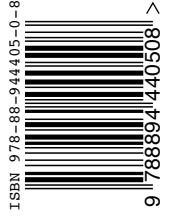


MANIFATTURA
TABACCHI
MASTERPLAN
2021 /
FLORENCE
MAKES SPACE
FOR
TOMORROW

Masterplan 2020: Q-bic, Piuarch, Studio
Antonio Perazzi, Studio Urquiola, Aut Aut,
Quincoces-Dragò & P. • Rendering: Engram •
With the contribution of: Stefano Mancuso +
Pnat, Polimoda, MIM – Made in Manifattura

ISBN 978-88-944405-0-8
A project by Manifattura Tabacchi •
Layout and Graphics: Lcd • Masterplan
2017: Concrete • Masterplan Review:
Sanaa, Studio Mumbai •



manifattura s. f. [dal lat. mediev. *manufactura*, der. di *manu facĕre* «fare con la mano» ...].

Il luogo e il complesso di locali in cui hanno sede i macchinari, gli impianti e sim. destinati alla lavorazione di manufatti: *una m. di calzature*; *m. tabacchi*, o *m. dei tabacchi*, un tempo, gli stabilimenti dell'Amministrazione autonoma dei monopoli di stato dove i tabacchi greggi venivano trasformati in prodotti finiti e cioè in tabacchi da fumo (trinciati, sigari, sigaretti, sigarette) da fiuto e da mastico, o in prodotti derivati (estratto di nicotina, solfato di nicotina, ecc.);

manifattura/factory n., sing. [from the med.

Latin *manufactura*, der. from *manu facĕre* “make by hand” ...]. The building and group of buildings that house the machines, equipment etc. used to manufacturing goods: a shoe factory; a tobacco factory, and at one time, the factories belonging to the Independent Administration of Italian State Monopolies where crude tobacco was transformed into finished products, including tobacco for smoking (shag, cigars, cigarillos, cigarettes), inhaling or chewing, or derivatives (nicotine extract, nicotine sulphate, etc.);



The design of the corporate font of Manifattura Tabacchi derives from the original archigraphy on the facade of the entrance building. The linear and condensed character is a typical example of the rationalist style from the time of the building's construction in 1939.

TABLE
OF
CONTENTS

06 **MANIFESTO**
FLORENCE MAKES SPACE FOR TOMORROW

10 **LIVE, WORK, ENJOY**
A NEW CONTEMPORARY DISTRICT

14 **BREATHE**
A GREEN RENOVATION

22 **CONNECT**
FLORENCE TO THE WORLD

28 **IMAGINE**
THE PAST AND THE FUTURE

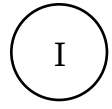
34 **DISCOVER**
MASTERPLAN AND FUNCTIONAL PROGRAMME

64 **JOIN**
THE TIME IS NOW

MANIFATTURA TABACCHI IS SITUATED IN FLORENCE, AND THIS ALONE MAKES IT AN EXCEPTIONAL PLACE. FLORENCE WAS THE POLITICAL AND CULTURAL CENTRE OF EUROPE UP UNTIL THE END OF THE 16TH CENTURY.

FROM ARTISTS TO ENGINEERS, MATHEMATICIANS TO WRITERS, BANKERS TO ARTISANS, THE CITY PROVIDED A PLACE FOR INNOVATORS TO COME TOGETHER AND FREELY EXCHANGE THEIR KNOWLEDGE AND THEIR ENERGY.





MANIFESTO

A CENTRE FOR
CONTEMPORARY ARTS, FASHION
AND COUNTER-CULTURE

A SUSTAINABLE PROJECT:
THE GREENEST URBAN
REGENERATION

OPEN TO EVERYONE,
CONNECTED TO
THE WORLD

Manifattura Tabacchi is a new cultural hub in Florence. This magnificent factory, created by Pier Luigi Nervi in the 30s, is the perfect place to give new life to the Florentine tradition of Art, Design and Craftsmanship. In regenerating and renewing this landmark

in Florence's urban history, we put sustainability first. This area will become an inspiring model of green regeneration, a key district in Florence's cultural and productive life and an international hub of Creativity, Research, Inspiration and Innovation.

"WE NEED A VISION THAT WILL DRIVE THE URBAN RENAISSANCE. WE BELIEVE THAT CITIES SHOULD BE WELL DESIGNED, BE MORE COMPACT AND CONNECTED, AND SUPPORT A RANGE OF DIVERSE USES – ALLOWING PEOPLE TO LIVE, WORK AND ENJOY

THEMSELVES AT CLOSE QUARTERS – WITHIN A SUSTAINABLE ENVIRONMENT WHICH IS WELL INTEGRATED WITH PUBLIC TRANSPORT AND ADAPTABLE TO CHANGE."

RICHARD ROGERS

"TOWARDS AN URBAN RENAISSANCE", 1999



LIVE

EVERY DAY 800 STUDENTS OF POLIMODA, ONE OF THE WORLD'S TOP FASHION AND DESIGN SCHOOLS, WALK THROUGH MANIFATTURA TABACCHI'S DOORS

Today students and professionals from Florence University meet in the co-working areas; creatives, makers and employees populate the recently reactivated buildings. A bistro and a bookshop provide good food and good reads.

In the coming years Manifattura Tabacchi will be home to a growing community. Staying in a boutique hotel or student accommodations or living in residential lofts surrounded by green areas and tree-filled avenues.

And, in the central square, it will host a space for Contemporary Arts: Not a Museum.



ENJOY

HERE YOU CAN ENJOY CONCERTS, MOVIES, YOGA LESSONS, GOURMET FOOD, MUSIC FESTIVALS AND TALKS WITH ARTISTS AND PERFORMERS

Here you can create your own demo in a micro-recording studio or relax in the co-working spaces and green areas. You can meet people, sit in a restaurant or cafe, share ideas and knowledge, breathe the energy and the clean air that make this place unique.

In the next years, the opportunities and the networking events will grow, helping build an international, inspiring, creative community.

WORK

HERE, PEOPLE GET INSPIRED AND SHARE THEIR ENERGY AND CREATIVITY EVERY DAY

Resident artists from international Art Academies work in their ateliers; young designers and craftsmen create handmade goods: people learn ceramics and carpentry in open workshops.

Soon open plan offices, public spaces, unique retail, a brewery and a street dedicated to makers will fill these spaces with more energy and creativity.



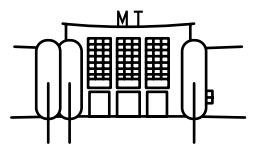


BREATHE

A GREEN RENOVATION

Manifattura Tabacchi is coming back to life, by allowing nature back in.

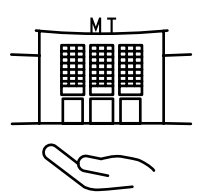
Today, the vegetation that had abandoned the area is once again taking root, the buildings are being regenerated and the air is being purified and monitored in the Air Factory, an experimental lab created by world-famous plant neurobiologist Stefano Mancuso.



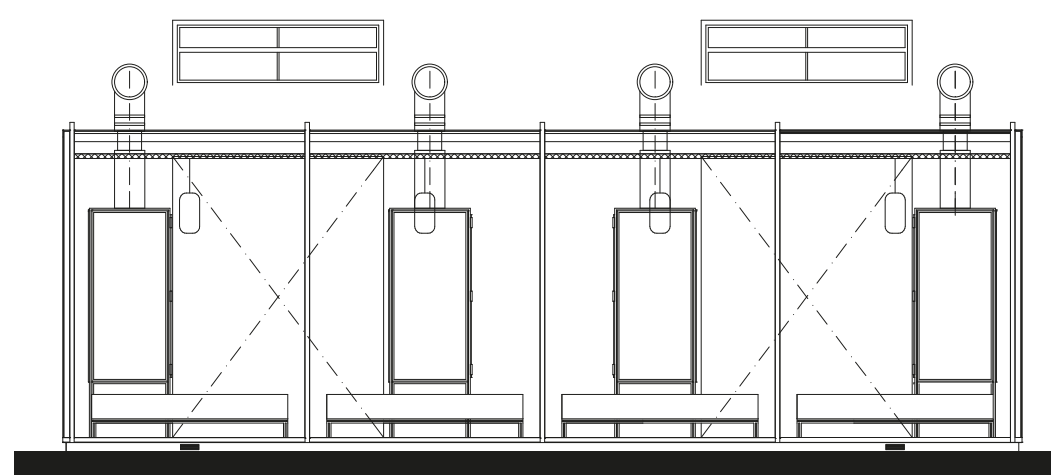
URBAN FORESTATION



WATER AND ENERGY EFFICIENCY



REGENERATION VS. RECONSTRUCTION



“MANIFATTURA TABACCHI IS THE LABORATORY FOR EXPERIMENTING A NEW IDEA OF THE CITY: ONE THAT’S ALIVE, ORGANIC, AND OPEN TO VEGETATION. THE AIR FACTORY IS MERELY THE FIRST PROTOTYPE OF A PROJECT THAT INTEGRATES PLANTS INTO THE COMPLEX’S SPACES IN EVERY POSSIBLE WAY. MANIFATTURA WILL BE AN EXAMPLE OF HOW A CITY OF THE FUTURE OUGHT TO BE THANKS TO THE POWER OF PLANTS, THE CRUCIAL ELEMENTS IN A NEW BIOLOGICALLY-BASED TECHNOLOGY.”

STEFANO MANCUSO



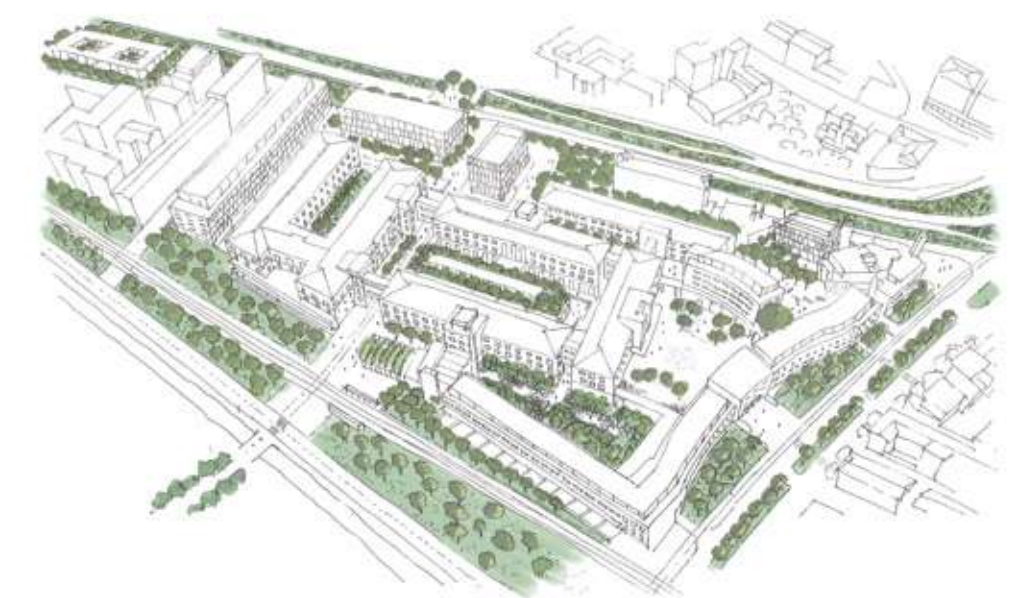
Residential Courtyard
from the southeast

SOON, HUNDREDS OF NEW TREES WILL GROW ALONG AVENUES AND SQUARES, PURIFYING THE AIR AND PROVIDING SHADE ON HOT SUMMER DAYS

Climbing plants on the facades and rooftop gardens will improve thermal insulation and energy efficiency; pioneer plants and native vegetation will grow in empty areas and between the pavers, improving soil drainage. All trees and plants will be water-efficient, low maintenance and effective in reducing air pollution.

The walls around Manifattura Tabacchi will be removed to reconnect it with the surrounding environment, creating habitats rich in biodiversity. The historic buildings will preserve their original size and shape but become more energy-efficient and sustainable thanks to active water management and geothermal energy. Alternative mobility solutions, from bicycle and car sharing to green public transport, will reduce CO2 emissions and improve the air quality in the area.

Sustainable, eco-friendly, green: this is the future of Manifattura Tabacchi. And it's already started.



THE PROJECT IS CONSERVATIVE AND MINIMIZES DEMOLITIONS

The intervention is preservative in nature, minimizing even the demolition of structures of lesser architectural value in the framework of a respect for pre-existing forms. The minimization of demolition and reconstruction means limiting the use of building materials.

Moreover, it is a work of reclamation that applies the best practices in terms of resource consumption and energy efficiency to each of the buildings according to their various uses. And the structures are never idle: pending the determination of their final destination, the spaces are made available for temporary uses.

BUILDING DEMOLITION PLAN



NEW BUILDINGS AND VOLUMES



1,135
NEW TREES PLANTED

78
DIFFERENT PLANT ESSENCES

BREEAM®





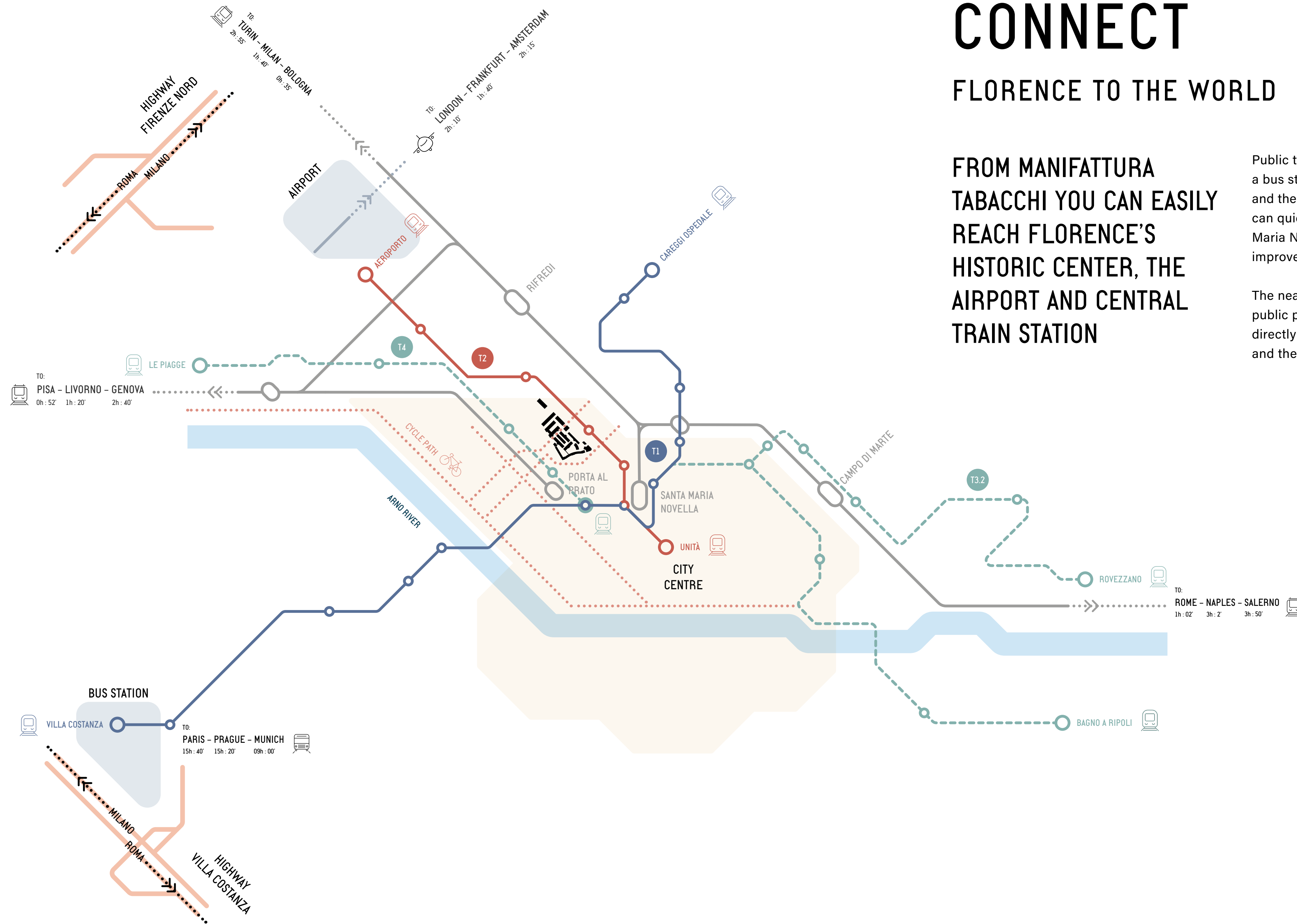
CONNECT

FLORENCE TO THE WORLD

FROM MANIFATTURA TABACCHI YOU CAN EASILY REACH FLORENCE'S HISTORIC CENTER, THE AIRPORT AND CENTRAL TRAIN STATION

Public transport connections are excellent: a bus stop is right in front of the main entrance, and the new electric tramway line - Tram # 2 - can quickly get you to the Airport and Santa Maria Novella station. Tram # 4 will soon improve connections to the fashion district.

