



# Florence

## City Guide



*Guida alla città di Firenze*

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## A CITY GUIDE TO FLORENCE

### One day in Florence

One day in Florence: the city deserves a little longer than that, but a one-day visit will at least give you an idea. With just one day at your disposal, you will want to see the main sites and walk around the heart of the historic city centre.

Start from Piazza del Duomo, where the Baptistery and the cathedral of **Santa Maria del Fiore** face each other. The cathedral was begun by Arnolfo di Cambio in 1296, but it was not until 1436 that it was crowned by the **Cupola**, Filippo Brunelleschi's masterpiece. The dome is the symbol of Florence, a bold and majestic piece of architecture that affords fantastic views of the city (and of the cathedral interior). On the façade side of the cathedral is the boldly coloured **campanile of Giotto**, which also has fine views of the city.

In front of the Cathedral stands the older, Romanesque-style **Baptistery** of San Giovanni, embellished with bronze doors by Ghiberti and Andrea Pisano.

Walking along the lively Via dei Calzaiuoli, you will pass by **Orsanmichele**, a 14th-century building that started out life as a granary situated on the site of the ancient oratory of San Michele. It became a place of worship due to the munificence of the trade guilds which, between the 14th and the 16th centuries, adorned it with sculptures and paintings of the highest standard. There are sculptural works by Donatello, Verrocchio, Ghiberti and Nanni di Banco, amongst others.

At the far end of Via dei Calzaiuoli you come to Piazza della Signoria, the political heart of the city. **Palazzo della Signoria**, or Palazzo Vecchio, which is the seat of

Florence City Council besides housing a museum, was built at the end of the 13th century. As you walk into the interior courtyard, you can admire a putto-decorated fountain by Verrocchio and frescoes by Vasari.

Also in the piazza is the 14th-century **Loggia dei Lanzi**, which displays famous statues such as Benvenuto Cellini's *Perseus* and Giambologna's *Rape of the Sabines*.

Adjoining Palazzo Vecchio is the imposing **Uffizi Gallery**. Designed by Vasari in the 16th century as the Medici secretariat, it is now one of the most important museums in the world. The gallery contains paintings ranging from early masters (Cimabue, Giotto) through to Mannerism, with a splendidly representative selection



of Renaissance art by the likes of Botticelli, Filippo Lippi, Paolo Uccello, Leonardo da Vinci and Michelangelo. A visit to the gallery requires several hours. If you do not have time, continue on foot towards **Ponte Vecchio**, another symbol of the city, which has survived wars and flooding. Since the 16th century, the buildings on the bridge have been occupied by goldsmiths.

Crossing the bridge, you find yourself *di là d'Arno*, that is, 'beyond the Arno', an important notion in Florence. Of the four historic neighbourhoods, three (San Giovanni, Santa Maria Novella and Santa Croce) are north of the river, while just one, Santo Spirito, is on the left bank. The main thoroughfare continuing on from Ponte Vecchio will bring you to Piazza Pitti, which is dominated by the façade of the majestic **Palazzo Pitti**. Of 15th-century origin, it was acquired by Eleonora, the wife of Cosimo I, and became the new residence of the Medici family, who had previously been in Palazzo della Signoria. It was enlarged and embellished with a magnificent park, the **Boboli Gardens**. Palazzo Pitti houses a cluster of different museums, one of which are the gardens themselves. If you still have some time, head towards Piazza Santo Spirito, where you can soak up the lively atmosphere of this corner of the city. The neighbourhood is packed with craft trades, and has a very authentic feel to it. Piazza Santo Spirito, one of the few piazzas in the city with trees in it, is overlooked by beautiful palazzos and by the **church of Santo Spirito**, which was designed by Filippo Brunelleschi in 1444. Besides the pure architectural lines of the façade, the church also boasts a number of important artworks.





## Two days in Florence

If you have two days to visit Florence, you can obviously cover more. This itinerary can be used for one day as well, to see something different or if you have already been in the city for a while.

Situated not far from the **railway station** of Santa Maria Novella, a masterpiece of early 20th-century rationalist architecture, is the basilica that gave the station its name: **Santa Maria Novella**, a 13th-century church of the Dominican order. It has an elegant façade in green and white marble, and a beautiful Gothic interior with a wealth of frescoes and some masterpieces of Renaissance art. Adjoining the church is the **Museum** of the same name.

Narrow, atmospheric alleyways lead to Via Tornabuoni, the city's most elegant street, backing onto which is the imposing bulk of **Palazzo Strozzi**. Built by Benedetto da Maiano to a commission by Filippo Strozzi, it is one of the most important Renaissance buildings in Florence. Some of the Palazzo's beautiful rooms are used for art exhibitions, and it has a large internal courtyard that is always open.

Continuing on towards Piazza della Repubblica you arrive in what was the heart of the city in Roman times. The modern-day piazza was laid out in the 19th century.

