



PALAZZO TORNABUONI FIRENZE

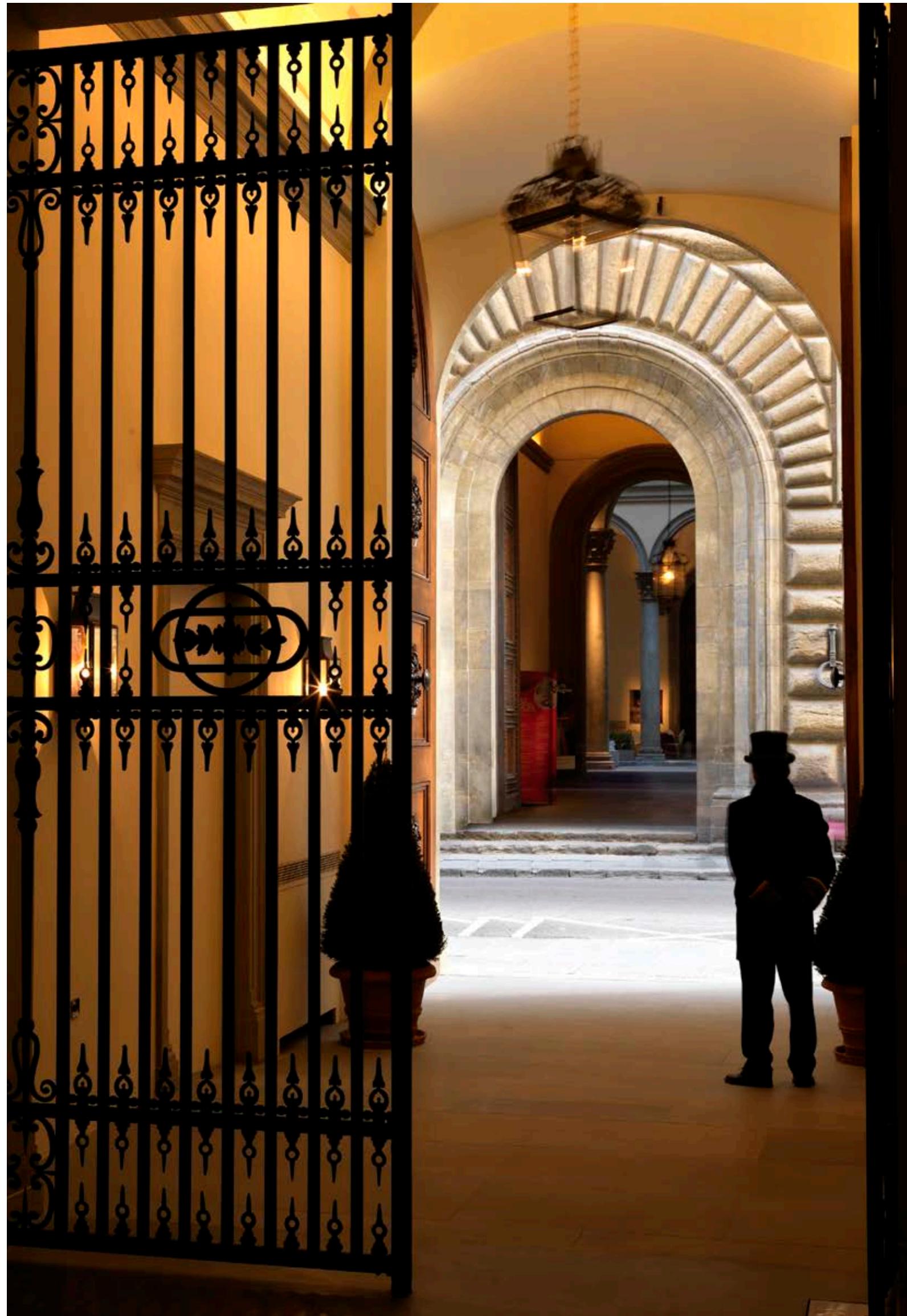


PALAZZO TORNABUONI  
FIRENZE













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**I WOULD LIKE  
TO THANK EVERY  
MEMBER FOR  
MAKING THE  
PALAZZO THE  
UNIQUE AND  
MAGICAL PLACE  
IT IS TODAY'**

# WELCOME TO PALAZZO TORNABUONI

As we continue into our fifteenth year of operation as a world-class private residence club, I would like to thank every Member for making the Palazzo the unique and magical place it is today. Since our inception, it has been the Members that have been the defining element that will continue to afford our Club with the global iconic status that it deserves. The Club has grown to be an extraordinary place where Members from 38 nationalities come together to celebrate family events, share cultural experiences and connect with the Florence community. It is a special environment that we will continue to ensure grows and thrives.

Commemorating the 15th anniversary of Palazzo Tornabuoni has been a truly extraordinary experience, made even more special by our Members throughout a week of

unforgettable celebrations. The crowning moment was the captivating concert by Palazzo Tornabuoni honorary member Andrea Bocelli and the gifted talents from the Andrea Bocelli Foundation, held in the stunning Sala delle Muse, the very room where the first opera was performed.

The enchanting evening culminated in a sublime dinner catered by Michelin-starred chef Vito Mollica and a striking performance by the Sbandieratori Fiorentini, adding a flourish of Florentine tradition to the occasion.

We look forward to a very bright future at Palazzo Tornabuoni.

Warmest wishes

GABRIELLE MARIA TAYLOR  
Club President

# THE HISTORY



# THE TORNABUONI HERITAGE

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A Renaissance palace that gave its name to the street where it was built, one of the most prestigious in Florence. It is the legacy of one of the most significant families in Florentine history, renowned for their economic, political, but above all, cultural and artistic contributions

**I**t's no coincidence that the most prestigious and elegant street in Florence's historic centre bears their name. The Tornabuoni family - originally known as Tornaquinci - had already established themselves in the city between the 10th and 11th centuries, swiftly rising to become one of Florence's wealthiest and most powerful families through trade and banking.

In 1393, Simone di Tieri di Ruggero Tornaquinci was granted permission to adopt the more melodious and auspicious name of Tornabuoni, marking the beginning of a new chapter. The family's fortunes soon flourished, especially through Francesco, Simone's son, who forged close ties with the Medici family. This bond was cemented in 1444 by the marriage of Lucrezia Tornabuoni, Francesco's daughter, to Piero the Gouty, son of Cosimo de' Medici the Elder. From this union was born none other than Lorenzo the Magnificent, who grew up surrounded by an extraordinary cultural and artistic spirit. Lucrezia herself was a poetess, a woman of remarkable intellect and one of the most learned of her time, while her brother Giovanni Tornabuoni, a prominent patron of the arts, commissioned Ghirlandaio's frescoes in the main chapel of Santa Maria Novella - now known as the Tornabuoni Chapel -

featuring portraits of Lucrezia and her daughter-in-law, Giovanna degli Albizi, wife of Lorenzo Tornabuoni.

It was also at Giovanni Tornabuoni's initiative that, towards the end of the 1460s, the grand family palace was built on what was then known as Via dei Belli Sporti, named after the many balconies ('sporti') of the buildings that lined the upper part of the street. According to Vasari, Giovanni Tornabuoni enlisted one of the era's most esteemed names, Michelozzo, the Medici's preferred architect, who had just completed Palazzo Medici Riccardi.

By the 16th century, when the street - now bearing the Tornabuoni name - was adorned with some of Florence's finest palaces and frequented by opulent grand ducal carriages, the palace came into the hands of Alessandro de' Medici, the great-grandson of Lorenzo the Magnificent and future Pope Leo XI, albeit for a very brief reign, as he passed away just 26 days after his election. It was under his ownership that Agostino Ciampelli, a highly regarded painter, created frescoes within Palazzo Tornabuoni. After Leo XI's death, the palace was acquired by another noble and ancient Florentine family, the Corsi, who further enriched and embellished this remarkable heritage of the city.





# LIVING HISTORY

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Through an extraordinary restoration project,  
the Fratini family has returned the palace  
to its former glory, creating what is today

Palazzo Tornabuoni, the first private  
residence club in Italy



Marcello, Jacopo and Corrado Fratini

**O**ur family was immediately captivated by the unparalleled charm of Palazzo Tornabuoni, its exceptional historical and artistic significance. Unveiling frescoes hidden beneath layers of time and restoring them was akin to breathing new life into ancient echoes, allowing their timeless journey to continue. Every corner of the palace holds centuries of stories, making us feel like custodians of a priceless heritage. Our mission was to create a space that could serve as a gateway to Florentine history and a place where this beauty could be experienced and celebrated daily. Thus, the vision of Palazzo Tornabuoni as Italy's first private residence club was born - a concept that transcends luxury, offering members from around the world the opportunity to seamlessly integrate into an exclusive community. This initiative has revitalised the palace's historical role as an intellectual and social hub. Equally meticulous was the restoration work, guided by the principle of respecting and enhancing the historical integrity of the palace. We collaborated with some of Florence's finest artisans, including experts in

15th-century fresco restoration and master stonemasons. Each artisan contributed their unique talent to bring every detail back to its original splendour while crafting functional, modern spaces for our members. For this project, we sought an architect capable of bridging past and present - safeguarding the palace's historical authenticity while introducing contemporary design elements that enhance its beauty without compromising its character. Architect Michele Bönan brought our vision to life, creating spaces that honour the palace's historical significance while addressing the practical needs of its members. Being a member of Palazzo Tornabuoni means becoming part of a community that embraces a unique Florentine lifestyle, inspired by centuries of cultural heritage. Members reside at the heart of one of Italy's most elegant cities, immersed in an environment appreciated by discerning travellers seeking high-end experiences. Surrounded by art, beauty, and exclusivity, members benefit from a wide range of bespoke services, but even more so from the unique privilege of having an exclusive window onto Florence and Tuscany.

