

THE WELCOME MAGAZINE

SMART EDITION

FLORENCE

AUGUST 2022 #50

ALL YOU CAN DO IN THE CITY

EVENTS | SIGHTSEEING | MAPS
SHOPPING | ENTERTAINMENT
DINING | MUSEUMS



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TURIN CAGLIARI CATANIA MONZA PALERMO

Florence | August 2022

I am **Andrea Jarach**, editor of the **Welcome Magazines**, periodicals that we have been publishing for 12 years for international visitors in some of the most important cities for tourism in Italy.

Since last April we have added **Verona** to the traditional editions of **Venice, Florence, Turin** and expanded our **Milan** magazine to the **Lombardy** region. We wanted to make an act of faith in the solidity of Italy's tourist attractions. Welcome Magazine is here to accompany visitors in their discovery of Italy's attractions.

As you can see in the following pages, the Welcome Magazine offers useful information **about events, shopping, food and wine**, everything that can interest the visitor answering the question: "**what can I do, what can I discover during my stay?**".

Our aim is to create memorable experiences of the visit, also by linking together the different opportunities offered by the area.

Our mission is to provide essential tourist information for the benefit of visitors who choose wonderful Italy as their destination.

You will find the Welcome Magazines in the approximately **500 hotels belonging to the Welcome Magazine circuit in Italy**.

You can therefore use the **traditional paper editions**, but don't miss the chance to browse through the pages of the **digital and interactive editions** also on your computers and smartphones.

As always, you will also be able to access tourist information through our website **www.welcomemagazine.it**, which is always up-to-date and full of ideas for your trip.

Welcome to Italy, discover and enjoy!

Andrea Jarach
Publisher

Welcome Smart Network

STAY IN TOUCH

 florence.welcomemagazine.it
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 issuu.com/where-italia
Digital magazines

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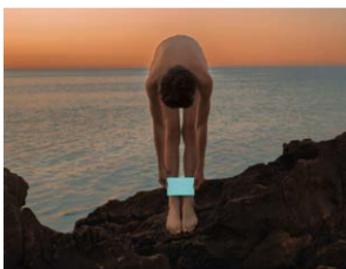
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ANGELA CAPUTI GIUGGIÙ

In the centre of Florence, a few steps from the Ponte Vecchio, are the boutique and the creative heart of Florentine designer **Angela Caputi's brand Giuggiù**. Her imaginative **plastic jewellery** items, much loved by international customers, are genuinely unique pieces of **fine craftsmanship**.

www.angelacaputi.com



RINASCENTE

In the heart of the city, in **Piazza della Repubblica**, it offers the best of **cosmetics, fashion, food and design**, with the addition of a new "store of craft" and a focus on hand-made products, in perfect harmony with Florentine's identity. Don't miss typical tasty dishes while looking at a breathtaking **panorama**: Rinascente will offer you a priceless experience. www.rinascente.it



» HIGHLIGHTS OF THE MONTH



L'IPPOGRIFO STAMPE D'ARTE

An **artisan workshop** where you can purchase a memory of your trip to Italy. In this laboratory shop, the Raffaellis create their works with mastery and passion, **manually engraving** them on copper plates, then printing them on **limited edition paper**. The prints are then handcoloured, signed and numbered by the author. www.ippogrifostampedarte.com



OFFICINA FARMACEUTICA SANTA MARIA NOVELLA

Under a nineteenth-century vault, an abundance of **perfumes, soaps and cosmetics** are to be found. Here you can find **ancient preparations, herbal teas** and herbalist products, typical **specialties and liqueurs** and **unusual gifts** such as perfume diffusers for the home, wax products, accessories and decorative items. www.smnovella.com



[UNMISSABLE]

Top in Town



[UNMISSABLE]

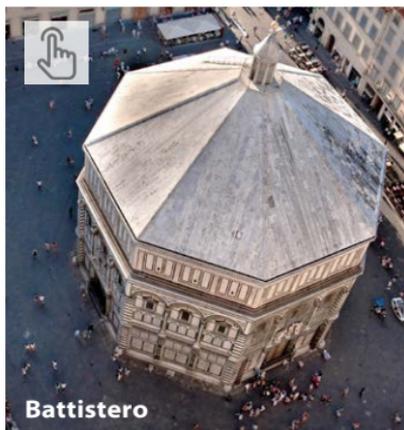
Top in Town



Giardino di Boboli



Galleria degli Uffizi



Battistero



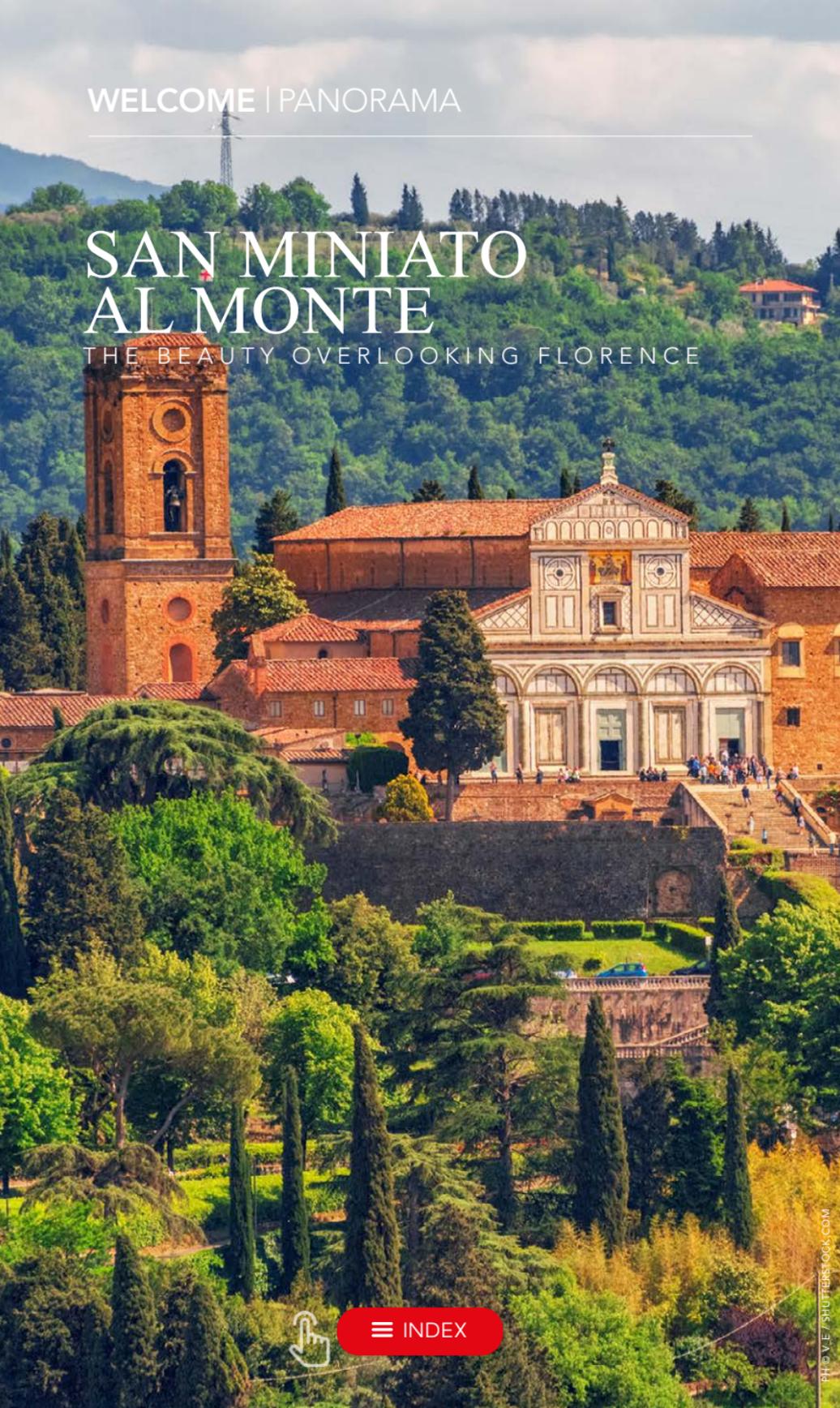
Santa Maria Novella



WELCOME | PANORAMA

SAN MINIATO AL MONTE

THE BEAUTY OVERLOOKING FLORENCE



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WELCOME | PANORAMA

— The Abbey of San Miniato al Monte is a splendid example of **Florentine Romanesque** and is located on the hill overlooking the left bank of the city. From here you can enjoy a beautiful panoramic view of Florence, from the Duomo to Palazzo Vecchio, to the ancient walls surrounding the city.

— What is perhaps the truest meaning of San Miniato al Monte is revealed to us by the inscription written on the eastern door, which for centuries has advised wayfarers with the words: “**Haec est Porta Coelis**” or “This is the Door of Heaven” in Latin.

— Built between the 11th and 13th centuries, the exterior is decorated with multicolour green and white marble forming **geometrical designs**, similar to those of the façades of Santa Croce and Santa Maria Novella.

— The interior is in Romanesque style with three aisles, a raised chancel and a crypt that holds incredible treasures, such as the **Chapel of the Cardinal of Portugal**, built between 1461 and 1466 by Antonio Manetti. And then there is the **monastic choir**, a wooden work from the 15th century, where for centuries the monks, concealed from the pilgrims’ eyes, have intoned Gregorian chants.

— The monumental cemetery, in front of and behind the church, contains the tombs of many illustrious personalities, including that of **Carlo Collodi**, the author of Pinocchio.

— The monks also run the **Monastic Pharmacy** where it is possible to purchase, among other things, beeswax candles, chocolate sweets, jam tarts and biscuits, all hand-crafted by the monks themselves.

Abbey of San Miniato al Monte
Via delle Porte Sante, 34
www.sanminiatoalmon.te.it



WELCOME | PANORAMA

PALAZZO PITTI MUSEUMS

A RENAISSANCE MASTERPIECE



≡ INDEX



WELCOME | PANORAMA

A palace for **three dynasties**, this extraordinary building is located in the **Oltrarno**, at the foot of **Boboli Hill**. The famous Boboli Gardens, which are the park of the palace, a genuine open-air museum, take their name from this hill. Palazzo Pitti currently contains **four different museums**.

Treasures of the Grand Dukes (*ground floor and mezzanine*)

Conserved in what were the summer apartments of the Medici family are the precious "Treasures of the Medici": vases made of semi-precious stones, rock crystals, ambers and ivories, the exceptional collection of Oriental porcelains; there is also the silverware of the so-called "Treasure of Salzburg", an important collection of jewels created between the 17th and 20th centuries, and a significant section dedicated to contemporary jewellery.

Palatine Gallery and Monumental Apartments (*noble floor*)

The 14 sumptuously furnished rooms of the Royal Apartments offer a fascinating blend of styles. The "Quadreria", the Picture Gallery, established between the 18th and 19th centuries by the Lorena family, includes the world's largest concentration of works by Raphael, as well as paintings by Titian, Tintoretto, Caravaggio and Rubens.

Gallery of Modern Art (*second floor*)

It houses masterpieces from Neoclassicism to the 1930s, with an important group of paintings by the Macchiaioli school.

Museum of Fashion and Costume (*Palazzina della Meridiana*)

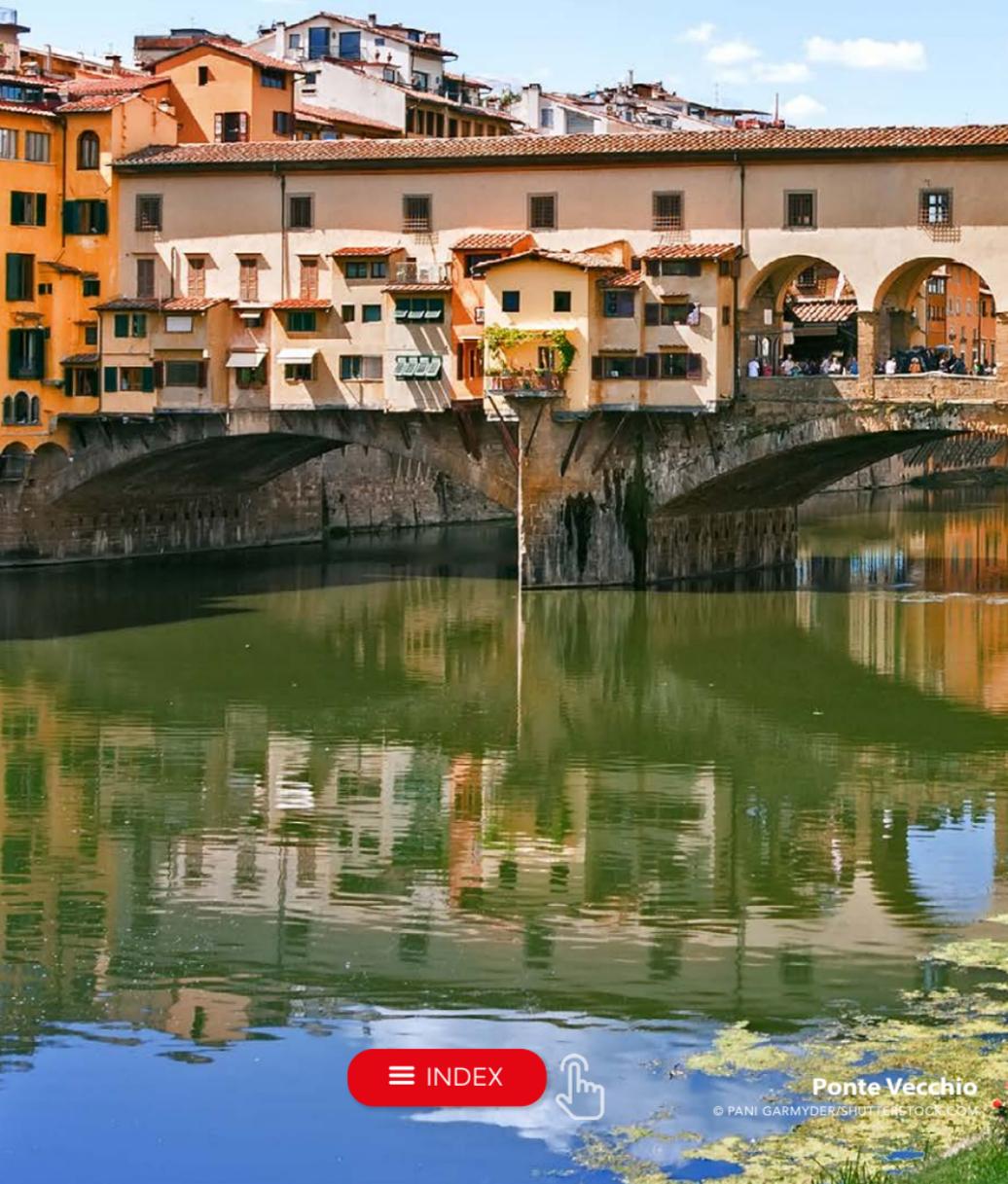
This museum possesses a stock of six thousand items, including ancient clothing, theatrical costumes and fashion accessories from the 18th century to today, in addition to underwear, jewels and costume jewellery. Included among the costumes are the 16th-century burial clothes of Cosimo I de' Medici, Eleonor of Toledo and their son.

Piazza de' Pitti, 1. www.uffizi.it/palazzo-pitti



WELCOME | LANDMARK

All about Ponte Vecchio



☰ INDEX



Ponte Vecchio

© PANI GARMYDER/SHUTTERSTOCK.COM



Vasari Corridor

It is one of the undisputed symbols of Florence and, as such, is one of the most photographed sites in the world. Here are some details so you can get to know it better.

First of all, it must be said that Ponte Vecchio (literally “Old Bridge”) is indeed “old”. The first to identify a ford in the Arno were the Etruscans. The Roman founders of the village of “**Florentia**” built a wood and stone bridge there, which dates back to around 1345. Since then, with all the various restorations and modifications,

this passage across the Arno has remained in its place, actively participating in the history of the city.

ORIGINAL ARCHITECTURE

The bridge is characterised by a solution with lowered arches, never previously seen, which makes its profile unmistakable. From the very beginning, it was understood to be a natural continuation of the road, and so it has **shops and porticos along both sides**, each with a shop window closed by strong wooden doors, and often with a picturesque backroom protruding over the river.





Grafted onto the high part of the bridge is the **Vasari Corridor**, the strategic passageway that was built at the wishes of Cosimo I in 1565 to connect the administrative buildings to his private residence, without exposing the sovereign to any danger.

A UNIQUE HISTORY

During the Renaissance, the traditional shops of **greengrocers, butchers and fishmongers**, who had a preference for the bridge on account of the ease with which they could throw their waste into the river, were evicted en bloc: it was preferred to offer the sovereign goldsmiths' and

jewellers' shops, which were more appropriate for his gaze (and his nose), and they have continued their presence there ever since for the pleasure of tourists. Considering it a source of great pride, Mussolini invited Hitler there in 1938, opening up new larger, more panoramic windows for his benefit. One rather romanticised version claims that Hitler himself, cherishing the memory of such beauty, would decide to save the bridge from the terrible **bombing campaigns of 1944**. Unfortunately, the historical reconstruction seems to prove that this merit cannot be ascribed to the German dictator.



WELCOME | LANDMARK

LUXURY SHOPPING

For more than four hundred years, Ponte Vecchio has therefore been inhabited by **artisans creating admirable gold and silver objects.**

Still today, this remains the commercial vocation of the neighbourhood, which is nevertheless not lacking in other luxury trades, starting with **artisan leather goods.** Obviously, the accesses and areas surrounding the Bridge, between via Por Santa Maria and Lungarno degli Archibusieri on one side, and between Borgo San Jacopo and via de' Guicciardini on the other, are also swarming with points of interest and high-

quality shops. Bear in mind, however, that sometimes you need only turn into an unknown alley to get away from the bustling crowds and enjoy a carefree stroll.

