

JANUARY 19TH 2021

# SANT'ORSOLA

*AT THE HEART OF HISTORY*





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© Una proposta per il recupero di funzioni urbane  
nel centro storico, édition CLUSF Cooperativa  
Editrice Universitaria Firenze.



# 01 SPEAKERS

In the presence of Dario Nardella, the Mayor of Florence and Monica Marini, the Councillor of the Metropolitan City Council in charge of Heritage



**PHILIPPE BAUDRY**  
ARTEA's CEO



**CARLO BANDINI**  
Architect

# 02 HISTORY OF THE BUILDING

The monumental complex of Sant'Orsola has its origins at the dawn of the 14th century, when it was founded as a Benedictine convent, annex of the nearby Church of San Lorenzo.

In the 15th century it was considerably extended with the arrival of the Franciscan sisters. During the Renaissance, the extensions were continuous, with substantial facade completion on the current Sant'Orsola Street, at the corner of Taddea Street.

Then, for several centuries, there were no extensions, nor any substantial changes.

At the beginning of the 19th century, during the Napoleonic era, the convent has ceased its religious practice to begin its secular phase. Throughout the 19th century, it underwent major extensions around the Clock Courtyard, as well as adjustments to accommodate new civil functions (e.g, a merry-go-round, a tobacco manufacturer, a shelter, etc.).

In the 1980s, the most important interventions, and in some ways devastating, took place with the intent of transforming the convent into the future headquarters of the Guardia di Finanza. However, these changes ceased in the mid-1980s.



# ARTEA GROUP

ARTEA is the contraction of the two words: ARTE and AREA (in Latin). The Group' ambition stands in its name : to give life to projects with Art and History at their heart.

This is the beginning of an answer to the question: why is ARTEA the best player to handle the stunning restructuring project of Sant'Orsola as defined in the rehabilitation *Bando* ?

ARTEA Group is a company that has existed for 20 years. It holds more than than €100M in equity capital, several hundred million of assets in France, and will generate in 2021 more €100M of sales.

The company has close relationships with major banks, such as BNP Paribas, the Banque Publique d'Investissement (BPI France), and Credit Agricole, which has provided support for more than 10 years on various kinds of operations such as bond issues. In the same way, since 2009, ARTEA partners with Caisse des Dépôts Group (The French major sovereign fund and public investment company), which supports the Group as co-investor. Hence, ARTEA signed an agreement with CDC in January 2021 in order to create a joint venture dedicated to

investing in ARTEA's assets for the coming years. The first investment part will amount to €300M.

If these structuring partnerships are made possible, it is partly due to the specificity of ARTEA's integrated model. Indeed, its strength is to be part of the whole real estate value chain as : designer; developer; investor; and operator.

Its model and values consist in developing an ecosystem whose pillars are :

- sustainable development at the heart of real estate;
- the development of renewable energies;
- the development of services.

Specifically, ARTEA offer main value lies in its ability to bring to life eco-neighbourhoods and global projects.

To do so, the Group starts either from greenfield, real estate complexes, or historic sites that require restructuring, and provide them with new functions. These new functions are perfectly in line with local communities' expectations. As for them, understanding the new trends in real estate functions is at the heart of ARTEA's concerns.

*ARTEA, A PLAYER IN SUSTAINABLE REAL ESTATE WISHING TO BRING BACK TO LIFE HISTORIC BUILDINGS.*

The Group's projects are located on the outskirts and in the heart of France's major cities, and in Europe.

This vision, and the historical expertise ARTEA has developed, give to the company the legitimacy to handle complex operations such as the transformation of Sant'Orsola. Moreover common objective is that tomorrow, for every visitor, the visit of Sant'Orsola will be a new experience and the opportunity to discover the historical heart of this unique place.



**ARTEA Group**  
Real Estate & Hospitality  
company  
[www.groupe-arte.fr/en/](http://www.groupe-arte.fr/en/)

# BCB PROGETTI SRL

BCB Progetti is a design and engineering company, founded by the architects Carlo Bandini and Gianni Bellucci, who have pooled their experience in public structures design and into the construction and design of public structures (shops, hotels, sports facilities, and commercial structures of medium and large size).