Palazzo Tornabuoni opens the doors to private cultural events featuring prominent national and international figures - exclusive concerts, art exhibitions, wine tastings, gourmet dinners - and above all offers the chance to visit Florence's most iconic landmarks in serenity, as well as uncover its hidden gems. Tailor-made itineraries in Tuscany's most breathtaking landscapes provide moments of contemplation and reflection on the richness of this land.

## **‘EVERY CORNER OF THE PALACE HOLDS CENTURIES OF STORIES, MAKING US FEEL LIKE CUSTODIANS OF A PRICELESS HERITAGE’**

This immersion in Florentine and Tuscan heritage also extends to culinary arts, with bespoke cooking and mixology classes.

This unparalleled and personalised offering has attracted a prestigious, refined, and discerning community that values quality and authentic experiences.

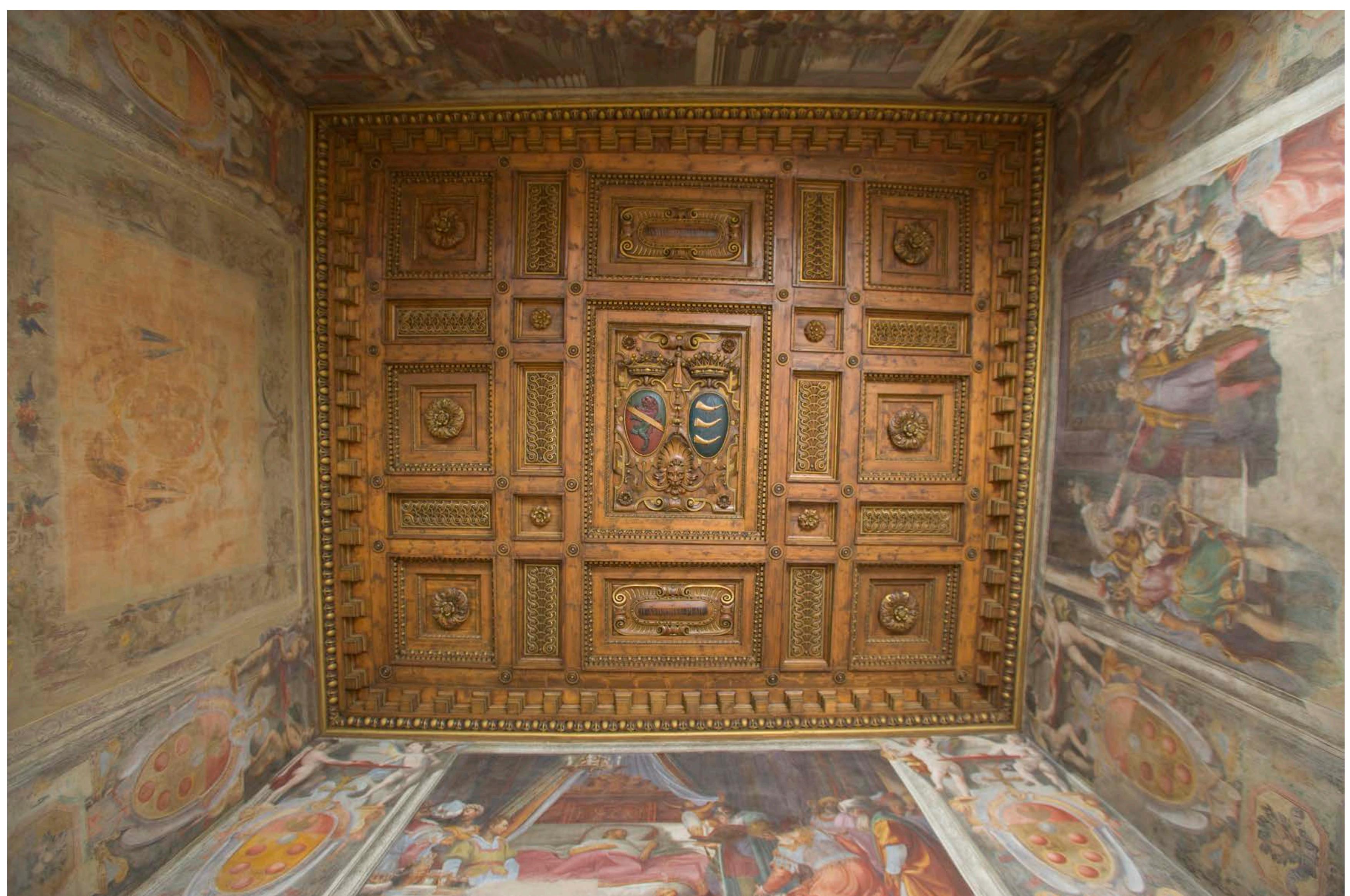
Palazzo Tornabuoni stands as one of the brightest and most meaningful examples of this ethos.

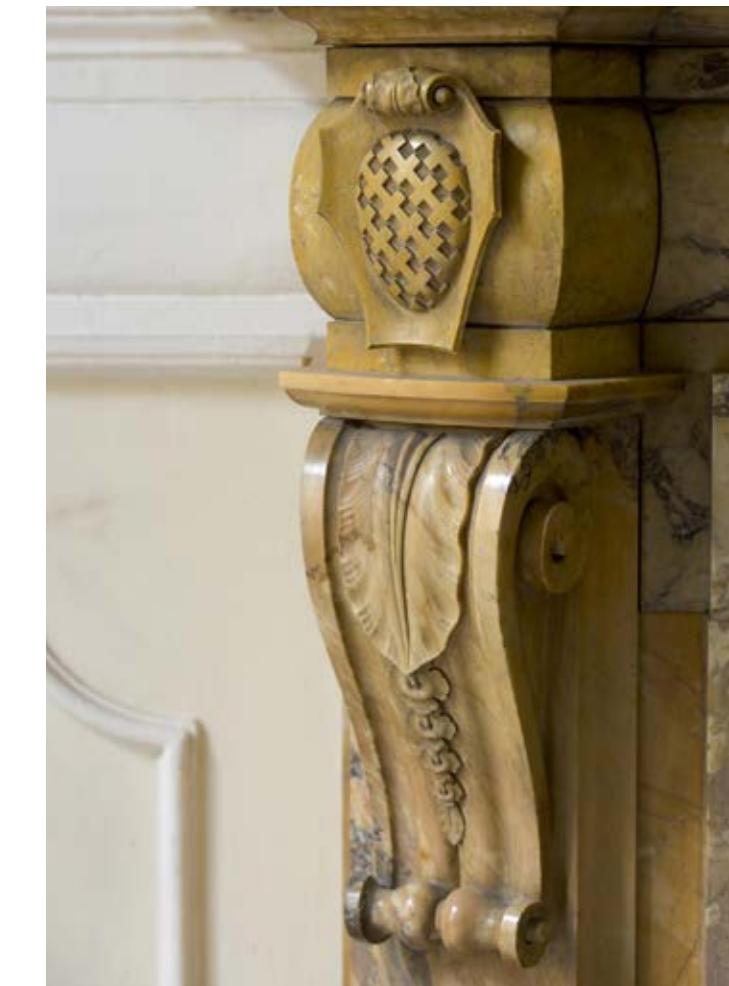






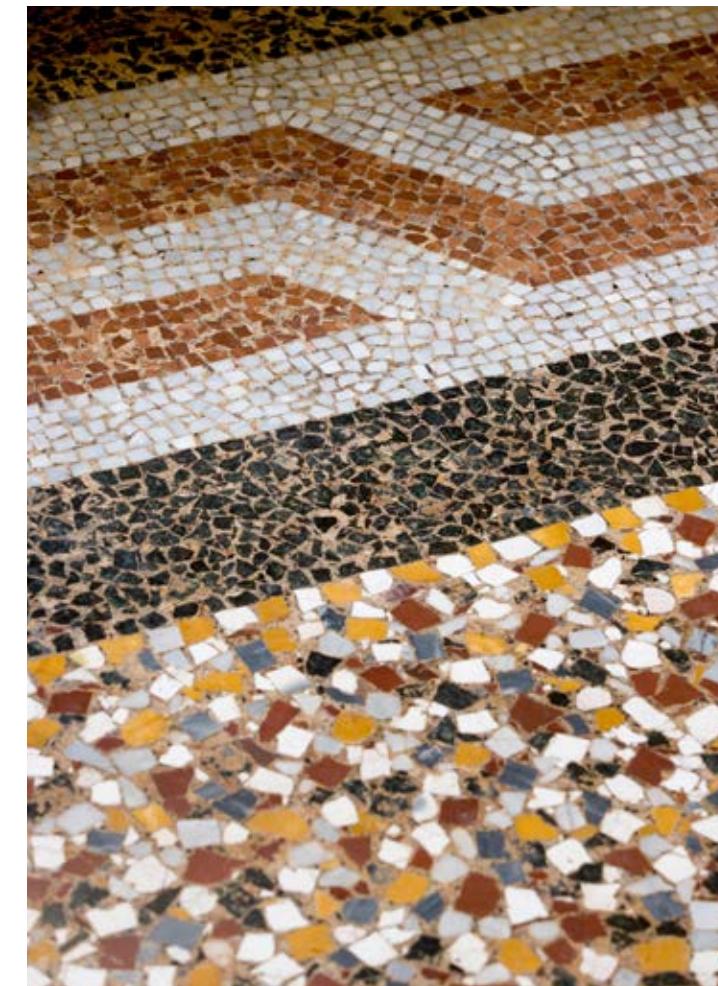






‘OUR MISSION  
WAS TO CREATE  
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TO FLORENTINE  
HISTORY’





