

MANIFATTURA TABACCHI THE FACTORY

Opens September 2022



fàbbrica (letter. *fàbrica*) s. f. [dal lat. *fabrica* «mestiere; lavorazione; officina», der. di *faber* (v. *fabbro*)]... **4. a.** Luogo dove si fabbricano cose determinate: *f. di stoviglie, di ceramiche; f. di merletti, di bottoni; f. di sapone, di zucchero, di carta; f. d'armi*; stabilimento in cui si produce qualcosa su scala industriale: *una f. di automobili; il padrone, il direttore, il tecnico, gl'impiegati, gli operai d'una f.; aprire, chiudere una f.; andare in f., alla f.; prezzo di f.*, prezzo del prodotto all'uscita dalla fabbrica; *consiglio di fabbrica* (v. consiglio, n. 5 b); *capo fabbrica*, grafia meno com. di *capofabbrica* (v.); fam., *non ne ho mica la f.*, a chi ci richiede troppo spesso qualche cosa, come se ne dovessimo esser sempre forniti.

fàbbrica / factory (liter. *fàbrica*) n. sing. [from the Latin *fabrica* "trade; manufacturing; workshop," der. from *faber* (see smith)] ... **4. a.** A place where specific things are produced: *crockery, ceramic f.; lace, button f.; soap, sugar, paper f.; arms f.*, a building in which something is produced on an industrial scale: *an automobile f.; a f. owner, manager, technician; the employees, workers in a f.; to go inside a f., to go to the f.*; f. price, a product's price upon leaving the factory; *factory council* (see council, n. 5 b); *factory supervisor; fam., It's not as though I own the factory*, to someone who asks us for something too often, as though we always had an ample supply close at hand.

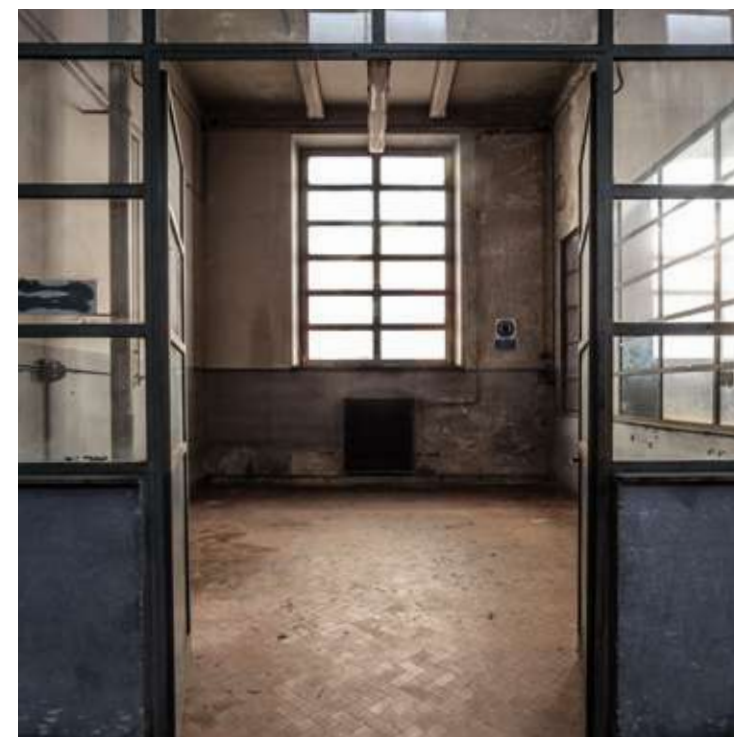


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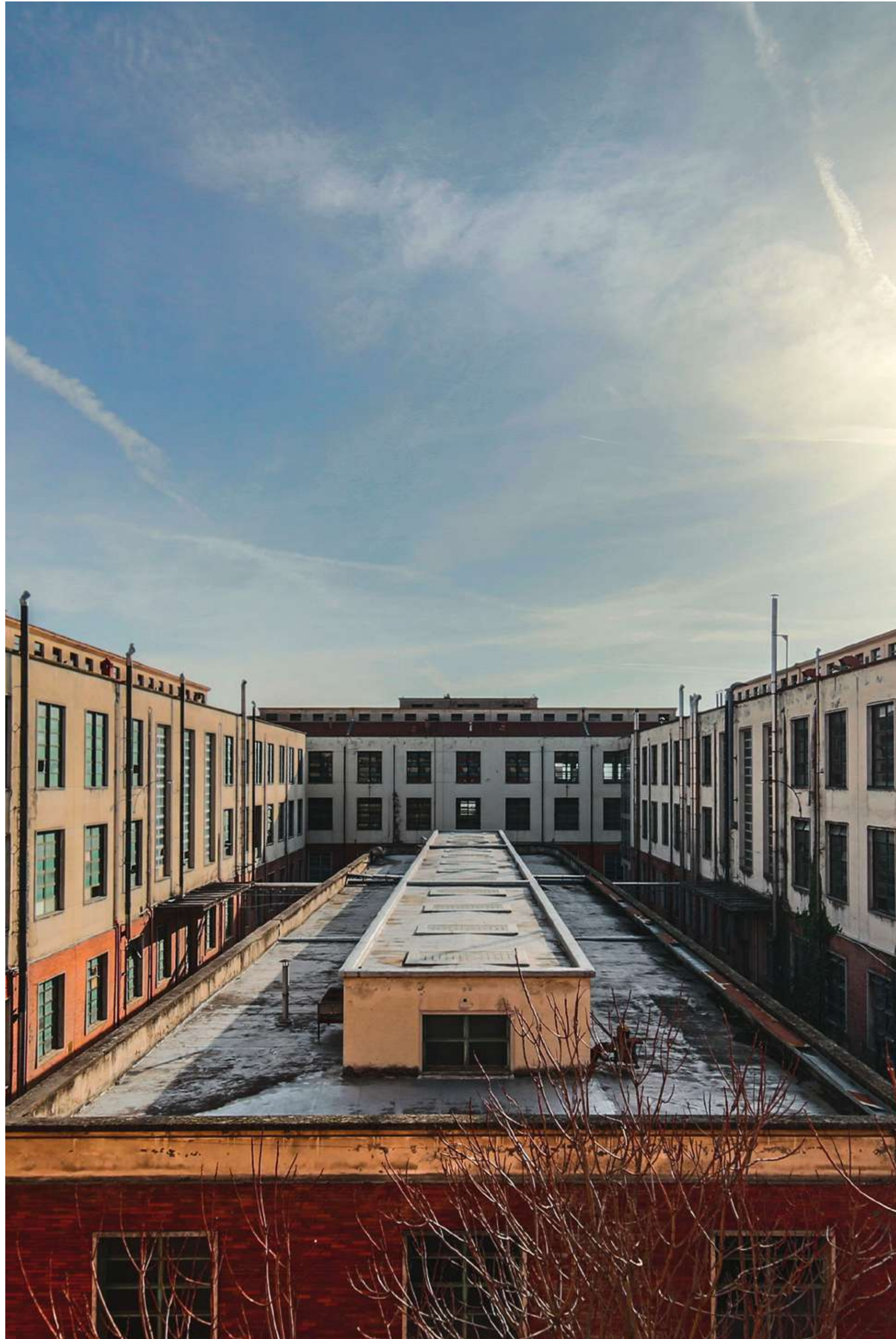


Makers are back. Young people are learning to distil gin, bake, craft beer, and make shoes and hats with their own hands. Being an artisan is valuable again. Fashion houses are rediscovering the importance of careful craftsmanship, of products as well as experiences; they are hiring and training a new breed of craftsman. Technology has opened a new, global market to makers prepared to share their knowledge and art with the world.

And nowhere is craftsmanship as deeply engrained in the civic fabric and tradition as it is in Florence. The art of producing handmade goods has been passed down here from one generation of artisans to another for centuries. Today, traditional workshops in the Oltrarno neighbourhood attract tourists and connoisseurs from all over the world. But where will Florence forge the next generation of makers?

