

TEATRO
DELLA
SIGNORIA

History and Location

The newly inaugurated Teatro della Signoria was originally built in the 18th century and still possesses its original stunning wood structure. Located on the corner of via dei Cimatori and via Dei Cerchi adjacent to Florence's world renowned Piazza Della Signoria, the Teatro della Signoria will once again have a beating heart in the centre of Florence. Originally built in the typical Italian style with its asymmetrical horseshoe floorpan, the theatre features several tiers of boxes and a seating capacity of 300 allowing for both grand and intimate experiences.

From the 18th century through the most recent decades, the theatre underwent numerous changes in both name and function. The space

began life as a pilgrim hostel which was later converted into a hospital known as Vecchia Quarconia. When the location was transformed into a theatre it became known as Teatro della Quarconia, then Teatro del Giglio, regional Teatro Leopoldo II, Teatro Nazionale, Olimpia Varieta, and in the 1930's, a movie theatre called "Cinema-teator Nazionale," one of the most popular in Florence, however it fell into disrepair and has been closed for the past 40 years.

With thanks to Archea Associati and Marco Casamonti, the remarkable theatre that has been on this location for 300 years will be restored and come back to life as a cultural heartbeat in the centre of one of the world's most glorious cities, Florence.



ARCHEA Associati

Archea is not just a studio of architecture but is also a highly eclectic enterprise that operates as a center for cultural study and project development. With a staff of 200 artists, with headquarters in Italy and an additional 6 offices around the world. Its daily business combines a wide range of activities: architecture and design (Marco Casamonti / Archea Associati), publication of a specialized periodical on architecture (Area), a book publishing company (Forma), tourist accommodations (Fornace Suite) and a gallery of digital art (Rifugio Digitale).

The studio benefits greatly from the powerful stimuli that arise from the variety of sectors and clients it reaches in various fields from sports to tourism, art, industry, agriculture, municipal government, education, public health, trade and real estate investments. Every project is an exciting challenge, but experiencing the thrill of being able to give new life to a lovely but neglected old theater is surely one of the most exciting. The dream is to create a meeting place for people, but also for the arts and professions, for ideas and actions.

HERSHEY FELDER

Artistic Director, Manager

The fortuitous encounter with a complete artist like Hershey Felder, a recently established resident of Florence, was an immediate meeting of the minds and artistic sensibilities. He too represents an eclectic company: after 28 years of theatrical productions and over 6,000 live performances, Hershey Felder created “Live from Florence, An Arts Broadcasting Company”, which has produced more than eighteen movies so far (just to mention a few: “Chopin and Liszt in Paris”; “Violetta, the story of Verdi’s Traviata”; “Dante and Beatrice in Florence”; “Mozart and Figaro in Vienna”; the story of Sergei Rachmaninov; the story of the famous opera composer Giacomo Puccini). American Theatre

Magazine has written that “Hershey Felder, actor, Steinway Concert Artist and theatrical creator, belongs to a category all his own.” World renowned productions include: “George Gershwin Alone”, “Monsieur Chopin”; “Beethoven”; “Maestro” (Leonard Bernstein); “Franz Liszt in Musik, Lincoln: An American Story”, “Hershey Felder as Irving Berlin”, “Our Great Tchaikovsky”, “A Paris Love Story” (Debussy) and “Chopin in Paris”. Since its inception in 2001, Hershey has been the president of “Hershey Felder Presents” managed a theatrical and cinema production company. a production company. Currently, Hershey resides in Florence, where he also has his film studio in nearby Bagno a Ripoli.