‘WE COLLABORATED WITH SOME OF FLORENCE’S FINEST ARTISANS, INCLUDING EXPERTS IN 15TH-CENTURY FRESCO RESTORATION AND MASTER STONEMASONS’



‘EACH ARTISAN  
CONTRIBUTED  
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TALENT TO BRING  
EVERY DETAIL  
BACK TO ITS  
ORIGINAL  
SPLENDOUR’



THE  
PALACE



# GOD IS IN THE DETAILS

---

Michele Bönan, the architect who brought  
Palazzo Tornabuoni back to life,  
shares his insights with Cesare Cunaccia

**W**hen I first visited the palace, I was struck by the sheer grandeur of the building", recalls Michele Bönan, the architect behind the meticulous restoration and interior transformation of Palazzo Tornabuoni. "I immediately began contemplating how to divide these spaces, which at the time were still occupied by disjointed, uninspiring bank offices. My goal was to reimagine them as today's prestigious residences. Then there were the decorative elements - spanning from Mannerism and Baroque to Rococo and early 19th-century Neoclassicism - which needed to be highlighted, celebrated for their narrative power, and harmonised with the demands of contemporary living and its sophisticated standards. Balancing all these elements to create a cohesive whole was no easy task." But Bönan, a Florentine architect and interior designer, is a master in blending past and present. His alchemical approach fuses exclusivity with comfort, never losing the touch of irony that defines his style. The result is an interplay of opposites, suspended in a timeless classical breath

- at once interpreted, contemporary, and uniquely Florentine. It's a carefully crafted blend of free invention, refined taste, and meticulous respect for history. "Beyond restoring the architectural and aesthetic integrity of this magnificent building, I had to envision its future occupants", Bönan explains. "Typically, my projects start with an in-depth understanding of my clients. This time, I was working with only a high-level profile of those who would one day live here. In a sort of dialogue with these imagined residents, I posed questions and answered them myself. In this way, the legacy of what once was became a creative springboard for imagining what could be." Bönan succeeded in reconciling Palazzo Tornabuoni's storied past with the demands of modern aesthetics and unparalleled comfort, reinterpreting its codes and inspirations through his expert eye. "I decided to draw on my experience and let the building's existing details - from major features like fireplaces, stuccoes, and frescoes to smaller elements like handles, mouldings, and door frames - guide my decisions and suggest





solutions as I progressed." One example of this approach is the striking dusty blue colour in the main hall, a shade uncovered beneath layers of plaster. Though only a fragment remained, it captivated Bönan, who used it to enhance the central staircase, imbuing it with dramatic depth and vitality. When furnishing the 38 apartments, no expense was spared. Only the best was selected - whether sourced from leading

apartment tells a different story. "Each is like its own film, with a distinct atmosphere as the unifying theme", he explains. "But the angles, dialogues, and endings vary, giving every flat - whether large or small - a unique character." For Bönan, Palazzo Tornabuoni is a true symbol of Florence - not only for its history but also for how it engages with the urban fabric of the city. Yet his ultimate aim was to make people from across the globe feel at home. "What

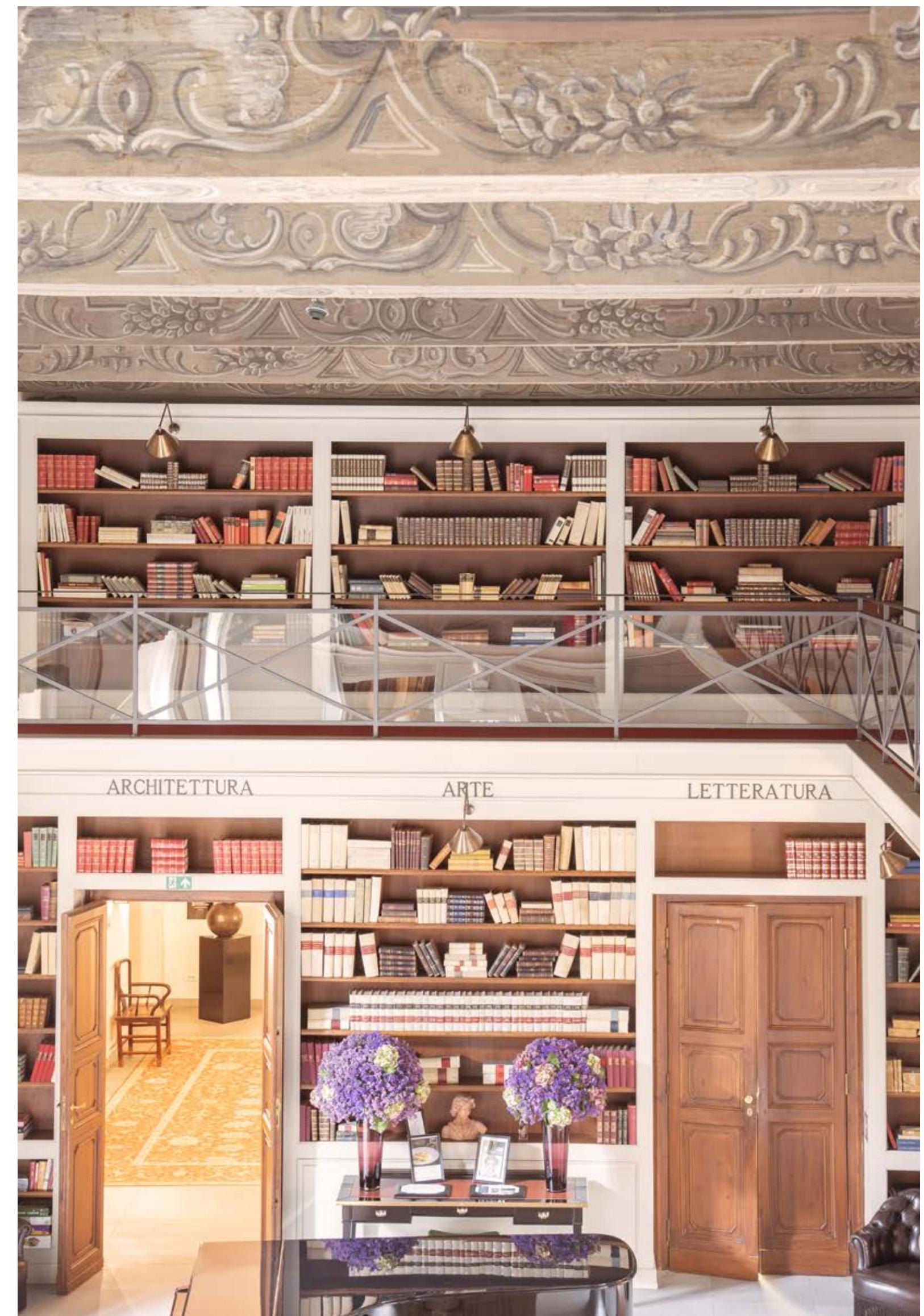
## A CAREFULLY CRAFTED BLEND OF FREE INVENTION, Refined TASTE, AND METICULOUS RESPECT FOR HISTORY

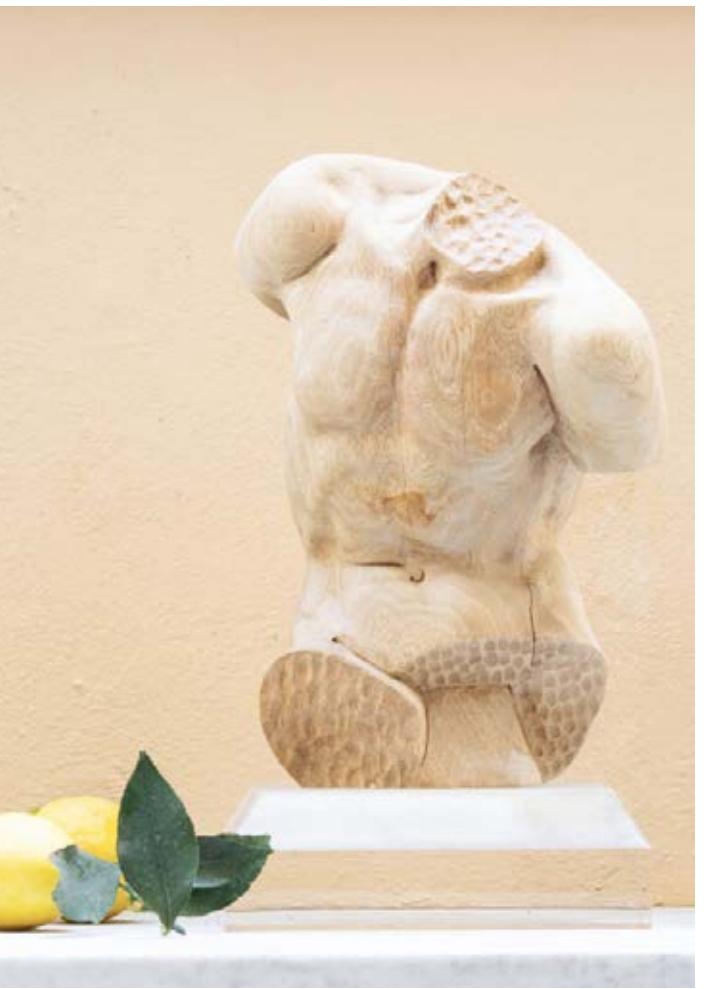
manufacturers or custom-designed by Bönan himself when nothing on the market met his exacting vision. In this, he relied on the unparalleled skill and centuries-old craftsmanship of Florentine artisans, whose expertise, honed since the Renaissance, made such a project possible. "This level of excellence", Bönan reflects, "could only have been achieved in Florence." The stylistic DNA of the project runs throughout, yet each

brings me the greatest joy", Bönan concludes, "is when people experience and interpret each residence differently, appreciating the unique character of every space with the same intensity. That tells me I've done my job well.