**“I HAVE BEEN IMPRESSED
WITH THE URGENCY OF
DOING.
KNOWING IS NOT ENOUGH;
WE MUST APPLY. BEING
WILLING IS NOT ENOUGH;
WE MUST DO.”**

LEONARDO DA VINCI



THE FACTORY

IN SEPTEMBER 2022 FLORENCE MAKES SPACE FOR MAKERS. A GIANT WORKSHOP DEDICATED TO THE ARTS AND CRAFTS OF TODAY AND TOMORROW, WHERE DOING MEANS MAKING.

A PLACE TO LIVE, WORK, ENJOY



- CATERING TO EXCEPTIONAL PEOPLE AND VISIONARY BRANDS
- CARRYING ON THE FLORENTINE ARTISANAL TRADITION, IN THE FRAMEWORK OF SUSTAINABLE DEVELOPMENT
- A UNIQUE AND CAPTIVATING EXPERIENCE FOR THOSE WHO WILL LIVE AND WORK AT MANIFATTURA TABACCHI, WHERE FASHION, FOOD, LIFESTYLE, CULTURE, ART AND CRAFTS INTERTWINE
- EASILY ACCESSIBLE BY A VARIETY OF TRANSPORT OPTIONS, A QUICK RIDE FROM BOTH THE AIRPORT AND FLORENCE'S HISTORICAL CENTRE

01 LIVE

1 DAY TO 10 YEARS

Be a part of the community, whether you live here, you're working in Florence for a few days or months, or you're just passing through. Share a mindset, nomad or resident. Create, make, invent – do something no one has done before. Be inspired by others, learn from them. Give them encouragement, advice, resources. Be exhilarated by the new things that happen around you.

02 WORK

THEORY AND PRACTICE

Like in a Renaissance workshop, creativity can never be far from practice, art from handicrafts, fashion from cutting and sewing. An architect must understand bricks, wood and concrete. The art of making – unique objects crafted by hand – is fundamental again in a world of standards, mass produced items and disposable cutlery. Invent, create, make... and then invent again.

03 ENJOY

WORK AND UNWIND

Work hard when you need to, relax when you can. Eat, think, drink – learn something, visit an exhibition, listen to a lecture. Boundaries between work life and private life are blurring. The Factory provides spaces for focusing and getting work done, and others for meeting, resting, and enjoying a meal and more with friends.

CREATIVE SPACES
FLEXIBLE AND LONG-TERM OFFICE

MAKER SPACES
ATELIERS, WORKSHOPS AND RESTAURANTS

NOT A MUSEUM
A CENTRE FOR ARTISTIC PRODUCTION

POLIMODA (B6)
CLASSROOMS AND WORKSHOPS

OFFICINA BOTANICA
HANGING GARDEN

CREATIVE SPACES
FLEXIBLE AND LONG-TERM OFFICE

MAKER SPACES
ATELIERS, WORKSHOPS AND RESTAURANTS



B4

B11

B5

A NEW LANDMARK

OFFICINA BOTANICA



THE ELEVATED PUBLIC GARDEN ON THE ROOF OF BUILDING 11 CELEBRATES THE QUALITY OF MEDITERRANEAN VEGETATION.

Officina Botanica highlights the microflora and rare species which colour the florentine and tuscan landscapes.

All trees and plants will be water-efficient, low maintenance and effective in reducing air pollution.

100+
TREES

1.300
SHRUBS
AND PERENNIALS

250
GROUND COVER
PLANTS

MORNING

9:06^{AM}

A DAY AT THE FACTORY

11:10^{AM}

1:28^{PM}

2:45^{PM}

4:32^{PM}

5:00^{PM}

EVENING

POLIMODA CREATIVE LAB

You arrive at Manifattura Tabacchi tram stop. You're here for a fashion and technology workshop at one of the world's leading fashion schools, Polimoda.

You cross Manifattura's vast courtyards and follow its cool concrete corridors until you arrive at Polimoda's headquarters in Building 6.



CAFÉS & RESTAURANTS

With your friend and creative collaborator, you find your way to one of the Factory's restaurants and catch up over a lunch that brings together the best local ingredients with cutting-edge culinary thinking.



NOT A MUSEUM & OFFICINA BOTANICA

You head to the Factory's Not A Museum, which provides a perfect follow-up to your class. It's not an exhibition space in the traditional sense, but an active, flexible space for prototyping, where the exposure to and enjoyment of art is based on the experience and the process of creation. It opens your mind to new ideas and inspires a new project.

On the roof garden, the landscaping has been carefully designed and provides cooling shade and a tranquil mood. The air is clear.

WORK & CO-WORKING SPACE

You grab a couple of coffees and find some comfortable chairs in the co-working space. Here, you can really work on the project. The atmosphere is intoxicating, with plans being made and ideas being developed all around you. You're in the flow, together.

And for a moment, you forget Manifattura's elegant concrete forms and the rolling hills beyond. But the idea is worked up and sketched out.

STUDIO & CONCEPT STORE

You want to see what can be done in the Factory's workshop spaces and find yourself marvelling at what the creative minds within have been doing.

From digital art to films, textiles to ceramics, the Factory is a source of incredible creativity. And you are exhilarated to be part of it.



INDUSTRIAL LOFT

The day finishes in the loft apartments of Building 12, modern metropolitan living spaces which maintain the spirit of their industrial heritage, with their high ceilings displaying exposed wooden beams, and light pouring in from the large windows.

You're at home, you can relax, ready for a new day at the Factory.



SUSTAINABLE CREATIVITY



“I THINK HAVING LAND
AND NOT RUINING IT IS THE MOST
BEAUTIFUL ART THAT ANYBODY
COULD EVER WANT.”

ANDY WARHOL

SUSTAINABILITY AND NATURE ARE INTEGRAL PARTS OF THE FACTORY

The systematic reduction of environmental impact, the use of new technologies, the move towards alternative forms of transport, together with the planting of over 1,000 trees in the complex, will make Manifattura Tabacchi the greenest urban regeneration project in Italy.

KEY ENGAGEMENTS

- Refurbish vs. demolish & re-build
- District heating / geothermal cooling
- Rainwater harvesting & re-use
- BREEAM and LEED
- Lifecycle assessment & disclosure

