



**ARTIGIANATO PALAZZO**  
*botteghe artigiane e loro committenze*

Medal of the President of the Republic of Italy

Under the aegis of the  
Ministry of Cultural Heritage and Activities and Tourism  
Ministry of Economic Development  
Tuscany Region

Metropolitan City of Florence | Municipality of Florence | Municipality of Sesto Fiorentino

Fondazione Cassa di Risparmio di Firenze

Chamber of Commerce of Florence  
Associazione Amici di Doccia  
ADSI Associazione Dimore Storiche Italiane  
Associazione Giardino Corsini

**ARTIGIANATO E PALAZZO 2018:  
THE GREAT TRADITION OF ITALIAN CRAFTSMANSHIP  
FROM ITS ORIGINS TO THE PRESENT**

**A NEW SELECTION OF 100 CRAFTSPEOPLE**

**PROTAGONISTS OF THE “MOSTRA PRINCIPE”  
RICHARD GINORI MANUFACTORY**

**FUNDRAISING  
TO REOPEN THE DOCCIA MUSEUM**

**“BLOGS & CRAFTS”, “FAMILY RECIPES”  
AND MANY OTHER RELATED INITIATIVES**

MILAN, MARCH 16, 2018. **The 24th ARTIGIANATO E PALAZZO exhibition (Florence, Corsini Gardens, May 17-20, 2018) gets underway with the history of one of the leading examples of Made in Italy excellence, the “Mostra Principe” dedicated to the Richard Ginori porcelain Manufactory and fundraising for the reopening of the Doccia Museum, recently acquired by MiBACT (Italian Ministry of Cultural Heritage and Activities and Tourism).**

“The hundreds of requests to take part that we have received this year represent an excellent sign of recovery in the artisan sector, because craftspeople are the lifeblood of Made in Italy,” said Giorgiana Corsini and Neri Torrigiani who, for over twenty-four years, have been involved in organizing the ARTIGIANATO E PALAZZO event and in promoting Italy’s artisan heritage.

During the four-day event in the Limonaia Piccola of the 17th-century Corsini Gardens (open to the public for this occasion), the **Richard Ginori** company will recreate various phases in the creative process through which, daily since 1735, it has produced unique porcelain pieces, with special live demonstrations to reveal to the public a story that has survived to the present day with a rich tradition of know-how, innovation and beauty.

For the first time, it will be possible to admire outside the plant in Sesto Fiorentino the Manufactory’s artisans at work in their various areas of expertise: from slip casting to decoration, evidence of a wealth of knowledge that has been handed down without interruption from older to younger generations of craftspeople.

For its part, the Doccia Museum will be the recipient of the major fundraising initiative, “**ARTIGIANATO E PALAZZO FOR THE DOCCIA MUSEUM**” that Giorgiana Corsini and Neri Torrigiani have decided to launch with this year’s event “so that the priceless collection of the Doccia Museum will once again be open to the public”. **8,000** porcelain, ceramic, majolica, terracotta and lead objects and **over 13,000** drawings, engraved metal plates, chromolithograph stones, plaster molds and wax sculptures.

The project involves a series of initiatives **that will involve the organizers, public and corporate sponsors of the 24th ARTIGIANATO E PALAZZO** exhibition, the full proceeds of which will go to the Associazione Amici di Doccia:

Specifically:

- **Admission fees** to ARTIGIANATO E PALAZZO (minimum requested 8 euros; 6 euros for youths age 12-18, under 12 enter free).  
Starting April 3rd, donations can be made at ticket sales centers in 35 **Unicoop Firenze** stores in Tuscany and donors will be given a certificate for free admission to the exhibition.
- Sale of **20 objects** Florentine designer **Duccio Maria Gambi** created for the occasion that are the result of a dialog among a number of objects in the Richard Ginori collections and unusual materials, reinterpreted according to his creative style that is a combination of art, craftsmanship, design and a contemporary artistic approach.
- Revenues from the **Richard Ginori Pop Up shop** that will be present in the Corsini Gardens during the exhibition, where porcelain objects from its renowned “Bianco” series will be on sale.
- **Donations** collected using the “**Donachiaro**” device designed by Itineris Italia and set up in the Corsini Gardens during the event.

**The new selection of approximately 100 Italian and international craftspeople** will be the protagonist of this year’s **24th exhibition**.

For four days in the orangerie, along the pathways of these magnificent, historic gardens and in the new area, the Orto delle Monache (The Nuns’ Garden), these artisans will provide live demonstrations to give the public a taste of the wealth of knowledge and techniques that make their work unique.

They include a number of **interesting newcomers**, including: US designer **Laura Fair**, a specialist in hand-screening of fabric and paper; the **QZERTY** brand, created in 2013 from the encounter between an Olivetti Lexikon 80 and a young architect, Luca Crevenna, who fell in love with typewriters and began to collect and restore them; **Fornace Biritognolo** that produces bricks, listels and tiles exclusively by hand using Umbrian clay; embroiderer **Lara Viviani** who learned local traditional techniques from her mother and grandmother, including cutwork embroidery and traditional Florentine needlepoint; **Giorgio Pesci & Figli**, masters in the production of fine art terracotta work from Impruneta in the Florentine hills; and **Maria Paola Pedetta** who “recycles” vintage furs forgotten in the closet, combining them with luxury fabric inserts to transform them into unique, high-fashion items, and much more.

