

MANIFATTURA TABACCHI

**A NEW CHAPTER OF MANIFATTURA TABACCHI KICKS OFF.
EXHIBITIONS, STORES, RESTAURANTS, GREEN SPACES AND CULTURAL
INITIATIVES ENLIVEN THE RENOVATED SPACES OF THE FACTORY**

Palazzo Strozzi's special "Fuorimostra" exhibition, dedicated to Katja Novitskova, opens to the public for free inside the new multifunctional space in the heart of the former Florentine cigar factory until June 18.

The Florentine "creativity factory" welcomes everyone with workshops, ateliers, bistros, a lush roof garden, and contemporary cultural events open to the public who will be offered the chance to discover the new face of the Factory.

Florence, April 12, 2023 - **Manifattura Tabacchi** inaugurated a new multifunctional space in the heart of the former Florentine cigar factory with a special **Katja Novitskova's** exhibition open to the public until June 18. Part of the "Fuorimostra" from Palazzo Strozzi's great exhibition *Reaching for the Stars* which brings the contemporary art stars to Florence to celebrates 30 years of the **Sandretto Re Rebaudengo Collection**, this project is also an opportunity to visit the recently renovated **Factory**, a cutting-edge creative and manufacturing district in the former Florentine cigar factory, and to discover the vibrant community of the Manifattura. This innovative Florentine hub for contemporary culture is enlivened from morning to evening by restaurants, stores, offices, artisan workshops, a roof garden and a calendar full of initiatives.

Spread over a total area of more than 21,000 square meters - including more than 5,090 of retail and food & beverage, 11,220 square meters of efficient and green executive space, 1,735 square meters of exhibition and multifunctional and 7,240 square meters of public areas - the **Factory** is an evolving district with an increasingly central role in the economic, cultural and social life of Florence. The architectural design is by the Florentine firm **q-bic** of Luca and Marco Baldini, assisted by landscape architect **Antonio Perazzi**.

*"Thanks to the Factory's increasingly multifunctional spaces addressed to the new generations and focused on art and culture, but also on design, sustainability and biodiversity, **Manifattura Tabacchi** confirms itself as a place of contemporaneity, experimentation and innovation"* highlights the Deputy Mayor **Alessia Bettini**, with mandate for **Arts and Culture**. *"Manifattura is a concrete and extraordinary example of what urban regeneration means, but it is also a demonstration of how Florence, a city with a great past, is now capable of looking to the future and to acquire the most cutting-edge artistic language. The exhibition dedicated to Katja Novitskova tells the challenges of today through art, and makes us think about the relationship between real and virtual. The synergy with Palazzo Strozzi, which is now hosting an outstanding exhibition **Reaching for the Stars**, is very important in the spirit of the networking trend that can make a difference also in the world of culture"*.

"The collaboration with Fondazione Palazzo Strozzi marks once again the transformation of Manifattura Tabacchi: after Tomás Saraceno's aerosolar sculptures in 2020, today we exhibit Katja Novitskova's enigmatic animals in the newly completed spaces of the Factory,

*confirming the cultural and innovative vocation of this place.” states **Michelangelo Giombini, Head of Product Development & MTDM CEO.** “This exhibition inaugurates a further phase of Manifattura Tabacchi’s development which, after hosting an intensive program of events and temporary activities, is now fully operational with shops, restaurants, offices and multifunctional spaces that turn it into a contemporary and complementary new vital point for the old town.”*

Palazzo Strozzi's Fuorimostra

From April 12 to June 18, Manifattura Tabacchi hosts the works of the internationally acclaimed Estonian artist Katja Novitskova who proposes a reflection on the value of images in the contemporary world. This exhibition came about with the collaboration of Palazzo Strozzi's Fuorimostra where, up to June 18, the exhibition **Reaching for the Stars** presents a selection of more than 70 works created by the most important international contemporary artists. In her photo-sculptures, which are part of the Collezione Sandretto Re Rebaudengo, the artist reproduces images of animals such as a colorful ibis, a polar bear with a flushed face, a cat or three anthills all collected from the Internet and replicated in large format on shaped aluminum plates and cardboard panels. Photographs transformed these animals into flat, immaterial images, but through her work Novitskova gave them back their three dimensions. However the audience’s photographs will bring them back to their inevitable starting condition. The result is a continuous exchange between real and virtual, within an ideally never-ending cycle, it is a proof of how new technologies have blurred the line between natural and digital.