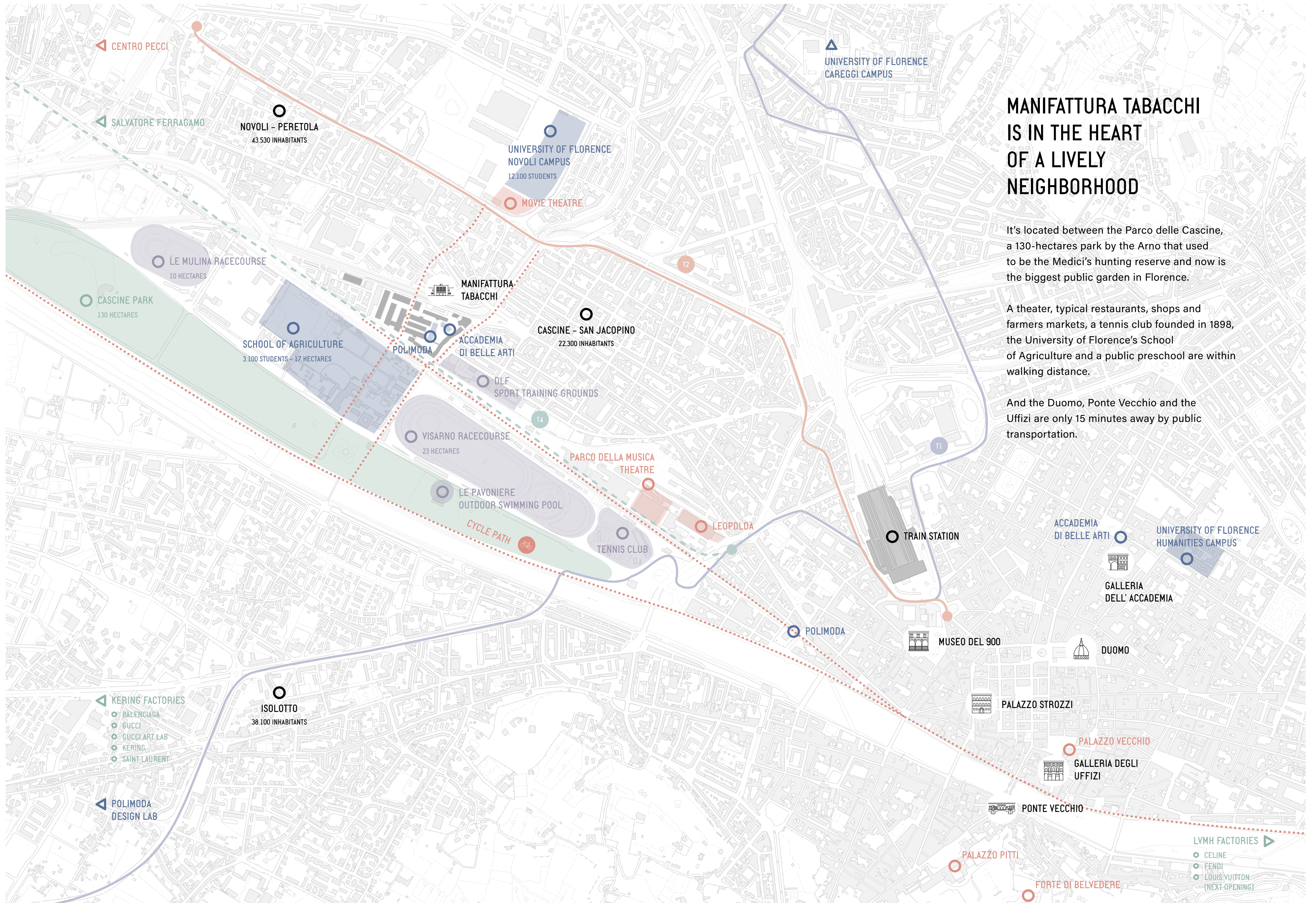
The nearby Parco delle Cascine, the biggest public park in Florence, allows to walk or bike directly to the historic centre, enjoying nature and the beautiful Arno river bank.



LEGENDA

- CYCLE PATH
- HIGHWAY
- TRAIN LINE
- EXISTING TRAM LINE
- PLANNED TRAM LINE





MANIFATTURA TABACCHI IS IN THE HEART OF A LIVELY NEIGHBORHOOD

It's located between the Parco delle Cascine, a 130-hectares park by the Arno that used to be the Medici's hunting reserve and now is the biggest public garden in Florence.

A theater, typical restaurants, shops and farmers markets, a tennis club founded in 1898, the University of Florence's School of Agriculture and a public preschool are within walking distance.

And the Duomo, Ponte Vecchio and the Uffizi are only 15 minutes away by public transportation.

CENTRO PECCI

SALVATORE FERRAGAMO

NOVOLI - PERETOLA
43.530 INHABITANTS

UNIVERSITY OF FLORENCE
NOVOLI CAMPUS
12.100 STUDENTS

MOVIE THEATRE

UNIVERSITY OF FLORENCE
CAREGGI CAMPUS

LE MULINA RACECOURSE
10 HECTARES

CASCINE PARK
130 HECTARES

SCHOOL OF AGRICULTURE
3.100 STUDENTS - 17 HECTARES

MANIFATTURA
TABACCHI

POLIMODA

ACCADÉMIA
DI BELLE ARTI

CASCINE - SAN JACOPINO
22.300 INHABITANTS

DLF
SPORT TRAINING GROUNDS

VISARNO RACECOURSE
23 HECTARES

PARCO DELLA MUSICA
THEATRE

LE PAVONIERE
OUTDOOR SWIMMING POOL

TENNIS CLUB

LEOPOLDA

TRAIN STATION

ACCADÉMIA
DI BELLE ARTI

UNIVERSITY OF FLORENCE
HUMANITIES CAMPUS

GALLERIA
DELL' ACCADEMIA

DUOMO

MUSEO DEL 900

PALAZZO STROZZI

PALAZZO VECCHIO

GALLERIA DEGLI
UFFIZI

PONTE VECCHIO

PALAZZO PITTI

FORTE DI BELVEDERE

KERING FACTORIES

- BALenciAGA
- GUCCI
- GUCCI ART LAB
- KERING
- SAINT LAURENT

POLIMODA
DESIGN LAB

ISOLOTTO
38.100 INHABITANTS

LVMH FACTORIES

- CELINE
- FENDI
- LOUIS VUITTON
(NEXT OPENING)

6

HECTARES
ADJACENT TO PARCO
DELLE CASCINE

110,000

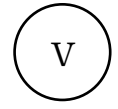
SQUARE METERS
OF INDUSTRIAL SPACE

16

BUILDINGS
ELEGANTLY ARRANGED
TO CREATE A VARIETY
OF STYLES



Built in the 1930s by Pier Luigi Nervi,
it is one of the best examples of Italian Rationalism



IMAGINE

THE PAST AND THE FUTURE



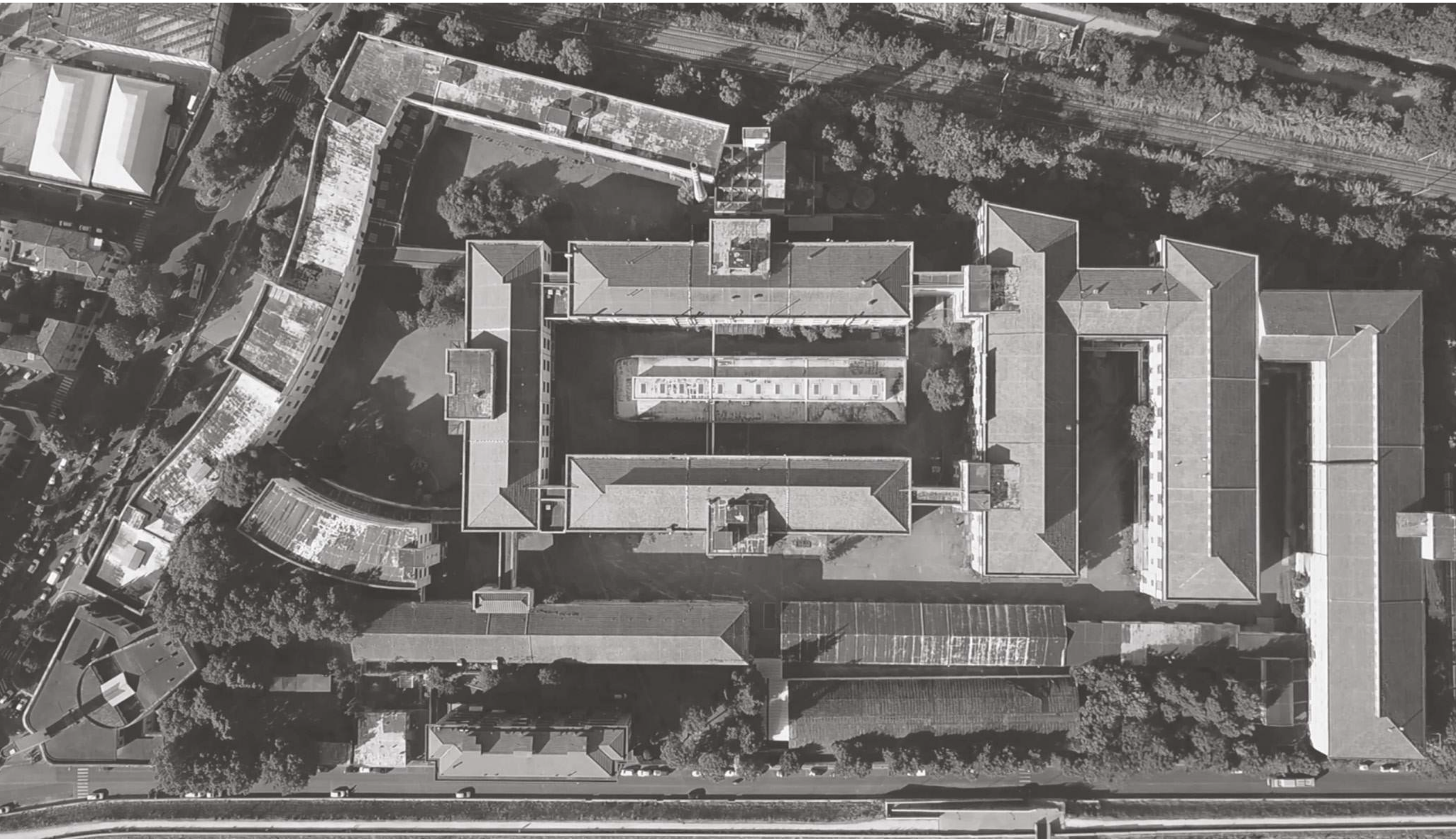
FOR OVER 70 YEARS, MORE THAN 1,400 EMPLOYEES – MOSTLY WOMEN – WORKED HERE, PROCESSING TOBACCO AND PRODUCING CIGARS AND CIGARETTES. THE FACTORY WAS DESIGNED AS AN AUTONOMOUS CITY, EQUIPPED WITH ITS OWN POWER PLANT, WORKSHOPS, A REFECTORY, A NURSERY, AND EVEN A THEATRE



A whole community grew up in it, its workers and their families living according to the factory's rhythms. They told the time by the factory's clock and marked out their days by the siren that signalled the beginning and the end of their shifts. They even had a name: the Sigaraie.

The Factory closed on 16 march 2001, but the embedded energy of the past is still there, waiting to be released. It fills these open spaces and echoes off these concrete walls. Try and feel it.

MASTERPLAN



DAILY USERS

7,500

PAX

HOSPITALITY,
STUDENT
RESIDENCIES

26,300

SQM

WORKSHOPS, ATE-
LIERS, CONCEPT
STORES

11,300

SQM

EDUCATION,
OFFICES,
CO-WORKING

37,000

SQM

RESIDENTIAL

35,900

SQM

PUBLIC SPACES

16,300

SQM

APARTMENTS

280

MASTERPLAN 2021

A WORLD CLASS TEAM



Q-BIC
(FLORENCE)
MASTERPLAN 2020 ARCHITECT



STUDIO ANTONIO PERAZZI
(MILAN)
LANDSCAPE ARCHITECT



PIUARCH
(MILAN)
NEW CONSTRUCTION ARCHITECT



STUDIO URQUIOLA PATRICIA URQUIOLA
(MILAN)
BUILDING 7 INTERIOR DESIGN ARCHITECT



STUDIO MUMBAI BIJOY JAIN
(MUMBAI)
MASTERPLAN 2019 CONCEPT



SANAA KAZUYO SEJIMA + RYUE NISHIZAWA
(TOKYO)
MASTERPLAN 2019 CONCEPT



QUINCOCES-DRAGÒ & P.
(MILAN)
BUILDING 8-9 INTERIOR DESIGN ARCHITECT



AUT AUT ARCHITETTURA
(ROME)
KINDERGARTEN ARCHITECT

Following a meticulous drafting phase by the Amsterdam based studio Concrete Architectural Associates, Pritzker prize-laureate architectural firm SANAA, in collaboration with Studio Mumbai, delivered a ground breaking contribution to the Masterplan project of Manifattura Tabacchi.

This original and sensitive approach to project planning from two of the leading protagonists at the cutting edge of contemporary architecture marked a key step in unleashing the potential of the project, and identified a new iconic feature for the ex-maintenance buildings within the overall Masterplan.

The development of the project has been entrusted to Florentine studio Q-bic, joined by landscape architect Antonio Perazzi and the award-winning studio Piuarch, which is undertaking the project planning for new construction work, whilst the renowned Spanish architect and designer Patricia Urquiola has assumed the role of Interior Designer for the residences of Building 7. The Milanese practice Quincoces-dragò & Partners will design the residences in Buildings 8 and 9.

Just outside Manifattura, work has begun on the site of the ex-Armoury, which will house a new kindergarten, entrusted to the studio Aut Aut Architettura.