WASTE
ENERGY
WATER
CERTIFIED
30 YEARS

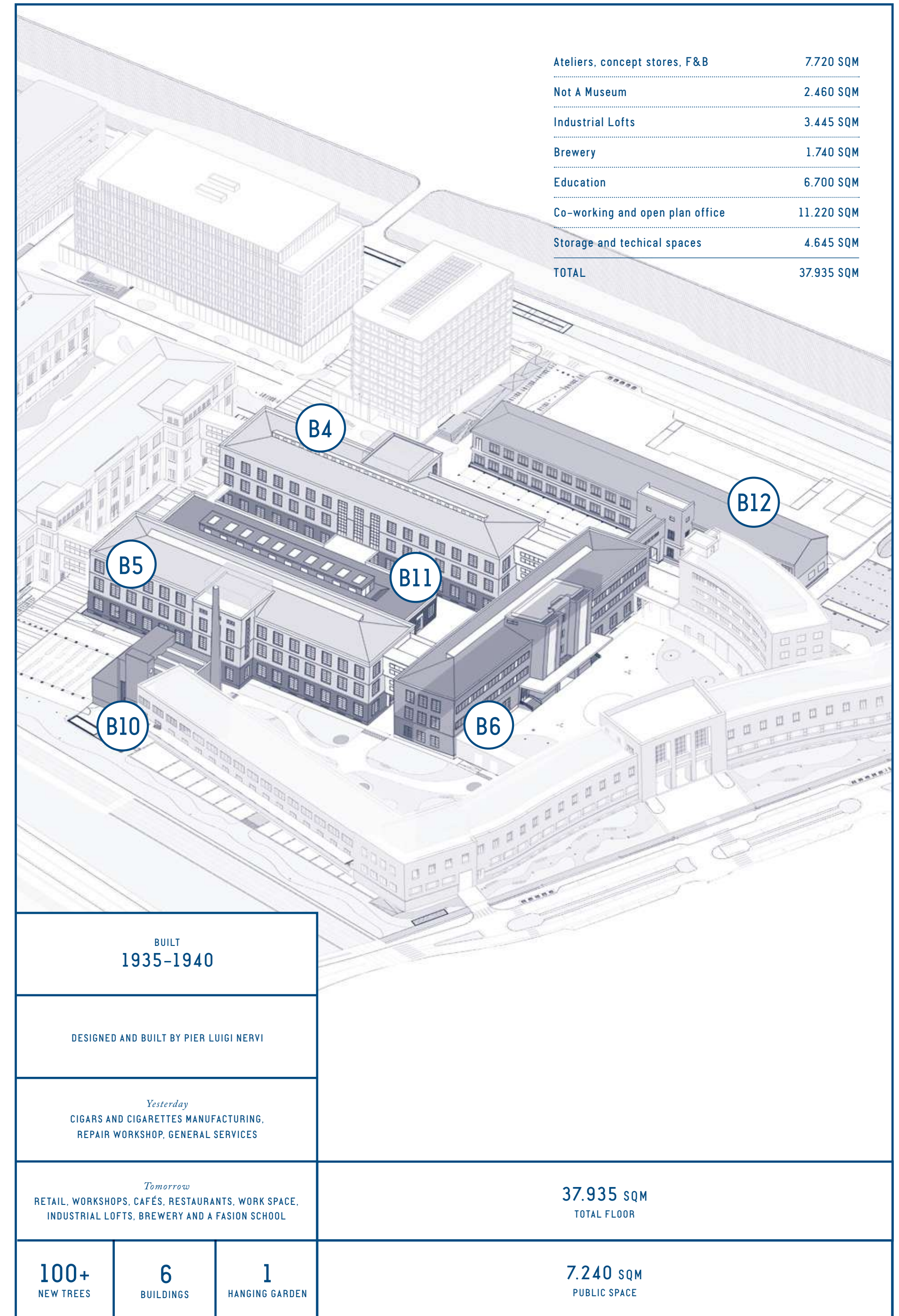


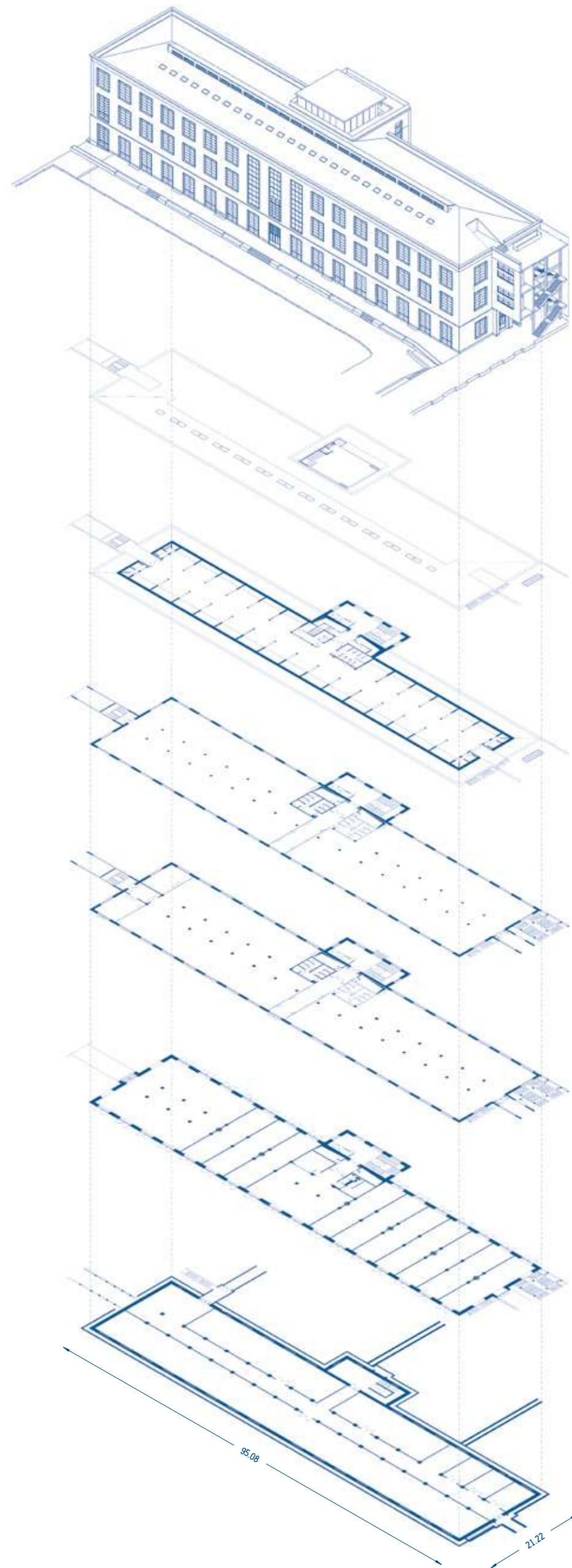
SPACES

THE FACTORY IS THE BEATING HEART OF MANIFATTURA TABACCHI. LOCATED AT THE CENTRE OF THE COMPLEX, IT ONCE BUZZED WITH THE SOUND OF WORKERS HAND-PROCESSING TOBACCO. AND NOW, THAT BUZZ IS RETURNING

The Factory is being reborn as a space for the makers of today. A space where extra-ordinary people can gather. A space where their ideas can cross-pollinate, where they can find inspiration and create, together. Six buildings, constructed around a square that was and will be the core of Manifattura Tabacchi.

An open space for coming together, sharing ideas, and enjoying time.

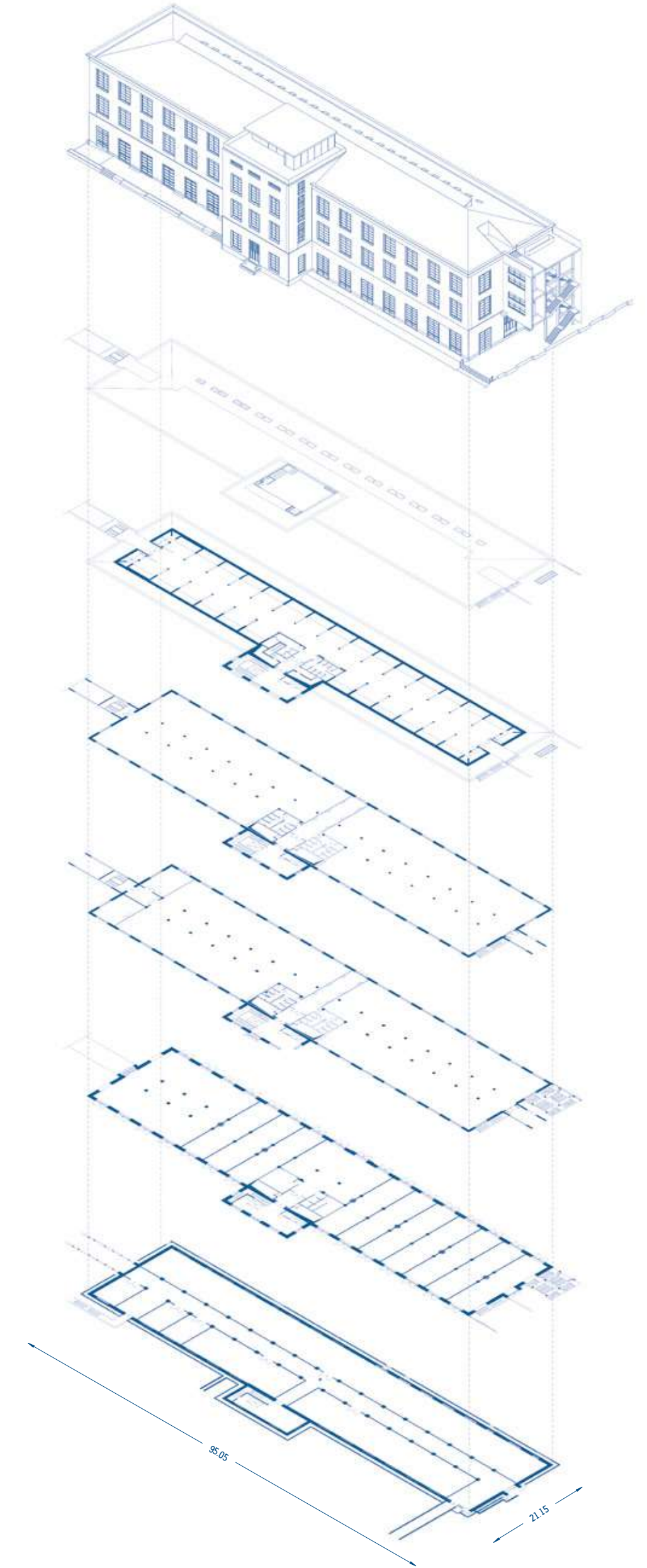




BUILDING 4

SPACE	HEIGHT	AREA (GBA)*
Rooftop Room	3.1 m	123 sqm
Attic	4.7 m max	1.075 sqm
2 nd Floor	5.8 m	2.207 sqm
1 st Floor	5.4 m	2.200 sqm
Ground Floor	6.3 m	2.120 sqm
Basement	-	2.170 sqm
TOTAL		9.895 sqm

