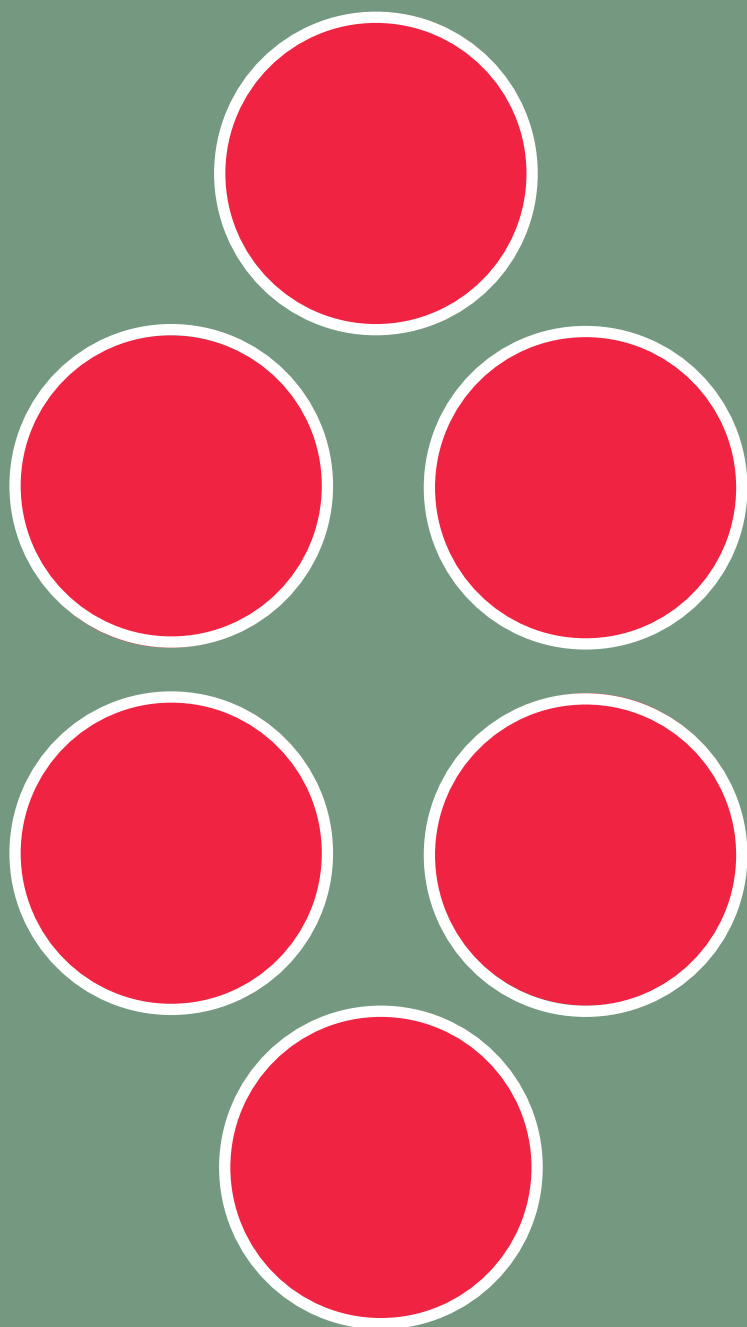


# THE MANAGEMENT PLAN FOR THE MEDICI VILLAS AND GARDENS IN TUSCANY

WORLD HERITAGE SITE

'24







The Management Plan for the Medici Villas and Gardens in Tuscany, approved by the Regional Council with resolution no. 761 of 01/07/2024, was drawn up by the Cultural, Museum and Documentary Heritage Sector. UNESCO Sites. Contemporary Art in collaboration with the Co-joint lab (University of Florence and Municipality of Florence) and the HeRe\_Lab – Heritage and Research.

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In reaction to the Management Plan, documents, data and information provided directly by the managers of the selected projects were used.

##### *Acknowledgements*

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**Regione Toscana**



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**HeRe** Heritage  
Research Lab



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THE MANAGEMENT  
PLAN FOR THE MEDICI  
VILLAS AND GARDENS  
IN TUSCANY  
WORLD HERITAGE SITE



**2024**

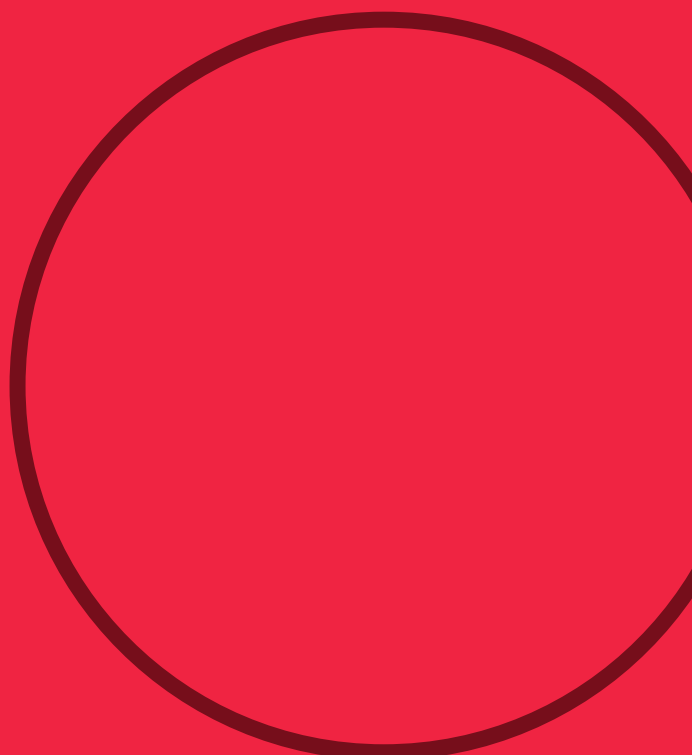
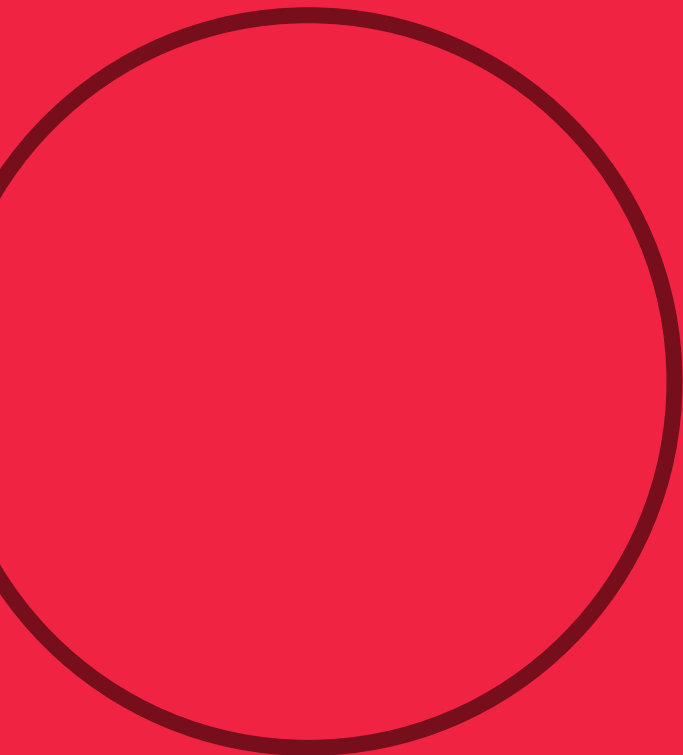
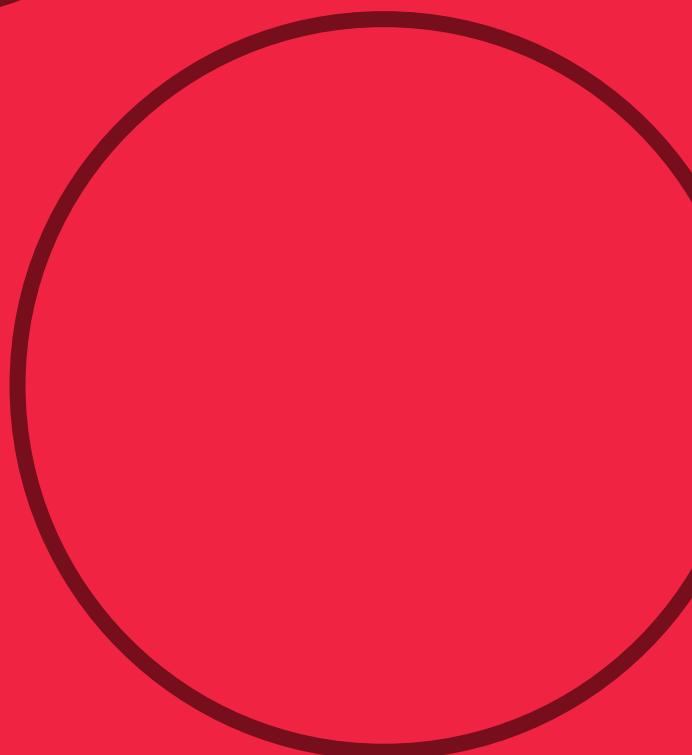
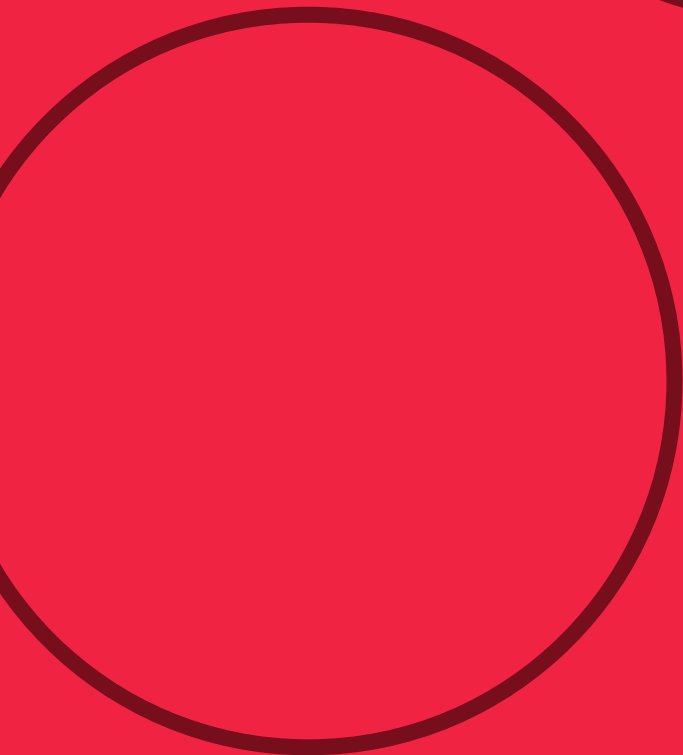
Ville e Giardini medicei



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# INTRODUCTION





**EUGENIO GIANI**

President of the Tuscan Regional Authority

In 2013, during the 37th session of the World Heritage Committee in Phnom Penh, the 14 villas and gardens, which are now part of the “Medici Villas and Gardens in Tuscany” serial site, were acknowledged as UNESCO heritage sites. Therefore, because they belong to all Humanity due to their significance in the world’s artistic and cultural history, these properties are to be preserved.

For Tuscany, this important concession has enhanced the history of the Medici family, who, for three centuries left an indelible mark with their domination of the political, economic and cultural scene in the region. As great patrons of the arts, the Medici supported artists such as Michelangelo, Leonardo da Vinci and Botticelli, whilst also founding and sustaining cultural institutions such as the Accademia Platonica and the Accademia del Disegno, whose collections cast the primary core that is still a part of the Uffizi Galleries today. Investing in businesses and founding one of the most influential banks of their time, they fostered the economic development of Florence and Tuscany. The family financed public projects such as the construction of roads, bridges and aqueducts, and improved the region’s infrastructure as they commissioned the construction of many palaces such as Palazzo Medici-Riccardi, which are still symbols of Florence. Not only did the Medici administrative model leave an enduring mark on Tuscany’s politics, it also shaped many other regions in Italy. Since that time, when these foundations were laid, Tuscany has benefitted from the legacy where administrations and communities continue to work together to combine progress and the ability to create innovation with the preservation of its history and its natural and cultural magnificence.

Not only are the Medici villas and gardens scattered throughout Tuscany and listed as World Heritage, testimonials to the glorious past of one of Europe’s greatest dynasties, but they also represent tangible evidence of the extraordinary fusion of art, architecture and nature fostered by the Medici family that characterised the Renaissance. In fact, the Medici country residences were not just aristocratic refuges, but real centres of culture and experimentation. Here, in these splendid residences, surrounded by astonishing landscapes, the Medici hosted artists, philosophers and scientists, who contributed to the flowering of an era that would change the course of history. Working this way over the centuries, the Medici shaped Tuscany’s political and cultural history, whilst also creating a legendary heritage of residences and green spaces that still enchant and inspire new generations. Each villa tells a truly unique story and continues to be a living heritage that persists in its influence on the life and identity of Tuscany today.

Therefore, the conservation and enhancement of this site is a responsibility that all of us share. Hence, the preservation of its legacy is a part of our duty towards future generations, so that they too can enjoy this extraordinary heritage. The Tuscan Regional Authority, one of the promoters of the Nomination Dossier, is at the forefront of the serial site’s governance system. Being a referent for the development and implementation of the new Management Plan, the Tuscan Regional Authority, as one of the owner parties, is a protagonist in the commitment to carry out the impressive Villa of Careggi complex restoration project in Florence. That way, one of the most emblematic Medici sites for the intellectual and cultural life in the Tuscany Region will be returned to the citizens of the world.

**ELENA PIANEA**

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**PAOLO BALDI**

Head of the Cultural, Museum and Documentary Heritage Sector. UNESCO Sites.  
Tuscany Regional Authority for Contemporary Art

Whereas, the defence and management of a World Heritage site such as the “Medici Villas and Gardens in Tuscany”, for which the Tuscany Regional Authority is the referent, is a challenge involving administrations and institutions, it also calls into question the world of associations, enterprises and every citizen. With respect for the characteristics that have made it a World Heritage site, all these parties are, in their own way, co-responsible for its protection. Consequently, the heritage and the territories that encompass them, in their history and exceptional characteristics must be made known. To this end, since it is everyone’s duty to protect this wealth, conservation actions should be partnered with enhancement and promotion so that awareness of those values recognised in this heritage can be expanded among institutions and communities.

The site’s 14 components have been safeguarded and enhanced through cooperation between the Italian government, the Tuscan Regional Authority, the Metropolitan City of Florence, and ten other municipalities as well as the private owners. Together, through joint policies and mutually reinforcing enhancement actions, all these actors, supported by comprehensive analysis, have developed a management system that proposes solutions for improvement through this document.

Also created with these parties’ contributions was a valid Action Plan that calls for specific steps, to be implemented in all the site’s components, aimed at supporting priority objectives in the areas of protection, conservation, valorisation and communication. This document, in support of strategy development for the site, is intended to be an operational policy instrument that will guide choices through a programme of ongoing assessment. Indeed, through a series of measurable indicators that will be traceable to projects, components and referents responsible for their verification, the monitoring system, an integral part of this Management Plan, will be the analysis tool supporting its implementation. Planning also means communicating choices, objectives and results, which, as we shall see in this document, involves much of Tuscany as well as all those who come into contact with it. This way too, the entire citizenship can participate. With such an extensive audience, digital tools will be of strategic significance for the achievement of this purpose. Moving in this direction, the Tuscan Regional Authority has created, the [cultura.toscana.it](http://cultura.toscana.it) platform. This cutting edge tool, with a section dedicated to the Medici villas and gardens, with its original narrative paths and extensive catalogue of digitised documents and images, recounts and illustrates the Tuscan heritage from its origins to the present day. By combining scientific rigour, research and innovation, this project, realised thanks to the collaboration of over fifty Tuscan institutions, is an example of how working systematically can foster significant intellectual development and enhancement.

## GIUSEPPE DE LUCA

Director of the University of Florence Department of Architecture and Scientific Coordinator of the HeRe\_Lab

### **A cultural revolution in the management of the Tuscan Villas**

As an essential chapter in the narrative of the Italian Renaissance, the Medici Villas complex is a prime symbol of Tuscany's cultural and historical wealth, making this priceless heritage an example for all Humanity for three main reasons. First, the Villas indisputably represent the power and wealth of the Medici family and its profound influence on Renaissance politics, culture and art. Second, since many of the palazzos were masterpieces of art and suburban residence construction, decorated with frescoes, sculptures and Italian-style gardens, they are a clear embodiment of the aesthetic taste and architectural innovation of the period. Last, their role in territorial reorganisation indelibly influenced the region's rural development, farm management and landscape planning by becoming important centres of agricultural experimentation.

Assuredly, we can use the metaphor of a "heritage treasure chest" to describe the properties, where the chest is both a place and a repository, which holds, preserves and protects these paragons of great historical, cultural, artistic, architectural and landscape value. By also transforming the metaphor into a tool, an integrated and multifunctional approach to their management can be adopted. Hence, although the treasure chest acts not only as an instrument that advances our knowledge, appreciation and sustainable, rational and conscious enhancement of our heritage, it also preserves and protects the treasure inside it.

This is an essential step since truly cooperative governance amongst the different territories that host the villas is called for. Indeed, their administration involves one metropolitan city, three provinces and ten municipalities, the public sector (the Ministry of Culture through the Superintendencies, the Regional Museums Directorate, the autonomous museums, etc.), and four private owners. All these actors are involved together in managing the treasure and the many narratives that the sites interpret. The Management Plan for the Medici Villas sustains this challenge whilst aiming for the objective of creating a collaborative environment where territories and actors work together for common success and collective well-being.

This challenge can be addressed on two levels. The first concerns the greater Tuscany area, which comprises the different municipalities where the villas are located. Each of these has its own territorial governance policies, long-term goals and approach schemes which may or may not always be aligned with those of neighbouring municipalities. The second is strictly local as it affects each heritage site as the conveyor of its own purposes and tactics in its context, whilst only seldom finding concert with the intentions and strategies of the other villas.

It is in this challenge where there emerges what I call the process of democratic experimentalism, which was the foundation for all the research work done and the actions taken. The process was initially made possible by the Tuscan Regional Authority. Because, in view of its own institutional preponderance from the very beginning of this task, it eliminated a potential conflictual role by considering itself, as the owner of a villa, an actor among other actors. This gave the Department of Architecture's HeRe Laboratory working group the opportunity to test and apply a cooperative relationship among equals.

Using a "pendulum" approach for defining both the knowledge base and propositions, a great deal of involvement and satisfaction was generated between the greater Tuscany area and the locality. At the same time the relationship gave operational significance to the University's third mission: to vigorously manifest strategic and multifunctional commitments. By expanding the role of academic institutions, to the point of directly linking them to the social, cultural, economic and institutional dynamics of the territory and to the entire social fabric, this goal was accomplished. That these issues, intentions and actions were discussed and sorted out among such diverse actors, whilst the project outcomes were set out in this Management Plan, bodes well for the coming years. Therefore, to advance the specific actions that were defined together, the process of democratic participation and sharing should continue with even greater impetus than before. Nevertheless, the crucial step of presenting the contents of local urban planning policies must not be neglected. In view of the work the HeRe Laboratory has already undertaken for other municipalities, this Management Plan has a specific culture-based objective: become a benchmark for governance whilst being an example that will influence the heritage values of the localities where the Villas are hosted and will directly impact local urban planning policy development. Clearly, the greater Tuscany area territorial plans, as well as the implementation and sectoral plans connected to them are also to be included in this plan. The 2011 UNESCO Recommendations on the Historic Urban Landscape made this initiative possible, as was the identification of all those elements and the selection of sustainable actions for urban and territorial development of the villas in relation to their Tuscany World Heritage, which is considered still alive and evolving.

## CARLO FRANCINI

Scientific Coordinator of the HeRe\_Lab Laboratory for the Municipality of Florence, for which he holds the position of High Qualification of the Florence World Heritage Office and relations with UNESCO. Scientific Coordinator of the Italian World Heritage Association.

Before entering into a brief description of the main issues addressed in the update of the Management Plan for the “Medici Villas and Gardens in Tuscany” serial site, I would like to highlight the complexity of the challenge set by my colleagues at the Tuscan Regional Authority, Paolo Baldi and Laura Della Rosa. It was they who masterfully coordinated the site’s Steering Committee and Technical Office, and who gave their utmost support to the research group, which I had the honour and the charge of leading, as scientific co-coordinator of the co-joint HeRe\_Lab managed by the University and the Municipality of Florence.

It is therefore my privilege to thank Professor De Luca, who shares the leadership of the co-joint lab with me, as well as the members of the research group, Claudia Casini, Marta Conte, Elisa Fallani, Martina Franco, Carlo Ricci and Vanessa Staccioli. Thanks to this esteemed research group, we were able to orchestrate a way to update the Management Plan that was capable of enhancing the project developments in the Action Plan, by selecting them carefully and providing them with precise indicators useful for the necessary monitoring.

More than ten years after the site was inscribed on the World Heritage List and after the first version of its Management Plan, drafted in 2011 under the coordination of the Cultural Heritage Enhancement Department of the Tuscan Regional Authority at the time, the need emerged to respond to new challenges dictated by an extremely complex site. This requirement arose not only because of the heterogeneity of the ownership, management and intended use of its components, but also because of its geographical location. Indeed, the serial site’s surface area extends over no less than four provinces and ten municipalities. Moreover, this fact clearly implies the need to harmonise local urban planning policies and instruments, with a view toward an innovative application of integrated planning. Having said this, and considering comments received on several occasions from both the World Heritage Committee and UNESCO’s governing bodies, it is essential to highlight the rationale behind this Management Plan, dwelling on three significant and extremely topical issues.

The first concerns those sections assigned to the description of the site’s identifying values and to the analysis of the site’s current condition, both of which are here expressed more concisely than in the previous version. This decision was made to leave more space for the Action Plan, which was also recalibrated using several expedients that made it easier to understand. In addition, due to more precise identification of arbiters and sets of indicators, a solid foundation on which to set up a suitable monitoring process was provided.

A second fundamental point concerns site governance. With a view towards adopting a new management strategy by 2025, through the execution of a new Memorandum of Understanding, since the last version dates back to 2013, the individual component managers have gotten more involved in the updating process.

Last, through a needs analysis and by comparing ours with other World Heritage sites, it became clear how important it is to promote regionally scaled enhancement strategies that consider all the site components as an inseparable and unique whole. This reasoning led to the third and final, though equally essential point of the new Plan, which is the participatory process to which an entire annex is devoted. Precisely, the Management Plan update has provided opportunities to stimulate new forms of dialogue, not only involving the public and private managers of the Villas and Gardens, but also many other (non-institutional) actors in the local urban panorama. The hope is that we shall continue in this direction, involving an ever wider audience of stakeholders for future actions.

Keeping these three dimensions in place, this Plan will be a useful tool for the site and for all the parties involved in its management. Furthermore, it will provide a dynamic and strategic aid for administrators, operators and communities living and working in all the localities involved. We are thus delivering a useful update of the Management Plan to the Tuscan Regional Authority: one that sets out a series of applicable markers for site governance and, above all, one that will prove to be a functional tool that can be monitored and therefore easily updated.

*Image*  
Utens Giusto, lunette "Medici Garden of Pratolino", 1599  
Collection Villa La Petraia, Florence.



# HOW TO READ THE MANAGEMENT PLAN

## LIST OF ABBREVIATIONS

### HOW TO READ THE MANAGEMENT PLAN

**What is UNESCO? See Annex 1**

**What is the 1972 UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage? See Annex 1**

**What are the Operational Guidelines for the Implementation of the World Heritage Convention? See Annex 1**

**What does Outstanding Universal Value (OUV) mean? See Annex 1**

**Why are the Medici Villas and Gardens a World Heritage site? See page 18**

**What are the Medici Villas and Gardens areas inscribed on the World Heritage List? See page 19**

**What are the Medici Villas and Gardens Values and Attributes of Outstanding Universal Value? See page 55**

**How is the World Heritage site governance currently structured? See page 69**

**What are the Medici Villas and Gardens vision and mission as World Heritage? See page 73**

**What are the site's macro areas, critical issues and Strategic Objectives? See page 76**

**How is the Medici Villas and Gardens Action Plan structured? See page 82**

**What are the Sustainable Development Goals (SDGs) and what are the 5Cs? See Annex 1**

**How is the monitoring system organised? See page 124**

## LIST OF ABBREVIATIONS

**ANPIL** Protected Natural Areas of Local Interest

**AT** Area of transformation

**DIDA** University of Florence Department of Architecture

**DLgs** Legislative Decree

**DGRT** Tuscany Regional Council Resolution

**DRMT** Regional Directorate of Tuscany Museums

**HeRe\_Lab** Heritage and Research Lab,  
(University and Municipality of Florence Co-joint lab)

**HIA** Heritage Impact Assessment

**ICOMOS** International Council on Monuments and Sites

**IRPET** Tuscany Regional Institute for Economic Planning

**ISPRA** Italian Institute for Environmental  
Protection and Research

**LR** Regional Law

**MiC/MiBAC** Ministry of Culture/Ministry of Cultural Heritage and  
Activities

**NTA** Technical Implementation Legislation

**OPERA** Own suggestions, Pair suggestions, Explanations,  
Ranking, Arranging – Individual reflection, Comparison, Plenary,  
Ranking of preferences on proposed answers, Final synthesis

**OUV** Outstanding Universal Value

**PdA** Action Plan

**PdG** Management Plan

**PIT- PPR** Local land use plan with the status of  
regional landscape plan

**PNRR** National Recovery and Resilience Plan

**OP** Municipal Operational Plan

**SP** Structural Plan

**PTCP** Provincial Coordination Territorial Plan

**RU** Urban Planning Regulation

**SABAP** Archaeology, Fine Arts and Landscape Superintendency

**SDGs** Sustainable Development Goals

**SdC** State of Conservation

**SWOT** Strengths, Weaknesses, Opportunities Threats

**UNESCO** United Nations Educational, Scientific  
and Cultural Organization

**UNIFI** University of Florence

**WHC** World Heritage Committee

# DIGITAL TOOLS FOR DISCOVERY OF THE SITE

For many years, the World Heritage Centre has been working to communicate and make the content of the World Heritage List inscriptions accessible to a wider public. The Tuscan Regional Authority, the site's referent, has also moved in this direction by creating the villegiardinimedicei.it portal, which is dedicated to providing basic information, materials and contacts for visiting the components.