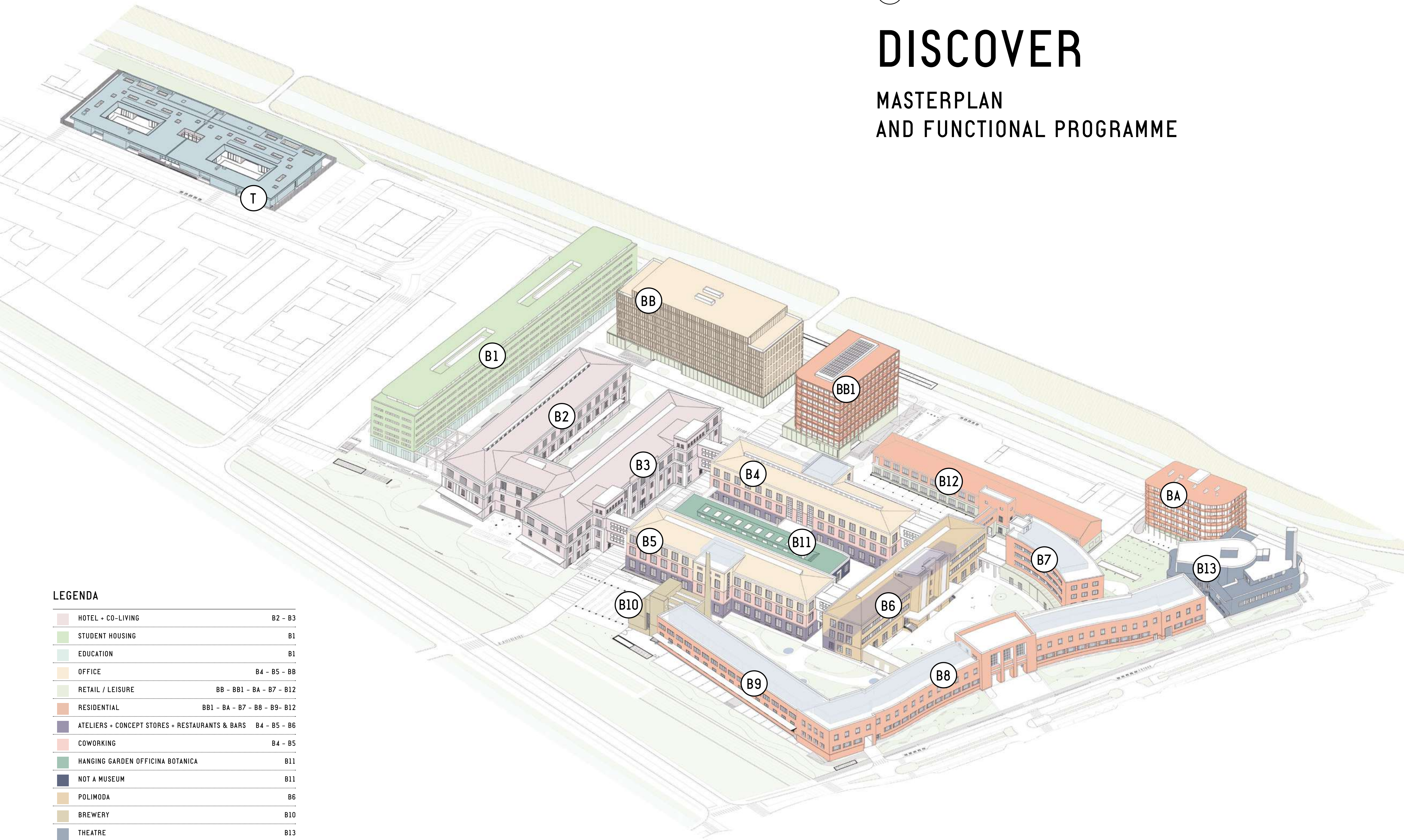
“TAKING A FORWARD LOOKING APPROACH, AND DRAWING INSPIRATION FROM FLORENCE’S HERITAGE AND THE HISTORY OF THE MANIFATTURA TABACCHI, WE HAVE REIMAGINED THE COMPLEX WITH A TWO FOLD CONCEPT IN MIND: ENHANCING THE EXISTING ARCHITECTURE AND CREATING A CONNECTIVE SYSTEM BETWEEN THE BUILDINGS AND THE SPACES DEFINED BETWEEN THEM WITH A SYSTEM OF CANOPIES AND GARDENS.”

SANAA

VI

DISCOVER

MASTERPLAN AND FUNCTIONAL PROGRAMME

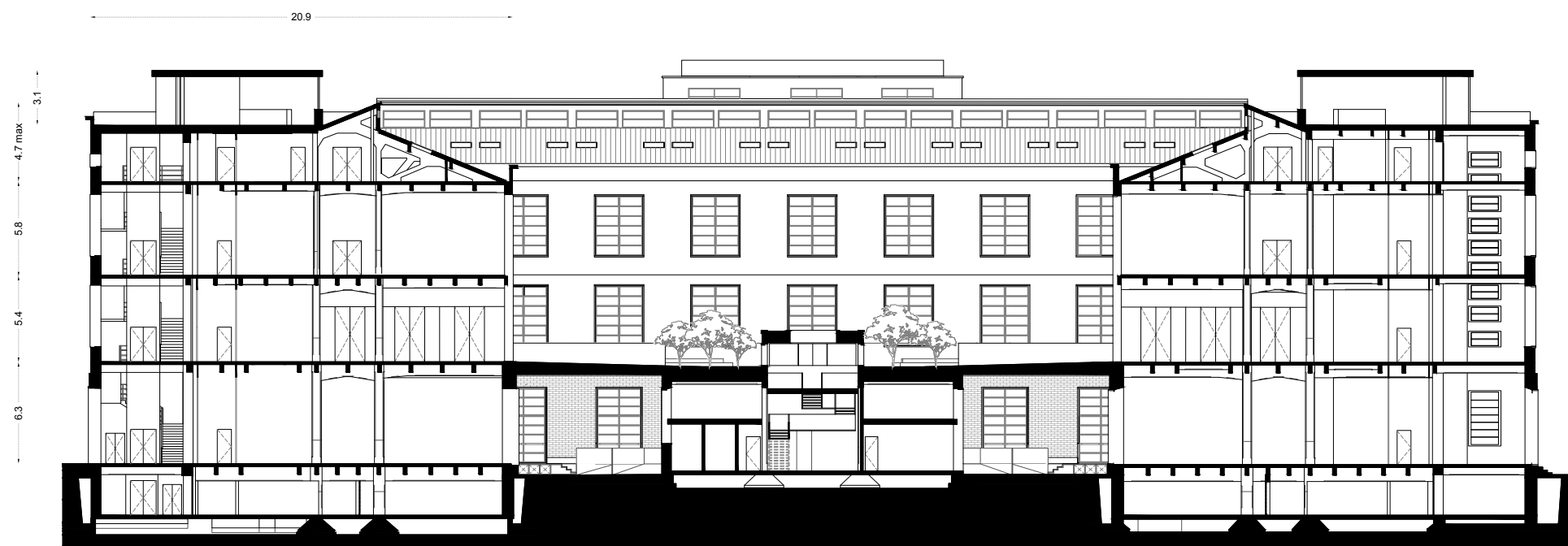


LEGENDA

HOTEL + CO-LIVING	B2 - B3
STUDENT HOUSING	B1
EDUCATION	B1
OFFICE	B4 - B5 - BB
RETAIL / LEISURE	BB - BB1 - BA - B7 - B12
RESIDENTIAL	BB1 - BA - B7 - B8 - B9 - B12
ATELIERS + CONCEPT STORES + RESTAURANTS & BARS	B4 - B5 - B6
COWORKING	B4 - B5
HANGING GARDEN OFFICINA BOTANICA	B11
NOT A MUSEUM	B11
POLIMODA	B6
BREWERY	B10
THEATRE	B13
PUBLIC USE	
KINDERGARTEN	T

B4-B5-B6-B11

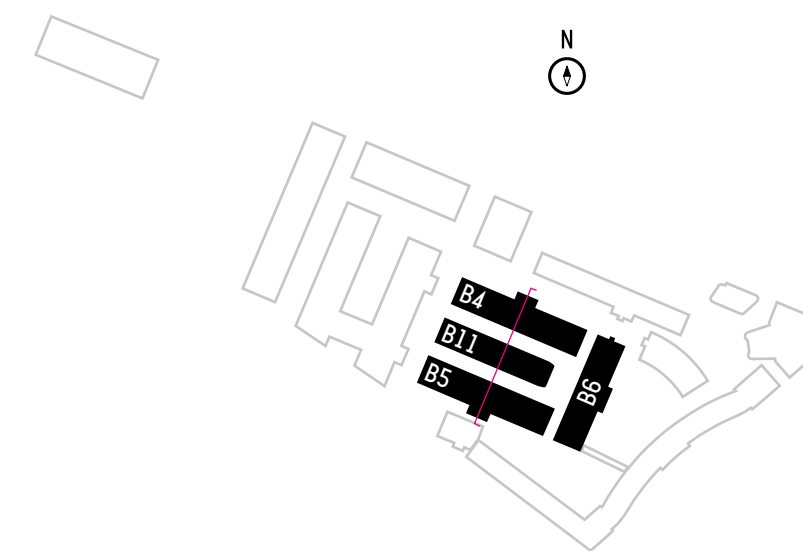
THE FACTORY



B5 B11 B4



View towards Central Square from the southeast



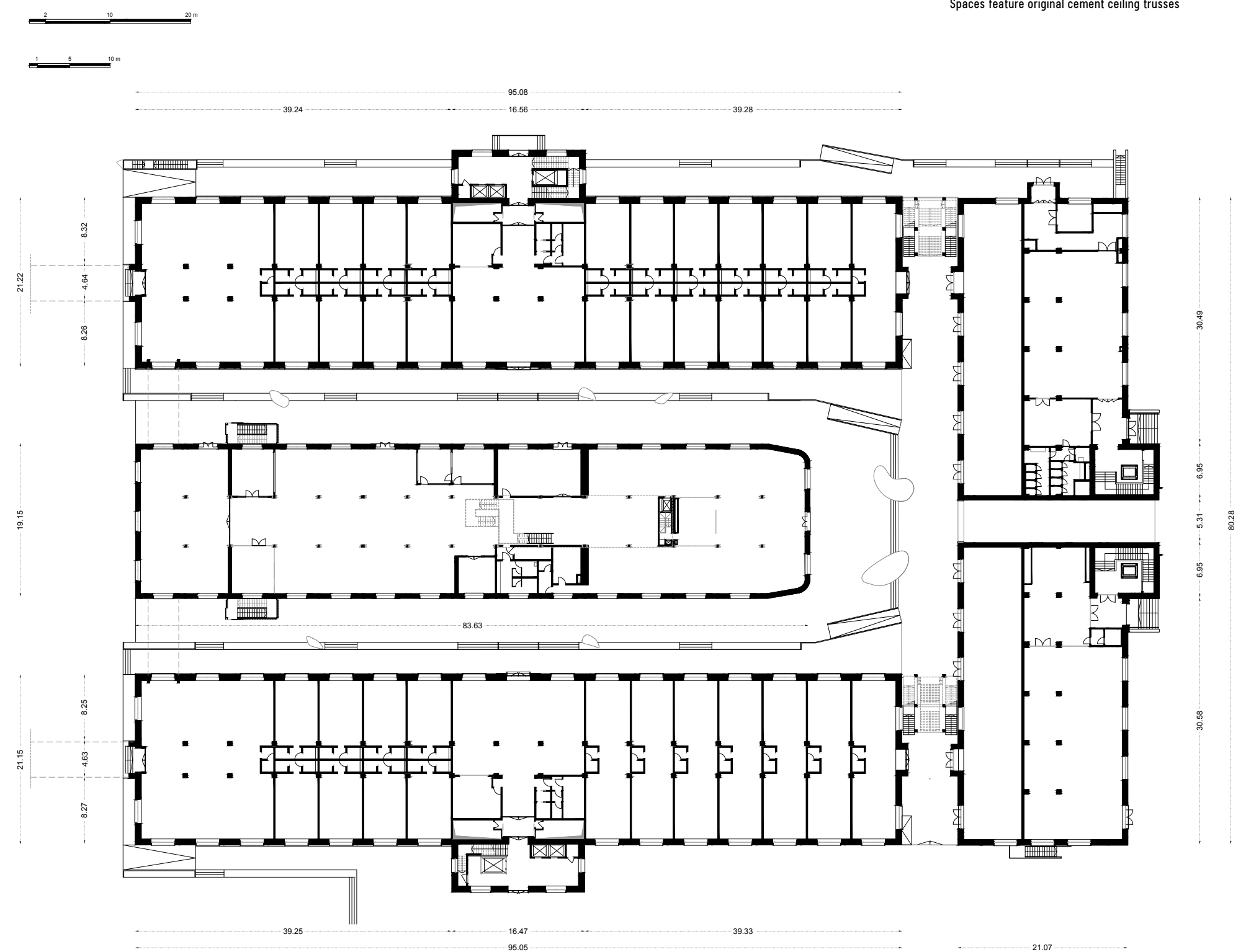
BUILDING	LEVELS	TOTAL AREA (GBA)*
B6	6	7.781
Retail	1	529
Polimoda	6	6.094
Technical	1	1.158
Private Terraces	-	+ 135
Areas < 1.80 m H	-	+ 685

BUILDING	LEVELS	TOTAL AREA (GBA)*
B4	6	9.890
Retail	1	2.120
Office	4	5.600
Technical	1	2.170
Private Terraces	-	+ 420
Areas < 1.80 m H	-	+ 870

BUILDING	LEVELS	TOTAL AREA (GBA)*
B5	6	9.861
Retail	1	2.115
Office	4	5.620
Technical	1	2.126
Private Terraces	-	+ 440
Areas < 1.80 m H	-	+ 880

BUILDING	LEVELS	TOTAL AREA (GBA)*
B11	3	2.466
Not A Museum	2	2.370
Technical	1	90
Hanging Gardens Officina Botanica	-	+ 1.160

Spaces feature original cement ceiling trusses



*This information is provided as guidance only and is not exhaustive. Drawings are for illustration purposes. Not to scale.