UNDER THE BRIDGE

Finally, you should know that there is also life under the bridge: the historic **Società Canottieri Firenze**, as well as bringing together sporting rowers, is a point of reference for the activities that take place on the banks of the river. Today, the Circle also offers a stupendous location for **aperitifs, lunches and dinners.**



DISCOVER AND ENJOY

This month's round-up of shows and events in Florence and in Tuscany



- **Fotografe! Dagli Archivi Alinari a oggi**
PHOTOGRAPHY Villa Bardini-Forte Belvedere
• until 2 October



- **Rä di Martino. Play It Again** **INSTALLATION**
Forte Belvedere • until 2 October



- **Cinema in Villa** **CINEMA**
Villa Bardini, Terrazza Belvedere • until 28 August



- **ANTONIO CANOVA The Peace of Kiev. Art wins over war**
ART Palazzo Vecchio, Sala di Leone X • until 18 September



- **Pitti Fragranze** **FAIR** COMING SOON
Stazione Leopolda • 16-18 September



- **OSCAR GHIGLIA. Gli anni del Novecento**
EXHIBITION Palazzo Medici Riccardi • Until 13 September



- **MUNDI Museo della Lingua Italiana (Preview)**
EXHIBITION Monumental Complex of Santa Maria Novella
• Until 6 October

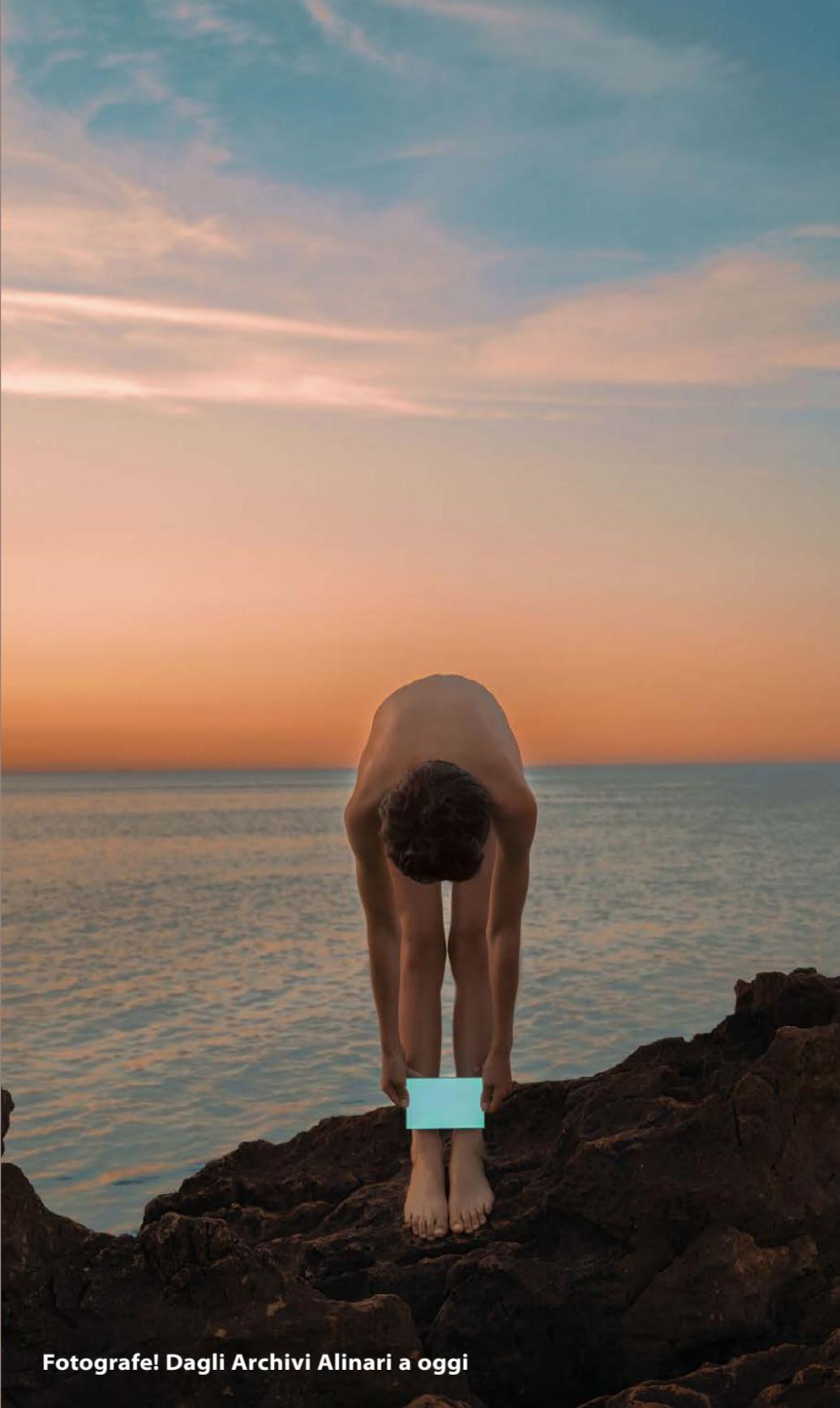
OUT OF TOWN



- **Treno di Dante** • Florence to Ravenna • 27 August-30 October
Florence, Brisighella, Borgo San Lorenzo, Faenza,
Marradi, Ravenna

... and more about several locations and not-to-be missed experiences in Florence such as the sunset from Piazzale Michelangelo, the Mercato del Porcellino, the Secret Tours at Palazzo Vecchio, the Palazzo Medici Riccardi and the Museo Galileo.





Fotografe! Dagli Archivi Alinari a oggi



VILLA BARDINI - FORTE BELVEDERE
UNTIL 2 OCTOBER

A WOMEN'S VIEW OF THE WORLD

PHOTOGRAPHY The Forte di Belvedere and Villa Bardini are currently housing a **new exhibition project** showcasing original collections of albums, vintage prints and negatives **created by women a part of the Alinari Archives**. Over 40 female photographers, **from the past and present**, help to showcase the origins of photography, the changing world and more. The exhibit spotlights women from different eras, places and societies including Julia Margaret Cameron, Maria Mulas and Giulia Parlato, who is one of the 10 Italian artists.

Fotografe! Dagli Archivi Alinari a oggi

Villa Bardini, Costa San Giorgio

<https://www.villabardini.it/fotografe-dagli-archivi-alinari-a-oggi/>



WELCOME | WHAT TO DO

FORTE BELVEDERE, UNTIL 2 OCTOBER

REAL AND FANTASTIC WARS OF A CONTEMPORARY ARTIST

INSTALLATION **Rä di Martino**, one of the most appreciated contemporary artists nationally and internationally, helps to uncover buried emotions in artwork using pop culture characters. The exhibition "**Play It Again**", under the direction of the Museo Novecento curated by Sergio Risaliti, brings to life her artwork of conflict and is displayed at Forte di Belvedere extending over two floors. The exhibition offers visitors the chance to watch four different videos and **fully immerse oneself in a large installation** that combines a series of work to help create a scene of total war.

Rä di Martino. Play It Again

Forte Belvedere

<https://musefirenze.it/mostre/ra-di-martino/>





VILLA BARDINI - TERRAZZA BELVEDERE
UNTIL 28 AUGUST

CINEMA MASTERPIECES UNDER THE STARS

CINEMA The summer arena continues on the **magnificent Belvedere Terrace** of the Bardini Garden with screenings, previews, and meetings with directors, actors, and writers. In a cool and cosy setting, with a **view over the city and the screen**, a selection of the **season's greatest hits** and **timeless classics** is on offer. This Florentine summer, for audiences who love the big screen, will be dedicated to travel, passions, literature and (im)possible loves. The Bardini Garden offers a variety of films including current popular movies, like "Top Gun-Maverick" playing on August 5 and "King Richard" playing on August 9, classics and movies for families. All are played in their **original language**, and Italian films are often played with **English subtitles**.

Cinema in Villa. *Villa Bardini, Terrazza Belvedere
Costa San Giorgio, 2. Tickets are available for purchase online
and every Thursday free reservations are offered. www.cinemainvilla.it*



WELCOME | WHAT TO DO

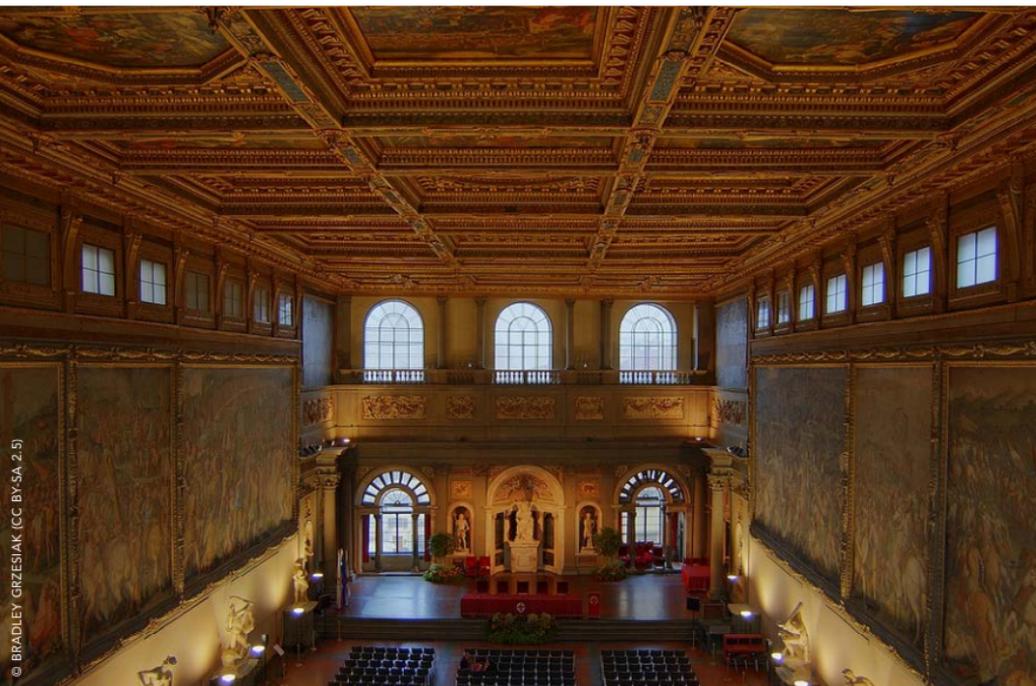
PALAZZO VECCHIO

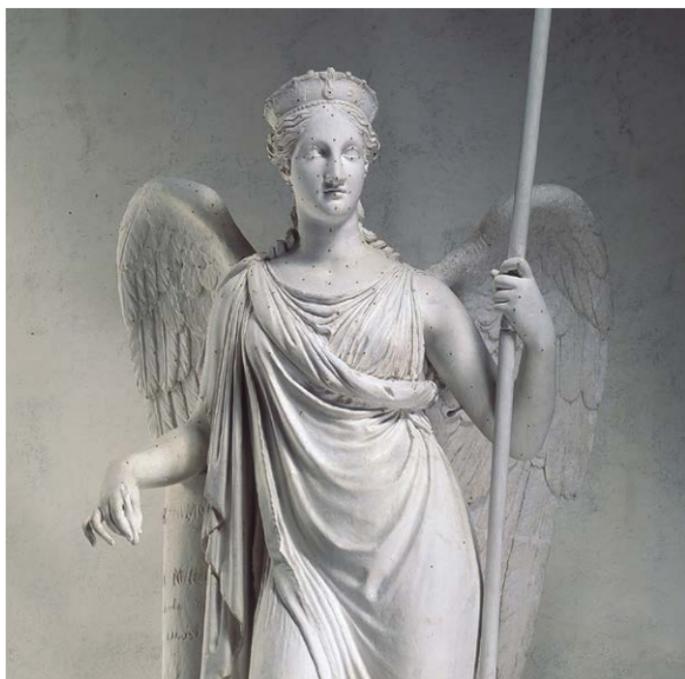
DISCOVERING THE SECRETS OF FLORENCE

Percorsi Segreti.

*Palazzo Vecchio,
Salone dei Cinquecento,
Studiolo di Francesco I.
[musefirenze.it/attivita/
percorsi-segreti/](http://musefirenze.it/attivita/percorsi-segreti/)*

EXPERIENCE Guided tours of Palazzo Vecchio allow you to visit a series of **particularly precious rooms**, including the staircase built at the behest of **Gualtieri di Brienne** and carved into the thickness of the wall, the Studiolo di **Francesco I de' Medici**, a refined treasure chest "of rare and precious things", and the **Scrittoio of his father Cosimo I** (better known as the "Tesoretto"), and finally the imposing truss structure that supports the coffered ceiling of the **Salone dei Cinquecento**.





PALAZZO VECCHIO, UNTIL 18 SEPTEMBER

FROM HISTORY, A SYMBOL OF PEACE

ART Florence has welcomed **Antonio Canova's "Peace"**, the famous plaster version of the marble sculpture housed in the Khanenko National Museum in Kiev, which is currently hidden to protect it from bombing during the war in Ukraine. The plaster model of Canova's sculpture finds a home in the heart of **Palazzo Vecchio** and becomes a means of ensuring the contemplation of the sculptor's masterpiece, otherwise denied by the conflict. The exhibition is realised thanks to the collaboration between the Museo Novecento and the Museo Gypsotheca Antonio Canova in Possagno, and sees the sculpture installed in the centre of the **Sala di Leone X** in Palazzo Vecchio.

Antonio Canova. The Peace of Kiev. Art wins over war

(plaster version). *Palazzo Vecchio, Sala di Leone X*

Open daily 9am-7pm (Thurs 9am-2pm). www.museonovecento.it

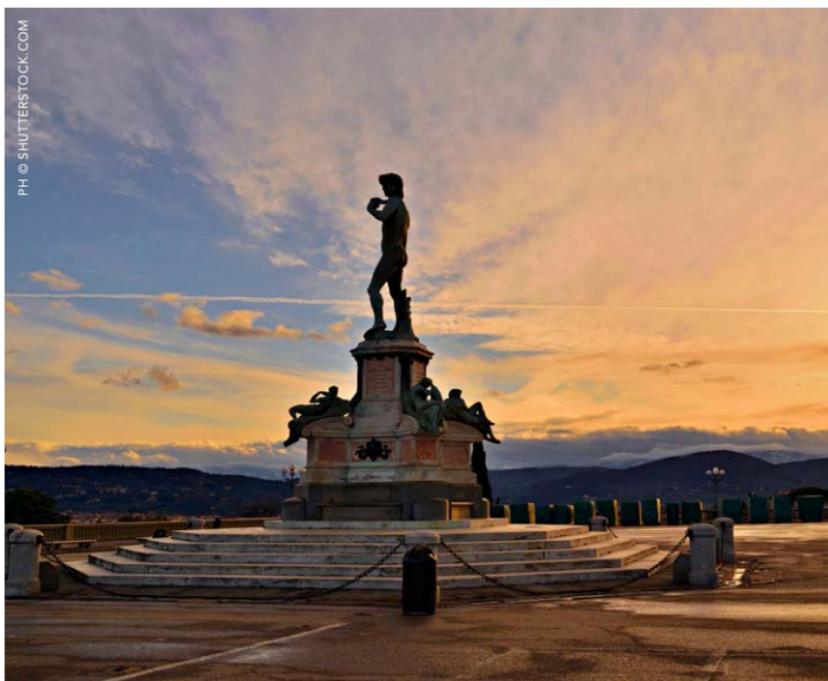
Ph credits: Antonio Canova, La Pace, 1812, gesso, courtesy Museo Gypsotheca Antonio Canova, Possagno (TV)



WELCOME | WHAT TO DO

PIAZZALE MICHELANGELO FLORENCE AT YOUR FEET

EXPERIENCE Piazzale Michelangelo is one of the **most charming belvederes in Florence**, an unmissable terrace overlooking the city, an essential destination for tourists and Florentines alike. The panorama to be enjoyed from here is breathtaking, as it embraces the entire city, from Forte Belvedere to Santa Croce, along the Lungarni and the Ponte Vecchio, and then the Duomo with its dome and Giotto's bell tower, Palazzo Vecchio, and beyond, the hills to the north of the city. In the square dedicated to Michelangelo there are bronze copies of his famous works: the David and the four allegories of the Medici Chapels of San Lorenzo, the originals of which are obviously conserved in the city. **For a guaranteed wow effect, go there at sunset.** You can get there by bus or on foot, going along the Lungarno, or from Piazza Poggi, by climbing up the charming Rampe del Poggi, a combination of steps, grottos and fountains.



COMING
SOON



STAZIONE LEOPOLDA, 16-18 SEPTEMBER

PITTI FRAGRANZE PREPARES THE 2022 EDITION

FAIR After Pitti Uomo, Pitti Bimbo and Pitti Filati between the end of June and the beginning of July, the calendar already includes the end-of-summer appointment of **Pitti Fragranze**, now in its 20th edition. As usual, the annual event will take place at the **Stazione Leopolda**, presenting the best **international artistic perfumery**, new **beauty and wellness products** and the most exclusive skincare lines. In a scenario in which the artistic perfumery is undergoing a major evolution, the Italian market has a leading role to play in outlining an even richer "Fragranze experience", with high-level protagonists oriented towards new trends. This edition's special guest is **Chandler Burr**, one of the world's leading perfume experts.

Pitti Fragranze. *Stazione Leopolda*
15 September: opening day for the public
fragranze.pittimmagine.com



WELCOME | WHAT TO DO

PALAZZO MEDICI RICCARDI, UNTIL 13 SEPTEMBER

ITALIAN PORTRAITS AND STILL LIFES

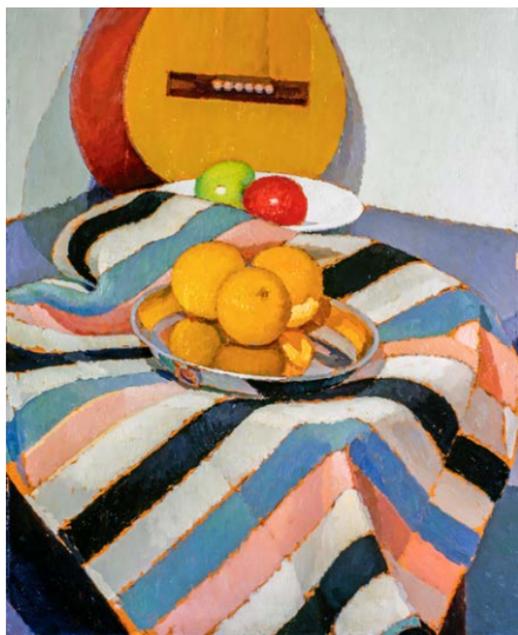
EXHIBITION Oscar Ghiglia was a great 20th-century Italian artist with Tuscan roots, but profoundly linked to the European artistic events of his time. The exhibition at **Palazzo Medici Riccardi** presents **over fifty of his works**, from prestigious private collections and important public museums, including the Galleria d'Arte Moderna in Palazzo Pitti, presented in a narrative that interweaves themes and chronologies. Ghiglia also contains hints of the "**Realismo Magico**" around which so many artists gathered in the 1920s: research into objects and forms that is **sharp but enigmatic**, perfect but unresolved, which still enchants us today.

Oscar Ghiglia. Gli anni di Novecento

Palazzo Medici Riccardi

Via Cavour, 3

www.palazzomediciriccardi.it



WELCOME | WHAT TO DO

PIAZZA DEL
MERCATO NUOVO

A FAMOUS MARKET EXPERIENCE

Mercato del Porcellino

*Piazza del Mercato Nuovo,
at the intersection
of Via Porta Rossa
and Via Calimala.
www.mercatodelporcellino.it*

MARKET Enjoy a fun shopping day at the **Mercato del Porcellino**, a daily market that is **one of the oldest markets in the world**. The market is known for its Tuscan leather goods and central location, as well as its Italian **silks, scarves, embroidered tapestries, and souvenirs**. Make sure not to miss the market's namesake, **Il Porcellino**, the bronze statue of a wild boar under the medieval arches. For **good luck**, make a wish at the same time you rub the statue's nose and drop a coin from its mouth.