In addition, the Plan update took place at almost the same time the Cultura.toscana.it portal came online to provide access to the region's cultural heritage. As of March 2024 the portal has given users the opportunity to search and browse through thousands of documents, images, videos and 3D reconstructions of the heritage preserved at the institutions and locations in Tuscany. Involving more than fifty Tuscan cultural institutions in its advancement, the portal was developed by Agreement with the Ministry of Culture Regional Secretariat for Tuscany. Each of those organisations shared their aims and methodologies by making their heritage available for the digitisation campaigns. Cultura.toscana.it has two sections – dedicated to the Via Francigena and the Medici Villas and Gardens – as well as four thematic si-

tes: Science, Archaeology, Contemporary Art and BiblioToscana: the Toscana Library Collection. The section on the Medici Villas and Gardens, curated by Professor Francesco Caglioti, which will be updated with comprehensive information on the other Medici Villas in Tuscany, hosts the narrative paths dedicated to the region's fourteen World Heritage sites.

The website, Cultura.toscana.it is a high-level cultural and scientific enhancement tool. The portal is aimed both at the general public, providing original thematic itineraries containing links to images, three-dimensional renderings, videos, localisations and in-depth studies, and at scholars, with its offerings of many digitised documents, catalogue cards and bibliographical links. Linked to the portal, the Cultura Toscana App is also available. This App is a virtual compass that allows us to navigate among Tuscany's treasures from a mobile device, using our position to suggest the most interesting cultural points in the vicinity whilst we can also save our favourite places so that visits and tours can be easily organised.

An overview of the digital tools available that can enrich users' reading of the Management Plan is below.

[villegiardiniMedicei.it/](http://villegiardiniMedicei.it/)

## **Medici Villas and Gardens in Tuscany Portal**

Site information, itineraries, teaching materials and social media contacts

<https://cultura.toscana.it/>

## **Tuscan Culture Portal**

A rich and comprehensive section on the heritage site and its components with texts, images, videos and an extensive bibliography

Social media channels

## **/ Facebook / Instagram / YouTube**

Initiatives, events, fun facts, promotional materials

[whc.unesco.org/en/list/](http://whc.unesco.org/en/list/)

## **World Heritage List web page**

Information and official documents on the inscription

[www502.regione.toscana.it/geoscopio/pianopaesaggistico.html](http://www502.regione.toscana.it/geoscopio/pianopaesaggistico.html)

## **Landscape Plan Maps**

Site perimeters can be found in the "Additional Contexts" section

[toscanapatrimoniomondiale.it](http://toscanapatrimoniomondiale.it)

## **"Tuscany World Heritage" Portal**

General Information on the World Heritage sites in the Region

*Image*  
Medici Villa of Artimino,  
detail of the interior  
with Medici coat of arms.  
© Stefano Casati





# CHAPTER 1

# INFORMATION ON THE SERIAL SITE

## 1.1 Statement of Value

With Decision 37 COM 8B.34, the serial site “Medici Villas and Gardens in Tuscany” was inscribed on the World Heritage List during the Committee’s 37th Session, held from the 16th to the 27th of June 2013 in Phnom Penh, Cambodia. The site, selected from a wider assortment of Medici family estates, comprises fourteen villas and gardens, all located in Tuscany and deemed as particularly representative of this type of heritage. As with all inscriptions on the World Heritage List, the basis for its inscription was the site’s Outstanding Universal Value, which is defined in Article 49 of the Operational Guidelines as “cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity. As such, the permanent protection of this heritage is of the highest importance to the international community as a whole”. The OUV is expressed through a short text, which is called the Statement of Outstanding Universal Value, wherein one can immediately recognise the site’s special elements.

### Short Summary

The economic, financial and political fortunes of the Medici were behind extensive patronage that had a decisive effect on the cultural and artistic history of modern Europe. Among the resulting architectural and aesthetic forms, the Medici villas in deep harmony with their gardens and rural environment are among the most original of the Italian Renaissance. The nominated property is a selection of twelve complete villas with their gardens and two additional pleasure gardens spread across the Tuscan countryside and near to Florence. The Medici villa and its gardens embody an ideal of the princely residence in the country where it was possible to live in harmony with nature, and dedicate as much to leisure pastimes as to the arts and knowledge.

### Inscription Criteria

**(ii)** The Medici villas and gardens in Tuscany are testimony to a synthesis of the aristocratic rural residence, at the end of the Middle Ages, which made material a series of new political, economic and aesthetic ambitions. Villas and gardens formed models that spread widely throughout Italy during the Renaissance and then to the whole of modern Europe.

**(iv)** The Medici baronial residences provide eminent examples of the rural aristocratic villa dedicated to leisure, the arts and knowledge. Over a period spanning almost three centuries, the Medici developed many innovative architectural and decorative forms. The ensemble is testimony to the technical and aesthetic organisation of the gardens in association with their rural environment, giving rise to a landscape taste specific to Humanism and the Renaissance.

**(vi)** The villas and gardens, together with the Tuscan landscapes of which they are a part, made an early and decisive contribution to the birth of a new aesthetic and art of living. They are testimony to exceptional cultural and artistic patronage developed by the Medici. They form a series of key locations for the emergence of the ideals and tastes of the Italian Renaissance followed by their diffusion throughout Europe.

### Integrity

Despite some reservations due to the changes made to certain of the sites and their environment, at times affected by changes in use and modern development, the serial nomination forms an ensemble with sufficient integrity to testify in a credible and satisfactory manner to its Outstanding Universal Value. The serial composition has been fully justified. A significant effort to preserve the characteristic landscapes associated with the sites, and still surviving today, has been announced by the State Party.

### Authenticity

The components of the sites testifying to the preservation of the authenticity of the architectural forms, the preservation of decorative styles and materials, the composition of the gardens, usage of the places respectful of the Medici’s achievements and ideals, and the preservation of the main components of the landscapes largely offset the reservations raised during the critical examination of each of the sites that make up the serial property. For those attributes whose authenticity has suffered, many are the subject of a restoration or usage reassignment programme, notably as museums or cultural venues.

## 1.2 The fourteen recognised components

### Protection and Management \*

The serial property includes villas and gardens listed as national monuments. They are subject to Italian laws on the protection of historic monuments or as cultural sites of national value. These legislative texts are implemented under the Regional Orientation Plan of the Region of Tuscany, then within each municipality through approved structural plans. In addition to the buffer zones, a series of listed or protected landscape zones has been instituted for all the sites, except two (Nos 9 and 10). An adequate individual management system is in place at each of the sites, together with technical coordination for conservation actions, under the aegis of the Region of Tuscany and the Ministry for Cultural Heritage and Activities. This cooperation for standardised and agreed management was recently extended and formalised in the Memorandum of Understanding, a deed shared by the property's various partners (Ministry, Region, 4 provinces and 10 municipalities). It has led to the creation of a Steering Committee for the serial property that is scheduled to begin operation starting in fiscal year 2013. It is responsible for monitoring the implementation of the Management Plan, and coordinating the property's protection, promotion and communication. The Committee will be supported by a Technical Bureau and an Observatory for the property and its conservation. However, their actual implementation needs to be specified. Furthermore, while the conservation of each of the sites is adequately organised, its overall planning should be better highlighted in the Management Plan.

\* NB this paragraph predates the 2013 Protocol and anticipates the entry into operation of the two management bodies (¶2.3)"

The heritage is called a "serial site", which means that it comprises fourteen components. The identification number of each property follows either the chronology of acquisition by the Medici or the start of construction work on new buildings, from the oldest to the most recent. Properties numbers 1 and 2 include the Mugello estates of Cafaggiolo and Trebbio, which were owned by the Medici until the 14th century. These first two are followed by the Villa of Careggi, at number 3, purchased in 1417. Then at number 4 there is the Villa of Fiesole dating back to 1458. Then the Villa of Castello at number 5, dating back to 1477. At number 6, there is the Villa at Poggio a Caiano, which was begun in 1479. The Villa of Petraia, dating back to 1544 is number 7. At number 8 there are the Boboli Gardens dating back to 1550. At number 9 there is the Villa of Cerreto Guidi, begun in 1555. The Villa of Seravezza, begun in 1561, is number 10. Property number 11 is the Pratolino Gardens dating back to 1568. At number 12 dating back to 1584 is Villa La Magia. At number 13 is the Villa of Artimino dated at 1593. Finally at number 14 is the Villa at Poggio Imperiale dating back to 1622. With regard to the components' perimeters, each Property usually coincides with the architecture of the villa and the park or garden pertaining to it, whilst the Buffer Zone encloses the portion of landscape that surrounds the entire site.

To learn more about the history of the Medici villas and gardens see Annex 2.

# INFORMATION ON THE SERIAL SITE

## Medici Villas and Gardens in Tuscany



**Fig. 1**  
Location of Medici  
Villas and Gardens  
in Tuscany

**1 Villa of Cafaggiolo**

Barberino del Mugello  
43°57'42" N - 11°17'41" E

**2 Villa of Trebbio**

San Piero a Sieve  
43°57'11" N - 11°17'12" E

**3 Villa of Careggi**

Florence  
43°48'33" N - 11°14'58" E

**4 Villa in Fiesole**

Fiesole  
43°48'20" N - 11°17'20" E

**5 Villa of Castello**

Florence  
43°49'10" N - 11°13'41" E

**6 Villa of Poggio a Caiano**

Poggio a Caiano  
43°49' 03" N - 11° 3' 23" E

**7 Villa La Petraia**

Florence  
43°49'08" N - 11°14'12" E

**8 Boboli Gardens**

Florence  
43°44'57" N - 11°14'51" E

**9 Villa of Cerreto Guidi**

Cerreto Guidi  
43°45'31" N - 10°52'45" E

**10 Villa in Seravezza**

Seravezza  
43°59'36" N - 10°13'52E

**11 Pratolino Gardens**

Vaglia  
43°51'33" N - 11°18'15" E

**12 Villa La Magia**

Quarrata  
43°51'06" N - 10°58'22" E

**13 Villa of Artimino**

Carmignano  
43°46' 55" N - 11°2'39.45" E

**14 Villa of Poggio Imperiale**

Florence  
43°44'56" N 11°14'52" E



# INFORMATION ON THE SERIAL SITE

## Medici Villas and Gardens in Tuscany

Surface Area  
Ha 3684,27



**Fig. 2**  
Surface area of Medici  
Villas and Gardens in Tuscany  
(Property - in white - and  
Buffer zone - in burgundy) in  
hectares (ha)



**Buffer Zone Surface Area**  
**Ha 3558,53**



**Property Surface Area**  
**Ha 125,40**



# INFORMATION ON THE SERIAL SITE

## Medici Villas and Gardens in Tuscany

10

### Villa in Seravezza

Property Ha 1,01  
Buffer zone Ha 50,14  
Total Ha 51,15

9

### Villa of Cerreto Guidi

Property Ha 0,76  
Buffer zone Ha 4,12  
Total Ha 4,88

**Fig. 3**

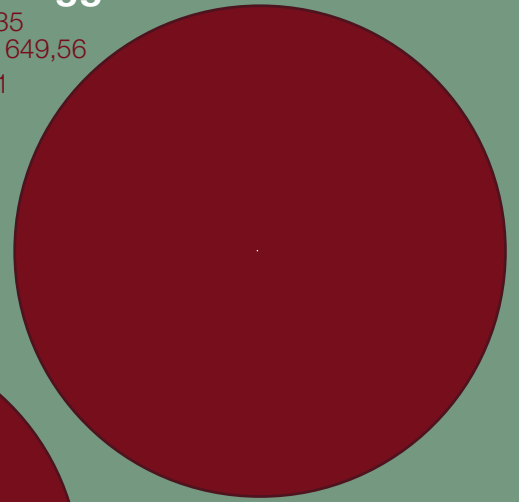
Surface area of each single component of the Medici Villas and Gardens in Tuscany (Property - in white - and Buffer zone - in burgundy) in hectares (ha)



1

### Villa of Cafaggiolo

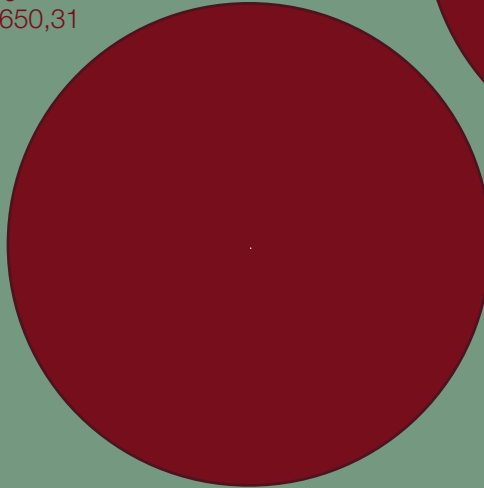
Property Ha 2,35  
Buffer zone Ha 649,56  
Total Ha 651,91



2

### Villa of Trebbio

Property Ha 1,60  
Buffer zone Ha 650,31  
Total Ha 651,91



11

### Pratolino Gardens

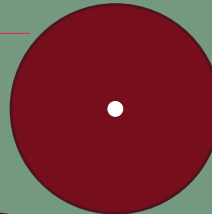
Property Ha 26,53  
Buffer zone Ha 210,35  
Total Ha 236,88



7

### Villa La Petraia

Property Ha 21,31  
Buffer zone Ha 276,33  
Total Ha 297,64



12

### Villa La Magia

Property Ha 2,10  
Buffer zone Ha 103,65  
Total Ha 105,75



6

### Villa of Poggio a Caiano

Property Ha 9,31  
Buffer zone Ha 135,63  
Total Ha 144,94



3

### Villa of Careggi

Property Ha 3,60  
Buffer zone Ha 55,71  
Total Ha 59,31



4

### Villa in Fiesole

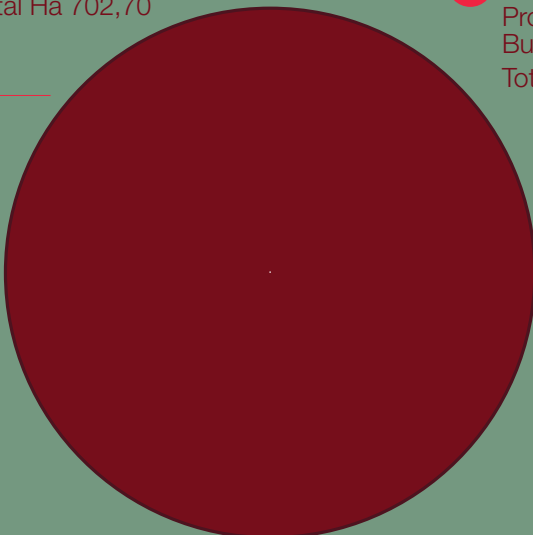
Property Ha 2,11  
Buffer zone Ha 44,88  
Total Ha 46,99



13

### Villa of Artimino

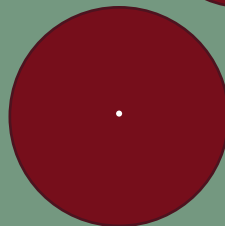
Property Ha 1,04  
Buffer zone Ha 701,66  
Total Ha 702,70



5

### Villa of Castello

Property Ha 8,33  
Buffer zone Ha 289,31  
Total Ha 297,64



8

### Boboli Gardens

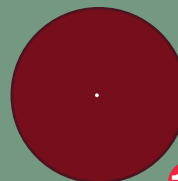
Property Ha 40,00  
Buffer zone Ha 132,00  
Total Ha 172,00



14

### Villa of Poggio Imperiale

Property Ha 5,35  
Buffer zone Ha 235, 43  
Ha 240,78



1

# Villa di Cafaggiolo



from the XIV  
century



The Villa of Cafaggiolo, together with the nearby Villa of Trebbio and the Pratolino Gardens park, is one of the three components in the Mugello area. It was then, and still is today, in the immediate vicinity of the road between Florence and Bologna. The current layout of the property dates back to the first half of the 15th century, when Cosimo the Elder commissioned the architect Michelozzo di Bartolomeo to enlarge a pre-existing defensive stronghold. The complex still exhibits defensive features in its closed plan, which is accentuated by a series of elements that make it probably the best example of a **villa-castle** among the properties of the serial site. Comprised of several staggered volumes and **towers**, it has a fortified masonry wall with a walkway at the top, crenelations, **battlements**, **corbels** and a moat that is still visible. Its fortified appearance should not suggest a building dedicated entirely to this function. The villa is surrounded by a vast quadrangular park, with **agricultural and productive outbuildings**, and stables. The entire estate testifies to the fact that from the time of its purchase by the family, and with later additions, the holding was just as significant for its farm production, as it was for its strategic position for hunting activities as well as for rest and recreation.



2

# Villa of Trebbio



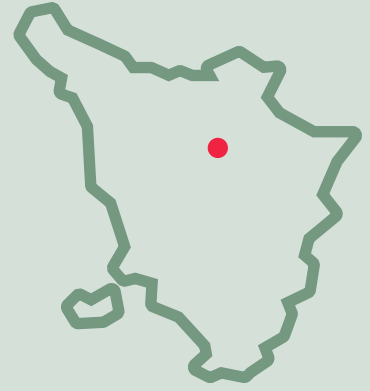
from the XIV  
century



The Villa of Trebbio, also known as the “**castello**”, since it is in the locality of the same name, is not far from Cafaggiolo. Nevertheless, this villa, which appears more compact and regular on its four sides, compared to the latter property, is smaller in size with its volume still developed around an enclosed courtyard. Furthermore, the late-medieval defensive-architectural elements are clearly identifiable at the Villa of Trebbio, which has a high **defensive tower, walkways, battlements and corbels**. Some remarkable elements that bring the building closer to Renaissance preferences are the **glazed loggia** on the ground floor that opens up to the inner courtyard, the **Italian style garden** on the west side and the **terraced vegetable garden** facing south. Also on the south side, this villa features a long, well-preserved **pergola** with a double row of cylindrical sandstone pillars with capitals. Though the Villa of Trebbio became a Medici property in the 14th century, it has for the most part retained the appearance it took on with Michelozzo's interventions in the first half of the 15th century.



3



# Villa of Careggi

since 1417



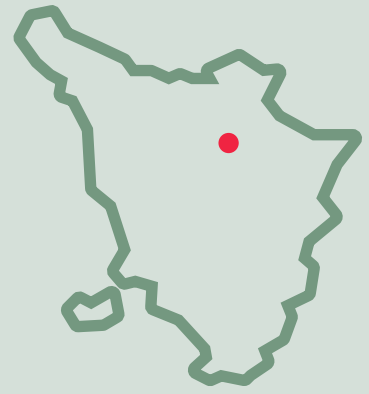
The Villa of Careggi, which was the third component on which the architect Michelozzo worked on behalf of the Medici, dates back to the first half of the 15th century. Compared to all the others, it is the closest villa to Florence. This factor made it a privileged theatre for the Medici's economic, political and **patronage** activities. In addition to long sojourns by Cosimo the Elder and Lorenzo the Magnificent, many philosophers and artists also met at the Villa of Careggi. In the 15th century, they founded the **Noeplatonic Academy** at the villa, which they enriched and embellished with sculptures, decorations and frescoes over the decades. Built on four levels, the villa has a trapezoidal floor plan, which is also adapted to the surrounding wooded park. This property is considered a particularly significant example of the **transition** between villa-castle and Renaissance villa. Whereas, the closed plan and the defensive architectural elements belong to the former, solutions that dialogue with the exterior, such as loggias on the ground and first floors, the **lemon-house** building, and the **formal garden** towards the south are distinct features of the latter.



Villa of **Careggi**

4

# Villa in Fiesole



since 1458



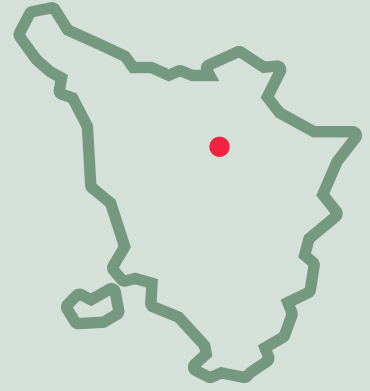
The Villa Medici in Fiesole was acquired by Cosimo the Elder in the mid-15th century and was completed in the following decades, probably with the contribution of Leon Battista Alberti. A number of features distinguish the Villa in Fiesole from the other properties on the serial site. First, is its elevated position with respect to the Florentine plain and then its adaptation, with its system of **terracing**, to the steep slope on which it stands. Second, is the building's **geometry**: being an isolated and almost perfect cube that clearly represents Alberti's ideals. Finally, there are its surroundings. If it is true that the villa, as on other occasions, has a lush garden rich with **trees, pergolas, botanical collections, and parterre decorations**, it is just as true that this villa has been freed from any productive vocation and that it was conceived solely as a place of contemplation, recreation and knowledge. Indeed, some of the most important humanists at the Medici court stayed there, such as Pico della Mirandola, Poliziano and Marsilio Ficino, who made it a meeting place for the **Neoplatonic Academy**.



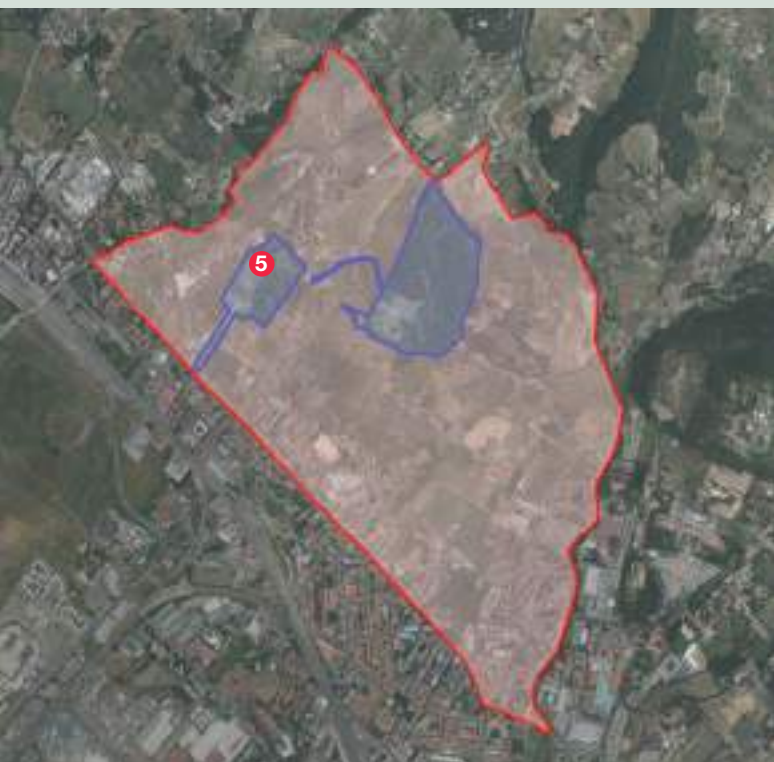


5

# Villa of Castello



since 1477



The Villa of Castello, located north-west of Florence, is on the southern slope of Monte Morello, along the route of an ancient Roman aqueduct. The property is the product of a series of additions and modifications to a pre-existing defensive outpost promoted by the Medici family starting in 1477. The floor plan appears to be rectangular, arranged around a 16th-century courtyard. As mentioned, this plan was the result of the work of several architects (Tribolo, Vasari, and Buontalenti) who, by incorporating the pre-existing structures, gave the impression of a unitary volume with a longitudinal axis that runs parallel to the road out front. This villa is best known for its 16th-century **Italian-style garden**, which has been excellently preserved in its design and constituent elements. Inside, there were groups of statues of great value and collections of citrus fruit trees, medicinal herbs, the famous Grotto of the Animals and a series of water features deemed exceptional for their engineering considering the period of their construction.



Villa of **Castello**

6



# Villa of Poggio a Caiano

since 1479



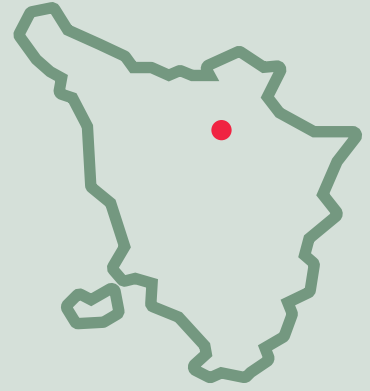
The villa was conceived based on a model handed down from classical antiquity and theorised by Leon Battista Alberti. It was to be a place of idleness, contemplation and a representation of Medici power. Its novelty resides mainly in the presence of its **basement portico** and its terrace that faces the surrounding countryside. These innovations were an inversion of the scheme of palaces and villas which normally closed in on an inner courtyard. The main façade also displays some other distinctive architectural features. Aside from the basement portico, there are precise references to classical antiquity represented by the **ionic loggia** with its **triangular pediment** and mythological scenes in the frieze, combined with broad plastered surfaces and sandstone cornices of the openings. Several **cycles of frescos**, which can be found on the *piano nobile*, and in particular in the **salon of Pope Leo X**, that recall the period when the villa was built (for example, Pontorno's lunette depicting *Vertumno and Pomona*). The garden's current appearance is the product of a more Romantic taste (the English-style park) and overlapping late 19th century formal eclecticism (the terrace parterres and, above all, the side garden).

