourmet experiences and food-related shows and performances that spill over into the city with Fuori di Taste events at some of Florence's most sought after eateries. www.taste.pittimmagine.com

TEXTILES

Firenze Home Textstyle

The international fair for fabrics of all sorts comes to Fortezza da Basso from April 1-4. Those working in the sector of home and decorative textiles come together to trade and get inspiration. www.firenzehometextstyle.com.

CINEMA

Florence Korea Film Festival

The 20th anniversary of the popular film fest features renowned director Im Sang Soo presenting his latest work, as well as special guests actor Lee Jung-jae (of *Squid Game* fame) and director Hwang Dong-hyuk. The films will be screened at Cinema La Compagnia (via Camilla Cavour 50), Fondazione Stensen (viale Don Giovanni Minzoni 25), and online at Più Compagnia and Mymovies.it from April 7-15. www.koreafilmfest.com

CREATE

MIDA Florence International Crafts Fair

The 86th edition of the trade show that brings together the best of hand-made takes place at Fortezza da Basso from April 23 to May 1. Artisans present their creations to all in a beautiful showcase of high-quality craftsmanship. www.mostrartigianato.it

ACCESSORIES

Florence Jewellery Week

The fourth edition of the week devoted to couture creations and innovative ornaments will be held from April 28 to May 2, with research, craftsmanship, new technologies and sustainability at the centre of the artistic practices carried out by local and international makers. Events take place at several of the city's most striking spots, including Palazzo Medici Riccardi and Palazzo Corsini. www.preziosa.org



CONNECT

Festival d'Europa

The continent comes together from May 1-6 with Florence at the centre of the events relating to EU values, policies and parliament in order to strengthen citizens' awareness of the importance of democracy. International events and initiatives are planned for both online and in-person to focus on issues that are central to our collective future.

www.festivaldeuropa.eu

EDUCATION

Didacta Italia

Fortezza da Basso is the location for the learning focused fair from May 20-22. The event looks forward to the future of schooling, with educators from all over coming together to turn the city into a European capital for innovative education. Divided into exhibition and activity areas, seminars range from technology to the humanities, open to all in the sector.

www.fieradidacta.indire.it

FUTURE

Wired Next Fest Florence 2022

Palazzo Vecchio is the site of the events series dedicated to the themes of democracy, youth and citizens of the future planned for May 28. International guests in the fields of technology, science, culture and entertainment come to the city for this important occasion. www.wired.it

RENAISSANCE

The Three Pietàs of Michelangelo: No one thinks of how much blood it costs

The three masterpieces by the maestro are on display in the Tribune Room of the Opera del Duomo Museum until August 1. The original Bandini Pietà and copies of the Vatican and Rondanini Pietàs are positioned together for the first time, offering the chance to explore Michelangelo's spiritual and artistic growth.

www.duomo.firenze.it

DUCO Travel Summit

From March 21-25, the high-end tourism event returns for its annual invitation-only occasion for English-speaking travel advisors and outstanding hoteliers and suppliers from all over Italy. Promoting Italian hospitality to the world's most important buyers, attendees explore every facet of the destination of Italy, with a vast programme for professionals presenting a full immersion into Italian travel. Several spots in the city host events, including the Four Seasons Hotel Firenze, the St.Regis & The Westin Excelsior Florence, Villa La Massa, Salone dei Cinquecento at Palazzo Vecchio, and Mercato Centrale. DFCVB is Host Destination Partner for the event. www.ducotravelsummit.com



Harry's Bar: an exclusive culinary cocoon by the River Arno

Overlooking the River Arno, opposite the stunning terracotta dome of San Frediano in Cestello, **Harry's Bar Firenze has been serving exquisite comfort food in exclusive surroundings since 1953.**

Harry's Bar is delighted to be serving its iconic signature dishes to international journalists attending the DUCO Travel Summit.

Sun breaks through the late winter clouds, illuminating the refined outdoor sitting area with its signature dusky pink tablecloths. Crossing the threshold into the historic establishment, through the glass-fronted door, the restaurant manager and his team offer the warmest of welcomes, easily remembering names and faces. There's a feel of a gentleman's club with the immaculate parquet floor, wooden wall mouldings and the allure of a fully stocked vintage bar bedecked with the words "Eccellenza storica fiorentina" (historic Florentine excellence).

Having weathered the pandemic storm, Harry's Bar Firenze is seeing a change of the old guard as regular customers are becoming younger, undoubtedly boosted by a well-maintained Instagram profile. Florentines in their '30s and '40s lounge on the outside deck for a cocktail – the Bellini, Martini, Negroni and the establishment's very own Pink 53 are among the favourites – before indulging in an unhurried dinner. Regular clientele return time and time again for the guarantee of iconic dishes such as **fettuccine baked in the oven with parmesan and ham, steak tartare, and curry served with pilaf rice and mango chutney.** The menu changes with the seasons, however, as seen in the new spring specials: a delicate saffron and artichoke risotto; warming French onion soup; and a refreshing March salad of cabbage, fennel and asparagus.