The architect Carlo Bandini, director of BCB Progetti srl, student of Professor Pierluigi Spadolini, began his professional career by doing both architecture and urban planning, with particular attention to the use of computerized planning systems that were at their beginnings in the early 1990s. He was part of the design group for the High Speed Guide Plan at the end of the 90s. After significant collaborations, he began on his own by immediately focusing on the design and conception of medium and large commercial or industrial structures, sport facilities, stores, and prestigious hotel renovations.

With the creation of BCB Progetti srl, he keeps developing his activities with a multi-disciplinary focus, from economic feasibility analysis to executive design and construction management.

In analysing the Sant'Orsola project, BCB Progetti has immediately thought of organizing a work team that could cover all the many aspects and complexities that such an intervention implies, with particular attention to the building historical analysis, the types of restoration and structural implications the rehabilitation will imply.



**Carlo Bandini**  
Architect  
[www.bcbprogetti.it](http://www.bcbprogetti.it)



# GERALDINE DOHOGNE

## BEYOND DESIGN

As a world-class interior designer and decorator based in London, Geraldine Dohogne's work is driven by instinct and emotion, as well as by a look back at fundamental values.

By creating a captivating story and adding to it an experiential touch, each project is endowed with a unique personality and a true soul. She believes that being intimately involved in every aspect of a project offers consistency and allows it to excel in every aspect of the detail.

Operating globally in the hotel and hospitality industry, she offers a fully customized service. After all, the difference between the ordinary and the extraordinary is that little extra.

Among Geraldine Dohogne's projects are the hotel "1898 The Post" in Ghent, Belgium and the Chalet in Megève, France.



geraldine dohogne

**Geraldine Dohogne**  
Interior design

[www.geraldinedohogne.com](http://www.geraldinedohogne.com)





# THE SANT 'ORSOLA EX-CONVENT

## REHABILITATION PROJECT



From the first visit of Sant'Orsola almost 2 years ago, ARTEA has been seduced by its beauty and poetry. This complex also offers a fantastic potential, in particular because of its organization around the three main courtyards.

However, this is not a classic operation, but an essential public/private project. Indeed, Sant'Orsola is a jewel dear to Florentines' hearts, and this is why ARTEA has decided to create a 100% Florentine project where Sant'Orsola would be open on the city.

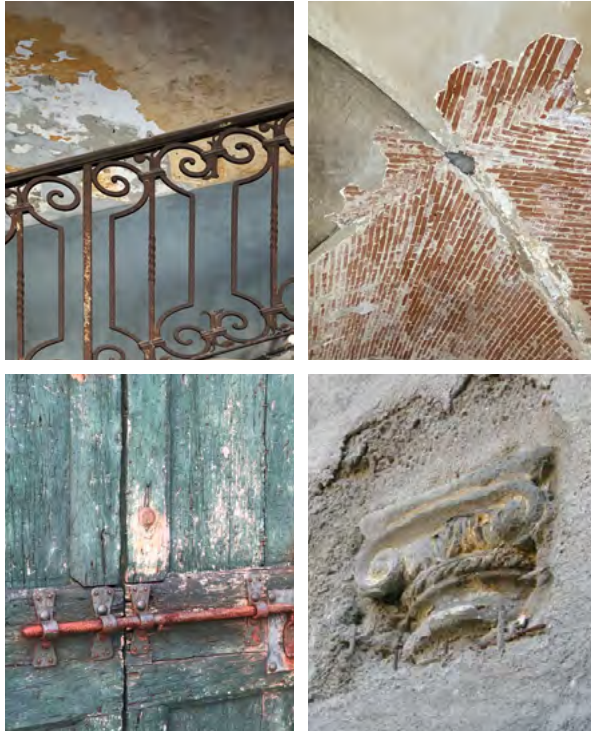
Thus, in collaboration with the municipality and in accordance with the *Bando* of rehabilitation, a hybrid program has been designed, combining services of public interest and commercial activities.