Villa of **Poggio a Caiano**



7

# Villa La Petraia



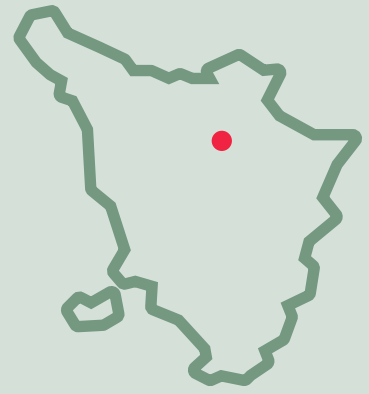
since 1544



This villa has some very different characteristics on its two main façades. The side facing the slope is in the Mannerist style, while the north side, dominated by the rising **tower**, with small, irregularly arranged windows, recalls medieval architecture. In spite of the radical transformations sustained since the late 16th century, traces of the older building are evident in the lower part of the tower, in the perimeter wall to the west, which bears the infill of medieval openings, and in the wall on the north side. Access to the garden is via a non-linear path, inside the **holly oak grove**, from which one almost suddenly emerges into the lower **parterre**. The upper *parterre* has two sectors (Prato della Figurina and the Piano di Ponente) separated from each other by the body of the villa. The architecture and designs of the *parterres* are in turn emphasised by the vast 19th-century park, largely occupied by a coniferous holly oak thicket with a dense undergrowth of evergreens. There are also two small artificial lakes in the park.



8



# Boboli Gardens

since 1550

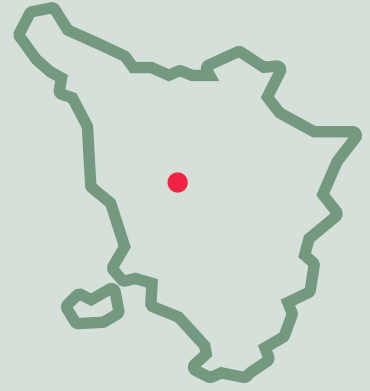


Considered one of the most important examples of **formal gardens**, Boboli is a true open-air **museum**. On one side it extends towards the river Arno almost reaching the heart of the city of Florence. On the other side it goes right up to the city walls that marked the boundary with the adjacent ancient countryside. Today it is an eminent historical type of agrarian landscape. It features a large, elongated triangular green space across which a series of **terraces, avenues and trails, perspective views with statues, paths, glades, fenced gardens, grottoes and monumental pools** develop in a continuous succession of views, perspective corridors and scenic vistas. The garden was in turn one of the Grand Dukes' favourite places to display their beloved plant collections. Today, the most important ones are the series of citrus fruit trees and the rose collections, with this latter considered one of the most coherent and philologically interesting of all the collections found in the Medici villas.





9



# Villa of Cerreto Guidi

since 1555



Recent studies have underscored the political and territorial importance of the Villa of Cerreto Guidi. Enclosure and robustness: together with its **regular and symmetrical architectural layout**, these features represent the clearly recognisable elements of a precise residential model. This mould associates the morphology of political domination of the medieval castle with the economic functions of an aristocratic residence. Together, they convey the symbol of the power of the prince over his subjects. The villa's innovation is found not just in its planimetry, which was rigidly divided according to a clear distributive typology. This allocation featured a central hall in the entrance area, onto which the doors of the symmetrically arranged apartments opened. However, the volumetric solutions and certain formal details of the façades, which were characterised by the sobriety of their decorative features are also inventive. Bernardo Buontalenti is specifically credited with the conception of the access ramp stairways known as **ponti medicei** [Medici bridges], which constitute the salient feature of this architectural complex.



10



# Villa in Serravezza

since 1561



The construction of the Villa in Serravezza was due to the presence in the area of significant **marble and mineral quarry activities**. A dual role has always been attributed to the villa, namely that of being a country residence, thanks to its position, ideal for **hunting activities**, as well as its being a fortification. Consequently it was this dual nature that influenced its architectural configuration. Indeed, this building was meant to protect the Medici family during its sojourns in a territorial enclave in the vicinity of borders with other states. This explains why the primitive access on the eastern front was protected by **two bastions** placed at the corners of the façade. The entrance gives access to a rectangular room, which, on its larger inner side, adjoins a **loggia** that opens into a courtyard. Vegetation as a component of the villa is practically non-existent. The building is currently surrounded by a **lawn parterre**. Among the elements that characterised the original layout, there should be recalled the thousands of silver fir trees that Cosimo I ordered planted, the construction of a walled vegetable garden in front of the building's main entrance and a lawn with rows of chestnut trees created between the villa and the stables block.

Villa in **Seravezza**





# Pratolino Gardens

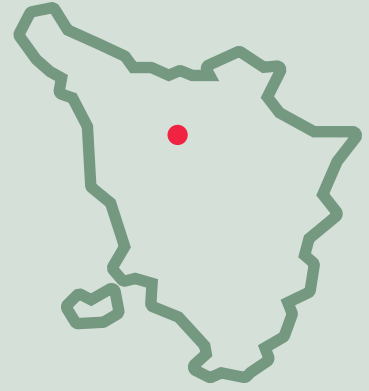
since 1568



Many buildings and artefacts belonging to the early 16th-century layout can still be found at Pratolino, including the exceptional water network of the ancient aqueduct, with its underground conduits, inspection wells, basins, reservoirs and fountains, which form a unique system. Among the remarkable relics still on the grounds are the **Grotta di Cupido (Cupid's Grotto)**, the *Grande Voliera* (Big Aviary), the *Viale degli Zampilli* (Avenue of the fountains) and the series of the *Vasche delle Gamberaie* (ornamental ponds). The presence of **Giamologna's Apennine Colossus**, which survived the transformation of the Medici garden into a landscape park, makes the great sculpture take on the role of genius loci due to its scenographic rehabilitation at the edge of the massive wooded stage setting before the large central lawn. Notwithstanding the changes in style and use, most of the plant species originally cultivated in the park are still represented. Although there are no longer specimens directly referable to the initial period, it can be assumed that due to the historical events that affected the vegetation, many of the plants found there today should probably be direct descendants of those of that time.



12



# Villa La Magia

since 1584



Villa La Magia represents an isolated system surrounded by cultivated fields and urban settlements that reach their maximum density in the adjacent town of Quarrata. The entire architectural complex revolves around the courtyard, which was originally accessed from the main entrance, located on the eastern side of the villa. On the west and south sides of this courtyard, there are **loggias** formed by columns with Ionic order capitals. The majestic **monumental staircase**, with two flights and covered by a cloister vault, is located near the eastern side of the building. The west façade incorporates a **late-medieval artefact** in the body of the structure, on which a further element used as a dovecote stands out. The garden-park is located on the northern edge of Montalbano. Nearly everywhere there are still **woods**, reminiscent of an earlier arrangement that was an integral part of the Medici hunting system. To the west there is the **parterre garden**, built on a lower level than that occupied by the villa. The garden is divided into rectangular areas bounded by stone kerbs and highlighted by vases mostly holding citrus trees and many, for the most part contemporary, rose bushes.





Villa La Magia

13

# Villa of Artimino



since 1593



A symbol of the affirmation of the Medici power and might, which, by then, had been achieved and consolidated, the aspect of the Villa of Artimino's military mien vanished in the **loggia**, supported by four Tuscan columns, set flush into the façade, as well as in the double-ramp access staircase, built in the 1930s. Windowed elements divide the façades into three orders: the ground floor, the first floor or piano nobile and the second floor. The villa's park is comprised of a large **lawn parterre** that surrounds the building on all four sides and connects the various outbuildings, the swimming pool area and the untamed woods. The area's precious naturalistic value is however dictated by the existence of the **Barco Reale** [Game reserve officially set aside in 1626 by Grand Duke Ferdinando II de 'Medici], which has allowed the **untamed wooded areas, pastures and farmland** to coexist for several centuries. Overall, this park has no philological link with any of the other Medici villa parks. Ultimately, the villa was surrounded by thick spontaneous woods of holly oaks on its north-eastern side, whilst to the west, the garden extended as far as the eye could see towards the cultivated fields.



Villa of Artimino

14

# Villa of Poggio Imperiale



since 1622



The villa's oldest nucleus is represented by the square courtyard immediately after the entryway. The courtyard is surrounded by four perimeter corridors that house an important **sculpture collection**. The other two inner courtyards, in symmetry with the first floor, are punctuated by window openings and double Doric pilasters in the lower parts and Ionic pilasters in the upper parts. The north-west façade has a symmetrical layout with a porticoed central body and wings on both sides, to which the two projecting foreparts have been attached perpendicularly. The main neoclassical façade is characterised by a **central loggia** with two orders. The current green space system is revealed by a large semi-elliptical **parterre**, whilst the untamed component has long since disappeared. At one time, the rear façade of the villa overlooked two **walled gardens**. These were the New Garden or Garden of the Orange Trees or the Gravelled Garden, created to act as a matching complement to the Secret Garden or the Little Flower Garden already shown in Vasari's plan, to which the Grand Garden, created in 1655, was added.

Villa of **Poggio Imperiale**





# A possible expansion of the serial site could be the addition of the Villa dell'**Ambrogiana** in Montelupo Fiorentino

Among the villas that are not yet a part of the serial site is the Villa dell'Ambrogiana in Montelupo Fiorentino. Now state owned, historically, this villa was one of the main properties of the court of the Grand Duke of Tuscany and the suburban residence of the Medici and Lorraine families. Its position close to the Arno River distinguishes it from all other components of the serial site. On the one hand, it was possible to reach the residence by boat. Yet, on the other, the constant humidity and regular overflows of the river caused the building and its annexes to be heavily degraded, making its habitability difficult and discontinuous. The proximity of the river meant that a "river grotto" and a vessel mooring were built near the villa. These were unique elements in the panorama of the Medici possessions, just as the corridor that joins it to the nearby Alcantara monastery, built in the second half of the 17th century, is also peculiar to this villa.

The fact that, until 2017, there was a prison located in the vil-

la's stables prevented it from being nominated for the serial site, and was viewed as a highly critical element with respect to the pursuit of the objectives of fruition and enhancement of the cultural complex. As of that date, a Technical Coordination Board was set up between the State Property Agency, the Superintendency, the Tuscan Regional Authority and the Municipality of Montelupo Fiorentino, which led to the drafting of an initial feasibility study for the enhancement of the complex. The same was included among the interventions financed by the MiC under the Strategic Plan for Major Cultural Heritage Projects (General Secretariat Circular letter no. 60 of 12/11/2020 and Ministerial Decree 55 of 21/01/2021 for the allocation of additional resources) with the programming of important funding for the gradual reopening of the buildings and surrounding green spaces to the public. All this was implemented in interaction with the other villas and gardens recognised as World Heritage and with the prospect of future inscription on the List.

## 1.3 Site Values and Attributes

The Attributes are the key element for the proper management and protection of a World Heritage site. The identification of those attributes for an area as vast and heterogeneous as the Medici Villas and Gardens required a preliminary comprehension of the “elements of Value” indicated in the Statement of Outstanding Universal Value. Once this first phase had been completed, in the second it was deemed necessary to articulate the tangible and intangible elements that support the Values of the fourteen components in greater detail. This was to be done by becoming immersed in the study and interpretation of information drawn from the Nomination Dossier, bibliographic sources and historical analyses conducted for the context of reference. For proper acknowledgement of the Values and the Attributes, a reference methodology was also considered. This procedure was selected using the Enhancing Our Heritage Toolkit 2.0 (EoH 2.0) manual, developed by UNESCO in 2023, which is very helpful for defining the same World Heritage site management processes. The identification of the Attributes could also be especially useful for the future application of the Heritage Impact Assessment of a generic component on existing interventions or project proposals, falling within the Property or Buffer Zone.

The procedure developed for the Medici Villas and Gardens was structured in five phases.

### PHASE A Understanding and analysis of the site’s Statement of Outstanding Universal Value

The OUV is articulated in the site’s Statement of Outstanding Universal Value, a fundamental document in which the justification for inscription on the World Heritage List is expressed. Therefore, a careful reading of the text would be the first step toward being able to outline its contents. Regarding the site in question, the Statement of Outstanding Universal Value was adopted at the 37th Session of the Committee and published on the following web page: <https://whc.unesco.org/en/list/175/documents>.

### PHASE B Extrapolation of key data from the Statement of Outstanding Universal Value

In this step, key expressions related to Values (why the site is unique and exceptional) and Site Attributes (what needs to be protected to maintain the OUV) were identified and underscored.

### PHASE C Bibliographic research and historical-critical analysis of the fourteen components

To obtain a comprehensive understanding of the site in question, a thorough bibliographic search was also conducted, because of which the peculiarities of each component were studied and better understood. It was then possible to retrace the history of the Medici buildings and gardens through a historical-critical analysis to better understand the stages of their evolution, focusing mainly on the stylistic features of the Renaissance language.

### PHASE D Development of the Template for OUV Values and Attributes Tables

The table was divided into four columns:

- Values: entry of those explicit Values in the Statement that makes the site one of Outstanding Universal Value
- Generic Attributes: attributes that substantiate the OUV, following the definition set out in paragraph 82 of the Operational Guidelines. The generic attributes are divided into macro-categories, which can be summarised as follows: building or garden type, architectural elements, technical and aesthetic garden solutions, land and landscape organisation and, lastly, art and knowledge. Both intrinsic qualities (compositional and functional) pertaining to the architectural object and its extrinsic qualities, e.g. relating to the object’s dialogue with the surrounding landscape, were considered in their classification
- Typological Attributes: these attribute types are defined by functional and aesthetic-formal criteria that find their interpretation in the various components
- Finally, there is the correspondence between the Attributes and the fourteen site components

### PHASE E Endorsing the Table of OUV Values and Attributes

As a result of multiple comparisons during the Plan development process, the table of Attributes was subjected to several revisions and submitted to the members of the Technical Office.

# TABLE OF OUV VALUES AND ATTRIBUTES OF THE MEDICI VILLAS AND GARDENS IN TUSCANY SERIAL SITE



VALUES	GENERIC ATTRIBUTES	TYPOLOGICAL ATTRIBUTES
<p>Examples of <b>aristocratic country villas</b> were distributed widely throughout Italy during the Renaissance and then all over modern Europe (criteria II, IV)</p>	<p><b>Building or garden types</b></p>	Villa-Castle
		Renaissance Villa
		Italian style garden
	<p><b>Architectural elements</b></p>	Towers and turrets
		Crenelated cornices and corbels
		Corner bastions
		Loggias
		Basement porticos
		Pediments
		Monumental stairways
	<p><b>Technical and aesthetic garden solutions</b></p>	Central hall (Albertian reception room)
		Terraces
		Topiary Art ( <i>parterre</i> )
		Pergolas (eg, <i>common grape vine</i> )
		Tree-lined avenues
		Secret gardens
Sculpture collections		
Grottos		
<p><b>Land and landscape organisation</b></p>	Hydraulic engineering works (fountains, fish-ponds, artificial lakes)	
	Wooded groves	
	Walled gardens	
	Crops	
<p>Places of cultural and artistic <b>patronage</b> (Criteria VI)</p>	Mining activities	
	<b>Art and knowledge</b>	
	Academies and literary venues	
	Theatre spaces	
	Fresco cycles	
	Iconographies	
Monumental statues		
Botanical collections (eg, citrus trees, roses)		





## 1.4 Ownership, management and intended use

The geographical distribution of the fourteen components is only the first of the many elements that add to the complexity of the serial site. The disparate ownership and forms of management are also decisive factors. Indeed, the fourteen components are owned by several public institutions and private entities. First among the owners is the Italian government (Petraia, Castello, Poggio a Caiano, Cerreto Guidi, Poggio Imperiale and the Boboli Gardens). Then there is the Tuscan Regional Authority (Careggi), the Metropolitan City of Florence (Garden of Pratolino), local municipalities (Seravezza and La Magia), and private owners (Cafaggiolo, Trebbio, Fiesole and Artimino).

At the same time, ownership does not always coincide with those who are directly responsible for management of the properties. The six government owned heritage properties are managed by the following bodies. The Regional Directorate for Tuscan Museums is charged with the direct management and enhancement of the Villas la Petraia, Cerreto Guidi, Poggio a Caiano and the Villa of Castello Garden. The autonomous museum, The autonomous Uffizi Galleries museum manages the adjacent Boboli Gardens, whilst the Educandato Statale della SS. Annunziata [State boarding school], administrates the Villa del Poggio Imperiale, and finally the Accademia della Crusca manages the Villa of Castello. The other public managers of the sites include the Tuscan Regional Authority, which is responsible for the Villa of Careggi, whilst the Metropolitan City of Florence<sup>1</sup> directly manages the Garden of Pratolino. Then, through the Fondazione Terre Medicee the Municipalities of Quarrata and of Seravezza administer Villa La Magia

and the Villa in Seravezza, respectively. Conversely, the owners of the private components have opted for different management solutions based primarily on the property's intended use.

As far as the private properties' intended use is concerned, the villa of Cafaggiolo, which is currently being restored, and the Villa of Artimino, will be used for tourist accommodations, whereas the latter, from 1983 to 2011, was also an archaeological museum. Instead, the Villa in Fiesole and the Trebbio Castle are currently private residences. In view of a forthcoming reopening of the complex to the public, the Villa of Careggi, owned by the Tuscan Regional Authority since 2004, is currently undergoing a series of restoration works. Besides being a public park, the Garden of Pratolino, under the Province – now the Metropolitan City of Florence since 1982 – has hosted environmental educational workshops since 1985. The Villa in Seravezza has been the home of the Museum of Work and Popular Traditions since 1996, along with temporary exhibitions, whilst the Quarrata municipal park at Villa La Magia has hosted frequent temporary exhibits, a permanent exhibition inside, and art installations in the park. Poggio Imperiale continues its function as a K-12 female boarding school and day tuition for middle and high school, whereas the Villa of Castello has been the home of the Accademia della Crusca since 1974. The garden at Villa of Castello, which together with that of the nearby Villa la Petraia, now under the management of the Regional Museums Directorate, was upgraded to become a National Museum, open to the public. Boboli Gardens, the first historical garden in Europe and an emblematic example of an open-air museum, is under the autonomous management of the Uffizi Galleries. Inside the Villa of Cerreto Guidi is the Historical Museum of Hunting and the Territory, which opened in 2002. Last, the Villa of Poggio a Caiano, in functional harmony with its original destination, houses one of the most important Medici collections in its own museum (Museum of Still Life) with approximately 200 paintings gathered by the Medici family beginning in the early 17th century on through the middle of the 18th.

<sup>1</sup> Effective 1st January 2015, the Metropolitan City of Florence replaced the Province of Florence following the local authorities reform introduced by Law No. 56 of 7 April 2014.

## OWNERSHIP AND MANAGEMENT ORGANISATION, AND INTENDED USE OF THE COMPONENTS



COMPONENT	OWNERSHIP		MANAGER	USE
Villa of <b>Cafaggiolo</b>	Private		Private	Private (Accommodation)
Villa of <b>Trebbio</b>			Private	Private (Residential)
Villa in <b>Fiesole</b>			Private	Private (Residential)
Villa of <b>Artimino</b>			Private	Private (Accommodation)
Villa in <b>Seravezza</b>		Municipality of Seravezza	Terre Medicee Foundation	Public (Museum)
Villa <b>La Magia</b>		Municipality of Quarrata	Municipality of Quarrata	Public (Museum)
<b>Pratolino</b> Gardens		Metropolitan City of Florence	Metropolitan City of Florence	Public (Park)
Villa of <b>Careggi</b>		Tuscan Regional Authority	Tuscan Regional Authority	Public (Museum) <sup>2</sup>
Villa <b>La Petraia</b>	Public	State owned	Florentine Villas and Monumental Residences	Public (Museum)
Villa of <b>Poggio a Caiano</b>				
Villa of <b>Cerreto Guidi</b>				
Villa of <b>Castello</b>				
<b>Boboli</b> Gardens		Accademia della Crusca	Indoor spaces: Private (Study Centre)	
		Florentine Villas and Monumental Residences	Outdoor spaces: public (park)	
		Uffizi Galleries	Public (Museum)	
		Educandato Statale SS Annunziata	Public (Educational Institute)	

<sup>2</sup> Planned destination

# CHAPTER 2

## THE SYSTEM OF SITE PROTECTION AND MANAGEMENT

## 2.1 The reference framework

The protection framework for the site is the product of several Agreements, Conventions, Charters, Recommendations, and Manuals that set out the legal foundations and indicate the guidelines for the conservation and management of the heritage (**Annex 3**). In general, since the Second World War, sensitivity has progressively expanded from a conception of protection for individual monuments and their surroundings to a broader consideration of the urban environment. This includes landscape and all the forms through which human beings interact with one another and with the environment as long as they are oriented towards mutual respect and sustainable development. The contents of the European Landscape Convention (Florence, 2000) ratified by Italy in 2006 is worth considering. Therein, landscape is defined as “a specific part of the territory whose character, as perceived by the people, is drawn from the action of natural and/or human factors and their interrelationships”. The Convention clearly expresses the concept that landscape cannot merely be identified by its exceptional aesthetic qualities, but rather, as the theatre for people's lives and endeavours, making its proper upkeep through preventive and ordinary maintenance essential. Besides, this principle is the foundation for the idea of cultural landscape, namely “a joint work of man and nature”, which is the category in which the site in question belongs.<sup>3</sup>

Over the years, UNESCO has published many guidance documents for the States Parties that ratified the 1972 Convention. Among the more important was the Budapest Declaration. Thirty years after the Convention, this declaration stated that proper balance between conservation, sustainability and development of the different sites was not only culturally significant, but also relevant economically and socially. And once again, going through the periodic revisions of the *Operational Guidelines* (the last one being issued in 2023), the main document to be followed for correct implementation of the Convention, the 2011 *Recommendation on the Historic Urban Landscape* discusses the context and complexity of factors to be taken into account in urban centre management planning. Finally, the titles of the operational manuals for World Heritage site management, published by the World Heritage Centre, should be mentioned and kept as a benchmark when drafting this plan, namely: “*Managing Cultural World Heritage*” (2013), “*Guidance and Toolkit for Impact Assessment*” (2022) and the most recent “*Enhancing Our Heritage Toolkit*” (2023). Especially in the latter manual, tools are provided for effective, efficient and integrated management of recognised sites: from the time of their inscription, the focus should shift to all those activities that follow.

<sup>3</sup> Operational Guidelines (2023), parag. 47

## 2.2 Territorial and urban planning

Territorial and urban planning are the main sectors that formulate, or at least transpose, measures aimed toward maintenance of the integrity and authenticity of cultural sites over time. For the sake of brevity, this section will focus more on specific provisions aimed at World Heritage villas and gardens than on their description or their planning instruments' general objectives.

### National legislation

Legislative Decree 42/2004, also known as the Cultural Heritage and Landscape Code, is the Italian benchmark law for the implementation of Article 9 of the Italian Constitution, which establishes the requirement to protect the landscape and the national historical and artistic heritage. The Code and its amendments not only identify, in a single text, both the cultural heritage (part II) and the landscape heritage (part III) as objects in the Medici Villas and Gardens serial site to be protected, these components often find themselves “twice protected” since they are included in one and the other category.

Concerning the landscape heritage (Article 136 of the Code), the areas restricted by decree are accompanied by sheets listing those elements of value that are to be preserved. Then, in relation to these elements of value, the “objectives with guiding value”, the “directives” and the “prescriptions” are listed. As can be seen in the table, among the anthropic structure's value elements in the restricted areas the site components are named. Specifically, this is the case of “the many architectural features at the Medici Villa of Careggi (...)”, “the many villas and farmhouses dotting the hillsides” for Fiesole, “the large Park at Villa Demidoff, Villa La Petraia and the Royal Villa of Castello” and also at Boboli Gardens and Villa La Magia. As mentioned, each area corresponds to specific objectives, directives and requirements, where the protection of buildings, their morphological features, historic parks and gardens, and areas of landscape relevance are referenced.