Those looking to organize a special event can hire the first floor **Exclusive luxury lounge**, which vaunts a separate entrance, a private bar set against a gorgeous wooden panel painted with oranges, a dining room, and even a meeting room. Ideal for

select occasions for trade events, small wedding parties or for a special pre- or post-nuptials gathering among friends and family, the lounge can sit up to 50 diners and the entirety of the first floor can accommodate a maximum of 100 people.

That's not all. Last summer, Harry's Bar Firenze decided to roll the dice and start exporting the brand with an initial opening of **Harry's Bar The Garden** at five-star hotel Sina Villa Medici, just five minutes away in via il Prato. Set in a secret garden in central Florence, habitués of Harry's Bar and hotel guests can enjoy the same reassuringly prepared cuisine by the tempting pool surrounded by greenery. The formula is a winning one – Harry's Bar Firenze is 69 years young.

Harry's Bar Firenze

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www.harrysbarfirenze.it

Florentine fashion transforms historic café

Well-known **Caffè Paszkowski** in Piazza della Repubblica, Florence, became the site of an exclusive fashion show on January 12 as part of **Pitti Immagine Uomo 101**. Florentine fashion designer **Chiara Boni** returned to the catwalk at the coffee shop she frequented as a child in the company of family and friends, with a fifties-themed runway occupying the length of the remarkable setting.

Founded in 1903 as a brewery, Caffè Paszkowski has seen many guises over its long history. It achieved international fame for its inviting atmosphere and stunning style, making it the ideal setting to showcase garments from the Fall/Winter 2022-2023 collection of Boni's label, **La Petite Robe**.

In lieu of cappuccino's and cornetti, 30 professionals were seated at the tables to admire the elongated and fitted silhouettes



of the collection, with **Raffaello Napoleone**, CEO of **Pitti Immagine**, who invited Boni to the men's fashion calendar, **Pitti Uomo**, applauding this very feminine performance.

The nostalgic setting suited the 50s inspired looks perfectly, fitting also considering that Boni celebrated 50 years of fashion last September. **Models walked the stairs of the main tea room**, reminiscent of the rituals of an haute couture atelier. Autumnal colours and darker hues blended with the warm environs of the much-loved café that has also hosted musical performances, literary evenings and meetings of all sorts with many noted figures passing through its doors.

Aquaflor returns to Homo Faber 2022

Florence-based perfume atelier **Aquaflor** participates in this year's Homo Faber in **Venice**. The international event promoting artisanal talent is back for 2022 under the name **'Living Treasures'** to showcase an impressive variety of materials, techniques and skills through live demonstrations, immersive digital experiences and imaginative displays of handcrafted creations. From functional everyday objects to outstanding decorative pieces, the scenic event highlights craft's role in creating a **more sustainable and inclusive future**.

From **April 10 until May 1**, the event will transform the magnificent spaces of the **Fondazione Giorgio Cini**, located on the island of San Giorgio Maggiore in the heart of Venice. Ideated by a group of world-renowned curators and designers, this year's edition offers a rare opportunity to admire the 'living treasures' of **Europe-**



an and Japanese craftsmanship through 15 exceptional exhibitions led by passionate students of the Young Ambassadors programme.

As in 2018, Aquaflor will once again create a new fragrance for the occasion. The perfume house devotes itself to **the art of perfume-**

ery using artisanal methods influenced by the historic Florentine tradition, making it a perfect candidate for the 'Living Treasures' event. Inspired by the continuous search for an artistic balance between tradition and innovation, Aquaflor adds a contemporary twist to an ol-

factory composition made of high quality materials. Their **new fragrance is captivating and decisive**, a scent that will put you at ease and restore a sense of tranquility.

The brand will be featured in the exhibition titled **Details: Genealogies of Ornamentation** which showcases 14 luxury maisons dedicated to creating unique works in a multi-level space, curated by Judith Clark and designed in collaboration with Sam Collins. The world of perfumes, and Aquaflor in particular, flourishes thanks to international influences and an open-mindedness towards newness while always keeping a keen eye on tradition.

The graphic is a promotional banner for Aquaflor's participation in Homo Faber 2022. On the left is the Aquaflor logo with 'Firenze' written below it. In the center is the Homo Faber logo, which includes the text 'CRAFTING A MORE HUMAN FUTURE' and '2022: LIVING TREASURES OF EUROPE AND JAPAN' along with the dates 'In Venice 10 April - 01 May 2022'. On the right, there is Italian text: 'Anche per la prossima edizione 2022. Aquaflor firma la nuova fragranza Homo Faber. La nostra profumazione farà da cornice alla manifestazione in concomitanza con La Biennale 59. Esposizione Internazionale d'Arte all'isola di San Giorgio Maggiore. Ci vediamo a Venezia.' At the bottom right, there are social media icons for Instagram, Facebook, and Twitter.