**In Sant'Orsola, priority will be given to public interest facilities with the aim of bringing new services to the neighborhood and city's inhabitants :**

- a school of higher education,
- artist's workshops,
- a space for fitness and well-being,
- a toy library,
- a museum / event space in the old town chapel where the Mona Lisa tomb is probably located,
- an urban garden,
- a business and conference center,



## 04 THE SANT'ORSOLA EX-CONVENT REHABILITATION PROJECT



### Besides, private interest facilities will be found in Sant'Orsola:

- stores,
- restaurants,
- craft workshops putting the spotlight on Italian know-how
- various services,
- a *foresteria* dedicated mainly to the different Sant'Orsola functions.

All facilities and services offered aim to respond as closely as possible to the needs and desires of its visitors. Thus, any person staying in Sant'Orsola will be able to, within a day: meet & share ; learn & work ; be inspired & entertained ; eat & rest.

Tomorrow, Sant'Orsola will be a place with diversified functions, and will have to find a financial balance between all of them.

Our project has also the interest of highlighting the fantastic potential of the Complex, which will be even more inspiring in the future.

Having been seduced by the complex's atmosphere, ARTEA will inspire itself from the building's numerous transformations over centuries in order to achieve a renovation that respects both the identity of the place and enhances the works currently under renovation.

The meticulous design of its interior spaces will combine textures and materials inspired by nature, combining what is raw and sophisticated. Historic materials and antiques specially found in the area for Sant'Orsola will offer visitors a true connection with their environment and a desire to lengthen their stay.

The atmospheres provided will allow to return to the building' roots, and to feel the power of its history. It will also be a question of giving new life to Sant'Orsola thanks to the different experiences, cultural and artistic events that will be offered.

## 04 THE SANT'ORSOLA EX-CONVENT REHABILITATION PROJECT

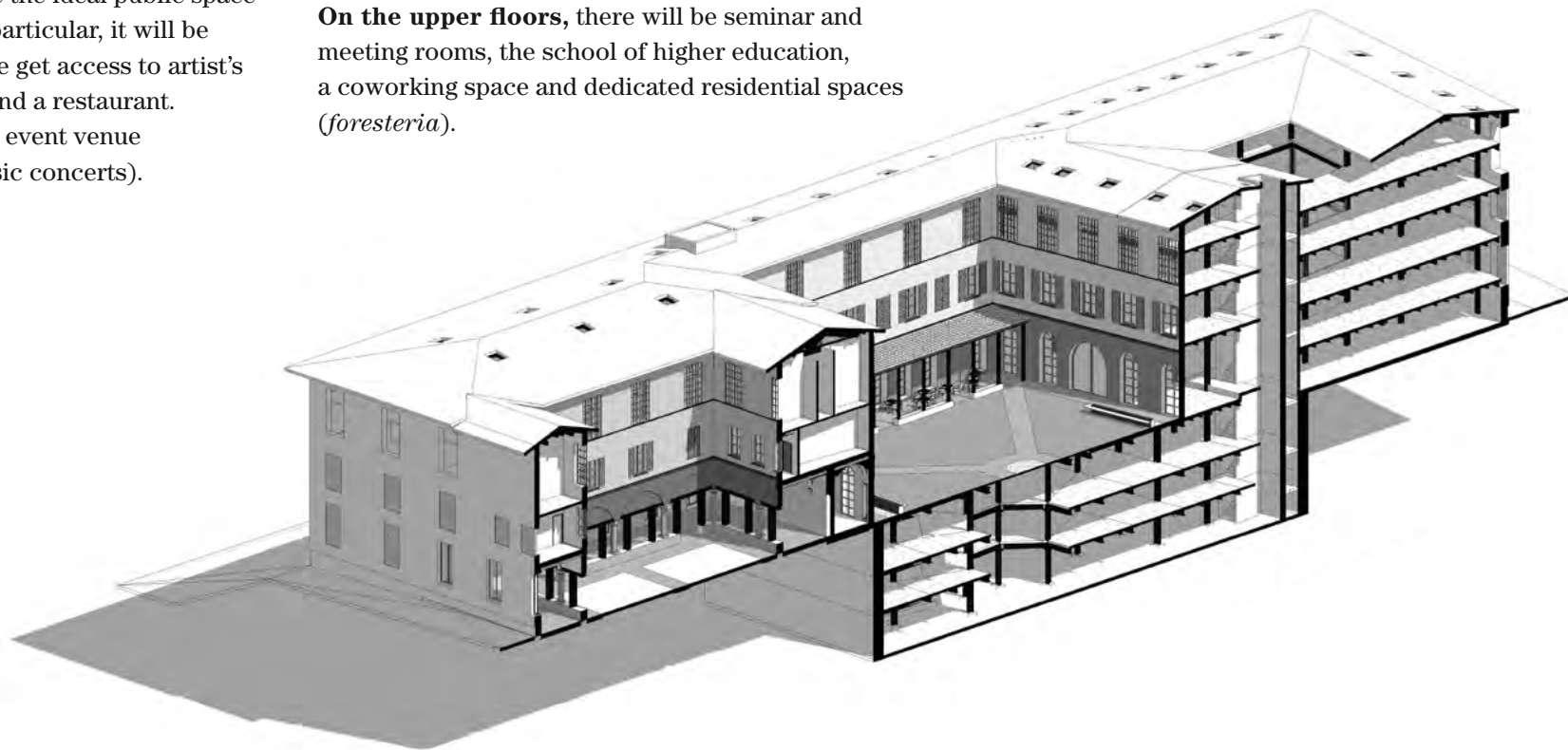
### All services will be structured around Sant'Orsola stunning courtyards :