ARCHITECTURAL  
AND LANDSCAPE  
RESTRICTIONS ON  
THE SITE PERIMETERS

COMPONENT		ARCHITECTURAL RESTRICTION		LANDSCAPE RESTRICTION		
		L. 1089/1939, D.Lgs. 490/1999, D.Lgs. 42/2004  art.10	Measure	L. 1497/1939, D.Lgs. 42/2004  art.136	Measure	D.Lgs. 42/2004 art.142
1	Villa of <b>Cafaggiolo</b>	X	n. 512/2012 of 24.08.2012 per Leg. Dec. 42/2004 n. 384/2013 of 14.08.2013 per Leg. Dec. 42/2004 art. 45			X
2	Villa of <b>Trebbio</b>		Dec.Pub.Int. Of 14/09/1936 per Law 364/1909			X (Buffer zone)
3	Villa of <b>Careggi</b>	X	02/12/1936 per Law 364/1909 Resolution 16/12/2003 per Leg.Dec. 490/1999	X	MD 27/10/1951 G.U. 258-1951 per Law 1497/39	
4	Villa in <b>Fiesole</b>	X	30/08/1960 per Law 1089/39	X	MD 5/11/1951 G.U. 274-1951 per Law 1497/39	
5	Villa of <b>Castello</b>	X	15/05/1987 per Law 1089/39	X	MD 23/12/1952 G.U. 24-1953 per Law 1497/39	
6	Villa of <b>Poggio a Caiano</b>	X	no. 162/2019 of 20/08/2019 per Leg.Dec. 42/2004			
7	Villa <b>La Petraia</b>	X	10/04/1984 per Law 1089/1939	X	MD 23/12/1952 G.U. 24-1953 per Law 1497/39	
8	<b>Boboli Gardens</b>	X	04/01/1983 per Law 1089/1939	X	MD 5/11/1951 G.U.262-1951 per Law 1497/39	
9	Villa of <b>Cerreto Guidi</b>	X	02/01/1978 per Law 1089/1939			
10	Villa of <b>Seravezza</b>		08/01/1974 per Law 1089/1939 (in-direct protection)			
11	<b>Pratolino Gardens</b>	X	20/06/1963 per Law 1089/1939	X	MD 23/12/1952 G.U. 24-1953 and MD 10/10/1964 - G.U. 289-1964 per Law 1497/39	
12	Villa <b>La Magia</b>	X	21/07/1974 per Law 1089/1939 (indirect protection) 30/04/2004 per Leg.Dec. 490/1999	X		
13	Villa of <b>Artimino</b>	X	30/08/1963 per Law 1089/1939			
14	Villa of <b>Poggio Imperiale</b>	X	no. 1/2023 of 17/01/2023 per Leg.Dec. 42/2004 supp. By Decree 73/2023 of 21/04/2023	X	MD 01/06/1963 G.U.190 dated 1963 per Law 1497/39 MD 5/11/1951 G.U. 262-1951 per Law 1497/39	

## LANDSCAPE RESTRICTIONS ON THE COMPONENTS



N.	COMPONENT	RESTRICTED AREA NAME PER ART. 136 - 42/2004	VALUE ELEMENTS ANTHROPIC STRUCTURE
3	Villa of <b>Careggi</b>	Territory of Careggi district and adjacent hills, west of the Mugnone River	Presence of many architectural emergencies such as the Villa of Careggi
4	Villa in <b>Fiesole</b>	Territory of the Fiesole hills north of Florence	Many villas and farmhouses dotting the hillsides
5 7 11	Villa of <b>Castello</b> , Villa <b>La Petraia</b> and <b>Pratolino</b> Gardens	Monte Morello massif/ Panoramic area located in the municipalities of Fiesole, Vaglia and Borgo San Lorenzo (for a part of Pratolino)	Note, in addition to the extensive Villa Demidoff Park, Villa La Petraia and the Royal Villa of Castello
8 14	<b>Boboli</b> Gardens and Villa of <b>Poggio Imperiale</b>	Territory of the hills south of the city of Florence and east of Via Senese	Note the monumental excellencies eg, Pitti Palace and Boboli Gardens
12	Villa <b>La Magia</b>	Area around the Villa La Magia	The main historical settlement comprises the Medici Villa La Magia, and several adjacent outbuildings, both located on the edge of the Magia woodland

### Regional and provincial legislation

It would be appropriate to emphasise the leading role that Tuscany has assigned at the regional level, and therefore to the PIT/PPR update in force since 2015, within the “cascade” planning framework. This is an immediately binding, prevailing and prescriptive instrument with which all other policy instruments must comply, starting with municipal plans. As has indeed happened, these latter plans express the outcomes of higher-level institutional endorsement. Because the statutory regulations were divided into “regional” and “area” sectors, the policy instrument, which was approved about two years after the site’s inscription on the List, defines the territory and its resources and frames the regulatory choices. At a regional level, it is worth underscoring that Article 15 “Regulation of additional contexts” is where the PIT takes into consideration quality objectives, referring to all the World Heritage sites.

Then, Tuscany is divided into twenty areas. Each area has its own fact sheet that frames the description at a regional level with greater detail to summarise the relative values and critical issues, as well as to formulate specific quality objectives. Precisely, references to the Medici villas can be found within the relative area sheets, in the “Policy guidelines” and “Quality objectives and directives” sections. Table beside shows that most of the components

fall within area 6 “Firenze-Prato-Pistoia” and that the “Medici Villa system” or more generically the system of “farm-villas” is mentioned as being worthy of protection both in the guidelines and in the directives. Other areas involved are Area 7, the “Mugello” for the Villa of Cafaggiolo and the Villa of Trebbio, Area 5, the “Val di Nievole and Lower Arno Valley” for the Villa of Cerreto Guidi and finally Area 2, “Versilia and the Apuan Riviera” for the Villa in Serravezza.

Only some of the provinces where the components are found have updated their policy instruments after inscription. For example, in the Province of Florence, now a Metropolitan City, where the “historical-environmental protection areas” provisions for structural invariants contained in Articles 12, 13 and 14 of the Technical Implementation Legislation continue to apply. Instead, the Prato and Pistoia PTCPs, whose variants date back to 2022 (adoption) and 2020 (approval), respectively, incorporated the contents of the inscription. Pistoia’s regulation plan, which, in addition to registering the inscription and referring to the Municipality of Quarrata’s Structural Plan, states that the Management Plan provisions must be respected, along with the pursuit of the objectives and the application of the safeguard and utilisation measures contained in Article 15 of the PIT.



## PIT AREAS WHERE THE COMPONENTS BELONG



COMPONENT	PIT SCOPE	POLICY GUIDELINES	DIRECTIVES
1 Villa of <b>Cafaggiolo</b>	7 Mugello		<b>Objective 2 - Directive 2.2</b> Protect and enhance the architectural emergencies and surrounding landscapes especially the Trebbio Castle, the Medici Villa of Cafaggiolo (...)
2 Villa of <b>Trebbio</b>			
3 Villa of <b>Careggi</b>	6 Firenze Prato Pistoia	<b>Guideline 24:</b> specifically, the following merit protection: the Medici villa system and the relations between these and the rural context territories (...)	<b>Objective 2 - Directive 2.3</b> Safeguard the Medici villa system and the historic villas, also by maintaining their morphological and perceptive unity (...)
4 Villa in <b>Fiesole</b>			
5 Villa of <b>Castello</b>			
6 Villa of <b>Poggio a Caiano</b>			
7 Villa <b>La Petraia</b>			
8 <b>Boboli</b> Gardens			
11 <b>Pratolino</b> Gardens			
12 Villa <b>La Magia</b>			
13 Villa of <b>Artimino</b>			
14 Villa of <b>Poggio Imperiale</b>			
9 Villa of <b>Cerreto Guidi</b>	5 Val di Nievole and the lower Val d'Arno	<b>Guideline 7:</b> promote the protection and enhancement of the villa-farm system and the functional and landscape relations (...)	<b>Objective 3 - Directive 3.2</b> Safeguard and ensure the permanence of the values and historical-architectural features of the villa-farms (...)
10 Villa in <b>Seravezza</b>	2 Versilia and the Apuan Riviera		<b>Objective 2 - Directive 2.2</b> Protect and enhance the historical-architectural heritage of the Versilia hills comprising the evidence of the defence system such as fortified villages, castles, towers (...)

## Municipal legislation

The last territorial planning step is local. This was defined, in 2005 (Regional Law 1/2005) and then in 2014 (Regional Law 65/2014), by the regional laws on territorial regulation. This legislation replaced the General Regulatory Plan with the two policy instruments: the Structural Plan and the Urban Regulations (now the Operational Plan). The first had an open ended duration and was therefore not constructed for providing short-term urban planning choices in detail. Rather, it sought to guide subsequent processes so that they would respond to objectives and strategies identified on the basis of the cognitive framework and values acknowledged by the superordinate planning levels.

The Structural Plan therefore had value for policy programmes

that were not prescriptive. This role was instead expressed by the Operational Plan regulations. These latter were implemented mainly through the identification of permitted interventions to the existing building heritage or to those areas subject to transformation.

Reviewing the survey summarised in the table below, it can be affirmed that the inscription of the Medici Villas and Gardens was incorporated into the local urban planning policy instruments. All of the ten municipalities where the components are found updated their Urban Planning Regulations and/or Operational Plan with reference to the inscription and the specific indications resulting therefrom.

COMPONENT	MUNICIPALITY	SP REFERENCES TO THE "MEDICI VILLAS AND GARDENS" SERIAL SITE	OP REFERENCES TO THE "MEDICI VILLAS AND GARDENS" SERIAL SITE
1 Villa of <b>Cafaggiolo</b>	Municipality of Barberino del Mugello	Mugello Inter-municipal Structural Plan (adopted - 2nd part). NTA - Art. 50 "UNESCO Site"	Variant to the Barberino and Scarperia SP and RU (approved). NTA 3.4 "Implementation of the variants". Point 5 "Other commitments".
2 Villa of <b>Trebbio</b>	Municipality of Scarperia San Piero		
3 Villa of <b>Careggi</b>	Municipality of Firenze	(Adopted). NTA - Art.11.2 "General guidelines for energy conservation and efficiency".	(Adopted). Report - par.7.4.5 "Energy production from renewable sources". NTA - Arts. 59-61 (sub-systems) and 64-69 (areas). Transformation area sheets (NTA, vol.2, 3 and 4): ATS01.08, AT03.01, ATS04.10, ATS04.14, ATS04.15, AT08.01, AT08.03, AT09.03, AT10.02, AT11.02, AT12.06, AT12.07, AT12.10, AT12.17, AT12.19, ATS12.25
5 Villa of <b>Castello</b>			
7 Villa <b>La Petraia</b>			
8 <b>Boboli</b> Gardens			
14 Villa of <b>Poggio Imperiale</b>			
4 Villa in <b>Fiesole</b>	Municipality of Fiesole	(Approved) Territorial Regulation – Art. 36 "UNESCO Site"	(Approved) NTA - Title 3 "Additional landscape protection regulations" – Art. 100 "UNESCO Site"
6 Villa of <b>Poggio a Caiano</b>	Municipality of Poggio a Caiano	(Approved) Rules – Art. 38 "Additional contexts. "Medici Villas and Gardens in Tuscany" UNESCO Site	(Approved) NTA - Art.37 "UNESCO Site" "Villa of Poggio a Caiano and park and relative buffer area"
9 Villa of <b>Cerreto Guidi</b>	Municipality of Cerreto Guidi		(Approved) NTA - Art. 22 "Hygienic and technological systems". Art. 60 "Medici Villa of Cerreto Guidi"
10 Villa in <b>Seravezza</b>	Municipality of Seravezza		Seravezza Detailed Implementation Plan (Approved). NTA - Art. 1 and Art. 26 "Implementation of the UNESCO Serial Site Management Plan". Art. 27 "Control and Monitoring of Transformation Processes".
11 <b>Pratolino</b> Gardens	Municipality of Vaglia	(Approved) Territorial Regulation Art. 27-bis "UNESCO Site"	(Approved) NTA - Art. 66 "Landscape heritage assets"
12 Villa <b>La Magia</b>	Municipality of Quaranta	(Approved) Plan Regulation - Art. 16 "Recognition of the PIT prescriptions" and Art. 18 "Regulation of the landscape assets and of the additional contexts (...)".	(Approved) NTA - Art. 137 "Landscape heritage assets"
13 Villa of <b>Artimino</b>	Municipality of Carmignano	(Approved) NTA, Art. 15 "Artimino - Poggio La Malva territorial system".	RU (Approved) NTA - Art. 39.2 - UTOE 3 - RTe.2 "Medici Villa Hotel Area"

### The Municipalities of Barberino del Mugello, and Scarperia and San Piero

The Municipalities of Barberino del Mugello and Scarperia and San Piero, where the Villa of Cafaggiolo and the Villa of Trebbio are found respectively, granted the urban planning policy competencies to the Mountain Union of Mugello Municipalities in 2016. Article 50 of the Mugello Inter-municipal Structural Plan (PSIM), approved in late 2020, is dedicated to the World Heritage site. This regulation defines the strategies for the site's protection and conservation, as well as the general requirements for any transformation operations that might impact the components. The fact that the Cafaggiolo component is part of a wide-ranging redevelopment project led to the presentation of an urban policy variant identified as the 2nd "Cafaggiolo Area" section of the PSIM. The variant project Masterplan calls for the Medici villa's restoration, the recovery of the existing historical-architectural heritage and new construction for tourist accommodation purposes. Also foreseen are the creation of public facilities for sports and leisure activities, and the recovery and redevelopment of agricultural production needed to jump-start farming activity. Also linked to this protection and enhancement project is the downgrading of the SR 65 road to a municipal road network. This includes the construction of a variant to the same SR 65 route along the section that passes through the area subject to intervention. The variant, for which conformity checks are under way, has been structured into 13 "minimum intervention units" that have been adopted by all the municipalities of the Mountain Union. Among the comments received during the services conference, which were then acknowledged in the Urban Planning Regulations of the two municipalities involved, was a commitment in the development project to guarantee certain standards of public use in the area and to align with the World Heritage site Management Plan.

### Municipality of Florence

For some years, the Municipality of Florence's urban planning policy instruments have taken into account the presence of the "Historic Centre of Florence" World Heritage site inscribed in 1982. This was done by incorporating the creation of the Buffer Zone (2015) and the extension of the Property to include the San Miniato area (2021). Nevertheless, it has only been since the recent adoption of the new Structural and Operational Plans (2023) that the policy documents also considered the perimeters of the Medici Villas and Gardens, thus guaranteeing them the same protection measures resulting from their inscription. In fact, both the Structural Plan and the Operational Plan will have to incorporate the contents of the variant to the NTA on photovoltaic and solar thermal systems authorised in May 2023 in its approval phase. This variant will prohibit their installation not only in the historic centre, but also in the Florentine components' serial site Property and Buffer Zones (Careggi, Castello, Petraia, Boboli and Poggio Imperiale). The other remarkable aspect of the new policy instruments is the introduction of a mandatory prior assessment for interventions that modify the city skyline. This evaluation will include the view to/from any significant elements identified in Table 3 "Protections" of the Structural Plan, including the Medici Villas. This requirement, contained, Articles 59-61 (sub-systems) and 64-69 (areas), in the Operational Plan NTAs, has been translated into the transformation area sheets, which have been identified as significant for the preservation of the integrity and authenticity of the two World Heritage sites.

### Municipality of Fiesole

As of 2018, the Municipality of Fiesole started the parallel drafting of its Structural Plan and Operational Plan, with the latter having been adopted but not yet approved. In both cases, the territory regulations record the presence of the World Heritage sites, including both the Medici Villa in Fiesole component and the Historic Centre of Florence Buffer Zone. The site perimeters are graphically identified in the Structural Plan tables: "QC.U09 - Properties and areas of notable interest and the UNESCO Site" and "STA.U03 - Territorial settlement structure". Article 36 of the Structural Plan sets forth the objectives to be pursued in the UNESCO area. In the first place, the plan examines the "landscape as a historical stratification of the relations between man and nature". It then discusses the importance of "far-sighted management policies, seeking the re-utilisation of the heritage whilst respecting its morphological, typological, architectural and aesthetic-perceptive features". Instead, Article 100 of the Operational Plan refers to the site among the additional landscape protection regulations.



REFERENCES TO THE SITE IN THE MUNICIPALITIES' URBAN PLANNING POLICY INSTRUMENTS WHERE THE COMPONENTS ARE FOUND

### Municipality of Poggio a Caiano

s occurred in the other municipalities, Poggio a Caiano also updated its urban planning policy instruments (SP and PO) in parallel, which was concluded in August 2023. Article 38 of the Structural Plan, the regulatory part, implements the PIT-PPR directives for the UNESCO area, whilst Articles 45-49 provide for additional requirements concerning the “Piana Agricultural Park”. All the Villa’s elements – the garden, the buildings and the historical areas pertaining to it (the Lemon house, the Small Royal Palace current seat of the City Hall, the Stables and the Buonistallo walled garden) – are in fact part of both the inter-municipal ANPIL “Tavola Farmsteads”, which have already been recognised, and the Agricultural Park areas that are in an advanced stage of establishment.

The Agricultural Park, which is a comprehensive environmental and landscape requalification project that seeks to incentivise agricultural activities, has very similar purposes and methods of implementation, similar to those envisaged for World Heritage sites by Article 15 of the PIT. The Operational Plan meets its prescriptive functions in Title III, whilst in Title IV, Article 37 “U.N.E.S.C.O. site” further requirements are added for the buffer zone areas and for those areas closest to the villa. Most of these requirements are sufficiently restrictive in their intent to maintain the coherence and visual integrity of the space surrounding the component. For example, the “typological incongruities introduced on some of the buildings by recent interventions” in the buffer zone that includes a large part of the built-up area of Poggio a Caiano, must be eliminated. Alternatively, the installation of thermal and photovoltaic solar panels has been limited. These are “allowed on the roofs of secondary and/or accessory buildings or, where this is not possible, the panels must be of the type that is completely integrated into those pitches which are not directly exposed to the view of the Medici villa (...)”.

### Municipality of Cerreto Guidi

While the Cerreto Guidi Structural Plan dates back to before the site was inscribed, the Operational Plan was approved in late 2021 so that the presence of the UNESCO perimeters could be included. A feature of the Plan is in Table SI “Visual Sensitivity” with its analysis of the entire municipal territory’s visual sensitivity both to and from the Medici Villa. This analysis will impose limitations on the construction of farm buildings in sensitive areas and guide planned interventions in the transformation areas. Articles 22 and 60 of the Technical Standards mention World Heritage recognition. The first Article excludes the installation of photovoltaic systems in Property and Buffer Zone areas. The second contains more general indications. These include “the enhancement of the Villa as a fundamental element of its territorial heritage with initiatives that seek to define its role and specific destinations – in any case linked to its public use and its nature as cultural heritage – in relation both to other villas and gardens of the World Heritage serial site and to the Cerreto Guidi

territory”. The article also outlines more specific indications linked, as mentioned above, to the protection of the villa’s visual and perceptive cone as well as the architectural value of the historical buildings in the immediate vicinity.

### Municipality of Seravezza

The Seravezza Structural Plan update variant is currently in the process of being adopted. Whereas the policy instrument that has already assimilated the inscription of the Medici palace on the World Heritage List is the Detailed Plan of the municipality of the provincial capital. Article 1 of the NTA specifies that the PA implements the PIT provisions as concerns the Listed Sites. Rather, Article 26 mentions the serial site Management Plan. Pursuant to this article, the Implementation Plan is an implementation policy instrument that has been “structured as a strategic and operational policy coordination instrument for the active conservation of existing and acknowledged values (...)”. Article 26(3) also lists the Strategic Objectives that may affect the PA for the Medici Villas area, divided into “sector plans” from the 2011 Management Plan. Therefore, the detailed plan’s cognitive and planning framework, to the extent of its competence, was drawn up in line with the “Special measures for the protection and use of Italian sites of cultural, landscape and environmental interest, inscribed on the “World Heritage List”, and placed under UNESCO’s protection” pursuant to Law 77/2006. The pursuit and implementation of these measures is considered and verified with appropriate monitoring activities pursuant to Article 27 “Control and monitoring” of the NTA.

### Municipality of Vaglia

The Municipality of Vaglia approved its Structural Plan and Operational Plan at the same time (2020). In Article 27-bis of the Structural Plan regulation, reference is made to Table QC10 to acknowledge the Property and Buffer Zone perimeters as being among areas of significant public interest. Paragraphs 2-6 are additional site-specific provisions, which appear in the same form as in Article 66 of the Operational Plan “Landscape Heritage”. These measures include the commitment to maintain the historic road layout and to appropriately incorporate the new rest and parking areas. Furthermore, the provisions shall limit the construction of temporary agricultural artefacts, contain light pollution, and avoid any visual interference with the most valuable components if renewable energy plants are installed.

## 2.3 The Current Governance Structure

### Municipality of Quarrata

As shown in the Structural Plan Table V01 “Superordinate Restrictions”, the component in the Municipality of Quarrata is subject to multiple restrictions, each with its own specific requirements. In fact, the Villa La Magia complex and its adjacent historic park, being buildings and areas of architectural interest, are restricted pursuant to Part II of the Code of Cultural Heritage. This is because they are included in the World Heritage List within the scope of the Medici Villas and Gardens serial site. Therefore, since they come under additional contexts pursuant to Article 15 of the PIT Regulations, they are viewed as a Landscape Heritage “Area comprising the Medici Villa La Magia with wooded land” pursuant to Ministerial Decree 01/06/1963 – G.U. no. 190 of 17/07/1963. Finally, this is also because they are a protected natural area of local interest (ANPIL) called “Bosco de La Magia”. These levels of protection are stated in Article 18(5-8) of the Structural Plan regulations, (with reference to compliance with the Site Management Plan in paragraph 6) and Article 137 of the Operational Plan NTA. Moreover, based on this latter plan, the regulations of the different zones into which the area is divided shall apply. That is, zone ES for the villa and historic garden complex, zone EN for the woodland, “green area of particular value” and the “EA1 area of pertinence of the architectural features” for the agricultural areas adjacent to the ES zone.

### Municipality of Carmignano

The Carmignano Structural Plan dates back to 2010; the 2017 and 2021 variants did not alter the Plan’s organisation into territorial systems. Whereas this component, part of the “Artimino – Poggio alla Malva Territorial System”, still constitutes a structural invariant of the system. Among the general system objectives (Article 15 NTA) are the strengthening of the agro-tourism vocation within a framework of environmental and economic compatibility and the improvement of the road infrastructure that connects with the surrounding areas. In turn, the system is further divided into subsystems and areas, including the “Artimino” – area of “Historical Acropolis: Villa La Ferdinanda – Borgo di Artimino”, where specific actions for both the area of the Medici villa and the open areas are indicated. As far as the Urban Planning Regulation (var. 2021) is concerned, the inclusion in the World Heritage List is mentioned in Article 39.2 “Villa Medicea hotel area”, whilst for the villa and the paggeria (page quarters) only ordinary maintenance and restoration operations will be permitted.

To make management effective and meet the parameters set by UNESCO for World Heritage sites, to date, two agreements have been signed between the components of the serial site.

In 2010, whilst the site was still in its nomination phase, a preliminary Agreement was executed between the Italian government, the Tuscan Regional Authority, and the provincial and municipal administrations of the territories involved. In this agreement the parties undertook to coordinate and cooperate, “each within the scope of its own competencies, for the enhancement of the areas found within the serial site, as well as for the protection of the nominated areas reference territories” (Article 1 of the 2010 Agreement). Article 6 of the Agreement also makes explicit the chance to set up a “technical office dedicated to Management Plan coordination and monitoring, as well as, to implementation of the activities concerning the UNESCO site status, to the consequent fulfilments, to the protection of the site’s values and its heritage” in the event of a successful nomination.

Hence, on 23rd May 2013, with the Memorandum of Understanding between the Tuscan Regional Authority, the Ministry for Cultural Heritage and Activities, the Provinces of Florence, Lucca, Pistoia, Prato and the Municipalities of Florence, Barberino del Mugello, Carmignano, Cerreto Guidi, Fiesole, Poggio a Caiano, Quarrata, San Piero a Sieve, Seravezza, and Vaglia, the Management Plan implementation procedures were established for the first time. This was undertaken through the creation of an institutional technical committee, defined as the Steering Committee, and the UNESCO Office – Permanent Monitoring Centre. Since 2013, the Steering Committee and the Technical Office have been the two specially constituted bodies involved in site governance. Coordinating their work, as the contact office for relations with national and UNESCO institutions, was the former Tuscan Regional Authority Cultural Heritage Enhancement Sector, which is now called the Cultural Heritage, Museums and Documentary Sector. UNESCO Sites. Contemporary Art (hereinafter “Cultural Heritage Sector”).

## Steering Committee

The Steering Committee is described in Article 1 of the 2013 Memorandum of Understanding. Its members include the political leadership of the public institutions involved.

### Purpose – Article 2

To implement the objectives and actions contained in the Management Plan to guarantee the maintenance of the site's Outstanding Universal Value through promotion, organisation and communication activities, either directly or in cooperation with other public or private parties.

### Operation – Article 3

The Committee meets at least twice a year and is chaired by the President of the Tuscan Regional Authority. Any of its members may request that the Committee be convened.

## Technical Office

The UNESCO Office – Permanent Monitoring Centre is composed of the technical representatives of the individual components of the site and of the territories where they are found.

Although the 2013 Protocol does not make explicit reference to it, the referents of the Uffizi Galleries, the Accademia della Crusca and the Educandato Statale della Santissima Annunziata, like the other Protocol signatories, also take part as equal members of the site governance system.

### Operation – Article 4

The Technical Office, which is coordinated by the Cultural Heritage Sector manager of the Tuscan Regional Authority, is organised to implement the Site Action Plan (the Protocol refers to the 5 sector plans envisaged in the previous Management Plan). Where necessary, the Technical Office, which will work together with the competent sectors of the Tuscan Regional Authority, can also initiate technical-scientific partnerships with universities and other regional cultural institutions.

### Purpose – Article 3

Support the Steering Committee in the implementation of the Management Plan, making the Committee's guidelines operational and executing and monitoring the activities contained in the Action Plan.

## Tuscan Regional Authority

### World Heritage site Co-ordinator and Contact Office

The Tuscan Regional Authority Cultural Heritage Sector, whose Director coordinates the activities of the Technical Office, encouraging task performance, has the role of site co-ordinator and contact office in relations with UNESCO. The President of the Tuscan Regional Authority chairs the Steering Committee. Thus, the Tuscan Regional Authority coordinates the management bodies, monitors the implementation status of the Management Plan and acts as a link with national and international bodies. As referent and coordinator, the Tuscan Regional Authority undertakes to maintain coordination with the private components active for the purpose of their participation in the management activities (Article 4), as well as, through the staff employed in the above-mentioned Sector, in its role as Site Secretariat (Article 3).

## The private components in the governance system

On 2 December 2014, by executive decree of the Director of the Tuscan Regional Authority Cultural Heritage Sector, General Directorate for Competitiveness of the Regional System and Competencies Development of the Cultural Coordination Area, sought "Acknowledgement by the UNESCO Office/Permanent Monitoring Centre, pursuant to DGRT 93/2014, of the role of coordinator and referent for the Medici Villas and Gardens in Tuscany serial site, by the private entities that own the Medici villas that are part of the same site, namely: Villa Medici di Fiesole, Villa of Artimino, Villa of Cafaggiolo, Villa of Trebbio". This was the formalised acknowledgement of the site governance system by those private components, who thereby accepted, their participation in an overarching system of enhancement, albeit still within the limits represented by the exercise of their own private property rights. Owners and managers of the private villas shall be summoned to the meetings of the governance bodies and shall participate in them, exercising the same powers as the other referents.

## Latest news on site governance

Recently, Ministerial Decree no. 53 of 09/02/2024 "Amendments to the Ministerial Decree of 23 December 2014, on the "Organisation and Functioning of State Museums", established the "List of Institutes and Places of Culture and other properties and/or complexes assigned to museums and archaeological parks and other institutes and places of culture endowed with special autonomy". With this decree, "Florentine Villas and Monumental Residences", an entity endowed with special autonomy, was established. The entity includes:

- Medici Villa La Petraia – Florence
- Medici Villa of Castello Gardens – Florence
- Villa il Ventaglio – Florence
- Villa Carducci-Pandolfini in Legnaia – Florence
- Medici Villa and Historical Museum of Hunting and the Territory of Cerreto Guidi
- Medici Villa and Museum of Still Life – Poggia a Caiano

Nevertheless, with this new Decree, management of these four properties would be carried out by a single entity with a new form of autonomy.