Film sets are flourishing in Florence and Tuscany

While 2020 was the year of closures and lockdowns, 2021, at least for the film world, was characterised as the year of restart, in which projects postponed from the previous year coincided with new ones to create a **boom in the filming industry in Tuscany.**



With its stunning backdrop, Tuscany serves as an ideal setting for cinematic productions such as films, documentaries, TV shows, and other audio-visual works. 146 productions were made in collaboration with the **Toscana Film Commission** (www.toscanafilmcommission.it) in 2021, doubling in comparison to 2019 and generating an estimated economic impact of 13 million euros across the region. **An increase of 150% was also seen in the employment of 611 technical workers and 400 local service companies,** highlighting the importance of work opportu-

nity in the industry.

Over a total of 1094 working days, the 146 audio-visual productions that arrived in Tuscany in 2021 included 22 feature films, 9 TV series, 11 short films, 34 documentaries, 36 sets (including photo shoots), video clips and commercials, and 34 TV formats. Among the many made, **three were by Netflix, two by HBO and one by the Disney Channel.** Red-carpet film stars from all over the globe flocked to Tuscany to shoot their scenes in some of the region's most idyllic surroundings, including Penelope Cruz, Zoe Saldana, Brian

Cox, Vanessa Incontrada, Hershey Felder, Pierfrancesco Favino, Nanni Moretti, Laura Morante, Sarah Snook and Jeremy Strong.

Toscana Film Commission, a department of **Fondazione Sistema Toscana** which offers assistance for film and audio-visual productions interested in filming in Tuscany, generated an incredible increase over the previous year of around 100%. Their services include: location and photo scouting, organisation of inspections, production guides for professionals and local companies, relations

with local and national institutions, technical and logistic-bureaucratic information, facilitations for obtaining permits, relations with the cinema branches in individual municipalities throughout the region, facilitations and assistance for accommodation, and use of spaces in the **Manifatture Digitali Cinema cine-ports in Prato and Pisa.** Through its services, which have been partly remodelled to meet the current shooting safety measures in compliance with Covid 19 regulations, Toscana Film Commission has made it possible for international productions to



In numbers

22 feature films

9 TV series

11 short films

34 documentaries

36 sets

34 TV formats

13 million euros estimated economic impact

150 % increase in employment in the sector

1,094 working days

come to the region, not only from European countries but also from the United States, Canada and elsewhere.

“This is a great result, most certainly for the professionals and companies working in the sector’s related industries,” said **Eugenio Giani, President of the Tuscan Regional Council**, “but the effect is not limited to these industries alone. We all know how cinema and television have a magical power in spreading the beauties of the territory all over the world, prompting you to visit them and to experience, in some way, the emotion of the film you have just

seen...the many sets hosted in Tuscany in 2021 give us hope for a potential increase in tourists who choose Tuscany for their holidays”.

As far as the economic impact of the productions in the region is concerned (including accommodation, catering, logistics and the purchase of goods and services) an expenditure of around 9.2 million euros has so far been recorded. However, this figure does not yet take into account the very important sets—which will be assessed in the coming months—including those of the television series based on Elena Ferrante’s

books *My Brilliant Friend*, the HBO series *Succession*, and the Italian films *Colibrì* and *Twinky Doo’s Magic World*. It’s therefore possible to estimate an impact of over 13 million euros, up from 6 million in 2019. **Tuscany will see a boom in sets in the next few years**, creating ricochets in the film tourism sector and among those attracted to Tuscany by the images seen both on big and small screens.

Some of the national and international titles filmed in Tuscany in 2021 include *Love & Gelato* (USA), a Netflix original film directed by Brandon Camp filmed in

Florence in June, *Dante and Beatrice in Florence* (Canada), a full-length musical produced and directed by Hershey Felder filmed in November in the centre of Florence, the Netflix drama *From Scratch* featuring Zoe Saldana as an American woman who loves and loses a Sicilian man she meets in Italy based on Tembi Locke’s best-selling memoir, and *Firenze Città d’acque*, directed by Massimo Becattini and supported by the Toscana Film Commission as part of the Sensi Contemporanei programme.

*Florence says goodbye to chef and owner of Cibrèò, **Fabio Picchi***



The household name died at the age of 67 on February 25, with many mourning the loss of the **important culinary figure and proud Florentine.**

The food entrepreneur opened his restaurant near the **Sant’Ambrogio market** on September 8, 1979, with local fare always at the centre of his much-appreciated dishes. Tuscan flavours are ever-present, even evidenced in the name, with **cibrèò** said to be a favourite of Catherine de’ Medici, consisting of chicken giblets, liver and crest, cooked with egg.