Fifteen years after the project began, and after receiving countless compliments from those who've chosen Palazzo Tornabuoni, I feel confident saying that."



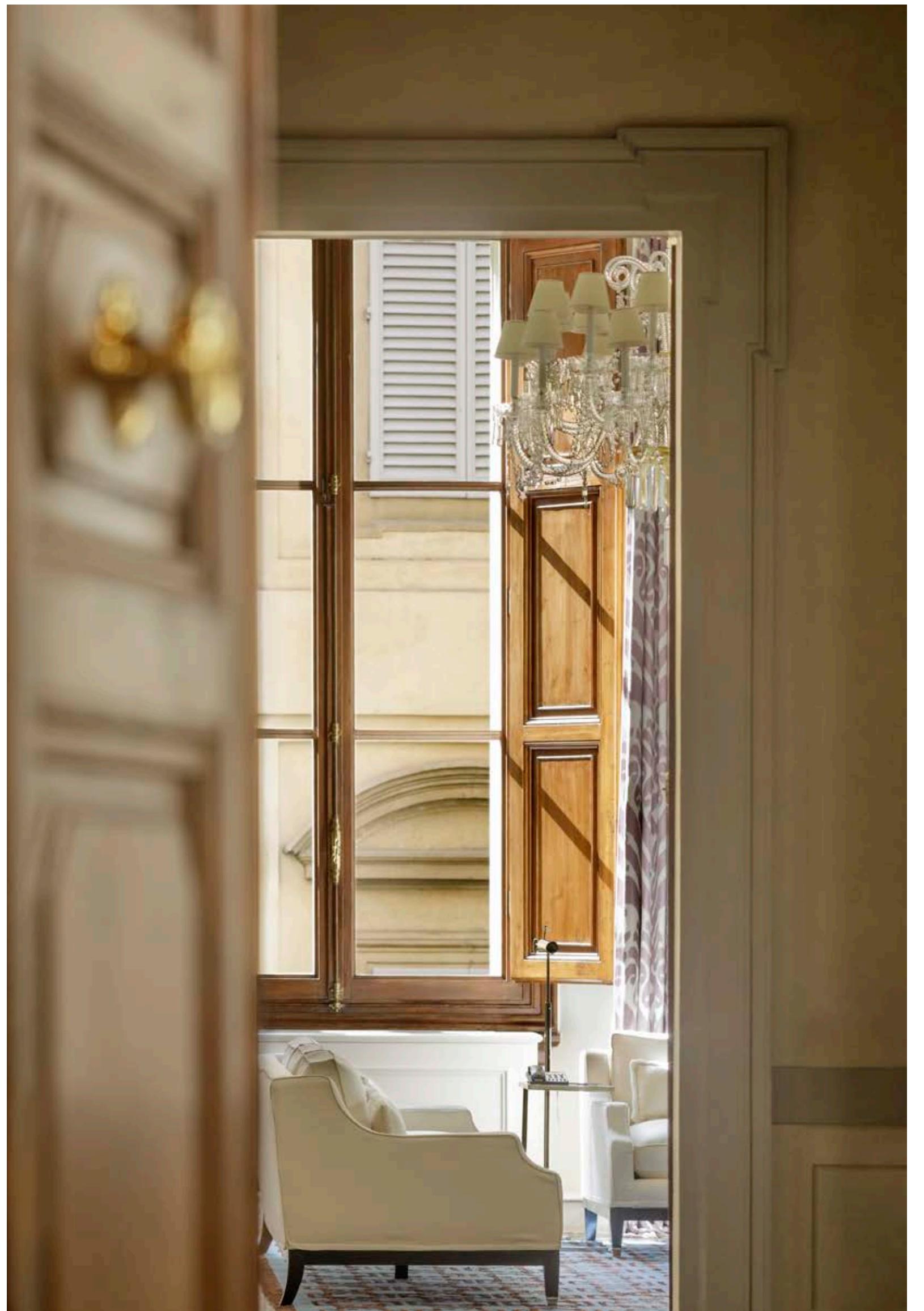




'I LET THE BUILDING'S EXISTING DETAILS, FROM THE MAJOR TO SMALLER, GUIDE MY DECISIONS AND SUGGEST SOLUTIONS AS I PROGRESSED'









MICHELE BÖNAN'S  
ALCHEMICAL  
APPROACH FUSES  
EXCLUSIVITY  
WITH COMFORT,  
NEVER LOSING  
THE TOUCH  
OF IRONY THAT  
DEFINES HIS STYLE











AN INTERPLAY  
OF OPPOSITES,  
SUSPENDED  
IN A TIMELESS  
CLASSICAL BREATH,  
CONTEMPORARY,  
AND UNIQUELY  
FLORENTINE





THE ULTIMATE  
AIM WAS  
TO MAKE PEOPLE  
FROM ACROSS  
THE GLOBE FEEL  
AT HOME





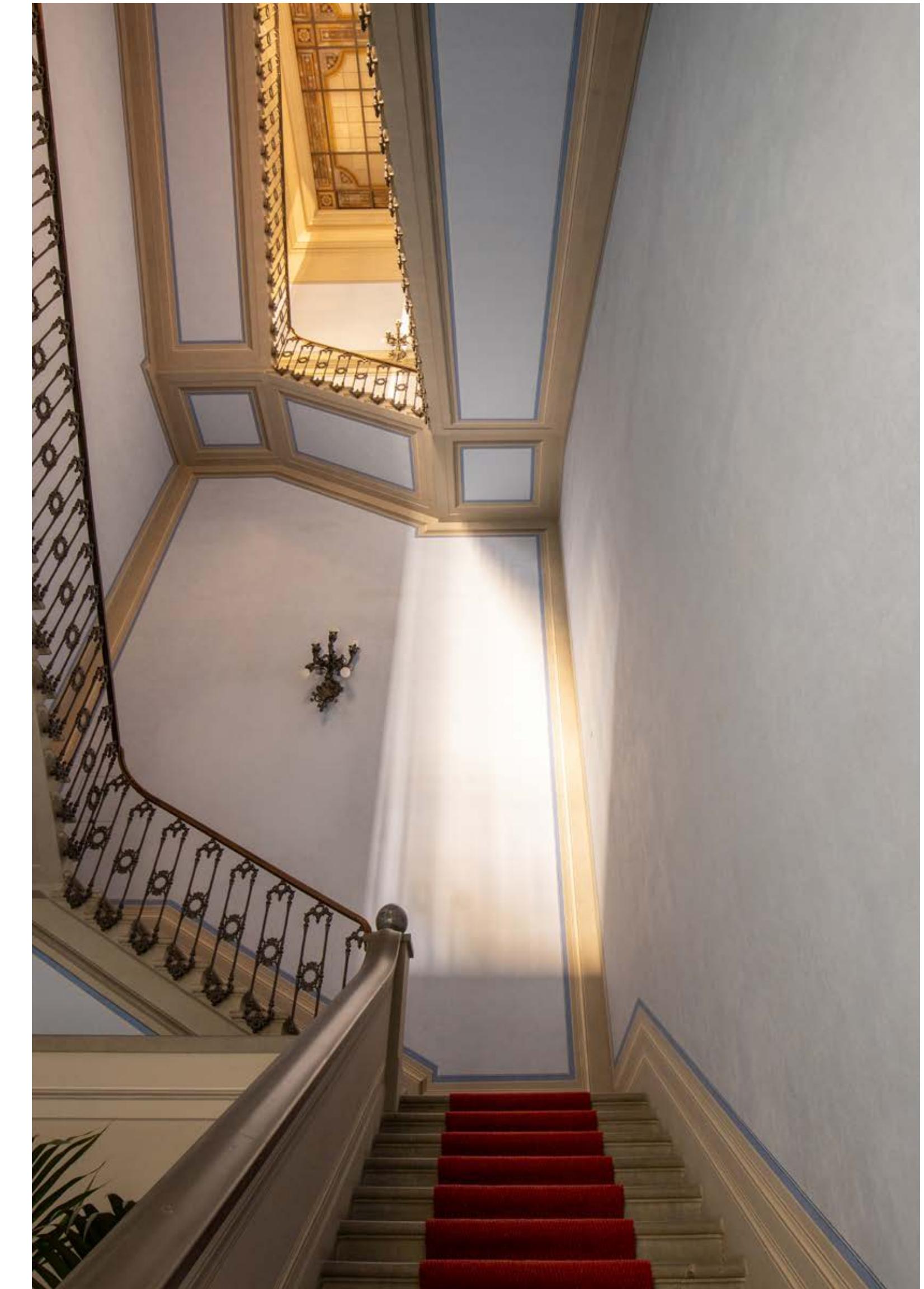
THE STYLISTIC  
DNA OF THE  
PROJECT RUNS  
THROUGHOUT,  
YET EACH  
APARTMENT TELLS  
A DIFFERENT STORY