# GOVERNANCE



## STEERING COMMITTEE

political leadership

## TECHNICAL OFFICE PERMANENT MONITORING CENTRE

technical referents



### MINISTRY OF CULTURE (MIC)

General Secretariat Service II  
– UNESCO Office  
Tuscan Regional Authority Secretariat  
Regional Directorate for Tuscany  
Museums  
SABAP Metropolitan City of Florence  
and the Provinces of Pistoia and Prato  
SABAP the Provinces of Lucca and  
Massa Carrara



### UFFIZI GALLERIES



### ACCADEMIA DELLA CRUSCA



### EDUCANDATO STATALE DELLA SS ANNUNZIATA



### TUSCAN REGIONAL AUTHORITY



### THE PROVINCES

Metropolitan City of Florence  
Province of Lucca  
Province of Pistoia  
Province of Prato



### THE MUNICIPALITIES

Municipality of Barberino di Mugello  
Municipality of Carmignano  
Municipality of Cerreto Guidi  
Municipality of Fiesole  
Municipality of Florence  
Municipality of Quarrata  
Municipality of Scarperia and San Piero a Sieve  
Municipality of Seravezza  
Municipality of Poggio a Caiano  
Municipality of Vaglia



THE CURRENT SITE  
GOVERNANCE SYSTEM

# CHAPTER 3

## TOWARDS THE NEW SITE ACTION PLAN



### 3.1 Definition of vision and mission

Vision and mission are essential elements for the coherent and sensible direction of the plan's implementation activities for its entire duration.

Vision may be understood as the desired image of the site. This portrayal is based on realising that the site's proper conservation, enhancement and management will generate positive effects not only for the site itself, but for the entire territory where it is located. This way, site management will be linked to prospects of territorial progress and development, as well as to the support and generation of local policies so that added value can be created in local communities.

Mission, on the other hand, comprises all those daily endeavours and fulfilments involved in site management so that the vision can be achieved and the site's Outstanding Universal Value can be maintained over time. Clearly, as far as the mission is concerned, not dwelling only on the conservation and maintenance of the components is essential. The idea of maintaining Outstanding Universal Value must be seen in a broader sense that will include all those aspects that contribute to defining the more complete significance of the site. Thus, included in the mission there should also be actions to prevent and mitigate threats, especially those to the surrounding landscape, activities aimed at the site's sustainable development, but also, since it is a serial site, actions aimed at maintaining and reinforcing its unitary image and the awareness of its serial character. In addition, all those activities needed to monitor Management Plan and Action Plan implementation are to be included in the mission. Taking the needs that emerged during the work on the Plan update into account, the two statements below were drawn up and shared with the Technical Office.

#### Vision

WE ARE CONVINCED THAT THE "MEDICI VILLAS AND GARDENS IN TUSCANY" SITE WILL MAKE A DECISIVE CONTRIBUTION TO THE TERRITORY'S SUSTAINABLE GROWTH, FROM A SOCIAL, CULTURAL AND ECONOMIC POINT OF VIEW, THROUGH THE COLLECTIVE AND COORDINATED COMMITMENT OF MANAGERS AND STAKEHOLDERS, SEEKING SPECIFICALLY TO MEET THE NEEDS OF THE LOCAL COMMUNITIES.

#### Mission

“

MAINTAIN THE INTEGRITY AND AUTHENTICITY OF THE SITE'S EXCEPTIONAL UNIVERSAL VALUE OVER TIME, WHILST ENHANCING THE SITE BOTH IN THE PARTICULARITY OF ITS INDIVIDUAL COMPONENTS AND IN THEIR UNITY.

”

## 3.2 Recommendations and requests submitted by UNESCO and ICOMOS

The Management Plan update process begins with the World Heritage Committee recommendations made during the first decade of management. The recommendations were first made at the time of inscription, in 2013. Subsequently, the WHC submitted three requests for information to the State Party on their implementation status (2015, 2020, 2021). Finally, in July 2023, the Tuscan Regional Authority received the ICOMOS technical assessment, which refers to the Report on the State of Conservation submitted in November 2021, and which broadly reiterated the contents of the 2013 recommendations summarised below.

First of all, the WHC drew attention to the composition and effective functioning of the management system, so far confirmed by the 2015 and 2021 responses in its statement by the Steering Committee-Technical Office. The failure to set up a “Monitoring Centre”, as called for in the Memorandum of Understanding in advance of the site’s nomination, the subject of the second recommendation on monitoring indicators, prevented any systematic verification of the projects and the results achieved, one of the objectives addressed by this document. The same applies to the third recommendation on updating the Management Plan and the projects contained therein. Although it should be pointed out that the previous responses included a list of projects implemented in the 2014-2021 period, broken down by area of intervention, the previous Plan lacked any reference to programming for the coming years. The fourth recommendation focused on the human resources available for site management. In this regard, it has thus far been reiterated that the management structure would comprise the Tuscan Regional Authority Cultural Heritage Sector internal human resources, together with the Steering Committee, the Technical Office members and the referents of the individual components. Finally, two elements emerged more recently in the 2023 Technical Review. One was the greater attention given to the integrity of the rural and landscape surroundings of the components (not just properties, but also Buffer Zones and adjacent areas); whilst the other was the accessibility of the site and in particular of the private components.

RECOMMENDATIONS OR REQUESTS FOR INFORMATION	DATE	STATE PARTY RESPONSES
Decision 37 COM 8B.34	June 2013	
R. for information CLT/HER/WHC/7762/ IT/AS/KR	29.01.2015	Report
R. for information CLT/ WHXC/EUR/20/ 12851	29.09.2020	
R. for information CLT/ WHC/EUR/21/ 13118	05.02.2021	Report on the State of Conservation
ICOMOS Technical review	10.07.2023	



REQUESTS FOR INFORMATION  
ON THE SITE SINCE  
REGISTRATION

### 3.3 Analysis of current conditions

- As work on the Management Plan began, the focus was not only on the recommendations submitted by UNESCO, but more on the analysis of the current conditions and those factors impacting the World Heritage site's OUV in general, taking their level of severity into account. Indeed, the document update process, since its inception in 2021, included several periods of data collection, analysis and consultation summarised here in chronological order and cited in full in **Annex 4**. Some reports concerned the state of the art at the site in general (SWOT, interviews, Periodic Reports, questionnaires), others were more thorough discussions on issues of specific interest (tourist flows and mobility).
- The **SWOT analysis**, carried out through the administration of a survey questionnaire to the component managers between February and March 2022 was the first. According to reports, the managers are aware of the site's potential due to its good state of conservation, its proximity to other attractions and due to its being internationally visible because of the UNESCO recognition. The issue of public transport can be viewed as both a weakness and an opportunity for a site whose elements are geographically distant and sometimes isolated. Just as the issue of the coordination of many points, for example opening policies, the organisation of joint activities, and communications appears to be central. Although no especially new elements have been introduced with respect to the contents of the 2013 recommendations, the SWOT analysis and the Technical Office meeting to share its results were an important turning point among the activities called for in the 2011 Management Plan and those focused on when drafting this document.
- Still in 2022, an **analysis** was conducted on the **site's current conditions and on possibilities for improving its accessibility**. Current conditions, summarised by two specifically created indices (degree of openness to the public and degree of accessibility by public transport), made it possible to identify those components towards which the improvement of transportation connections would be most useful. For the most part, the fastest way to reach the serial site today is still by private vehicle. Unfortunately, due to route schedules being poorly coordinated with opening and closing times, city and suburban bus lines cannot always be considered valid alternatives. Keeping firm the idea of offering substitutes to the use of one's own vehicle in mind, the study proposed component-specific solutions such as the modification of existing route schedules, demand responsive transport or the use of micro-mobility combined with railway lines.
- Starting with the issues that emerged such as governance, relationships among components, accessibility, and out-bound communications, **interviews**, held between October 2022 and May 2023 with different site management stakeholders, yielded overall results consistent with the SWOT outcomes. Regardless, to set up a "scaled" plan that would be as realistic as possible, the time devoted to each respondent made it possible to become more aware of each component's needs, ideas and resources, which were often found to be very different from one another.
- In mid 2023, the components were also consulted for the compilation of the **Periodic Report**, coordinated by the Tuscan Regional Authority's site referent. Compared to the 2014 Periodic Reporting, this latest form was expanded by introducing impact factors and issues whose importance had only recently become apparent. Among the potentially significant impacts, whether negative and/or positive, the site's socio-cultural use (including tourism) and management factors (for example availability of human or financial resources) were noted. And still again, climate change, the lack of transport infrastructure or, to a lesser extent, the installation of renewable energy infrastructure and the exploitation of natural resources emerged.
- The **Technical Office meetings** on 13th April and 6th July 2023 were held in person, respectively at the Villa of Poggio Imperiale and at the Tuscan Regional Authority's offices. These sessions, based on a participative and convivial approach, were useful for re-establishing personal relations among the managers with a view toward operational cooperation. The first meeting was structured to answer the framework question "What objectives and projects are in the new Management Plan?" according to the OPERA methodology <sup>4</sup>. The second, entitled "Towards the construction of the Action Plan", sought to share the serial site's vision and mission by presenting the Action Plan's macro-areas and setting out a first hypotheses concerning the projects that would make it up.

<sup>4</sup> This method involves five work phases: individual reflection (Own suggestions), comparison in small groups (Pair suggestions), plenary (Explanations), Sorting preferences for proposed responses (Ranking), Final summary (Arranging)

### 3.4 Macro Areas, Critical Issues and Strategic Objectives

Given the importance of tourism for the site, the Tuscan Regional Authority commissioned IRPET to carry out an **analysis on local tourist flows and visitors**, which was completed in September 2023. The study confirmed and quantified the differences existing among the territorial areas in which the components are found (the areas around Florence, the Mugello, Empoli-Montalbano and finally Versilia). As its main proof, it underscored that the competitiveness of the villas and gardens for tourism is closely linked to the desire to succeed embodied by the destination of which they are part. Other evidence can be found in the transversal need to express a suitable offer of complementary services and good accessibility whether physical or digital. The role, and dynamics, involving “internal demand” made up of tourists from Tuscany or other neighbouring Italian regions should also be kept in mind.

In January 2024, the website [www.villegiardinedicei.it](http://www.villegiardinedicei.it) launched an **online questionnaire**. The survey seeks to broaden the public consultation to include the reference communities and to validate or supplement the analyses performed as well as the priorities identified. Specifically, the survey focus, which is directed toward all potential visitors to the site, is on the intentions and modalities of their visit and what transport systems they used. This information is also important in relation to mobility projects that will be a part of the Action Plan. One section of the questionnaire is dedicated to a discussion of the priorities for the protection and enhancement of the site expressed in the Action Plan. On the one hand, the choice of using online consultation is dictated by the extent of the territory involved in the World Heritage site. On the other, this choice is determined by the positioning of the components which, in most cases, are located outside urban centres and the more frequented tourist destinations. These elements make it difficult to intercept a broader swath of reference communities than those that live in the municipalities where the villas are found. From 1st February to 10th March 2024, about 250 valid responses were collected. The majority of the respondents, who were mostly “serial” visitors, meaning that they had visited several components of the site and also other UNESCO sites in the last year, were from Tuscany, especially the Metropolitan City of Florence. More than half of the respondents used a personal vehicle to travel to the site. It is important to underscore that all the themes identified in the Management Plan were generally considered very significant. The questionnaire, which is still active today, will again be used, with the appropriate modifications, as a monitoring tool in the future.

In principle, the inputs gathered through recommendations and analyses of current conditions have converged on a number of major critical issues. These latter issues can be grouped into six macro areas, which can be viewed as “transversal containers” for the different plan drafting steps. Within those steps, by convention, the different elements, i.e. precisely the critical issues, but also the Strategic Objectives, the projects themselves, and the monitoring indicators can be organised. The step immediately following the assembly of the critical issues that affect the site was the identification of the related Strategic Objectives; rather, those goals that, if achieved, would make it possible to resolve or at least mitigate those weaknesses identified through a series of targeted actions (precisely, the projects).





*Image*  
Puccinelli Antonio,  
painting "Marsilio Ficino  
celebrates the Parents  
of Plato," 1822/ 1897,  
Medici Villa of Careggi,  
Florence.

## MACRO AREA 1

### ACTIVE CONSERVATION OF THE VILLAS AND GARDENS

#### Critical Issue

**1** Closure to the public of some of the component villas of the site, or parts of them, for recovery/ restoration works that have begun or are about to begin

**2** The need to find significant financial resources to face such operations

**3** Presence of real or potential impact factors that could affect the OUV or prevent the best use of the site



#### Objectives

**1a**

**Recover spaces** at inaccessible components for a complete understanding of the site and for its socio-economic enhancement

**1b**

**Find and manage** funding from specific calls or regulations (e.g. Structural Funds, PNRR, donations) for both public and private components

**1c**

**Improve safety levels,** visitor comfort and/or prevent damage to components

## MACRO AREA 2

### ENHANCEMENT OF THE CULTURAL OFFER

#### Critical Issue

**1** Difficulty in understanding the site in its entirety

**2** Uneven flow of visitors in favour of better known villas and gardens

**3** Limited opening hours and visiting modes for some components



#### Objectives

**2a**

**Improve the cultural offering** of the components (temporary and permanent visitor routes, cultural initiatives, events, etc.)

**2b**

**Create new circuits** and itineraries connecting the component

**2c**

Seek to achieve **adequate tourist attendance** based on what the components have to offer, in terms of numbers and visiting methods

**2d**

Guide enhancement activities towards **local residents and communities**

**2e**

Deepen knowledge of the site through **study and research**

## MACRO AREA 3

### UNIVERSAL ACCESSIBILITY AND SUSTAINABLE MOBILITY

#### Critical Issue

**1** Difficulty in reaching the site using only public transport

**2** Uneven and ineffective information available in preparation for a visit

**3** Irregular levels of accessibility of the components



#### Objectives

**3a**

Provide **clear and up-to-date information** on when and how to access the site

**3b**

Guarantee **minimum opening periods**, also for private components

**3c**

Improve the opportunities for reaching the components by **public and private transport**

**3d**

Widen **access availability, especially for the disabled**

**3e**

Increase the use of **sustainable transport and slow mobility**

## MACRO AREA 4

### INTEGRATED COMMUNICATIONS

#### Critical Issue

1 Limited knowledge of the reasons (Values) that inscribed the site on the World Heritage List

2 Communication strategies that lack coordination and are not always suitable



#### Objectives

**4a**

Strengthen **serial site promotion** through shared and diversified strategies

**4b**

Increase **site visibility abroad**

## MACRO AREA 5

### CLIMATE CHANGE AND LANDSCAPE PROTECTION

#### Critical Issue

1 Significant impact on components by climate change, both on architectural and natural elements

2 Significant impact on the components' surroundings by anthropic transformations



#### Objectives

**5a**

Align with strategies to **combat climate change** and **safeguard regional landscape heritage**

## MACRO AREA 6

### PARTICIPATORY GOVERNANCE AND INSTITUTIONAL RELATIONS

#### Critical Issue

1 Governance system whose efficiency and performance need improvement

2 Lack of a suitable monitoring system for operational indicators and procedures



#### Objectives

**6a**

Redesign the **governance system** based on efficiency and responsiveness to site needs

**6b**

Adopt and implement an appropriate **monitoring system**

NUMBER OF MACRO AREAS

1

2

3

4

5

6

# CHAPTER 4

## ACTION PLAN

### THE OPERATIONAL SECTION OF THE MANAGEMENT PLAN



**There we find the projects to be implemented to pursue the vision and mission of the serial site**

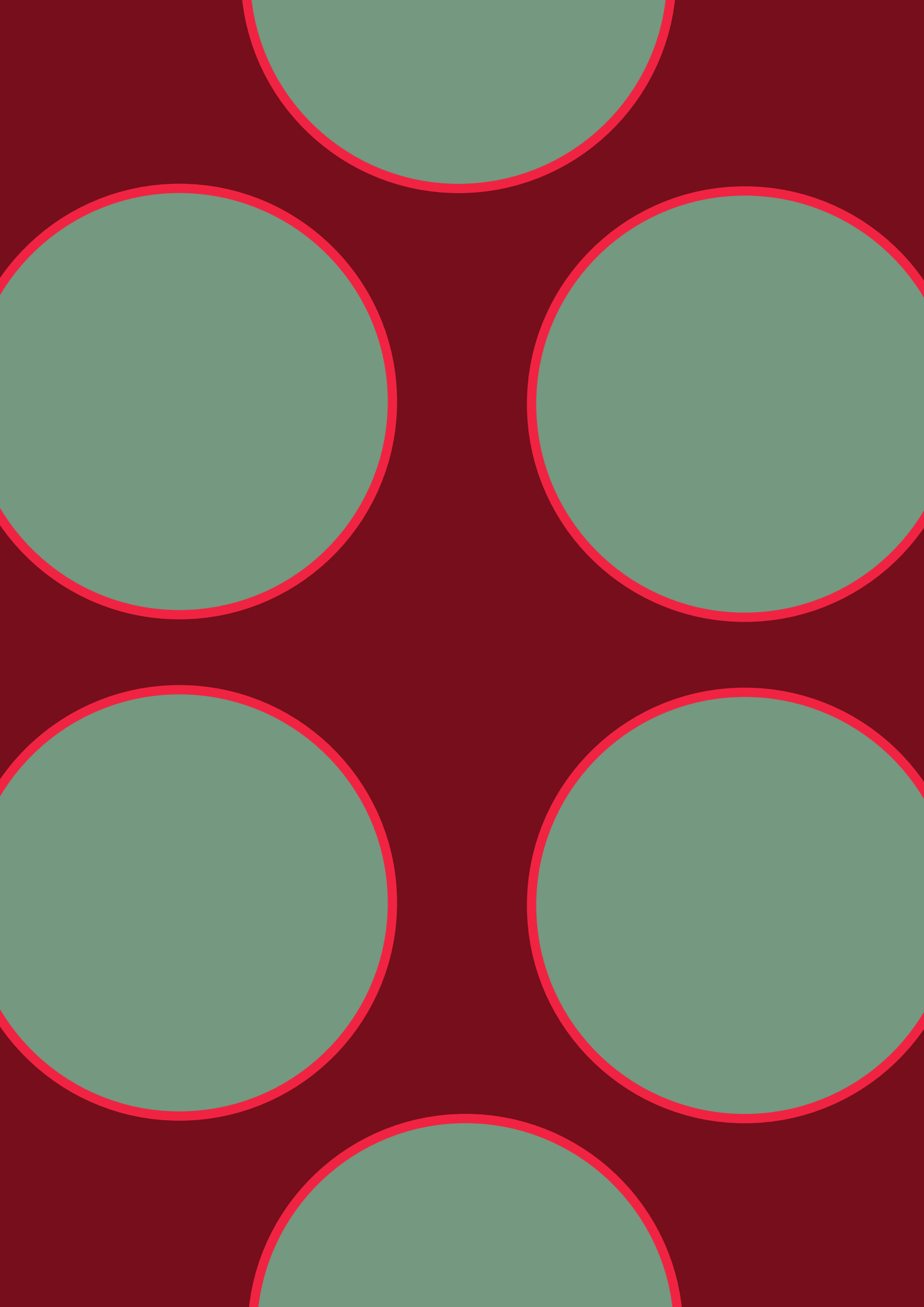


**Dialogue with the other sections of the Plan, in particular with the monitoring of the conservation status of the site Values**



**Based on a number of criteria, 30 projects were selected and presented below in the form of fact sheets**





## 4.1 The selected projects

Since it contains those projects to be implemented in the pursuit of the site's vision and mission, the Action Plan is the Management Plan's operational section. At the same time, the Action Plan has to respond to the other Management Plan sections, especially with that part that deals with monitoring the site's conservation status. When drafting the Action Plan, the last step needed concerns gathering the projects to be included in the document. This stage began with a brainstorming session during the meeting on 13th April 2023; it continued at the next Technical Office meeting on 6th July. Beginning in September 2023, up to February 2024, the project-sheets were filled in by the proposing parties. These were the component managers, individually or in association, the site referent (Tuscan Regional Authority), the municipalities and the other parties involved in site protection, enhancement and promotion activities in their different capacities.

Thirty development projects were selected on the basis of the following criteria:

- significance in relation to OUV conservation objectives (and therefore, to the pursuit of the Strategic Objectives);
- likelihood that the project will actually be implemented;
- system project priority, involving coordination with the site referent or cooperation among components;
- diversification among the proposing parties to ensure the broadest participation in the Action Plan.

It should be noted that no specific projects have been listed for transversal macro-areas 5 and 6. In the first case, "Climate Change and Landscape Protection", the institutional parties involved as well as the territorial policies planned were highlighted because detailed sections on protection systems and risk management were reserved for this issue. In addition, many of the Action Plan projects were aligned with broader policies on the issue without making it their main focus. In the second case, "Participatory Governance and Institutional Relations", since the effort towards related Strategic Objectives is described in Chapter 5 through the review of the monitoring and governance system. The projects were submitted in the form of data sheets, referring to the components in alphabetical order, and by macro area.

# 12

MACRO AREA 1  
ACTIVE  
CONSERVATION OF  
THE VILLAS AND  
GARDENS

9

2

MACRO AREA 3  
UNIVERSAL  
ACCESSIBILITY AND  
SUSTAINABLE MOBILITY

MACRO AREA 4  
INTEGRATED  
COMMUNICATIONS

MACRO AREA 2  
ENHANCEMENT OF  
THE CULTURAL OFFER

TOTAL PROJECTS  
SELECTED

30

SELECTED PROJECTS  
DIVIDED BY MACRO AREA

# THE SUSTAINABLE DEVELOPMENT GOALS / AGENDA 2030

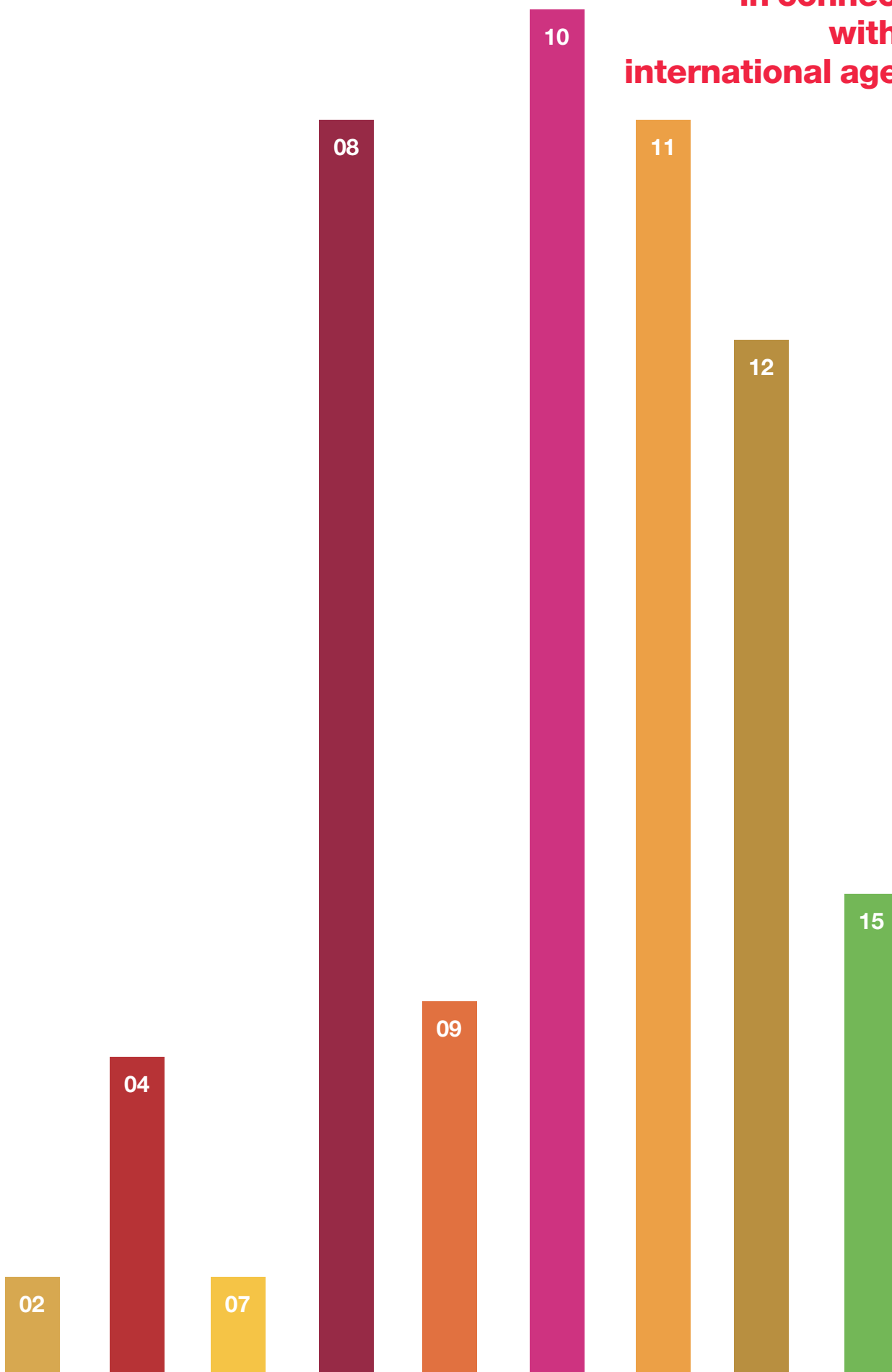


**17**

PARTNERSHIP  
FOR THE GOALS



## Selected projects in connection with the international agenda



# MACRO AREA 1

## ACTIVE CONSERVATION OF THE VILLAS AND GARDENS

The projects contained in this macro area are all of great significance for the site's conservation and improved use. The scale varies from complex interventions, organised on several lots and over a long time span (see Cafaggiolo, but also Careggi and Pratolino), to circumscribed maintenance operations and/or those focused on specific points, which can be completed over the short term.