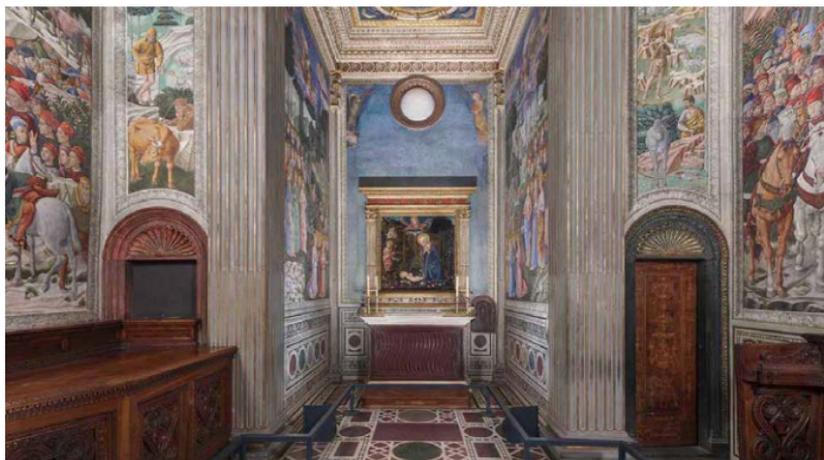




THE RENAISSANCE BEGAN HERE

Lorenzo the Magnificent lived in **Palazzo Medici Riccardi** and the greatest artists worked there. Unmissable from the Medici period are the **Magi Chapel**, frescoed in the 15th century by Benozzo Gozzoli, a work of rare beauty, as are the famous “Madonna with Child” by **Filippo Lippi**, the elegant **Michelozzo’s courtyard** and the **Medici Gardens** with the **Limonaia**.

The Magi Chapel. *Palazzo Medici Riccardi. musefirenze.it*



WELCOME | WHAT TO DO

FROM GALILEO TOWARDS THE MODERN SCIENCE

Museo Galileo

Piazza dei Giudici, 1.
www.museogalileo.it

SCIENCE Don't miss a visit to the **Museo Galileo**, an extraordinary collection of **scientific instruments** collected over nearly three centuries by the Medici and Lorraine families, including the only original telescopes by **Galileo Galilei** in the world. This is a precious testimony to the progressive improvement of observation and measurement instruments that favoured the enormous advancement of **scientific knowledge in the 16th and 17th centuries**, a decisive contribution to the affirmation of modern science.



PH © SABINA BERNAZZINI





PH © GUIDO COZZI

FREE SUNDAYS AT THE MUSEUM

Free Sundays are back! The Galleria dell'Accademia announces that **every first Sunday of the month** - 7 August, 4 September, 2 October, 6 November and 4 December 2022 - **admission to the museum will be free** and reservations will no longer be required on Saturdays and public holidays.



WELCOME | WHAT TO DO

SANTA MARIA NOVELLA, UNTIL 6 OCTOBER

NEW MUSEUM OF TREASURES OF THE ITALIAN LANGUAGE

EXHIBITION The initiative pre-announced during the Dante celebrations of 2021 is getting underway: the **first museum dedicated to the Italian language**, to be built in Florence. In the **Santa Maria Novella complex**, just a few steps from the railway station, the new **MUNDI-Museo della Lingua Italiana** will not only be a place of study and research, but also an **exhibition venue** with manuscripts, books, paintings and objects related to the history of Italian. There will also be a **multimedia component**, with sensitive stations, touch-screens, video walls, digital devices and educational activities for the promotion of the Italian language, conferences, courses and seminars, book presentations and concerts.

>>**Until 6 October**, an introductory section of the museum can be previewed in **two rooms on the ground floor**. Work will be completed in 2023.



MUNDI Preview

*Monumental Complex of Santa
Maria Novella
Piazza della Stazione, 6
Open Wednesday to Sunday,
10am-5pm
Free entrance*



FIRENZE CARD

www.firenzecard.it



“Firenzecard” costs **€85** and allows access to **60 museums** and is **valid for 72 hours** from the initial entry to a museum on the Circuit. It can be purchased **online** or from one of the **authorised sales points** in Florence.

Firenzecard includes:

- 1 entry ticket + 1 exhibition supplement + 1 priority ticket for each museum on the **Firenzecard** circuit
- **Priority access** to museums without booking, except for the Dome, Galleria degli Uffizi and Galleria dell’Accademia, where the booking is required but free.
- When purchasing the **Firenzecard**, you can add “**Firenzecard+**” to use the city’s **public transport** (Ataf &Line buses and tramway) and the **dedicated commercial offers**. Firenzecard+ is valid for **72 hours** from the first validation.
- Finally, with “**Firenzecard Restart**” you will be able to visit the museums of the circuit that you didn’t manage to see on your first visit to Florence; you will be able to **add another 48 effective hours** to your expired **FirenzeCard**.



MANET eSIM: DIGITAL AND SMART

Are you looking for a **reliable and fast connectivity** in Florence? Today, you can easily **surf the web**, even if you are **travelling**. Discover the **Manet eSIM platform**, an innovative technology that is revolutionizing mobile connectivity.

- **WHAT** - The Manet eSIM is a **virtual SIM** which allows you to connect to the Internet **without putting a physical SIM card** in your device.
- **WHERE** - The Manet eSIM offers you affordable mobile data, even **abroad, directly on your smartphone**.
- **WHEN** - You can buy online the Manet eSIM and activate it on your personal device **at any time, also before the departure**.
- **WHY** - Manet eSIM is a **quick, flexible and affordable** solution, that can be activated at any time from any place in the world. Moreover, it's **fully digital** so zero waste.

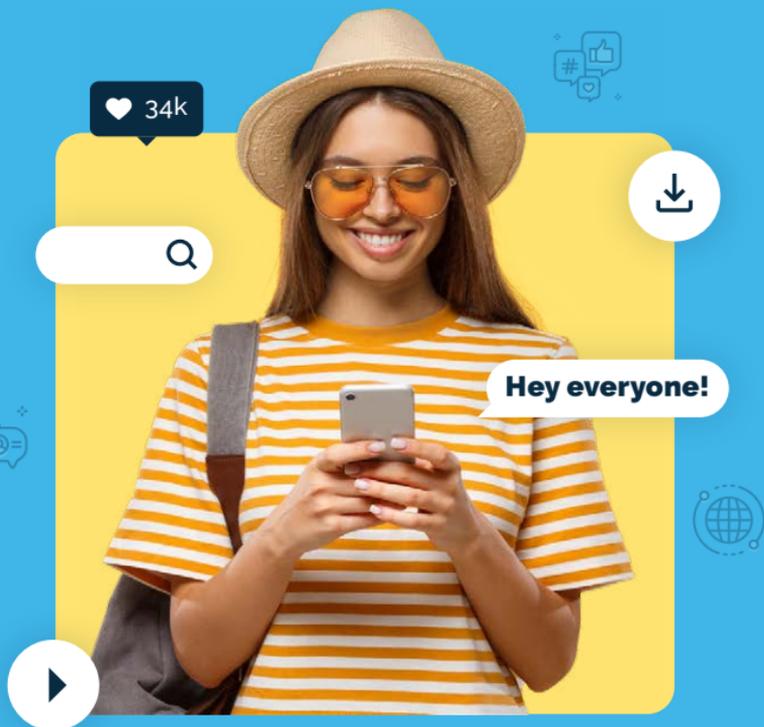
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WELCOME | OUT OF TOWN



FLORENCE TO RAVENNA, 27 AUGUST-30 OCTOBER

WELCOME ABOARD THE DANTE'S TRAIN

SPECIAL TOUR All aboard the **Treno di Dante** for a day full of exploring. The ride starts at Firenze Santa Maria Novella Train Station and visitors are onboard the train for a total of **three hours**, breaking up the journey by stopping at **six towns** along the way towards the Apennines. Only on **Saturdays and Sundays** visitors can take the heritage train **from Florence to Ravenna** stopping at the "Most beautiful villages in Italy" to experience **culture, museums** and **taste** new cuisine and while onboard viewing beautiful countryside. Pay extra for organized excursions or walk around the village on your own to experience everything the villages have to offer.

Treno di Dante

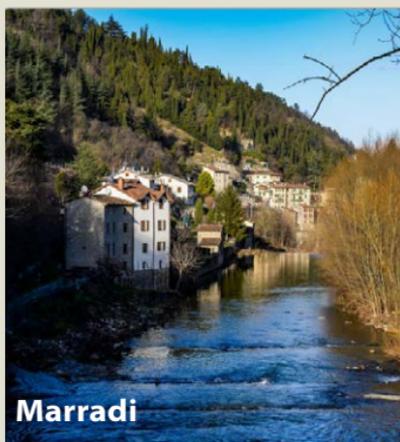
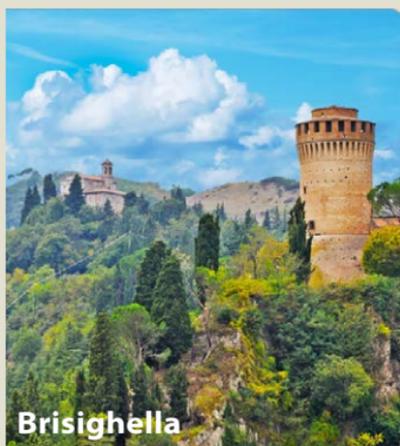
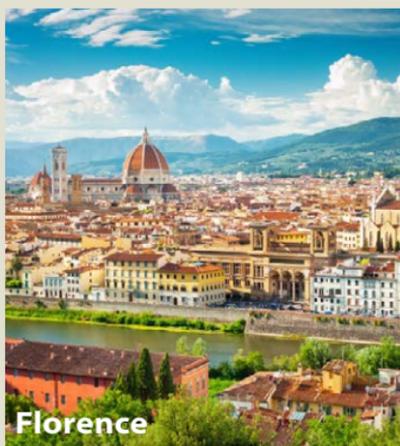
Florence to Ravenna

To see the itinerary: <https://iltrenodidante.it/en/le-tappe>

To check the timetable: <https://iltrenodidante.it/en/orari>



WELCOME | OUT OF TOWN



TRADITIONAL EVENTS IN FLORENCE

6 JANUARY

CAVALCATA DEI MAGI

A historical re-enactment of the Epiphany when Three Wise Men brought gifts of gold, frankincense and myrrh to the Baby Jesus. A celebration that takes place wearing splendid fifteenth-century costumes.

18 FEBRUARY

ANNIVERSARY OF THE DEATH OF THE ELECTRESS OF THE PALATINATE

Celebration of the last heir of the Medici dynasty, Anna Maria Luisa: the presence in Florence of extraordinary artistic treasures including the Uffizi Gallery, the Palatine Gallery and the Gallery of the Academy is all due to her. To mark the occasion, some municipal museums allow access free of charge.

25 MARCH

CAPODANNO FIORENTINO

The Florentine "Old New Year", celebrated since before the advent of the Gregorian Calendar (1582), with a parade through the central streets of the city in historical costumes.

EASTER

SCOPPIO DEL CARRO

A popular secular and religious tradition that dates back to the time of the Crusades. A procession with percussionists and flag-wavers in historical costumes, city officials and representatives of the clergy, accompanies a cart with a pyrotechnic tower from the church of SS. Apostoli to Santa Maria del Fiore, where it is set alight.

1 MAY

TROFEO MARZOCCO-SBANDIERATORI

A contest between historical groups of flag-wavers organized by the "Bandierai degli Uffizi di Firenze", which takes place in Piazza della Signoria.

THIRD SUNDAY IN MAY

PALIO DEL BALUARDO

A crossbow shooting competition to commemorate the birth of the Florentine Republic on 16th May 1527, the date when the Medici were expelled from Florence. The competition is held at the Bastione known as the Fonte della Ginevra.



23 MAY

LA FIORITA

A Florentine tradition celebrating the burning at the stake of Dominican preacher Fra Girolamo Savonarola, a controversial figure in the city's history. A wreath of flowers is laid on the plaque dedicated to him in Piazza della Signoria, after which rose petals are thrown into the Arno from Ponte Vecchio.

24 JUNE

FESTA DI SAN GIOVANNI and FINALE DEL CALCIO STORICO

A contest that has taken place in Piazza Santa Croce for 600 years on the day of St. John the Baptist, the patron saint of the city. Highly competitive, it combines football, rugby and wrestling and is held as the culmination of a tournament between teams from the city's neighbourhoods: White from Santo Spirito, Red from Santa Maria Novella, Green from San Giovanni and Blue from Santa Croce.

26 JULY

FESTA DI SANT'ANNA

A secular and religious festival held near the church of Orsanmichele, in which the figure of Saint Anne, co-patron saint of the city, is venerated.

10 AUGUST

FESTA DI SAN LORENZO

It takes place in the morning with

a "Historical Procession of the Florentine Republic" from the Piazzetta di Parte Guelfa through the streets of the historic centre to the Basilica di San Lorenzo. In the evening, in Piazza San Lorenzo.

END OF SEPTEMBER

BACCO ARTIGIANO

A traditional Festival of Wine and the outstanding products of the territory. Concomitant entertainment events are also held to mark the occasion.

8 OCTOBER

FESTA DI SANTA REPARATA

At Santa Maria del Fiore each year the ceremony is held of the offering of candles in the crypt. According to the legend it was thanks to the miraculous intercession of Saint Reparata that the Florentines succeeded in repelling the siege of the Ostrogoths in 406 AD, an event that marked the triumph of Christianity in Florence.

END OF DECEMBER

FESTA DEGLI OMAGGI

An ancient folkloristic event in which the "Procession of the Florentine Republic" addresses the civil and religious authorities to wish them good luck during the festivities.



2022 EVENTS IN ITALY



AUGUST

16/8 | Siena | Palio dell'Assunta.

www.ilpalio.org

31/8-10/9 | Venice | International

Exhibition of Cinematographic Art.

www.labiennale.org

SEPTEMBER

10-18/9 | Milan | The Italian Glass

Weeks. www.theitalianglassweeks.com

11/9 | Monza (Milan) | Formula 1.

Italian Grand Prix. www.formula1.com

15-17/9 | Verona | World Tourism

Event. www.wtevent.it

16-18/9 | Florence | Fragranze.

fragranze.pittimmagine.com

16-19/9 | Terni | Umbria Jazz.

www.umbriajazz.it

16-19/9 | Milan | HOMI

Independent. www.homimilano.com

17-25/9 | Venice | The Italian Glass

Weeks. www.theitalianglassweeks.com

18-20/9 | Milan | MICAM.

www.themicam.com

20-26/9 | Milan | Milano Moda

Donna. www.cameramoda.it

22-27/9 | Genoa | International

Boat Show. www.salononautico.com

OCTOBER

8/10- 6/12 | Alba (Piedmont) |

International Alba White Truffle Fair.



2022 EVENTS IN ITALY



www.fieradeltartufo.org

9/10 | Trieste | Barcolana. www.barcolana.it

NOVEMBER

2-6/11 | Turin | Paratissima (18th edition). www.paratissima.it

4-6/11 | Turin | Artissima (29th edition). www.artissima.art

3-6/11 | Verona | Fieracavalli (124th edition) www.fieracavalli.it

8-13/11 | Milan | EICMA. International Motorcycle and Accessories Exhibition. www.eicma.it

16-20/11 | Milan | BookCity Milano. bookcitymilano.it

18-19/11 | Milan | Ospitiamo 2022. ospitiamo.eu

21/11 | Venice | Festa della Salute. venice.welcomemagazine.it

End of November | Venice | Teatro La Fenice. Opening of Opera and Ballet season. www.teatrolafenice.it

DECEMBER

3-11/12 | Milan | Artigiano in Fiera. artigianoinfiera.it

7/12 | Milan | Teatro alla Scala – Opening of the Opera Season with the "Boris Godunov". www.teatroallascala.org



[WELCOME TO ITALIA]

Dream experiences

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You will have the opportunity to enjoy a guided tour of the Accademia Gallery and the Uffizi and to walk around the city center.

>CLICK & BUY



TOP MUSEUM TOUR

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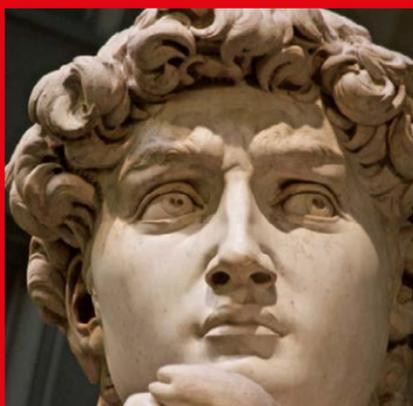
Dream experiences



FLORENCE BY NIGHT PRIVATE EXPERIENCE

Explore the city center with a private tour: you can enjoy a pleasant walk with an expert guide.

>CLICK & BUY



EXCLUSIVE TOUR AT THE ACCADEMIA

Don't miss an original tour discovering the stories of the "David" by Michelangelo.

>CLICK & BUY



DUOMO SMART PRIVATE TOUR

Enter the fascinating church of Santa Maria del Fiore with skip the line access. One hour tour with a private guide.

>CLICK & BUY



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[WELCOME TO ITALIA]

Dream experiences

THE SPECIAL ONES

MARKET TOUR AND TUSCAN COOKING EXPERIENCE

Let's visit the Sant'Ambrogio Market with a chef-guide and buy all the necessary for a cooking class. Enjoy your meal with a wine tasting.

>CLICK & BUY



SPECIAL HUNT FOR FAMILIES AND CHILDREN

Learn about Florence's past in a fun and entertaining way in an intriguing quiz and animal art hunt. Two itineraries are available: Medieval and Renaissance.

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BOUTIQUES & BRANDS

SHOPPING



Brandimarte, on a silver platter

At this historic Florentine silverware brand you can purchase engravings, glasses, decanters, and jewellery creations.

>> **Brandimarte**
www.brandimarte.com
Via del Moro, 92/r.
T: 055 2693384.

In the heart of the historic centre of Florence, there is a special boutique: the workshop of **Brandimarte**, a company that was established in Florence in 1955 and that was run by the founder's grandchildren, Stefano and Giada Guscelli. Since 2017 the brand is owned by Bianca Guscelli, Stefano's daughter.

Brandimarte is distinguished for the **hand crafting** and sale of **silverware for the table** and **925 sterling silver jewellery**, in addition to its collection of historical silver medals. The **collections of jewels**, exclusively made in Italy, created by the best Florentine artisans, include bracelets, rings, necklaces, earrings and much more besides.

