

Art and culture

Atlas of Industrial Tourism

Discovering the roots of modernity in Tuscany



visittuscany.com



TUSCANY
NEVER-ENDING RENAISSANCE

**“If you listen carefully,
factories tell incredible
stories,,**

Discover industrial tourism sites in Tuscany
visittuscany.com

Charter of Values

Tuscany is committed to promoting industrial tourism by drawing inspiration from 7 values through which it intends to present the history of its entrepreneurship

1. Usability and accessibility of industrial sites

Industrial tourism sites are accessible to visitors both continuously and upon specific request. There is always a management and reception structure or contact person who responds to the visitor's needs. The buildings are, within the limits of the architectural structure, accessible to all visitors, with precise information on their accessibility. In the event of any limitations, alternative visits must be provided such as virtual tours or guided tours of other attractions, etc., in order to guarantee an inclusive experience.

2. Authenticity of the industrial sites

Repurposed industrial sites maintain the memory of the industrial past both intangibly and architecturally. In operational companies, tourists have the opportunity to see how a factory actually works, to interact with the people who work there and to learn about the history of the local industry, with the main focus on the authenticity of production and its dissemination.

3. Variety of Offer

Industrial tourism offers a varied and interesting range of experiences for different visitors, such as guided tours, interactive workshops, exhibitions, concerts/shows, children's activities, event and convention venues, hospitality activities, etc.

4. Culture and education

With a view to promoting insight into local culture and traditions, the experience linked to industrial tourism can offer opportunities

for learning and awareness of the history, technologies and innovation of industry, also for the younger generations.

In this regard, the project also addresses collaboration with schools, universities and higher education and research institutions.

The educational offer must be broad and calibrated to the needs of the various age groups and school programmes, providing both laboratories for younger pupils and study, development and research workshops for students and researchers in the higher education sector.

5. Innovation

The experience of visiting industrial tourism sites is continuously enriched and improved through technological innovation and creativity, for example by using augmented reality or virtual reality tools.

6. Sustainability

Industrial sites are committed to identifying environmental sustainability policies, in line with their production and history.

Environmentally-conscious choices must be communicated to visitors in compliance with the principles of circular economy.

7. Safety

The safety of visitors during visits to active factories and other industrial sites, including those of industrial archaeology, is guaranteed by internal protocols clearly communicated to visitors who will be invited to carefully respect them.

Industrial archaeology

Thematic and corporate museums

Tuscany boasts a number of thematic and corporate museums linked to well-known industrial producers, such as that of motor scooter and motorcycle manufacturer Piaggio in Pontedera, the ceramic art of Bitossi in Montelupo, the goldsmith art of Unoaerre in Arezzo, or relating to entire production districts such as textiles in Prato. Also of note are museums dedicated to great names in Florentine fashion such as Ferragamo and Gucci, all in Florence. Specific collections, such as the industrial design collection housed in the University of Florence School of Architecture Calenzano campus; the practice of sculpture and the art of marble at the MuSA in Pietrasanta and at the Nicoli Artistic Workshops in Carrara where some of the most significant contemporary artists have worked; graphic art in the historic Palazzo Lanfranchi in Pisa, which includes donations from various artists and special collections such as that of the great historian and art critic Giulio Carlo Argan; cast iron creations at the new Magma museum, in the former Ilva complex in Follonica. This variety of materials and proposals testifies to the richness of entrepreneurship and contemporary creative and productive abilities in Tuscany.

