

# FACTORY

## WORK BEGINS ON THE FACTORY OF MANIFATTURA TABACCHI: A NEW CREATIVE HUB IN FLORENCE'S FORMER CIGAR FACTORY

**Manifattura Tabacchi, one of the leading urban regeneration projects underway in Italy, will reopen its former production areas in September 2022. The Factory will be a new city center space dedicated to contemporary makers with ateliers, offices, co-working and exhibition spaces, and restaurants.**

*Florence, 7 April 2021* - Continuity with the past and confidence in the future; this is ethos behind the construction work that has just started. Manifattura Tabacchi, the former Florentine cigar factory, closed in March 2001 after more than seventy years of production. By September 2022 its buildings and spaces will be transformed into an innovative city district fostering sustainable creativity. **The Factory**, the vibrant heart of tomorrow's Manifattura, will become an avant-garde creative production center, open to all and connected worldwide. A place that will attract an international community of professional and creative people who want to work and live in Florence surrounded by culture, fashion, art and artisans. The gates that closed off the factory will be opened and the boundary walls removed to give the city and the world full access to the new complex, all day every day.

The rebirth of the Factory is part of an ambitious Euro 250 million redevelopment project that includes the renovation, by 2026, of the historical industrial area composed of 16 buildings and 110,000 metres squared of floor space. A joint venture set up in 2016 by the real estate company of the **Gruppo Cassa Depositi e Prestiti** and PW Real Estate Fund III LP, a fund managed by **Aermont Capital**, is backing what is the largest urban regeneration project in Italy. **MTDM - Manifattura Tabacchi Development Management Srl** is the development and project management company that is managing the entire project.

**Polimoda** was one of the first organisations to join in on the success of the real estate redevelopment and the prestigious school has recently finalised the purchase of Building 6 of Manifattura Tabacchi. Since January 2020 this has been the school's third base in the city, hosting more than 800 international students (*for more information —> Annex 4: Polimoda buys Building 6 of Manifattura Tabacchi*).

### WELCOME TO THE FACTORY

The inauguration of the construction site took place today during an open access digital event. **The Factory Show**, streamed on the YouTube channel of Manifattura Tabacchi, was presented by **Francesco Mandelli**, actor, director, television host and musician, representing perfectly the creative community that Manifattura will attract. The innovative format of the show, conceived by director **Nic Bello**, fully embodies the avant-garde and experimental spirit of the Factory spaces.

**Giovanni Manfredi**, CEO of Manifattura Tabacchi, **Dario Nardella**, Mayor of Florence, **Alessandro Sorani**, Vice President of Polimoda, **Massimiliano Giornetti** newly appointed Director of Polimoda, and **Roberta Pasinetti**, Head of Project Management Manifattura Tabacchi all took the floor.

Factory

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***Giovanni Manfredi**, CEO of Manifattura Tabacchi said ‘the start of the construction work on the Factory of Manifattura is a very significant and symbolic step forward for us, it marks the transition from ‘thinking’ to ‘doing’. At the heart of the project is the revival of contemporary Florence, offering a ‘fresher’ perspective, a place where it is possible to experiment, make mistakes, and be innovative’.*

**Marco Doglio**, Chief Real Estate Officer of Cassa Depositi e Prestiti, underlined that ‘*Manifattura Tabacchi of Florence is an example of urban regeneration of an architecturally iconic complex [designed by the rationalist Pier Luigi Nervi - Ed.]. It will stand out in the future with its spaces dedicated to new ‘content’ such as design, art and culture, in particular meeting the needs of the younger generation, an example of the focus that we have on sustainability in our organisation. We are very pleased to have concluded the first handover of a building of Manifattura, number 6, which is now home to the third city center base of Polimoda. We have high hopes that the start of the marketing of new parts of the complex will lead to it all being given back to the city to host new activities’.*