< 180 cm	870 sqm
Terraces	315 sqm
Roof terrace	110 sqm



BUILDING 5

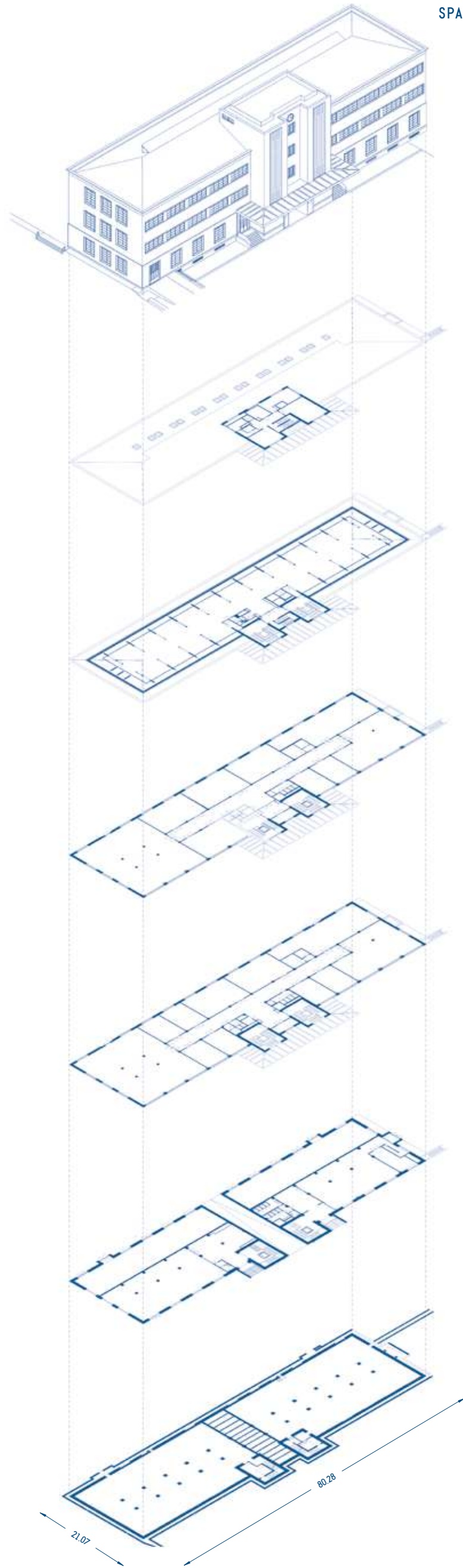
SPACE	HEIGHT	AREA (GBA)*
Rooftop Room	3.1 m	111 sqm
Attic	4.7 m max	1.108 sqm
2 nd Floor	5.8 m	2.201 sqm
1 st Floor	5.4 m	2.200 sqm
Ground Floor	6.3 m	2.115 sqm
Basement	-	2.126 sqm
TOTAL		9.861 sqm

< 180 cm	880 sqm
Terraces	320 sqm
Roof terrace	120 sqm

	<p><i>Building function</i> CO-WORKING, WORKSHOPS, OFFICE, RETAIL</p>	<p><i>Opening</i> SEPT 2022</p>
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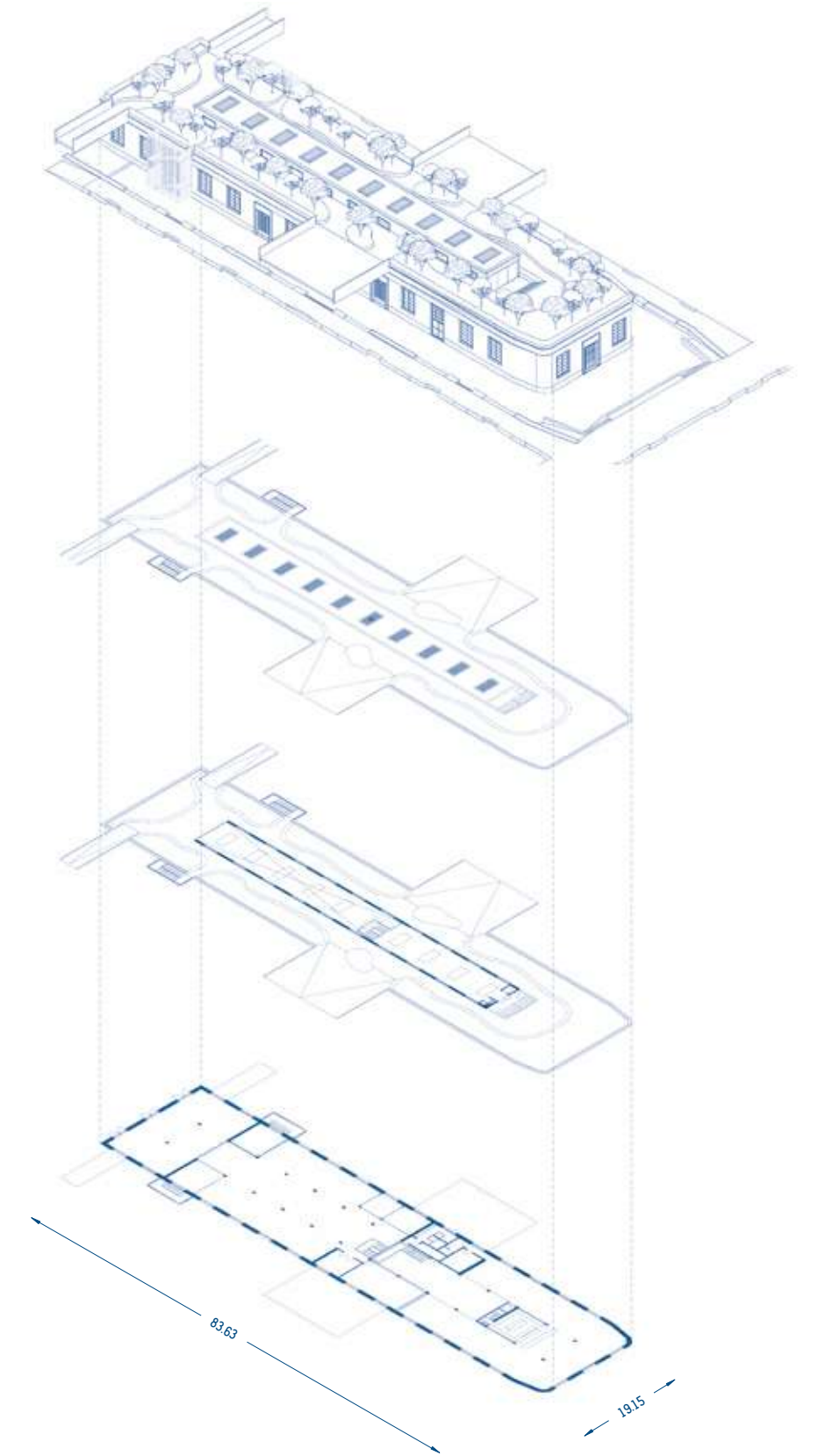


BUILDING 6

SPACE	HEIGHT	AREA (GBA)*
4 th Floor	2.7 m	211 sqm
3 rd Floor	4.7 m max	898 sqm
2 nd Floor	5.8 m	1.697 sqm
1 st Floor	5.4 m	2.211 sqm
Ground Floor	6.3 m	1.066 sqm
Basement	-	1.698 sqm
TOTAL		7.781 sqm
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< 180 cm		685 sqm
Roof terrace		135 sqm

