



ARTIGIANATO PALAZZO
botteghe artigiane e loro committenze

25° edizione

Medal of the President of the Republic of Italy
MAM Prize (Maestro d'Arte e Mestiere) Supporter of Artistic Trades

Under the aegis of the
Ministry for Cultural Heritage and Activities | Opificio delle Pietre Dure
Italian Embassy in Moscow
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Italian Business Council in Russia | Confindustria Russia
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Tuscany Region | Metropolitan City of Florence | Municipality of Florence

National Committee for the Celebrations for 500th Anniversary of Leonardo da Vinci's death
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Saint Petersburg Academy of Art in Florence | Friends of the Hermitage Association
Maggio Musicale Fiorentino
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ADSI Association Dimore Storiche Italiane | Cultural Association Città Nascosta
Associazione Giardino Corsini

ARTIGIANATO E PALAZZO CELEBRATES ITS "VERMEIL" ANNIVERSARY
25 YEARS OF PROMOTING AWARENESS OF THE VALUE OF CRAFTSMANSHIP

"LEONARDO E IL BATTILORO"

**THE "MOSTRA PRINCIPE" (Main Exhibition) DEDICATED TO GIUSTO MANETTI
BATTILORO**

"FAMILY RECIPES"

**RICHARD GINORI-MANETTI BATTILORO'S FIRST PLATE
IN PORCELAIN AND GOLD LEAF**

Milan 28.02.19 **ARTIGIANATO E PALAZZO** has been running for 25 years now, and celebrates its "vermeil" anniversary, paying tribute to the refined technique of gilding silver with gold, which originated in France in the mid-18th century. (**Florence, Giardino Corsini 16 - 19 May 2019**).

An important milestone for the exhibition promoted and organised by the cultural association **Associazione Giardino Corsini**, a reference point for the sector, an opportunity for exchanging views and ideas, developed from a project by **Giorgiana Corsini** and **Neri Torrigiani** to promote the principle of **craftsmanship as a value**.

"Our aim was to break down barriers, seeking to create a new awareness of tradition, in which the challenge is excellence and a comparison with the past," explain **Giorgiana Corsini** and **Neri Torrigiani**.

"Twenty-five years protecting the traditional arts and trades linked to craftsmanship, in order to ensure that the heritage of our region will not be wasted but will be transformed into life blood and employment opportunities for the younger generations."

In the past 24 editions **ARTIGIANATO E PALAZZO** has brought together **709 master artisans** representing **151 artistic trades** (pottery, glass incision, silver embossing, wood carving, tapestry conservation, gilding of frames and sculptures, stringed instrument-making, scagliola techniques, lathing, wickerwork, weaving, inlaying of semi-precious stones, goldsmithery, etc); **75 institutional partnerships**; over **157,000 visitors**.

To promote the high quality of *Made in Italy* craftsmanship, ARTIGIANATO E PALAZZO has been invited to take part in important international exhibitions, among which *Italy in Japan* in **Tokyo** and **Osaka**, *Artisans Passion* in **Paris** and for the *Year of Italian Culture* the exhibition "Hats on Film// Cappello nel Cinema" was especially produced and held at the Italian Cultural Institute of **Los Angeles**.

ARTIGIANATO E PALAZZO 2019

Arranged in a unique setting, along the avenues of the seventeenth century Italian-style Corsini gardens designed by Gherardo Silvani, amidst the Limonaie (orangeries) and the Orto delle Monache (nuns' vegetable garden), this edition of ARTIGIANATO E PALAZZO brings together, once again, a new selection of approx. **100 master artisans** who will not only display their products, but will also give live demonstrations of their mastery, revealing the technical secrets that make their work unique.

On this "Vermeil" anniversary, **gold will be the common theme** of the numerous events programmed for the four days of the show. A journey dedicated to understanding, meeting, viewing and tasting, designed to spread knowledge of the roots from which our values originate.

MOSTRA PRINCIPE (Main Exhibition)

It is to the long-established company **Giusto Manetti Battiloro**, founded in Florence in 1820, that **ARTIGIANATO E PALAZZO** has decided to dedicate its **MOSTRA PRINCIPE** which is reserved, each year, to the **creative journey** of an **important Italian brand** which has made craftsmanship the key to its international success.

"From the very first year with the "Mostra Principe" format our idea has been to give our public a unique experience, by telling a story of passion for work, and sharing the profound link between craftsmanship and the Italian identity. But that's not all. We also hope to provide a stimulus for young people interested in this sector, with a view to encouraging a new age of craftsmanship," explain the organisers, **Giorgiana Corsini** and **Neri Torrigiani**.