Simple, rustic Florentine cooking made well were the hallmarks of his cooking, working with his first wife, Benedetta Vitali. The more accessibly priced **Trattoria Cibrèò** came to be opened next door, followed by **Cibrèò Caffè** in

1989 that had more bistro vibes. Upon separating from Vitali and meeting his second wife, the actress Maria Cassi, **Teatro del Sale** was added to the empire in 2003 as a membership-based cultural club blending food and theatre.

Time in Japan in the 80s and 90s led to the 16-seater “tosco-orientale” eatery, **Cibrèò Tortelli e Ravioli**, inaugurated in 2017 in via del Verrocchio. Beyond these culinary combinations, he was also keen to pass on the tricks of Tuscan cooking, he introduced the **Accademia Cibrèò** to teach traditional tips to both professional and amateur cooks. A grocery store was next, with **C.Bio** opened

in via della Mattonella in 2017, selling organic ingredients, selected Italian produce, food-focused handicrafts and a delicatessen counter. **Author of several books** on his area of expertise, he was also politically engaged throughout his life.

The hotel world was next for the Cibrèò enterprise, with the splendour of the five-star luxury hotel **Helvetia & Bristol** near piazza della Repubblica chosen for Cibrèò’s first forays into the sector. His son, Giulio, is expected to continue the business, having taken over management in recent months.

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DUCO Italy and the thoughts of Florence's hotel managers

Duco returns to Florence from March 21 to 25, so we asked some of our members, general managers of five-star hotels who are participating in the event, for their thoughts about the importance of DUCO - with the Destination Florence Convention & Visitors Bureau always involved as Host Destination Partner - and the current state of play of the luxury hospitality segment in Florence.



In the past two years, we have seen a huge change in travel and hospitality that has affected consumer behavior and made hoteliers reconsider their business models. Our industry has probably seen more changes in these past two years than in previous decades. However, the outlook is constantly improving. We have seen a constant uptick in

leisure travel for a few months now as well as early progress for business travel. We believe there is pent-up demand for both the business and leisure travel experiences that people have been missing. To travel has now become a need. While the pandemic has sparked the rise of video calls and webinars, we've all felt the pain of using technology for meetings. We are increasingly hearing from our corporate clients that they are eager to get back to face-to-face meetings and events. The hospitality industry is all about people. To see DUCO come back to Florence represents exactly this: the return to both leisure and business travel. We are truly looking forward to welcoming back our old and new friends from the hospitality industry, gathering and interacting confidently and in a safe environment.

Domenico Colella, *The St. Regis Florence + The Westin Excelsior*



After another challenging year, we couldn't be happier to see tourists finally coming back to Florence and reserving their stay for this spring and summer. I am confident that this will be a great season for our destination with the return of US tourism, one of this city's biggest tourist markets. Many people are choosing

luxury properties for their stay, trusting those brands for their respect of safety procedures and know-how in organizing and suggesting the best experiences to discover the new, post-pandemic city. We are delighted to be hosting DUCO once again. It's one of the most important events in Italy, which helps us promote not only Florence, but all of Italy. We are really looking forward to welcoming all of DUCO attendees in the hope that it will bring Florence back to the pre-pandemic visiting volume.

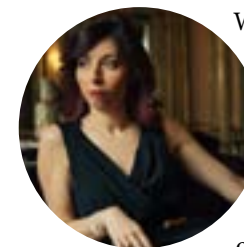
Max Musto, *Four Seasons Hotel Florence*



DUCO is definitely among the most anticipated appointments in town concerning world luxury hospitality, but for me as the general manager at Sina Villa Medici Autograph Collection it's much more. I attended the 2021 edition last July, which was simply a stunning event, especially during such a difficult time for

our industry: a great sign for the tourism in our Bel Paese. So, now I literally can't wait to be part of this 2022 edition, which, together with feeling confident about the upcoming season, will for sure mark the year of the *ripartenza*: We'll never give up! *Ripartiremo, ri-partiamo!*

Fernando Pane, *Sina Villa Medici*



We have been proud partners of DUCO since the first edition. We have always supported and trusted Carolina, Paula and the fabulous team as they give Florence the chance to host the most important players of the tourism industry and turn the light on the magic of our city. We are pretty optimistic about the renaissance of luxury hôtellerie. We have

learnt how to adapt to the new wishes and needs of our guests and we are now noticing a good reservations trend for the upcoming spring and summer as people are more and more willing to travel and come back to *la bella Firenze*.

Ariela Duina, *Villa Cora*



"We are very proud and excited at Relais Santa Croce by Baglioni Hotels to be the official registration venue for DUCO 2022. I still have beautiful memories of DUCO 2021 when we were able to meet again in person for the first time during the pandemic. It was very emotional for all the participants. I'm sure

that DUCO 2022 will be an incredible event, four days full of energy and passion. We are already seeing a very good trend in reservations from April onwards and a great desire, on all markets, to be back in Florence.