North-South view
of the Boulevard

B7-B8-B9

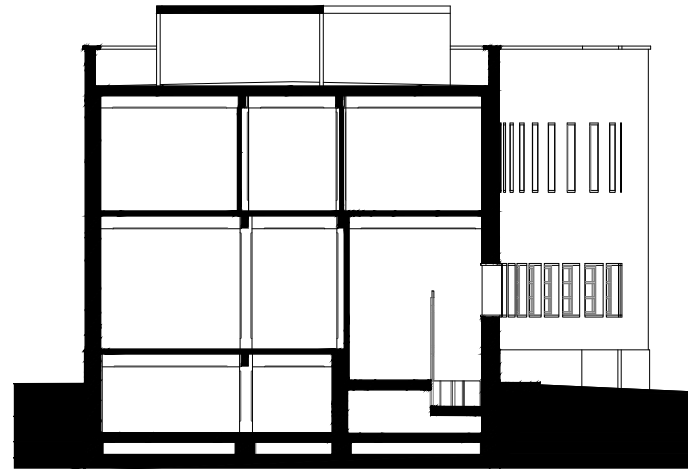
INDUSTRIAL LOFTS

B7



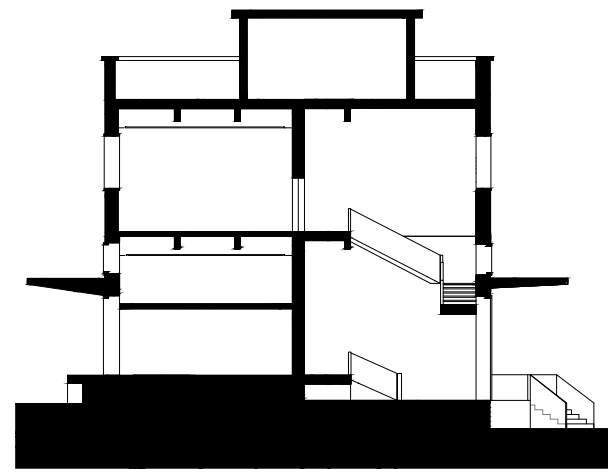
3.00
4.75
4.75
4.8
4.74

B8

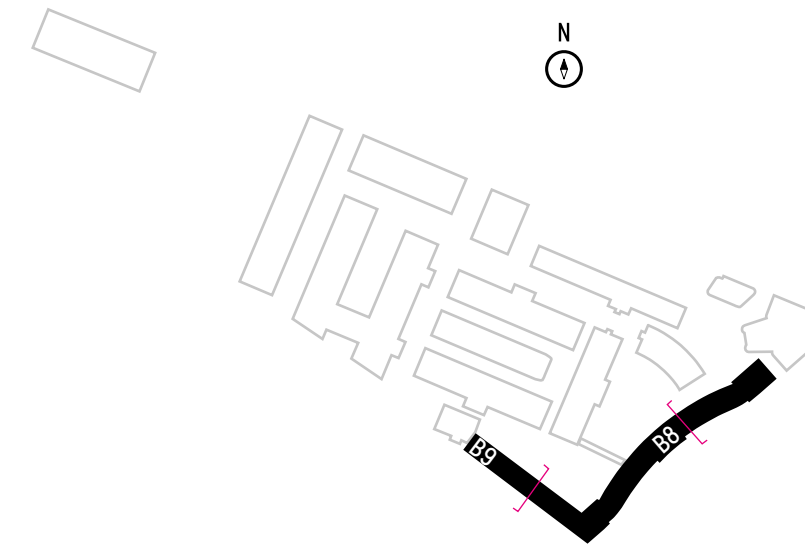


3.00
4.75
5.49
3.28

B9



3.00
4.75
6.59
3.28



BUILDING	LEVELS	TOTAL AREA (GBA)*
B7	5	4.096
Retail	1	1.043
Residential	4	3.053

Private Terraces - + 492

BUILDING	LEVELS	TOTAL AREA (GBA)*
B8	4	9.977
Residential	3	7.944
Technical	1	2.033

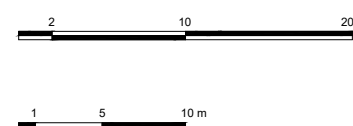
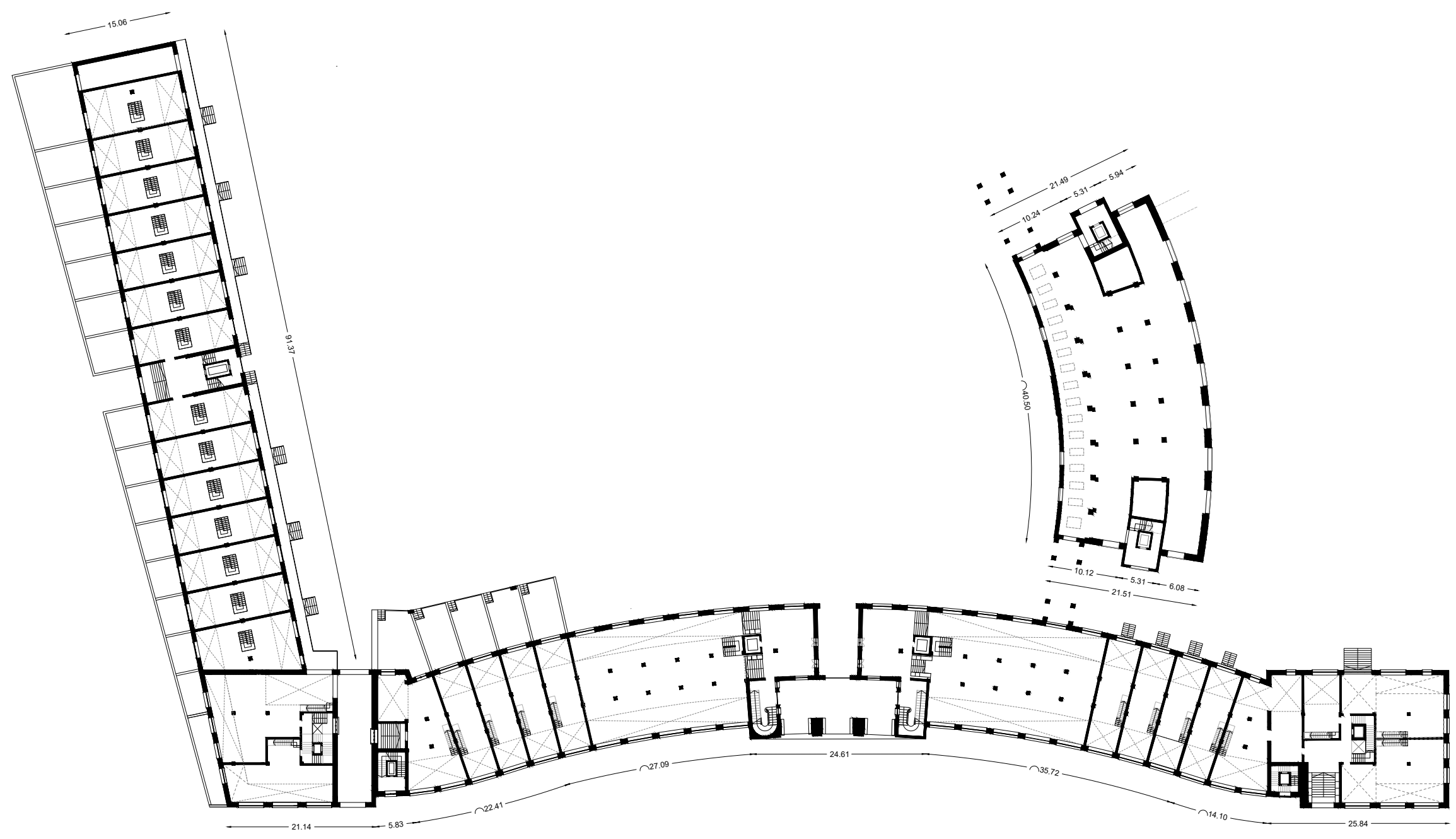
Private Terraces - + 1.840

BUILDING	LEVELS	TOTAL AREA (GBA)*
B9	4	4.917
Residential	4	4.917

Private Terraces - + 1.258

PARKING	LEVELS	PARKING SPACES
9	2	121

Spaces feature original cement ceiling trusses



B8



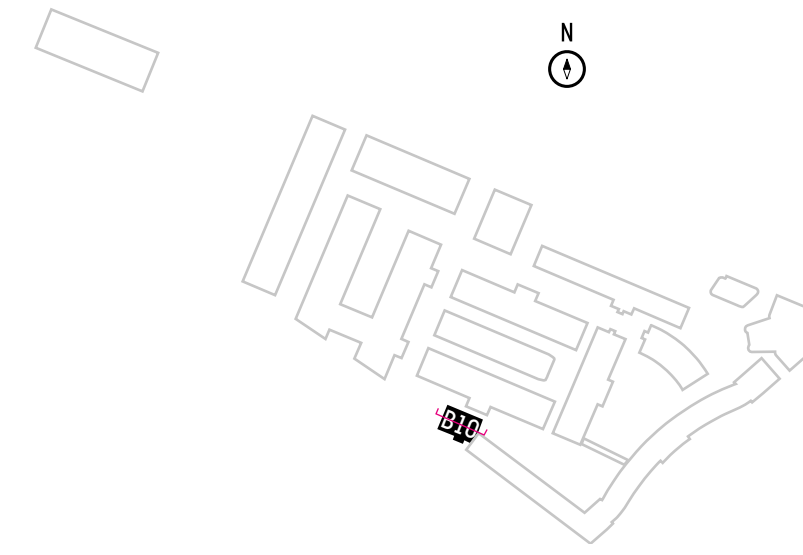
Building 8 from the southeast



Building 7
from the southwest

B10

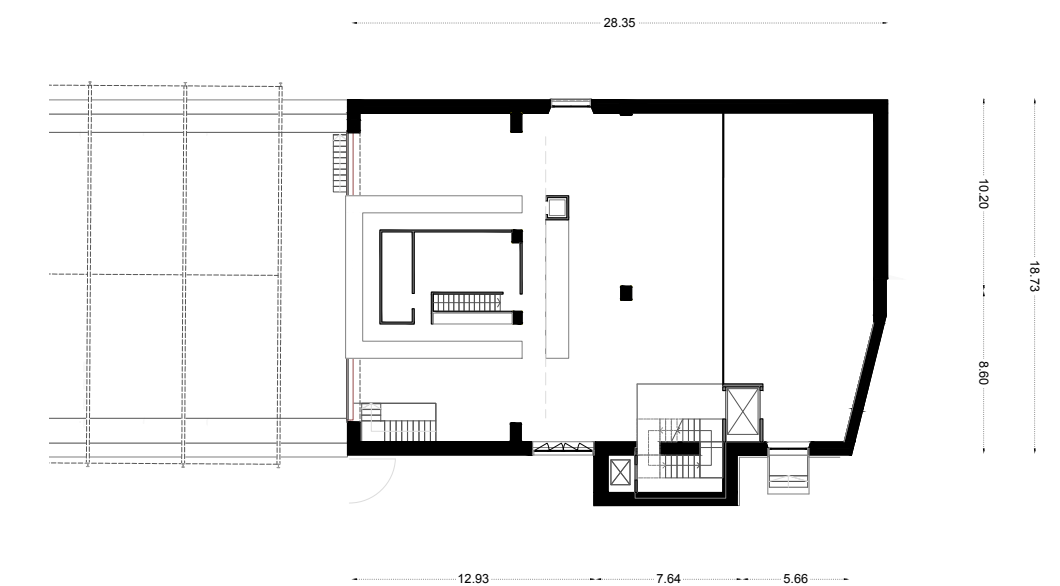
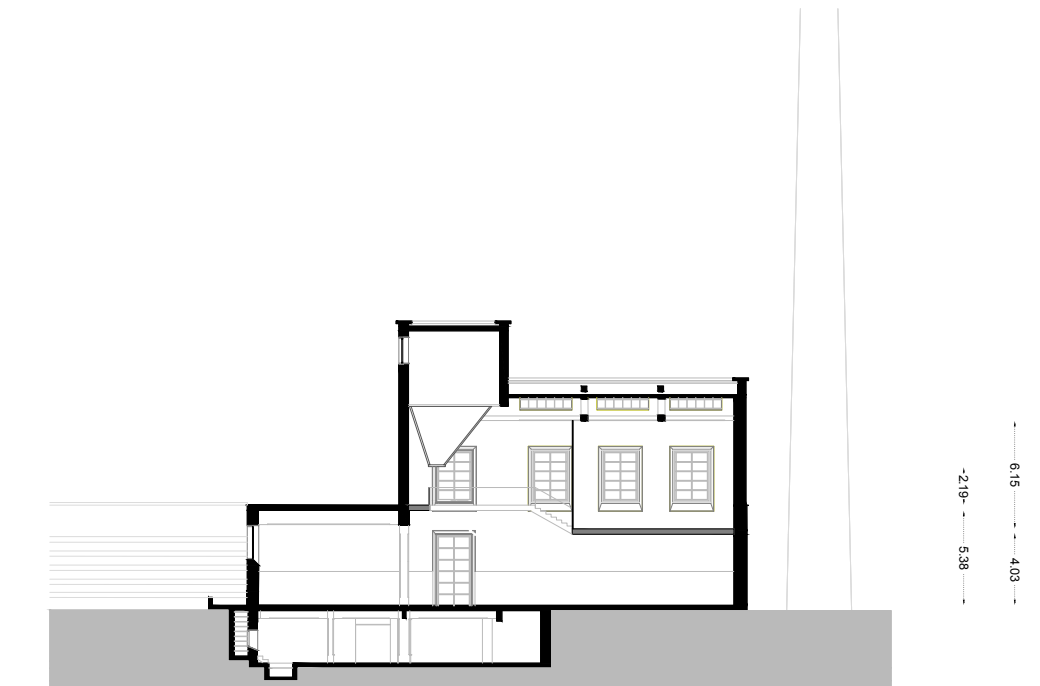
BREWERY



BUILDING	LEVELS	TOTAL AREA (GBA)*
B10	4	1.465
Retail	4	995
Technical	1	470
Private Terraces	-	+ 277
Private External Area (canopy)	-	+ 965