**PROJECT 1**  
**Amphitheatre Restoration**  
– Boboli

**PROJECT 2**  
**Restoration and conservation of the Villa and Park**  
– Cafaggiolo

**PROJECT 3**  
**Conservation and enhancement of the Villa and Park – Cafaggiolo (Medici Estate)**

**PROJECT 4**  
**Restoration of the Villa and enhancement of the garden and park – Careggi**

**PROJECT 5**  
**Restoration of the façades, courtyard and roofs**  
– Castello

**PROJECT 6**  
**Restoration of the historic garden and some appurtenances of the Medici Villa – La Magia**

**PROJECT 7**  
**Interventions for energy saving and improvement of environmental lighting**  
– Poggio a Caiano

**PROJECT 8**  
**Restoration and repair to restore function of the Viale degli Zampilli – Pratolino**

**PROJECT 9**  
**Completion of the restoration of the second floor of the Medici Stables – Pratolino**

**PROJECT 10**  
**Garden of Lepidoptera and Chiroptera at the Fagianiera – Pratolino**

**PROJECT 11**  
**Reconstruction of the Medici Vegetable Gardens – Seravezza**

**PROJECT 12**  
**Installation of video-surveillance, anti-intrusion, access control and fire prevention systems – Seravezza**

# PROJECT 1

## Restoration of the Amphitheatre – Boboli

### Description

The primary objective of the integral restoration of the Amphitheatre and the green area in front of it is the recovery of one of the Boboli Gardens' essential elements from an architectural, landscape and functional standpoint. The intention is to make a safe open-air space available once again for concerts and theatrical performances. From this point of view, since the project in question would include the improvement of the cultural offer of the Medici Garden and the city, it could also be included in Macro Area 2.

### Responsibilities

Main responsibility: Uffizi Galleries,  
Department of Architecture

### Time frame

Medium term (2-3 years)

### Implementation status

In progress

### Project cost

4.500.000,00 €

### Monitoring indicators

- ↘ Authorisations obtained
- ↘ Funding raised
- ↘ Cost consumption

### Strategic guidelines (five “C”s)

Credibility	
Conservation	●
Capacity building	
Communications	
Community	●

### Sustainable Development Goals



### Strategic Objectives

- 1a Recover spaces
- 1b Find and manage funding
- 2a Improve the cultural offer

### Specific objectives

- ↘ Protection and conservation of the artefact
- ↘ Site enhancement through improvement of the cultural offer

## PROJECT 2

# Restoration and conservation of the Villa and Park – Cafaggiolo

### Description

The Medici Villa of Cafaggiolo, and its park, conservation and restoration project is currently being developed, together with the complementary functional recovery operation, with the goal of providing new tourist accommodations. The project's main objective, together with the subsequent restoration, is to preserve and enhance the property's primary and distinctive artistic and architectural features.

The operation is characterised by a detailed collaboration path among the restoration areas, including architecture, acoustics and plant engineering, seeking to limit interventions on the structures to a minimum to protect the authenticity of the building and its decorative elements. The project will aim to conserve, maintain and enhance the existing elements of the Medici park (both front and back), which are characteristic of the English garden. Even in this case, operations, which will mainly concern the areas of irrigation, lighting and greenery maintenance, will be kept to a minimum.

### Responsibilities

Main responsibility: Marzocco Group

### Time frame

Short term (1 year)

### Implementation status

In progress

### Project cost

To be defined

### Monitoring indicators

- ↘ Authorisations obtained
- ↘ Funding raised
- ↘ Cost consumption

### Strategic guidelines (five “C”s)

Credibility	
Conservation	●
Capacity building	
Communications	
Community	●

### Sustainable Development Goals



### Strategic Objectives

- 1a Recover spaces
- 3b Minimum operating periods

### Specific objectives

- ↘ Restoration and functional recovery of the component
- ↘ Enhancement aimed at greater visibility and accessibility by the community



## PROJECT 3

# Conservation and enhancement of the Villa and Park of Cafaggiolo (Medici Estate)

### Description

The project provides for the creation of the “Cafaggiolo Medici Estate”, with a high level of “systemic quality” in terms of agriculture-landscape, sports and recreation. The main objective is to create a “cultural park” where history, architecture, agriculture, food and wine, sport and the environment can come together harmoniously to promote high quality sustainable tourism. All this will also be due to the deployment of multiple services obtained through the refurbishment of the existing building heritage. This way, because of the wide range of activities offered, a complex “supply chain” system can be developed. This system will then take on a unitary and integrated value, within this territorially intricate framework of articulated action, which will continue to be mindful of the landscape and of the cultural and agricultural values of the local context.

### Responsibilities

Main responsibility: Marzocco Group

### Time frame

Long term (more than 3 years)

### Implementation status

In progress

### Project cost

To be defined

### Monitoring indicators

- ↘ Authorisations obtained
- ↘ Funding raised
- ↘ Cost consumption

### Strategic guidelines (five “C”s)

Credibility	
Conservation	●
Capacity building	
Communications	
Community	●

### Sustainable Development Goals



### Strategic Objectives

- ①a Recover spaces
- ②a Improve the cultural offer

### Specific objectives

- ↘ Preservation, protection and enhancement of the landscape as a historical stratification of relations between man and nature
- ↘ With a view to improving its eco-systemic value, the promotion of the multifunctional role of the rural context and the promotion of landscape values will be founded on identity and economic compatibility
- ↘ Restoration and recovery of the area's historical and cultural heritage
- ↘ Development and regeneration of sedimented environmental and territorial aspects
- ↘ Redevelopment of the Cafaggiolo area as an interactive node within a territorial network that is rich with opportunities, services, and landscape and cultural heritage. The project's strategic value resides in the promotion of Tuscan tourism in a sustainable key
- ↘ Reducing vehicle traffic whilst making the architectural, historical and artistic heritage available to all

## PROJECT 4

# Restoration of the Villa and enhancement of the garden and park – Careggi

### Description

The current restoration plan arose from the Tuscan Regional Authority's determination to conserve the complex and make it usable again with a new destination as a museum. For the project's first lot, completed in 2019, the restoration of the roof, the façades, and the lemon house were undertaken. Restoration of the interiors and frescoes is currently ongoing. Another portion of work intended to complete and restore the perimeter walls and the villa's functional outbuildings (the guardhouse and guest quarters adjacent to the lemon house) has also been planned. Instead, the enhancement of the Medici villa's garden and park, with conscious respect paid to the evolution the site has undergone over time, concerns the restoration and repair to perfect function of much of the 17th century ornamentation. This includes the water basins, the statuary, recovery of the breccia flooring as well as the villa's flowered parterre, whilst finally cleaning up all the inconsistent plants allowed to grow over time. There is a provision to establish a legal entity responsible for the management and enhancement of the entire Careggi complex in connection with the future destination of the Villa dell'Ambrogiana, whose recovery project is in its initial stages.

### Responsibilities

Main responsibility: Heritage, Institutions, Cultural Activities and Sports Directorate of the Tuscan Regional Authority  
Other entities involved: Ministry of Culture, Superintendency for the Architectural, Landscape, Historic, Artistic and Ethno-anthropological Heritage of Florence, Pistoia and Prato; Special Superintendency for the Historic, Artistic and Ethno-anthropological Heritage for the Florence State Museum Centre

### Time frame

Long term (more than 3 years) – villa  
Short term (1 year) – garden and park

### Implementation status

In progress

### Project cost

9.517.378,67 € (villa restoration)  
1.085.435,78 € (garden and park)

### Strategic guidelines (five "C"s)

Credibility	
Conservation	●
Capacity building	
Communications	
Community	●

### Monitoring indicators

For the villa



Cost consumption



Parts of the complex reopened to the public

For the park and garden



Cost consumption



Parts of the complex reopened to the public

### Sustainable Development Goals

8

11

12

15

### Strategic Objectives

1a Recover spaces

1b Find and manage funding

### Specific objectives



Completion of the villa's restoration and recovery



Complete recovery of the historic park and garden



Re-opening of the component to the public



Promotion of initiatives that will enhance the environmental and historical context, stimulating awareness also in relation to the other components of the serial site

## PROJECT 5

# Restoration of the façades, courtyard and roofs – Castello

### Description

Whilst the state of conservation of the interiors was found to be fair, the villa's exteriors and courtyard need improvement work. In certain respects (e.g. the roofing), this fact represents a potential source of danger not only for the integrity of this ancient structure's image, but also for those who frequent it. Having said this, the purpose of the intervention is both to halt its deterioration and to return to the community a dignified image of those tangible signs that trace its history, which are, in turn, identified with its historical-artistic elements of exceptional value.

### Responsibilities

Main responsibility: Accademia della Crusca

Other entities involved: Superintendency for the Architectural, Landscape, Historic, Artistic and Ethno-anthropological Heritage of Florence, Pistoia and Prato.

### Time frame

Short term (1 year)

### Implementation status

In progress

### Project cost

1.394.730, 54 € (following variants approved by the MiC)

### Monitoring indicators

↘  
Cost consumption

### Strategic guidelines (five “C”s)

Credibility	
Conservation	●
Capacity building	
Communications	
Community	●

### Sustainable Development Goals

11

### Strategic Objectives

- 1a Recover spaces
- 1b Find and manage funding

### Specific objectives

- ↙  
Protection and restoration of the villa
- ↙  
Improvement of its use, through appropriate enhancement strategies seeking the component's promotion
- ↙  
Improvement of accessibility

## PROJECT 6

# Restoration of the historic garden and some appurtenances of the Medici Villa – La Magia

### Description

Financed by the PNRR – M1C3 INV.2.3 – this project has been divided into several operational lots: (A) restoration of the monumental portal and its ornamentation; (B) restoration of the neo-Gothic chapel and static consolidation of the parterre garden retaining wall; (C) restoration of the nymph sculpture, the central courtyard fountain, the parterre garden fountain and the romantic garden pond; (D) restoration of the romantic garden and the parterre garden, and installation of a new irrigation and lighting system; (E) restoration of the main access roadway leading to the park and the villa; this includes LED lighting and complementary works, restoration of the gates and installation of a video surveillance system along the main roadway; (F) finally, for the sixth portion, the cultural enhancement of the entire complex has been foreseen.

### Responsibilities

Main responsibility: Municipality of Quarrata – Public Works Service

### Time frame

Short term (1 year)

### Implementation status

In progress

### Project cost

2.382.889,05 €

### Monitoring indicators

↘  
Cost consumption

### Strategic guidelines (five “C”s)

Credibility	
Conservation	●
Capacity building	
Communications	
Community	●

### Sustainable Development Goals



### Strategic Objectives

- 1a Recover spaces
- 1b Find and manage funding
- 1c Improve safety levels

### Specific objectives

- ↘  
Restoration of the historic gardens, seeking to recover the original plantings and related botanical species
- ↘  
Restoration of the buildings
- ↘  
Restoration and repair to perfect function of decommissioned hydraulic systems
- ↘  
Enhancement of the architectural artefacts in the gardens (monumental gateway to the park and the neo-Gothic chapel)

## PROJECT 7

# Interventions aimed at energy saving and improvement of environmental lighting – Poggio a Caiano

### Description

With the energy efficiency intervention at the Villa of Poggio a Caiano, the intention is to replace the heat pump, which would provide for a 70% reduction in energy consumption for winter heating. In preparation for this, a precise project assessment of all aspects of the system has been provided for. This evaluation will start from the existing situation and will take into account, among other things, the radiating surface of the heating elements, their power consumption, the building's enclosure heat dispersion, the ambient temperature, etc. The production of hot water by the heat pump, as well as the Villa's internal and external lighting, and – at least partially – the illumination of the Park, will be powered by electricity produced by a number of photovoltaic arrays equipped with a storage system. These arrays will be located in suitably identified areas of the park so that they can be kept out of the way of visitor pathways and sightlines, yet still have ample exposure to sunlight.

### Responsibilities

Main responsibility: Regional Directorate for Tuscan Museums  
– Villa of Poggio a Caiano

### Time frame

Medium term (2-3 years):

### Implementation status

To be initiated

### Project cost

To be defined

### Monitoring indicators

↘  
Cost consumption

### Strategic guidelines (five “C”s)

Credibility	
Conservation	●
Capacity building	
Communications	
Community	●

### Sustainable Development Goals

7 9 11 12

### Strategic Objectives

1c Improve safety levels

### Specific objectives

↙  
Protection of the environmental context

↙  
Preservation of the component and the works of art it holds

↙  
Greater accessibility

↙  
Enhancement of the cultural offer

↙  
Expansion of the outdoor areas made usable during evening hours

## PROJECT 8

# Restoration and repair to perfect function of the Viale degli Zampilli – Pratolino

### Description

The project calls for the restoration and repair to perfect function of the Viale degli Zampilli at the Medici Park of Pratolino, with a renewed proposition of the water features documented in the historical record. At the same time, the pedestrian pathways envisaged in the 19th century project for the landscape garden will be restored. As a result of the restoration of the Viale degli Zampilli, the project also includes the repair to perfect function of the archaeological footpath. This is a small archaeological excavation conducted at the villa, which has been until recently neglected by visitors. This find is believed to be related to the restoration excavations undertaken on the Viale degli Zampilli, bringing about a possible realisation of a virtual museum inside part of the Paggeria [pages' quarters].

### Responsibilities

Main responsibility: Metropolitan City of Florence

Other entities involved: SABAP, Municipality of Vaglia, external designers

### Time frame

Medium term (2-3 years)

### Implementation status

To be initiated

### Project cost

3.000.000,00 €

### Monitoring indicators

- ↘ Authorisations obtained
- ↘ Cost consumption
- ↘ Park spaces reopened to the public

### Strategic guidelines (five “C”s)

Credibility	
Conservation	●
Capacity building	
Communications	
Community	●

### Sustainable Development Goals

11

### Strategic Objectives

- 1a Recover spaces
- 1b Find and manage funding
- 2a Improve the cultural offer

### Specific objectives

- ↘ Restoration and protection of the Viale degli Zampilli and other paths in the vicinity
- ↘ Reactivation of the water features
- ↘ Expansion of the park's areas that can be visited (within the UNESCO area)
- ↘ Restoration of the visibility and reopening to the public of the routes from the 19th century project
- ↘ Expansion of proposals for visitors

## PROJECT 9

# Completion of the restoration of the second floor of the Medici Stables – Pratolino

### Description

Because of their position near the Park entrance, the former Medici Stables are well suited for use as an exhibition and museum space. Hence, the plan to house the park's historical museum as well as permanent and/or temporary exhibitions there. The first floor, consisting of a single large room with two rows of pillars and cross vaults, will be used as an exhibition space. Instead, the second floor, the subject of this sheet, will house a bar/restaurant zone as well as a suitable area for conferences and temporary exhibitions.

### Responsibilities

Main responsibility: Metropolitan City of Florence

Other entities involved: SABAP, Municipality of Vaglia, external designers

### Time frame

Medium term (2-3 years)

### Implementation status

To be initiated

### Project cost

2.000.000,00 €

### Monitoring indicators



Project phase

### Strategic guidelines (five "C"s)

Credibility	
Conservation	●
Capacity building	
Communications	●
Community	●

### Sustainable Development Goals

8

10

11

### Strategic Objectives

1c Recover spaces

2a Improve the cultural offer

2c Adequate tourist attendance

### Specific objectives

↙  
Completion of the restoration of the Medici Stables

↙  
Expansion of exhibition and museum spaces

↙  
Expansion of spaces for initiatives, training and events (also in concession)

↙  
Creation of the park's historical museum and other permanent and/or temporary exhibitions

↙  
Enhancement of the cultural offer for the park, also extended to the winter period (in the context of exhibitions, conferences, training courses, etc.) and aimed at increasing the number of visitors

# PROJECT 10

## Garden of Lepidoptera and Chiroptera at the Fagianiera – Pratolino

### Description

This project comprises the creation of a small visitor centre on the park's fauna, which can be used both by park visitors and by the Environmental Didactic Laboratory. This Lab, which has been based at Villa Demidoff for many years, carries out educational and study activities aimed at schools. The project will expand, improve and enhance the existing exhibition of natural specimens by fitting out the two rooms of the "Fagianeria" [pheasant aviary]. In view of the existence of this large aviary (approx. 150 m<sup>2</sup>) between the two buildings, currently not set aside for any other use, the creation of a butterfly and bat garden was suggested. In this enclosed garden, plants will be arranged to produce flowers for feeding the adults, other plants for nursing the larvae, and plants suitable as perches for reproduction will be cultivated. Finally appropriate watering points will be made available to the fauna. This type of facility will make it possible to attract lepidoptera [butterflies] and chiroptera [bats] to the garden. This way, visitors will be offered an experience of direct contact and knowledge of their world where an oasis is being made available for flying insects and mammals, which have unfortunately suffered the negative effects of excessive anthropic degradation and climate change in recent decades.

### Responsibilities

Main responsibility: Metropolitan City of Florence

### Time frame

Short term (1 year)

### Implementation status

In progress

### Project cost

40.000,00 €

### Monitoring indicators

↘  
Project phase

### Strategic guidelines (five "C"s)

Credibility	
Conservation	●
Capacity building	
Communications	●
Community	●

### Sustainable Development Goals



### Strategic Objectives

- 1a Recover spaces
- 2a Improve the cultural offer
- 2d Local residents and communities
- 2e Study and research
- 5a Combat climate change and safeguard regional landscape heritage

### Specific objectives

- ↙  
Restoration of the Fagianeria and aviary
- ↙  
Creation of a butterfly garden
- ↙  
Creation of a refuge area for bats
- ↙  
Expansion of the park's areas that can be visited (within the UNESCO area)
- ↙  
Creation of a small Info-point accessible to visitors on the Park's fauna, and a tool for the Environmental Didactic Laboratory with activities for visiting schoolchildren



# PROJECT 11

## Reconstruction of the Medici Vegetable Gardens – Seravezza

### Description

When it was built, the Villa in Seravezza had the main entrance at the rear, surrounded by a vast green area that included the “Fruit Garden” and, a walled vegetable garden containing herbaceous species for food use not far from the entrance. The vegetable garden appears both in the first known drawing of the villa, some years after the foundation stone was laid, by David Fortini, and in the famous lunette by Giusto Utens. Over time, the area occupied by the walled vegetable garden was abandoned and, following the opening of the Monte Costa quarries, it was sold. The current Detailed Plan of Seravezza, in compliance with the PIT-PPR, calls for the formation of a new walled vegetable-garden. This new garden is intended to endow the complex with additional functions and open-air spaces equipped for didactic-educational, training, exhibition, and popular recreational activities. Added to this is the objective of recovering, in coherence with the restoration work already carried out, the site’s historical memory and its original figurative and typo-morphological organisation. The reconstruction, together with the restoration of the original layout of the Medici complex in the area facing the mountains (today the most degraded), will also make it possible to further distance the quarrying activities from the Villa.

### Responsibilities

Main responsibility: Culture Sector of the Municipality of Seravezza

### Time frame

Medium term (2-3 years)

### Implementation status

To be initiated

### Project cost

1.000.000,00 €

### Strategic guidelines (five “C”s)

Credibility	
Conservation	●
Capacity building	●
Communications	●
Community	●

### Monitoring indicators

- ✓ Authorisations obtained
- ✓ Funding raised
- ✓ Cultural activities implemented

### Sustainable Development Goals



### Strategic Objectives

- 1a Recover spaces
- 1c Improve safety levels
- 5a Combat climate change and safeguard regional landscape heritage

### Specific objectives

- ✓ Restoration of the original figurative and typo-morphological heritage
- ✓ Removal of the industrial and quarry activities; consequent reduction of the interference of mining activities with the architectural complex
- ✓ Improvement of the aesthetic-perceptual quality of the historic-monumental complex
- ✓ Enhancement of the cultural offer, with the possibility of using the open-air equipped spaces for didactic-educational, training, informative, exhibition and recreational activities
- ✓ Expansion of the complex’s green areas and improvement of their connections

## PROJECT 12

# Installation of the video-surveillance, anti-intrusion, access control and fire prevention systems – Seravezza

### Description

Considering the complex's intended use and prestige, its security aspects become of fundamental importance. If we move in from the outside, where the areas open to the public are located, towards the villa's closed parts, systems with different levels of protection have been planned. The open spaces will need to have protection commensurate with the type of use and the perceived level of "hazard", while the villa's exterior spaces (such as the courtyard, the access ways to the upper floors and the balcony on the first floor) will be equipped with video cameras to ensure extensive and blind spot-free surveillance. The installation of an anti-intrusion system for the interior spaces has also been planned. The system was designed according to the intended use of the rooms, which will allow the organisation of exhibitions with museum loans.

The works planned for the fire prevention upgrade can be roughly summarised as works for the update of the electrical and special systems. These will include works for installation of a fire-fighting water system; thermo-hydraulic works functional to the fire prevention upgrade and related building and excavation works. All the works have been identified by trying to limit interventions on existing structures and reducing inconvenience for staff who work at the facility daily.

### Responsibilities

Main responsibility: Culture Sector of the Municipality of Seravezza

Other entities involved: Municipality of Seravezza and the Terre Medicee Foundation

### Time frame

Short term (1 year)

### Implementation status

To be initiated

### Project cost

180.000,00 € (video surveillance, anti-intrusion, access control)

400.000 € (fire prevention)

### Monitoring indicators

For video surveillance, intrusion detection and access control systems

- ↳ Funding raised
- ↳ Tracked events
- ↳ Improved security levels

For fire prevention systems

- ↳ Authorisations obtained
- ↳ Funding raised
- ↳ Cultural activities implemented (%)

### Strategic guidelines (five “C”s)

Credibility	
Conservation	●
Capacity building	
Communications	
Community	●

### Sustainable Development Goals

11

#### Strategic Objectives

- ①c Improve safety levels

#### Specific objectives

- ↳ Improvement of the building’s safety standards, aimed not only at the users, but also to ensure a higher level of protection of the environments starting from the wall structures (the latter in the event of fire)
- ↳ Greater protection of the area against vandalism or attempted theft
- ↳ Greater protection of the book, archive and museum heritage stored in the building
- ↳ Organisation of regional or national level exhibitions and displays, in cooperation with state museums requiring higher security standards for the exhibition area

# MACRO AREA 2

## ENHANCEMENT OF THE CULTURAL OFFER

The elements listed in this macro area are emblematic of the many enhancement activities organised each year at the serial site. These include preparation of new spaces and temporary exhibitions, guided tours, workshops, as well as single- or multi-day events. Activities aimed at younger age groups and short-term visits to the villas and gardens play significant roles.

PROJECT 13  
**Accademia della Crusca  
Visits and Workshops**  
– Castello

PROJECT 14  
**Diffuse Museum Project**  
– Fiesole

PROJECT 15  
**Virtual reality as a cultural  
experience**  
– La Magia

PROJECT 16  
**Enhancement events and  
initiatives for the Villa of  
Poggio a Caiano: Siege of  
the Villa, From the Medici to  
the 20th Century, Festival  
of the Hills**  
– Poggio a Caiano

PROJECT 17  
**My Poggio & My Poggio  
adopts the Medici/Studying  
in a museum**  
– Poggio Imperiale

PROJECT 18  
**Gardens of the Bizarre**  
– Castello, Petraia

PROJECT 19  
**Enchanted Villas and Gardens**  
– The entire site

PROJECT 20  
**Digital Ecosystem of  
Tuscan Culture**  
– The entire site

PROJECT 21  
**Florence Greenway**  
– Cafaggiolo, Trebbio,  
Pratolino, Fiesole, Careggi  
La Petraia, Castello

# PROJECT 13

## Accademia della Crusca Visits and Workshops – Castello

### Description

The Accademia della Crusca remains the standard bearer for the study of the Italian language in Italy and throughout the world. Therefore, visiting the institution and the villa where it is located is getting easier. When guests are welcomed into the villa they are taken on a tour of its most significant areas. There is the Library, unique in all the world for its collection of texts, dictionaries, grammars and specialised journals. Then there is the richest repository of the history of the Crusca together with autograph materials produced over the centuries by the Academics, known as the Archives. The Sala delle Pale, where there are preserved the historical personal emblems of the Academy's members, who were and continue to be inspired by the saying that has guided the Crusca's activities from the very beginning: "Good language is like flour that has been separated from the bran (crusca)". In addition, there are plans for differentiated workshops based on the types and ages of the groups of participants. These will include lexicography workshops (where what the work of a lexicographer is and what "making a dictionary" actually means in practice will be explained). Then there are also plans for workshops on dialectology (where two of the dialectologist's fundamental tools will be presented, namely the dialect dictionary and the linguistic atlas, and in the end, definitions from dialects and the Italian language and their reciprocal relationships will be illustrated).

### Responsibilities

Main responsibility: Accademia della Crusca

Other entities involved: Friends of the Accademia della Crusca Association

### Time frame

Medium term (2-3 years)

### Implementation status

In progress

### Project cost

12.000,00 €

### Strategic guidelines (five "C"s)

Credibility	
Conservation	
Capacity building	●
Communications	●
Community	●

### Monitoring indicators

- Organised visits ↘
- Registered users ↘

### Sustainable Development Goals

4 8 10

### Strategic Objectives

- 2a Improve the cultural offer
- 2d Local residents and communities
- 2e Study and research
- 3b Minimum operating periods

### Specific objectives

- Promotion of the Villa of Castello ↘
- Promotion of the Accademia della Crusca, aimed at raising awareness of its history and of the role it has played over time ↘
- Promotion seeking to raise awareness of the contributions made toward the codification of the Italian language by the Accademia ↘

# PROJECT 14

## Diffuse Museum Project – Fiesole

### Description

This project's general objective is to build a territorial ecosystem where the cultural heritage is promoted through the creation of a Diffuse Museum. The project seeks to network all the elements of artistic and architectural value and interest in the Municipality. It has been divided into 4 operational steps: 1) Finding: using analysis and research to identify the territory's artistic heritage and the creation of thematic itineraries; 2) Communication & Networking: this will include the design and creation of the Diffuse Museum's website, management of social media channels, graphics editing and the design of sensory communication tools; 3) Wayfinding: this will entail the construction of a dynamic system of visual communication for users to orient themselves through the Diffuse Museum in the urban space; and finally 4) Opening: with a review of performance events.