Teatro della Signoria
Via dei Cimatori 4



Palazzo Strozzi

Piazza della Repubblica

Cathedral of Santa
Maria del Fiore

Church of Orsanmichele

Teatro della Signoria

Piazza della Signoria

Palazzo Vecchio

Museo del Bargello

Galleria degli Uffizi



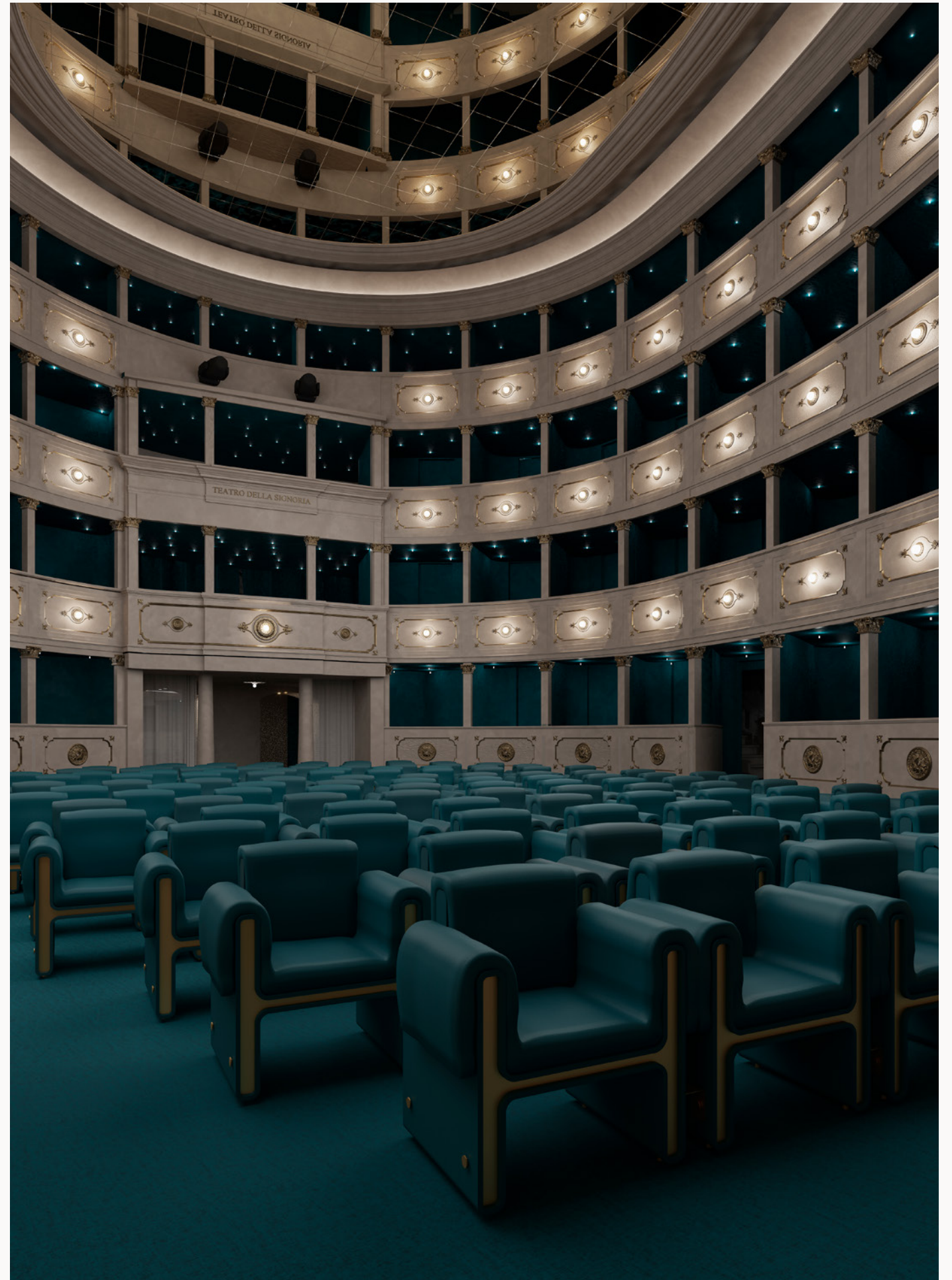




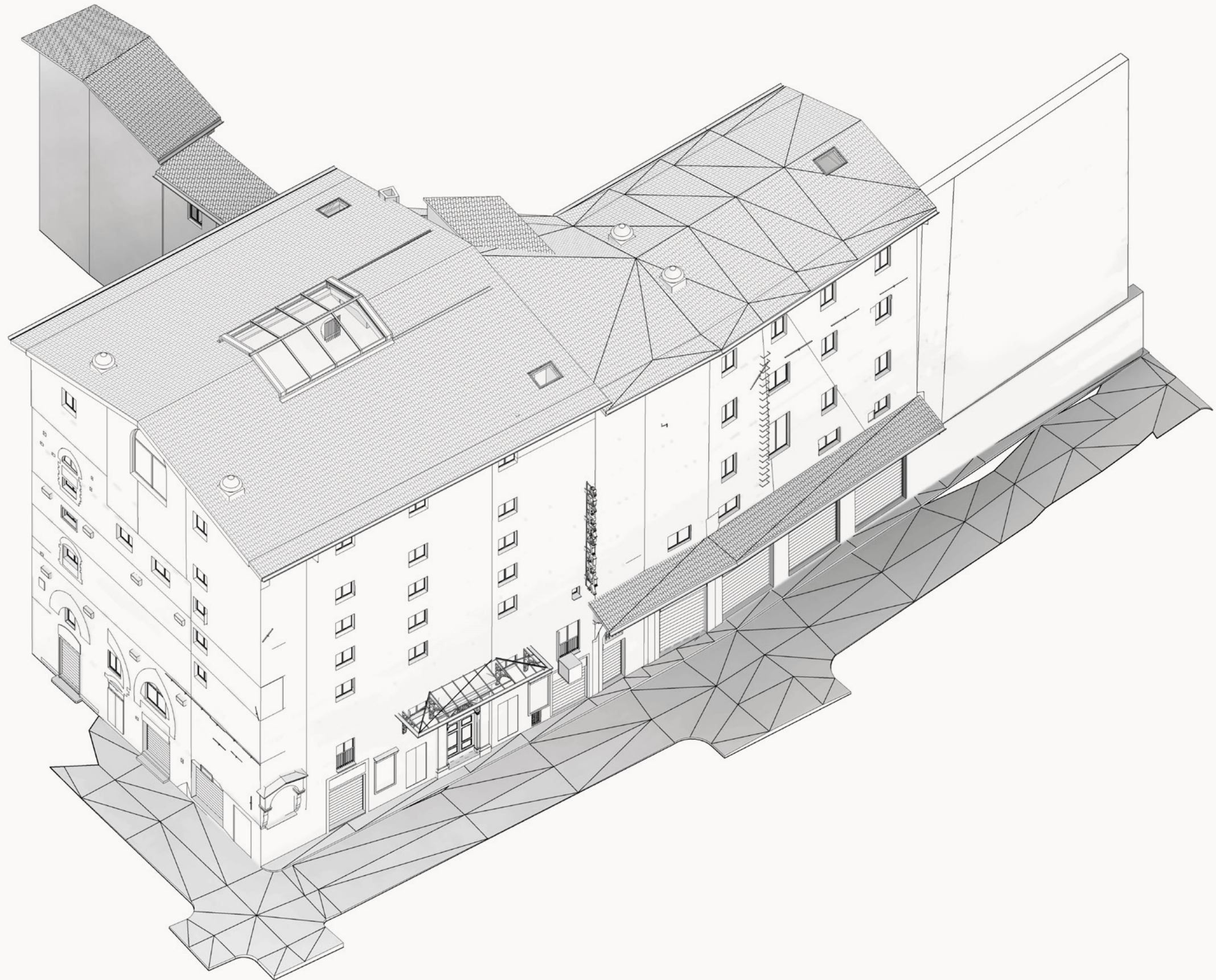


Project

- Structure adapted to current building standards, new systems
- Modern and classical together
- New visual identity
- Teatro della Signoria
(performance hall for 300 spectators)
- Club della Signoria
(a space dedicated to major supporters)
- Jazz della Signoria
(performances for 70 spectators)