BUILDING 11

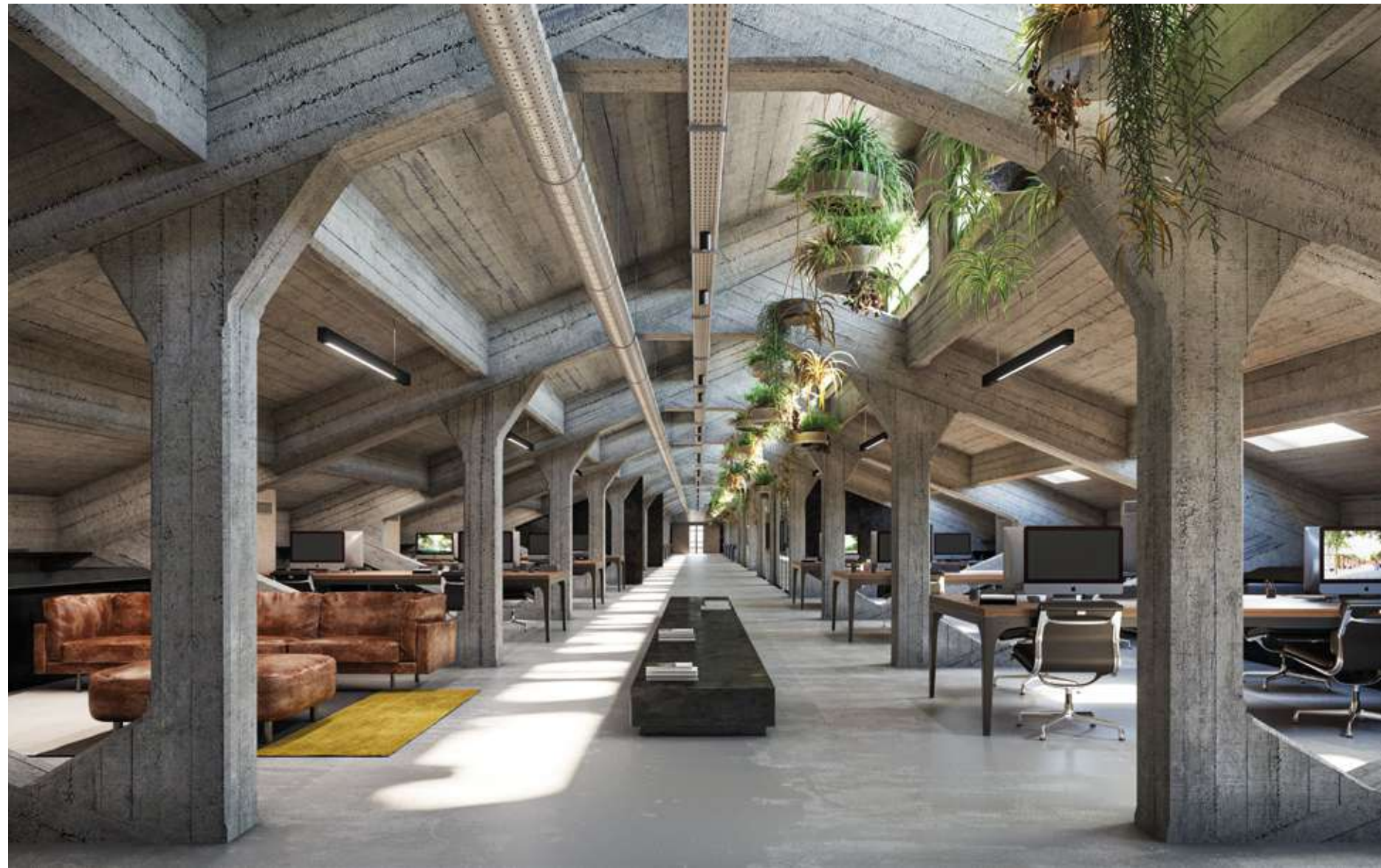
SPACE	HEIGHT	AREA (GBA)*
1 st Floor	3.7 m	590 sqm
Mezzanine	2.4 m	156 sqm
Ground Floor	3.3 m	1.630 sqm
Basement	-	90 sqm
TOTAL		2.466 sqm
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Hanging Garden	-	1.160 sqm



	<p><i>Building function</i> POLIMODA, WORKSHOPS, RETAIL</p>	<p><i>Opening</i> JAN 2020</p>
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	<p><i>Building function</i> NOT A MUSEUM, TERRACES, HANGING GARDEN</p>	<p><i>Opening</i> SEPT 2022</p>
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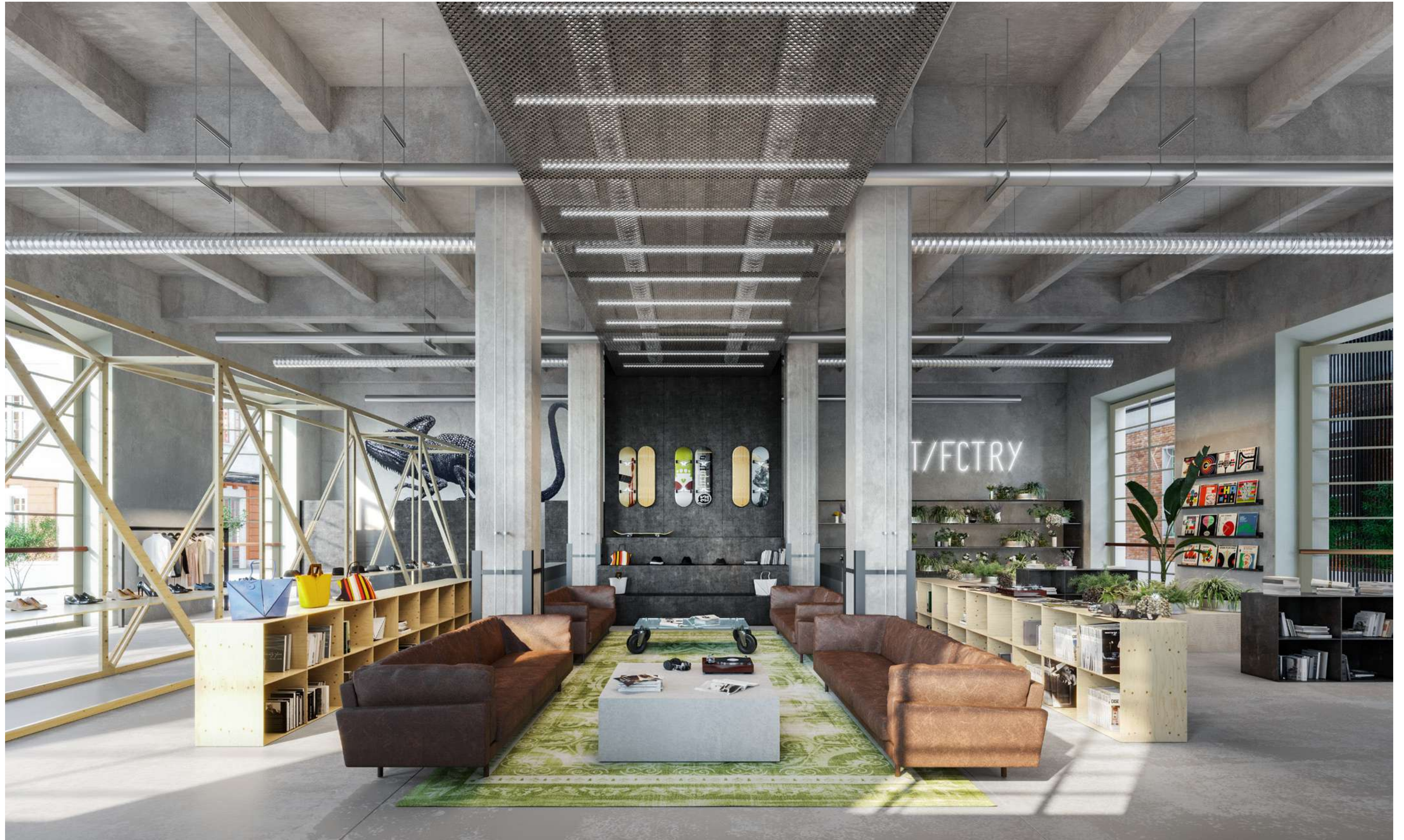
Building 4
Attic - Office