*Spaces feature original cement ceiling trusses

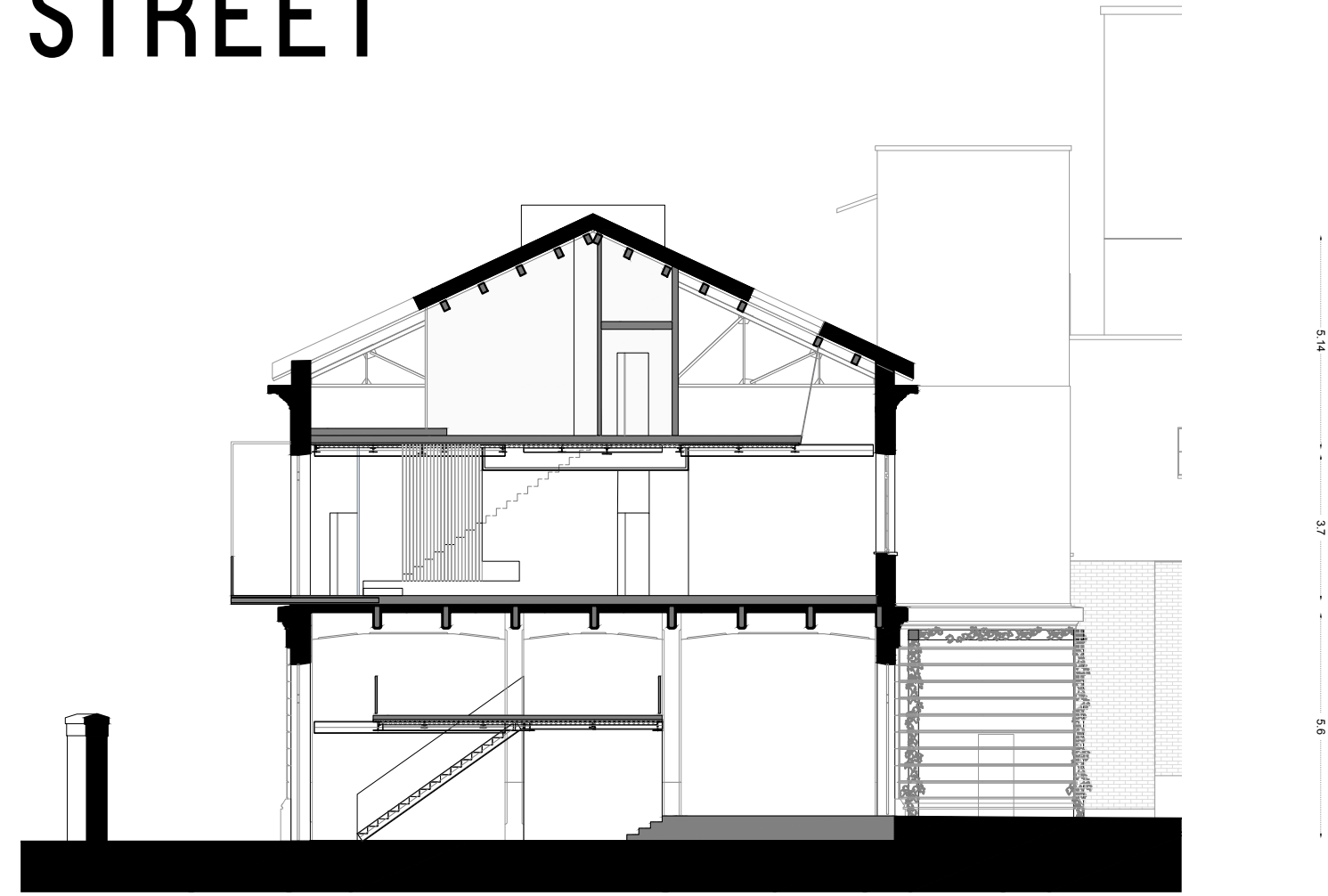
B10



Brewery
from the northwest

B12

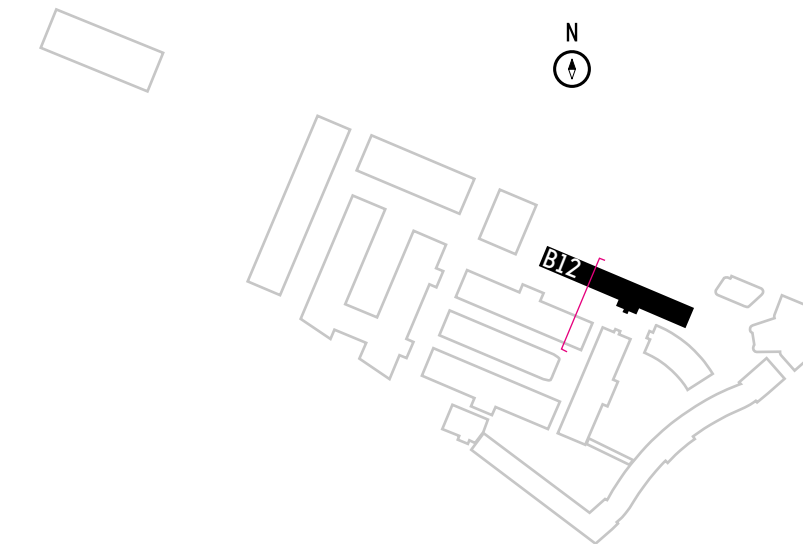
MAKER STREET



B12

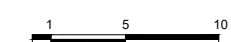
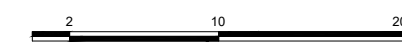
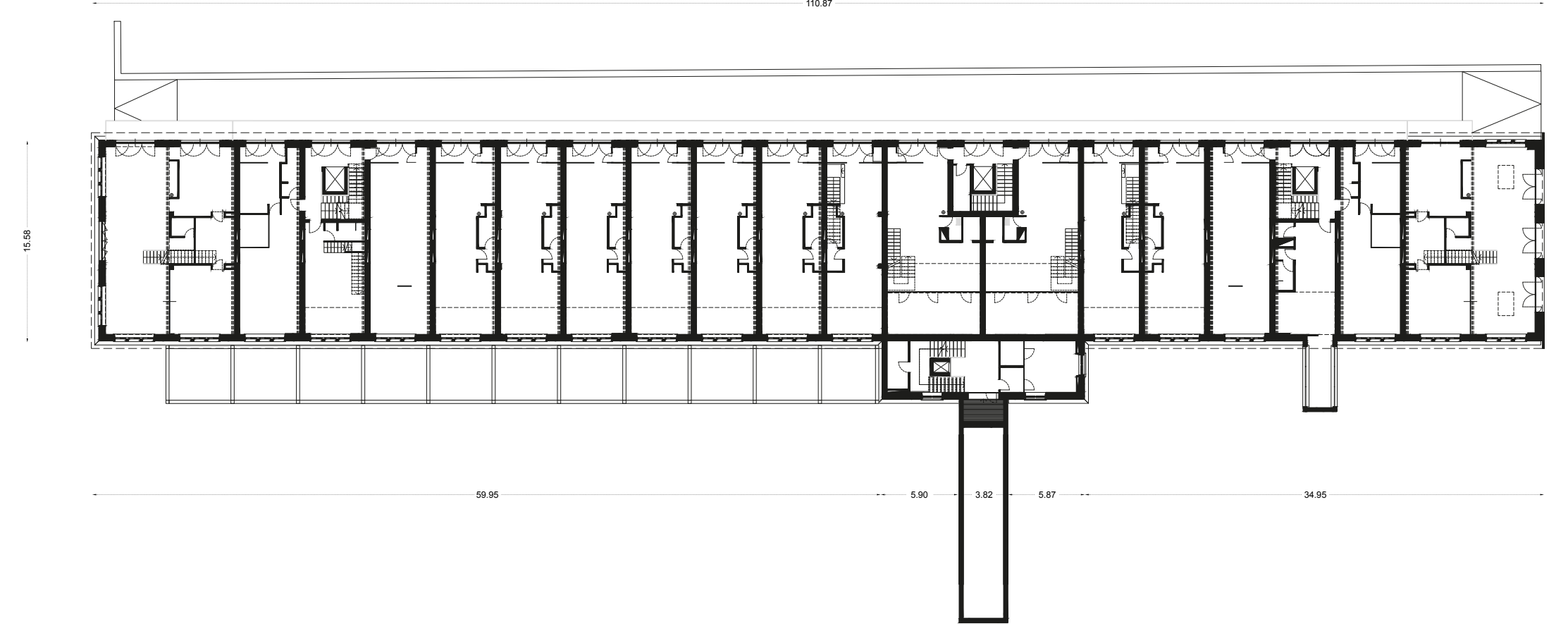
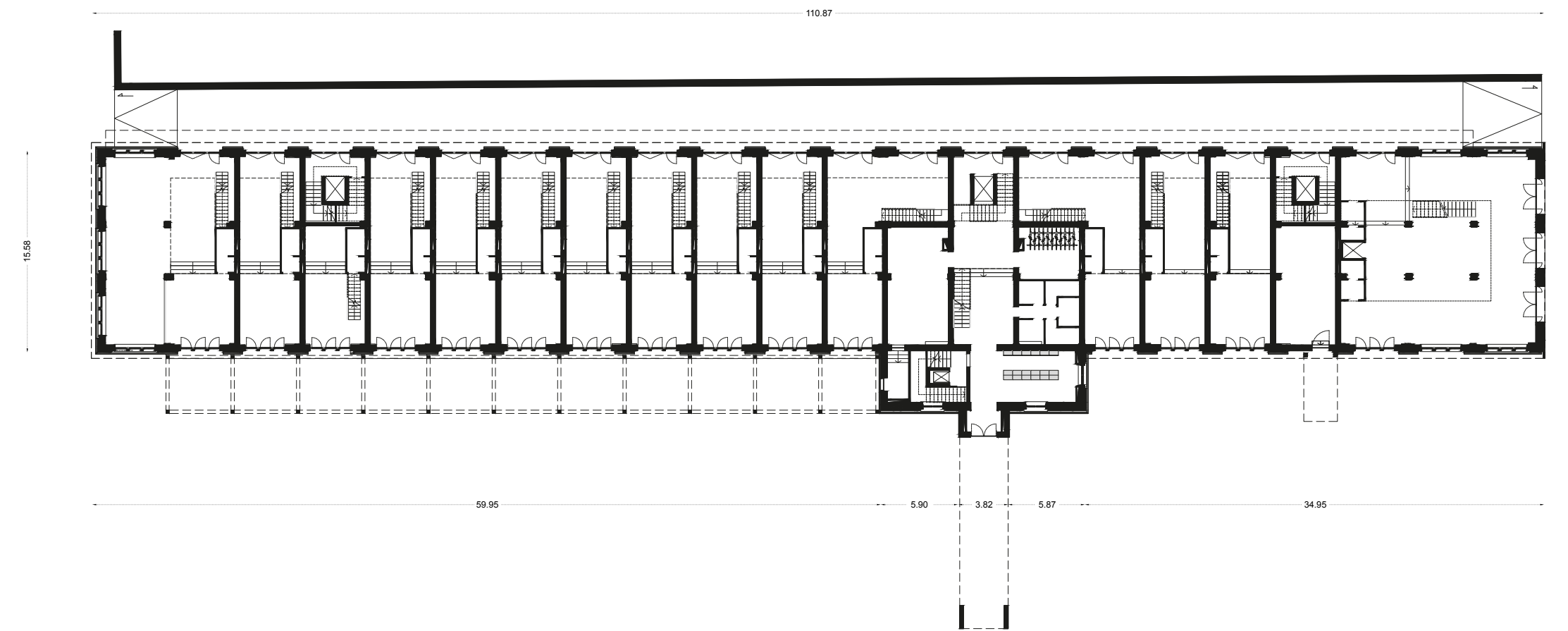


Maker Street
from the northwest



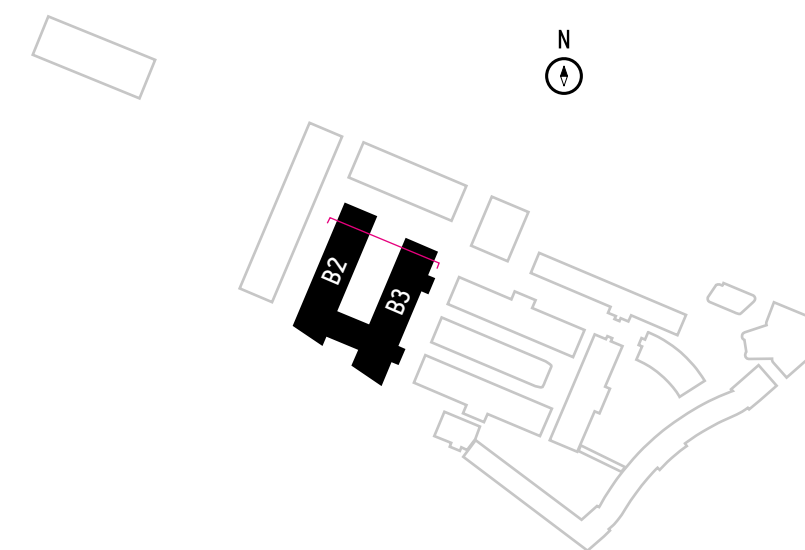
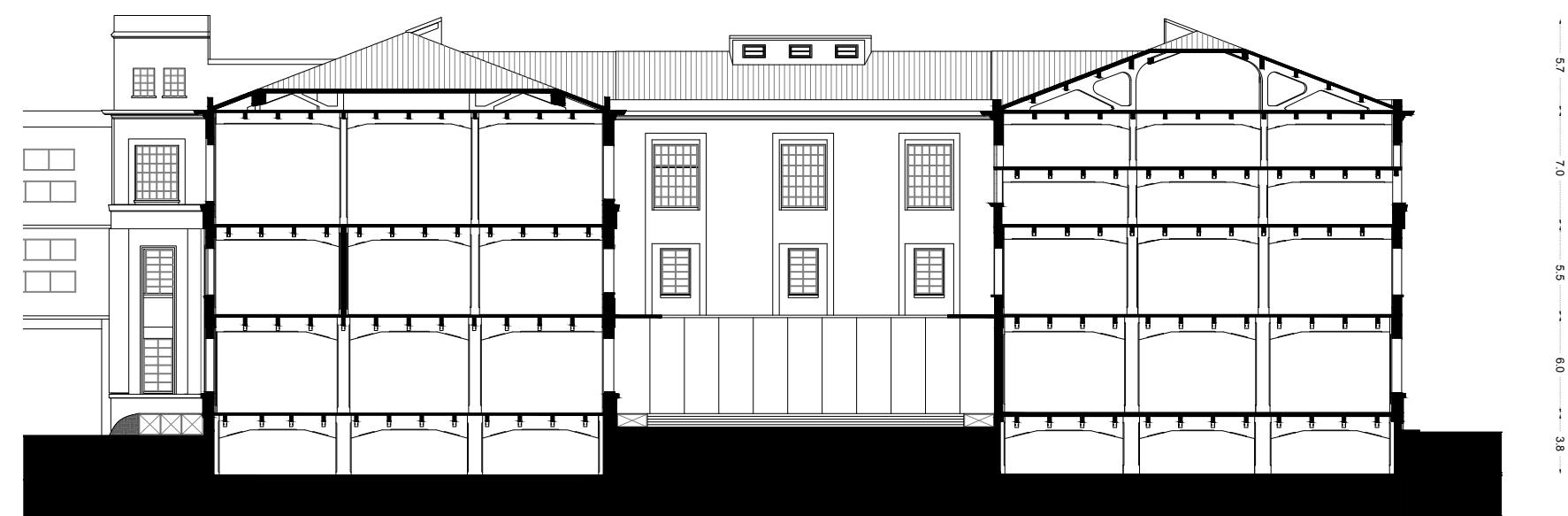
BUILDING	LEVELS	TOTAL AREA (GBA)*
B12	4	5.603
Retail	1	2.607
Residential	-	2.996
Private External Areas	-	1.250

Spaces feature original cement ceiling trusses



B2-B3

HOTEL



BUILDING	LEVELS	TOTAL AREA (GBA)*
B2 - B3	6	28.817
Serviced Residences	5	10.328
Hospitality	6	13.655
Technical	1	4.835
Private Terraces	-	+ 1.500
Private Courtyard	-	+ 1.300
Area < 1.80 m H	-	+ 1.500

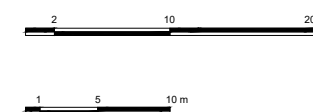
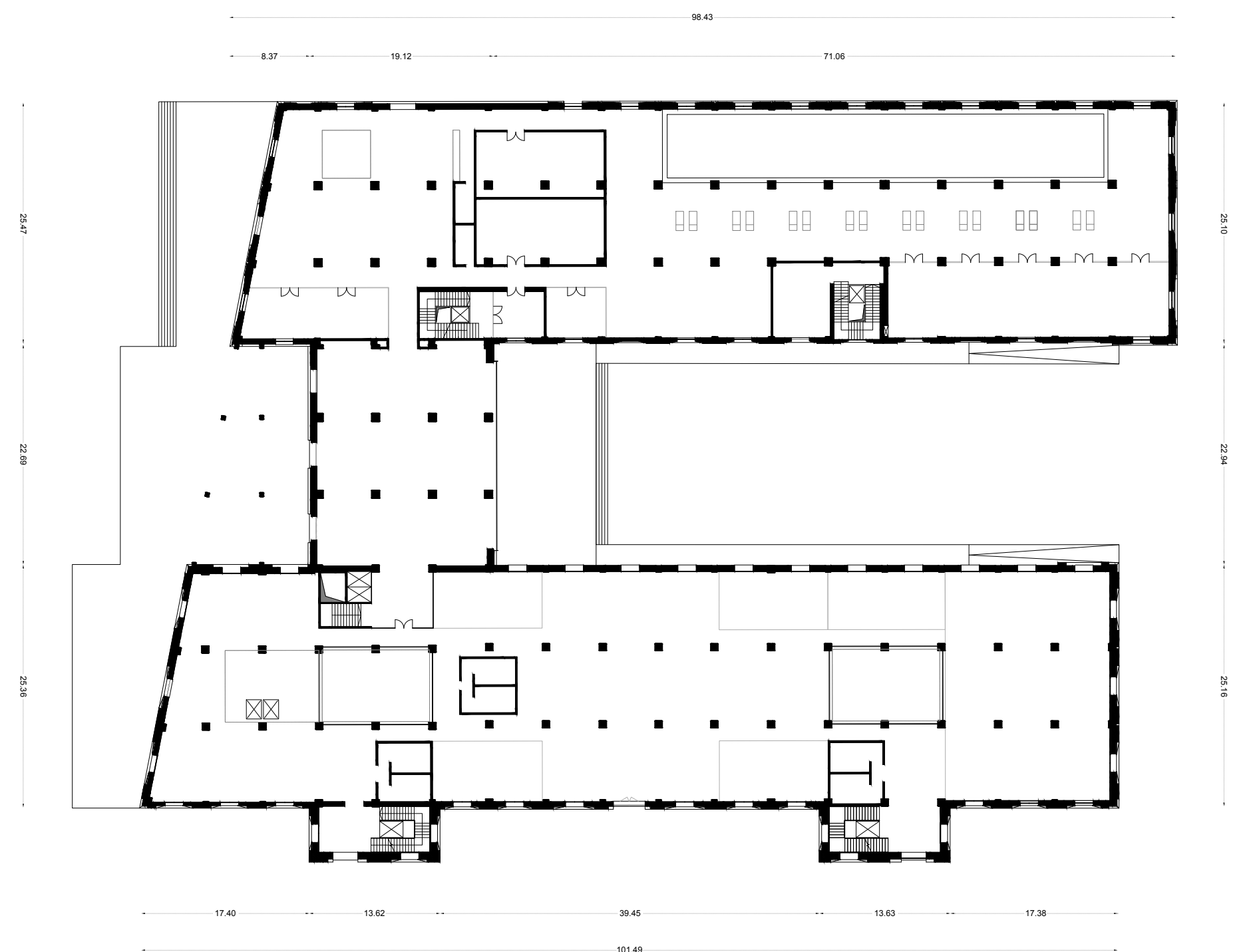
Spaces feature original cement ceiling trusses