↓ Axonometric view of the entrance at via dei Cimatori 4



↓ Axonometric view of the entrance at via dei Cimatori 4

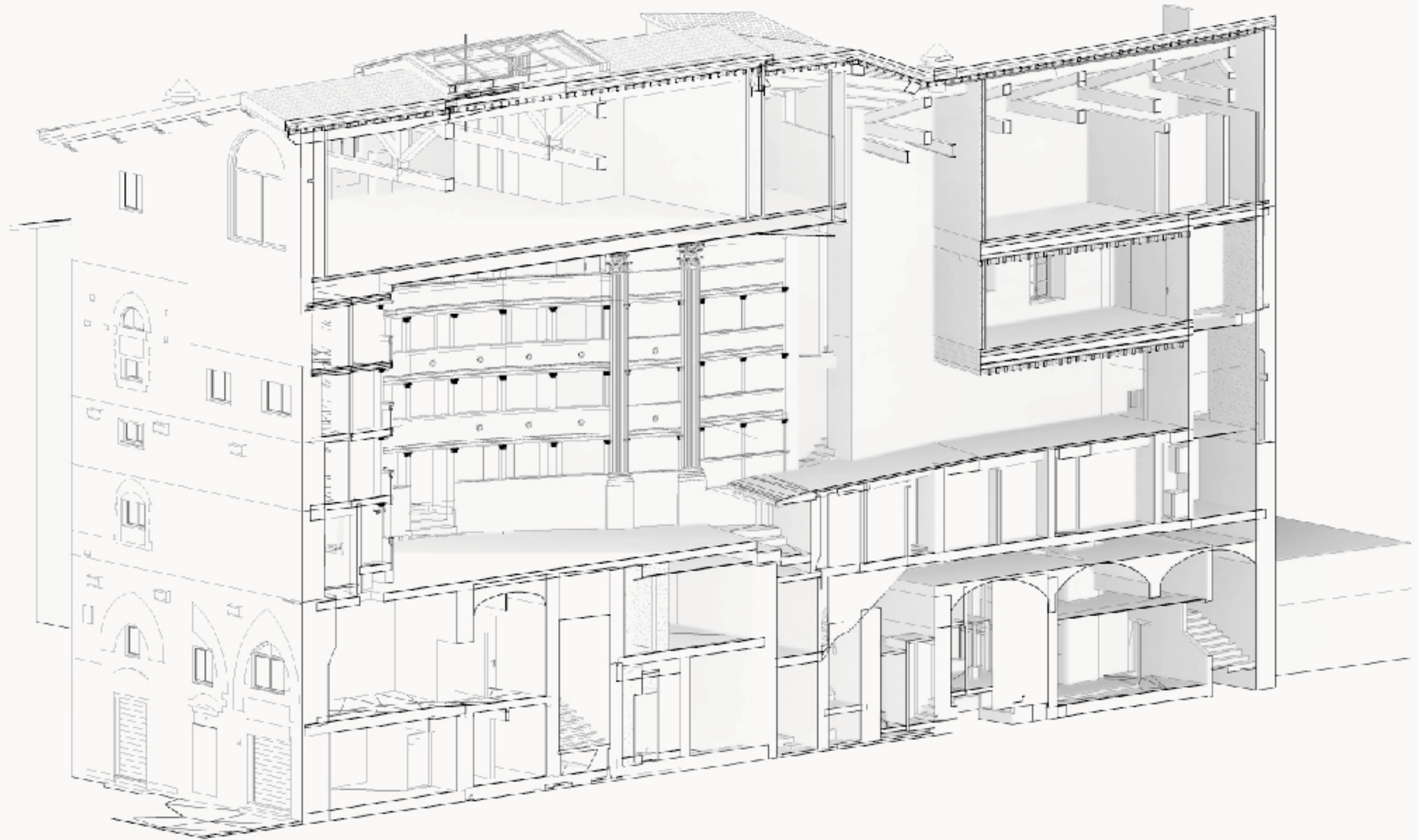




Axonometric view



↓ Axonometric cross-section