Over the past years, the exhibition has been dedicated to excellences such as Bulgari, Ente Tabacchi Italiano, Fabriano, Fondazione del Maggio Musicale Fiorentino, Gucci, Il Bisonte, Laguna B, Loretta Caponi, Officina Profumo-Farmaceutica di Santa Maria Novella, Richard Ginori, Roberto Capucci and Vacheron Constantin, who have told their story and opened their archives.

"LEONARDO E IL BATTILORO" - this year's **MOSTRA PRINCIPE**, dedicated to Leonardo da Vinci and gold leaf production, set up in the Limonaia Piccola, the small orangery, of the Corsini Gardens - will tell the story of the company **Giusto Manetti Battiloro**, which has been producing authentic gold and silver leaf for over 15 generations, using a production process that efficiently combines state-of-the-art technology with traditional craftsmanship.

Visitors can find out about the antique technique of gold leaf production, which is still in vogue today, by retracing the various steps required to obtain a thin sheet of gold, just a few microns thick, from a gold ingot. But as part of the Exhibition, for the **500th anniversary** of the death of **Leonardo da Vinci**, for the very first time it will be possible to see in operation **the antique Maglio per Battiloro** (goldbeating mallet machine) which the company Giusto Manetti Battiloro has constructed especially for the occasion using a manual work process and original materials, according to the **original design that appears in Leonardo's Codex Atlanticus**. A masterpiece of mechanical engineering for the production of embossed laminae, used for gold leaf, but also for medals, coins and studs.

FAMILY RECIPES

The exclusive release also of a plate, to be produced by **Richard Ginori** together with **Giusto Manetti Battiloro** especially for the **FAMILY RECIPES** initiative.

The plate, with its essential Venetian form, will be made of white porcelain, embellished at the centre with pure gold leaf made by Giusto Manetti Battiloro. The back of the plate will be marked with the logos of the two Tuscan companies and personalised with the words "RICETTE DI FAMIGLIA" 25° edizione ARTIGIANATO E PALAZZO ("FAMILY RECIPES" 25th edition ARTIGIANATO E PALAZZO)

A daily appointment at 6pm in the Giardinetto delle Rose (rose garden) for FAMILY RECIPES, presented by journalist **Annamaria Tossani** and developed in cooperation with Richard Ginori, Riccardo Barthel and Desinare. This event combines **contemporary food culture** with the traditional flavours and **recipes of the past**, offering live show cooking and tastings to the public on the porcelain plates exclusively designed for the event.

On the subject of the fund-raising campaign **"MEMORIES OF RUSSIA IN FLORENCE"** - promoted by ARTIGIANATO E PALAZZO for this 25th edition - the chefs and cooks of **Desinare**, in the kitchen fitted out by **Riccardo Barthel**, will prepare **traditional Russian recipes suggested by international personalities**.

Each day in the Giardinetto delle Rose at 6pm, ARTIGIANATO E PALAZZO will offer its guests tastings of Russian dishes, narrated by: **Liudmila Musatova**, producer and food-stylist, who will speak of the memories evoked by her **apple tart**; the artist **Galia Shabanova**, descendent of an important Muscovite family, will describe her **pirojki**; **Gleb Smirnov**, internationally famous art historian, will tell anecdotes about **smetana and salmon blinies**; and **Anne Worontzoff-Weliaminoff**, linguist and lay representative of the Russian Orthodox Church of Florence, will talk about **potatoes with herbs**.

BLOGS&CRAFTS

Also repeated in this year's edition is the **BLOGS&CRAFTS** competition founded by Giorgiana Corsini and Neri Torrigiani to promote the creativity of young people by combining "knowing how" with "knowing how

to communicate". The ten under-35 winning artisans, chosen from among the best talents for their capacity to innovate tradition with state-of-the-art techniques, will be guests at the event and will work and exhibit their creations in a Limonaia (orangerie) in the Giardino Corsini.

At the same time, their works will be documented through *live blogging* by 10 of the best **bloggers** - experts on the themes of crafts, *lifestyle*, fashion, tourism – who will be offered accommodation during their stay in Florence by Starhotels.

“MEMORIES OF RUSSIA IN FLORENCE”

But ARTIGIANATO E PALAZZO is this and more: it is a project offered to the city of Florence in the interests of protecting the Florentine cultural heritage.