**Present again this year** will be some of ARTIGIANATO E PALAZZO’s most popular exhibitors who represent not only the most time-honored artisan tradition, but also the latest in contemporary design, including inlaying of semi-precious stones, bronzework, ceramics and porcelain, scagliola technique, leatherwork, glass grinding, ornamentation, perfume-making, jewelry-making and creation of custom footwear and accessories. Among them are two activities that pass on their artisan craft from father to son: the **Duccio Banchi** artistic bronze- and metal-working shop and **Il Bussetto** that creates fine leather goods in the tradition of Florentine leather-working. Also present will be ceramicist **Paola Staccioli**, known for her skill in turning objects into works of art; decorator **Tommaso De Carlo**, engraving, inlay and restoration expert; mosaicists **Iacopo and Bruno Lastrucci**, masters in the Florentine mosaic inlay tradition using techniques dating back to the Medici, with the aid of hot glue and natural-color stones; young craftsperson **Cecilia Falciai** who has taken up her family tradition of scagliola technique, bringing it into contemporary forms and ornamentation; **Duccio Mazzanti**, who uses feathers of all types and colors to create magical ornamentation; and Dutch ceramicist **Jacqueline Harberink** and her timeless, minimalist designs.

Returning once again will be **Aprosio & Co.**, a brand known throughout the world for over 25 years for its jewelry, accessories and interior design using glass and crystal beadings; the Friulian-style footwear in all colors, shapes and materials by **Piedaterre**; and the interior decor objects in bronze and other unusual materials by **Il Bronzetto**.

This year marking its **fifth anniversary** will be the “**BLOGS & CRAFTS - i giovani artigiani e il web**” contest for young craftspeople and the web, which spotlights and promotes the creativity and artistic expression of the younger generation. For the first time, the top 10 under-35 artisans, winners of the competition, will be showcased in a special, completely-restored Orangerie where they will be able to

work and show their creations. In conjunction, the best bloggers selected for the 2018 event will provide live blogging coverage of the entire exhibition, its craftspeople and highlights.

Once again, providing its invaluable support will be the **Fondazione Ferragamo**, with the collaboration of **Starhotels** and **Source**.

Among the initiatives not to be missed is “**Ricette di Famiglia**” (“**Family Recipes**”)—organized in collaboration with **Richard Ginori**, **Riccardo Barthel** and **Desinare**—a culinary event coordinated by journalist Annamaria Tossani, which this year will draw inspiration from a number of objects from the past that are housed in the Doccia Museum and little-used today. An opportunity to highlight once again table settings and the fascinating art of table decoration. Every day at 6 pm in the **Rose Garden**, illustrious guests will offer anecdotes about the history of the objects and will suggest recipes that will be prepared by the chefs of Desinare and then offered as tastings for the public, served on the new porcelain dishes realized for the occasion by Richard Ginori.

In addition, daily at 7 pm, will be “**Mani che compongono**” (“**Composing Hands**”), a project by cellist and multi-instrumentalist **Naomi Berrill** who brings together artisanship and music following a number of directions through a range of crafts, in which the music changes on the basis of the different techniques encountered and the atmosphere that each craftsperson is able to share with the musician, with music ranging from pre-Baroque to contemporary jazz, as well as the most sophisticated trends in pop, the classical music of the 20th century, and the strains of Irish folk music.

At the Corsini Gardens, another new element this year will be the **food trucks** of some of the best in Italian artisan foods for a culinary experience that brings together street food and regional specialties: **LùBar** offering authentic Sicilian arancini (rice croquettes); **La Toraja** with its specialties featuring Chianina beef; **Pescepane** with delectable seafood dishes; **Il Panino Tondo** offering elegant sandwiches for all tastes, including vegetarian; **La Pentolina** serving coffee and baked goods at lunch and aperitifs in the evening; **Bocconi** of Lamporecchio, preparing traditional “brigidini” and other tempting treats; and **Vivoli**, producers of ice cream since 1929.

Also to be awarded are the “**Premio Perseo - Banca CR Firenze**” to the exhibitor chosen by the public, and the “**Premio del Comitato Promotore**” for the stand judged the most attractive by the International Promotion Committee.

For the support of the event, thanks go to the **Fondazione Cassa di Risparmio di Firenze**, **Banca CR Firenze**, **Fondazione Cologni** and **Unicoop Firenze**.

*A complete press kit and photos can be downloaded from the Press section of the website [www.artigianatoepalazzo.it](http://www.artigianatoepalazzo.it).*

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#### **24th ARTIGIANATO E PALAZZO**

May 17-20, 2018

Open 10am - 8pm

Giardino Corsini, Via della Scala, 115 | Florence

For additional information [www.artigianatoepalazzo.it](http://www.artigianatoepalazzo.it)

Tel. +39 055 2654588/89

[info@artigianatoepalazzo.it](mailto:info@artigianatoepalazzo.it)

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#### **Press Office**

Studio Maddalena Torricelli T. +39 02 76280433 M. 335 7057711 [studio@maddalenatorricelli.com](mailto:studio@maddalenatorricelli.com)

Studio Ester Di Leo T. +39 055 223907 M. +39 348 3366205 [ufficiostampa@studioesterdileo.it](mailto:ufficiostampa@studioesterdileo.it)