The President of Polimoda **Ferruccio Ferragamo** said ‘*Polimoda has found its third home in Manifattura Tabacchi. This building with almost seven thousand square meters of workshops, together with Villa Favard in the heart of Florence, and the Design Lab in the Made in Italy district of Scandicci, makes our school a unique leader in the world of fashion education. We are also proud to have contributed with this significant investment to the rebirth of an entire district of Florence. Right from the start we backed this great urban regeneration project that benefits the city, a project initiated by the joint venture involving the Gruppo Cassa Depositi e Prestiti and the PW Real Estate Fund III LP investment fund, which is owned by Aermont. This extraordinary architectural heritage will soon become an avant-garde neighbourhood, a vibrant and accessible space for all citizens’.*

*‘We are honoured to have been the first to have recognised the importance and potential of the spaces of the former Manifattura Tabacchi’ added **Alessandro Sorani**, Vice President of the school. ‘A place that for us is not only about teaching, it is also an icon of beauty and renewal that is continuing to evolve thanks also to the spirit of creativity brought by our students.’*

*For more details on Factory —> Attachment 1: General overview of the Factory*

## THE PROJECT

The planned investment of Euro 30 million in the Factory development involves an area of over 21,000 square meters, and in particular **Buildings 4, 5 and 11 of Manifattura Tabacchi**, which were originally used for the production of cigars and cigarettes. The architectural design is the work of the Florentine studio **Q-bic** headed up by Luca and Marco Baldini, working with the landscaper **Antonio Perazzi**; the construction work has been entrusted to the company **Setten Genesio**, specialists in the recovery of historical buildings.

**Building 4 and its twin, Building 5**, will house new administration offices and co-working spaces on the first floor. The ground floor will be dedicated to business activities with shops, ateliers and restaurants. It will be configured as a new meeting and trading center inspired by the workshops that once flourished in the city’s main squares. This will be the new home for the makers of Manifattura Tabacchi, a stable community of creative people fostering the art of making – from clothes to ceramics from hats to restorations – renewing old traditions.

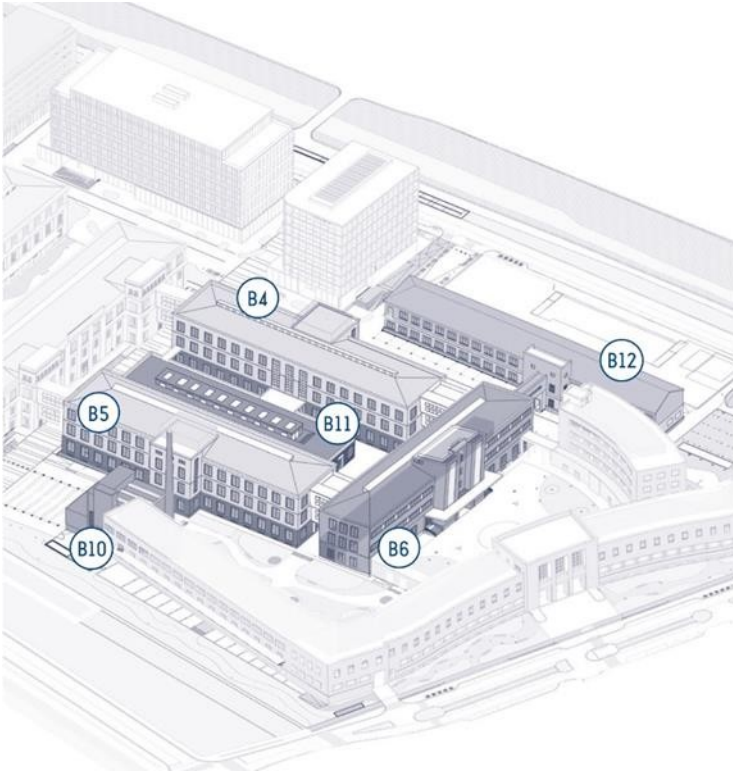
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In the heart of the Factory **Building 11** will host **NAM - Not a Museum**, a place dedicated to contemporary art production, research and experimentation.