↓ Longitudinal cross-section

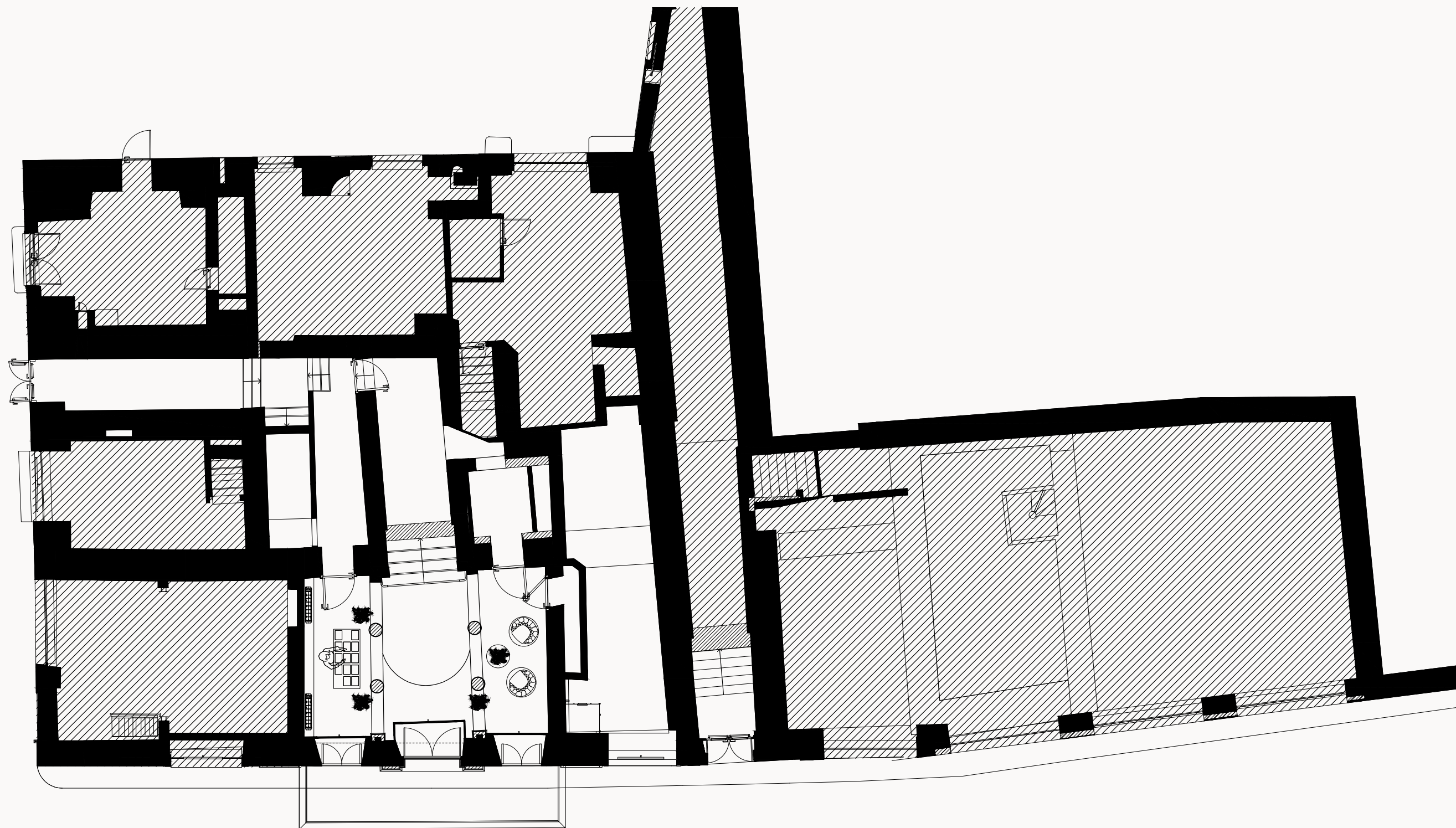


↓ Horizontal cross-sections