**The Spices Courtyard** will retake its original function, which is producing fruits, vegetables and spices that can be consumed on site.

**The Clock courtyard** will be the ideal public space and the complex's center. In particular, it will be through this courtyard that we get access to artist's studios, stores, a toy library and a restaurant. This courtyard will also be an event venue (e.g. to organize classical music concerts).

**The Tobacco Courtyard** will be the extension of the event/museum space. Indeed, the space where there was one of the two former churches (that might house the tomb of Mona Lisa) will be further enhanced and open to the public during the day. It will also host cultural events.

**On the upper floors**, there will be seminar and meeting rooms, the school of higher education, a coworking space and dedicated residential spaces (*foresteria*).



## DIVERSITY OF USES *AND ACTIVITIES*

### **Immerser**

oneself to discover  
the history of the city.

### **Contribute**

to sustainable  
development.

**Interact** within communities  
that share common aspirations  
and hobbies.

**Live** a local experience and feel the city.

**Consume** local and healthy.

### **Work**

whenever we needed at the  
place we stay in.

**Discover** and be inspired  
through art, culture and  
exclusive activities.

**Mix** professional  
and personal time.

**Relax** easily with a simplified offer and  
accessible services.

**Practice sports activities** and develop one's wellbeing.



# AN URBAN PROJECT IN FLORENCE, FOR FLORENCE

For this project to be fully in line with its neighborhood, the renovation of Sant'Orsola will go along with the enhancement of its surroundings, and in particular the streets Panicale, Taddea, Sant'Orsola and Guelfa.