Gianluca D'Angeli, *Baglioni Relais Santa Croce*



The hospitality sector has suffered a major setback caused by the pandemic, but crises often spark innovation and improve existing processes. The luxury hospitality segment, with its means, organization, human and financial resources, has undoubtedly led the recovery. The extended closures facilitated investment in structural improvements. General uncertainty and last-minute reservations required greater flexibility, as well as the ability to interpret the market from a different perspective. Luxury hotels were able to organize offers and programmes that went beyond their own structures with a real impact on the destination, acting as a driving force for artisan businesses, cultural institutions and the restaurant scene. The ability to attract high-end clients sparks a virtuous cycle throughout the city and DUCO Travel Summit is a key opportunity to promote top-tier Italian hospitality among international trade professionals.

Sofia Peluso, *Villa San Michele, A Belmond Hotel*



DUCO is an event that we have supported since its inception when the founder Carolina Perez proposed it to the main five-star hotels in Florence. It is an event that sees us deeply committed not only as hotels, but also as promoters of the city of Florence as a “destination”. It brings together a physical community, which had been created virtually during the pandemic, as hoteliers, suppliers and travel agents on the luxury market gather for the event. After almost two years and in a moment in which finally, thanks also to the vaccination campaign, Florence is laboriously returning to normality, repopulating itself with the tourism that has been missing so much, we are happy to be able to return to having events that highlight conviviality, such as DUCO.

Matteo Gentile, *Hotel Lungarno*



Luxury hotels have the opportunity and a responsibility to make their clients and partners more conscious of the necessity we now face. It is essential to return to the local community. If tourism is to acquire further dignity, a higher quality profile must be given to the destination. DUCO is a considerable achievement and continues to be successful, filling a gap on the Italian quality tourism market, which lasted for far too long. It is now ready to move onto the next chapter.

Giancarlo Rizzi, *Hotel Savoy*



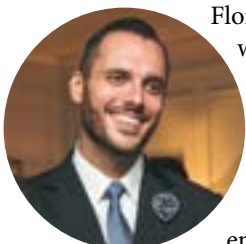
I am honored to be a part of the IL Tornabuoni team, especially at a time when tourism in Florence is returning in full swing. The five-star independent luxury lifestyle hotel is a dynamic new property with a personality all its own in the heart of the breathtaking Renaissance city and our participation in DUCO Travel Summit is our official launch in the market. I look forward to bringing this unique destination to life and delivering uncompromising service and experiences to our guests.

Domenico Muratore, *IL Tornabuoni*



DUCO Travel Summit is the quintessence of excellence, hence the Villa la Massa team are very honoured and excited about being an active part of the event, which crucially leads the *ripartenza* again, considering that new leading markets like Australia are now open for inbound and outbound travel. DUCO is indeed a great showcase for the new features at Villa La Massa, which is synonymous with an authentic experience in a location where days are marked by the sounds and colors of nature on the banks of the Arno river, just outside Florence.

Stefano Venturi, *Villa La Massa*



Florence has always been a destination where travelers from all over the world crave not only to visit, but also to return. The DUCO Travel Summit and the choice to host the event in Florence is an affirmation of the important bond between Florentines and the entire world, a new connection made of local, authentic, sustainable and tailor-made experiences and emotions. This is an opportunity to spark a new awareness in the luxury hospitality segment and how it has been able to adapt, improve and continue to be innovative in light of the challenges faced.

Diego Roggero, *Portrait Firenze*

DUCO Travel Summit is a high-end tourism event held annually in Florence, Italy. It promotes the excellence of Italian hospitality to the world's most important buyers. It's an invitation-only event featuring top producers, English-speaking travel advisors, and outstanding hoteliers and suppliers from all over Italy. Attendees dive deep into the destination, starting with enriching 15-minute daytime appointments and continuing through engaging nighttime events.

Kenes Group is recognized as a world leader in **live, virtual and hybrid events management**, under the direction of **Ori Lahav**, who also holds the role of President of **IAPCO** (International Association of Professional Congress Organizers), as well as being **one of the first ambassadors of the EU Convention Bureau Network**. Here, we speak with him about these important organizations shortly after **IAPCO's Council Meeting** in Florence in February.



Bringing the globe together

How would you summarize the company philosophy of Kenes?

Over the past five decades, Kenes Group has established and maintained its winning reputation as a global meeting and association management provider. Recognized as the world leader in meeting planning, Kenes Group is a global Professional Congress Organizer (PCO) dedicated to medical and scientific events. Kenes Group boasts a long-standing client base of some of the world's foremost organizations and associations, with more than 100 returning and long-term clients. Our mission is to empower knowledge, further quality learning and create collaborations through professional events, communities, and educational programmes.