If you walk along to and across Piazza Duomo, you will find yourself in Via Martelli. After about a hundred metres you will

run into another large Renaissance building, **Palazzo Medici Riccardi**. This was designed by Michelozzo for Cosimo il Vecchio de' Medici towards the middle of the 15th century. Indeed, the whole neighbourhood was shaped by the Medici family. The Palazzo, the seat of the Province of Florence, is also a museum with some magnificent reception rooms and a splendid **Chapel** frescoed by Benozzo Gozzoli. If you are short on time you can just wander in and take a look at the courtyard, or walk through the recently opened **Galleria dei Medici**, which brings you out into Via Ginori. From here you can head towards two other sites associated with the Palazzo: the nearby church of San Lorenzo and the convent of San Marco.

**San Lorenzo** was the church of the Medici family. Its current layout, a sublime example of Renaissance architecture, was designed by Filippo Brunelleschi. The façade was never completed, while the interior houses a number of fine paintings. Around the church are various other significant attractions, including the **Laurentian Library**, the **Old Sacristy** and the **Medici Chapels**, with the New Sacristy, one of Michelangelo's masterpieces. In the streets surrounding the church is a colourful open-air market. Popular with tourists, it



sells clothing and accessories.

Returning to Palazzo Medici and walking along Via Cavour you will come to the piazza with the **church of San Marco** and the adjoining convent. The **convent of San Marco**, belonging to the Dominicans of Fiesole, was one of the city's major centres for intellectual pursuits. Cosimo il Vecchio invested heavily to enlarge and embellish it.

The **Museum of San Marco**, which is housed in the convent, contains a series of Renaissance frescoes by Beato Angelico; the fabulous library was the work of Michelozzo.

A stone's throw from Piazza San Marco is the **Accademia Gallery**, one of Florence's most visited museums because it houses Michelangelo's celebrated *David*. However, the museum also displays other interesting sculptures by the same artist and a rich collection of Tuscan paintings from the 13th to the 16th century. From the Gallery it is just a short walk

to the harmonious Piazza Santissima Annunziata, which is surrounded by porticoes and buildings, the most important of which is the **Spedale degli Innocenti**, designed by Filippo Brunelleschi. The Spedale was established as a founding hospital as early as 1440, and houses a museum and other very interesting areas.

The **basilica of Santissima Annunziata** dates back to the middle of the 13th century and was built for the Order of the Servants of Mary. Inside there are frescoes by Andrea del Sarto, Franciabigio, Pontormo and Rosso Fiorentino. To the left of the church, on the corner with Via Capponi, is the entrance to the **Archaeology Museum**, which contains extremely significant Etruscan, Roman and above all Egyptian collections. When visiting the museum, be sure to go out into the beautiful garden, where a number of Etruscan tombs have been reconstructed.



## Longer stays in Florence

If you are in Florence for a longer stay, or have visited the city before, the following are some further places of interest you may wish to explore.

At the rear of Piazza del Duomo is the **Museo dell'Opera del Duomo**, which houses all the works from the Cathedral, such as parts of the original façade or sculptures produced for it, including a wooden *Mary Magdalene* by Donatello and a *Pietà* by Michelangelo.

Walking along Via del Proconsolo you come to Palazzo Nonfinito, an incomplete (hence the name) work by Buontalenti. Inside is the interesting **Anthropology Section** of the **Museum of Natu-**

the 13th and during the 14th century, is well worth a visit. The façade is 19th century, but the interior, which is Gothic, is memorable for the frescoes of Giotto and for the tombs of some of Italy's most illustrious figures, including Ugo Foscolo, Galileo Galilei, Michelangelo and Gioacchino Rossini. Besides the church, you can also visit the **Museo dell'Opera** with Brunelleschi's elegant **Pazzi Chapel**.

If you walk along Via de' Benci towards the Arno, you will come, on your left, to a Renaissance palazzo occupied by the **Horne Museum**. This features paintings, furniture and other items that recreate the appearance of a noble 15th-century home.

On the other side of the Arno (cross over on the Ponte alle Grazie) stands the **Bardini Museum**, the former home of an antiquarian who built up a large collection of art works.

Walking up the steep but atmospheric Costa Scarpuccia and Costa San Giorgio you will come to one of Florence's most spectacular sites: **Fort Belvedere**. Designed by Buontalenti in the last decade of the 16th century, it is a fortified villa in a raised position that offers one of the best views of the city. The fort houses the **Della Ragione Collection**, featuring paintings by some of the great masters of the 20th century.

A beautiful stroll in the shade of the trees lining the Viale dei Colli

will bring you to the Romanesque basilica of **San Miniato al Monte**. The green and white marble façade is typically Florentine, and the geometric patterns can also be found in the well-lit interior. The piazza in front of the church offers fine views, as does the nearby **Piazzale Michelangelo**, which is a great favourite with tourists.