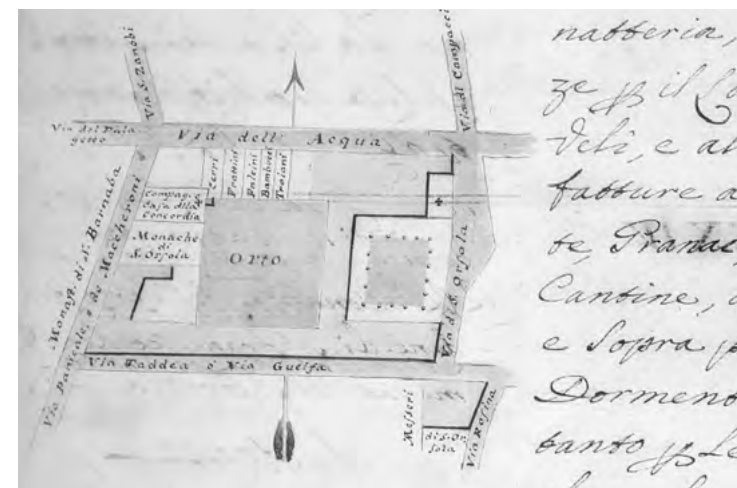
In fact, Sant'Orsola being close to the Mercato Centrale di Firenze, the Basilica di San Lorenzo, and the Piazza San Marco, it seeks to become a local hub in the historical heart of Florence.

This project, for which ARTEA is making a significant investment, will be financed in part by the company's equity capital and partly by a banking pool. Hence, the Group is in discussion with several local banks interested in financing this project.

100% Italian, the Sant'Orsola valorization project will be managed by the company ARTEA Italia, which is under creation. Also, all the teams that will work for this complex will be Italian. During the renovation, there will be up to 100 workers on the construction site. At the time of its opening, the complex will create more than 50 full-time jobs. This team, that ARTEA will constitute, will make this ex-convent a dynamic, inspiring and meaningful place, and will enable users and visitors to "live the Sant'Orsola experience".

After the administrative authorisations approvals and the current work in progress led by the Metropolitan City of Florence, ARTEA will take possession of the site no later than spring 2022. The work duration should be between two and three years.

As the work progresses, Sant'Orsola will unveil itself and offer perspectives, itineraries, nooks and crannies, details and outstanding architectural remains. This will reaffirm day after day the common will of the Metropolitan City of Florence and ARTEA to make this former convent an exceptional place, in the heart of the city and of its time.






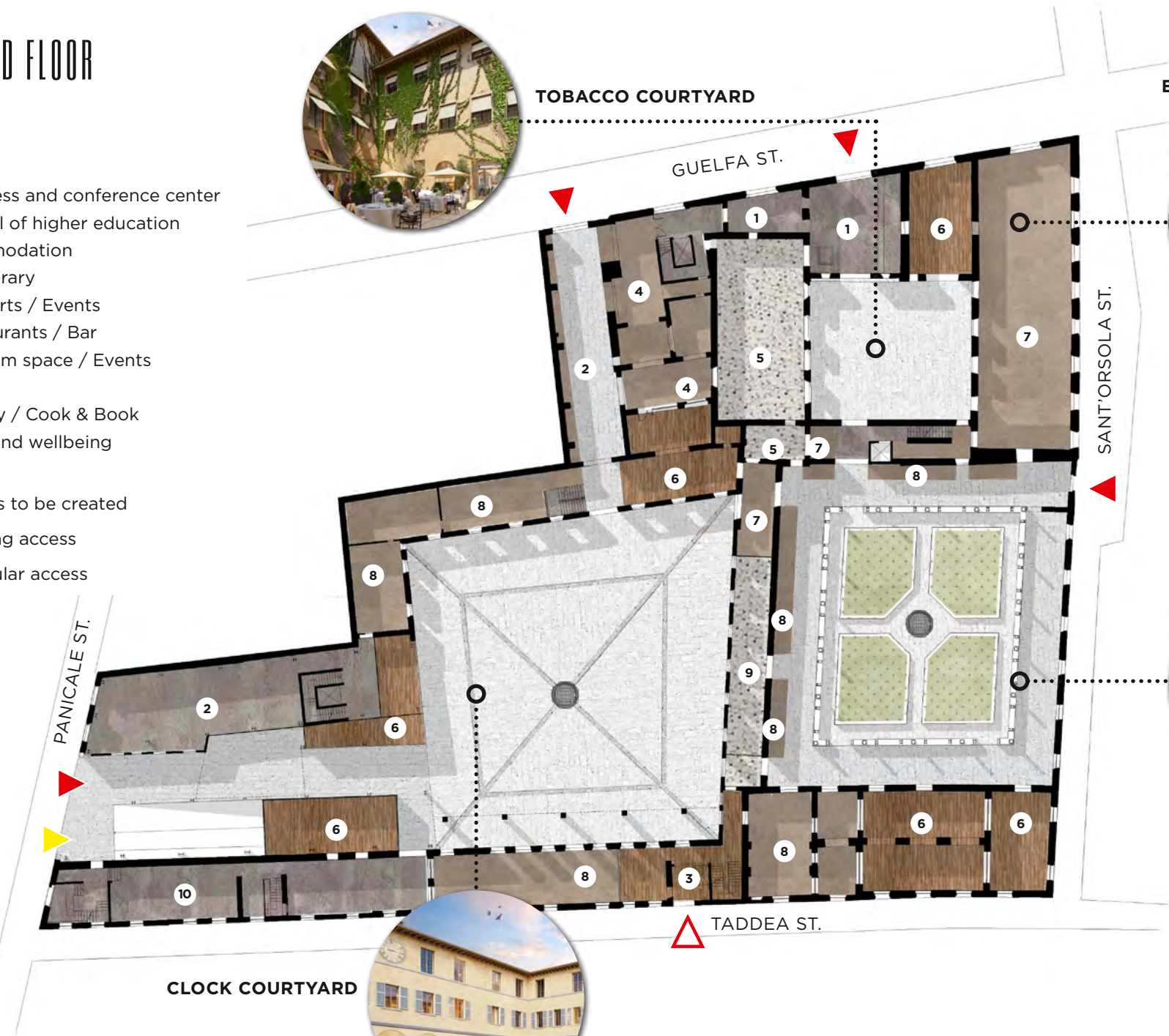
May 16th, 1782 - *Fernandino Morozzi i e Gaetano Bericgli*