# THE PRESENT

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In the heart of Florence, Palazzo Tornabuoni  
returned to the life of the city in 2009  
as an exclusive and sophisticated  
Private Residence Club, one of the few  
of its kind in Europe and the first in Italy





BY THE 10TH  
AND 11TH CENTURIES,  
THE TORNABUONI  
FAMILY WAS AMONG  
THE WEALTHIEST  
AND MOST  
INFLUENTIAL  
IN FLORENCE







VIA  
DEGLI S. ROZZI

VIA  
DEL PESCIONI







GIOVANNI  
TORNABUONI  
ENLISTED MICHELOZZO,  
THE FAVOURITE  
ARCHITECT  
OF THE MEDICI,  
TO DESIGN  
THE PALAZZO





DURING THE 16TH CENTURY, THE PALAZZO WAS HOME TO ALESSANDRO DE' MEDICI, GREAT-GRANDSON OF LORENZO THE MAGNIFICENT AND FUTURE POPE LEO XI



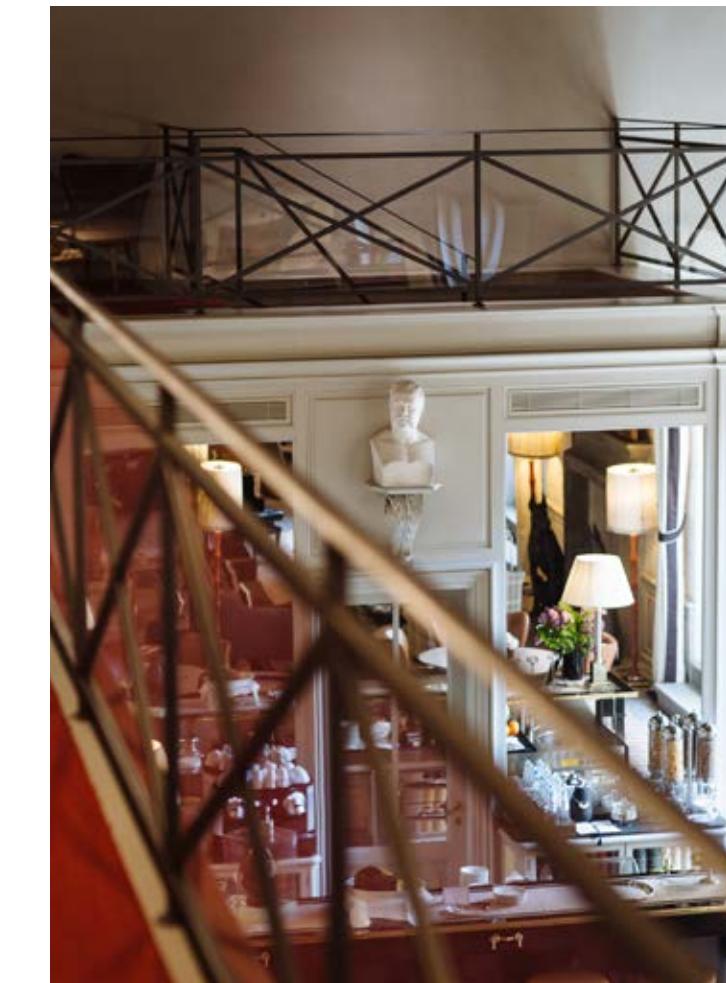




TODAY,  
PALAZZO TORNABUONI  
IS ITALY'S FIRST PRIVATE  
RESIDENCE CLUB,  
BLENDING THE HISTORIC  
GRANDEUR  
OF ITS SPACES  
WITH A MODERN  
CONCEPT OF HOSPITALITY







LOCATED IN THE  
HEART OF FLORENCE,  
THE PALAZZO LENDS  
ITS NAME TO ONE  
OF THE CITY'S MOST  
PRESTIGIOUS AND  
ELEGANT STREETS  
IN THE HISTORIC  
CENTRE



PALAZZO  
TORNABUONI  
FRIENDS



# THE CRADLE OF OPERA

---

Andrea Bocelli reflects on Palazzo Tornabuoni's contribution to the birth of opera - a deeply emotional connection for the renowned Tuscan tenor, as well as a source of shared experiences and friendships with its members

**T**he very existence of Palazzo Tornabuoni, a monumental emblem of enlightened patronage, holds immense significance in my life and in how I've been able to nurture the talent that the Good Lord has entrusted to me," shares Andrea Bocelli, one of the world's most celebrated voices and an honorary member of Palazzo Tornabuoni. "The name of the ancient Florentine family, the Tornabuoni, and their splendid residence, impervious to the passage of time," Bocelli continues, reflecting on his illustrious career that has connected him with some of the greatest figures of our age, "are synonymous with the creative ferment that, between the late 16th and early 17th centuries, shaped a pivotal moment in Western music history. It was here that melodrama - today universally known as opera - was born. This is why, every time I enter these walls, I feel a sense of reverence. This place is a tangible expression of the inventive, imaginative, and emotional strength of our country - a strength that, when innovative, bright, and positive, as in this case, has the power to

inspire the world and make it a better place." Andrea Bocelli, whose global success has never dimmed his deep passion for opera, has performed in the beautiful halls of Palazzo Tornabuoni on several extraordinary occasions. "The emotion is profound," he reveals, "because I see it as both a rare privilege and an almost magical experience. I read in this opportunity - so thrilling and moving - a further twist of fate: the chance to make my voice resonate in a place where the first spark of this synesthetic art form ignited. Opera is what I love to call 'the paradise of music': a popular art form capable of elevating the spirit and expressing the inexpressible, offering feelings so deep they remain in the heart for a lifetime." Florence also serves as the home of the Andrea Bocelli Foundation (ABF), the charitable organisation he created with his wife Veronica in 2011 to bring ambitious empowerment projects to life. "Florence is a city brimming with dreams translated into tangible forms. It is a place without equal, the 'global capital' of art, the cradle of the Renaissance, the mother of the Italian language, and - of course - the birthplace of opera.

It holds a staggering density of architectural, artistic, sculptural, and natural wonders. It is the ideal home for anyone who loves beauty - beauty that has, over the centuries, uniquely stimulated human ingenuity, leading to extraordinary achievements." For these reasons, Andrea and Veronica were proud to choose Florence, and the magnificent Baroque complex of San Firenze in particular, as the headquarters of the foundation that bears his name.

centuries of opera, because every operatic masterpiece owes something to this ancient and ever-renewed building, where History with a capital 'H' is palpable. I would focus the selection on Italian composers, celebrating the melodic genius of Claudio Monteverdi, Giulio Caccini, Vincenzo Bellini, Gaetano Donizetti, Gioachino Rossini, Giuseppe Verdi, Giacomo Puccini, Umberto Giordano, Pietro Mascagni, and many others."

## 'MY WIFE VERONICA AND I ARE PROUD TO HAVE ESTABLISHED THE ANDREA BOCELLI FOUNDATION IN FLORENCE'

Their bond with Florence, both personal and professional, has deep roots, but ABF's official connection began in 2014 with a philanthropic event hosted in the city. The gathering brought together hundreds of major American donors and distinguished guests, including Queen Rania of Jordan and George Clooney.

If Bocelli were to imagine a soundtrack for Palazzo Tornabuoni, what would it be? "A collection spanning four





'FOR ME, OPERA IS  
THE PARADISE OF  
MUSIC... A POPULAR  
ART FORM CAPABLE  
OF ELEVATING  
THE SPIRIT  
AND EXPRESSING  
THE INEXPRESSIBLE'





# A WINDOW TO THE WORLD

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Florentine artist Massimo Listri, a long-time admirer and honorary member of Palazzo Tornabuoni, offers us a glimpse of its majesty through his unique perspective, along with other extraordinary locations in the city

Throughout my career - first as a professional and later as an artist - I've been fortunate to discover and capture countless extraordinary places around the world. Among them, Palazzo Tornabuoni holds a special place in my heart. With its grandeur and commanding presence, it embodies the very essence of monumental space, rich with history and a constant source of inspiration. Its beauty, which I have immortalised in my works, is absolute, presented without the presence of people. And yet,

I take great pleasure in showing them my house-museum, home to my Foundation, and revealing my beloved Florence through my eyes. Together, we explore hidden corners of the city that I've photographed over the years and exhibited in some of the world's most prestigious institutions: from Florence's Palazzo Pitti to Vienna's Kunsthistorisches Museum, the Vatican Museums, Venice's Museo Correr, New York's Morgan Library & Museum, and Buenos Aires' Museum of Modern Art, to name a few. However, exhibiting

## 'WITH ITS GRANDEUR AND COMMANDING PRESENCE, IT EMBODIES THE VERY ESSENCE OF MONUMENTAL SPACE'

the human element is deeply felt here - a lived-in space, full of life and energy, which is precisely why I love spending time within its walls. Palazzo Tornabuoni, with its international atmosphere, is a true window to the world. The dialogue with its members - hailing from stunning places I've either visited or dream of exploring - a parks memories and new inspirations. This happens not only within the palace's impressive walls but also while wandering the streets of Florence together.

at Palazzo Tornabuoni, as I had the privilege of doing during its 15th-anniversary celebrations, is an intimate and unparalleled experience for me. Not only do my works find their ideal setting here, but it is also a place I cherish deeply, one I am proud to be connected to as an honorary member. In these pages, I invite you to join me on a journey through Palazzo Tornabuoni and other magnificent locations in Florence, as seen through my lens.