How did Kenes experience the pandemic period and how do you expect the congress sector to develop in the near future?

The industry was hit badly, worse than anything else that had happened before. However, our industry is resilient, and at Kenes, we were evidence of that; we worked together to go through these tough times, sharing resources, experiences, knowledge and moving forward as one. This is one of the most important aspects of the meetings and events industry – working together.

Future meetings will evolve and will not be the same as they used to be. Since there's no replacement for getting people together in-person, the goal of these

events will be the networking and socializing aspect alongside education. Education, on the other hand, will continue to be the main focus for virtual events, which are here to stay.

In February, you were in Florence on the occasion of the IAPCO Council Meeting: what did it mean for you and for IAPCO to return to Florence after the success of the IAPCO Edge Seminar 2018 and above all after two years of only online meetings?

It was wonderful to be able to travel and meet with the Council face to face, especially in the beautiful city of Florence. While 'virtual' is here to stay and we will continue to communicate a lot online, seeing people and spending time together is unbeatable. The meeting was highly successful, and we managed to experience Florence and its offerings, getting many ideas on how we can better support our clients who are scheduled to come to the city with their events. It was fantastic to come back to the city after my last visit with our IAPCO Edge Seminar in 2018, which was also an immense success.

What's the strength of Florence as a destination for your sector?

What sets Florence apart is its rich history and truly being an open-air museum and a perfect backdrop for events taking place in the city. Congress venues and hotels also have their own characteristics, adding to the experience of congress participants. The city is easy

to reach for international delegates, and once they make their way to the city, they can easily move around as everything is either walking distance or an easy bike ride or a tram ride away. It's important for events to have a character, and in Florence, that's easily achieved. Funnily enough, I can share that my first ever event with Kenes (many years ago) was actually held in Florence, so the city holds a special place in my heart.

When and how did the collaboration with FCB start and evolve? What does it mean for a PCO of your caliber to partner with a convention bureau?

The meeting industry is a people-oriented industry. Therefore, relationship building is a crucial component of successful events. For many years, there has been a fruitful relationship between Kenes and Florence CVB. The FCB provides us with credible information and support with different local stakeholders. We cannot thank them enough for their ongoing partnership and support.

What was the significance of the 'New insights from Florence: Firenze Convention Bureau for Kenes' online event held in June 2021?

The event served as a great refresher of what's going on in the city, and all the work that has been done during the pandemic. It was great for our team to know about the safety measures in the city, and how we can return to Florence with better and more impactful meetings.

See more about the Kenes Group at <https://kenes-group.com> and IAPCO at www.iapco.org

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Florence gains free coding centre



The city positions itself firmly as a centre for technology with a free school for coding creatively structured without lessons or teachers. **42 Firenze** is a project backed by **Fondazione CR Firenze** and marks an exciting development for the sector as local institutions and the University of Florence collaborate in the project that promotes education and training in the coding sphere. The 18th century former Medici granary at **via del Tiratoio 1** becomes a modern hub for the promotion of digital culture, as the coding school finds its home in the Fondazione CR Firenze's **Innovation Centre** that's also home to the **Nana**

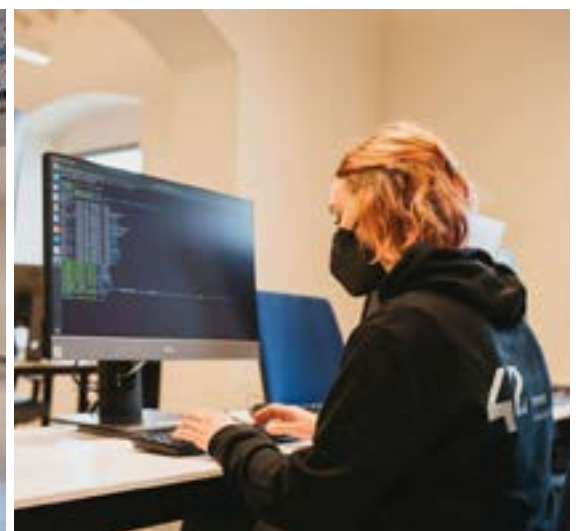
Bianca co-working space dedicated to digital start-ups. An auditorium hosts events and initiatives that promote the transformation of the local and national digital fabric, as well as meeting points that are open to all. With no particular background required, young people enter the free school where cutting-edge mentors stimulate training at what is the second Italian headquarters of the international **Ecole 42** network, with the first national site located in Rome. **The network was created in Paris in 2013 by the French entrepreneur Xavier Niel** and to date there are **over 40 around the world**. LinkedIn recently