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📍 SEE MAP





ANGELA CAPUTI GIUGGIÙ

In the centre of Florence, in an old 17th-century building known as "Palazzetto Medici", a few steps from the Ponte Vecchio, are the boutique and the creative heart of Florentine designer Angela Caputi's brand Giuggiù. Her imaginative plastic jewellery items, much loved by international customers, are genuinely unique pieces of fine craftsmanship. In the Borgo SS. Apostoli boutique it is also possible to purchase a selection of clothing items and accessories that complete the brand's collections.

www.angelacaputi.com

Borgo SS. Apostoli, 44/46. T: 055 292993.

Via S. Spirito, 58/r. T: 055 212972.





The entire Ferragamo universe

Florentine brand that has known how to combine age-old hand crafting skills with the creativity, today **Salvatore Ferragamo** represents quality, contemporary elegance, innovation and tradition. The boutique, which contains all the men's, women's, accessories and perfume collections, is located inside the medieval **Palazzo Spini Feroni**, the company's historic workshop since 1938, and today also the site of the **Salvatore Ferragamo Museum**. The boutique occupies the entire ground floor of the building, inside large spaces decorated with 18th-century frescoes, stretching from Piazza Santa Trinita to the banks of the River Arno. And it is precisely the wing of the store that faces onto Piazza Santa Trinita that hosts the **Ferragamo's Creations** corner, with the exclusive footwear line that revisits some of the brand's iconic.

www.ferragamo.com





From California to Florence

The footwear, clothing and accessories of the **UGG® brand**, founded in 1978 by an Australian surfer on the coast of California, which has become an icon of style thanks to its leather and reversed sheepskin boots, find space in the brand's **first Italian boutique**. Inside, the more traditional models stand alongside new footwear from the **Classic Revolution** collection, which reinterprets classicism with a contemporary touch, inspired by the vitality of San Francisco. Drawing inspiration from Classic Short II, Classic Mini II and Neumel models by the brand, the collection includes **thirteen renovated models**. Stylistic research with the use of new materials, decorative elements such as straps and zippers and the addition of wedges are combined with an in-depth study of comfort. In addition to footwear, lovers of shopping can also find a selection of outerwear and accessories. **www.ugg.com**



SHOPPING

Strolling through Florence

The city's blend of old-world charm and modern specialty stores makes for a shopping experience that will satisfy every kind of visitor.



VIA DE'TORNABUONI: LUXURY SHOPPING

Together with Via della Vigna Nuova, Via de' Tornabuoni is believed to be the **most famous shopping area** in the city, containing many **top designer fashion brands**. This district, which is the medieval heart of the city, has been associated with luxury shopping since the 19th century. The **historical buildings** have been renovated into modern stores housing famous brands like Gucci, Salvatore Ferragamo, Bulgari, Burberry, Damiani, Dolce & Gabbana, Giorgio Armani, Loro Piana, Montblanc, Pomellato, Prada, Saint Laurent, Stefano Ricci, Valentino, Tod's, Hogan, Emilio Pucci and many others.



VIA DEL PARIONE: THE ARTISANAL HEART OF THE CITY

A street celebrating Florence's artisanal shopping opportunities, revealing **artisanal stores** and **modern boutiques** that offer one-of-a-kind goods. This area houses **Il Bisonte**, a Florentine brand of unique high-quality Italian leather items and **Anichini**, a traditional tailor's shop for children where skilled artisans create elegant items for newborns, children and youngsters using the best Italian fabrics. Don't miss the **Antica Legatoria Alberto Cozzi**, a store filled with the arts of bookbinding, personalizing original leather goods, and embellishing paper through the rare process of marbling.



SHOPPING



© JULIA LAV/SHUTTERSTOCK.COM

PONTE VECCHIO, LUXURY SHOPPING OVER THE BRIDGE

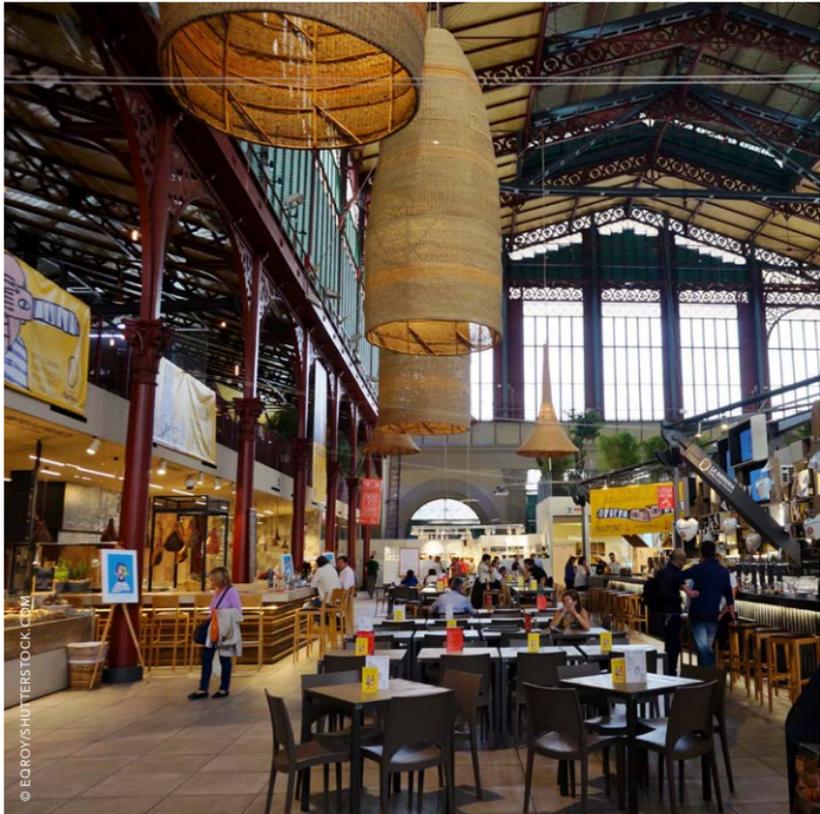
Ponte Vecchio is a passageway over the **Arno River** that is devoted to shopping for **gold and jewellery**. The jewellery shops have a long history. Back in 1563, Grand Duke Ferdinand I ordered local goldsmiths to set up shop along the bridge, in order to replace the butchers' and grocers' shops that had been established there for centuries. The latter threw garbage and scraps from their shops into the Arno and this damaged the image of the city. After four hundred years, this is still the commercial vocation of the district, which nonetheless does not lack other luxury trades, starting with handmade **leather goods**.

Particular attention should be paid to the **Cassetti 1926** boutique, whose first shop on the Ponte Vecchio dates back to 1976 and whose second was opened in 1981. This was followed by the Rolex Boutique in 2009 and the Vacheron Constantin one (2014) which, with its watchmaking history of almost 260 years, adds further value to the range of luxury goods by the Cassetti brand.



SAN LORENZO MARKET

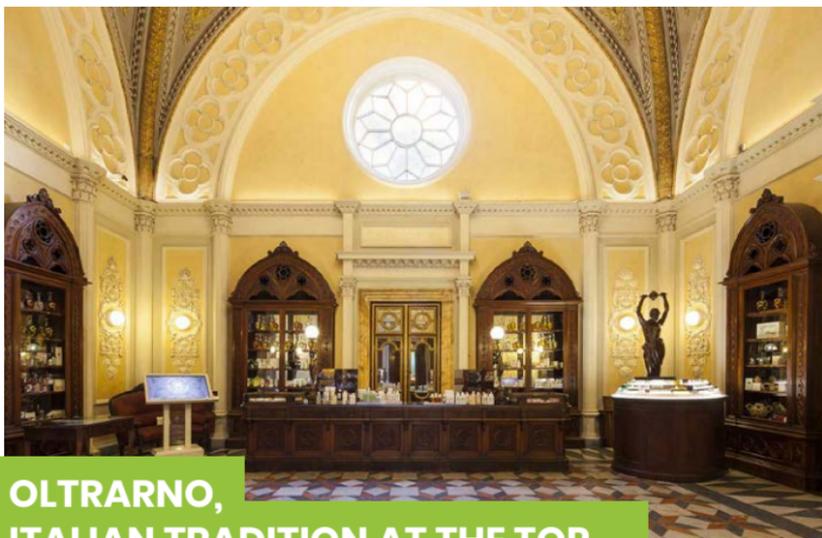
The market of San Lorenzo is a not-to-be-missed experience in Florence. The indoor section, called **Mercato Centrale**, is a **gourmet heaven** that offers an **endless selection of international foods** in a 19th-century building. Shop for groceries or spend **time tasting all the food** in the eating area. The market also has an outdoor area that stretches across multiple streets surrounding Mercato Centrale, consisting of **hundreds of vendors** that give you the opportunity to buy **authentic souvenirs**.



© EGROVSHUTTERSTOCK.COM



SHOPPING



OLTRARNO, ITALIAN TRADITION AT THE TOP

In the districts of the Oltrarno - **San Frediano, Santo Spirito and San Niccolò** - you breathe the air of a more authentic “**Florentine-ness**”. In this labyrinth of lanes and alleyways you can still find craftsmen and women who conserve and hand down original and sophisticated working methods. Once considered among the most infamous neighbourhoods in the city, today **San Frediano** has become fashionable, also thanks to the famous Lonely Planet guide, which defined it as “the coolest neighbourhood in the world”. In particular, Borgo San Frediano has become renowned both for its traditional artisan shops and historical monuments. Don't miss the legendary art form with a visit to the **Officina Profumo-Farmaceutica di Santa Maria Novella**, a 600-year-old perfumery located in a breathtaking antique structure. Still using ancient recipes to make modern-day perfumes and skincare goods, its products have been famous for centuries.



ARTISANS IN OLTRARNO

From a recent census, it seems that there are around **800 artisans' workshops** in the **Oltrarno**. If you have a weakness for **shoes**, you are in the right place, because this zone is the very place where you can see craftsmen busy at work on made-to-measure **shoes**, such as those of **Roberto Ugolini** (*see photo*). Do you love the unmistakable aroma of paper? Then you will not be able to resist going into one of the marbled paper and bookbinding artisan shops in the Oltrarno, such as **Il Torchio**. But this zone is also swarming with **goldsmiths' workshops**: for example, drop in at **Ugo Bellini**. And what can you say about the **Antico Setificio Fiorentino**, one of the very few **silk production workshops** left in Europe? Since 1786 they have been spinning precious silk fabrics, today used above all by the houses of haute couture and by architects to furnish residences and boats.



SHOPPING



SANT'AMBROGIO, THE PICTURESQUE DISTRICT OF FLORENCE

Sant'Ambrogio is a lesser-known area filled with stores and restaurants, featuring the beauty of Florence without plentiful crowds. Shop for fresh ingredients in the **Mercato di Sant'Ambrogio**, a historic indoor market that has offered produce and specialty foods since 1873. For antiques and crafts, stroll through the **Ciampi Antiquarito** in Piazza Annigoni. Open daily, this market offers vintage items such as jewelry, prints, and books. If you love leather accessories then you must not miss **Cuore di pelle** where you can buy all items made of handsewn leather (www.cuordipelle.com). In Via De' Macci, you must not miss **Cecilia Falciai**, who specialises in working scagliola and in the technique of Florentine mosaic-making (*commesso*) using semi-precious stones and marble (www.ceciliafalciaiscagliola.com). In Via Sant'Egidio, the historic shop **Sbigoli Terrecotte** offers a vast range of artistic ceramics (www.sbigoliterrecotte.it).



VIA PORTA ROSSA AND PIAZZA DELLA REPUBBLICA

In the **heart of Florence**, the network of streets between Via Porta Rossa and Piazza della Repubblica form a **paradise for shoppers**. Browse through countless luxury stores and marvel at window displays in Via Porta Rossa to find the perfect Florentine souvenir. Don't miss **Rinascente**, a department store in Piazza della Repubblica that sells **the best brands and artisan products in the city**, even offering a terrace with a breathtaking **panoramic view** of the city.



© BAIKANOVIKH/ALENA/SHUTTERSTOCK.COM



SHOPPING



BORGO SS. APOSTOLI

Borgo SS. Apostoli is a road tucked between Ponte Vecchio and Ponte Santa Trinita, a **quiet haven** in the center of the bustling city. The street contains **historic buildings** and numerous **antique stores** that **embody Florentine artisanship**. Find historic stones, artwork, and leather goods in the traditional stores that line the peaceful road.



BORG OGNISSANTI, TOP OF ANTIQUES

The street of Borgo Ognissanti runs parallel to the Arno River and is located nearby the Duomo. Considered the **"path of opportunity,"** this area is filled with stores whose products range from **flowers** to **pastries** to hardware tools. Discover showrooms that span from **antique to contemporary** as well as **interior design** stores. Walk through Piazza Ognissanti, the site of the annual antique fair where global dealers meet to display their traditional paintings and furniture.



Tax Free Refund Guide

According to the Italian law, non-EU resident travellers may be granted VAT relief/refund for goods intended for personal or family use purchased in Italy. This relief is surely **an advantage for the foreign travellers**: in fact, it allows to save from a minimum of 4% up to a maximum of 22% of the selling price of the goods purchased. Here is a **short guide** according to the **Italian legislation** to discover the common system of value added tax **exclusively for non-EU resident travellers**.

- 1. VAT** (in Italian: IVA) is a **value added tax** on goods and services, and is part of the European Union's value added tax system.
- 2. In some cases**, travellers may be granted a **VAT refund**. This refund does not cover the services supplied by hotels, restaurants, taxis or agencies.
- 3. You may be eligible for a VAT refund** provided that:
 - you are a **non-EU resident**;
 - the goods purchased are intended **for personal or family use** only and are carried in your luggage;
 - the overall value of the goods purchased exceeds **154,94 Euro** (VAT included);
 - the purchase is certified by an **invoice**. This invoice should include a description of the goods purchased, your personal information as well as the details of your passport or any other equivalent document;
 - the goods shall leave the EU territory by the **third month** following the date of issue of the invoice, as proved by the **"customs stamp"**;
 - from 1 September 2018, tax free invoices in Italy must be electronically transmitted by the national seller to OTELLO information system (**Online Tax Refund at Exit: Light Lane Optimization**) and their validation is digitally carried out.
 - after the digital "customs stamp" is obtained, OTELLO will send a message to the retailer that all the requirements are met and, as a consequence, the retailer will reimburse the amount due or will settle the tax relief.



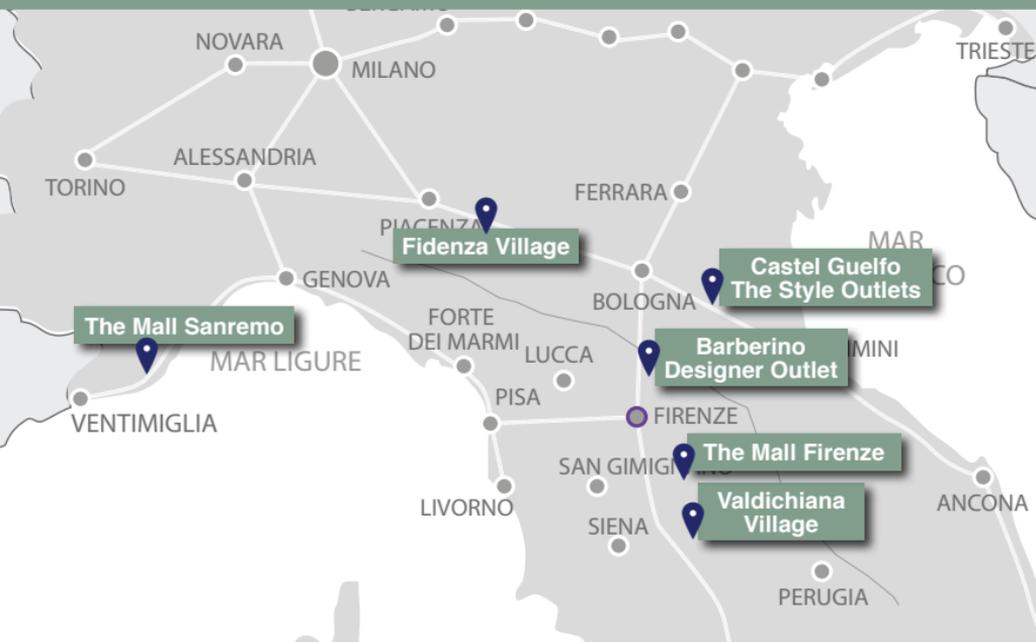
Tax Free Refund Guide

- the invoice is **returned to the Italian retailer** within four months after the purchase was made. If the invoice is stamped by other EU countries, it needs to be brought to the shop retailer by the fourth month following that of the purchase.
- 4.** The goods purchased and the relevant invoice must be **shown at the customs** exit point when leaving EU territory (if you intend to pack the purchased items into your check-in luggage, you must go to Customs **BEFORE checking in**).
- 5.** After leaving EU territory, the traveller must return the original invoice, regularly endorsed by the customs office, to the Italian retailer. Said invoice must be returned within four months from the date when the document was issued.
- 6.** The refund can be made **directly by the Italian retailer** (however, make sure that the shop you've chosen displays a "Tax Free Shopping" or "Euro Tax Free" sign in its window).
- 7.** Several **Tax-Free companies are able to offer immediate VAT cash refunds** when the goods leave either Italian or EU territory (thus exonerating the passenger from having to return the invoice to the retailer). However, this procedure only applies at major international airports or main border crossings. **Most major department stores have Tax Free Refund offices.**
- 8.** The services provided by Tax-Free companies imply the payment of a small administrative sum which is **directly deducted** from the amount of VAT refunded to the traveller.
- 9.** In the event of a traveller not receiving a VAT refund within a reasonable period of time, he or she should re-contact the Italian retailer or one of the aforementioned companies.
- 10.** However, please note, VAT cannot be refunded directly by customs offices.

Source: www.adm.gov.it/portale/ee/citizen/



OUTLETS



In addition to the shopping destinations that can be found in the city, those with a **passion for shopping** and **an eye for saving** cannot fail to plan a visit to the **outlet villages**, small towns where you can find many different **brand shops**.

Around Florence, in Tuscany and elsewhere, you can easily reach some **shopping destinations** that offer the **best in fashion and design** at very interesting prices and with **discounts all year round**.

Not only shopping: customers are offered the opportunity to spend an entire day relaxing with the whole family, and to take advantage of numerous **dedicated services**: from a wide range of restaurants, to play areas for the entertainment of children, from convenient daily shuttles to move from the Tuscany capital to parking for those arriving by their own car, up to services directly related to shopping such as tax free and personal shopper.



BARBERINO DESIGNER OUTLET

McArthurGlen Barberino is conveniently located adjacent to the A1 motorway, for easy access from Florence (just 30 minutes from the city centre). McArthurGlen also boasts “Serravalle” near Milan (the largest Designer Outlet in Europe), “Castel Romano” near Rome, “La Reggia” near Naples and “Noventa di Piave” close to Venice. Open daily 10am-8pm.