# ARCHITETTURA





Sala della Niobe, Uffizi - Massimo Listri



Sala dei Gigli, Palazzo Vecchio - Massimo Listri



Sala Bianca, Palazzo Pitti - Massimo Listri



Palazzo Tornabuoni - Massimo Listri



Sagrestia Nuova, Cappelle Medicee - Massimo Listri



# THE ART OF LOVING ART

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The patronage that made Florence great also owes much to the Tornabuoni family, exemplified by the majesty of their palace.

Sergio Risaliti, art historian and critic, as well as director of Museo Novecento, tells us more about it

**P**alazzo Tornabuoni and the one opposite Palazzo Strozzi were once true forges of culture as well as wealth and political affirmation. The patronage of the Tornabuoni and that of the Strozzi was of the highest level and, absurdly, their two major commissions are located in two chapels a few meters away from each other in the Basilica of Santa Maria Novella. The Strozzi were the patrons of one of the most 'crazy' and surreal

devoted to expressionism and figurative bizarre rather than the rebirth of models and canons typical of classicism. A short distance from this example of anti-Renaissance - to quote Eugenio Battisti - still in Santa Maria Novella you can admire the frescoes of the Tornabuoni chapel commissioned to Domenico Ghirlandaio, made between 1485 and 1490, with scenes dedicated to the lives of Mary and of the Baptist. A masterpiece of a completely

## CRADLE OF THE RENAISSANCE, FLORENCE REMAINS OPEN TO THE CONTEMPORARY, THANKS TO INSTITUTIONS LIKE MUSEO NOVECENTO

pictorial enterprises of the early 16th century: the Strozzi Chapel. It was commissioned by Filippo Strozzi the Elder, who had bought the patronage of the chapel from the Boni family around 1486, and then stipulated the contract with Filippino Lippi, son of Filippo Lippi, one of the greatest artists of the early 15th century. Closer to the extravagant Piero di Cosimo, Filippino can also be listed among the anti-Renaissance artists

different nature, still inspired by a conception of art of balance between optical realism and naturalism, between idealism and the geometric domain of forms and story. For Ghirlandaio, perspective plays a central role and structures the narrative. The contract stipulated between Giovanni Tornabuoni and Ghirlandaio was very detailed. In the scenes figures, cities, mountains, ponds, rocks, animals were





Basilica of Santa Maria Novella

expected to be shown, and characters belonging to the Tornabuoni family and city views had to be recognized. After all, considering them now, Ghirlandaio's frescoes appear to us as a television program on Florence and the life of the city, including that of a large family of patrons such as the Tornabuoni. In the wall portion depicting the Birth of the Baptist, Lucrezia Tornabuoni can also be recognized, portrayed in profile, in a perfectly erect pose, with an extraordinary dress made of rich golden brocade. Lucrezia also reappears in the Visitation scene with the same dress, but with summer sleeves, which do not cover her hands. This is one of the most famous scenes, where perspective plays a fundamental role, and the description of the landscape reaches a detailed realism that is very reminiscent of Flemish painting. In the background you can recognize the bell tower of Santa Maria Novella and Palazzo Vecchio with the tower of Arnolfo. It is worthwhile here to open a parenthesis and remember that in the Life of Michelangelo written by Giorgio Vasari we read how the young sculptor was welcomed in the workshop of Domenico Ghirlandaio, and

how he could have practiced already in the completion of Santa Maria Novella where, according to many academics, there could be pieces still to be discovered of his early years. Now let's walk again between via Tornabuoni and via Strozzi to admire the two families' buildings, testimony of a season of magnificence, wealth, great cultural intentions and artistic enterprises. A few meters away, the stones hold a piece of Florentine history and many anecdotes related to the history of local art. Inside these palaces - designed and repaired over several centuries by important architects, such as Michelozzo, Giuliano da Sangallo, Simone del Pollaiolo known as 'il Cronaca', Tribolo, Ludovico Cigoli and Gherardo Silvani - the stories of great families devoted to collecting and patronage unfolded. A deep connection to a passion for art seems to influence even the present-day vision. Exhibiting the works of a contemporary artist in Palazzo Tornabuoni and its rooms holds particular significance, as this place still resonates with a rich dynastic history and a layered sequence of cultural and artistic events that radiate from these walls into the city.



SERGIO RISALITI  
HAS BROUGHT  
RENOWNED  
ARTISTS SUCH AS  
FRANCESCO VEZZOLI  
AND JEFF KOONS  
TO PIAZZA  
DELLA SIGNORIA



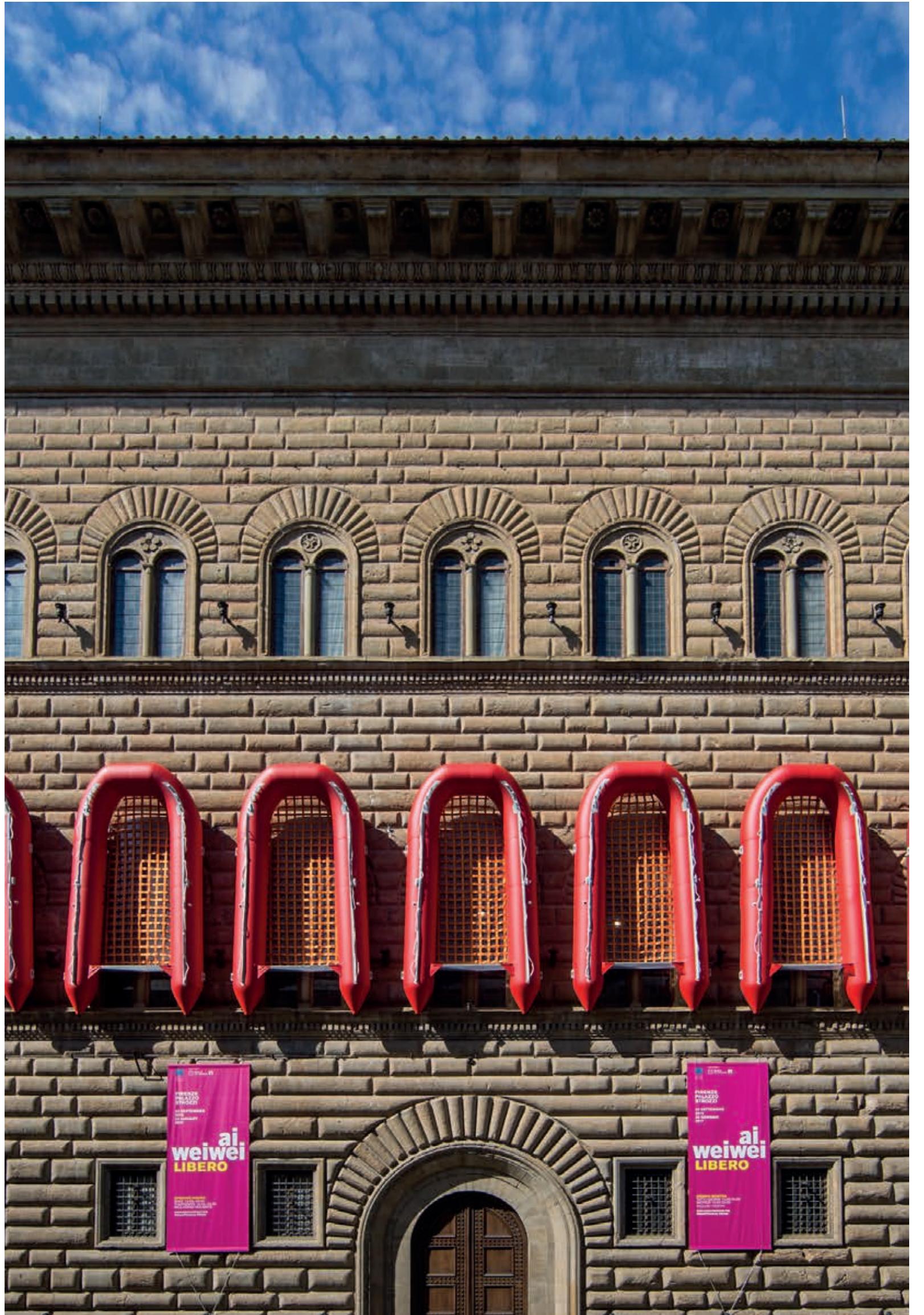
# A PLACE OF EXCHANGE AND ENCOUNTER

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Arturo Galansino, Director of Palazzo Strozzi,  
shares the bold vision that has inspired  
the Palazzo and its history for over 600 years