Building 4
Typical Floor - Office



Building 4
Ground Floor - Retail

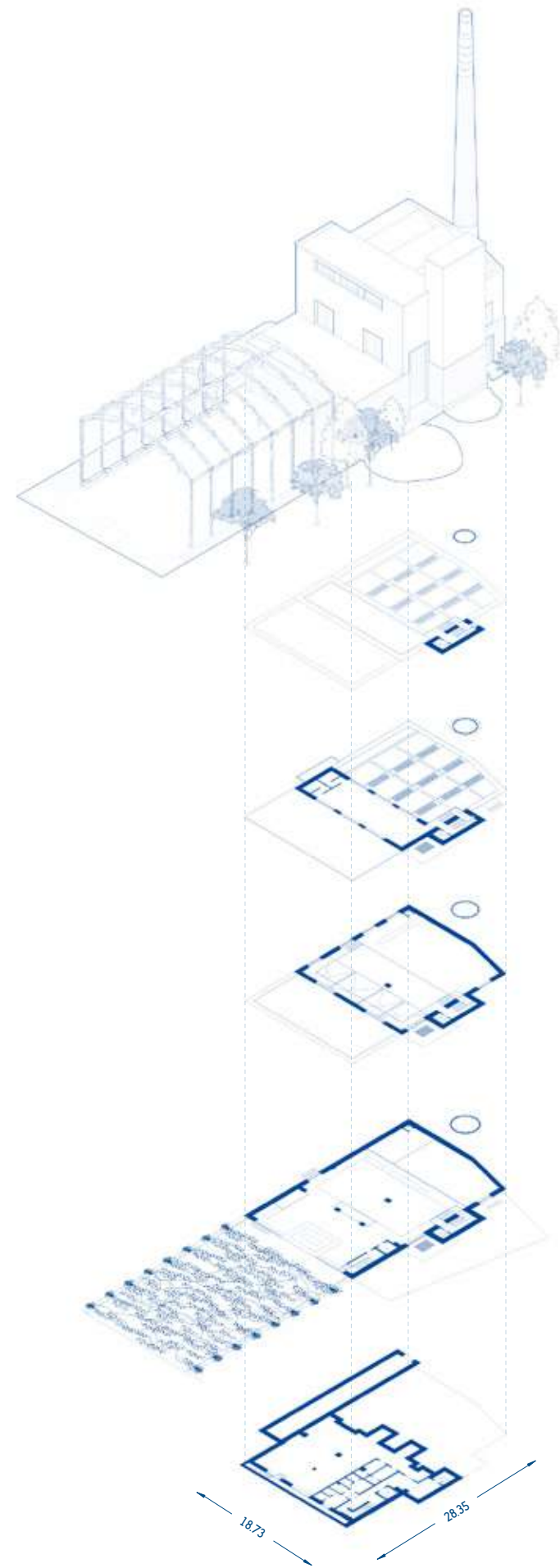


NOT A

curator

NO TO A MUSEUM
 YES TO PRODUCING AND SHARING ART
 NO TO CONTEMPLATION
 YES TO EXPERIENCE
 NO TO BOUNDARIES BETWEEN THE ARTS
 YES TO MULTIDISCIPLINARITY
 NO TO PRODUCING OBJECTS
 YES TO EXPERIMENTATION
 NO TO BREAKING WITH TRADITION
 YES TO ITS TRANSFORMATION
 NO TO CLOSING OURSELVES OFF BEHIND WALLS
 YES TO THE COMMUNITY THAT LIVES INSIDE THEM
 NO TO BEING AFRAID OF MISTAKES
 YES TO ACKNOWLEDGING AND MAKING THE MOST OF THEM
 NO TO THE DISTINCTION BETWEEN ART AND LIFE
 YES TO THEIR UNION

MUSEUM

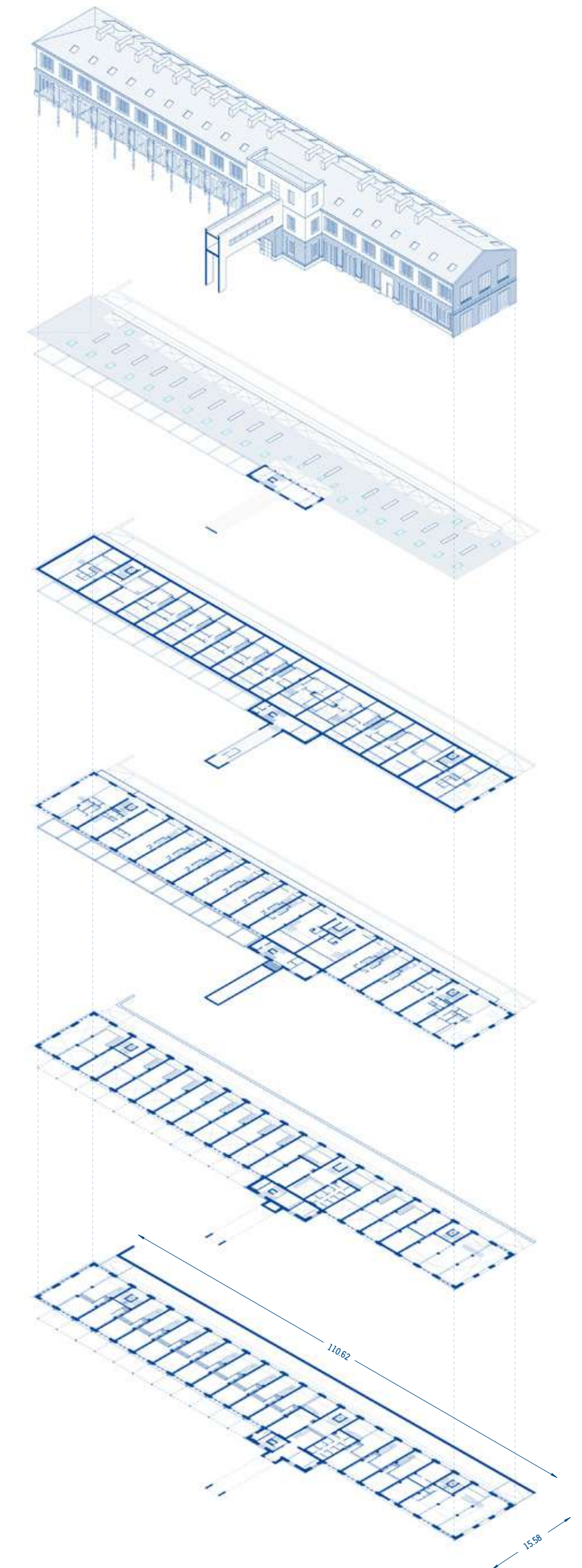


BUILDING 10

SPACE	HEIGHT	AREA (GBA)*
3 rd Floor	4.7 m max	12 sqm
2 nd Floor	5.8 m	143 sqm
1 st Floor	4.8 m	303 sqm
Ground Floor	5.45 m	538 sqm
Basement	-	469 sqm
TOTAL		1.465 sqm
Terraces		277 sqm
External Area		965 sqm

BUILDING 12

SPACE	HEIGHT	AREA (GBA)*
2 nd Floor	5 m max	59 sqm
Mezzanine	5.14 m max	1.077 sqm
1 st Floor	3.7 m	1.860 sqm
Mezzanine	2.6 m	800 sqm
Ground Floor	3 m	1.807 sqm
TOTAL		5.603 sqm
External Areas		1.250 sqm



	<p><i>Building function</i> BREWERY</p>	<p><i>Opening</i> SEPT 2022</p>
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	<p><i>Building function</i> ATELIER, CONCEPT STORES, CAFÉS & RESTAURANTS, INDUSTRIAL LOFTS</p>	<p><i>Opening</i> NOV 2022</p>
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Building 10
External view



Building 12
Maker street



PROTOTYPES

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.