- **WHERE:** take the A1-E35 motorway in the direction of Bologna and exit at Barberino. Daily shuttle bus service from Florence Santa Maria Novella train station (4 times a day). Meeting point: City Sightseeing Firenze Line A Stop No.1, Florence SMN Train Station, left-luggage office side.

- **WHAT:** the perfect location to find your favourite designer brands at up to 70% off, all year round. With more than 120 boutiques, cafés and restaurants, children’s play area and free parking, surrounded by wonderful Tuscany countryside and architecture, Barberino Designer Outlet offers something for everyone. *McArthurGlen.it/Barberino*



OUTLETS

CASTEL GUELFO THE STYLE OUTLETS

The point where quality, style and convenience meet: men's, women's and children's clothes, sportswear, accessories and cosmetics with discounts of between 30% and 70% all year round. Castel Guelfo The Style Outlets is located in the Emilia-Romagna region, 1.5 hours from Florence. Open Mon-Fri 10am-8pm; Sat and Sun 10am-8.30pm.

- **WHERE:** take the A1 Bologna-Ancona and exit at Castel San Pietro Terme. A free shuttle service is available daily from Castel San Pietro Terme railway station.
 - **WHAT:** 110 boutiques by prestigious brands – such as Baldinini, K-way, Flavio Castellani, Guess, Pepe Jeans, Timberland, Trussardi and Vans – of clothing and accessories for the whole family, sportswear, items for the home and beauty products, with discounts of up to 70% on the retail price.
 - **NOT ONLY SHOPPING:** to make the day of shopping even more enjoyable, the centre also hosts art exhibitions, lots of events and initiatives designed to involve the whole family.
- www.thestyleoutlets.it





FIDENZA VILLAGE

This is one of the 11 Villages in Europe and China of The Bicester Village Shopping Collection® by Value Retail: a place where hospitality makes the shopping experience memorable. The Village is located in the Emilia-Romagna region, 2 hours from Florence. Open daily 10am-8pm.

- **WHERE:** halfway between Bologna and Milan, near Parma. Take the A1-E35 motorway and exit at Fidenza/Salsomaggiore Terme.
- **WHAT:** an exclusive shopping experience with a Virtual Shopping Service allowing you to shop directly via WhatsApp, phone or email. Over 120 boutiques of the world's leading fashion and lifestyle brands at reduced prices (up to 70% off).
- **NOT ONLY SHOPPING:** the Village pays homage to the region's rich cultural and gastronomic heritage. After your day of shopping, visit one of its restaurants to indulge in delicious homemade pasta with fresh Parmesan cheese from nearby Parma. www.fidenzavillage.com



OUTLETS



The Mall Firenze

THE MALL FIRENZE

The luxury outlet centre The Mall Firenze is a gallery of the world's most exclusive designers at truly advantageous prices, offering customers a unique shopping experience. It is set in the heart of the Tuscan countryside, just 30 minutes from Florence. Open daily 10am-7pm (in June, July, August 10am-8pm).

- **WHERE:** take the A1-E35 motorway in the direction of Rome. Leave the motorway at the "Incisa-Reggello" exit and proceed on the right towards Pontassieve, as far as Leccio. Direct bus service from central Florence (Busitalia/Sita bus station-Via S. Caterina da Siena, near the central railway station, €7). Exclusive door-to-door minivan service from centrally located hotels in Florence (€35 round trip). Ask your concierge.
- **WHAT:** over 40 luxury stores (fashion, fragrance and footwear) featuring your favourite brands with discounts of up to 70% year-round: Gucci, Fendi, Salvatore Ferragamo, Dolce&Gabbana, Jimmy Choo, Saint Laurent, Bottega Veneta and Chloé (June 2018 Opening).
- **NOT ONLY SHOPPING:** the Gucci Caffè Restaurant, on the top floor of the Gucci store, is the perfect spot for a lunch break or just to savour a moment of relaxation after a day's shopping. www.themall.it



VALDICHIANA VILLAGE

An authentic “Shopping Village” in the province of Arezzo (1 hour from Florence), offering a pleasant, relaxing atmosphere and a unique shopping experience characterised by quality and convenience. It has several facilities and services, such as a beauty centre, a playground, the library and several food courts where the best local food and wines are on offer.

Open daily 10am-8pm.

- **WHERE:** take the A1-E35 motorway in the direction of Rome and exit at Valdichiana Bettolle.
- **WHAT:** 140 designer and brand shops characterized by quality and convenience offering 30% to 70% discounts all year round and further discounts during sale periods: Adidas, Baldinini, Brooks Brothers, Calvin Klein, Diadora, Geox, Guess, Levi's, Massimo Rebecchi, Samsonite, Tommy Hilfiger, Under Armour and many others.
- **NOT ONLY SHOPPING:** ample choice of the restaurants and refreshments, a modern playground, the possibility of recharging your electric car, free wi-fi, mobile phone recharge and, in the event of rain, the possibility of walking in the dry beneath the porticoes. www.valdichianaoutlet.it



FOOD & WINE

TASTING



Obicà, Italian flavours within history

In the elegant and sumptuous setting of a period palace Obicà Mozzarella Bar welcomes its guests with the best of traditional Italian cuisine.

>> **Obicà Mozzarella Bar**
Via de' Tornabuoni 16.
T: 055 2773526
www.obica.com

In the historical centre of Florence, the sumptuous **Palazzo Tornabuoni** is a jewel of the Tuscan Renaissance. In this elegant setting, **Obicà Mozzarella Bar** welcomes its guests with the best of traditional Italian cuisine. In a **cosy and convivial atmosphere**, you can enjoy the Mozzarella di Bufala Campana DOP, pizza and a selection of seasonal dishes made with the **best Italian ingredients**, divided into six types: Mozzarella Bar, Pizza, Pasta, Salads, Main Courses and Desserts. Alongside dairy products, it is also possible to enjoy "Small Tasting" or "Gran Tagliere" of cold cuts.

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Summer at Obicà in the name of quality



The Obicà summer is ready to take you into its universe of wonders and **tasty novelties**. The Summer Menu is just the beginning of a new chapter in the brand's evolution, and tells a story rooted in **Italian tradition and quality that evolves**. Here are some dishes you absolutely must try, amid unexplored flavours, vivid colours and aromas that recall a familiar and an unusual Italy: Octopus with Lime Mayonnaise, Salad of Tuna Fillets with Arugula, **Spaghetti Neri alla Chitarra** and **Burrata Burger**. As for the **Pizza**, an Obicà speciality, the proposal expands to include **new flavours**: Bufala DOP, 'Nduja di Spiloga, Filetto di Alici and Burrata e Zafferano. Dulcis in fundo, the **Babà to Share**, is perfect for sharing at the table.

Obicà Mozzarella Bar

Via de'Tornabuoni 16. T: 055 2773526. www.obica.com

[DISCOVER MORE >](#)

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>> INSIDER TIPS



- **Breakfast time** in Italy can be from 6am to 11 am, depending on what time you got up, and it usually includes a cappuccino, which is a morning drink, and “cornetto” or other sweet pastries.

- **Lunchtime** usually ranges from midday to 2pm (that is

why many of the shops of the shops close in these hours), **dinnertime** from 8pm to 10pm.

- Between 6pm and 9pm it’s **aperitivo time**, an Italian tradition started in Florence. If you’re feeling hungry between 3pm and 5pm then it’s time for you to have a “merenda”, a quick snack between the two main meals. Should you be hungry at late night, you can check several list of **late-night restaurants in Florence**.

- Never forget to check the restaurant’s **weekly closing day**, which – most of the time – will be Monday.

- **Reservations** for most restaurants are strongly advised.

- In Italy, service is included in the price meaning that although **tipping is not compulsory** but it is obviously appreciated as a sign of satisfaction.

- Some menus include the word “**coperto**”, a small surcharge corresponding to the cost of the service and bread (usually between 1 and 3 euros per person).

- If you want **tap water**, you should specify it to the waiting staff of the restaurant or bar, asking for a glass of “acqua di rubinetto”.

- Although no dress code exists in Italy, **semiformal clothing** is usually considered de rigueur at restaurants.

- All restaurants and bars are **non-smoking** unless a separate smokers’ area is specifically offered.





PH © OKUNIN / SHUTTERSTOCK.COM

Genuine food for all tastes at the Central Market

Where is it possible to taste Sicilian specialities, vegan dishes, Chianina hamburgers, sushi, fresh pasta, dishes from the Tuscan tradition such as tripe and lamprey, high-quality meats, pizzas, fried food specials and artisan ice-creams, all under one roof? At the Central Market, a temple of taste located right in the city centre and housed on the first floor of the **historic covered market of San Lorenzo**. In this sort of modern agora for gourmets, **you can also take a seat** at the large convivial tables and enjoy one of the many specialities that are prepared there on the spot. In a territory such as that of Florence, which is famous for the genuineness and quality of its dishes, the aim has been to protect consumers to the maximum: all the operators at the Central Market in fact sign a quality specification whereby all the dishes prepared inside the market are cooked using only the raw materials on sale at the market itself. **www.mercatocentrale.it**



TASTING

2022 MICHELIN-STARRED RESTAURANTS

In addition to the historic and well established **Enoteca Pinchiorri**, with its prestigious three Michelin stars, there are six other Florentine restaurants that have been awarded one star.



Enoteca Pinchiorri



Santa Elisabetta

Enoteca Pinchiorri 🌟🌟🌟

Via Ghibellina, 87. T: 055 242757

enotecapinchiorri.it

How do you manage to be honoured with three Michelin stars, the highest recognition, which is only achieved by a hundred restaurants worldwide? In the case of the Enoteca Pinchiorri, it comes from the winning combination of prime quality raw materials, the search for innovation, yet without forgetting the territory's (great) culinary tradition, obsessive attention to every detail and an unrivalled wine menu, which includes highly prized labels, along with others that are little known but equally interesting. Then we can add the fact that the restaurant is located inside the 18th-century Palazzo Jacometti-Ciofi and that its desserts are a delight for the senses.



Santa Elisabetta 🌸🌸

Piazza Santa Elisabetta, 3. T: 055 27370

www.ristorantesantaelisabetta.it

In the heart of the historical centre of Florence, a unique location, the Byzantine Pagliazza Tower: built around 541-544 AD, today it is part of the register of historical Florentine buildings. Santa Elisabetta is on the first floor of the tower, with a particular circular shape, in an intimate atmosphere that only houses seven tables. Its menu respects nature and the seasons. The Chef chooses to experiment with minimalism, on dishes with a single product that is the protagonist and two or three others that act as a support. Each dish is characterized by the contrasts between acidity and sweetness, cooked and raw, sapidity and lightness.

Borgo San Jacopo c./o *Hotel Lungarno Borgo* 🌸

San Jacopo, 62/r. T: 055 281661

www.borgosanjacopo.com

Overlooking the banks of the Arno, with a picture postcard view of Ponte Vecchio, the restaurant Borgo San Jacopo is perfect for a romantic evening. In this case the winning recipe is one that blends creativity, tradition and quality ingredients (lamb in sea water or Bresse rooster and octopus are an example of this), all washed down with wines chosen from a cellar of 900 labels. You can opt for the tasting menu (the potato-based one is unmissable) or à la carte.



TASTING



La Leggenda dei Frati



Gucci Osteria da Massimo Bottura

Gucci Osteria da Massimo Bottura 🌟

Piazza della Signoria, 10. T: 055 75927038

www.gucci.com/it/it/store/osteria-bottura

Located inside inside the Gucci Garden, the creative liaison between Gucci and Bottura celebrates two things Italy is renowned for: fashion and fine cuisine. Head of the team is Mexican chef Karime Lopez Kondo. The menu is an explosive blend of flavours ranging from Italy to the Orient and offers cosmopolitan titbits such as the "Taka-ban", the classic Japanese steamed bun with pork belly and spicy sauce, or marinated Adriatic palamita with tortilla or fried aubergines in shiso sauce. In a very intimate setting, the bistro plays around the tones of green and pistachio and can welcome up to 35 diners indoors.

La Leggenda dei Frati

c/o Villa Bardini 🌟

Costa S. Giorgio, 6/a. T: 055 0680545

www.laleggendadeifrati.it

Inside the Villa Bardini museum complex in Costa San Giorgio is the one-star restaurant La Leggenda dei Frati helmed by chef Filippo Saporito and his wife Ombretta Giovannini. A breathtaking view over Florence and across vineyards at the



rear, these are just the cherry on the cake of a creative culinary proposal, which in this case too draws its inspiration from the local tradition, with a propensity for quality meat (the boiled sausages and 'soppressata' are self-produced), but also for vegetables picked directly from the restaurant's own vegetable and herb garden and for the hand-made bread using flour from ancient grains.

Il Palagio 🌸

Borgo Pinti, 99. T: 055 2626450

www.ilpalagioristorante.it

Inside the Hotel Four Seasons, in a sophisticated environment with tables both indoors and outdoors, Il Palagio bases itself on a culinary proposal that looks to the Italian and regional tradition with a touch of modernity, as in the terrine of foie gras with Vin Santo gelée or cheese and pepper cavatelli with red shrimps and baby squid. Chef Vito Mollica offers a menu that is a symphony of flavours, raw materials and colours, at times venturing far beyond the confines of Tuscany with dishes based on truffle, wagyu beef or three kinds of caviar. The wine menu includes more than 400 labels, 50 of which also served by the glass.



Il Palagio



TASTING

FLORENTINE FOOD TERMS

Florence has a multitude of culinary specialities of peasant origin that are still very popular in the city today. Some are so niche as to be unknown outside Florence. So we've decided to put together a glossary of Florentine food terms to help you find your way...



Buca Mario

BISTECCA ALLA FIORENTINA

This is one of the most iconic dishes in Florence cuisine. The succulent steak is obtained from a specific cut of a young Chianina cow, a part of the loin near the backbone which has a T-bone in the middle. It should be grilled at a very high temperature, so that a fine crust forms rapidly on the meat. All the flavour of this dish depends on the cooking: the meat must be brown on the outside but red, soft and juicy on the inside, hot, but not cooked through. It should also be at least 3 or 4 cms thick, and weigh between 1.2 kg and 1.5 kgs. At a restaurant you pay for a fiorentina by weight: an average price to be sure of getting the real thing is around 50 euros a kilo.



CANTUCCI

This is one of the best-known cake recipes in Tuscan cuisine. The finger-shaped almond biscuits are made by slicing up a long roll of baked dough while still hot. The dough is made with flour, sugar, eggs, butter and raw almonds, not toasted or shelled. Tuscans normally dunk their 'cantucci' in a fortified local wine called Vin Santo made from dried grapes. You can find them in any bakery or local foods shop.

CIBREO

A dish for strong stomachs, Cibreo is a typical main course of Florentine "poor cuisine" containing liver, chicken hearts, crests, eggs, lemon juice and onion. Even though presented like that it seems to be an inauspicious mixture, it is famous for having been one of the favourite dishes of Caterina de' Medici, who attempted - unsuccessfully - to export it to France and it seems she was so fond of it that it gave her indigestion a number of times.



TASTING

LAMPREDOTTO

This is Florentine street food par excellence. But watch out, it's not for weak stomachs. Actually it's a cow's fourth stomach, known as the 'abomaso', cooked in a herb broth and most commonly served in a panino soaked in the broth or topped with the local parsley-based green sauce. Historically a poor man's dish, it is still very popular in Florence today thanks to the numerous open-air kiosks known as "lampredottai", doing a roaring trade with Florentines as well as tourists who can't wait to try this speciality, accompanied by the obligatory glass of wine.

PAPPA COL POMODORO

On the face of it this is just another variant of bread and tomatoes. But until you've tried this soup made of stale bread (unsalted), tomatoes, garlic, basil, extra virgin Tuscan olive oil, salt and pepper, you'll never guess how good it is. Everyone loves this tasty, genuine dish, including the kids. So much so there's even a popular children's song all about it.

Lampredotto



Pappa col pomodoro



Ribollita



Schiacciata

RIBOLLITA

Another delicious country dish typical of Florence and the whole of central Tuscany is ribollita, a soup made of stale bread, kale and beans (borlotti, toscaneli or cannellini). 'Ribollita' literally means boiled several times. The name derives from the fact that in the old days peasants used to make a large pot and serve it, heated up, over a number of days, each time tastier than before.

SCHIACCIATA

This simple focaccia baked in a wood oven and dressed with olive oil and salt is a great favourite with Florentines, who eat it on its own or stuffed with salumi and cheeses, either as a quick lunch or substantial snack. Again, like many traditional Florentine recipes, it is based on a horror of wasting any left over bread dough. In Florence you'll find it at any baker's, but of course everyone has their own preference: soft and well oiled, crisp and salty, or made with ancient grains. Just try it to decide which is your favourite!



TASTING

HISTORIC CELLARS FOR FOODIES

Florence's *cantine*, where in the past the well to do kept their wine, salumi and meats, haven't lost their vocation as custodians of fine taste. The majority are still called "*buca*", although some have become proper restaurants, while others still offer authentic Florentine home cooking.

Antica Mescita San Niccolò

Ever wanted to eat lunch in a 1000 AD Romanesque crypt? In Florence you can, at the Antica Mescita San Niccolò, which also used to serve as a customs post for wine originating from Chianti. Naturally, the wine is excellent and predominately Tuscan and the food also reflects the season and the local territory, with dishes such as cold cuts and mixed cheeses, *ribollita*, *bistecca alla fiorentina* and *lampredotto*, to name just a few.

www.osteriasanniccolo.it

Via San Niccolò, 60/r. T: 055 2342836.



Antica Mescita San Niccolò





Buca Lapi

Buca Lapi is one of Florence's oldest eating places. Crafted out of the wine cellars of the Renaissance Palazzo Antinori, it still preserves traces of over a century of history thanks to the meticulous restoration of the internal frescoes. Buca Lapi is particularly popular with lovers of the real fiorentina, but the other local Tuscan dishes are worth trying too, such as croustons, ribollita or wild boar with polenta. The bill won't be particularly easy on the pocket, especially if you go for the steak, but as we know quality doesn't come cheap. www.bucalapi.com. *Via del Trebbio 1/r. T: 055 213768.*

Buca Mario

For years ordinary folk have rubbed shoulders with famous names beneath the bare brick ceilings of Buca Mario to enjoy simple, genuine Florentine cuisine (although you can still request a private room for up to ten people in classic 16th-century Florentine style). The bistecca alla fiorentina is excellent, as is the ribollita or pappardelle with Maremma boar ragù.

www.bucamario.com

Piazza degli Ottaviani, 16/r T: 055 214179.



TASTING

Buca Poldo

A few yards from Piazza della Signoria and Ponte Vecchio, Buca Poldo serves characteristic Tuscan dishes including ribollita, pappa al pomodoro, fiorentina and boar stew, as well as a few forays into other regional cuisines. Although the majority of the courses are meat based, some fish dishes are also available. The kitchen is open on two sides, so that diners can watch the chefs at work.

www.bucapoldo.com

Chiasso degli Armagnati, 2/R. T: 055.239.6578.