# 06

## GROUND FLOOR

- 1 Business and conference center
- 2 School of higher education
- 3 Accomodation
- 4 Toy library
- 5 Concerts / Events
- 6 Restaurants / Bar
- 7 Museum space / Events
- 8 Stores
- 9 Library / Cook & Book
- 10 Gym and wellbeing

-  Access to be created
-  Existing access
-  Vehicular access



TOBACCO COURTYARD

EVENT / MUSEUM SPACE



SPICES COURTYARD



CLOCK COURTYARD



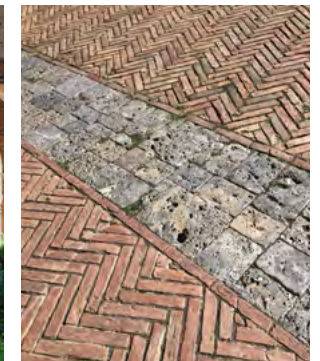
## TOBACCO COURTYARD



Extension of the museum / events space, this courtyard will be a meeting area. It will allow to get both an indoor and outdoor event space.



## CLOCK COURTYARD



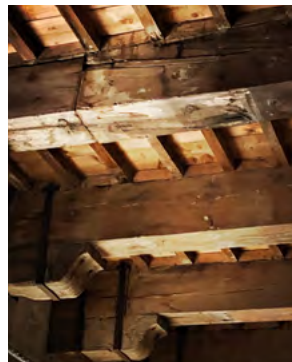
Be it an ideal public space, the Clock courtyard will be the central point of Sant'Orsola. In particular, it will grant access to artist's studios, stores, a toy library and a restaurant. This courtyard will also be an event venue (e.g. to organize classical music concerts).



## EVENT / MUSEUM SPACE



It is in this large room that was located one of the two old churches of the complex that probably houses the Mona Lisa's grave. This space will be renovated to be open to the public and events.



## SPICES COURTYARD



This courtyard will return to its original function, which is producing fruits, vegetables and spices that can be consumed on site. This vegetable garden will also offer permaculture workshops.