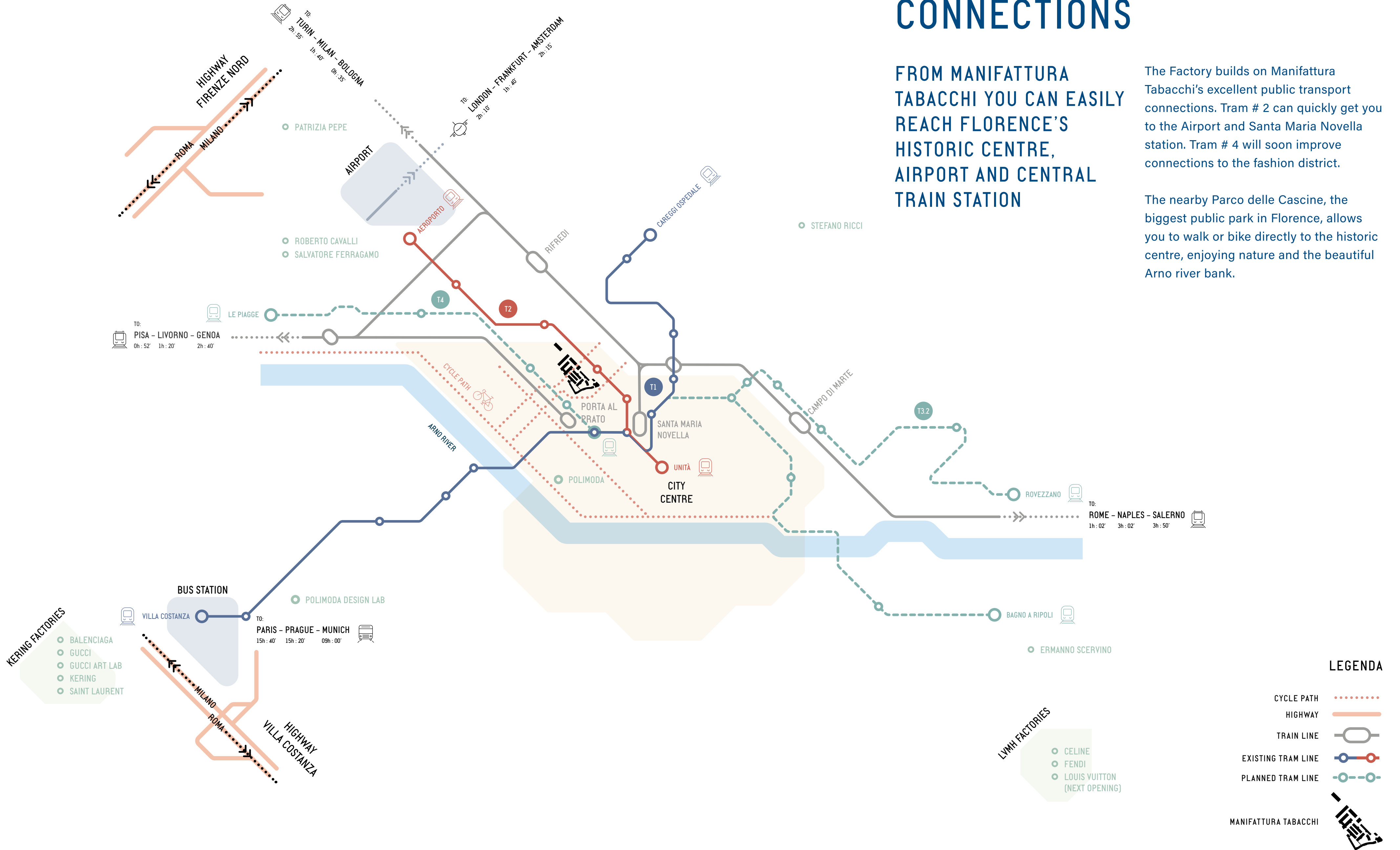


CONNECTIONS

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

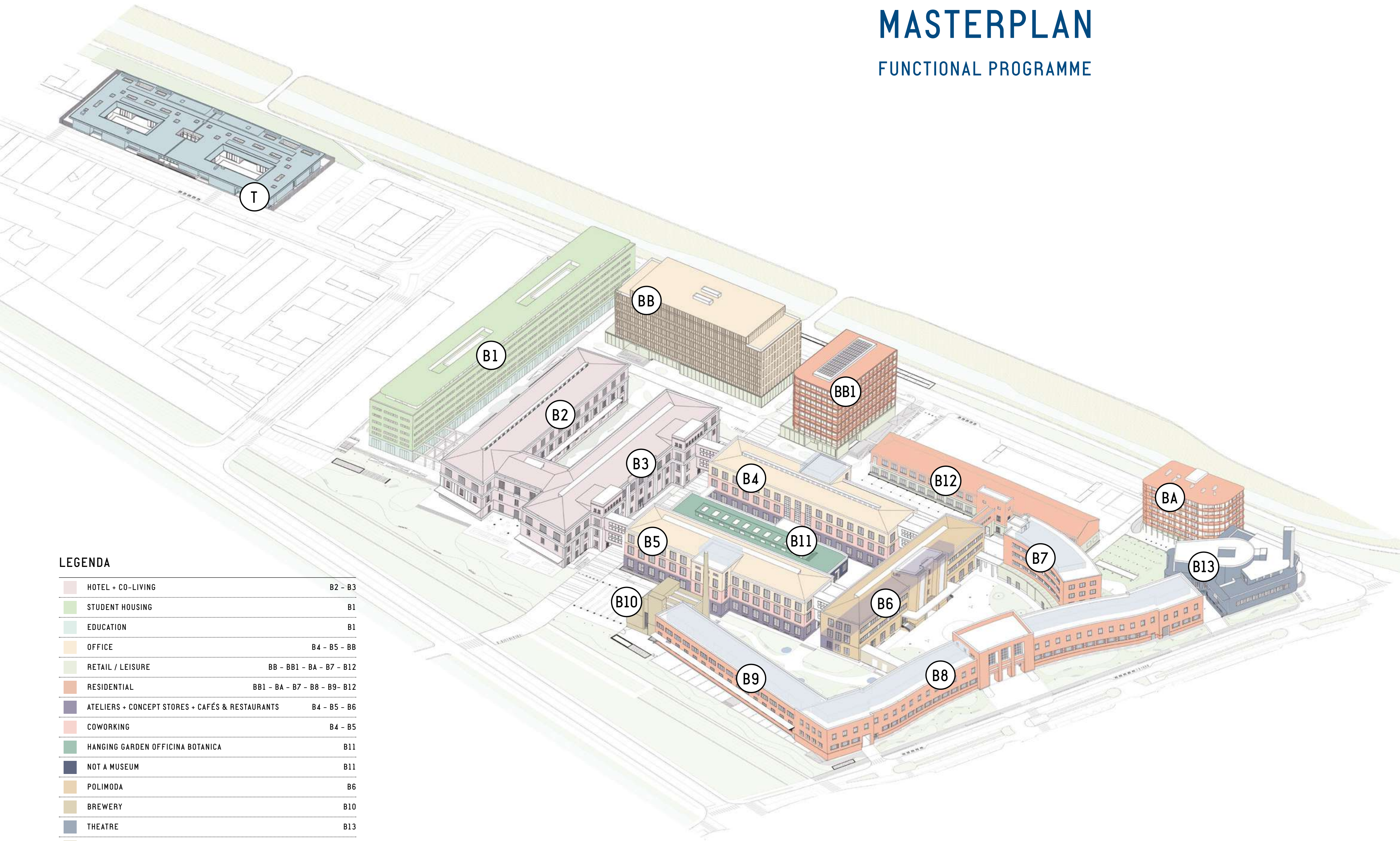
The Factory builds on Manifattura Tabacchi's excellent public transport connections. Tram # 2 can quickly get you to the Airport and Santa Maria Novella station. Tram # 4 will soon improve connections to the fashion district.