B3

B2



Hotel from the northeast

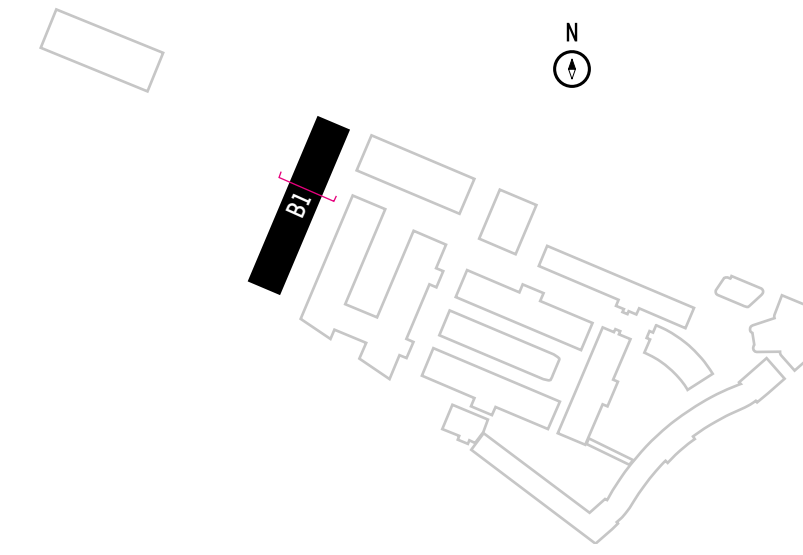




Building 2 - Building 3
from the southwest

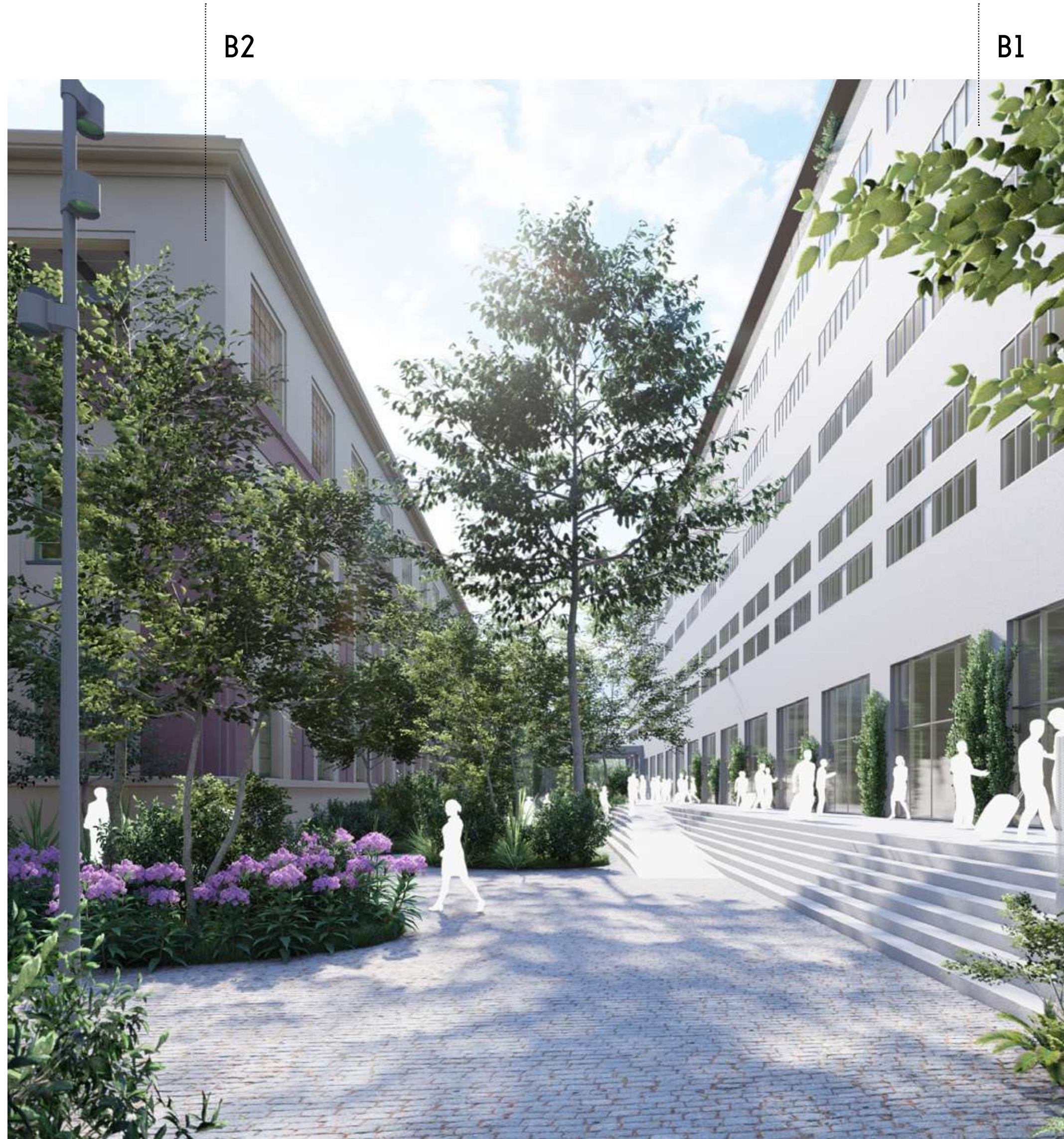
B1

STUDENT HOUSING

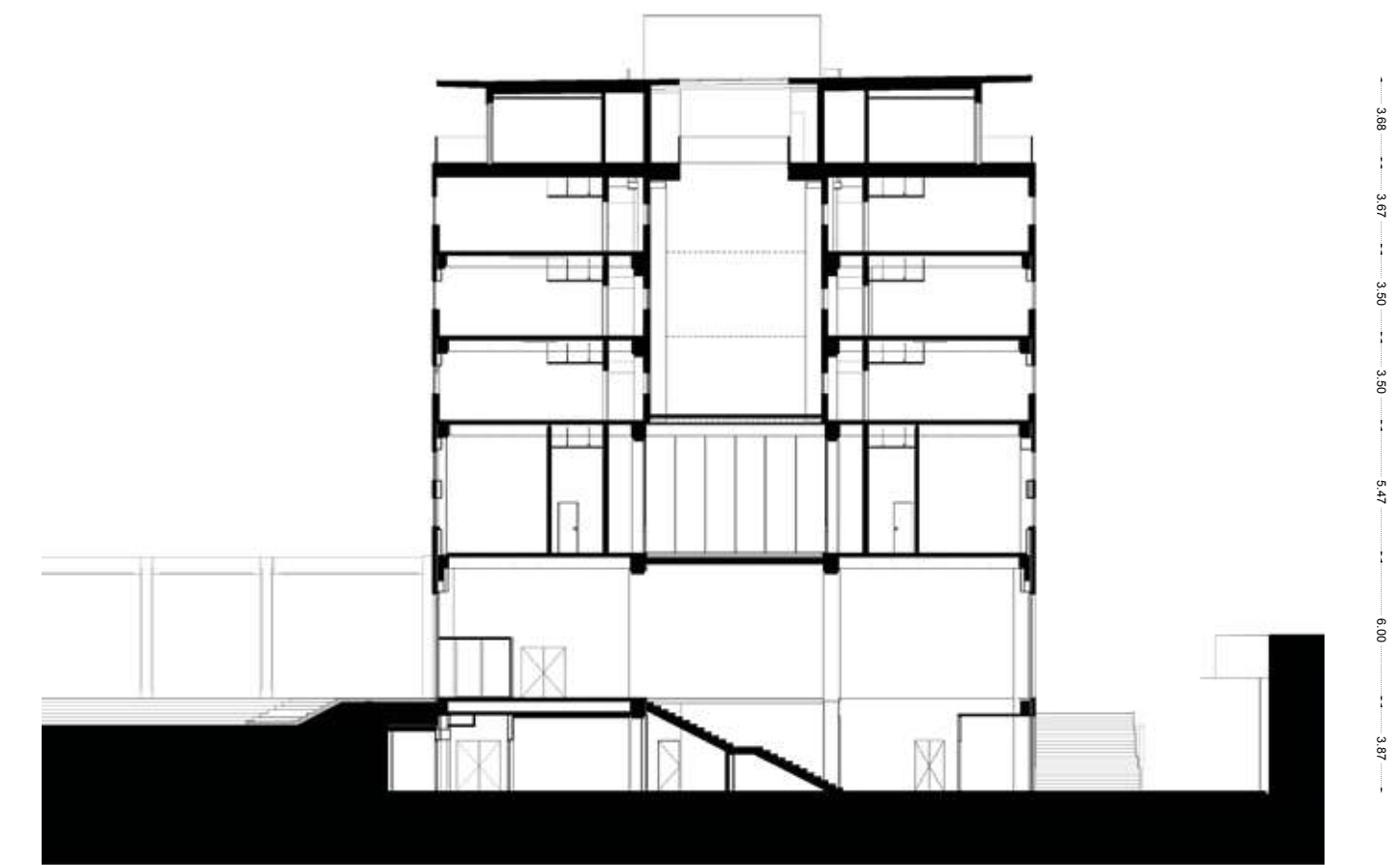


BUILDING	LEVELS	TOTAL AREA (GBA)*
B1	7	20.520
Education	3	3.650
Student Housing	6	13.150
Residencial	1	2.760
Technical	1	960
Private Terraces	-	+ 915

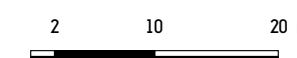
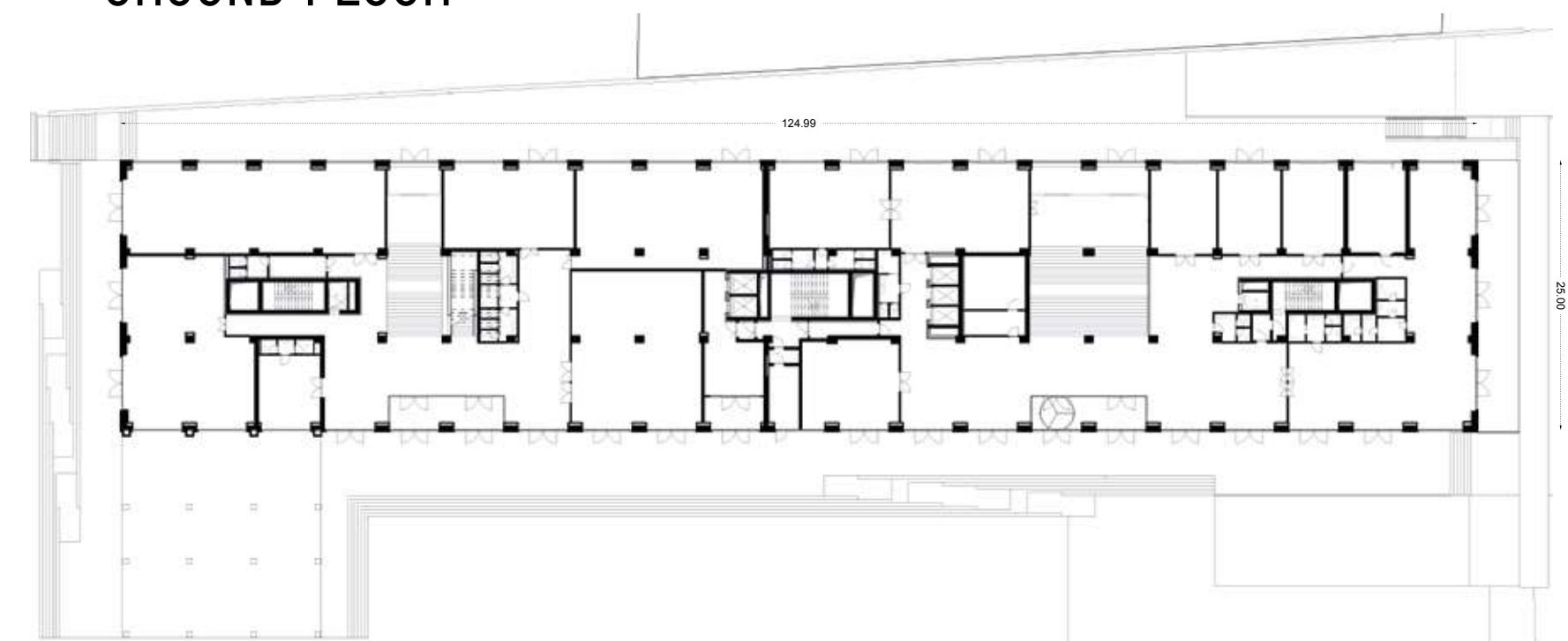
*Spaces feature original cement ceiling trusses



