



CITY  
LIFE

# Firenze

istitutomarangoni  
the school of fashion & art







# THE THEATRE OF DREAMS

Living fashion as protagonists, being the new authors of contemporary art and design, making their mark through the free and conscious artistic expression of their creative self: this is the ambition of more than 4,000 participants from over 100 different countries, who, every year, step through the front door of one of the seven Istituto Marangoni schools across the world, eager to prepare their future and to live a dream often harboured by the enthusiasm of a veritable vocation. A heterogeneous, dynamic, demanding community, facing the scenarios outlined by a future ever more globalised and rich of new professional opportunities.

Fashion, design, and art are tied by mutual and complex influences. To allow their knowledge and full comprehension is the mission that Istituto Marangoni has been successfully pursuing since 1935, thanks to the ability to adapt the educational model to the evolving society; while remaining firm on the institute's founding values, such as its proud Italian identity, expressed through the enhancement of the cultural, artistic and entrepreneurial traditions forming the core of Made in Italy. This identity co-exists with a strong international vocation, allowing the school to extend its formative experience through a strategic network located in the heart of the fashion, art and design capitals of today and of tomorrow. At the same time, it is the ambition and curiosity of the participants, the real protagonists of the life of Istituto Marangoni, that encourages the modern, compelling educational approach of the institute, directly facing them with the world of work. The constant stimulus, carried by a multitude of special projects, laboratories and seminars allows for a complete, effective learning, filling the void between theoretical knowledge and development of the creative talent, on one side; and possession of the most effective skills for the concrete management of a future professional life, on the other. The numerous, well-established relationships that Istituto Marangoni maintains with Italian and international brands, from which come the school's faculty, plays a pivotal role in the achievement of such an outcome. Consistently trained and updated, teachers complement the work in the classroom

with their profession in fashion, art or design, thus acting as veritable guides and inspirational models for the participants. Their active participation into the life of Istituto Marangoni is also instrumental to keep alive the incessant exchange of ideas and information with companies, consulting firms, manufacturers, distributors, marketing and communication agencies, allowing the development of teaching programmes that are always in tune with present-day market demands. In the exclusive Milano, Firenze, London, Paris, Shanghai or Shenzhen locations, permeated of the best contemporary design and filled with the most avant-garde technology, participants live the unique experience of an educational path counting on the support of a vast community of alumni, whose career started from their studies at Istituto Marangoni. Among them are names such as Franco Moschino, Domenico Dolce, Alessandra Facchinetti, Paula Cademartori, Umit Benan, Rodolfo Paglialunga and Alessandro Sartori – examples of talent and professional success, and active participants in the life of the school through the sharing of their own experiences, as well as of useful contacts for future work opportunities. It is a theatre of dreams for participants, a place where they are given the tools to start the next creative revolution through a complex mosaic of elements, enhancing their talent and implementing their ambitions – as a highly advanced, effective education is the authentic cornerstone to guarantee them a challenging, productive future. The fulfilment of their dreams starts here.






# SCHOOL LOCATION AND SURROUNDING AREA



The Firenze School of Fashion & Art, Istituto Marangoni's new school in Italy is situated in via de' Tornabuoni, one of the most elegant streets in Firenze since the Renaissance period, and just a few steps away from Santa Trinità square and the Gucci and Ferragamo museums.

Via de' Tornabuoni runs from piazza Antinori to Santa Trinità bridge in the historical centre of the city in a succession of architecturally refined and harmonious Renaissance buildings which enchant creative minds for their aesthetics, as well as for the cultural atmosphere and inspiration they are able to evoke. The presence of stores and boutiques of prestigious Italian and international fashion and jewellery brands has made via de' Tornabuoni, along with the nearby via della Vigna Nuova, the most prominent luxury district in central Firenze. A unique location and the ideal place to nurture talent in a stimulating context, where fashion codes are paired with the study of Art in all shapes and forms.







# FIRENZE







# CITY LIFE

In its majestic beauty, Firenze can still be considered a city on a human scale. This can be appreciated in the varied customs of Florentine social life and nightlife that enliven the city centre in a continuous blend of Art, Fashion and conviviality.

Popular hotspots are often found near designer shops, such as the renowned Colle Bereto café, situated in Piazza Strozzi, next to Louis Vuitton's shop windows. Via de' Tornabuoni is unquestionably the best street for shopping, along with the bordering via della Vigna Nuova, via Roma, via Calzaiuoli, and via degli Strozzi. In the city named after Flora, Roman Goddess of flowering plants, whose emblem is a red lily, there is no need to walk long distances to enjoy the beauty of Tuscany's countryside: across the famous Ponte Vecchio bridge you will reach the Oltrarno, the Florentine district of art restorers, framers, and luthiers which boasts some of the most lavish green

areas in the city – from the Boboli Gardens, to Villa Bardini, and up to the so-called Rose Gardens. Enchanting places to be visited especially in Spring, so as to enjoy the magic of blossoming flowers. Don't miss a climb towards San Miniato a Monte, with unforgettable views over the Florentine hills. The beating heart of Oltrarno is Santo Spirito, an area where old meets new with traditional craft workshops hidden in the narrow streets of this ancient part of the city, together with new trendy boutiques, designer second-hand shops, and concept stores, an alternation of local and contemporary stylish atmospheres that gives it its unique personality.