announced that professions which have grown the most over the last five years in the labour market include robotic engineers, engineers with strong skills in artificial intelligence, and architects capable of designing and building scalable and resilient cloud environments, speaking to the forward-thinking capabilities of this Florentine hub. Upon visiting the space, the **Minister of University and Research, Maria Cristina Messa**, commented, "This is something to reproduce and spread throughout the country. It's a wonderful project that focuses on young people, giving them support and skills". **The presentation of the school**

on February 23 came ahead of two noted events for the sector, Google Hash Code on February 24 and Coding for Kids on March 24. President of **Fondazione CR Firenze, Luigi Salvadori**, elaborates "Innovation and training are two areas that the pandemic has made even more strategic for the relaunch of Italy. Our foundation had already developed projects and calls for tenders dedicated to these two sectors. **42 Firenze** is a piece of this much larger and more complex mosaic that's centred in the Fondazione CR Firenze Innovation centre that we built in the former 18th century granary of the Medici family. We bought and restored it in



The 18th century former Medici granary at via del Tiratoio 1 becomes a modern hub for the promotion of digital culture.



order to transform it into one of the most important ecosystems dedicated to the frontier of innovation in Italy. We developed it with the contribution of Nana Bianca and we consider it a very important piece of Florence's future. The **Intesa Sanpaolo Innovation Centre** and a **Cisco Italia** space are also located inside, along with 42 Firenze which was created in collaboration with the **Luiss Guido Carli University**. We believe that 42 Firenze is a wave of strong innovation not only for the city, but certainly also for the region and the country.

This school for coders is truly revolutionary: it has no lessons or professors, it's open seven days a week, even on weekends and holidays. It's absolutely free and aims to train young digital professionals over three years. Registrations are open to enter the first year; selections begin in May and courses start in September". Digital nomads and students arriving from abroad or from other parts of Italy represent the "temporary citizens" of Florence, an increasingly important flow of young people to be encouraged. For this reason, the Destination

Florence Convention Bureau and the Municipality of Florence recently launched the **Be.Long project** to respond to the needs of this new pool of users. On this subject, Salvadori commented, "We have many points in common with the **Be.Long project** because the Fondazione CR Firenze is also working to ensure that Florence can add to its many achievements, in terms of training, knowledge and innovation. There are already many high-quality schools and networks of business incubators, starting with Nana Bianca.

What's needed is to create a system by coordinating and harmonizing the various initiatives in a team effort which is the only way to obtain results quickly. In this process, foundations of a banking origin play a decisive role. The highest offices of the state, from **President Mattarella** to **Prime Minister Draghi**, have called on them to be the advisors for the rebirth process of our country, and it seems to me that we are beginning to see the first results also in our territory."

Find out more at **@42firenzeluiss** on Facebook and Instagram, and **www.42firenze.it**



Palazzo Portinari Salviati gets luxury makeover

The former home of **Dante Alighieri's muse, Beatrice Portinari**, acquires an entirely new purpose as the prestigious **15th century Renaissance home is transformed into 13 magnificent suites with luxury hotel amenities**. Opening from April, the historical residence is set to see pink roof tiles, cream-coloured walls and stony paths in a classically beautiful style with elegant finishings befitting the iconic palace.

Following meticulous restoration, five-star hospitality service comes to the exclusive setting, with awe-inspiring details like **frescoes from the 1700s** adding special touches to the opulent apartments that overlook the heart of the city with breathtaking views of the Duomo. **Contemporary luxury and the charm of the past** are perfectly blended in the spaces that saw princes, poets and some of Florence's most famous characters.

Adding to the appeal is **Chic Nonna by Vito Mollica**, the **Salotto Portinari Bar & Bistrot**, and the **Sala Beatrice**, creating optimal meeting points inside the centrally based palace. The project by the **Mine & Yours Group in partnership with LDC Hotels & Resorts** transforms two courtyards into spaces **available for citizens and tourists**, dedicated to fine dining and socializing. Varying in style

and purpose, the three distinct ambiances dialogue between the past and the present, both in terms of design and food and wine. The 16th century Tuscan architecture is exceptionally decorated with warm colour palettes, refined fabrics and historic furnishings, making the large magnificent rooms more intimate and welcoming, maintaining their sophistication but also inviting those who pass by with their cozy atmosphere.