View towards Building 1 from the southeast

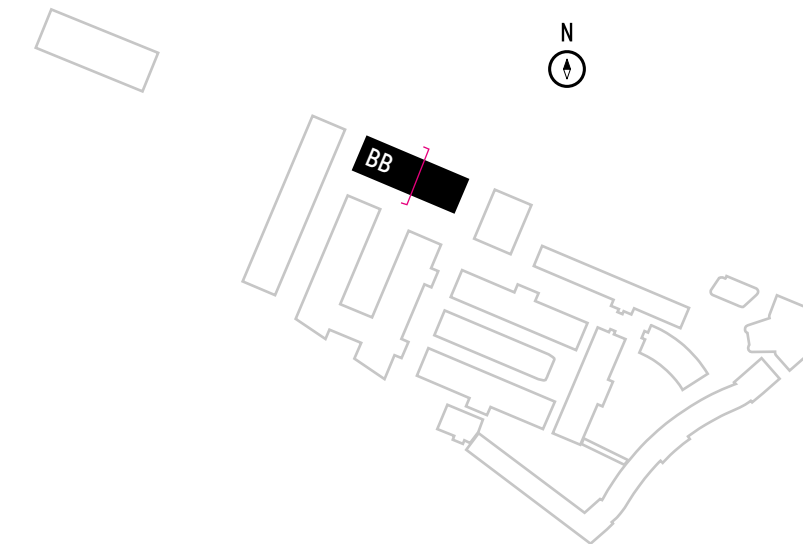


GROUND FLOOR



BB

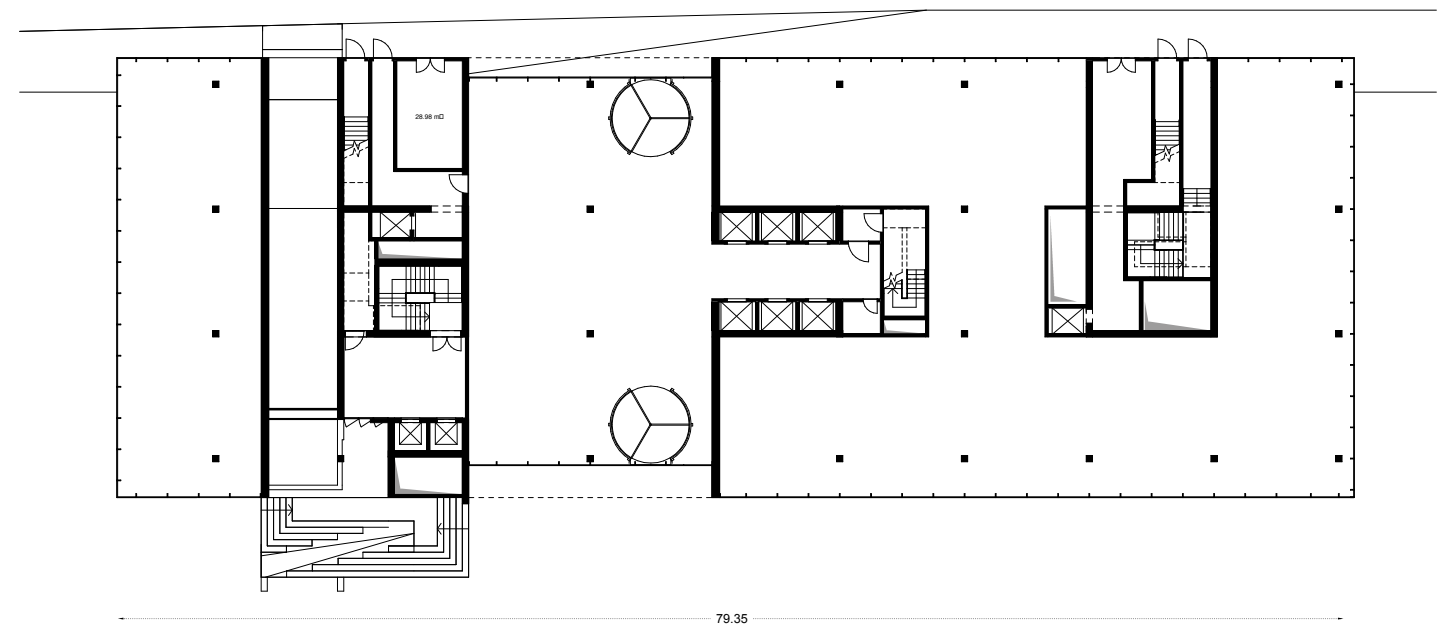
NEW BUILDINGS



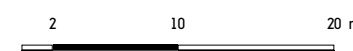
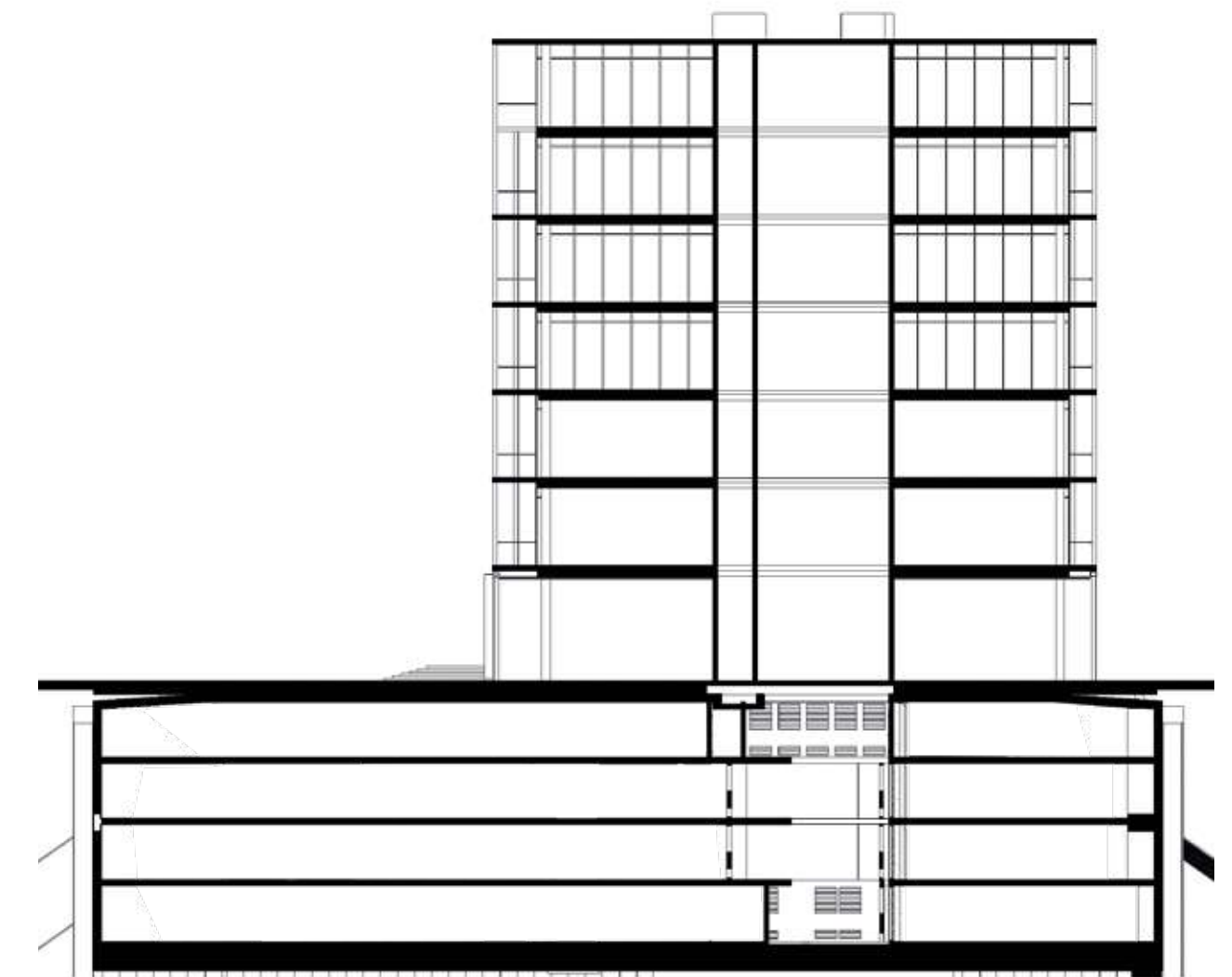
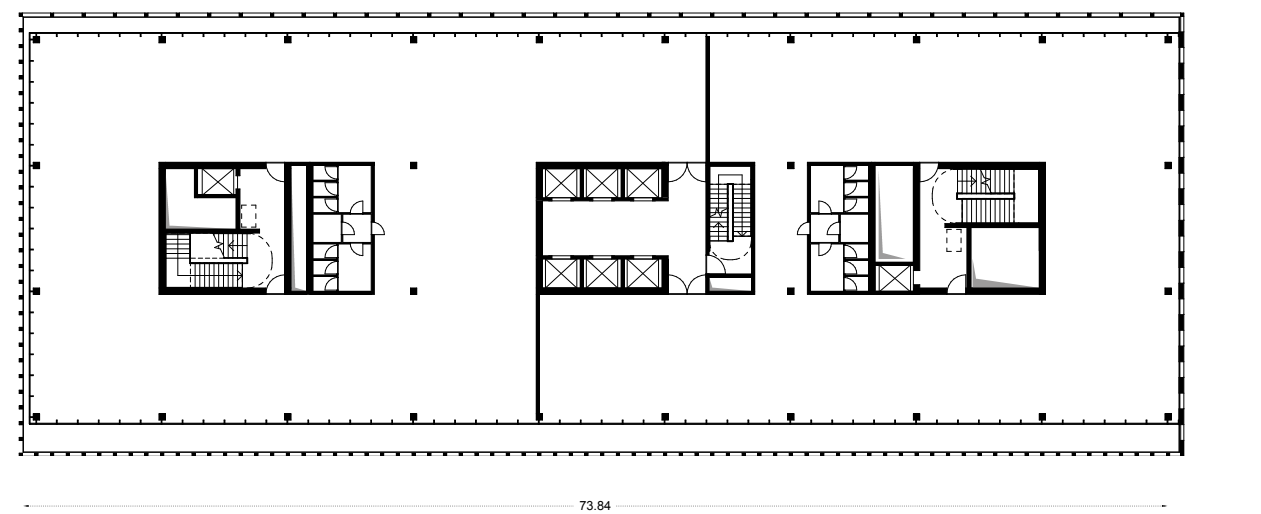
BUILDING	LEVELS	TOTAL AREA (GBA)*
BB	7	11.932
Retail	1	1.434
Office	6	10.208
Technical	1	290
Private Terraces	-	+ 2.126

PARKING	LEVELS	PARKING SPACES
B	4	866

GROUND FLOOR



TYPICAL FLOOR





View towards Building B1 from the southeast

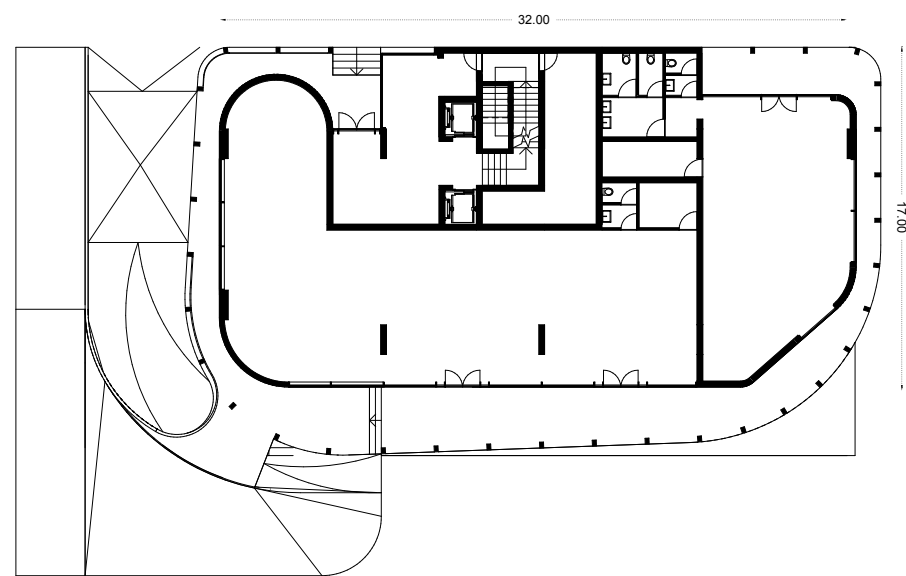


View towards Building 1 - Building B from the northeast

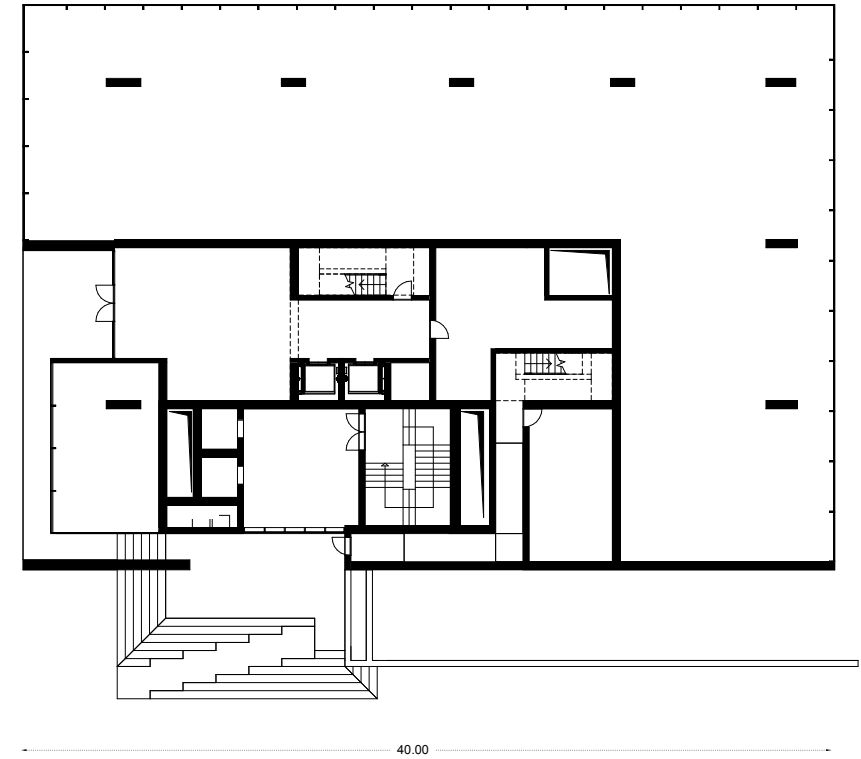
BA-BB1

NEW BUILDINGS

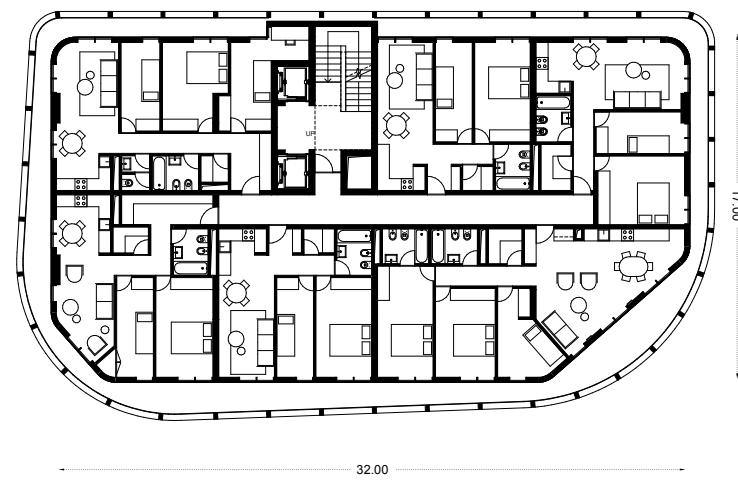
BA - GROUND FLOOR



BB1 - GROUND FLOOR



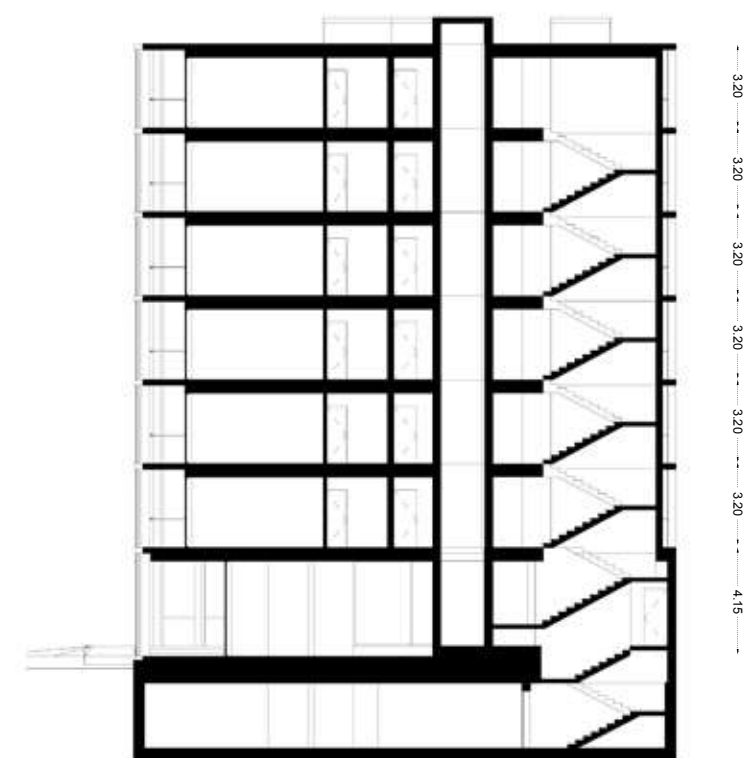
BA - TYPICAL FLOOR



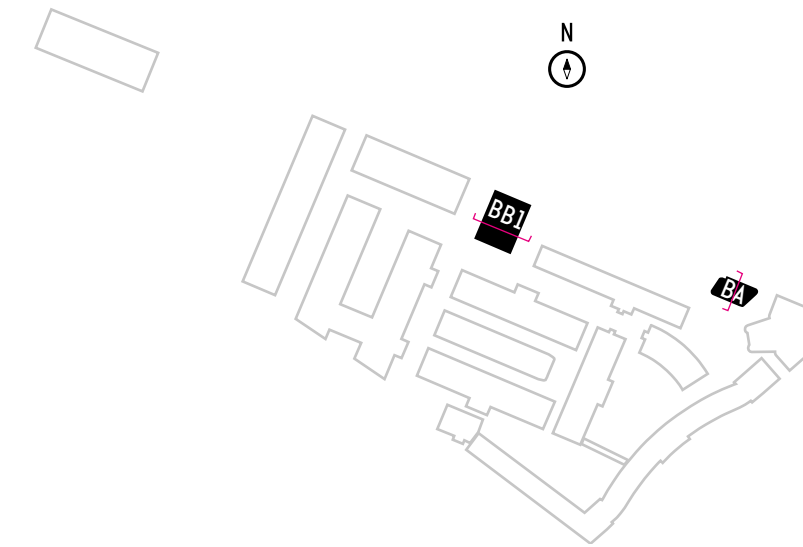
BB1 - TYPICAL FLOOR



BA - SECTION



BB1 - SECTION



BUILDING	LEVELS	TOTAL AREA (GBA)*
BB1	8	5.646
Residential	5	4.733
Retail	1	754
Technical	1	159
Private Terraces	-	+ 1.442