Buca San Giovanni

Buca San Giovanni is another of Italy's historic restaurants. Originally the sacristy of the nearby Baptistery of Saint John opposite Florence cathedral, it was also the Rosicrucian masons' secret initiation venue and countless notables from Florence and elsewhere have enjoyed a meal under its ancient vaults. There is no lack of classic dishes such as ossobuco alla Fiorentina (oxtail) and stracotto al Chianti (beef braised in Chianti), but the cuisine also stretches to other Italian regional specialities, such as bucatini all'amatriciana, spaghetti alla carbonara or linguine al pesto.

www.bucasangiovanni.it

Piazza San Giovanni, 8. T: 055 287612





Fiaschetteria Nuvoli

Just a few steps from Piazza Duomo is an obligatory destination for anyone who has ever wondered what Florence's old wine cellars were really like in the past. Open from 8.30 in the morning until evening, it serves typical Tuscan specialities such as chicken liver croutons, cold cuts, tagliatelle al ragù, fried chicken or brains, ribollita, pappa col pomodoro and roast porchetta. There is also a vast choice of Tuscan wines, also available for aperitifs.

Piazza dell'Olio, 15/r. T: 055 239 6616.

Ristorante Buca dell'Orafo

A few yards from Ponte Vecchio, in an old goldsmith's workshop inside the walls of a 13th century palace, is the restaurant Buca dell'Orafo. Traditional Tuscan dishes and menus that vary depending on the season testify to the quality of the ingredients. Don't miss the ribollita, the maltagliati (flat, irregular offcuts of pasta), autumn mushrooms and taglierini with fresh spring peas.

www.bucadellorafo.com

Via dei Girolami, 28/r. T: 055 213619.



ENTERTAINMENTS & TOURS

LEISURE



Cheers to the new Paszkowski

Since 1846, quality and tradition have been combined in this unmissable destination for breakfast, a snack or an aperitif with an authentically Florentine spirit.

>> **Caffè Concerto Paszkowski**
caffepaszkowski.it.
Piazza della Repubblica, 35/R
T: 055 210236.

First inaugurated with the name **Caffè Centrale**, the **Caffè Concerto Paszkowski** took on its current identity in 1903, when he became a café concerto and then a famous literary café. Today, it hosts a **tea room**, a **cocktail bar** and a **restaurant**. The first, today as yesterday, is the ideal place to treat yourself to a coffee prepared respecting the best Italian tradition. The ritual of the **aperitif** takes place every day with drinks ranging from the great classics to signature cocktails. The classic dishes of the tradition, with the addition of contemporary offerings, become the protagonists of the **Restaurant** under the skilful guidance of chef Fabio Barbaglini.

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Solve the mystery and save the city of Florence!

“**The Medici Game. Murder at Pitti Palace**”, is the first videogame devoted to the famous grand ducal dynasty. Specially created for the **Uffizi Galleries**, the game is structured as an investigative adventure where the player, in the guise of **young scholar Caterina**, moves through the richly furnished rooms of the palace, tackling dangerous adversaries and solving countless riddles concealed within the masterpieces of its museums. The plot is dotted with **historical-artistic insights** into the protagonists of the events of the Medici, while the locations have been faithfully reconstructed based on a **meticulous photographic campaign**. Download from Google Play and AppStore (€2.29) - 7 languages (Italian, English, Spanish, Russian, Portuguese, Chinese and Japanese). www.themedicigame.com



WELCOME TO FORTE DEI MARMÌ

The bikes, the scent of maritime pines, the focaccine, the Wednesday market, the long pier stretching into the sea, the historic beach clubs with their striped umbrellas and the Liberty-style villas hidden away in the shade of the pinewood. This, and so much more, is Forte dei Marmi.

Forte dei Marmi is a famous **seaside resort** in the province of Lucca that takes its name from the fort located in the town centre and from the marbles of the nearby Apuan Alps. Located around an hour and a half by train from Florence, since the early 20th century it has fascinated industrialists such as the Agnelli and Siemens families and intellectuals such as Thomas Mann or Luchino Visconti, to name just a few. The major tourism boom occurred in the post-war period, when it became one of the most **glamorous holiday resorts** in Italy.

Today "Il Forte", as the regulars call it, not without a touch of self-congratulatory snobbery, retains its own refined, hazy aura. Here, in the summer months, the days pass lazily, between the beach (no less than 5 kilometres long) and the pinewood.

Among the **historic establishments** are the Silvio, Piero and Annetta beach clubs, but more recently fashionable new entry international clubs such as Nikki Beach (the one in Saint Tropez, in other words) are also doing well.

In the late afternoon, before an aperitif at Almarosa, frequented by footballers and stars of the entertainment world, you can go shopping in the boutiques in the town centre. And if you linger a while to watch the sunset from the beach, don't worry, because the shops stay open here till late evening in the summer months.

All the major brands, from Gucci to Prada, have shops at Il Forte, but there is also no shortage of several boutiques where tradition meets innovation, such as Angela Caputi Giuggiù with its works of art for wearing, or a few multibrand shops as Boutique Fiacchini, that stands out for their choice of international labels. But the real gems are the historic shops, such as the one



belonging to Antonio Artigiano, who has been creating hand-crafted footwear for more than forty years now, and Giovanni del Forte, who manufactures hand-made clogs for VIPs and royal families, or Principe di Firenze, a tailor's shop of yesteryear, with its age-old charm and bundles of precious fabrics.

A holiday in Forte dei Marmi revolves around rituals that seem eternal: on Wednesdays, for instance, there is the legendary **Forte dei Marmi Market**, a genuine open-air boutique where you can buy precious fabrics or ceramics for your seaside home, but also leather goods, hats made of fine straw and cashmere cardigans, all strictly Made in Italy.

» NEW ASPESI STORE FOR A TIMELESS STYLE

In one of Tuscany's most iconic seaside resorts, Aspesi opened its first store in Forte dei Marmi this year, in the central Piazza Garibaldi. Characterised by the typical elements of the Aspesi concept, the 90 sq.m. store combines the essential elements of resin and cement with furnishings in brighter shades - yellow, green and pink - with a touch of irony in the director chairs typical of Versilia. The soul of the place combines with the brand's innovation and its proposals for Spring-Summer 2022. www.aspesi.com. Piazza Garibaldi, 6. T: 0584 345728.



SPA VENUES IN TUSCANY

A region rich in natural thermal springs, Tuscany offers a wide choice of structures, particularly near Siena and Grosseto. In addition to the famous Montecatini and Chianciano, there are more “discreet” structures and resorts offering a different experience of relaxation and wellbeing.



Bagni San Filippo

Bagni San Filippo

A small town not far from the slopes of Mount Amiata, famous for millennia for its sulphur waters, which were used by the Etruscans, and for the white calcareous deposits that form the small, spectacular hot water falls (48 °C) of the Fosso Bianco. Unlike the well-being and spa treatment centre, access to this area is free of charge.

Terme San Filippo,

www.termesanfilippo.it. Via San Filippo, 23. T: 0577 872982. **B&B Il Fosso Bianco**, Via San Filippo, 22. T: 392 3449596. Bagni San Filippo (Siena).

Bagno Vignoni

This tiny ancient stone village has one unique and unforgettable characteristic: at its centre is Piazza delle Sorgenti, an ancient pool measuring 49x29 metres (not for bathing) where the spar waters are collected, gushing out at a temperature of 52 °C and shrouding the village in evocative steam during the cold months.



Albergo Le Terme, www.albergoleterme.it. Piazza delle Sorgenti, 13. Bagno Vignoni di San Quirico d'Orcia (Siena).
T: 0577 887150.

Spa Resort Hotel Adler Thermae.

www.adler-thermae.com. Strada di Bagno Vignoni, 1. San Quirico d'Orcia (Siena).
T: 0577 889001.

Castello di Velona

An 11th-century fortress transformed into a residential villa in the Renaissance, the castle - now a 5-star resort - is located on a hill overlooking the greenery of the Val d'Orcia. Between Sant'Antimo and Montalcino. The indoor and outdoor swimming pools (and the bathrooms of some of the rooms) use water from a nearby thermal spring originating on Mount Amiata.

Castello di Velona Resort Thermal SPA & Winery, www.castellodivelona.it. Località La Velona, Montalcino (Siena).
T: 0577 839002.



Bagno Vignoni





Grotta dei Giusti

Grotta Giusti

The spectacular Grotta Giusti, on the outskirts of Montecatini, is a natural cave that winds its way among stalactites and stalagmites to a stretch of crystal clear water, the temperatures of which vary from 27°C to 34°C. Above all mud therapy and balneotherapy are practised there in baths enriched with ozone to stimulate the metabolism of the blood vessels.

Grotta Giusti, www.grottagiustispa.com.

Via Grotta Giusti, 1411 - Monsummano Terme (Pistoia).

T: 0572 90771.

San Casciano dei Bagni

Classified among the "Most Beautiful Towns of Italy", San Casciano stands on a hill immersed in the Siena countryside. The Bagno Grande and the Bagno Bossolo are ancient washtubs where it is possible to bathe freely, while there are indoor and outdoor baths, wellbeing treatments and a splendid resort at Fonteverde, sheltered by a magical garden with views of Mount Amiata.

Fonteverde. www.fonteverdespa.com. Località Terme, 1 - San Casciano dei Bagni (Siena). T: 0578 57241.



Saturnia - Cascate del Mulino

Among the most beautiful free thermal baths in the world, the Cascate del Mulino are small natural pools supplied by small waterfalls that form a unique, unrepeatable environment. Next to them, the Terme di Saturnia complex has spring water pools, a wellbeing centre and a 5-star resort.

Cascate del Mulino, www.cascate-del-mulino.info.

Terme di Saturnia Spa & Golf Resort, www.termedisaturnia.it.

Località Follonata, Saturnia - Manciano (Grosseto).

T: 0564 600111.

Terme di Petriolo

The thermal baths are sited on a natural spring in the Valley dell'Ombrone, along the course of the River Farma. The waters, rich in salts, gush out at a temperature of 43 °C and are traditionally used to treat various pathologies of the respiratory tracts. www.termedipetriolo.it. Strada Provinciale di Petriolo, Monticiano (Siena).

Petriolo Spa Resort, www.atahotels.it/hotel/petriolo-spa-resort. Località Bagni di Petriolo, Frazione Pari, Civitella Paganico (Grosseto). T: 0577 1606059.



Saturnia - Cascate del Mulino



ITINERARIES



Amid faith, art and history

Universally recognised as one of the locations symbolising the city, the Baptistery of San Giovanni is one of the oldest places of worship in Florence.

>> **Battistero di San Giovanni**
Piazza San Giovanni.
www.ilgrandemuseodelduomo.it

Located opposite the complex of Santa Maria del Fiore, the Baptistery owes part of its renown to its octagonal plan structure surmounted by a pyramidal dome and the richly decorated interior of great Renaissance artists. The exterior is famous for its three **bronze doors**: the **South Door**, by Andrea Pisano, dating back to 1330, illustrates the life of Saint John the Baptist in 28 inlaid panels, the **North Door**, by Lorenzo Ghiberti, imagines the life and passion of Christ through 20 panels, and with a further eight, the four evangelists and four “fathers of the church”, while the **East Door**, (or “Porta del Paradiso”) consists of ten gilded panels representing scenes from the Old Testament.

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Palazzo Pitti and its dynasties

A palace for three dynasties, Palazzo Pitti is an extraordinary building located in the **Oltrarno district**, at the foot of the Boboli Hill. The famous **Boboli Gardens**, which are the park of the palace, take their name from this hill. Palazzo Pitti contains **four different museums**: the **Treasures of the Grand Dukes** (*ground floor and mezzanine*) with vases made of semi-precious stones, rock crystals, ambers and ivories and an exceptional collection of Oriental porcelains; the **Palatine Gallery and Monumental Apartments** (*noble floor*) with the world's largest concentration of works by Raphael, the **Gallery of Modern Art** (*second floor*) hosting an important group of paintings by the Macchiaioli school; the **Museum of Fashion and Costume** (*Palazzina della Meridiana*) with 6,000 items from the 18th century to today.

Open Tues-Sun 8.15am-6.50pm.

www.uffizi.it/palazzo-pitti. Piazza de' Pitti, 1.

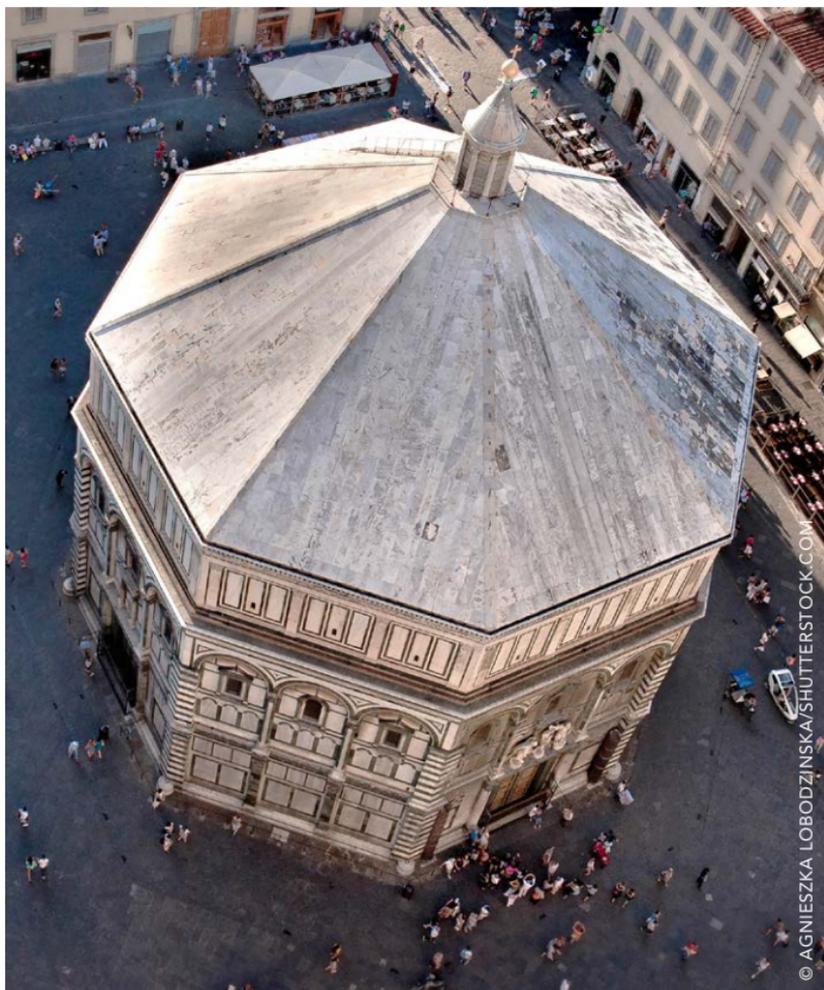




DUOMO

Completed in 1436, at the time the Duomo in Florence was the largest Christian church in the world. Today the religious building, the official name of which is "**Cathedral of Santa Maria del Fiore**", is third in terms of dimensions after St. Peter's in Rome and St. Paul's Cathedral in London. **Brunelleschi's Dome**, still the tallest construction in the city, is a symbol known all over the world.





© AGNIESZKA LOBODZINSKA/SHUTTERSTOCK.COM

BATTISTERO

The first official dating of the Baptistery of St. John the Baptist is in the 12th century. Located opposite the Cathedral of Santa Maria del Fiore, it is characterised by an **octagonal plan**, lined with a dome of eight segments, covered by a pyramid roof. The outside is decorated with white marble from Carrara and green marble from Prato, characteristics of the **Florentine architecture** of the **Romanesque period**.





CAMPANILE DI GIOTTO

84.70 metres high and around 15 wide, the Giotto's bell tower is one of the four main components of the complex of Santa Maria del Fiore. Lined with **white, red and green marble**, the majestic square-based bell tower, **designed by Giotto in 1334**, can be visited by climbing no less than **414 stairs** up to the top, from where you can enjoy extraordinary views of Brunelleschi's Dome.





GALLERIA DEGLI UFFIZI

One of the most famous museums in the world on account of its **extraordinary collections** of ancient sculptures and paintings (from the Middle Ages to the modern age). The Gallery occupies the first and second floors of the large building erected between 1560 and 1580 based on a project by **Giorgio Vasari**.

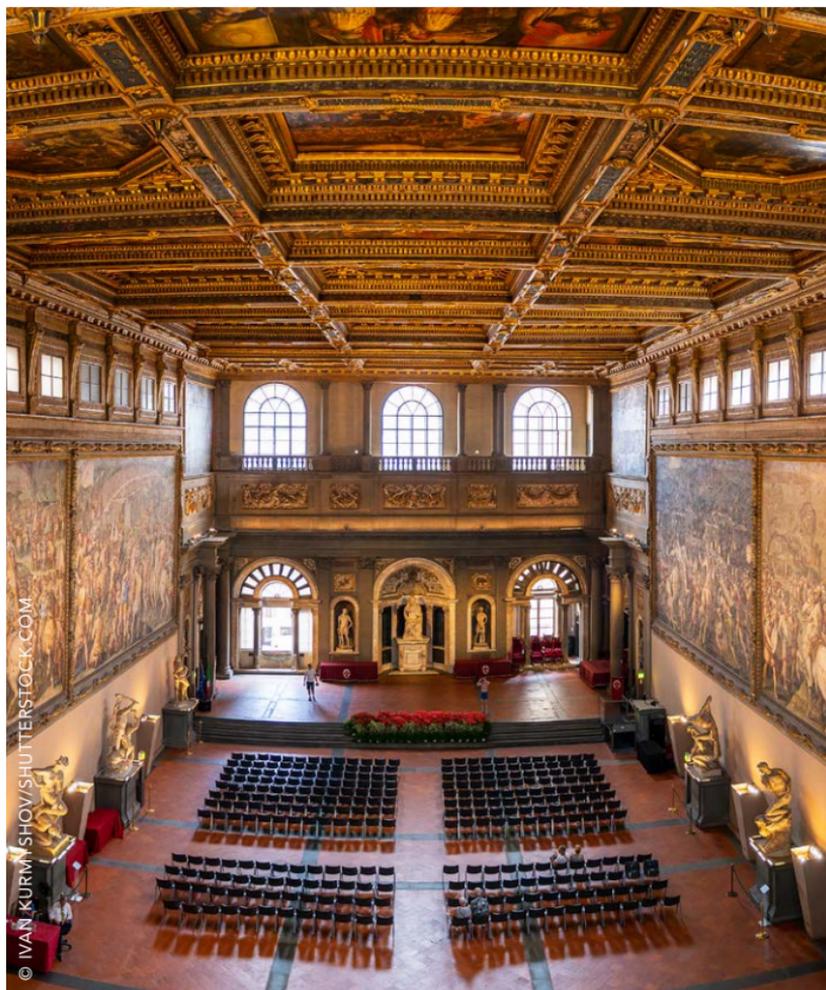




PIAZZA DELLA SIGNORIA

This is the central square of Florence, the seat of civil power and **social heart of the city**. Facing onto it are **Palazzo Vecchio**, the splendid **Loggia della Signoria**, the Tribunale della Mercanzia, Palazzo Uguccioni and Palazzo delle Assicurazioni Generali. Also prominent in the square are the **Fountain of Neptune** and a series of **statues of Renaissance** origin, representing an important sculptural cycle.

