

THE ART OF WINTER

FONDAZIONE

DESTINATION
FLORENCE

THE MOST
INTIMATE SIDE
OF FLORENCE
AND TUSCANY

A NEW PERSPECTIVE

A new perspective

**Winter lets you experience
Florence and Tuscany at their
most intimate.**

Quieter days, softer light and a slower rhythm reveal a refined, understated dimension of the destination - one that invites discretion, atmosphere and intentional design.

Historic venues become more accessible. Landscapes feel more personal. The relationship with place grows quieter, deeper and more authentic.



A context that naturally lends itself to weddings and intimate celebrations, thoughtful design, and experiences shaped by intention rather than scale.

This perspective is designed for professionals who look beyond convention.

For international planners and buyers seeking distinctive, high-end experiences that move away from peak-season logic - without compromising elegance, quality or ambition.

Winter celebrations in Tuscany are not a compromise: they are a choice of style, atmosphere and distinction.

Greater venue availability, easier access to iconic locations and a more flexible rhythm significantly reduce operational friction and allow for higher creative control and precision - without compromising on quality or ambition.

WHY CHOOSE WINTER

Why choose winter

CURATED WINTER EXPERIENCES

Curated winter experiences

In winter, Florence and Tuscany unfold new opportunities.

- Intimate ceremonies in historic villas and palaces
- Urban moments shaped by winter light in settings rarely experienced during peak season
- Artisan-led cultural experiences, from ateliers to private workshops
- Seasonal gastronomy and wine moments

Each experience is conceived as a unique narrative - personal, refined and deeply connected to place.



THE PROJECT

The Art of Winter is a curated destination storytelling project by Fondazione Destination Florence created to position Florence and Tuscany as a premium winter destination for romance travel weddings and private celebrations

More than a campaign it is a narrative framework designed to inspire planners and buyers looking for refined design-led experiences that move away from the conventional destination wedding imagery

Winter. here. becomes a choice of style.

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FONDAZIONE

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OUR SUPPORT



**You are not journeying
through this destination
alone.**

Fondazione Destination
Florence supports wedding
planners and event designers.

We provide local knowledge,
strategic vision and
coordination support -
facilitating connections,
opening doors and enabling
planners to work with
confidence and freedom.



THE
**ART
OF WINTER**

theartofwinter.it

FONDAZIONE

**DESTINATION
FLORENCE**

**LET'S CREATE
SOMETHING
EXCEPTIONAL**

Winter in Florence
is your next opportunity