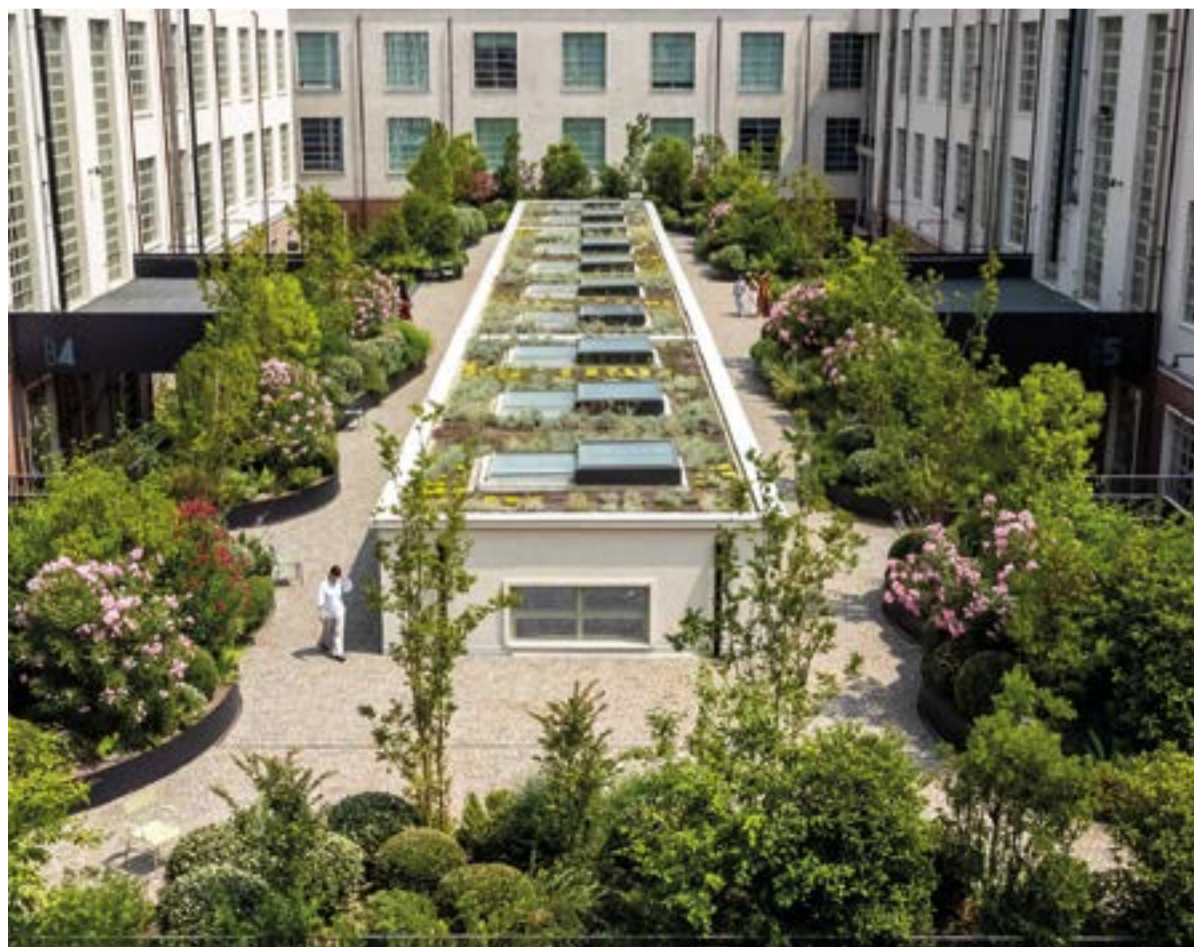
Underground and ancient works

Mineral deposits are scattered all over Tuscany: from the Apuan Alps to the Colline Metallifere, from the Campiglia area to Amiata and Elba Island. This activity has changed the habits, customs and landscape of the Region: ships loaded with hematite landed in the splendid Gulf of Baratti in the Etruscan era, medieval castles arose to guard mining areas. Some of these deposits, active until the early 1900s, can still be explored on foot or on special trains to relive the life of the miners of the past. There are mining itineraries in Monte Amiata, Elba, Massa Marittima, Arezzo, Montecatini Val di Cecina... Those who don't enjoy going underground can enjoy open-air routes and excursions among industrial archaeology finds and open-air wells in the splendid parks and eco-museums that dot the region.



