

# MANIFATTURA TABACCHI

## THE FEMALE COMMUNITY OF MANIFATTURA TABACCHI

**Among the numerous shops in the new workplace in Florence, stand out the female-led entrepreneurial ventures that have chosen the former cigar factory as a place to express creativity and grow their businesses.**

Florence, March 2, 2023 – From cigar makers to entrepreneurs. In the historic Florentine cigar factory that once employed over 1,400 individuals, a significant portion of whom were women – the true backbone of production and an extraordinary symbol of female empowerment – women today continue to be the protagonists of Manifattura Tabacchi.

Over 20 years after its closure, Manifattura Tabacchi is now home to a community of businesses founded or led by female talents, contributing to the creation of a dynamic ecosystem capable of fostering synergies and growth opportunities.

From food to high fashion, design to furnishings, these new ventures are transforming Manifattura Tabacchi into a cutting-edge urban district: an open and globally connected space, a neighborhood for working, living, meeting, studying, and finding inspiration.

Among the female-led ventures in the community is Veronica Cornacchini, co-founder with Matteo Gioli of SUPERDUPER, a globally recognized brand known for handcrafting iconic hats. These hats are beloved by international artists such as Patti Smith, Ben Harper, and Lorenzo Jovanotti.

Among the new additions is also a highly successful venture, Opera Prima. Founded by Claudia Daneri, the Opera Prima team designs and furnishes cutting-edge offices and workspaces. They collaborate with architecture, technical, and design studios on the design and execution of contemporary, flexible, and creative executive spaces.

Beauty, high fashion, design, and well-being for the entire community are also on the horizon with the arrival of Lostudioesse, a reference point in Florence for kinesiology, posturology, and psychophysical well-being. Founded by Silvia Tozzi, Lostudioesse brings to Manifattura Tabacchi a

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place where expert and qualified instructors offer personalized paths based on various disciplines, from Pilates to Yoga to innovative and holistic techniques such as Gyrotonic Expansion System, Hypopressive, and X | ESSE, the latter being an innovative high-intensity training protocol devised by the founder.

The group of female entrepreneurs in the food and beverage sector is particularly diverse. Within Bulli&Balene, Virginia Giulia Manetti stands out. In her role as store manager, she continues to offer a reimagined version of the Venetian bacaro tradition, with gourmet specialties for breakfast, lunch, and dinner.

Maddalena Fossombroni, founder of HIROKO bento and wines, collaborates with chef Hiroko to present express dishes typical of Japanese cuisine, ranging from vegetarian options to those for meat enthusiasts, including onigiri bentō.

Elisabetta Congia and Lara Messeri bring an innovative bakery lab, CUCHISS LAB, specializing in Anglo-Saxon sweets. They offer their now famous cookies, cakes, muffins, cupcakes, and more in an engaging environment where it's easy to feel at home.

Fanny Isaksson, along with Cristiano Diotto, opens the fifth location of SHAKE CAFÉ, the contemporary eco-conscious coffee shop that will create a new hub for creative workshops and events. It aims to experiment with new products to expand the brand's philosophy, focused on educating the growing community interested in new gastronomic trends and healthier, more sustainable daily choices.

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## **Manifattura Tabacchi**

Manifattura Tabacchi in Florence is one of the main urban regeneration projects in Italy. It involves the restoration of the historic cigar factory, consisting of 16 buildings that will be transformed into lofts and residences, executive spaces, retail outlets, cafes and restaurants, a student residence, a hotel, and will also host important institutions such as Erih-s (European Research Infrastructure on Heritage Science) and Polimoda. Since the beginning of the works in 2018, Manifattura Tabacchi has promoted an intensive program of cultural initiatives in specially reclaimed temporary spaces,

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providing a concrete example of how areas undergoing redevelopment and the "waiting time" - the construction period - can be a strategic resource for designing a more sustainable and inclusive future in cities. In April of this year, the Factory opened, a cutting-edge creative hub and workplace capable of attracting an international community of professionals who want to work and live in Florence, within a vibrant community and eco-friendly spaces, blending culture, fashion, art, and design. The completion of the project is expected by 2026.

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