*“We are happy to renew our partnership with Manifattura Tabacchi which on this occasion produced, within the Factory's new space, a special exhibition project of Katja Novitskova’s works in cooperation with Fondazione Sandretto Re Rebaudengo” states **Arturo Galansino**, general director of the Fondazione Palazzo Strozzi and curator of the exhibition **Reaching for the stars. Da Maurizio Cattelan a Lynette Yiadom-Boakye.** “This initiative is included in the sphere of Fuorimostra which is related to the major exhibition **Reaching for the stars.** It amplifies its value as a meeting platform for contemporary languages and topics and testifies the open approach of Palazzo Strozzi which goes beyond its own walls to meet new audiences and make connections with places that are only seemingly distant. On this occasion, Novitskova invites us to reflect on the value of images and on the relationship between natural and artificial in the contemporary world. It seems to ask us a question: what is real and what is only imagined of what we see with our own eyes or through digital devices? This question is a reflection point in today's world, marked by digital technology and by the continuous production and access of visual content, thereby cracking the clear limit between the natural world and the world of representation.”*

Manifattura Tabacchi new B1

The exhibition takes place in a new 350 square-meter space dedicated to art in the central building of the factory, the former factory workshop **B11**, which **q-bic** has transformed into a place of distinctive design while preserving its characteristic features, original materials and the signs of time. Earmarked for hosting a series of events curated by Manifattura Tabacchi and addressed to the community, **B11** picks up the baton of the temporary program of

initiatives that since 2018 has animated Manifattura, making it immediately alive and accessible to the public during the construction site. It currently houses the **Toast Project Space**, a space designated to reflection and to the contemporary languages and practices. **Toast Project Space** started in the former porter's lodge of Manifattura Tabacchi from an idea of the artist Stefano Giuri. **B11** hosts the **Associazione Arte Continua** as well, an organization specialized in creating public art initiatives led by **Mario Cristiani**, founder of **Galleria Continua**. The building is open to creative and entrepreneurial entities interested in bringing ideas and projects inside the Factory, either by leasing it or by choosing **B11** as their permanent home.

From April 12, on the roof terrace of B11, opens the **Officina Botanica** as well, a public **roof garden** designed by landscape architect **Antonio Perazzi**. A hidden botanical garden realized to become a sign of mutual respect between man and landscape. Spread over an area of 560 square meters, with 96 trees and 1,300 shrubs and perennials, the **Officina Botanica** is a suspended wood rich in biodiversity and perfectly integrated in the industrial architecture. The focus is on the micro-flora and botanical rarities that characterize the uniqueness of the Florentine and Tuscan landscape. Perazzi selected species require low maintenance and water supply and are capable of filtering and reducing air pollutants: a sustainable, flexible and low energy approach in line with the cultural, architectural and environmental regeneration that characterizes the entire project of **Manifattura Tabacchi**. Open to the public, dedicated to those who visit the factory for work or leisure, this botanical workshop is a place for gathering, relaxation and contact with nature.

Culture, fashion, food and design at the Factory

The **Factory** at Manifattura Tabacchi welcomes visitors with a vibrant proposal of stores, ateliers and restaurants: a new meeting and exchange center inspired by the workshops that once thrived in the city squares.

The area is characterized by an interesting food choice: the **Bulli&Balene** bistro - already present among the Manifattura's temporary activities and now settled in its permanent location - offers breakfast, lunch and dinner gourmet specialties inspired by the Venetian "bacari". **Hiroko Bento and vini fatti a modo** offers delicious dishes from the Japanese cuisine, designed and prepared by Chef Hiroko. **Ditta Artigianale** - a brand of coffee shops dedicated to specialty coffee and micro roasting, included in the list of the thirty best coffees in the world by the Financial Times - is currently present with a pop-up store, waiting for its venue to be completed. **Cuchiss Lab** bakery daily produces a wide variety of sweets inspired by Anglo-Saxon traditions, such as brownies, cupcakes, muffins and cakes.

Bottega biologica is a meeting point between small local farms and the city where you can buy the gastronomic excellence of the area.

Art and design play the lead roles at the **Factory** with a number of cutting-edge organizations. Like the artist and experimental designer **Duccio Maria Gambi**, previously among the temporary tenants, who now welcomes the public to his new space. **Veda**, the contemporary art gallery directed by **Gianluca Gentili**, brings its careful selection of works and artists to the Manifattura and is currently hosting the first solo exhibition of the artist Sophy Naess I AM NATURECULTURE in Italy! The gallery-showroom **Zoo Hub** brings together and promotes excellence in furniture and objects design. There are plenty of workshops dedicated to fashion and accessories, with brands with an innovative vision. A

fine example is the **SuperDuper** hat brand which has been in Manifattura for some time now. It combines the best craftsmanship with a refined and contemporary aesthetic. Also opening their shops are **LUNEDI**, founded by Alessandra Lunedì, which makes upcycled tailor-made clothes in respect of nature, and **Fàbera**, a brand of ethical and sustainable handmade jewelry with lab grown diamonds and recycled gold.