Production sites

Companies still in existence and operating in their field that have decided to open up to visitors through the creation of cultural events, workshops, company visits, exhibitions, educational visits and other activities of impact and interest to tourists. A restitution by those manufacturers who from the mid-19th century and throughout the short 20th century known as the Age of Extremes, first opened workshops that flourished in the region, followed by production plants able to combine the experience of the fathers and the new perspectives of the children while respecting traditions, nature and the landscape. Today this important legacy is returned both to the communities and to all those who intend visiting an enterprising, innovative, but also socially supportive Tuscany.



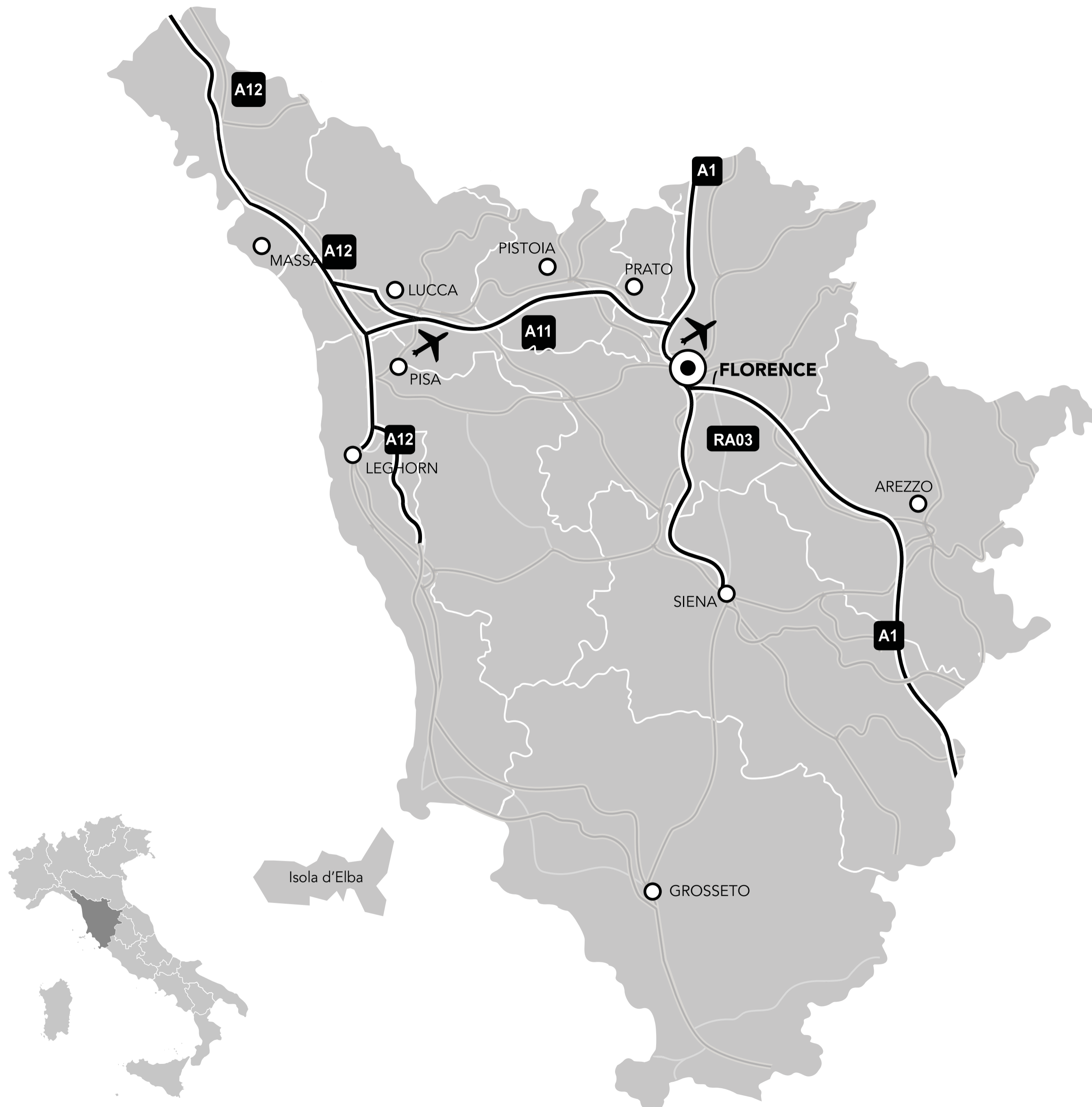
Covered industrial sites

Industrial archaeology, understood not only as a visit to the historical sites of early industrialization, but also as knowledge and enjoyment of industrial sites architecturally converted to different uses, confirming the ability to convert places and cities, without erasing our traditions. Disused architectural beauties, redesigned to have a new life and once more count within the urban fabric. In some cases these buildings have been transformed into cultural sites; a museum system consisting of factories and industrial parks that can be visited that retrace the history of a specific company or that of a production district or of a particular local product.

'Workplaces, places where man's history is made'

Giovanni Michelucci

A new interpretation of regional production excellence that allows us to combine art, design, craftsmanship, history, industrial culture and sustainability in addition to the promotion of a cultural heritage that is still little explored but for this reason even more surprising, with a centuries-long history behind it and a wealth of industrial plants, mining districts, museums and events. The aim is to present the Tuscany of "know-how", enhancing it with contemporary, sustainable exploration and itineraries, which confirm an innate capacity for attentive and conscious tourism. Industrial archaeology, cultural sites, events and demonstrations creatively and comprehensively combine cultural tourism, the culture industry and industrial culture: that heritage composed of company archives, machinery, skills and all the material testimonies of industrial civilization. For us, industrial tourism is divided into four strands: thematic and company museums, underground and ancient works, places of production and industrial archaeology