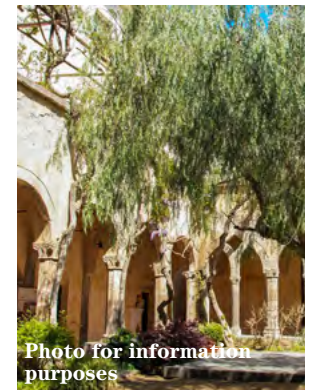
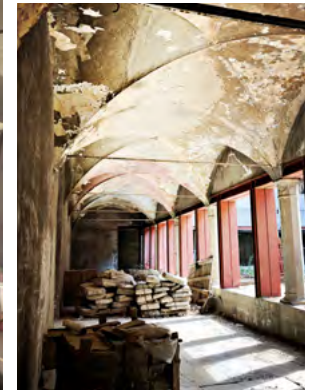


Photo for information purposes





## 06 GROUND FLOOR - CLOCK COURTYARD



07

# PRESS CONFERENCE

*JANUARY 19TH, 2021*



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la Repubblica **FIRENZE**  
**Il progetto**  
**Locali, atelier, hotel e orti Sant'Orsola cambia pelle**

Lungo via Taddea negozi, bar, ristoranti, un centro fitness con palestra e Pingpong ed una foresteria che per 4-5 mesi l'anno sarà un venue per spettacoli, aperture, serate musicali.

Ludoteca, museo della Montalbana, centro congressi e spazio per concerti e mostre da via Guelfa. Si fa certo fatica a immaginare così, come un complesso moderno e pieno di vita, la vecchia Sant'Orsola, che porta con sé la rivoluzione del quartiere di San Lorenzo. Eppure è questo il progetto dei francesi di Artica.

di Ernesto Ferrara e a pagina 6  
**IL PROGETTO**

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**Bar, orti e una foresteria nel grande contenitore chiamato Sant'Orsola**

La ristrutturazione dell'ex convento rivalifica il quartiere di S. Lorenzo: negozi in via Panicale, la palestra, locali e atelier nel cortile dell'orologio

**Il gruppo francese Artica svela i dettagli dell'intervento sul complesso che ospiterà anche una scuola internazionale di hotellerie**

Via Guelfa, da via Sant'Orsola si accenderà il nuovo cortile della foresteria, un orto urbano circondato da un portico pieno di locali al cui centro si produrrà frutta e verdura che potrà essere accatastata e consumata sul posto. Mentre da via Panicale un lungo cortile con negozi, locali e spazi commerciali condurrà alla piazza centrale del nuovo complesso, il cortile dell'orologio sarà un affacciatissimo ristorante, atelier d'artista, una biblioteca e i primi superiori spazi di coworking e una scuola internazionale di hotellerie. Si fa certo fatica a immaginare così, come un complesso moderno e pieno di vita, la vecchia Sant'Orsola. Eppure, annunciato nell'estate scorsa e finalizzato con la concessione lo scorso 23 dicembre, l'interesse dei

francesi di Artica ora diventa anche processo pubblico.

«Dopo una settimana le mail di **Dario Nardelli** continuano ad arrivare in via Panicale e stiamo del 2022 e di terminati tra il 2021 e il 2022 rivelando una spinta bellissima a Firenze e creando al centro di San Lorenzo un nuovo punto di incontro al sindaco Philippe Baudry, con il gruppo immobiliare

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la Repubblica **FIRENZE**

«Finalmente, operativo nel campo del recupero urbanistico e immobiliare una società che parli per i figli di via Guelfa. Agostino, Ben Paoletti e gli altri di tutto della Casse de l'Opera, l'esperienza della nostra Casse Despositi e Bracci, per una società d'investimento pubblico e bancario operativo della Montalbana. Anche con base che si ripete nella il più recente della Firenze: costruire per un rafforzamento dell'operazione, dal costo al momento stimato in 2,5-3 milioni, con a caso sei l'altro ha migrato il presidente di Chiambretti alla base Martini e anche Stefano Carli, imprenditore del settore immobiliare, fratello di Marco, il manager immobiliare di Firenze presidente di **Roberto Casamonti**»