### Responsibilities

Main responsibility: Fiesole Municipal Tourism Office

Other entities involved: Foundations, Associations, Cultural Centres, local tourism operators, and the Fiesole Municipal Museums

### Time frame

Medium term (2-3 years)

### Implementation status

In progress

### Project cost

200.000,00 €

### Monitoring indicators

- ↘ Identified properties
- ↘ IT tools designed
- ↘ Performance events organised

### Strategic guidelines (five “C”s)

Credibility	●
Conservation	
Capacity building	
Communications	●
Community	●

### Sustainable Development Goals

8 9 10 12

### Strategic Objectives

- 2a Improve the cultural offer
- 2d Local residents and communities
- 3b Minimum operating periods
- 3e Sustainable transport and slow mobility

### Specific objectives

- ↘ Enhance the area's visibility and attractiveness
- ↘ Greater interest in the world of art and culture by the local community
- ↘ Enhancement of the spaces and locations characterising the museum
- ↘ Development of the tourism sector and support for related economic activities

# PROJECT 15

## Virtual reality as a cultural experience – La Magia

### Description

This project is part of a series of actions aimed at enhancing the enjoyment of the heritage, including guided tours, concerts, and a general improvement of the interior and exterior spaces through refurbishment and restoration works. Thanks to PNRR funds, beginning in late December 2024, visitors to the monumental complex will be able to enjoy an unprecedented immersive experience with the creation of a “Chamber of Wonders”. They will be transported into imagined narratives and virtual realities, born from real-life historical events, where the Villa La Magia is the backdrop.

### Responsibilities

Main responsibility: Quarrata Municipality Culture, Communication and Sport Service

### Time frame

Short term (1 year)

### Implementation status

In progress

### Project cost

20.000,00 €

### Monitoring indicators

↘  
Virtual experience users

### Sustainable Development Goals

10

### Strategic guidelines (five “C”s)

Credibility	
Conservation	
Capacity building	
Communications	●
Community	●

### Strategic Objectives

- 1b Find and manage funding
- 2a Improve the cultural offer

### Specific objectives

↙  
Enhancement of the cultural offer and the consequent growth in visitor numbers

## PROJECT 16

# Enhancement events and initiatives for the Villa of Poggio a Caiano: Siege of the Villa, From the Medici to the 20th Century, Festival of the Hills – Poggio a Caiano

### Description

**Siege of the Villa:** this event was co-designed by the Municipality of Poggio a Caiano with the Pro Loco Poggio a Caiano APS tourist association, in partnership with 14 associations in the area and in collaboration with the Regional Directorate for Tuscan Museums. The event is a rigorous reconstruction of the festivities associated with the wedding of Prince Francesco I de' Medici with Giovanna d'Austria. At the same time a series of events and activities, including guided tours of the villa will be organised.

**From the Medici to the 20th century:** this project is the result of a shared co-designed activity that seeks to create a cultural ecosystem capable of enhancing the territory's artistic and landscape heritage. Realisation of the project is specifically based on the promotion of joint guided tours of the Still Life Museum and the Ardengo Soffici and 20th Century Italian Museum in Poggio a Caiano.

**Festival of the hills:** this Festival calls for a series of concerts to be held annually at the most prestigious venues in the Province of Prato. This will include the garden of the Medici Villa of Poggio a Caiano, which is not only of particular historical, cultural and architectural interest but attracts many tourists as well. This way, the property will be able to meet the objective of enhancing the local cultural heritage as well as the main points of congregation in the territory.

### Responsibilities

Main responsibility: Culture Office; Municipality of Poggio a Caiano General and personal Cultural and Communications Services, Pro Loco Poggio a Caiano APS Tourism Association, Regional Directorate for Tuscan Museums – Villa of Poggio a Caiano

Other entities involved: Prato Culture Cooperative Company; municipalities of Prato and Carmignano; public and private sponsorships

### Time frame

Short term (1 year) – Siege of the Villa and Festival of the hills

Medium term (2-3 years) From the Medici to the 20th century

### Implementation status

Starting up

### Project cost

100.000 € (Siege of the Villa)

120.000 € (From the Medici to the 20th Century)

50.000 € (Festival of the Hills)



### Monitoring indicators

#### Siege of the Villa

↳ Tickets sold

↳ Visitors to the Villa

↳ Associations involved

#### From the Medici to the 20th Century

↳ Guided tour users

↳ Visitors to the exhibitions

#### Festival of the hills

↳ Tickets sold

↳ Municipalities involved

↳ Sites involved

### Strategic guidelines (five “C”s)

Credibility	●
Conservation	
Capacity building	
Communications	●
Community	●

### Sustainable Development Goals

8

10

### Strategic Objectives

2d Local residents and communities

### Specific objectives

↳ Enhancement of the tourist offer, through historical re-enactments, seeking to promote the component and the territory where it is located

↳ Connection of the Medici Villa with the other cultural sites in the territory

↳ Increased tourist flows and the number of visitors to the Medici Villa

## PROJECT 17

# My Poggio & My Poggio adopts the Medici/Studying in a museum – Poggio Imperiale

### Description

**My Poggio & My Poggio adopts the Medici:** this is a didactic-laboratory project where secondary school students can become involved in a differentiated pathway toward awareness, knowledge and appreciation of the Medici Villa's artistic heritage. Within the scope of the initiative "MyPoggio adopts the Medici", which has been active since 2015, the aesthetic and conservative restoration of works in various formats, belonging to the Poggio Imperiale Picture Gallery, is also undertaken. These paintings mostly depict female figures of the Medici family, who were protagonists in the history of the Villa.

**Studying in a museum:** in the Villa's museum itinerary, students have the opportunity to experience different forms of instruction towards the artistic and cultural heritage as well as orientation towards specific professional realities. Specifically, secondary school students work on the design of guided tours aimed at an audience of different ages and backgrounds, including foreign language speakers.

### Responsibilities

Main responsibility: Educandato Statale SS. Annunziata

### Time frame

Short term (1 year)

### Implementation status

In progress

### Monitoring indicators

#### My Poggio & My Poggio adopts the Medici



Students involved



Amount raised through crowdfunding



Level of satisfaction (quality)

#### Studying in a museum



Students involved



Guided tours



Evaluation of the activity (quality)

### Sustainable Development Goals



### Strategic Objectives

- 2a Improve the cultural offer
- 2d Local residents and communities
- 2e Study and research
- 3b Minimum operating periods

### Specific objectives

↙  
To develop affection for an educational institution and a holder of works of art

↙  
Promotion of a learning strategy for secondary schools towards the artistic heritage of the Medici Villa (Educandato Statale della SS. Annunziata, with the aspiration of spreading this educational process to other institutions)

↙  
Making students and their families an active part of the recovery of the artistic and cultural heritage, through the establishment of a Fund, which accepts free donations that are used for the conservation of the works in the Villa

↙  
Raising awareness of art history issues through direct experience

↙  
Training and raising students' awareness of the villa's historical significance and the history of the art inside it, so that the students can gain the knowledge, skills and abilities that will support a guided tour of museum environments at the component

### Strategic guidelines (five "C"s)

Credibility	
Conservation	●
Capacity building	●
Communications	●
Community	●

# PROJECT 18

## Gardens of the Bizarre – Castello, Petraia

### Description

The proposed tour is aimed at enhancing the value and knowledge of the two Villas and their gardens. At the Medici Villa La Petraia and in the Medici Garden of Castello the visits will alternate with theatrical visits, with narrative and sensory itineraries for children. Here they will be surrounded by history, art, architecture, landscape and botany, and will participate in workshops where the public can experiment with various artistic techniques of the past. As already mentioned in project 13, at the Villa of Castello there will be a detailed discovery tour of the Accademia della Crusca, with thematic workshops on language and technical lexicons dedicated to botany and water.

### Responsibilities

Main responsibility: Villa La Petraia and the Villa of Castello Garden, Accademia della Crusca  
 Other entities involved: Municipality of Florence, Unicoop Florence, Utopia Station, Friends of the Crusca, Association of the Friends of Florentine Museums

### Time frame

Short term (1 year)

### Implementation status

Starting up

### Monitoring indicators

- ↳ Organised visits
- ↳ Users

### Strategic guidelines (five “C”s)

Credibility	●
Conservation	
Capacity building	
Communications	●
Community	●

### Sustainable Development Goals



### Strategic Objectives

- 2a Improve the cultural offer
- 2b Create new circuits
- 2d Local residents and communities

### Specific objectives

- ↳ Increased use of the villas and their gardens, through the implementation of appropriate enhancement strategies aimed at promoting the components
- ↳ Enhancement of the Accademia della Crusca

# PROJECT 19

## Enchanted Villas and Gardens – The entire site

### Description

In 2023, the Orchestra della Toscana performed the seventh edition of the “Enchanted Villas and Gardens” concert series. Initiated in 2017 from a collaboration with the Regional Directorate for Tuscan Museums, this latest series involved eight components from the serial site. Every year, the Medici Villas of Petraia, Cerreto Guidi, Poggio a Caiano, La Ferdinanda in Artime, La Magia in Quarrata, the Medici Villa of Seravezza, the Medici Park at Pratolino, the Gardens at the Medici Villa of Castello and at the Villa of Careggi provide space for a series of concerts between June and September held by the Orchestra della Toscana and its chamber groups (19 concerts in 2023). Guided tours of the villas and their gardens, open to the public, precede the concerts. A communication campaign to reinforce the identity of the serial site and highlight some of its cultural features is also linked to these events.

### Responsibilities

Main responsibility: Tuscan Regional Orchestra Foundation, directors of the villas involved

Other entities involved: Regional Directorate for Tuscan Museums, Metropolitan City of Florence, Municipality of Quarrata, Municipality of Seravezza, Municipality of Cerreto Guidi, Artimino Estate, Unicoop

### Time frame

Short term (1 year)

### Implementation status

In progress

### Monitoring indicators

- ↘ Villas involved
- ↘ Spectators in attendance last year
- ↘ Concerts organised

### Strategic guidelines (five “C”s)

Credibility	
Conservation	
Capacity building	
Communications	●
Community	●

### Sustainable Development Goals

8

10

11

12

### Strategic Objectives

- 2a Improve the cultural offer
- 4a Serial site promotion

### Specific objectives

- ↘ Enhancement of site use through participation in cultural activities
- ↘ Promotion of the serial site’s cultural identity
- ↘ Increase public participation at each cultural activity held at the site components involved
- ↘ Promotion of music events at World Heritage properties
- ↘ Increase the number of participants at live performances organised at unconventional venues

## PROJECT 20

# Digital Ecosystem of Tuscan Culture (cultura.toscana.it) – The entire site

### Description

This web portal, dedicated to Culture, has been divided into five thematic areas, one of which is “The Renaissance in Tuscany: Medici Villas and Gardens”. With the scientific co-ordination of Francesco Caglioti, Professor of Art History at the Scuola Normale Superiore [University in Pisa], this enhancement tool has shown its effectiveness in addressing both the general public and scholars. The platform, which is a privileged place of knowledge for the world of Tuscan culture, from its origins to the present day, has been structured so that it can offer a true management and information ecosystem. Arrayed with a wide-ranging catalogue of services, the portal was designed to support cultural operators in the management and curatorship of this widespread heritage, whilst orienting users about its cultural content. The Medici villas and gardens have been skilfully and iconographically represented over time in their evolution and historical stratification. Beginning in 2024, implementation phases narrating the heritage will ensue, whilst, at the serial site, transversal themes will be discussed. In addition, photographic campaigns are to be implemented, which, by documenting the architectural components and their heritage, will guide users to becoming more aware of the UNESCO site as we see it today.

### Responsibilities

Main responsibility: Cultural, Museum and Documentary Heritage Sector. UNESCO Sites. Tuscany Regional Authority for Contemporary Art

Other entities involved: Florence State Archives, National Archives of the Czech Republic, National Central Library of Florence, Marcelliana Library, Florence Municipal Historical Archives, Uffizi Galleries, Fondazione Alinari per la Fotografia [Alinari Photography Foundation]

### Time frame

Long term (more than 3 years)

### Implementation status

In progress

### Strategic guidelines (five “C”s)

Credibility	●
Conservation	
Capacity building	●
Communications	●
Community	●

### Monitoring indicators

- Platform accesses
- Institutions involved
- Narrations

### Sustainable Development Goals

9 10

### Strategic Objectives

- 1b Find and manage funding
- 2e Study and research
- 3d Access availability for the disabled

### Specific objectives

- Develop awareness of the serial site starting from its Outstanding Universal Value
- Increase the process of the digitisation of works
- Enhance collaboration among institutions and organisations involved

## PROJECT 21

# Firenze Greenway – Cafaggiolo, Trebbio, Pratolino, Fiesole, Careggi, La Petraia, Castello

### Description

The Firenze Greenway Cultural Association has among its primary objectives the development of urban and peri-urban Greenway networks. Amongst these, the “north-west hills” Greenway will be dedicated to the Medici villas. The project’s first action calls for the organisation of a training course, in four 10-hour modules. The syllabus will be dedicated to the history of architecture and of landscape and gardens with a focus on rural landscapes, the design and restoration of routes, communications, signposting, and storytelling. In addition to academic lessons, the course will also include a design exercise on the “north-west hills” Greenway routes to be traced and described in a leaflet to be distributed on social media networks as well as in printed versions. The next step after the design exercise will be to make the itineraries known, involving the resident population and tour guides and walkers. Tour guides will then receive instruction in a special training course. The third step will be the organisation of a network of agricultural enterprises with a focus on urban agriculture and the rural landscape, which forms the Greenways’ connective matrix. The final steps will be the publication of a printed guide leaflet and a narrated audio guide.

### Responsibilities

Main responsibility: The Firenze Greenway Cultural Association  
Other entities involved: Club for UNESCO of Florence

### Time frame

Medium term (2-3 years)

### Implementation status

In progress

### Project cost

30.000,00 €

### Strategic guidelines (five “C”s)

Credibility	
Conservation	
Capacity building	●
Communications	●
Community	●

### Monitoring indicators

- Trained technicians
- Trained guides
- Publications

### Sustainable Development Goals

8

10

11

12

### Strategic Objectives

- 2b Create new circuits
- 2c Adequate tourist attendance
- 2e Study and research
- 3e Sustainable mobility

### Specific objectives

- To disseminate the planning methodology and example of the Florence Greenway best practices, which are developed in several phases
- To promote a new type of awareness of the territory to mitigate tourist pressure on the Historic Centre of Florence
- Develop awareness of urban agriculture by connecting existing farms, and promoting the dissemination of knowledge about local products
- Creation of the third Florence Greenway
- Organisation of a training course dedicated to Greenway design and one for tourist guides
- Development of a leaflet with the itineraries of the third Greenway, where landscape and architectural features are identified, especially at the Medici Villa of Castello

# MACRO AREA 3

## UNIVERSAL ACCESSIBILITY AND SUSTAINABLE MOBILITY

The need to “create a system” and open up more to the public is well represented by Macro-Area 3 projects. Amongst these, there are several proposals for connecting the components using dedicated means of transport or soft mobility itineraries. Moreover, these latter means are already present and well-known, especially in extra-urban areas such as the Mugello and Montalbano.

PROJECT 22  
**InCammino – Artimino**

PROJECT 23  
**The Garden of the Senses  
– Boboli**

PROJECT 24  
**Accessibility Plan  
– Boboli**

PROJECT 25  
**Pronto Villa  
– Poggio a Caiano,  
Artimino, La Magia**

PROJECT 26  
**Slow tourism in Medici Tu-  
scany  
– Pratolino, Poggio a Caiano,  
Artimino, Fiesole, Trebbio  
and Cafaggiolo**

PROJECT 27  
**Link for visits from the  
Boboli Gardens to Villa of  
Castello, Medici Villa la Petraia  
and the Medici Villa of Careggi**

PROJECT 28  
**Medici Villas and Gardens.  
A connection network in the  
name of sustainable mobility  
– The entire site**



# PROJECT 22

## InCammino – Artimino

### Description

Artimino epitomises a juncture of intertwining slow paths – first of all, Medicean and the Via Etrusca – and a key point on slow paths that have been or are being laid out. The routes, which are enhanced throughout the year through the organisation of themed walks, are often accompanied by free visits to other local attractions, such as tastings of typical local products, so that, step by step, a territory brimming with history and traditions can be discovered. The aim of the project is to create opportunities for slow, sustainable and accessible tourism that respects the rhythms of nature and of the walkers. This is altogether a different way of getting to know the region's natural, cultural and landscape heritage.

### Responsibilities

Main responsibility: Sector VI of the Municipality of Carmignano  
Other entities involved: Clubs and Associations that organise excursions

### Time frame

Short term (1 year)

### Implementation status

To be initiated

### Project cost

N/D

### Monitoring indicators

- ↳ Organised thematic walks
- ↳ Beneficiaries of the initiatives
- ↳ User satisfaction (quality)

### Strategic guidelines (five “C”s)

Credibility	
Conservation	
Capacity building	
Communications	●
Community	●

### Sustainable Development Goals

8 10 12

### Strategic Objectives

- 2a Improve the cultural offer
- 2d Local residents and communities
- 3b Minimum operating periods
- 3e Sustainable mobility

### Specific objectives

- ↳ Enhancement and dissemination of knowledge of the site
- ↳ Promotion of the territory
- ↳ Increase of the cultural offer
- ↳ Increase in the number of tourists
- ↳ Increase in the number of customers for businesses
- ↳ Increase in the number of users of the cultural features spread throughout the territory

## PROJECT 23

# The Garden of the Senses – Boboli

### Description

The project calls for the creation of a permanent itinerary in the Upper Botanical Garden area for the blind and visually impaired. Their visit will be guided with the aid of special mobility canes and sensors that transmit useful information through their smartphones. Once the special application has been downloaded, visually impaired visitors will be able to connect their smartphones to a specially equipped mobility cane. Through the app, they will be able to listen to a detailed narration about the care of the site as they perceive the sounds of the garden's fauna in different seasons. Their olfactory experience will also be amplified by the audio-description as well as by the possibility of touching and feeling the different types of bark, leaves and flowers from the trees and plants as well as the water in special pools arranged along the path. As they walk along the route, which is divided into fourteen points of interest, called sensory stations, each visitor is also accompanied by a "sensory guide", a nascent social media figure whose role will be to offer support and assistance during the experience.

### Responsibilities

Main responsibility: Boboli Gardens, Cultural Mediation and Accessibility Area

Other entities involved: Culturaepiù Cultural Association, Italian Union of the Blind and Visually Impaired of Tuscany

### Time frame

Short term (1 year)

### Implementation status

In progress

### Monitoring indicators



Path users



User satisfaction (quality)

### Strategic guidelines (five "C"s)

Credibility	
Conservation	
Capacity building	
Communications	●
Community	●

### Sustainable Development Goals



### Strategic Objectives

- 1b Find and manage funding
- 2a Improve the cultural offer
- 3d Access availability for the disabled

### Specific objectives

- Enhancement of the component's accessibility
- Increase in the number of visits by the blind and visually impaired

# PROJECT 24

## Accessibility Plan – Boboli

### Description

This research project seeks to identify strategies and operational solutions that will improve the garden's accessibility whilst respecting the historical and social values it expresses. Specifically, its objective is to raise the level of accessibility to its locations, features, services and cultural content. All of this is to consistently involve the Giardino delle Scuderie Reali [The Royal Stables Park], which is a precious annex to the Boboli Gardens and its projection towards the Viale dei Colli (the green buffer zone that extends along the southern boundary of the Boboli Gardens and Viale Macchiavelli). This objective is consistent with the considerations developed within the culture of restoration that has deemed accessibility as one of the primary qualities of a thorough conservation project.

### Responsibilities

Main responsibility: Boboli Gardens  
Other entities involved: University of Florence  
– DIDA Accessibility Lab

### Time frame

Medium term (2-3 years)

### Implementation status

In progress

### Project cost

60.000,00 €

### Monitoring indicators

- ↘ Ratio of effects achieved to resources mobilised (efficiency)
- ↘ The intervention's repercussions on visitors (utility)
- ↘ Maintenance over time of the benefits obtained (sustainability)

### Strategic guidelines (five “C”s)

Credibility	
Conservation	
Capacity building	
Communications	●
Community	●

### Sustainable Development Goals



### Strategic Objectives

- 1b Find and manage funding
- 3d Access availability for the disabled

### Specific objectives

- ↘ Improvement of the conditions for the sites' approachability and accessibility (mobility, orientation and wayfinding, comfort, safety of use)
- ↘ Definition of an intervention strategy that seeks to combine users' accessibility requirements with the need to protect the architectural, artistic, botanical and landscape heritage
- ↘ Programming interventions over time based on priorities identified and the available or foreseeable information, heritage and financial resources, all in a manner that is as sustainable as possible
- ↘ Implementation of operations compatible with the system of values expressed by the Boboli Gardens and the Giardino delle Scuderie Reali

# PROJECT 25

## Pronto Villa

### — Poggio a Caiano, Artimino, La Magia

#### Description

The service, which will be piloted for one year, calls for a ring route line running with two buses from 8:30 a.m. to 6:30 p.m., every Sunday and on holidays. The lines will also include tourist stops at places of historical and artistic interest, with a focus on private businesses in the territory: Poggio a Caiano (villa and stables), Villa La Ferdinanda, Artimino, Pieve di San Leonardo, Carmignano/Church of San Michele, Seano, Capezzana, Quarata, Villa La Magia, Bargo mediceo/Cascine di Tavola (Medici Farm). To optimise efficiency, the connection with Florence will also have to be upgraded. Alternatively, instead of at Poggio a Caiano, the terminus could be at the Signa railway station, which is well connected to Florence. Either a single journey ticket or a daily hop on/hop off ticket will be available. Subject to an agreement with the owners, guided tours of the villas of Poggio a Caiano, La Magia and, La Ferdinanda will be regularly scheduled. Similar enhancement initiatives may be carried out for the other sites and locations, whether public or private.

#### Responsibilities

Main responsibility: Regional Directorate for Tuscan Museums  
 – Villa of Poggio a Caiano, Municipality of Poggio a Caiano,  
 Municipality of Carmignano, Municipality of Quarrata,  
 Tuscan Regional Authority

#### Time frame

Long term (more than 3 years)

#### Implementation status

Not started

#### Monitoring indicators



Funding raised



Establishment of a roundtable of understanding

#### Strategic guidelines (five “C”s)

Credibility	●
Conservation	
Capacity building	●
Communications	
Community	●

#### Sustainable Development Goals

8

10

11

12

#### Strategic Objectives

2b Create new circuits

2c Adequate tourist attendance

3c Public and private transport

#### Specific objectives

Improvement of accessibility

Promotion of the area with consequent benefits for organised activities

Greater cooperation between the different components involved

Increased number of visitors to the villas and improved level of satisfaction

## PROJECT 26

# Slow tourism in Medici Tuscany – Pratolino, Poggio a Caiano, Artimino, Fiesole, Trebbio and Cafaggiolo

### Description

This project combines the cultural value of the Medici Villas with new lifestyles that are paying more attention to sustainability and well-being, widely adopted in tourism practice as well. This cultural value places the villas at the centre. It then extends out to the entire productive, economic and social system created by the Medici family, which is dispersed over the territory of the municipalities, crossing it with practical mobility routes. Existing routes will be used to create a new tourism product with the objective of making the territory travelled as fully known as possible. The general goals that the project sets out to achieve are as follows: create slow itineraries; enhance prestigious but peripheral locations with respect to Florence; foster sustainable tourism, by disseminating the itineraries and related tourist attractions through social media and digital channels; nurture the birth of new businesses as well as enterprise networks; prepare and develop specific services, including reception services near the villas, rest areas and electric bicycle recharging stations.

### Responsibilities

Main responsibility: Department of Tourism for the Municipality of Vaglia – Lead municipality for the aggregation of the Medici Villas

Other entities involved: Municipality of Scarperia and San Piero a Sieve, Municipality of Barberino di Mugello, Municipality of Fiesole, Municipality of Carmignano, Municipality of Poggio a Caiano

### Time frame

Medium term (2-3 years)

### Implementation status

In progress

### Project cost

484.421,77 €

### Strategic guidelines (five “C”s)

Credibility	●
Conservation	
Capacity building	●
Communications	
Community	●

### Monitoring indicators

↙  
Increase in tourist numbers in the target communities

### Sustainable Development Goals

8

11

12

### Strategic Objectives

1b Find and manage funding

2b Create new circuits

2c Adequate tourist attendance

3e Sustainable mobility

4a Serial site promotion

### Specific objectives

↙  
5% increase in tourist numbers compared to 2019

↙  
New jobs in tourism

↙  
Enhancement of attractiveness and competitiveness for tourism

## PROJECT 27

# Link for visits from the Boboli Gardens to Villa of Castello, Medici Villa la Petraia and the Medici Villa of Careggi

### Description

The project calls for the creation of a route connecting the Medici residences and gardens in the Municipality of Florence and that are open to the public. This is to be accomplished through the establishment of a public or private transport line (or a mixed mode) that would connect the most highly frequented Boboli Gardens with the Medici Villas of Castello, Petraia and Careggi (this latter upon completion of restoration work that will again make it accessible).