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



MASTERPLAN

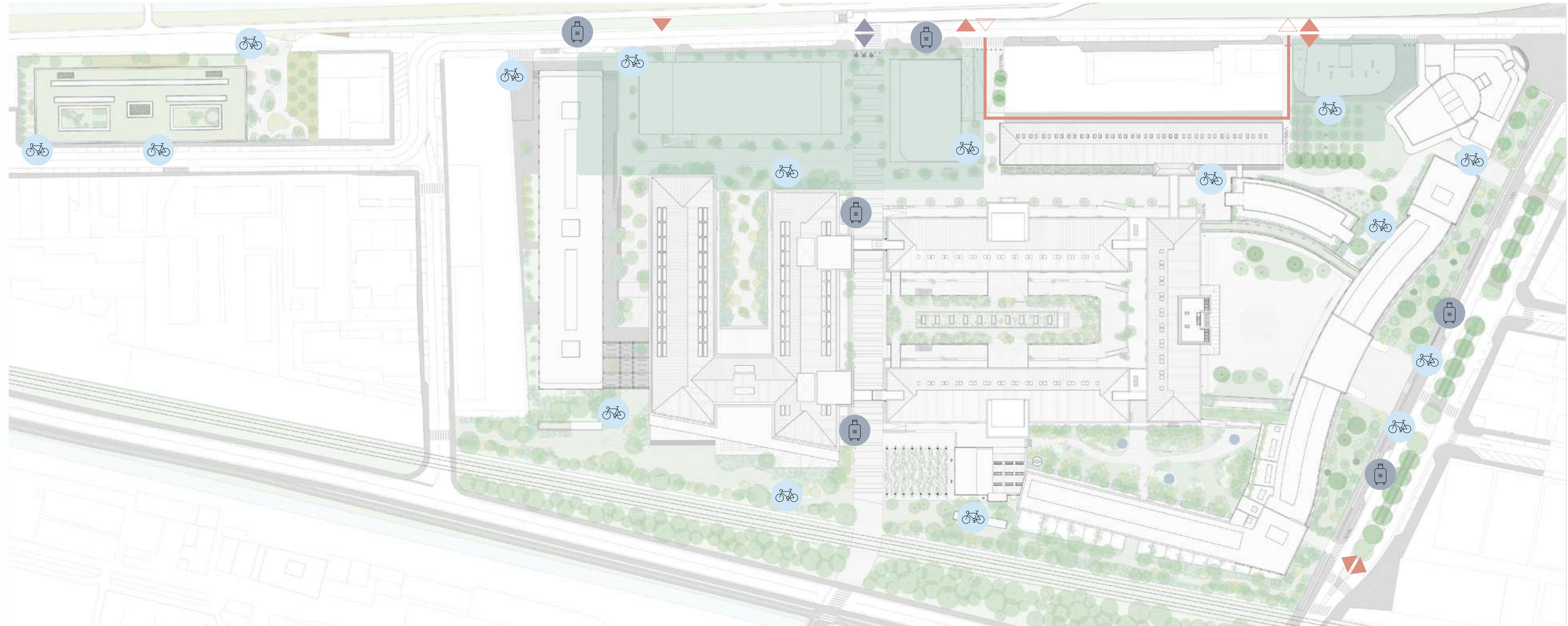
FUNCTIONAL PROGRAMME




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 + CAFÉS & RESTAURANTS	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


ACCESS AND PARKING





LEGENDA


-  BIKE PARKING

-  DROP-OFF

-  UNDERGROUND CAR PARKING (900+ parking spaces)

-  CONTROLLED CAR ACCESS

-  UNDERGROUND PARKING ACCESS

-  PRIVATE CAR ACCESS

Manifattura Tabacchi will be a pedestrian-only area closed to traffic. Access for loading and unloading will be permitted until 9 a.m.



VI

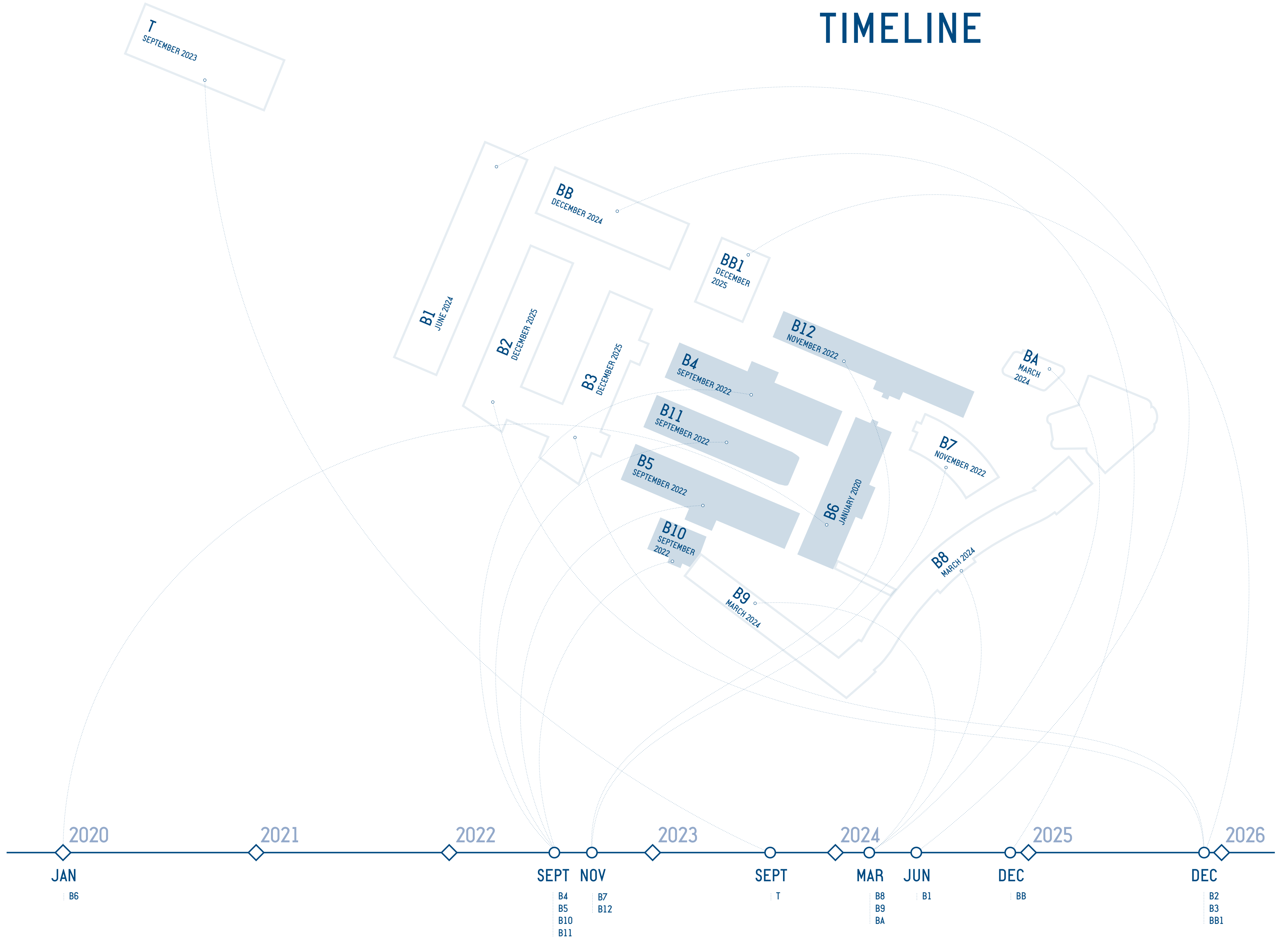
THE PAST AND THE FUTURE



**THE FACTORY
WAS MASTERFULLY
DESIGNED AND BUILT
IN THE 1930s
BY PIER LUIGI NERVI**

The complex's structures are now being renovated and made functional and ecoefficient for the next 80 years. Its vast industrial spaces make it an ideal setting for concept stores, ateliers, creative workshops, and exhibition spaces connected to Polimoda's classrooms and flexible workspaces.

TIMELINE



WALKING TOUR



External View, Building 11



Industrial machinery, Building 10





Photo credits: ALESSANDRO FIBBI - MARCO ZANZA - NICCOLÒ VONCI - SERENA GALLORINI - FEDERICA FORAVANT - LUIGI FIANO



TIME TO LOOK UP



TIME TO SEE BEYOND



ANCHORED IN ITS INDUSTRIAL PAST



DESIGNED FOR FUTURE GENERATIONS

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 CRAFTSMEN. WE HAVE ALREADY STARTED WITH A 6.700 SQM NEW HUB FOR POLIMODA, ONE OF ITALY'S LEADING FASHION SCHOOLS.

www.manifatturatabacchi.com



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cdp
Investor

MTDM

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