The piazzale stands above the historic neighbourhood of the Oltrarno. Walking back down towards the river, the tour of this part of the city can be rounded off by visiting the complex of **Santa Maria del Carmine**. In the **Brancacci Chapel** there are fine frescoes by Masaccio, Masolino and Filippino Lippi.

## Thematic itineraries in Florence

Want to follow a particular thread or theme as you tour the city? Here are a few suggested ideas.

### The city in the Middle Ages

This itinerary takes in the most significant buildings of the medieval period, when the city skyline was dominated by towers and the first important public buildings and the large basilicas were built.

*Palazzo Vecchio*  
*Palazzo del Bargello (home to the Bargello National Museum)*  
*Palazzo Spini Feroni (Piazza Santa Trinita)*  
*Ponte Vecchio*  
*Tower houses – Piazza Santa Elisabetta (Hotel Brunelleschi), Piazza Davanzati, Piazza Salvemini, Borgo San Jacopo.*  
*Baptistery of San Giovanni*  
*Basilica of San Miniato*  
*Church of the Santi Apostoli (Piazza del Limbo)*

### Great Gothic architecture

In Florence the Gothic period coincided with the peak of the city's wealth and economic prosperity. In architectural and urban development terms, this was reflected in the building of the last circle of city walls and of imposing basilicas, expressions of the establishment and growing influence of the mendicant orders in the social fabric of the city.

*Basilica of Santa Maria Novella*  
*Basilica of Santa Croce*  
*Church of Santa Trinita*  
*Cathedral of Santa Maria del Fiore*

### The city in the Renaissance: the grand palazzos

There are various Renaissance palazzos in the historic city centre. Although many of them are not open to the public, they are still interesting from the outside. They are named after those who commissioned them, often from very famous architects, to serve as family residences.

*Palazzo Davanzati (Via Porta Rossa)*  
*Palazzo Rucellai (Via della Vigna Nuova)*  
*Palazzo Strozzi*  
*Palazzo Medici Riccardi*  
*Palazzo Antinori (Piazza Antinori)*  
*Palazzo Cocchi Serristori (Piazza Santa Croce)*  
*Palazzo Bartolini Salimbeni (Piazza Santa Trinita)*

### The city in the 17th century

Although Florence is not particularly associated with the Baroque, there are a number of fine examples of this important period, and it is worth exploring the city with this in mind, if you have the time or if you

are making a return visit.

*Church of San Gaetano (Piazza Antinori)*  
*Complex of San Firenze (Piazza San Firenze)*  
*Palazzo Corsini (Lungarno Corsini)*  
*Palazzo dell'Antella (Piazza Santa Croce)*  
*Santissima Annunziata*

### Liberty and eclecticism in the city

A number of significant examples of eclectic and Liberty-style architecture were built in Florence between the end of the 19th and the beginning of the 20th century.

*Hotel Excelsior (Piazza Ognissanti 3)*  
*Cinema Odeon (Via Sassetti 1)*  
*Porticoes of Via Pellicceria*  
*Villino Uzielli (Piazza D'Azeglio 38)*  
*Villino Broggi Caraceni (Via Scipione Ammirato 98)*  
*Villino Ravazzini (Via Scipione Ammirato 101)*  
*Casa Galleria (Borgognissanti)*  
*Villa Stibbert*  
*Villini Lampredi (Via Villani 9, 13)*



### Contemporary art

In Florence there are a number of fine buildings associated with the Italian rationalist movement that was active between the wars, and other works, mainly public, designed by important post-war architects.

*Church of San Giovanni Battista (Autostrada del Sole)*  
*Train station of Santa Maria Novella*  
*Artemio Franchi Football Stadium*  
*Marino Marini Museum*  
*Aeronautical School (Park of the Cascine)*



## Park and gardens in Florence

Exploring Florence through its parks and gardens is an unusual but worthwhile experience. This is because the city's historic gardens are closely associated with palazzos and architectural styles, and with the noble families that created them.

In the centre of Florence, the **Boboli Gardens**, a magnificently grandiose example of an Italian-style garden with ancient statues and fountains, offers some extraordinary views of the city. At the top end of the garden, a gate gives access to the bastions of **Fort Belvedere**, and a short walk will bring you to the recently reopened **Bardini Gardens**, which overlook the Arno.



The **Botanical Garden** or Giardino dei Semplici is a university museum, but has ancient origins. It is a haven for a host of plant varieties (kept in the open-air and under glass), with ancient trees such as *Taxus baccata* and a cork oak. In spring the azalea blossom offers a riot of colour.

Near to the city centre is the large **park of the Cascine**. Opened to the public in 1791, and enlarged and modified various times since then, it is an ideal place to go running, skating, cycling or simply for a walk. Remaining in the city, but moving out from the city centre, a number of other gardens and parks can be recommended. For example, there is the English-style park of the **Stibbert Museum**, its romantic taste reflected in a small lake with a small neo-Egyptian temple on its banks, and the ruins of a Gothic Venetian courtyard in white marble.