Enterprise Museums

1. Museo del Tessuto museodeltessuto.it
2. Salvatore Ferragamo Museum museo.ferragamo.com
3. Gucci Vision gucci.com
4. Bitossi Museum Archive fondazionevittorianobitossi.it
5. Museum of Industrial Design in Calenzano fondazioneannaquerici.com
6. Wool Museum in Stia, in Casentino museodellalana.it
7. Magma magmafollonica.it
8. Piaggio Museum museopiaggio.it
9. Paper Museum in Pescia museodellacarta.org
10. Museo della paglia e dell'intreccio di Signa museopaglia.it
11. MuSA musapietrasanta.it
12. Crystal Museum Colle val d'Elsa collemusei.it
13. Aboca Museum abocamuseum.it

Production locations

14. Fornaci Impruneta Masini planned tours info@fornacemasini.it
15. Mati 1909, and nursery park of floriculture industry piantemati.com
16. Tuscan vegetable tanned leather/Casaconcia pelleavegetale.it
17. Crystalware Collevilca Valdelsa planned tours info@collevilca.it
18. Salina Locatelli in Volterra tour programmati locatellisaline.it
19. Pasta museum Montopoli terre di Pisa museopasta.it
20. Stamperia Benedetti Pesca in Valdinievole stamperiaibenedetti.it

Underground and antiquing

21. Park of the Metalliferous Hills parcollinemetallifere.it
22. Mining Museum in Montecatini Val di Cecina museodelleminieremontecatini.it
23. The Mines of Murlo planned tours visitmurlo.it
24. Museo Miniera Massa Marittima museidimaremma.it
25. Mercury Mining Museum of Monte Amiata National Park parcoamiata.com
26. Parco Minerario dell'Isola d'Elba parcominlba.it
27. Parco delle Biancane turismomonterotondomarittimo.it
28. Mining Museum and of the Territory of Cavriglia minecavriglia.it
29. Mining Museum in Montecatini Val di Cecina and Geothermics Museum in Larderello museivaldicecina.it
30. Ecomuseo Montagna Pistoiese ecomuseopt.it

Places and reconversions

31. Fabbricone (for performances only)
32. Manifattura Tabacchi manifatturatabacchi.com
33. Stazione Leopolda stazione-leopolda.com
34. Teatro Fonderia Leopolda (for performances only)
35. Porrettana Express porrettana.it
36. National Railway Museum of Pietrarsa fondazionefs.it
37. Worker village Michelucci in Larderello volterratur.it
38. Laboratori Artistici Nicoli studidiscultura.it