On the roof of the building the iconic landmark of the entire Masterplan will be created; the **Officina Botanica** is a hanging garden designed by landscape artist Antonio Perazzi. It will be open to the public and have over 100 trees and 1,300 shrubs, perennial plants and herbs. The Green Project celebrates the ability of plants to improve the environment, offering a place for scientific and cultural encounters between plants and man. It will symbolically contribute to reducing CO2 emissions and improving air quality, supporting sustainable, flexible and energy-efficient development in line with the aims of the regeneration, from both a cultural, architectural and environmental perspective.

Two main pedestrian streets run alongside the Factory; **Maker Street**, which will have workshops and creative studios with displays of their products

and **The Boulevard**, the new cycle-pedestrian path that will cross Manifattura from north to south, connecting it with the university district of Novoli and with the city park, Parco delle Cascine, by the stop of the new T4 tramway.

*For further information on the project:*

—> *Attachment 2: Factory\_Architecture\_Q-BIC*

—> *Attachment 3: Factory\_Botanic Workshop\_Studio Antonio Perazzi*

The recovery of the Factory is part of the larger **Manifattura Tabacchi Masterplan** which includes a cohesive functional mix of reconverted original buildings and new construction. The ambitious plan has been developed by world-renowned designers. The meticulous functional plan initially proposed by Concrete Architectural Associates has been developed in an original responsive way by **Sanaa** (2010 Pritzker Prize) in collaboration with **Studio Mumbai**. The development of the Masterplan was then entrusted to **Q-bic**, and **Studio Antonio Perazzi** and for the new construction to the award-winning studio **Piurarch**. The start of building works and the commissioning of the transitory functional spaces hailed the start of a constant dialog with Florence's Cultural Heritage Superintendent and with international experts in restoration and conservation, green design and environmental sustainability.

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## MANIFATTURA TABACCHI TODAY

Since 2018 Manifattura Tabacchi has promoted an intensive program of **temporary activities** in **12,570 square meters** of the internal and external areas, spaces already renovated that are waiting for their definitive destination. From 2018 to 2020 **over 260,000 visitors** have been welcomed to these areas. A renovated space of about 1,000 square meters on the ground floor of **Building 7** has been equipped with five classrooms for lessons in graphics, photography, stage design and painting, it accommodates over one hundred students and some of the teaching activities of the **Accademia di Belle Arti di Firenze**. Thanks to the agreement signed in 2020 with Manifattura Tabacchi the prestigious institute left the historical city center moving for the first time from its original headquarters.

The team of DogHead Animation moved to the first floor of **Building 8** in December 2019. This start-up producing 2D animation is at the forefront of computer graphics animation. It is part of ForFun Media, a network that brings together the best Italian talent producing animation for cinema and 2D and 3D services.

The first floor of **Building 8** has also been home to the **Institute of Crafts of Excellence LVMH (EMI)** since March 2020. This vocational training center focuses on teaching the LVMH group's savoir-faire in the art of crafts, creation and selling to the younger generations.

Among the makers who have already installed themselves in the spaces of Manifattura are **Baba Ceramics, Bulli&Balene, Canificio, Duccio Maria Gambi, Mani del Sud, Mòno, Stefano Mancuso – PNAT, SuperDuper, Todo Modo**.

The number of people working in Manifattura has grown progressively since it reopened in 2018, now more than 1,000 people including professionals, students and craftspeople come and work every day in the complex that is in the process of being transformed.

## THE FUTURE DEVELOPMENT OF THE FACTORY

The development project will continue with the redevelopment of **Building 10**, situated in the area of the new southern entrance. The former thermal power station of the Tabacchi factory will become **a brewery**, a place for producing and tasting artisan beer.