The **park of Villa Il Ventaglio**, laid out in the mid 19th century on the lower slopes of the hill leading up to Fiesole, and which has a lake crossed by a small bridge, also reflects the style of parks in that period.

## Ideas for visiting the surrounding area

Why not venture out from the city centre? You do not need to go far to discover interesting new places and unforgettable views.

**Fiesole** is very close to the city but has a distinct character of its own. It is situated in a splendidly panoramic position on the hill overlooking Florence. Unlike Florence, Fiesole is of Etruscan origin, and both Etruscan and Roman remains can be found in the extensive **Archaeological Area**. Also of great historical value are the Romanesque cathedral of San Romolo, with its characteristic tower-shaped campanile, Palazzo Vescovile, founded in the 11th and rebuilt in the 17th century, and the ancient church of Santa Maria Primerana, which was built over an earlier Etruscan construction. One good idea for a stroll is to head in the direction of the ancient acropolis, where you will find the basilica of Sant'Alessandro (exhibitions are held here), and the church, convent and Missionary Museum of San Francesco. The beautiful surrounding scenery makes Fiesole a popular area for walking, with paths heading towards Monte Ceceri and the Calvine.

South of the city centre, not far from Galluzzo, stands the **Certosa**. Of 14th-century origin, it has an austere fortress-like appearance and is still occupied by Cistercian monks. Visitors can see the monumental quarters of the convent and the Pinacoteca, which houses important art works produced over the centuries.

Other unmissable attractions in the local area include the **Medici villas** between Florence and Sesto Fiorentino: **Villa La Petraia** and **Villa di Castello**. The former is dominated by a large tower and surrounded by an Italian-style terrace garden. To the rear of the villa, there is a large romantic park added in the 19th century. After the Medici, the villa was also used as a residence by the House of Savoy in the period when Florence was the capital of unified Italy. A pleasant walk leads to Villa di Castello, which has a beautiful Italian garden with citrus fruits and numerous rare plant varieties. The garden is also worth seeing for the Grotta degli Animali, something of a marvel in the Medici period with its ingenious water effects. The imposing villa is home to the prestigious Accademia della Crusca.

## Visiting the city independently

If you want to visit Florence and explore its rich artistic and museum heritage on your own, we would advise you to drop in at an information office to pick up an updated list detailing opening times and ticket prices. Alternatively, you can visit the APT's website at: [www.firenzeturismo.it](http://www.firenzeturismo.it).

Opening times change quite frequently, also in relation to the time of year, and ticket prices may vary if there is an exhibition on at the museum. At the offices of the Florence Tourism Board you can also purchase a copy of the *Guide to museums in the city and province*, a useful aid in planning what to see.

The city of Florence will soon have a tourist card granting admission to a range of museums. The card costs euro 50.00, it's valid for 72 hours for free admissions to 33 museums located in Florence and free public transport (Ataf-Linea buses and trams). More information on [www.firenzecard.it](http://www.firenzecard.it)

However, it is possible to purchase inclusive tickets covering certain museums, and to book admission to the more popular museums in advance. This will enable you to avoid queues, which, especially in spring and summer, is something to be borne in mind.

Admission to state-run museums can be booked through **Firenze Musei**, ph. +39 055 294883 (for school parties: ph. +39 055 290112) [www.firenze-musei.it](http://www.firenze-musei.it). There is a booking fee of euro 3 or euro 4, depending on the museum, for each ticket, irrespective of the type (full, concession, free).

Admission to state-run museums is free for everyone under 18 and over 65. There are reductions on admission tickets to museums run by Florence City Council for children aged 4 to 17, for young people aged 18 to 25, and for anyone over 65 years of age.

Other museums in the city are managed by public and private bodies or associations. Some of the city's historic gardens, for instance the Boboli and the Bardini Gardens, also charge an admission fee.

There are more than ninety museums in Florence. The following is a selection:

### State-run museums

Museum of the Medici Chapels  
Cenacles (frescoed refectories) of Ognissanti, Santa Apollonia, San Salvi, Fuligno  
Chiostro dello Scalzo  
Museums of Palazzo Pitti (Palatine Gallery; Gallery

of Modern Art; Silver Museum; Porcelain Museum; Costume Gallery; Boboli Gardens)  
Uffizi Gallery  
Accademia Gallery  
Archaeology Museum  
Bargello National Museum  
Danzonati Museum  
Museum of the Opificio delle Pietre Dure  
Museum of San Marco  
[www.polomuseale.firenze.it](http://www.polomuseale.firenze.it)