Inside the factory you will find excellence in a wide range of fields, such as **Noa Ink**, one of the most important tattoo and piercings parlors in Tuscany, founded by international artist Noa Yanni; **Blues Barber**, a high quality barber shop born out of a passion for blues music and the ancient Sicilian tradition of "beard and hair"; and **Trek Bikes**, among the world leaders in the design and production of bicycles and accessories. New stores will open to the public in the coming weeks, among others **Shake Cafè**, **Opera Prima** and **Archivi Sartoriali**.

A number of events - from festivals to vintage markets, from book presentations to skate lessons (calendar attached) - will enliven the Factory spaces, enriching the offer of products and services available to the public.

In addition to recreational spaces, the **Factory** is also reborn in the name of productivity, welcoming high-level entrepreneurial realities, professionals, and training schools in efficient and technologically advanced offices. Among the first to bet on this project is **Polimoda**, a prestigious school that opened its third city branch here. Manifattura Tabacchi was also chosen by the **LVMH** group; by Italy's leading 2D animation studio **Doghead Animation**; by **Gruppo Florence** a luxury platform; by **Shippypro** shipping hub; by **Pnat**, a think tank and meeting point between experimental research on the plant world and sustainable design, co-founded by professor **Stefano Mancuso**; by **SDG Group**, an international management consulting company; and by **Carbonsink**, an Italian consulting firm specialized in net-zero decarbonization strategies, and climate risk management for businesses.

Manifattura Tabacchi residential, executive, and retail spaces currently available for sale and lease can be discovered in the new **Marketing Suite Sales Office**, a large interactive space inside the Factory, at 35 via delle Cascine, where visitors can immerse themselves in the project from all angles, also thanks to the virtual reality.

Sustainable mobility and accessibility

Access to **Manifattura Tabacchi** is exclusively for pedestrians and cyclists, an invitation to embrace sustainable mobility. In the coming weeks a parking garage with 800 parking spaces will be inaugurated, and work is underway on the T4 tramway line which will connect Manifattura Tabacchi to the center of Florence from 2025. To welcome visitors inside the Factory - entrance from via Tartini 11 - two large lobbies where two pairs of a special device called "**Fabbrica dell'aria**", designed by neuroscientist Mancuso with **Pnat**, have been installed. Thanks to a patented system, "Fabbrica dell'aria" uses plants to purify indoor air. An approach that once again highlights the responsible and eco-friendly philosophy that animates Manifattura Tabacchi regeneration project.

THE NUMBERS OF MANIFATTURA TABACCHI

350 million euros: total investment

16 existing buildings

4 new buildings

110,000 sqm total area including **37,000** sq m training, offices and coworking; **35,900** sqm residences and services (e.g., parking)

11,300 sqm ateliers, workshops and concept stores

26,300 sqm hotel, student housing, brewery

+ **23,628** sqm public areas

THE NUMBERS OF THE FACTORY

30 million euros: investment in regenerating the Factory (buildings 4, 5 and 11)

21,000 sqm Factory area of which:

5,090 sqm retail

11,220 sqm executive spaces

1,735 sqm exhibition spaces

3,488 sqm warehouses and technical spaces

+ **7,240** sqm public areas

Manifattura Tabacchi

Manifattura Tabacchi in Florence is one of the leading urban regeneration projects in Italy: it involves the recovery of 16 buildings of the historic cigar factory which will be transformed into lofts and residences, executive spaces, retail, cafes and restaurants, a student residence, a hotel. It will also house important institutions such as E-rihs (European research infrastructure on Heritage Science) and Polimoda.

Since the start of construction in 2018, Manifattura Tabacchi has been promoting an intensive program of cultural initiatives in specifically reclaimed temporary spaces, providing a concrete example of how areas being regenerated, and the "waiting time" (the period of the construction site) can be a strategic resource for designing a more sustainable and inclusive future in the cities. Last April the Factory opened its doors: it is a creative hub and a cutting-edge workplace capable of attracting an international community of professionals who want to work and live in Florence, in a context enlivened by a vibrant community and eco-friendly spaces, among culture, fashion, art and design. The completion of the work is expected for 2026. The project is promoted by the joint venture established in 2016 by the real estate of the Cassa Depositi e Prestiti Group, and PW Real Estate Fund III LP, a fund managed by Aermont Capital.

MTDM - Manifattura Tabacchi Development Management Srl - is the development and project management company that manages the entire process.

Manifattura Tabacchi Press Office - Noesis

Asli Gulfidan: asli.gulfidan@noesis.net; tel. 389 7635968

Sonia Hason: sonia.hason@noesis.net; tel. 331 8394343

Federica Castagna: federica.castagna@noesis.net; tel. 393 8789517

Domenico Vitetti: domenico.vitetti@noesis.net tel. 380 6462530

Carolina Natoli: carolina.natoli-ext@noesis.net; tel. 349 7634418