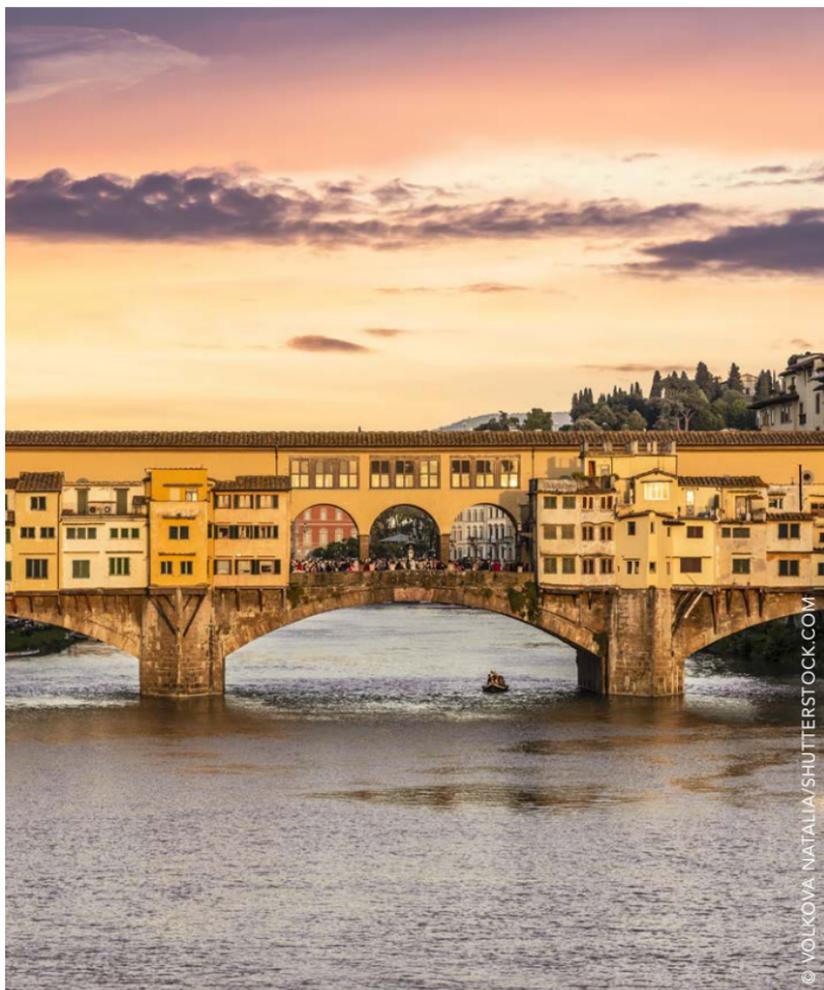




PALAZZO VECCHIO

Located in Piazza della Signoria, today it is the seat of the **Municipal Council** of Florence. It is the finest synthesis of **14th-century civil architecture** and is one of the best known civic buildings in the world. Its **imposing façade**, abounding in history, the charm of its **magnificent courtyards** and its precious interiors make it a site visited daily by hundreds of people.





PONTE VECCHIO

The official date of foundation of the current Ponte Vecchio is given as 1345. For the entire Middle Ages the bridge hosted **greengrocers', fishmongers' and butchers' shops**, who used the river to dispose of their waste in a hurry. At the end of the 16th century, however, when it became the "noble" zone of the city, the **goldsmiths and jewellers** started to arrive, and they have been there uninterruptedly to this day.

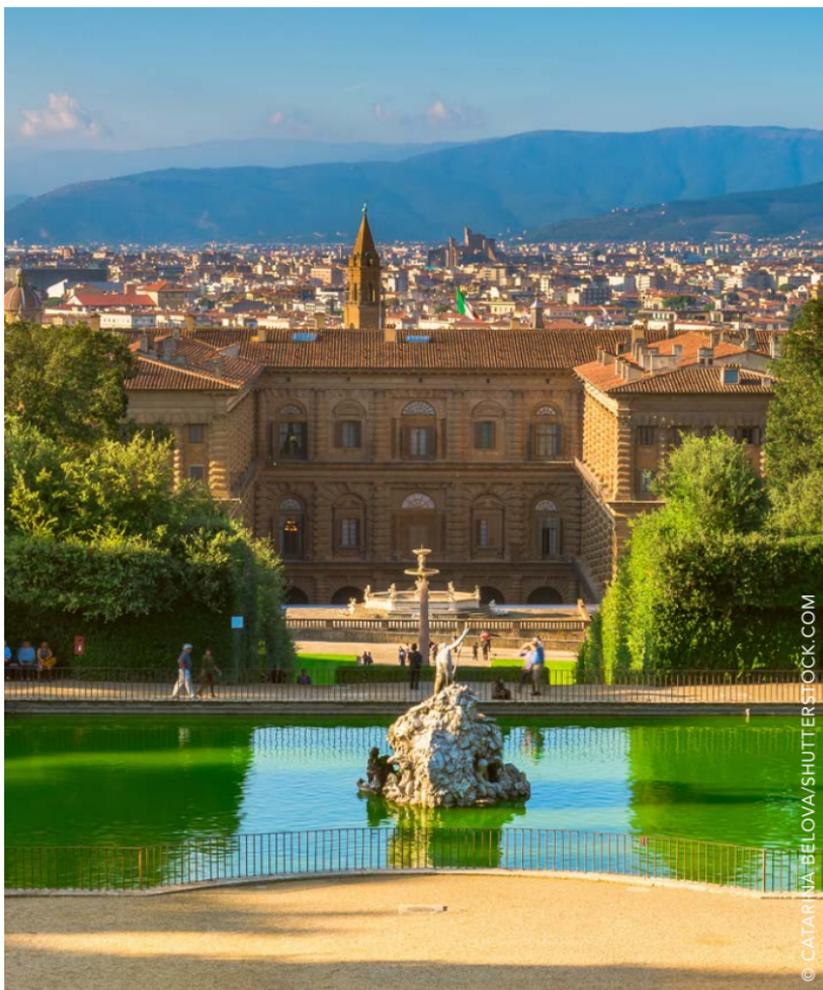




CORRIDOIO VASARIANO

The Vasari Corridor is a raised walkway **connecting Ponte Vecchio with Palazzo Pitti**. It is a rather narrow passage the entrance to which is at the beginning of the second corridor of the Uffizi Gallery; it then stretches along the Arno, **over the Ponte Vecchio**, finally arriving at Palazzo Pitti. It was built in 1565 by the great Florentine architect **Giorgio Vasari**. On display along the Corridor are **over 1000 paintings**.

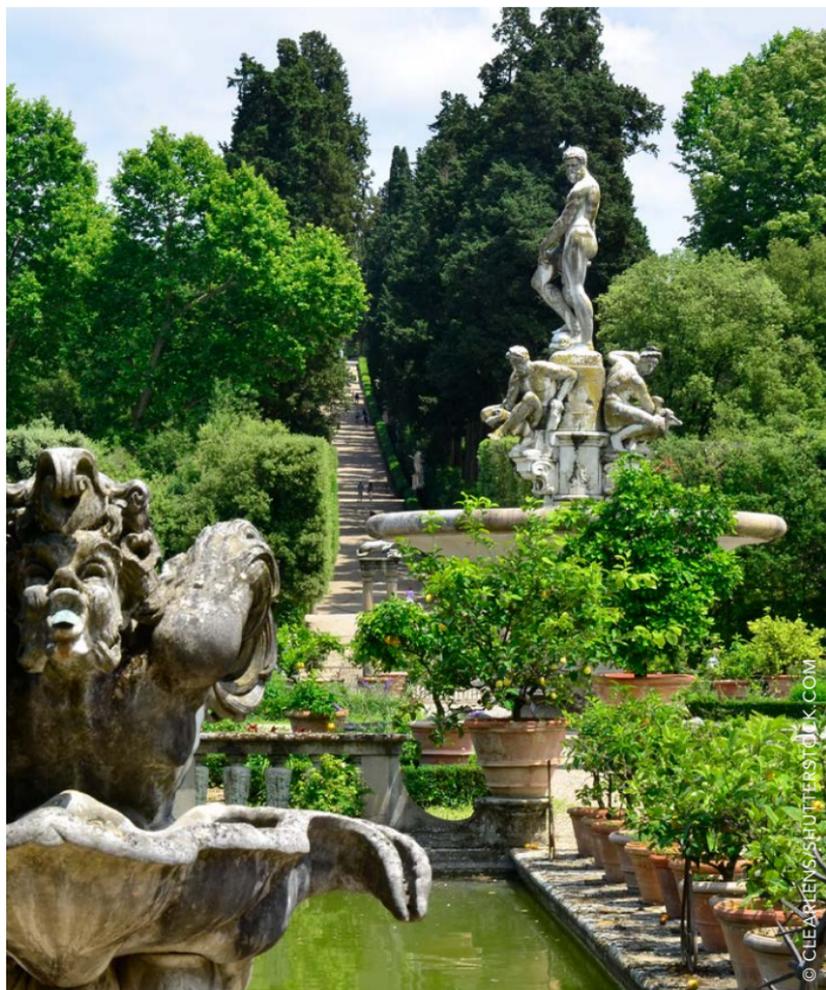




PALAZZO PITTI

The symbol of wealth and power, the building was inhabited by the **Medici** in the period of their maximum splendour, then by the **Habsburg-Lorraines** and, after the Unity of Italy, by the **Savoy family**. The original architecture dates back to the 15th century and "Pitti" is the surname of its first owner. The building is located Oltrarno (on the left bank of the river), at the foot of **Boboli Hill**.





GIARDINO DI BOBOLI

One of the most important examples of **Italian-style gardens** in the world and a genuine **open-air museum** on account of its admirable architectural and landscaped layout. Currently it is connected to Forte di Belvedere and is the site of **several museums**: the Treasury of the Grand Dukes, the Palatine Gallery and the Royal Apartments, the Gallery of Modern Art and the Museum of Fashion and Costume.





PIAZZALE MICHELANGELO

This is the most famous and appreciated **panoramic point** in Florence, with its views seen all over the world in million of postcards and reproductions. The design of the square **dates back to 1869**, when Florence was capital of Italy. Dedicated to the city's most famous artist, the square has bronze copies of some of Michelangelo's most famous sculptures.





SAN MINIATO AL MONTE

The Abbey of San Miniato al Monte is a medieval religious building situated at one of the highest **panoramic points** in Florence. The most spectacular access is gained via the **monumental flight of steps**. The outside of the church is decorated with green and white marble, typical of **Florentine Romanesque**, while the interior boasts one of the city's best conserved original floors.





SANTA CROCE

One of the “great basilicas” in Florence, a point of reference of the **Franciscan order**. Giotto painted some of his great masterpieces here and the French writer Stendhal experienced that profound artistic agitation that has been known since then as the “**Stendhal syndrome**”. The basilica contains the **monumental sepulchres** of Michelangelo, Galileo and Machiavelli.





SANTA MARIA NOVELLA

Together with Santa Croce, San Lorenzo and Santo Spirito, it is one of the “great basilicas”, a point of reference of the **Dominican order**. The church, with its elegant façade by Leon Battista Alberti, is a harmonious synthesis of **Gothic and Renaissance styles**. It hosts exceptional works of art by Masaccio, Giotto, Brunelleschi, Filippino Lippi, Domenico Ghirlandaio and Paolo Uccello.

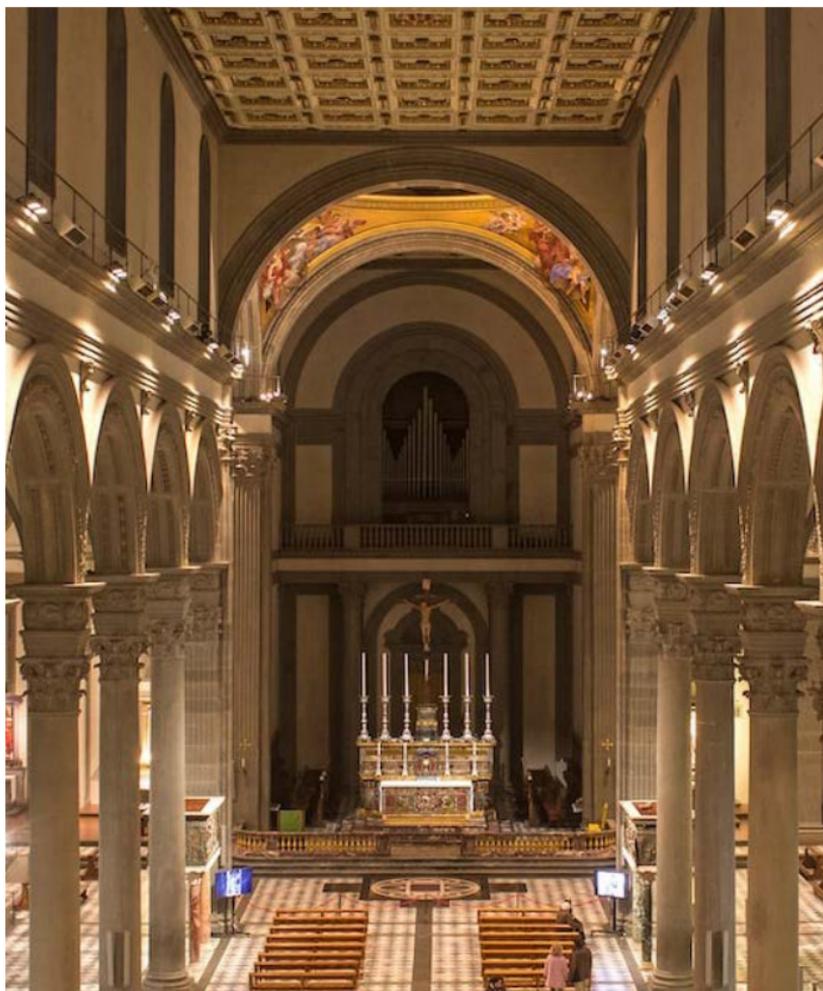




SANTO SPIRITO

Together with Santa Croce, San Lorenzo and Santa Maria Novella, it is one of the “great basilicas”, a point of reference of the **Augustinian order**. The church has given its name to the entire surrounding neighbourhood, “Borgo Santo Spirito”. A jewel of **Renaissance architecture**, the church was the last great project by **Filippo Brunelleschi**.





SAN LORENZO

Together with Santa Croce, Santo Spirito and Santa Maria Novella, it is one of the "great basilicas", founded by Saint Ambrose, in the 4th century AD. Its current appearance, however, is the result of the last major reconstruction work that took place in the 15th century at the wishes of the Medici and under the direction of the great architect **Filippo Brunelleschi**.





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MERCATO CENTRALE

Built at the end of the 19th century, the Central Market is a building of a certain architectural merit. The project was entrusted to **Giuseppe Mengoni**, the architect of the Galleria Vittorio Emanuele in Milan, who was inspired by Les Halles in Paris. Today, a point of reference for informal but **good quality cuisine** for both Florentines and tourists.





MUSEO NOVECENTO

Dedicated to the **Italian art of the 20th century**, it offers a selection of around 300 works representing that unrepeatabe artistic season that saw Florence at the centre of the international cultural scene. The **immersive museum itinerary** includes multimedia workstations, sound devices and video rooms along with the works themselves.





PALAZZO MEDICI RICCARDI

Four centuries of the history of art, architecture and collections in a single building, one of the most beautiful in Florence; built in the mid-15th century by **Michelozzo** at the wishes of the Medici, it is the **prototype of Renaissance civil architecture**. Its jewel is the **Magi Chapel**, which you enter by climbing the elegant seventeenth-century staircase.

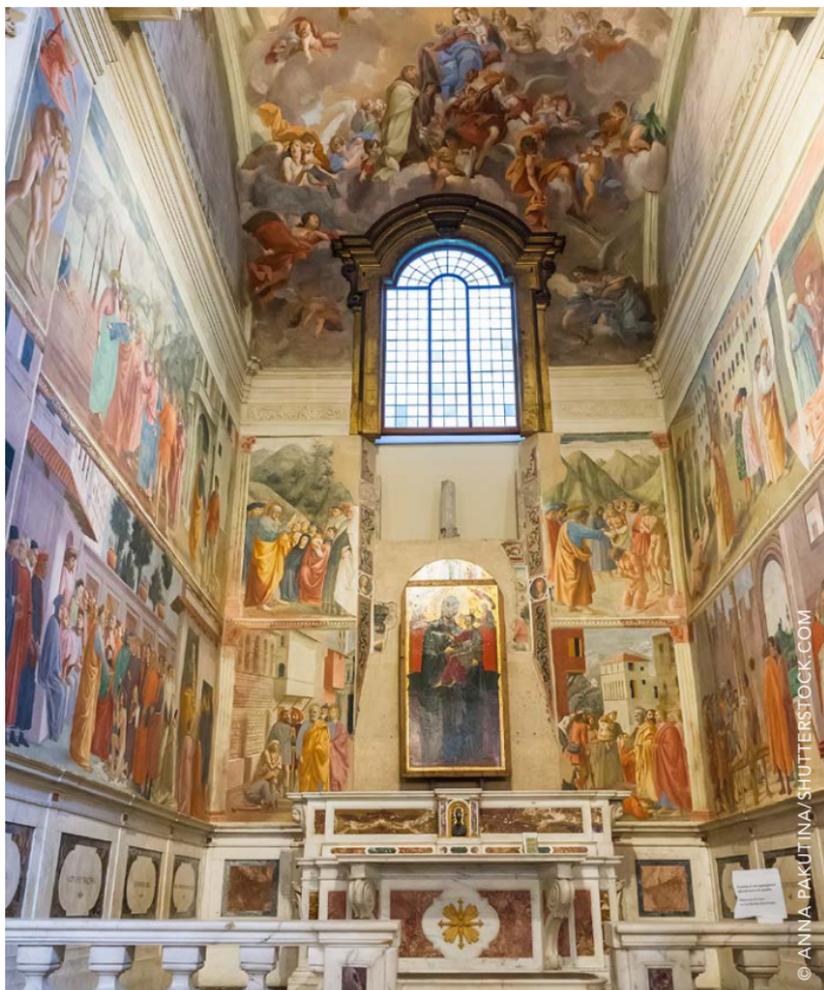




MUSEO DEGLI INNOCENTI

The Museum is located in the ancient Spedale degli Innocenti, a masterpiece of Renaissance architecture designed by **Brunelleschi**. The museum itinerary combines the documentary and historical-artistic heritage, and hosts **precious artworks** by Botticelli, Ghirlandaio, Luca and Andrea della Robbia and many more. On the terrace the elegant **Caffè del Verone** offers beautiful panoramic views.