### Council-run museums

Palazzo Vecchio (Monumental Apartments and Children's Museum)  
Brancacci Chapel  
Fondazione Romano in the Cenacle of Santo Spirito  
Bardini Museum  
Museum of Santa Maria Novella  
Museo di Firenze com'era  
Alberto Della Ragione Collection  
[www.museiciviciflorentini.it](http://www.museiciviciflorentini.it)

### Museums run by other bodies

Palazzo Medici Riccardi  
Horne Museum  
Museo dell'Opera del Duomo  
Casa Buonarroti  
Casa di Dante  
Museo dell'Opera di Santa Croce  
Galleria dello Spedale degli Innocenti  
University Museum of Natural History  
Galileo Museum  
Marino Marini Museum



## Guided tours of the city

One way of getting to know Florence better is to go on a guided tour of the city and its major attractions. There are tours practically every day, at different times and in various languages. It is advisable to turn up 10-15 minutes before the tour is due to start.

### By bus

**Morning tour** (generally includes Piazzale Michelangelo, Accademia Gallery or Bargello National Museum or Medici Chapels, Cathedral)

**Afternoon tour** (generally includes Piazza Santa Croce, Piazza della Signoria, Uffizi Gallery or Palazzo Vecchio, Fiesole)

CAF Tours, tel. 055 283200 [www.caftours.com](http://www.caftours.com)  
Departure point: Piazza Stazione (on the corner with Piazza dell'Unità)

**Panoramic tour** (morning and afternoon, with audio guide)

CAF Tours, tel. 055 283200 [www.caftours.com](http://www.caftours.com)  
Departure point: Piazza Stazione (on the corner with Piazza dell'Unità)

**Tourist bus** (Line A: Piazza Stazione; Line B: Porta San Frediano)

**City Sightseeing:** red two-storey bus which goes all round the city; you can get on and off at the various stops; tel. 055 290451

[www.firenze.city-sightseeing.it](http://www.firenze.city-sightseeing.it)

**Florence Open Tour:** a yellow two-storey bus; you can get on and off at the various stops; phone +39 348 8814984 [www.florenceopentours.it](http://www.florenceopentours.it)

### On foot

The following agencies run guided walking tours in the centre of Florence. The programme may include a visit to a museum or a major church, or may be devoted exclusively to one or more museums. There are tours in various foreign languages, besides Italian. Booking obligatory.

Accord Innovative Tourist Solutions,  
phone +39 055 282825 [www.accordsolutions.it](http://www.accordsolutions.it)  
Departure point: Uffizi Gallery Gate 2  
(April to October)

Albatravel Group phone +39 055 211528  
[www.albatravelflorence.com](http://www.albatravelflorence.com)  
Departure point: Piazzale Michelangelo (April to October)

CAF Tours, phone +39 055 283200  
[www.caftours.com](http://www.caftours.com) Departure point: Piazza Stazione

(on the corner with Piazza dell'Unità)

Florapromotuscany, phone +39 055 210301  
[www.florapromotuscany.com](http://www.florapromotuscany.com) Departure point:  
Piazza della Repubblica, c/o Caffè Giubbe Rosse  
From 15 March to 15 November the agency  
Florapromotuscany also offers guided walking  
tours with guaranteed departures (booking not  
necessary). Tours are in English, French or German.

FlorenceTown, phone +39 055 0123994  
[www.florence-town.com](http://www.florence-town.com)  
Departure point: Piazza della Repubblica, c/o Caffè  
Gilli (on Tuesday, from Caffè Paskowsky)

Mercurio Tours c/o Amici del Turismo travel agency  
phone +39 055 218413  
[www.mercurio-italy.org](http://www.mercurio-italy.org)  
Departure point: Ponte Vecchio on the side opposite  
the bust of Cellini

The Original & Best Walking Tours of Florence,  
phone +39 055 2645033 [www.artviva.italy.com](http://www.artviva.italy.com)  
Departure point: agency office in Via Sassetti 1

TuscanyAll, phone +39 055 713655  
[www.myflorence-tours.com](http://www.myflorence-tours.com) Departure point: Piazza  
della Repubblica, c/o Caffè Giubbe Rosse

**By taxi and minivan** (morning and afternoon)  
Accord Innovative Tourist Solutions, phone +39 055  
282825 [www.accordsolutions.it](http://www.accordsolutions.it)  
Departure point: Piazza della Repubblica (column).  
Departure from hotel can be arranged by prior  
request.

**By bike** (morning and afternoon)  
Accord Innovative Tourist Solutions,  
phone +39 055 282825 [www.accordsolutions.it](http://www.accordsolutions.it)  
Departure point: statue in Piazza San Marco

Florapromotuscany, phone +39 055 210301  
[www.florapromotuscany.com](http://www.florapromotuscany.com) Departure point:  
Piazza Stazione  
Ibikeflorence (FlorenceTown)  
phone +39 055 0123994 [www.ibikeflorence.com](http://www.ibikeflorence.com)  
Departure point: Via de' Lamberti 1  
(corner with Via Calzaiuoli), March to October

**By Segway** (morning and afternoon)  
Italy Segway Tours phone +39 055 2398855  
[www.segwayfirenze.com](http://www.segwayfirenze.com)  
Via de' Cimatori 9red

## Officially licensed tour guides and tour leaders associations

If you need an official tour guide you can contact one of the following tour guides associations operating in Florence.