## EVENTS AND IMPORTANT PLACES

The fashion event par excellence in Firenze is of course Pitti Immagine, covering Pitti Uomo, Pitti Bimbo, Pitti Filati, Taste, and Fraganze promoting the fashion and luxury industry through fashion shows, exhibitions, and cultural initiatives of international significance.

Its central hub is the Fortezza da Basso, but events are also held at palaces, villas and other historical venues located around the city. Once a year, Firenze hosts Vogue Fashion's Night Out, a charity event organized by Vogue Italia which celebrates the union of fashion, art and shopping. Shops stay open until 11 pm with special visits, events and shopping itineraries organised throughout the evening. Firenze Design Week, instead, is a lifestyle event where design, crafts, and contemporary art meet in an international festival and celebration for professionals, locals and tourists alike, aimed at inspiring a new "design culture" through the interaction of its varied languages – interior, graphic

& visual, industrial, and fashion. Moreover, Firenze boasts the presence of the only museum in Italy dedicated to Italian Fashion, the Galleria del Costume, which treasures a number of creations by famous Italian and international designers. And of course, it is impossible not to mention also the Gucci museum, situated in Piazza della Signoria; the Salvatore Ferragamo museum, within palazzo Spini-Feroni in via de' Tornabuoni; and Capucci museum, at Villa Bardini, which showcases sculpture-gowns designed by designer Roberto Capucci for the Venice Biennale in 1995.





# IMPORTANT MONUMENTS

One of the best walks in the area around the School starts from Piazza della Signoria, which has always been the centre of civil and political life of the city and includes the representative Palazzo Vecchio, the Loggia, the Neptune Fountain and the statue of Cosimo de' Medici. The square leads to the Uffizi courtyard and gallery, the latter being regarded as one of the most famous museums in the world.

You then arrive to the bank of River Arno: proceeding to the right, you will find Ponte Vecchio, with its characteristic goldsmith workshops and jewelleries; and then up along the Lungarno degli Acciaiuoli, overlooked by one side of Palazzo Spini-Feroni, HQ of the Salvatore Ferragamo museum. Around the corner is via de' Tornabuoni and on the nearby via del Parione you can enjoy a stop-over at Caffè Florian, sister of the historical café in Venice, which regularly hosts works by contemporary art artists. In Firenze, masterpieces result from the creative genius of a whole team, rather than originating just from one single artist. As in the case of the allegorical statues adorning the pillars of Santa Trinità Bridge, but also the monumental complex in Piazza Duomo, with Santa Maria del Fiore Cathedral, its dome, the bell tower and the baptistery – works by Brunelleschi, Giotto, Donatello, and many others who, in the period of two centuries handed over the baton to their colleagues to create a place that more than any other, perhaps, represents the timeless charm of human genius and Art itself. Among the most important museums, it is worth mentioning Palazzo Pitti, Palazzo Strozzi and Palazzo Corsini – also known as 'al Parione' – home to the Firenze international biennial antiques fair. Also the Alinari Photographic museum is a place of great interest in the city: an innovative photographic itinerary which traces every-day life moments in Firenze from the past.





# JOB OPPORTUNITIES

Besides its historic and artistic treasures, Firenze also boasts a long textile and tailoring tradition. Haute couture in Italy was born precisely here, with the fashion show organized in 1951 by Giovanni Battista Giorgini for the journalists and buyers from leading American department stores, who on that occasion discovered Made in Italy elegance.

However, Italian Fashion had already found its ambassadors many years before: from Guccio Gucci's English-style specialty travelware products on via della Vigna Nuova, to Salvatore Ferragamo, originally from Campania, who in the same years, the 1920s, moved to Firenze and designed the shoe models that took to the stage of costume history in Italy; and up to the iconic multicolour patterns invented by WW2 ex-aviator Emilio Pucci, destined to dictate style until the threshold of the 1960s. Fashion, Art, and Design come together in a cohesive whole of tradition and trends, among designer boutiques and prestigious craft products: in fact, Firenze is also famous for its long-standing tradition in the manufacturing of leather goods, footwear, jewels, and embroidery, all strictly hand-made. In Firenze, Fashion originates in ateliers and leading Fashion houses, and is actively supported by institutions and associations: the municipal administration is constantly engaged in the promotion of fashion related events, often aimed at young designers and talented