Sarà la volta buona per il 17 mila metri quadrati abbandonati nel cuore di San Lorenzo centro? Decisioni di carattere privato e una serie di generazioni di politici hanno fatto così Sant'Orsola. Adesso, la svolta. Chi l'avrebbe mai detto, proprio nel mezzo della pandemia. Certo siamo agli inizi. È il piano economico finanziato e da costruire. Il progetto invece è ormai quasi e l'architetto Roberto Casamonti, anche nella fase di cantiere, vorrà accettare alle vite. Ma come si ripropone. Il provvedimento, in questi mesi (da metà gennaio) l'Anno 7, nella metà di questi di commercializzazione al di fuori al momento. Ma non facile. E la foresteria la chiave di volta. «Non si sarà alcuna esperienza di edilizia. Qui non si saranno centri commerciali o alberghi in un contesto già pieno di strutture ricettive. Sant'Orsola sarà un esperimento sociale, economico e culturale assolutamente straordinario. Quella che oggi è una fabbrica nel centro di Firenze diventerà una ricchezza non solo per il quartiere di San Lorenzo, ma anche per la comunità della Montalbana. Monte Martini. Eppure è vero che secondo una ricerca del servizio Regenerazione Urbanistica gli spazi pubblici come le foresterie, destinati cioè all'utenza residenziale della struttura, possono essere aperti anche al pubblico: nei spazi privati nei percorsi di chiusura della scuola, in pratica, un albergo per 3-4 mesi l'anno».

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la Repubblica **FIRENZE**  
**COLLEZIONE ROBERTO CASAMONTI**

**Superiori, caccia al Covid tamponi a studenti e prof**

Riaperti Boboli domani gli Uffici "Vi aspettiamo"

Locali, atelier, hotel e orti Sant'Orsola cambia pelle

COLLEZIONE ROBERTO CASAMONTI

Gazzini e Cerretti amici del Pci "Casi è diventato il partito"

Papa Gomez gli sgarbi di un occasionale

la Repubblica Firenze, 20 janvier 2021, Italie.

**CORRIERE FIORENTINO**

**«Finalmente, questo rione ha bisogno di bellezza»**

«Finalmente, la bellezza crea bellezza. E questo rione ne ha tanto bisogno»

Il priore Viola: «Segno di speranza, spero solo non ci siano nuovi intoppi»

**Monsignor Livi potrà così riposare in pace e smettere di battere i pugni sul tavolo per quel buco nero**

**L'intervista**

«Finalmente, operativo nel campo del recupero urbanistico e immobiliare una società che parli per i figli di via Guelfa. Agostino, Ben Paoletti e gli altri di tutto della Casse de l'Opera, l'esperienza della nostra Casse Despositi e Bracci, per una società d'investimento pubblico e bancario operativo della Montalbana. Anche con base che si ripete nella il più recente della Firenze: costruire per un rafforzamento dell'operazione, dal costo al momento stimato in 2,5-3 milioni, con a caso sei l'altro ha migrato il presidente di Chiambretti alla base Martini e anche Stefano Carli, imprenditore del settore immobiliare, fratello di Marco, il manager immobiliare di Firenze presidente di **Roberto Casamonti**»

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**CORRIERE FIORENTINO**  
**LA ROSNA**

**Tamponi rapidi anche ai professori**

LA CASINCA CAMBIA UTERALINO

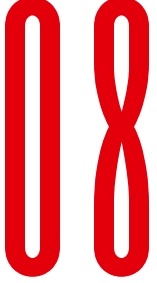
«Sono rimasti solo. Ma non c'è fretta di aprire il banco»

David Rossi, archiviata l'ultima richiesta

**COCO CHANEL**

**WALTER VELTRONI IL LABIRINTO ITALIANO**

Corriere Fiorentino, 20 janvier 2021, Italie.



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