### A. Ali di Pegaso (Associazione Guide turistiche Madrelingua)

Via Livornese, 653 50055 Lastra a Signa (Fi)  
Phone +39 0558725890 fax +39 0558727821  
[www.alidipegaso.it](http://www.alidipegaso.it) - [info@alidipegaso.it](mailto:info@alidipegaso.it)

### A.C.G. Associazione Culturale Guide Florence & Tuscany

Via dei Querci 4/d 50142 Firenze  
Phone +39 0557877744 fax +39 0557877629  
[www.firenze-guide.com](http://www.firenze-guide.com) - [info@firenze-guide.com](mailto:info@firenze-guide.com)

### A.C.G.T. – Associazione Centro Guide Turismo Associazione Guide Turistiche e accompagnatori Firenze e Toscana

Via Ghibellina, 110 50122 Firenze  
Phone +39 055288448 fax +39 055288476  
[www.centroguidetoscana.it](http://www.centroguidetoscana.it)  
[info@centroguidetoscana.it](mailto:info@centroguidetoscana.it)

### A.G.A. Associazione Guide Turistiche e Accompagnatori

Via G.F. Mariti, 8 50127 Firenze  
Phone +39 0550129344 fax +39 055 9631037  
Mobile +39 3277992662  
[www.agatour.com](http://www.agatour.com) - [info@agatour.com](mailto:info@agatour.com)

### A.G.T. Firenze-Associazione Guide Turistiche della Toscana

Via Pellicceria, 1 50123 Firenze  
c/o Accord Solutions  
Phone +39 0552654753  
Mobile +39 3334631052  
[info@florence-touristguides.com](mailto:info@florence-touristguides.com)

### A.G.T.F. Associazione Guide Turistiche Fiorentine

Via Verdi, 10 50122 Firenze  
Mobile +39 3477378374 fax +39 0552480902  
[www.guidesinflorence.it](http://www.guidesinflorence.it) - [info@guidesinflorence.it](mailto:info@guidesinflorence.it)

### AICS – Associazione Culturale Guidetruria

Via B. Dei, 106 50127 Firenze  
Mobile +39 3275304664 fax +39 055 434196  
[www.guidetruria.it](http://www.guidetruria.it)  
[guidetruria@alice.it](mailto:guidetruria@alice.it) - [info@guidetruria.it](mailto:info@guidetruria.it)

### Florence and Tuscany Tours by Florapromotuscany

Via Condotta, 12 50122 Firenze  
Phone +39 055210301 fax +39 0552381496  
Mobile +39 3493164677  
[www.florenceandtuscanytours.com](http://www.florenceandtuscanytours.com)  
[info@florenceandtuscanytours.com](mailto:info@florenceandtuscanytours.com)

### Link – Cooperativa accompagnatori, guide turistiche e guide ambientali

Via Pellicceria, 1 50123 Firenze  
Phone/fax +39 055218191 Mobile +39 3383903070  
[www.linkfirenze.it](http://www.linkfirenze.it) - [info@linkfirenze.it](mailto:info@linkfirenze.it)

### Toscana Insieme (Guide turistiche e accompagnatori di Firenze e province toscane)

Via Maso Finiguerra, 19 50123 Firenze  
Phone/fax +39 055293157  
Mobile +39 3335315543  
[www.toscaininsieme.it](http://www.toscaininsieme.it) - [info@toscaaininsieme.it](mailto:info@toscaaininsieme.it)





## Information offices

There are five tourist information offices in the city. In these offices you will find informative materials in various languages and professional, well-informed staff who can give you accurate and helpful information about the attractions of the city and surrounding area, services, accommodation, transport and all the main cultural, sports and traditional events.

### Florence Tourism Board

Via Manzoni 16 - 50121 Firenze  
Phone +39 05523320 fax 0552346286  
www.firenzeturismo.it - apt@firenzeturismo.it

### Uffici Informazioni

#### Via Cavour 1r

phone +39 290832-3  
fax +39 055 2760383  
2760383  
info1@firenzeturismo.it

#### Via Manzoni 16

phone +39 055 23320  
fax +39 055 2346285  
info@firenzeturismo.it

### Aeroporto "A. Vespucci"

phone/fax +39 055 315874  
infoaeroporto@firenzeturismo.it

### Comune di Firenze

#### Borgo S. Croce 29r

phone +39 055 2340444 fax +39 055 2264524  
turismo2@comune.fi.it

#### Piazza Stazione 4

phone +39 055 212245 fax +39 055 2381226  
turismo3@comune.fi.it

## Protecting the rights of tourists



In a city visited by millions of tourists each year, there is unfortunately always a chance of encountering a poor or unprofessional level of service. If the service is not up to scratch, the price is unclear, your booking has not been respected or you find yourself in some other unpleasant situation of this kind, you can make use of a number of mechanisms designed to protect your rights as a guest of the city.