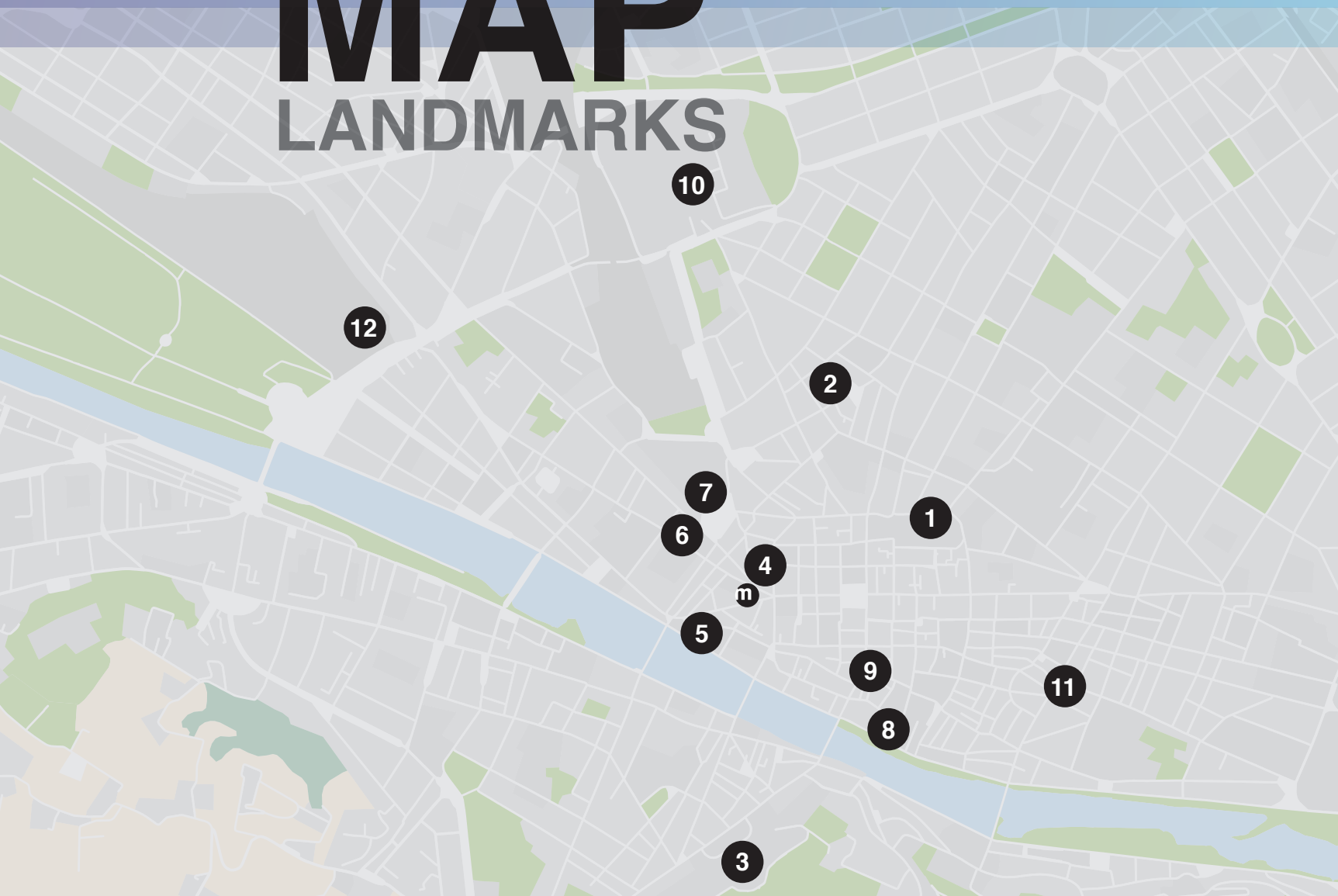
students; museums, public venues and initiatives of every kind are dedicated to fashion, such as those organised by Firenze Centre for Italian Fashion, intended for the promotion of Italian Fashion abroad. All major industry institutions, as well as the main fashion events organised in the city, provide possibilities for those who wish to start a successful career in this world. Pitti Immagine devotes part of its activities to the scouting and promotion of designers who have just started to come forward in the fashion system. For some years now, designer Paola Cecchi has been organising an international fashion competition for young designers named in memory of her mother Giuliacarla Cecchi. In 2015, she also founded "Firenze e il Sistema Copernicano della Moda", a cultural association for the valorisation of young emerging talents. The big names of Florentine Fashion, which include Roberto Cavalli, Ermanno Scervino, or Patrizia Pepe, are always on the look-out for new talents to join their team in different sectors, from design to styling, up to product management.