### Responsibilities

Main responsibility: Accademia della Crusca Sector, Villa of Castello Garden, Medici Villa la Petraia, Uffizi Galleries, Tuscan Regional Authority

### Time frame

Long term (more than 3 years)

### Implementation status

Not started

### Monitoring indicators

- ↘ Monthly trips dedicated to the circuit
- ↘ Service users

### Strategic guidelines (five “C”s)

Credibility	●
Conservation	
Capacity building	●
Communications	
Community	●

### Sustainable Development Goals



### Strategic Objectives

- 2b Create new circuits
- 2c Adequate tourist attendance
- 3c Public and private transport

### Specific objectives

- ↘ Making it easy to reach the site components
- ↘ Promotion of the site components, seeking to disseminate their respective knowledge, including the Accademia della Crusca
- ↘ Diversification and new orientation of tourist flows

## PROJECT 28

# Medici Villas and Gardens. A connection network in the name of sustainable mobility – The entire site

### Description

This project seeks to develop an integrated mobility plan that would make access to the individual components easier and encourage sustainable travel modes. It is a plan that would also work as a guide for the development of future actions. The first activity would be to survey existing public transport and soft mobility systems. Afterwards, a feasibility study should be drawn up to improve the transport systems and make them easier to use. An app would then be developed which, using ge-positioning, will identify routes and means of transport as well as sustainable mobility itineraries for users. A related communication plan aimed at wide dissemination would accompany these tools.

### Responsibilities

Main responsibility: Cultural, Museum and Documentary Heritage Sector. UNESCO Sites. Tuscany Regional Authority for Contemporary Art

Other entities involved: HeRe\_Lab, Net7 Srl, Steering committee, service provider partners, Tuscany Tourist Promotions

### Time frame

Medium term (2-3 years)

### Implementation status

In progress

### Project cost

275.000,00 €

### Strategic guidelines (five “C”s)

Credibility	●
Conservation	
Capacity building	●
Communications	
Community	●

### Monitoring indicators

- Geopositioned routes
- Access to apps
- Communications initiatives

### Sustainable Development Goals



### Strategic Objectives

- 1b Find and manage funding
- 2b Create new circuits
- 2c Adequate tourist attendance
- 3a Clear and up-to-date information
- 3c Public and private transport
- 3d Access availability for the disabled
- 3e Sustainable mobility

### Specific objectives

- Promote access to individual components
- Improve sustainable transport modes using apps
- Develop communications on mobility by increasing the number of initiatives
- Increase the number of visitors to the serial site
- Greater access to sustainable mobility services

# MACRO AREA 4

## INTEGRATED COMMUNICATIONS

Communication and promotion activities are implemented on a daily basis by the components, and regionally by the Toscana Promozione agency, which will take part in the Control Room. Instead, the Integrated Communications Project that populates this macro area together with adhesion to the Boboli Gardens European Cultural Itinerary are specifically allocated to the serial site.

PROJECT 29  
**Adhesion to the European  
Route of Historic Gardens  
- Boboli**

PROJECT 30  
**Integrated Communications  
for the Medici Villas and  
Gardens in Tuscany site  
- The entire site**



## PROJECT 29

# Adhesion to the European Route of Historic Gardens – Boboli

### Description

The European Route of Historic Gardens is a non-profit association founded in 2016, whose membership is made up by the European historic gardens and institutions. Currently it comprises 41 gardens from many countries that share a common interest in protecting and promoting the heritage of historic gardens. In October 2020, the ERHG was certified as one of the Council of Europe Cultural Routes. This acknowledgement enhanced the association's historical, artistic, social and natural heritage. The activities developed by the ERHG are to be found within the Council of Europe's Cultural Routes' five fields of action. These are: cooperation in research and development, enhancement of memory, history and European heritage, cultural and educational exchanges for young Europeans, tourism and sustainable cultural development, and cultural and artistic activities. Whilst seeking to share and launch strategies for the conservation of both the natural and the artistic heritage, the Uffizi Galleries – the managing body of the Boboli Gardens – organised the Forum of the European Route of Historic Gardens, entitled "A Europe of United Gardens" on 25 April 2023.

### Responsibilities

Main responsibility: Boboli Gardens

Other entities involved: 46 historic gardens in ten European countries

### Time frame

Long term (more than 3 years)

### Implementation status

In progress

### Monitoring indicators

- ↘ Shared projects
- ↘ Registered visitors
- ↘ Cultural activities

### Strategic guidelines (five "C"s)

Credibility	●
Conservation	
Capacity building	●
Communications	
Community	●

### Sustainable Development Goals



### Strategic Objectives

- ④b Increase site visibility abroad

### Specific objectives

- ↘ Cooperation in research and development, through the realisation of shared projects and cultural exchanges
- ↘ Enhancement of cultural tourism
- ↘ Sustainable cultural development
- ↘ Implementation of the historic gardens network

## PROJECT 30

# Integrated Communications for the Medici Villas and Gardens in Tuscany site – The entire site

### Description

The integrated communication project for the World Heritage site was developed starting from the villegiardinimedicei.it website, which has links to Instagram, Facebook, and YouTube social media channels. The www.villegiardinimedicei.it institutional website is the gateway to knowledge about the Villas and Gardens. Here it is possible to obtain up-to-date information to better organise your visit. You will find suggestions for possible itineraries, detailed thematic information on the properties, and news about any currently active cultural initiatives. It is also possible to learn about the site's natural and cultural heritage through an interactive documentary, virtual tours, and through the Facebook and Instagram social media channels where stories from the past and the present are recounted. These digital channels are also involved in specific communications campaigns, enhanced by the Tuscan Regional Authority's institutional channels, which are further supported by graphic production through the release of brochures, posters, leaflets, etc. Beginning in 2024 this social media and advertisement strategy will be strengthened, with the development of the Education and Events sections. Therefore, the website will feature new digital content (audio-guides, photo galleries, etc.), and the link with the new app dedicated to mobility and geolocation of the serial site locations will be created.

### Responsibilities

Main responsibility: Cultural, Museum and Documentary Heritage Sector. UNESCO Sites. Tuscany Regional Authority for Contemporary Art

Other entities involved: Net7 Srl

### Time frame

Long term (more than 3 years)

### Implementation status

In progress

### Project cost

25.000,00 €

### Strategic guidelines (five “C”s)

Credibility	●
Conservation	
Capacity building	●
Communications	
Community	●

### Monitoring indicators

- ✓ Accesses to the site
- ✓ Social media profile interactions
- ✓ Communications initiatives

### Sustainable Development Goals

9

10

### Strategic Objectives

- 3a Clear and up-to-date information
- 4a Serial site promotion
- 4b Increase site visibility abroad

### Specific objectives

- ✓ Disseminating knowledge of the serial site and its values
- ✓ Improving the effectiveness of institutional communications channels
- ✓ Developing new digital-related tools
- ✓ Broadening the audience of visitors (both digital and physical)

# CHAPTER 5

## PLAN FOLLOW-UP

## 5.1 The monitoring programme

As expressed by ICOMOS, one of the priorities to be met within the scope of the Management Plan update, is to provide the site with a suitable monitoring programme. Then **the effectiveness of monitoring can be assessed by applying an appropriate set of secondary indicators**, which would also create a link to management planning over the short-, medium- and long-term. This programme, which is to become effective in 2024, should meet the following requirements:

### Requirement A

**relevance and comprehensiveness of the indicators in relation to the projects' objectives and to each macro area concerned**

#### Measure Adopted

The indicators are divided into three clearly defined sets:

- Indicators of the State of Conservation (20 indicators)
- Indicators of the Action Plan projects (max three indicators per project)
- Secondary indicators (12 indicators)

### Requirement B

**Availability of information to ensure constant data updates**

#### Measure Adopted

- Data available from site referents or open databases

### Requirement C

**Identification of a starting value (baseline) and an expected value (target) for each project indicator**

#### Measure Adopted

- Targets will be identified and acquired for the subsequent analysis of all indicator trends by the monitoring system calibration date (31 December 2024)

### Requirement D

**Definition of roles and responsibilities within the monitoring process**

#### Measure Adopted

- Execution of a monitoring activity support agreement that defines timeframes, roles and responsibilities

### Requirement E

**Scheduling of the monitoring process**

#### Measure Adopted

- The three sets will be monitored every two years

### Requirement F

**Data transparency and sharing**

#### Measure Adopted

- The sets were shared with the Technical Office. The indicators were proposed by the same project referents described in the Action Plan. A report will be drafted and distributed at the end of each monitoring cycle.

Based on these assumptions, the monitoring programme will then be divided into three sets:

- The first set will include the site **State of Conservation indicators** (table on the next page). The site State of Conservation is monitored every two years using (20) indicators, which can be traced back to five macro areas. Indicators were chosen whose data are mainly available from the components, open databases, or from the site referent.
- Monitoring of the State of Conservation goes together with Action Plan surveillance. Though they are performed at the same intervals (every 2 years) the latter is focused on the 30 projects that make it up. No more than three indicators will be used to monitor each project. **The Action Plan indicators** are proposed in nearly all cases by the same project manager. This latter will also be assigned with transmitting the information to the party who will be gathering the data (see the Indicators section at the end of the project sheets). The Action Plan's project list is supposed to be updated every two years. Those projects that have ended or that were not started are eliminated whereas those that have been started are added.
- Lastly, a third set is comprised of **secondary indicators** (table on page 127), which are then divided into State of Conservation and Action Plan secondary indicators, to provide feedback on whether or not the evaluation system in place is effective.

The three sets used should not be viewed as separate, but as complementary and interdependent. In this sense, it was decided that data should be gathered from the three sets in parallel (in the same period) and by a single party, who will gain a more comprehensive overview of the serial site. That party will then make the results of the process public through the [villeeggiardini-mediceintoscana.it](http://villeeggiardini-mediceintoscana.it) website.



INDICATORS OF  
THE STATE OF  
CONSERVATION

Clearly, effective and efficient implementation of monitoring is a challenge for a serial site comprising fourteen components. This fact had already emerged during the data collection phase for the preparation of this document, which, consequently took place “at different speeds” depending on who the interlocutors were. Assessment of the results of the first monitoring cycle – referring to the individual components and then to the entire site – will provide objective feedback on the site’s status. At the same time, the evaluation will permit appropriate targets to be set according to the different starting conditions and management capacities.

Monitoring the State of Conservation

Monitoring the Action Plan

Secondary Monitoring

Management Plan update

Periodic Reports

8 years,  
approximately

Monitoring Impacts on OUV

Always active: based on  
Pilot Committee  
assessment, supported  
by the Control Room<sup>8</sup>

Activation of the HIA procedure

On-Call: based on Pilot  
Committee assessment,  
supported by the Control  
Room

2years

6 years,  
approximately

MACROAREA	N.	INDICATOR	DESCRIPTION	U.M.	WHERE IS THE DATA (AND WHO COLLECTS IT)
MACRO AREA 1 ACTIVE CONSERVATION OF THE VILLAS AND GARDENS	1	Scheduled Maintenance Plan	List of interventions and amount spent on maintenance and conservation	€	Components (Monitoring Manager)
	2		List of interventions and estimated amount to be spent on maintenance and conservation	€	Components (Monitoring Manager)
	3	Impact monitoring	Number of HIAs performed for projects involving the site	no.	Site referent/HereLab
	4	Update of urban planning policy instruments	Number of urban planning policy instruments updated with indications/requirements for the serial site	no.	Common web pages (Monitoring Manager)
MACRO AREA 2 ENHANCEMENT OF THE CULTURAL OFFER	5	Opening index	Annual level that the component is open calculated based on periods and access modes (see index calculation formula)	from 0 to 1	Institutional websites (Monitoring Manager)
	6	Admissions	Admissions registered at the component	no.	MiC or component Statistics Office (Monitoring Manager)
	7	Admissions receipts	Receipts from visits	€	Components (Monitoring Manager)
	8	Services	Services offered by the component 1) guided tours, 2) guided tours for students, 3) admission booking availability, 4) on-line admission purchase availability, 5) refreshment point (vending machines), 6) bar-restaurant, 7) shop, 8) children’s visit routes 9) educational workshops. Score awarded from 0 to 9	no.	Components (Monitoring Manager)

<sup>8</sup> Testo della nota “Il funzionamento della Cabina è descritto nel paragrafo 5.2

<sup>9</sup> Per la formula di calcolo del livello di apertura delle componenti si rimanda all’Allegato 5.

MACROAREA	N.	INDICATOR	DESCRIPTION	U.M.	WHERE IS THE DATA (AND WHO COLLECTS IT)
MACRO AREA 3 UNIVERSAL ACCESSIBILITY AND SUSTAINABLE MOBILITY	9	LPT accessibility <sup>5</sup>	Accessibility by public transport, by rail and by road (see index calculation formula)	0-1	Transport operator websites (Monitoring Manager)
	10	Accessibility by bicycle	Accessibility on bicycle paths; Qualitative indication of new bicycle paths or interventions undertaken to promote cycling	yes/no	Components (Monitoring Manager)
	11	Inclusion tools for the disabled	Inclusion tools for the disabled (accompaniment, support materials, specific routes)	no.	Components (Monitoring Manager)
MACRO AREA 4 INTEGRATED COMMUNICATION	12	Events	Number of events on the transmission of site values	no.	Site components/referent (Monitoring Manager)
	13	Publication	Number of scientific publications written on the serial site, calculated on an annual basis	no.	Site components/referent (Monitoring Manager)
	14	V&G website visitors	Accesses to the website pages, calculated on a monthly basis	no.	Net 7 (Monitoring Manager)
	15	Social media network	Number of users following component managed social media channels	no.	Net 7 (Monitoring Manager)
MACRO AREA 5 INTEGRATED COMMUNICATION	16	Sustainability projects	Number of projects implemented based on the principle of sustainability	no.	Components (Monitoring Manager)
	17	Climate Factors – Temperature measurement	Maximum annual temperature measured at the station closest to the component	°C	Regional hydrological database (Monitoring Manager)
	18	Climate factors – Relative Humidity (RH)	Average relative humidity level measured in the vicinity of the serial site components	%	SIR database (Monitoring Manager)
	19	Climate Factors – Rainfall	Number of rainfall events greater than a given threshold (monthly or annual average)	no.	SIR database (Monitoring Manager)
	20	Air pollution	Air pollution level from annual average airborne concentration of particulate matter (PM10)	µg/m <sup>3</sup>	ARPAT database (Monitoring Manager)

### State of Conservation Report

A report, which will be divided into macro-areas, will be drafted to evaluate the quantitative data collected. This data will be supplemented with other available information and in relation to the State of Conservation and to the progress of the Action Plan. The effectiveness of governance will be monitored in the report through qualitative analysis, considering the programmed objectives

<sup>5</sup>Per la formula di calcolo della raggiungibilità attraverso il TPL si rimanda all' Allegato 5.

## SECONDARY INDICATORS

	N.	INDICATOR	DESCRIPTION	U.M.	Who collects the data
<b>State of conservation</b>	1	Monitoring performed	Indicate if monitoring was performed	yes/ no	Monitoring Manager
	2	Indicators not entered	Number of indicators for which no data could be found	no.	
	3	Indicators changed	Number of indicators replaced/ changed to improve the effectiveness of the set	no.	
	4	Time needed for monitoring	Days required to complete monitoring	days	
	5	People involved	Personnel involved in the process	no.	
	6	Monitoring reports	Presence of State of Conservation reports. Justified assessment of the results	yes/ no	
<b>Action Plan</b>	1	Monitoring performed	Indicate if monitoring was performed	yes/ no	Monitoring Manager
	2	Projects monitored	Number of projects monitored	no.	
	3	Indicators changed	Number of indicators replaced/ changed to improve the effectiveness of the set	no.	
	4	Time needed for the monitoring	Days required to complete monitoring	days	
	5	People involved	Personnel involved in the process	no.	
	6	Monitoring reports	Status reports on Action Plan implementation. Justified assessment of the results	yes/ no	

## 5.2 Site governance review

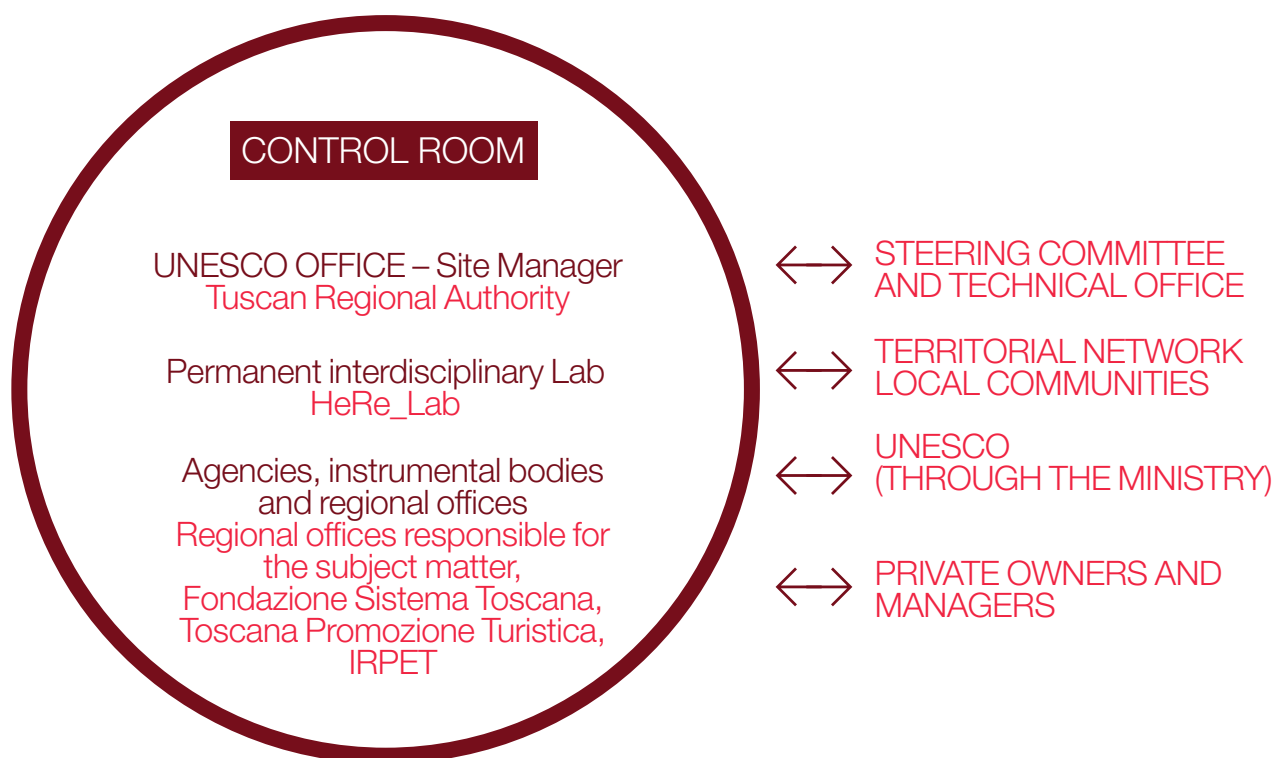
The governance review is one of this Management Plan's primary objectives. The Plan's outlook mentions "the collective and coordinated commitment of managers and stakeholders" in a perspective that not only includes short-term goals, but also those over the medium - and long - term. Comments made by the WHC and its advisory bodies addressed the composition and effective function of the current management system (as summarised in chapter 2.3). This stimulated a detailed comparison, which sought to identify some working hypotheses and a series of actions that would strengthen the effectiveness of existing models and best practices from serial sites or complex territorial areas.

For a more detailed discussion on the analysis of governance models, see Annex 6

### Control Room

The Steering Committee and the Technical Office, which are the two existing management bodies are to be flanked by a Control Room. Already piloted during the Management Plan update, where some features emerged from the outcomes of the analysis conducted on the governance systems, the Control Room will be formally established by mid-2025. The Control Room is made up of the Tuscan Regional Authority – Cultural Heritage Sector (Site Manager) in cooperation with the competent regional offices involved in the Management Plan (landscape, hydro-geological risk, seismic risk, public works). Other Regional agencies, namely Fondazione Sistema Toscana and Toscana Promozione, for the promotion of tourism and IRPET for socio-economic analyses of the territories involved by the site, will also be participants.

Also in the Control Room, there will be the HeRe\_Lab (Joint Laboratory between the Municipality of Florence and the Department of Architecture of the University of Florence), as the party assigned with providing technical and scientific support. The Tuscan Regional Authority and HeRe\_Lab have been working side-by-side since 2021, on the State of Conservation Report,<sup>6</sup> and since 2022 on the Management Plan.<sup>7</sup> Currently, the Tuscan Regional Authority has signed another Collaboration Agreement for the years 2024/2025, aimed at launching this Plan's monitoring system and in support of the coordination of the management bodies. On the other hand, as highlighted in Annex 6, ensuring that experts and scholars participate in governance systems has become a recurring requirement, which, as experience has shown, is capable of producing positive outcomes.



<sup>6</sup> Collaboration Agreement between the Tuscan Regional Authority and the University of Florence – Department of Architecture for Study and Research Project. The purpose of the project is to analyse the state of conservation and define the preliminary contents of the new Management Plan for the "Medici Villas and Gardens in Tuscany" World Heritage Site (DGRT 956/2021)

<sup>7</sup> Collaboration Agreement between the Tuscan Regional Authority and the University of Florence – Department of Architecture for the Project to Update the "Medici Villas and Gardens in Tuscany" World Heritage Site Management Plan (DGRT 1086/2022).



## Roundtables as a *modus operandi*

The comparative analysis in **Annex 6** gathers different governance practices, including those used internationally, characterised by organisation into thematic groups or permanent and/or temporary roundtables. As far as the fourteen Medici components are concerned, to date, it is possible to assume that permanent and/or temporary roundtables would be created to identify conservation and enhancement objectives and to reassess projects and then propose actions. Thus, the site's overall management activity could be made more effective, rapid and streamlined. In the two domains just considered, these work areas could be established:

### ➔ Group 1

Tuscany Region (as site coordinator) + Metropolitan City + 1 municipality delegate + Superintendency for Archaeology, Fine Arts and Landscape for the Metropolitan City of Florence and the provinces of Pistoia and Prato + current Regional Museums Directorate of Tuscany (then the Autonomous Museum of Florentine Villas and Monumental Residences) for enhancement issues.

### ➔ Group 2

Tuscan Regional Authority (as site coordinator and together with the relevant regional offices and its agencies) + Ministry of Culture + Superintendencies + DRMT for conservation issues.

In addition to the two groups proposed above, it would be possible to imagine other bodies open to different parties. This might include the world of associations and other territorial organisations, which could be accessed on the basis of interests connected to the site, once the new governance system has moved into a more advanced stage.

Another fundamental step would be to set out and implement a shared monitoring system, which could guide choices and allow project actions to be verified. Clearly, this would be the analysis tool of choice for the Control Room and a select number of groups. Thus redesigned, this system should be formalised by a new Memorandum of Understanding set out to establish the purposes and functions of each participating party. The agreement would be based on their related competencies, in site management, in compliance with the provisions of Article 111(f) of the 1972 Convention Operational Guidelines, which provide that World Heritage site management systems are to be described transparently, in such a manner that their purposes, competencies and functions are rendered understandable. In addition, there is a provision for approval of Standards that will detail the governance bodies operational regulations and provide concrete procedures to ensure their performance (e.g. through the establishment of working groups as suggested previously).

## Possible functions to be assigned to the Control Room through a Memorandum of Understanding and Regulation

- ➔ Coordination centre among the members of the Technical Office.
- ➔ Cooperate in defining objectives for conservation and enhancement in agreement with the Entities assigned to reassess projects and propose actions, also within the framework of Law 77/2006, that provide stimulus and impetus to the working groups.
- ➔ Define strategies to link managers for the promotion of tourism.
- ➔ Offer technical and scientific support to managers (with the support of HeRe\_Lab, the competent regional offices and other significant regional bodies).
- ➔ Ensure up-to-date site management in line with the best international standards defined by UNESCO.
- ➔ Coordinate the activities of future parties responsible for monitoring the site.
- ➔ Make dialogue between public and private components easier, whilst suggesting that the latter be more active in site management.
- ➔ Activate stakeholder involvement through qualified professional figures to identify new “bottom-up” priorities to be included in the Action Plan.
- ➔ As a referent for UNESCO, interact with the Ministerial Offices.

## Roadmap for the review of current site governance

### ➔ On or before 31 December 2024

Active involvement of management bodies in fine-tuning the monitoring system, once the precise identification of those responsible for each indicator surveyed has been made.

### ➔ On or before 31 May 2025

Execution of a new Memorandum of Understanding, at the same time the Control Room is established.

### ➔ On or before 31 December 2026

Endorsement and approval of a Regulation for site governance functions.

With a view toward its being implemented by 2030, this short-to medium-term prospect, which is to be integrated with a longer-term undertaking, is oriented towards the actual “enhancement” of the site. Once the new Control Room is fully operational, the objective will be to define a legal form, which, in relation to strategies now being determined (e.g. the Uffizi Diffuse Museum project in relation to the Villas of Careggi and dell’Ambrogiana), can accommodate site management powers and responsibilities. Specifically, with the prospect of differentiated cultural independence, the possibility of setting up an ad hoc party is being evaluated (similar to certain solutions described in **Annex 6**). This party would address the shared management of the public heritage of the Medici Villas and Gardens in Tuscany serial site between the Tuscan Regional Authority and the Ministry of Culture. Evidently, having this party as the referent for the entire serial circuit would provide the implementation of the Management Plan an element of stability and continuity. At the same time, the approval of a specific law to define enhancement objectives and specific funding would be called for.



# ANNEXES

**ANNEX 1**  
GLOSSARY

**ANNEX 2**  
BRIEF HISTORY OF THE COMPONENTS

**ANNEX 3**  
REGULATORY FRAMEWORK FOR  
PROTECTION AND CONSERVATION

**ANNEX 4**  
ANALYSIS OF CURRENT CONDITIONS

**ANNEX 5**  
POSSIBILITIES FOR IMPROVING ACCESSIBILITY

**ANNEX 6**  
ANALYSIS OF GOVERNANCE MODELS

**ANNEX 7**  
RISK MANAGEMENT

GO TO THE LINK

[villegiardinimedicei.it/sito-unesco/il-piano-di-gestione](http://villegiardinimedicei.it/sito-unesco/il-piano-di-gestione)





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