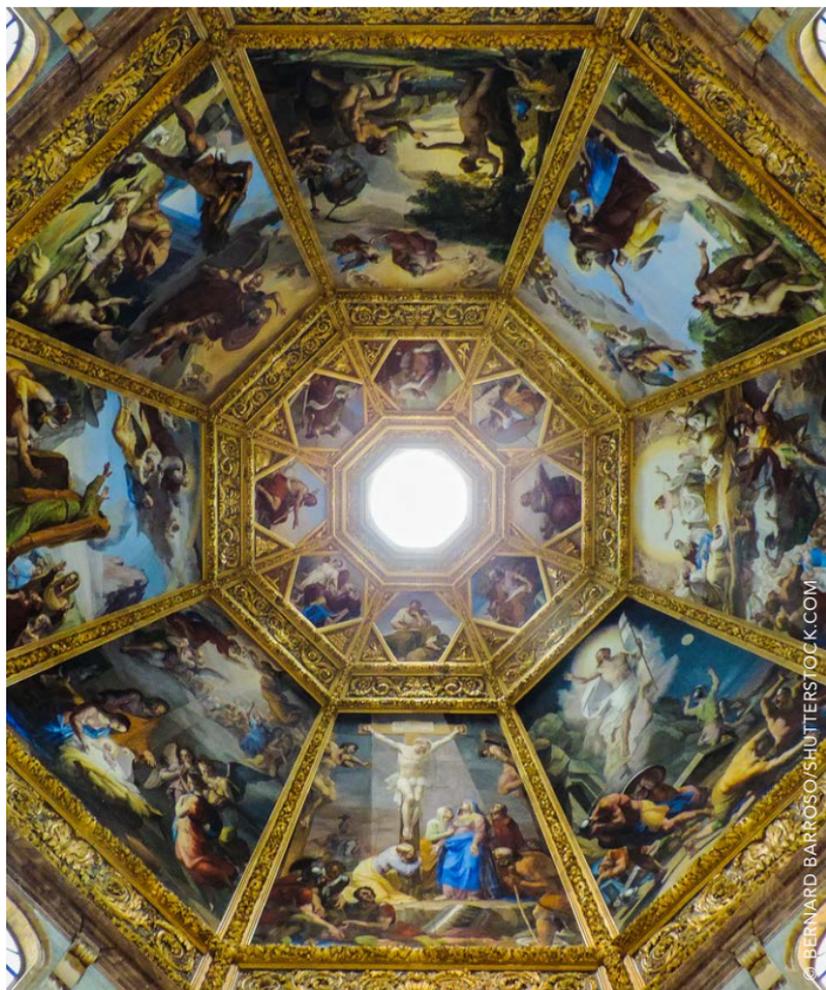




CAPPELLA BRANCACCI

The Church and the Convent of Santa Maria del Carmine, dating back to the mid-13th century, house the Brancacci Chapel, a masterpiece that is universally renowned for the frescoes of the cycle of Scenes from the Life of St. Peter by **Masaccio** and **Masolino da Panicale**. Executed in 1425-1427, they were left unfinished and were eventually completed by **Filippino Lippi** between 1481 and 1482.





CAPPELLE MEDICEE

The museum consists of the **New Sacristy**, designed by Michelangelo, the **Chapel of the Princes**, a monumental mausoleum built using semi-precious stones, the **Crypt**, where the Medici Grand Dukes and their relatives are buried, and the **Lorenese Crypt**, which, in addition to the remains of the Lorena family, contains the funeral monument to Cosimo the Elder, founder of the dynasty.





MUSEO DELL'OPIFICIO DELLE PIETRE DURE

An elegant **collection of works made of semiprecious stones** and multi-coloured marble and scagliola, paintings on stone and oil paintings, instruments, plus an extensive collection of stone samples. The works are displayed in chronological order from the early 17th century to the 1880s.





© SABINA BERNACCHINI

MUSEO GALILEO

Housed in the historic Palazzo Castellani, its unique collections include **ancient scientific instruments** datable between the 11th and 19th centuries, including all of **Galileo Galilei's original instruments**. One group consists of the collection of instruments of the Medici dynasty, the other of the objects subsequently gathered together by the Grand Dukes of Lorraine.





FORTE DI BELVEDERE

At the end of the 16th century, Ferdinando de' Medici commissioned **Bernardo Buontalenti** to design a **fortress on the top of Boboli Hill**, to incorporate a villa to be used as a "belvedere" by the Grand Duke's court. Despite its strategic position, it was never used for defensive purposes; however, a vault was created in the underground floors to house the state treasury. The fort currently hosts top-level events and exhibitions.

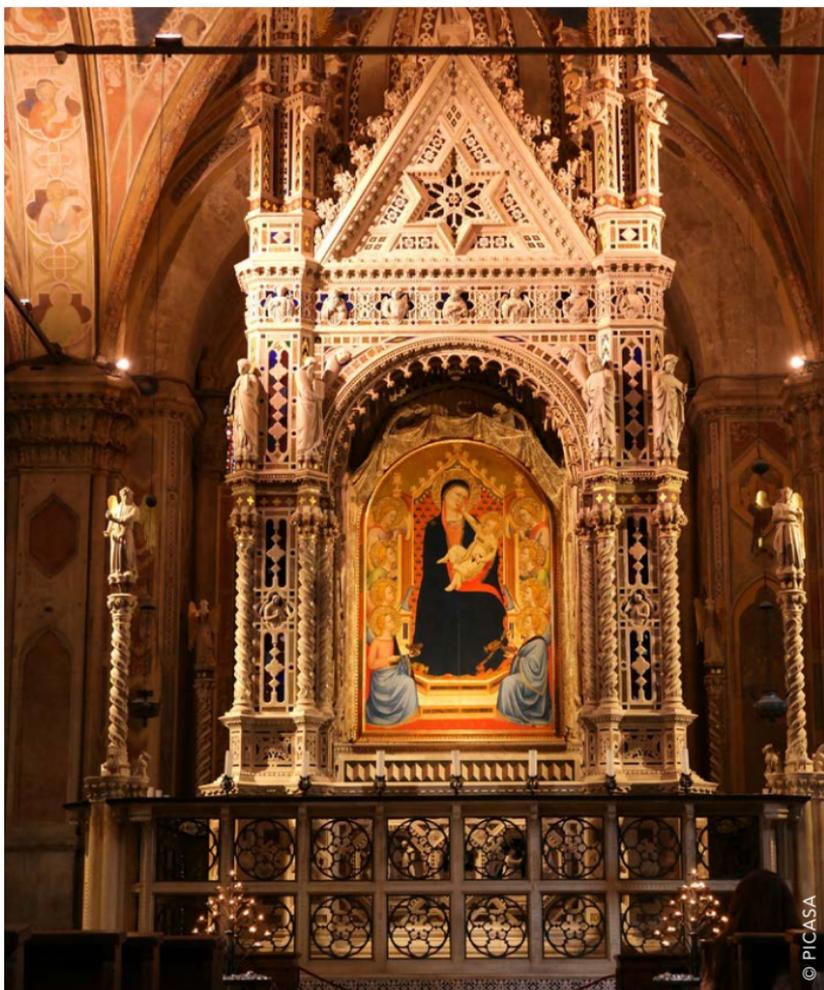




VILLA BARDINI

Today Villa Bardini, a place rich in history, art and culture, has become an **exhibition centre**, which, along with temporary exhibitions, also hosts the **Pietro Annigoni Museum** (www.museoannigoni.it), dedicated to the great realist painter, and the **Roberto Capucci Museum** (www.fondazionerobertocapucci.com). In addition, there is also a Michelin starred restaurant inside it, La Leggenda dei Frati.





ORSANMICHELE

A unique, extraordinary monument, in which civil and religious functions are combined. Built as a granary, in the mid-14th century it was consecrated for Christian worship. On the ground floor the Church houses a grandiose marble tabernacle by **Orcagna**. On the second floor you can enjoy a fine panoramic view of Santa Maria del Fiore.





MUSEO DEL BARGELLO

The headquarters of two ancient benevolent institutions, the **Compagnia della Misericordia** and the **Compagnia del Bigallo**, the so-called Loggia del Bigallo is a complex the construction of which was begun in 1352. A precious record of the history of Florence, the museum conserves wonderful frescos from the 14th century, including the Virgin of Mercy (1342), presenting the first famous view of Florence.





MUSEO SALVATORE FERRAGAMO

This is a museum devoted to the history of the **Ferragamo company**, to the life of its founder, Salvatore Ferragamo, and to his creations. Every year it organises exhibitions that investigate the relationship between fashion and art. The museum is situated in **Palazzo Spini Feroni** (1289) and in its rooms it displays masterpieces of Florentine art from the 17th and 18th centuries.





© SIMONA FOSSI

MUSEO STEFANO BARDINI

A connoisseur of art and an unbridled merchant in antiquities, Stefano Bardini (1836-1922) donated his private collection to Florence, where it was displayed in the **Neo-Renaissance building** that housed his antiquarian gallery. There are over **2000 items** there, including sculptures, paintings and objects of applied arts, from ancient art to that of the 18th century.



ESSENTIALS



The museum city

Within its historic centre, Florence contains a unique concentration of historical and artistic attractions. Here is some guidance for you to enjoy it.

The city's period of maximum splendour was undoubtedly the **Renaissance**, of which countless masterpieces remain. To find your way around the city, it is a good idea to keep well in mind that Florence is developed along the **two banks of the River Arno**. All the roads that run alongside the river, on both sides, are called "**Lungarno**" and it is only the second part of the name that changes. The whole area on the other side of the river, to the south, is called "**Oltrarno**" by the Florentines. It was originally outside the historic centre, but today it contains important attractions, such as Pitti Palace, the Boboli Gardens and Borgo Santo Spirito, the city's most bohemian neighbourhood.



Emergency

AMBULANCE – T: 118

POLICE – T: 055 3285

FIRE SERVICE – T: 115

PASSPORTS Questura di Firenze, Via Zara, 2. T: 055 49771.

Taxi

TAXI FIRENZE 4242.IT T: 055 4242 - www.4242.it

TAXI FIRENZE 4390 T: 055 4390 - www.4390.it

www.apptaxi.it/firenze: available for iOS and Android, it has more than 4045 licensed taxi drivers.

Fixed taxi fares to airports

From Amerigo Vespucci Airport to Florence (city centre): €22 (plus baggage supplements and extra fee for night or holiday travel).

From Florence (city centre) to Pisa: €140 / *Bologna:* €180 / *Rome Fiumicino:* €550 / *Milan Linate:* €550 / *Milan Malpensa:* €650

Trains

The most important railway station is **Santa Maria Novella (SMN)**, in the central Piazza della Stazione, and regional, interregional, high-speed and international trains arrive at and depart from there.

Florence offers fast-track access to major cities across Italy thanks to its

high-speed trains: • Bologna: 35 min • Rome: 1 hour 20 min •

Milan: 1 h 40 min • Venice: 2 hours 5 min • Naples: 2 hours 52 min •

Turin: 2 hours 55 min

TRENITALIA Railway Company - Info T: 892021.
www.trenitalia.com.

ITALO - Info T: 060708. Italo Assistance T: 892020.
www.italotreno.it.

Airports

AEROPORTO DI FIRENZE PERETOLA "AMERIGO VESPUCCI" (FLR) -

(4 km from the centre of Florence). The airport, to the North-West of Florence, lies between the "Firenze Nord" exit from the freeway and Florence's industrial area near Prato. Call centre T: 055 30615.

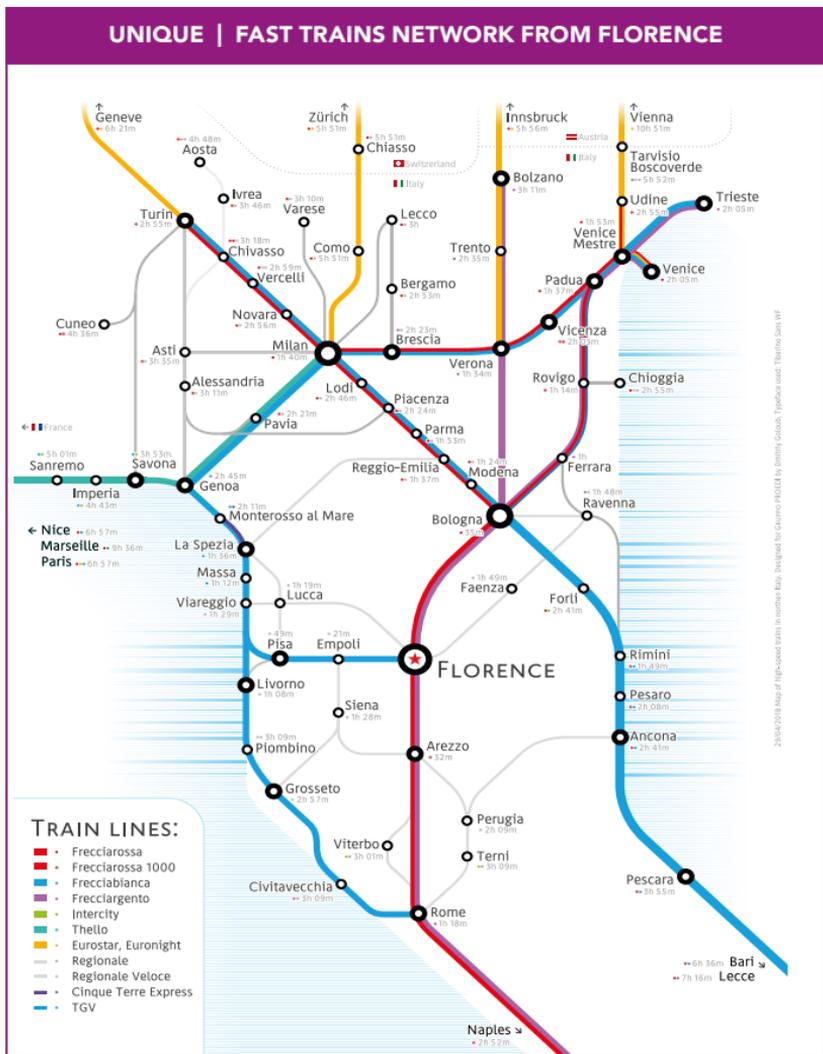
www.aeroporto.firenze.it

• Connections to the airport

VolainBus Shuttle Service (www.fsbusitalia.it) from S.M. Novella Station (Piazza della Stazione). Every 30 min, travel time approx. 30' (5am-8pm) and approx. 1 h (10pm-midnight). Tickets can be purchased on board, at the Busitalia-Sita Nord ticket office near the S.M. Novella Station (Via S. Caterina da Siena) or at ATAF ticket offices (www.ataf.net). One-way ticket: €6 - round trip ticket: €10.



ESSENTIALS



AEROPORTO DI PISA “GALILEO GALILEI” (PSA) - (80 km from the centre of Florence). Call centre T: 050 849300. www.pisa-airport.com

Connections to Florence-S.M. Novella Station and Aeroporto di Firenze Peretola

- Shuttle Services: 1) Terravision – One-way ticket: €4.99 - round trip ticket: €9.98. Every 30 or 60 min, travel time approx. 70' (9am-midnight) and approx. 1 h (10pm-midnight). www.terravision.eu
- 2) Autostradale – T: 02 30089000. One-way ticket: €7.50 - round trip ticket: €13.50. Every 30 or 60 min, travel time approx. 70' (9am-midnight) and approx. 1 h (10pm-midnight). www.autostradale.it



Getting around Florence

ATAF - Azienda Trasporti dell'area Fiorentina/Local Public Transport

Company - www.ataf.net

Infoline daily 6am-9pm. Green Line T: 800 424500; from mobile: T: 199 104245.

ATAF Point-Customer Care Railway Station Firenze S.M. Novella –

Offices no. 8 and no. 9. Open Mon-Sat 6.45am-8pm. **Lost and Found on ATAF vehicles:** Mon-Wed-Fri 9am-12.30pm; Tues-Thurs 2.30pm-4pm. Via Veracini, 5 (int. 5). T: 055 334802.

Ordinary ticket (€1.20) valid for 90 minutes.

Can be used on buses, trams or trains.

Ticket 2x90' (€2.40). **Ticket 4x90'** (€4.70).

Daily ticket: 24-hour ticket (€5). 3-day ticket (€12). 7-day ticket (€18).

Daily Family: one-day ticket for one family of 4 (€6).

Nottetempo Ticket: one-day ticket from 10pm to 3am).

A further step in the digital transformation of Florence's public transport: today you can travel on buses (ATAF, Volainbus and The Mall) by paying fast and safe with your debit/credit/pre-paid contactless cards.

The **Tramway T1 "Leonardo"** connects S.M. Novella Station in Florence to Scandicci (www.gestramvia.com). The new line **Tramway T2 "Vespucci"** connecting the Airport with S.M. Novella Station has been activated on February 2019. **Electric buses** move around the historic centre and also reach the pedestrian areas (C1-C2-C3-D lines).

EDITOR TIP **Route C1** is convenient for visiting the most important museums in Florence. The entire historic centre of Florence (which is approximately the part located within the 19th-century ring-roads or *viali*, which is a protected UNESCO heritage site) is a "Zona a Traffico Limitato" (**ZTL**), or restricted traffic zone. Bicycles, electric vehicles, motorcycles and scooters are allowed to enter.

Tourist Information

INFOPOINT FIRENZE TURISMO -

www.firenzeturismo.it

1. *Train Station Infopoint* > Piazza della Stazione, 4. T: 055 212245. Open Mon-Sat 9am-7pm; Sun and holidays 9am-2pm. Multilingual tourist information and sales point for **Firenzecard**.
2. *Tourist Information Office* > Via C. Cavour, 1/R. T: 055 290832. Open Mon-Fri 9am-1pm. Free brochures and complaints service. Sales point for **Firenzecard**.
3. *Bigallo Infopoint* > Piazza San Giovanni, 1. T: 055 288496. Open Mon-Sat 9am-7pm; Sun and holidays 9am-2pm. Quick information service.
4. *Airport Infopoint* > Piazza San Giovanni, 1. T: 055 315874. Open daily 9am-7pm.

TOURIST CONTACT CENTRE - T: 055 000

Info about services for tourists, exhibitions, events, opening times of museums, how to move around the city. Available daily 9am-7pm in Italian, English, French, German and Spanish. Via email (touristinfo@comune.fi.it) you can ask for information in any language, including Portuguese, Chinese, Japanese, Russian and Arabic (answers within 24 hours).



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Roma

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Piazza Santa Maria Novella, 21

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