### Office for the protection of the rights of tourists

At the Information Office of the Florence Tourism Board in Via Cavour 1red, there is a special counter devoted to safeguarding the rights of tourists. Expert, multilingual staff help tourists to fill out complaint forms which are then sent on to the pertinent authorities. phone +39 055 2760382



### Office of conciliation

The Florence Chamber of Commerce has set up a reconciliation service to settle financial controversies that may arise between businesses and tourist consumers, the aim being to avoid lengthy and costly legal proceedings.

For visitors who cannot follow the reconciliation procedure in person, the office appoints a representative chosen from a list drawn up by consumer protection bodies.

The procedure can also be activated on the Chamber of Commerce's website at:

www.fi.camcom.it - conciliazione@fi.camcom.it  
phone +39 055 2795295

## Getting around in the city

### With your own car

If you arrive in Florence by car, it is worth parking it and using public and tourist transport to get around.

Particular attention should also be given to signs indicating that you are entering the Restricted Traffic Zone ('Zona a Traffico Limitato', ZTL), which covers the area of the historic city centre. Access is controlled by video cameras, and you will need prior authorization to enter if you want to avoid a hefty fine. If you are looking for accommodation, the hotel you decide to stay in or the garage where you intend to park can enable you, by means of a specific procedure, to enter the ZTL temporarily. Further information about the Restricted Traffic Zone is available at [www.serviziiallstrada.it](http://www.serviziiallstrada.it) or [www.comune.fi.it](http://www.comune.fi.it)

*see map at page 28*

### With a hire car

If you decide to hire a car in Florence, you will find rental companies both in the terminal building of the A. Vespucci Airport and in the city centre. The majority of car hire companies are in streets close to the central railway station (SMN). Remember that this area is inside the Restricted Traffic Zone and that the above comments apply.

Amrent - via Arno 108 - phone +39 055 3454072  
Auto Europa - Borgo Ognissanti 100r  
Call centre 800 334440  
AVIS - Borgo Ognissanti 128r  
Call centre 199 100133  
City Car Rent - via Alamanni 3a c/o Garage La  
Stazione - phone +39 055 2399231  
Easy Car - Via della Scala 53r  
phone +39 055 284366  
Europcar - Borgo Ognissanti 53r  
Call centre 199 307030  
Hertz Italiana - Via Maso Finiguerra 33  
Call centre 199 112211  
Italy by Car Thrifty dollar - Borgo Ognissanti 134r  
Call centre 800 846083  
Maggiore - Via Maso Finiguerra 13r  
Call centre 199 151120  
Maxirent - Borgo Ognissanti 133r  
phone +39 055 2654207  
Sixt - Borgo Ognissanti 153r  
phone +39 055 2399696  
Travelcar - Borgo Ognissanti 108r  
Call centre 199 180180



### How do I park?

Car parking spaces in Florence are divided into areas reserved for residents (white markings on the ground) and pay-and-display areas (sky blue markings). Near the pay-and-display areas there are ticket machines, which accept coins. The ticket purchased for the parking can be used for riding on a city bus (90 minutes riding).

There are also many covered and attended car parks in the city centre. These are all run by Firenze Parcheggio [www.firenzeparcheggi.it](http://www.firenzeparcheggi.it):

Santa Maria Novella: central railway station (SMN); open round the clock  
 Sant'Ambrogio: Piazza Annigoni; open round the clock  
 Beccaria: Piazza C. Beccaria; open round the clock  
 Alberti: Piazza Alberti; open round the clock  
 Parterre: Via Madonna della Tosse 9; open round the clock  
 Fortezza Fiera: Piazzale Caduti nei Lager; open round the clock  
 Oltrarno: Piazza della Calza; open round the clock  
 Porta al Prato: via Gabbugiani; open round the clock

### Taxi

Taxis are white. They can be booked by phone or picked up by going to a taxi rank. There are ranks in front of the main railway stations and in many city centre piazzas.

**Radiotaxi SOCOTA** phone +39 055 4242

**Radiotaxi COTAFI** phone +39 055 4390

**Intaxi** phone +39 055 2001326

If you arrive in Florence by plane, the taxi ride into the city centre takes about 15 minutes. The taxi cooperatives have established a fixed rate (euro 20) to and from the airport and city centre hotels.



### Other means of transport

Florence, being relatively small, lends itself to the use of a bicycle, thanks also to a large number of cycle tracks.

**1000 e 1 bici** (social cooperative) has cycle points at the railway stations of Santa Maria Novella and Campo Marte, Piazza Santa Croce, Piazza Annigoni (market of Sant'Ambrogio).