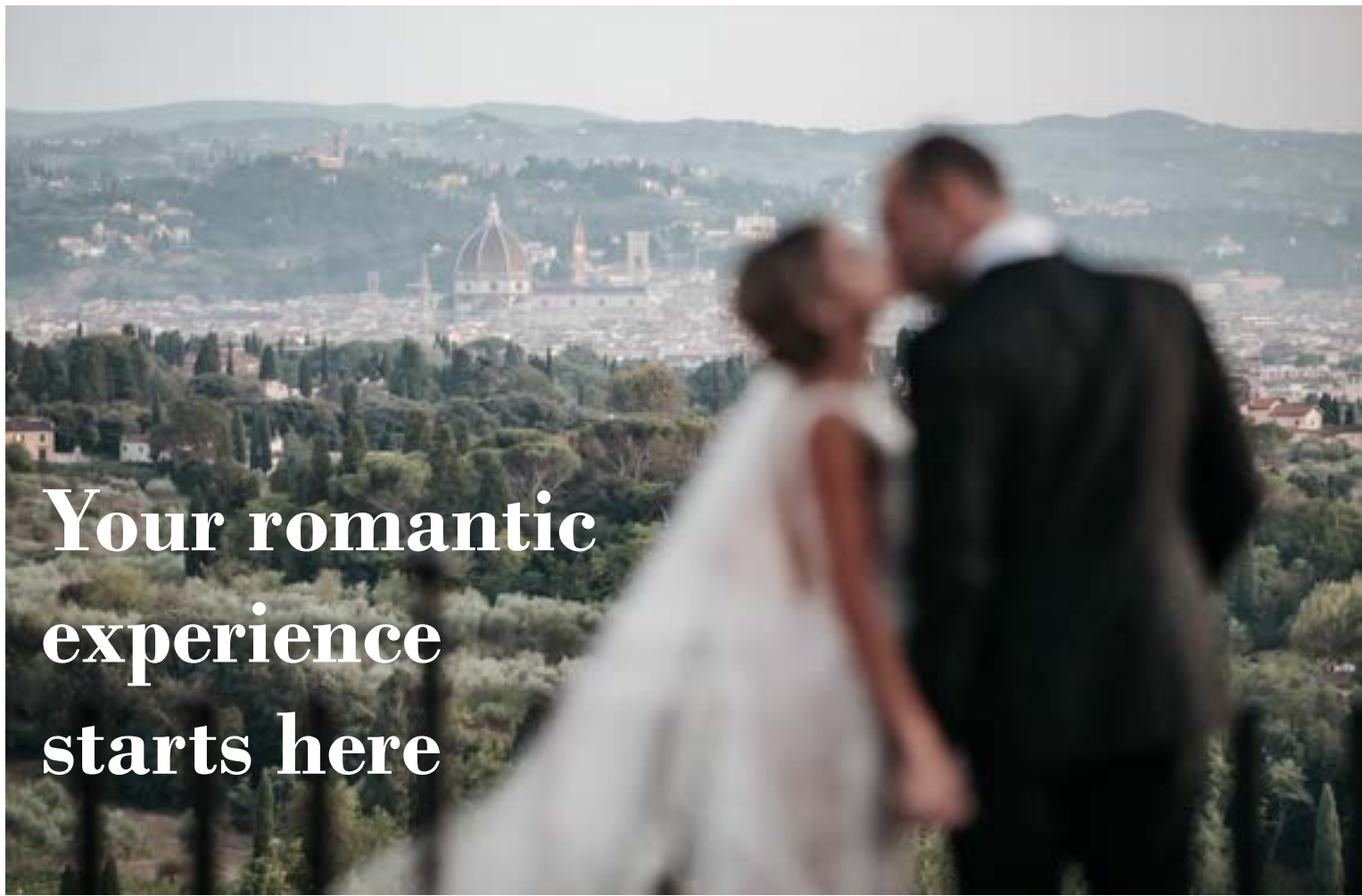
Salotto Portinari Bar & Bistrot finds its home in the charming Corte Cosimo 1, with Tuscan and Italian cooking and a cocktail bar set up in the living-room-like environment. Open all day, all year round, the menu varies based on the time of day and the season.

Chic Nonna by Vito Mollica is located in the oldest part of the Palazzo, welcoming guests in the stunning Cortile degli Imperatori. Vaulted ceilings decorated by artists like **Alessandro Allori** are among the many features that draw gasps, with fine dining characterized by attention to detail and elegant Guéridon service creating unforgettable experiences. Executive Chef Vito Mollica

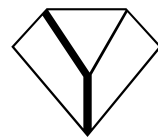
is experienced in starred restaurants, bringing that background with him in his use of high-quality ingredients to create **seasonal menus presented in his unique style**. Speaking about the soon-to-be-launched setting, Mollica commented "What appeals most to me about this new adventure is certainly the idea of offering Florentines and all those who, like me, love this city, a social space that's so iconic in the history of Florence and Italy, in a totally unconventional way. Strolling along Via del Corso and making a regenerating stop at Palazzo Portinari, to admire its splendid frescoes and enjoy an atmosphere of times gone by will be a memorable experience that anyone can have the pleasure of doing."

The wine list proposed by the Head Sommelier to accompany the chef's creations includes, of course, many Italian and Tuscan labels, but also an excellent selection of French and international offerings. The elegant **Sala Beatrice**, on the other hand, will be a flexible space adapted for private events such as lunches, dinners and meetings for up to 40 people.

See more about the stunning space at www.palazzoportinari.com



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