**Building 12**, situated north of the central core of the Factory, is the planned site for the first residential area of Manifattura. **Q-bic's** project includes workshops for artists and designers on the ground floor and industrial inspired lofts on the first floor, reinterpreting with a contemporary flair the old local tradition of "living above the shop".

In tomorrow's Manifattura Tabacchi the **Piazza dell'Orologio** will be another community hub, a public space for events and contemporary shows. It is flanked by **Polimoda's Building 6** and **Building 7**, which will be converted into residential lofts designed by **Patricia Urquiola**, and Building 8 which will host offices and residences designed by **Quincoces-Drago & Partners**.

## A GREEN REGENERATION

**Demolition has been reduced to a minimum** in the Manifattura Tabacchi redevelopment project. The original buildings are being made more efficient and sustainable using **geothermal energy** and **active water resource management**. Particular attention is being given to the design of the green areas which have been entrusted to landscape designer Antonio Perazzi. They are intended as a places of sustainable regeneration 'based on the existence of abundant pioneer vegetation capable of transforming the landscape currently shaped by a metallic dimension and the lack surface draining'.

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The plans for the green areas include works that range from the planting of **more than 1,000 trees**, to the laying of **paving with wide gaps** between slabs to allow **plants to grow** and to help **drainage**, as well as **vertical planting areas** on the facades of building, improving energy efficiency, and a **hanging garden** that encourages the area's pioneer plant species.

Trees, plants and green areas will continue, on a larger scale, the filtering and absorption of carbon dioxide and atmospheric pollutants, something which already takes place in the **Fabbrica dell'Aria**, currently set up in the temporary spaces of the B9. Air pollutants are filtered from the air and the air is re-circulated and constantly monitored in this experimental installation created by neuroscientist Stefano Mancuso, and PNAT, a think tank and multidisciplinary design company co-founded by Prof. Mancuso.

## URBAN INTEGRATION

The area is a strategic junction between the **Cascine**, a large public park, and the **Puccini, San Iacopino, Isolotto and Novoli districts**. It is only 15 minutes by car from the airport, 2.5 km from Santa Maria Novella railway station and 5 minutes on foot from the T2 tram line. Manifattura Tabacchi will be connected to the city center via the T4 tram line (which is currently in the executive design phase). City life, culture and social activities are integrated thanks to a strategic network of road links and cultural activities that bring life back to area that was run down. A new city center, complementary to the historical city center, is being born. The area also benefits from being close to the University District of Novoli and to the fashion district and its production area to the west.

## SUSTAINABLE MOBILITY

The internal transport system has been designed to give back to Manifattura Tabacchi a feeling of neighbourhood thanks to trams, bicycles and ecological cars, all **sustainable transport options with a low environmental impact**. The new Manifattura Tabacchi will be an open accessible area, with no walls, further embellished thanks to the green areas, squares and public spaces where the community can contribute to creating a new identity for the area. The historical monumental entrance on Via delle Cascine will be maintained and various pedestrian and bike entrances will be created, as well as road entry points with access control, and there will be a dedicated stop on the new tramway line 4.

## MANIFATTURA TABACCHI STATISTICS

**Euro 250 million:** total investment

**16** existing buildings

**4** buildings newly constructed

**110,000 sqm:** total area of which

**37,000 sqm** for teaching, offices and co-working

**35,900 sqm** residential and services (e.g. parking)

**11,300 sqm** studios, workshops and concept stores

**26,300 sqm** hotel, student housing, brewery

+

**23,628 sqm** public areas

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## THE FACTORY STATISTICS

**Euro 30 million:** Investment for the Factory upgrading (Buildings 4, 5 and 11)

**21,000 sqm** Factory surface of which

**5,090 sqm** retail spaces

**11,220 sqm** administration offices

**1,000 sqm** exhibition spaces

**3,488 sqm** storage and technical areas

+

**7,240 sqm** public spaces

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