**Alinari** – Via San Zanobi 38r, phone +39 055 280500 [www.alinarirental.com](http://www.alinarirental.com)

**Florence by bike** – Via San Zanobi 120r, phone +39 055 488992 [www.florencebyke.it](http://www.florencebyke.it)

**Rentway** – Piazza San Benedetto 1r, tel. 333 9619820 [www.rentway.it](http://www.rentway.it)



### Rickshaw

Bicycle rickshaws carries two adults or an adult and two children, and are an usual way to discover the city.

Tre Rote – mobile +39 338 6389245  
[www.pedicabfirenze.it](http://www.pedicabfirenze.it)

### Segway

The Segway is a silent and convenient way of getting around

Info phone +39 055 2398855, call centre 800090169 [www.segwayfirenze.com](http://www.segwayfirenze.com)

### Open carriage

It is hard to resist the romantic charm of a ride on an open carriage. You can pick one up in Piazza Duomo, Piazza San Giovanni or Piazza della Signoria.

### Boats

From June to September it is also possible to take a trip along the River Arno on one of the typical local boats, called *barchetti*. The embarkation point is near Piazza Mentana, and the boats go as far as Lungarno Corsini. Booking obligatory (minimum 6 people). Call the Associazione I Renaioli [www.renaioli.it](http://www.renaioli.it) mobile +39 347 7982356.

## City buses and tram service

Florence and some of the adjoining towns are served by Ataf city buses and a new tram service running between Santa Maria Novella and the south-west outskirts of Florence as far as Scandicci. The buses are mostly orange (some also white/red), and enable you to get around anywhere. Timetables are posted at bus stops or at [www.ataf.net](http://www.ataf.net). Ordinary bus tickets should be purchased before getting onto the bus, from a newsagent, tobacconist or bar, or from the ticket office situated inside Santa Maria Novella railway station (Sala Clienti Ataf). Tickets cost euro 1.20 and are valid 90 minutes from when they have been validated on board the bus or

tram (punch the ticket in the machine situated just inside the entrance to the bus). A 24-hour ticket costs euro 5, while a 7-days ticket cost euro 18.00. A multiple4-journey ticket costs euro 4.50 and can be used by 4 different people, for example a family. Remember that children under a metre tall travel free. Another practical option is the Carta Agile, an electronic Ataf card that can be used for 10, 21 or 35 runs. Info: 800 424500 (from a land line) or 199 104245 (from a cell phone)

## Getting around in the surrounding area

### By bus

The area surrounding Florence is served by non-city buses, which may be blue or green. The bus stations are all in the immediate vicinity of the central railway station (SMN). The following companies operate services: SITA, Via Santa Caterina da Siena 15 [www.sitabus.it](http://www.sitabus.it), CAP, Largo Fratelli Alinari 9 [www.capautolinee.it](http://www.capautolinee.it), COPIT, Largo Fratelli Alinari 9 [www.copitspa.it](http://www.copitspa.it), LAZZI, Piazza Stazione 1 [www.lazzi.it](http://www.lazzi.it)

Main destinations served by bus in the province of Florence

**SITA** serves the following towns and areas: Chianti and Valdarno, Mugello and Valdisieve, Montespertoli, Empoli, Certaldo, Castelfiorentino, Montaione, Siena, San Gimignano, Bibbiena,

Casentino, Valdarno aretino, Valtiberina

**CAP** connects Florence with Borgo San Lorenzo, Impruneta, Palazzuolo sul Senio, San Piero a Sieve, Tavarnuzze (Comune di Impruneta), Carmignano, Poggio a Caiano, Prato.

**COPIT** serves the towns of Cerreto Guidi, Vinci (from Empoli station)

**LAZZI** serves the areas of Empolese Valdelsa (Lazzi and Più Bus service) and Valdarno, it also connects Florence to Prato, Montecatini Terme, Pistoia, Lucca, Viareggio.

**TERRAVISION:** Shuttle bus from Santa Maria Novella railway station to Galilei airport in Pisa phone +39 06 97610632

[www.terravision.eu](http://www.terravision.eu)

### By train

Florence's central train station is Santa Maria Novella (in the heart of the city centre). Other stations include Campo di Marte (trains from/to Arezzo/Rome, Mugello, Val di Sieve) Rifredi (trains from/to Pisa, Bologna). Info: phone +39 892021 [www.trenitalia.com](http://www.trenitalia.com)

### Airport

Florence's airport is Amerigo Vespucci Airport, Via del Termine 11 phone +39 055 3061300 [www.aeroporto.firenze.it](http://www.aeroporto.firenze.it). The airport is about 5 km from the city centre and is connected by shuttle bus "Vola in bus" operated by Sita/Ataf (service available from 5.30 a.m. to 11 p.m. every 30 minutes)