**P**alazzo Tornabuoni and Palazzo Strozzi share a common mission of cultural exchange - an exchange that extends outwards and embraces the city itself. It is undeniable that in recent years, Palazzo Strozzi has propelled Florence towards a new cultural identity. The visitors it attracts represent a discerning and educated audience, well beyond the reach of mass tourism. This creates sustainable flows that do not overwhelm the city but instead support and enrich it. The movement of people, ideas, and culture aimed at both preserving and renewing Florence is a shared ethos that connects us with Palazzo Tornabuoni. Florence is the birthplace of art history - whether through Benvenuto Cellini or Giorgio Vasari, everything happened here. But staying relevant means keeping in step with contemporary forms of expression. Visiting Palazzo Strozzi is like entering the Parnassus of art, and over time, our exhibitions have become true milestones for the greatest artists of our era. Each artist is invited to engage with this space, to influence and be influenced by it, respecting the traditions and the values of patronage that have shaped its identity,

while also embracing innovation. Let us not forget that the Renaissance was one of the most daring movements in the history of Western culture. Rejecting a past that merely showcases the contemporary for spectacle's sake, we challenge our artists to take risks. This is truly our strength: we are deeply grateful to the artists who choose to engage with Florence and with the Palazzo, creating something entirely unique in their careers. A place of exchange is not merely a place of passage - it fosters a new sense of belonging. Our exhibitions are designed to integrate into the city's economic, cultural, and social fabric, weaving together paths that intersect with the territory of Florence and Tuscany, sparking ideas through encounters. The symbolic heart of this cultural exchange is our Courtyard, which welcomes millions of visitors every year. It opens directly towards Palazzo Tornabuoni, where the exchange is driven by people and for people. The guests of Tornabuoni are regular supporters of our initiatives, just as our artists and curators are welcomed into Palazzo Tornabuoni. This rekindles the bold dialogue that has always made Florence exceptional.







‘THE SYMBOLIC  
HEART OF THIS  
CULTURAL  
EXCHANGE IS OUR  
COURTYARD, WHICH  
WELCOMES MILLIONS  
OF VISITORS  
EVERY YEAR’



# TORNABUONI SONNET

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The artist Felice Limosani and his work  
for the 15th anniversary  
of Palazzo Tornabuoni

The Tornabuoni, with their discreet power and their ability to support the arts, have left an imprint that crosses time, like an echo that never fades. Today, the memory of this family lives not only in the majesty of the palace or the paintings they commissioned, but also in the way we continue to reflect on the relationship between art and culture. It is a memory that teaches us how art needs to be cultivated, supported, and seen as an accessible garden that transcends the boundaries of time. For this reason, to mark the 15th anniversary of Palazzo Tornabuoni, I have dedicated to it this digital work entitled Tornabuoni Sonnet, which reinterprets poetic tradition through contemporary visual arts.

In a world where everything seems to slip away, where speed nullifies depth, the sonnet becomes an invitation to pause and reflect on the power of ideas and words, which express themselves with a beauty that, if well nurtured, can survive the centuries and continue to inspire. A sonnet written specifically for the occasion in its traditional form, modernised with a visual score inspired by Renaissance pictorial aesthetics. The sonnet, which originated in

## TORNABUONI SONNET

by Felice Limosani

*Amidst the golden streets of ancient Florence,  
The proud name Tornabuoni echoes strong,  
A noble line that time will ne'er forget,  
Their palace shines, a beacon clear and long.*

*Amidst gold benches and domes gleaming bright,  
Their mark upon the Renaissance took hold,  
Giovanni and Lucrezia, spirits light,  
Patrons of art, their legacy unfolds.*

*On Tornabuoni, the palace gleams,  
A witness to ideas time won't erase,  
Each stone enshrines a burning, timeless dream.*

*Florence, with steadfast voice, sings their grace,  
Their grandeur in each memory remains,  
In the city's heart, their glory reigns.*

Italy in the 13th century and was perfected by masters like Dante and Petrarch, is here presented anew in dialogue with its English evolution, brought to perfection by William Shakespeare. Palazzo Tornabuoni, a crossroads of cultures and global ideas, thus becomes the symbolic stage for these two poetic traditions, united by a bond that transcends time and space.







‘IN A WORLD WHERE EVERYTHING SEEMS TO SLIP AWAY, THE SONNET BECOMES AN INVITATION TO PAUSE AND REFLECT ON THE POWER OF IDEAS AND WORDS’



# REVOLUTIONS IN STYLE

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Laudomia Pucci opens the doors  
of her family's historic palace,  
a space where past and present engage  
in a dance of beauty and innovation

I have the privilege of being born and living in in the very place where the story of Italian fashion - and the rise of Made in Italy - unfolded. It was the era of the Italian economic miracle, a time of boundless ambition and creativity, when visionaries emerged from the shadows of war, transforming dreams into reality. My father, Emilio Pucci, was one such figure. The narrative of his life sounds almost mythical. An Air Force officer finds himself on leave in Zermatt, where a chance encounter with Harper's Bazaar and Diane Vreeland sets his destiny in motion. It all began with a ski suit - a simple yet revolutionary creation that captured the world's imagination. From there, Emilio's journey was one of fearless innovation. His use of vibrant colours and hypnotic patterns, brought to life on silks and cottons, redefined fashion. Each garment was a masterpiece, blending movement and kaleidoscopic artistry in ways the world had never seen. When he returned to Florence, he was invited by Giovanni Battista Giorgini to participate in the first-ever Italian fashion show. It was here, in the palace that has been in my family since the 16th century, that my father established his headquarters. Spanning 2,000

square metres, it housed not just his offices and boutique, but also the atelier where his groundbreaking designs took shape. These spaces hummed with life, as revolutionary ideas were born and shared with the world. Today, the palace still resonates with that same energy. It's a space where the classical architecture engages in a constant dialogue with Emilio's bold, contemporary vision. His legacy lives on, preserved in our archives and infused into every corner of Palazzo Pucci and Villa Granaio, our countryside retreat in Castelfiorentino. My father's genius was his ability to remain deeply rooted in his time while imagining a future that no one else could see. His pioneering spirit continues to inspire young creatives who come here to learn, dream, and create. Through collaborations with esteemed fashion schools, we honour this legacy, turning it into a launchpad for fresh, daring ideas. This vision lies at the heart of the Pucci Heritage Hub, a space - both physical and digital - dedicated to innovation and beauty. Here, I invite members of Palazzo Tornabuoni and Florence's many admirers to explore our world, where heritage and modernity collide in a timeless celebration of creativity.







‘IT’S A SPACE WHERE THE CLASSICAL ARCHITECTURE ENGAGES IN A CONSTANT DIALOGUE WITH EMILIO’S BOLD, CONTEMPORARY VISION’



# A STYLISH TRIBUTE TO FLORENCE

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The world of Stefano Ricci's elegance at Palazzo Tornabuoni, as told by Niccolò Ricci, who witnessed the rebirth of this iconic location, home to the brand's first boutique in Florence



Niccolò and Filippo Ricci

**I**t all began with a dream shared by Corrado and Marcello Fratini, who approached my father Stefano with a vision: bringing a Florentine brand to Palazzo Tornabuoni. I vividly remember our first visit to the site - the poignant beauty of the palace stood out even amidst the dust stirred up by the restoration works. Scaffolding surrounded us, yet light filtered through the majestically decorated skylight, destined to illuminate our boutique. This, along with the elegance of the project, was enough to convince us. We had the privilege of witnessing the rebirth of this piece of Florentine history and becoming part of it, beginning with the inauguration of Palazzo Tornabuoni in 2009. In the grand spaces that once served as the entrance to the Banca Commerciale and, before that, the palace stables, we opened the first Stefano Ricci boutique in Florence. As my father declared, this was the ultimate test, because Florence is our city - the place where we come from, where our brand took its first steps before reaching the world. It is here that we continue to craft our collections, thanks to the highly skilled artisans at our headquarters and production facility on the hills of Fiesole. From the outset, our goal was to introduce the Stefano Ricci universe into this extraordinary setting with the utmost respect - softly, on tiptoe. And that's precisely what we did. Together with my father and my brother Filippo, we

selected Tuscan travertine for the flooring, hand-chiselled silverware from our artisan workshop, crystals, and Californian brown briarwood to create a refined showroom. This space became the perfect setting where we presented the Stefano Ricci Home line. That same year, we further strengthened our bond with Florence by acquiring the Antico Setificio Fiorentino. We sought to give this historic workshop, active in the Oltrarno district since 1786, back to the city, revitalising it on an international level. We are pleased to open its doors to the members of Palazzo Tornabuoni, offering them the chance to discover a place where exquisite fabrics are still produced using ancient handlooms and a warper designed centuries ago based on a drawing by Leonardo da Vinci. The Club Lounge of Palazzo Tornabuoni is furnished with silk fabrics made in the Setificio: from the curtains to the carpet and upholstery, each piece is still today handwoven in the workshop. This was yet another way for us to honour our city, just as we have done with this project - a world of its own to which we dedicate exclusive style offerings for those who enjoy the privilege of belonging to its Club. We've built a strong relationship with Palazzo Tornabuoni, hosting prestigious events, including its 15th anniversary with our friends Veronica and Andrea Bocelli, and highlighted by a dinner by Enoteca Pinchiorri - another of Florence's unparalleled gems.