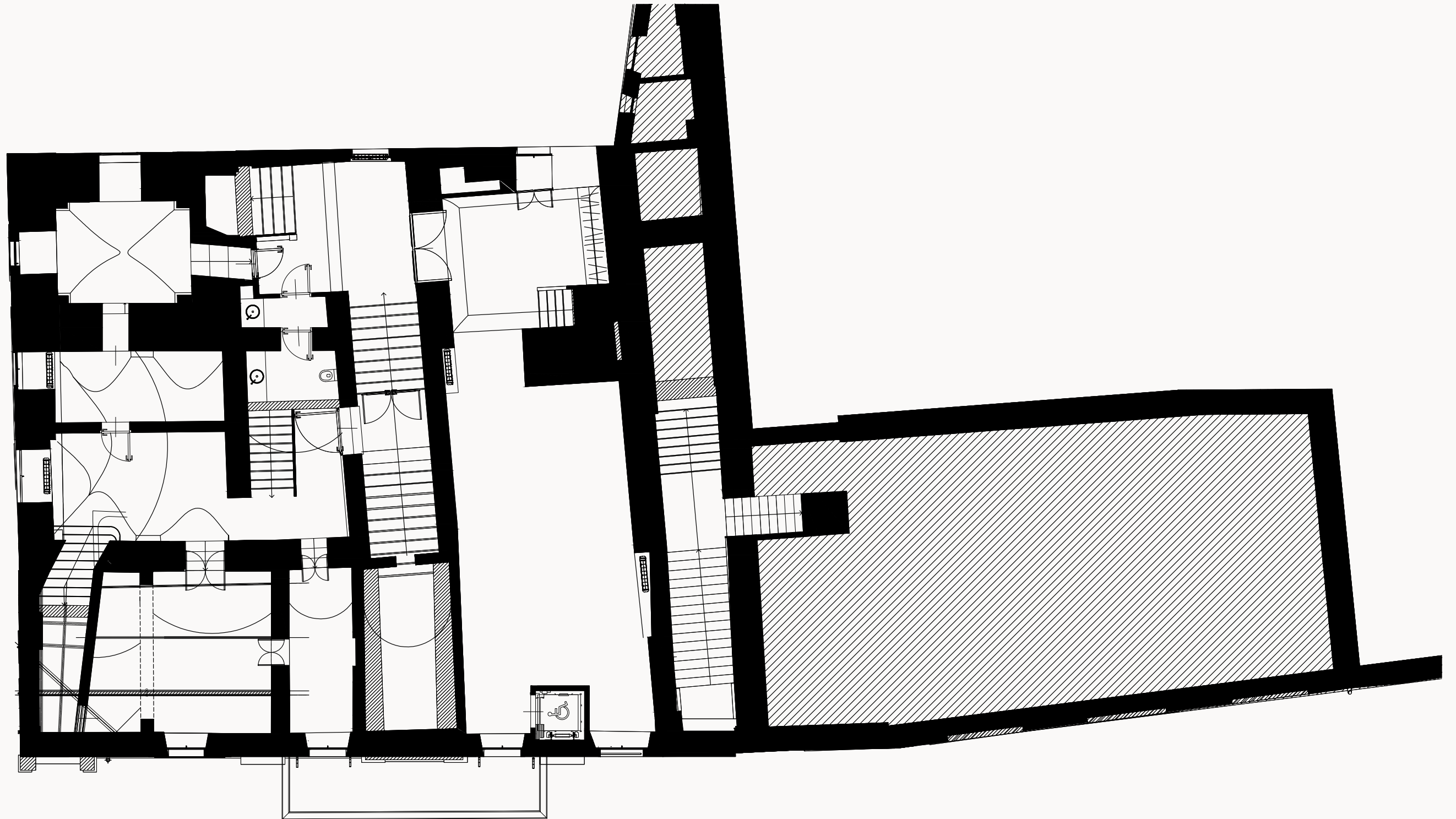


Ground floor



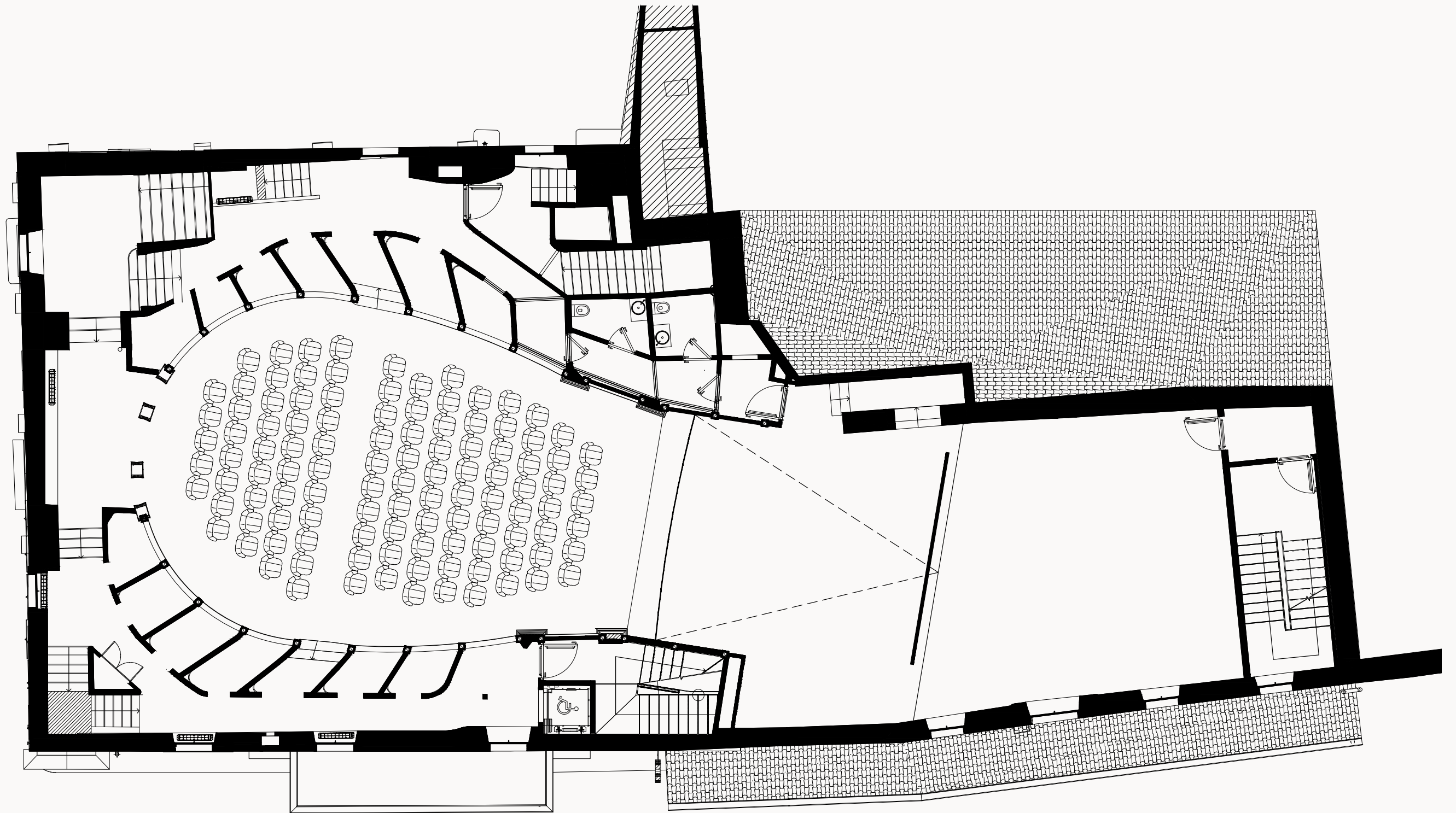


