

CRAFTS CODE

Interreg Europe



European Union
European Regional
Development Fund

Action Plan Municipality of Florence and SSATI



Action 1

CALLforCRAFT - Fast-track mentorship programme to boost innovation in craft sector SMEs, in the COVID recovery period.

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SCUOLA DI SCIENZE AZIENDALI
E TECNOLOGIE INDUSTRIALI
"PIERO BALDENI"

CALLforCRAFT
Espansione Digitale Artigiana

Murate Idea Park
Idee in evasione

Con il patrocinio di: **POISVE** **Camera di Commercio Firenze**

Main Partner: **artEX** **Elaborazioni Firenze** **CNA FIRENZE**

In collaborazione con: **ISIA Firenze** **IED** **DISCIPLINE DIGITALI** **mewe**

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Inspiring Good Practice from Ireland “OPTIMISE”

Inspiration for this action comes both from the needs identified in the region with the SWOT analysis carried out within the project, as well as from interregional exchange.

This Good Practice brings Irish design and craft to a global online audience, empowering innovative Irish brands to improve their online presence.

Each participating business benefits from an extensive digital audit, a website health check, by an expert digital marketing agency before taking part in a series of mentoring days and a masterclass.

Action 2

"WALKING" in CRAFT" – Selected guided tour around workshops and laboratories of craftspeople, available on the official app of Municipality of Florence Feel Florence.

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EN 300

THE FLORENCE

Organize your trip Experiences & Itineraries Events Points of interest Info

Home Dalle redazioni **Discovering arts and crafts in Florence**

Discovering arts and crafts in Florence

Take the chance of choosing among twenty different **tours** of the local artisan workshops, while exploring the streets of Florence, its center, but also its suburbs and metropolitan area; these are the itineraries of **Artour Toscana**, proposed by **Artex** within the European Project **Crafts Code** (Interreg Europe).

Artour aims at promoting **Tuscan craftsmanship** suggesting visitors to take alternative routes to the classic tourist circuits: not only the artistic and monumental heritage, but also the craft traditions make the culture of a territory.

Visiting the various **workshops**, passing by **places of artistic interest** that are seen with a new look, you will meet the **masters** of a creative process that has been established between human creativity and socio-cultural context, artistic currents and natural resources of a particular geographical area: this is Artour.

Silver, gold, ceramics, wood, perfumes and sharp irons: these are just some of the proposals by Artour, outside and inside Florence, to discover ancient workmanship, modern creativity and love for tradition. Visit the official Website at <http://Toscana.artour.it/en/>.

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By clicking the Agree button, you agree to do so. [More information](#)

I agree No thanks

Mostra tutto x

Video Gianassi.mhtml

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Inspiring Good Practice from Spain “Talleres Abiertos”

is an APP made to locate the open atelier around the Country. “TALLERES ABIERTOS” (Open Workshop), developed by Oficio y Arte and supported by Fundesarte

This second action aims to create Crafts Tours in the City of Florence available directly with an app on the phone to stimulate new routes in the visitors planning and get them to the hidden craft shops in Florence.

The Craft sector needs new contamination, that is why we consider fundamental to link it with new opportunities created by tourist flows in a worldwide well known city as Florence is.



ARRIVA Feel Florence

la app per vivere e visitare
Firenze in modo sostenibile



#MODELLOFIRENZE

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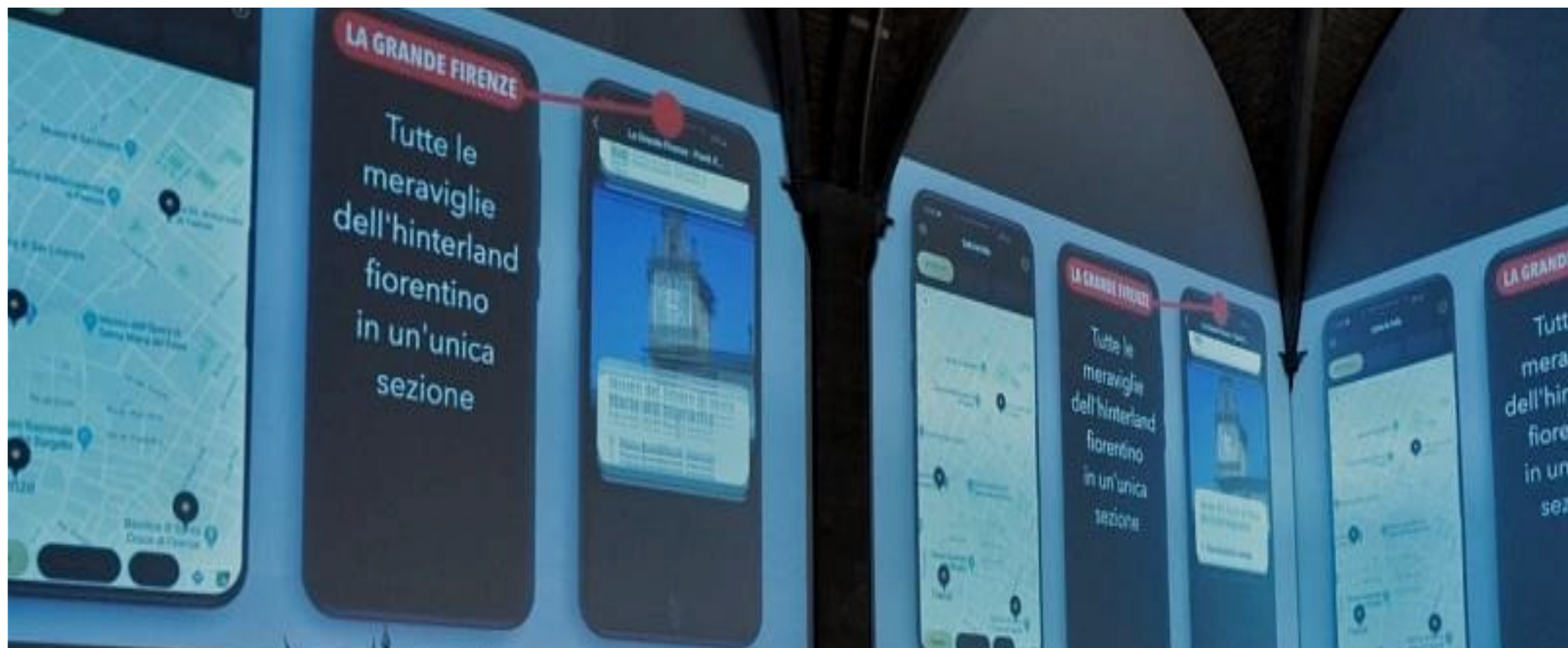
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LA GRANDE FIRENZE

Tutte le meraviglie dell'hinterland fiorentino in un'unica sezione

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Thank you!

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Municipality of Florence

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