BUILDING	LEVELS	TOTAL AREA (GBA)*
BA	7	3.469
Retail	1	511
Social Housing	6	2.940
Technical	1	18
Private Terraces	-	+ 455

PARKING	LEVELS	PARKING SPACES
A	1	28

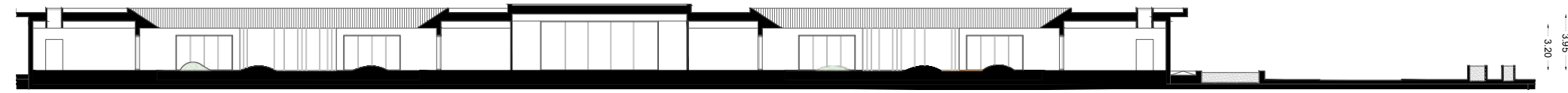
BB1



View towards Building B1 from the northwest

BUILDING T

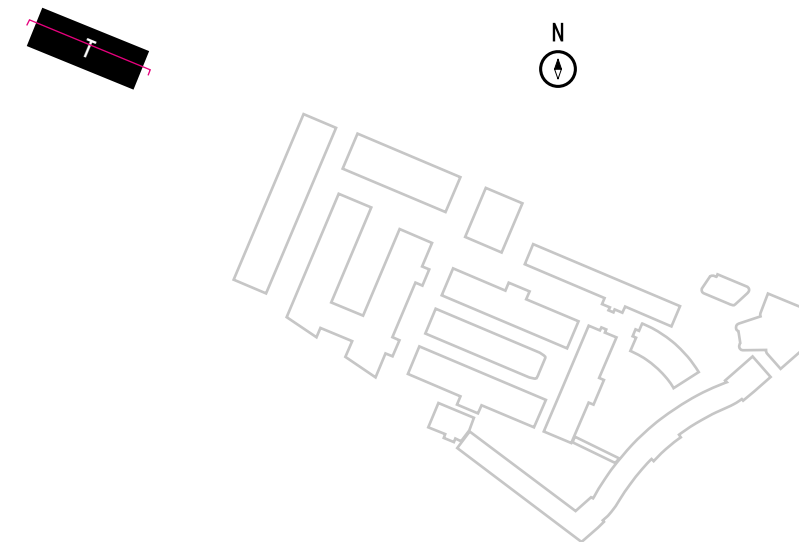
KINDERGARTEN



KINDERGARTEN



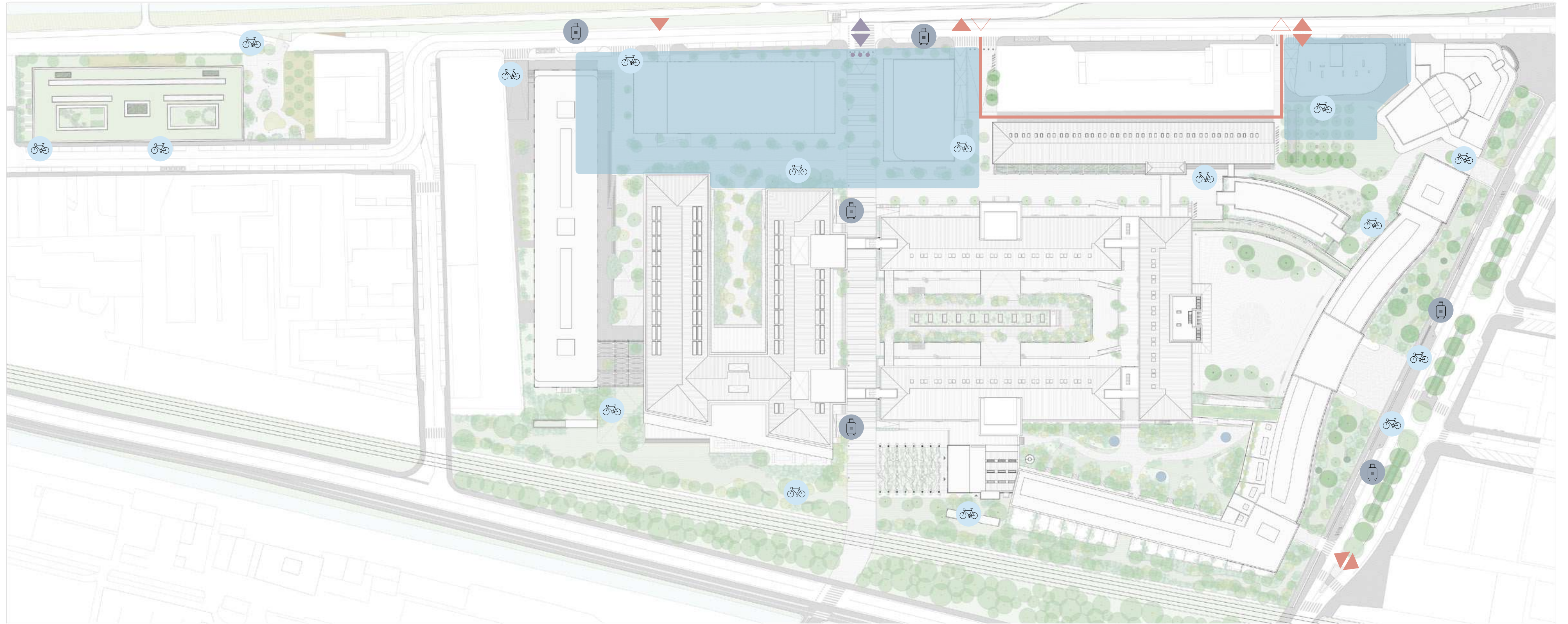
Kindergarten entrance from the southwest



BUILDING	LEVELS	TOTAL AREA (GBA)*
T - Kindergarten	1	1.500



ACCESS AND PARKING



LEGENDA



BIKE PARKING



DROP-OFF



UNDERGROUND CAR PARKING (900+ parking spaces)



CONTROLLED CAR ACCESS



UNDERGROUND PARKING ACCESS



PRIVATE CAR ACCESS

JOIN

THE TIME IS NOW

“THE OPENING OF THE THIRD POLIMODA SITE AT THE MANIFATTURA TABACCHI SIGNALS OUR INVOLVEMENT AND CONTRIBUTION TO A FANTASTIC URBAN REGENERATION PROJECT FOR THE CITY OF FLORENCE, AN EXTRAORDINARY OPPORTUNITY THAT COMES FROM THE COLLECTIVE UNION AND THE WILL OF SEVERAL PARTIES WHO ARE WORKING TOGETHER TO REDEVELOP A HISTORIC AREA OF OUR CITY WHICH HAD BEEN FORGOTTEN FOR TOO LONG. LOOKING TO THE FUTURE, AND AT THE SAME TIME AS PRESERVING THIS EXTRAORDINARY ARCHITECTURAL HERITAGE, A CUTTING-EDGE NEIGHBOURHOOD WILL BE CREATED, WHICH WILL GIVE ITS INHABITANTS, POLIMODA STUDENTS, AND THE CITIZENS OF FLORENCE, A PLACE WHICH IS ALIVE AND CAN BE ENJOYED BY EVERYBODY.”

FERRUCCIO FERRAGAMO

PRESIDENT, POLIMODA





Photo credits: FILIPPO MANDERO • NICOLA CARIGNANI • ALESSANDRO F. BBI • FEDERICA FORAMANTI • SERENA VALLORINI • ANDREA GARUTI • ARCHIVIO LOCCHI • ANDREA MARTIRADONNA • GIOVANNI SAVI • NICCOLO VONCI • EMANUELE ZAMPONI • MARCO ZANTA



THE REGENERATION OF MANIFATTURA TABACCHI IS GIVING A NEW SHAPE TO ONE OF THE WORLD'S MOST BEAUTIFUL CITIES

It all began with a prototype: 3,000 square meters that provide a glimpse of tomorrow's Manifattura Tabacchi. Building 9 is an incubator for innovation, a cultural and creative hub by day and a venue for a vast range of events by night.

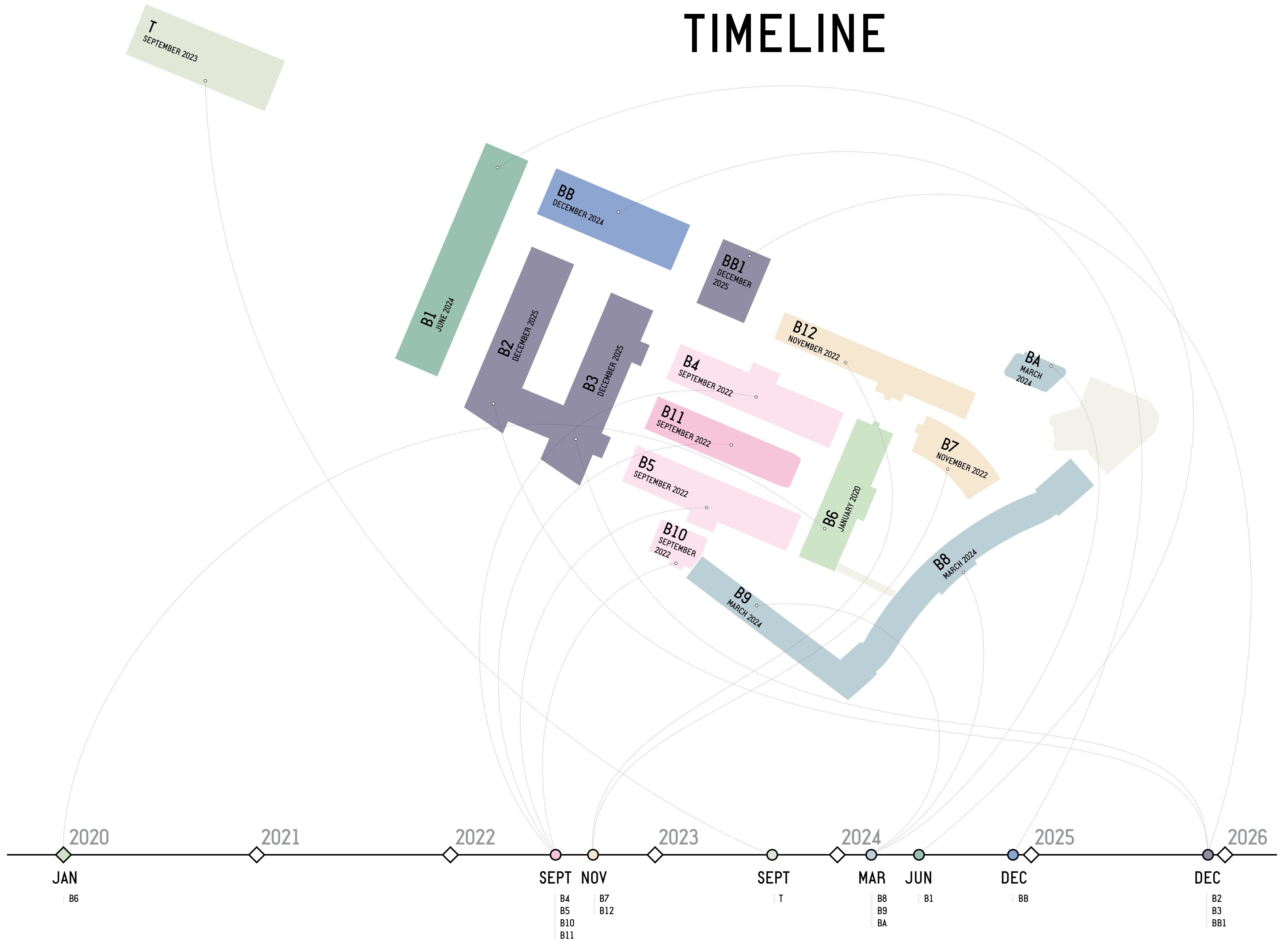
Contemporary art, design, fashion, and artisanal handicrafts of the highest quality will play an increasingly central role in a sustainable space that's open and connected to the world. A temporary Not A Museum, an experimental space for artistic production created in Building 8, is already promoting an intense programme of art residencies and artistic research.

Manifattura Tabacchi will give Florence a new centre, a new face, a new spirit. The Florentine Renaissance of the 21st century is underway.

The time is now. Be a part of it.



TIMELINE



MANIFATTURA TABACCHI IS A 100,000 SQM FORMER FACTORY TO THE IMMEDIATE WEST OF FLORENCE'S CITY CENTRE. IT COMPRISES 16 BUILDINGS, ELEGANTLY ARRANGED TO CREATE A VARIETY OF SQUARES, STREETS AND PASSAGES. CONSTRUCTED IN THE 1930S BY PIER LUIGI NERVI, AND AMONG THE HIGHEST EXPRESSIONS OF ITALIAN RATIONALISM, THE REINFORCED-CONCRETE BUILDINGS HOSTED THE PRODUCTION OF CIGARS AND CIGARETTES UNTIL 2001, WHEN THE FACTORY CLOSED. WE HAVE DEVELOPED A MASTERPLAN THAT PRESERVES THE ENTIRETY OF THE EXISTING BUILDINGS, THEIR HERITAGE AND CHARACTER. OUR OBJECTIVE, IS TO CREATE A NEW NEIGHBOURHOOD, A NEW CITY CENTRE: ONE FOR FLORENCE'S "COUNTER-CULTURE", ONE THAT CAN ACT AS THE CONTEMPORARY COUNTERPOINT TO THE HISTORIC CITY CENTRE, INCREDIBLY BEAUTIFUL, BUT WHERE HISTORY IS EVER PRESENT. WE ARE AIMING TO ATTRACT CONTEMPORARY ARTS, FASHION, EDUCATION AND A NEW BREED OF CRAFTMEN. WE STARTED WITH A 6.700 SQM NEW HUB FOR POLIMODA, ONE OF ITALY'S LEADING FASHION SCHOOLS.

www.manifatturatabacchi.com



AERMONT
Investor and Developer

cdp
Investor

MTDM

Manifattura Tabacchi
Development Management Srl

Via delle Cascine 35, 50144 Firenze
T. +39 055 33 08 30
e info@mtdm.it

PROGENIA
VALUE IN REAL ESTATE

Progenia Spa

Piazza Strozzi 1, 50123 Firenze
T. +39 055 26 45 811
e manifatturatabacchi@progenia.it