Antico Setificio Fiorentino



‘WE HAD  
THE PRIVILEGE  
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HISTORY AND  
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IT, BEGINNING WITH  
ITS INAUGURATION’





# ANCIENT ROOTS

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Allegra Antinori, Vice President of Marchesi Antinori  
- a Tuscan winery with over 600 years and 26  
generations of history - shares her connection  
with Florence and Palazzo Tornabuoni, located just  
a few steps from the historic Palazzo Antinori,  
where her family still resides today

**F**or more than six centuries, Florence has been our foundation, a profound bond that has shaped every generation of my family. Thanks to the foresight of our ancestor Niccolò di Tommaso Antinori, who acquired it in 1506, we still reside in Palazzo Antinori, one of the icons of Florentine Renaissance architecture. Growing up here, surrounded by the history and beauty of Florence, has taught me the value of our tradition and the importance of safeguarding the cultural and artistic heritage of this extraordinary city. Palazzo Antinori, located in the heart of Florence, just steps from Palazzo Tornabuoni and close to the Arno, remains both our family residence and the historic headquarters of our company. Being so near the Arno has allowed my family to tread the stones of Ponte Vecchio over the centuries. This is why, on the occasion of the 50th anniversary of Tignanello, our most iconic wine, celebrated in 2024, we expressed our gratitude to Florence by supporting the city's project for its conservation. Ponte Vecchio is, after all, one of the city's most beloved symbols and a source of pride for all Florentines. Among the ancestors I feel most connected to Giovanni di Piero Antinori, who in 1385 officially began our

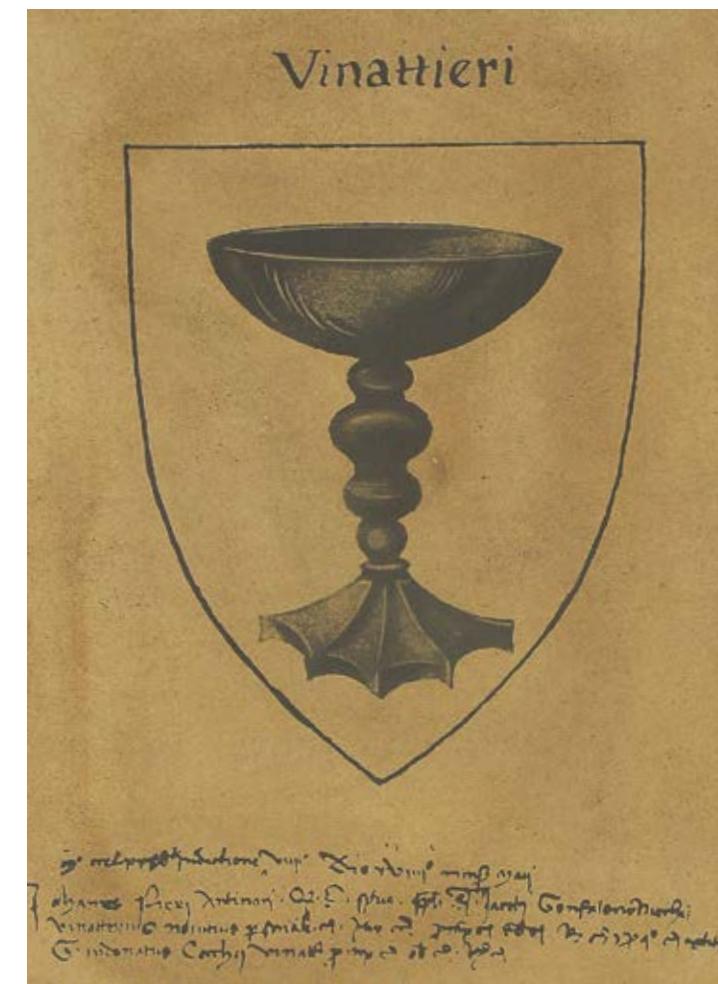
winemaking story by joining the Florentine Guild of Winemakers, reportedly at the suggestion of his mother, Albiera di Geri degli Agli. My sister Albiera takes her name from her. Thinking of them reminds me of my roots, instilling both pride and a sense of responsibility to carry forward our tradition. In our family's work, tradition and innovation coexist in harmony. A passion for wine, the prudence typical of farmers, and the patience required to avoid compromising quality are central to our values, making each bottle the result of meticulous care. In Tuscany, two places hold a special place in our hearts. The first is Chianti Classico, where our journey as farmers began and where the Antinori nel Chianti Classico winery stands - an extraordinary architectural masterpiece that embodies and strengthens our family's deep connection to its ancestral land. The other is Bolgheri, a captivating region with its unique microclimate and untamed nature, softened by the proximity of the sea. But returning to Florence and reflecting on the special occasion of Palazzo Tornabuoni's 15th anniversary, I would choose to celebrate by uncorking a precious bottle of our Tignanello. Within that glass lies the entire history, passion, and love for our land.



Antinori nel Chianti Classico



Antinori nel Chianti Classico



‘IT WAS MY ANCESTOR,  
GIOVANNI DI PIERO  
ANTINORI, WHO IN  
1385 OFFICIALLY BEGAN  
OUR WINEMAKING  
STORY BY JOINING  
THE FLORENTINE GUILD  
OF WINEMAKERS’



‘PALAZZO ANTINORI,  
LOCATED JUST STEPS  
FROM PALAZZO  
TORNABUONI,  
REMAINS BOTH OUR  
FAMILY RESIDENCE  
AND THE HISTORIC  
HEADQUARTERS  
OF OUR COMPANY’



Palazzo Antinori



# FEELING AT HOME

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Chef Vito Mollica shares insights into the art of service he brings to Palazzo Tornabuoni and the unique bond he has cultivated with its residents

**P**alazzo Tornabuoni embraces you, making you feel completely at ease. It's something I sensed immediately the first time I laid eyes on it, when I arrived in Florence over 15 years ago and was captivated by its beauty. It is a palace designed to be lived in, and it has returned to being a home for a close-knit and deeply rooted community that loves and cherishes it. As one of the most historic palaces in Italy, it is a place where I am fortunate to offer my guidance and services in everything related to gastronomic offerings, balancing my time between two exceptional properties. However, unlike in my restaurant within the nearby Palazzo Portinari Salviati, my aim here is not to make people feel at home - because the members of Palazzo Tornabuoni are at home. My role is to be the perfect butler: ever-present yet invisible. This is the art of service. I bring my identity and my culinary style - lightness, intense flavours, and elegance - but always in service of the host. This means listening to their needs, offering ideas and suggestions, and acting as a director of taste: from meeting

the small needs of daily life to organising dinners and events, where we oversee every detail - not just the menu, but also the table settings, atmosphere, and entertainment.

This approach has been our guiding principle since the reopening of Palazzo Tornabuoni: understanding what the residents of this splendid home might need. From a bespoke grocery list, offered long before delivery services became widespread, to daily breakfasts and aperitifs in Palazzo Tornabuoni lounge, featuring fragrant, seasonal offerings, delectable canapés, and enticing warm snacks.

These are the little rituals we all love to enjoy at home, perhaps with family and friends.

Over time, this has fostered a unique bond with the residents of the Palazzo - not occasional visitors passing through Florence, but individuals who are an integral part of the city, connected to it through Palazzo Tornabuoni. This deep affection came to life during the extraordinary events and gala dinner celebrating the Club's 15th anniversary, an occasion we all shared with immense emotion.







# COMMUNITY

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At Palazzo Tornabuoni, a global family comes together in this singular location where the history and beauty of Florence can be felt at every turn. For its members, the city opens its doors in a special way, offering exclusive events and experiences in its most treasured landmarks and within the Palazzo itself





ELEGANT GALA  
DINNERS, WHERE  
MEMBERS JOIN  
SPECIAL GUESTS  
AND INTERNATIONAL  
FIGURES FOR  
UNFORGETTABLE  
EVENINGS







MEMBERS  
ENJOY PRIVILEGED  
ACCESS  
TO FLORENCE'S  
MOST PRESTIGIOUS  
CULTURAL EVENTS









EXPLORE HIDDEN  
GEMS, OFTEN CLOSED  
TO THE PUBLIC,  
IN AN INTIMATE AND  
EXCLUSIVE ATMOSPHERE,  
AS IF THEY WERE  
RESERVED JUST  
FOR YOU









ART, MUSIC,  
AND PERFORMANCE,  
FEATURING SOME  
OF THE MOST  
CELEBRATED NAMES,  
TAKE CENTRE  
STAGE AT PALAZZO  
TORNABUONI





EVERY GATHERING  
IS A CAREFULLY  
CURATED EVENT,  
WITH METICULOUS  
ATTENTION  
TO DETAIL AND  
A PROFOUND SENSE  
OF CONNECTION







‘COMMEMORATING  
THE 15TH  
ANNIVERSARY  
OF PALAZZO  
TORNABUONI HAS  
BEEN A TRULY  
EXTRAORDINARY  
EXPERIENCE’





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