This year's theme for the **FUND-RAISING** campaign promoted by ARTIGIANATO E PALAZZO and involving the public and sponsoring businesses will be **“MEMORIES OF RUSSIA IN FLORENCE”** and the funds collected will serve for the **urgent** restoration and preservation of some of the **works of art dear to the Russian community** which, throughout the 19th century and early 20th century embellished Florence with residences, churches and artistic collections (*Duration from 1 February to 31 May 2019*). In 2018, the fund-raising campaign was dedicated to the reopening of the Richard Ginori Porcelain Museum in Doccia.

This year the target is to collect over **€308,000** in order to be able to carry out urgent restoration and conservation works on the masterpieces of the **Demidoff Collection** housed in the **Stibbert Museum**; on the **Hemicycle of the Evangelical Cemetery “agli Allori”**; and to complete the restoration works on the **Church of the Nativity of Christ and Saint Nicholas the Thaumaturge**.

By taking part in the campaign, the donors will become an active part of the history of ARTIGIANATO E PALAZZO, but also of Florence itself, since their names will appear in these important *lieux de mémoire*, witnesses to the history of Florence and its profound cultural exchanges with the Russian community.

For details on donations/rewards, see: www.artigianatoepalazzo.it/en/fund-raising/

The organisers of ARTIGIANATO E PALAZZO, Giorgiana Corsini and Neri Toriggiani, have decided to offer some sculptures of the young Florentine artist Riccardo Prospero - aka "Simafra" - and the donations collected for these works will be channelled into the fund-raising project: ten unique numbered pieces, presented in a special Catalogue, with an introduction by Natalia Parenko, Director of the St. Petersburg Academy of Art in Florence.

Specifically the **MOTHER/EARTH** project is composed of ten sculptures of between 25 and 50 cm in diameter that transform the idea of the folkloristic Russian Matryoshka dolls into concentric globes in which the “geological eras” are represented by materials that can be traced to the Siberian mines: gold, malachite, diamonds, hard coal, gas...

A monumental version of the sculpture will welcome visitors at the centre of the **Giardino Corsini**. Simafra's installation, a sphere of 4 metres in diameter, will be made of building materials and its exterior will be illuminated by the lustre of gold leaf produced by Manetti Battiloro.

CATALOGUE

The catalogue of the 25th ARTIGIANATO E PALAZZO Exhibition on this theme will be enriched by the original contributions of:

Pasquale Q. Terracciano, Italian Ambassador to Moscow

Andrea Pessina, Superintendent of Archaeology, Fine Arts and Landscape for the Cities of Florence, Pistoia and Prato

Lucia Tonini, University of Pisa

Mikhail Talalay, Russian Academy of Science, Moscow

Grazia Gobbi Sica, President of the Association “Amici degli Allori”

Enrico Colle, Director of the Stibbert Museum

Anne Worontzoff, Lay Representative of the Russian Orthodox Church of Florence

Natalia Parenko, Director of the St. Petersburg Academy of Art in Florence

Cecilie Hollberg, Director of the Galleria dell'Accademia of Florence

“ARTIGIANATO E PALAZZO: MEMORIES OF RUSSIA IN FLORENCE” is sponsored by **Fondazione CR Firenze, Giusto Manetti Battiloro, The Nando and Elsa Peretti Foundation, Savio Firmino, Richard Ginori, Fondazione Ferragamo, Banca CR Firenze, Fondazione Cologni dei Mestieri d'Arte** in cooperation with Starhotels, Desinare, Riccardo Barthel, Life Beyond Tourism, Maggio Musicale Fiorentino, National Committee for the Celebrations for 500th Anniversary of Leonardo da Vinci's death, Destination Florence Convention & Visitors Bureau, Alitalia, Amanda Tours and Source Self-Made Design.

ARTIGIANATO E PALAZZO will also assign the **Premio Perseo - Banca CR Firenze** award to the exhibitor that the public liked best; and the **Premio del Comitato Promotore** (Promotion Committee Prize) for the most interesting stand, and its owner will win a free stand for the 2020 edition of the Exhibition.

con il sostegno di



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25th ARTIGIANATO E PALAZZO

May 16, 17, 18 and 19, 2019

Open 10 am - 8 pm

Giardino Corsini

Via della Scala, 115 | Florence

www.artigianatoepalazzo.it

ARTIGIANATO E PALAZZO - Presentation of the 25th edition 2019

International Promotion Committee

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Press release and photos from the link:

<https://www.artigianatoepalazzo.it/press-photo/>.