# MAP

## LANDMARKS



MONUMENTS &  
CULTURAL SITES



SHOPPING



SPARE TIME



### 1. Piazza Duomo

Piazza Duomo is within walking distance from Santa Maria Novella train station. The square is renowned for the presence of a great number of masterpieces collected in a relatively small, compact space, and this makes it one of the world's most magnificent places in terms of wealth of art and history. The heart of Renaissance Firenze, it is home to the most important religious complex in the city, consisting of the Cathedral of Santa Maria del Fiore, the Baptistery of San Giovanni and Giotto's bell tower.



### 2. Mercato di San Lorenzo

A work by Giuseppe Mengoni, the same architect of Galleria Vittorio Emanuele in Milano, this market includes an outdoor section and the main building known as Mercato Centrale, an imposing facility in classical and modern style entirely dedicated to food, built between 1870 and 1874, when Firenze was still the capital of Italy. Recently refurbished it is found a short walk from Piazza San Lorenzo, which houses the Laurentian Library and the Medici Chapels.



### 3. Palazzo Pitti

The palace is home to an important museum complex, including the Palatine Gallery, the Costume Gallery and the Gallery of Modern Art. The building extends to the Boboli Gardens, the largest monumental gardens of Firenze.



### 4. Via de' Tornabuoni

Exclusive street of the old town, it is known as the elite parlour of the city. Besides hosting historical buildings such as Palazzo Spini-Feroni - HQ of the Ferragamo Museum - Palazzo Tornabuoni and Palazzo Strozzi, the presence of high-end fashion boutiques and jewellery has made this place an indisputable focal point for luxury shopping.



### 5. Palazzo Corsini

With its magnificent façade on the bank of river Arno, this is one of the most superb historical palaces in Firenze. The gallery on the first floor hosts works of art by painters of the likes of Rubens, Beato Angelico, and Caravaggio among others, as well as bronzes and furniture dating back to the eighteenth century. A section of the building accommodate events and prestigious shows, including the Antiques Biennial.



### 6. Via della Spada

Found between Via de' Tornabuoni and Piazza degli Ottaviani, this is a truly unique street, full of typical shops, craft workshops and Florentine antique shops. At n. 10, a must visit is Caffè Giacosa: reopened after extensive renovations by designer Roberto Cavalli, the café is the place where the fashionable "Count Negrone style" Americano cocktail was invented in the 1920s.



### 7. Santa Maria Novella

The main train station for Firenze, the busiest hub in the city's public transport system. Overlooking the homonymous basilica, this is a masterwork of rationalism in modern Italian architecture. The main gallery, which runs through the station as a connecting road between via Alamanni and via Valfonda, is home to many shops, as well as some valuable works, including the ticket hall, the pillars in green marble, and the magnificent stained glass window in iron and Termolux.



### 8. Galleria degli Uffizi

It is one of the most famous museums in the world, a labyrinth of rooms with valuable works by the greatest masters of Italian art. By booking in advance you can enjoy the privilege of walking the Vasari Corridor, which connects Palazzo Vecchio and the Uffizi to Palazzo Pitti, across Ponte Vecchio.



### 9. Piazza della Signoria

The art salon of Firenze par excellence, this square has been the political and civic centre of the city since the fourteenth century. The noble and proud statue of David, the imposing Palazzo Vecchio, the Loggia dei Lanzi and the elegant architecture of the Uffizi mark the stages of Firenze's glorious history, as well as the power of the Florentine Republic. Tribunale della Mercanzia (the Tribunal of Merchandise), which overlooks the square, is now home to the Gucci Museum.



### 10. Fortezza da Basso

Strategically located in the city centre since ancient times, it is today the reference exhibition & conference centre for Firenze and all of central Italy. Of major interest among the events held are Pitti Immagine, one of the most prestigious trade shows of the international fashion calendar, the International Handicraft Fair, Firenze Gift Mart, the Furniture Fair.



### 11. Piazza Santa Croce

One of the most picturesque squares of the city, home to the Basilica, numerous palaces, and the historical monument in honour of the 600th anniversary of poet Dante's birth. The square has always been used to host festivals and city celebrations, and it still is today. The Calcio Storico Fiorentino and the Chocolate Fair are two of the most important traditional events, but Piazza Santa Croce regularly hosts concerts, historical plays and film festivals of various kinds.



### 12. Stazione Leopolda

No longer used as the train station of Firenze, the place is now a multi-purpose centre used as a venue for exhibitions, fairs, fashion shows, and cultural events. Spread over an area of 6000 square metres, the Leopolda hosts events and exhibitions related to the promotion of fashion in Firenze, as well as culture and contemporary creativity.



## credits

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