First floor



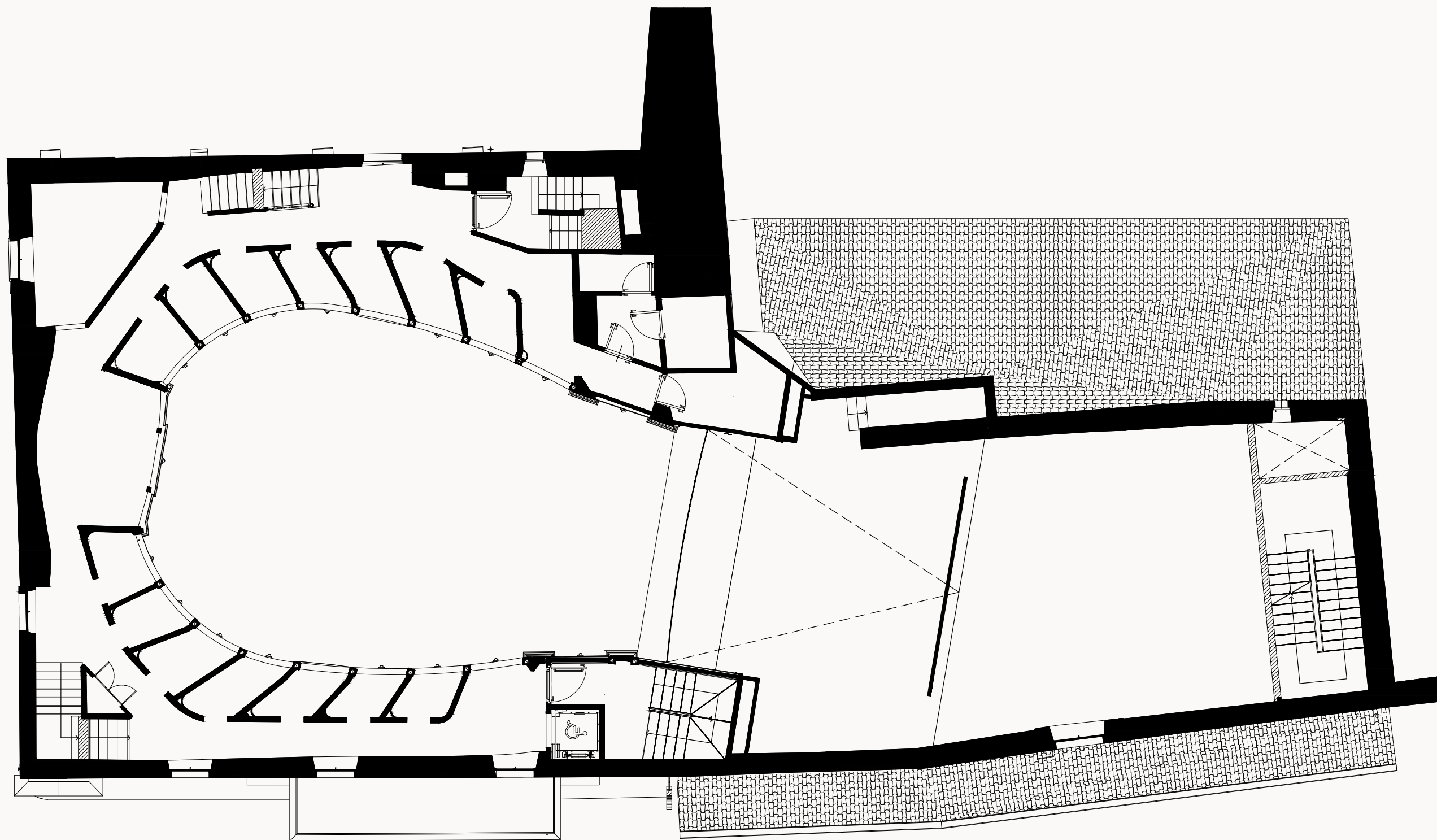


First tier of boxes





Second tier



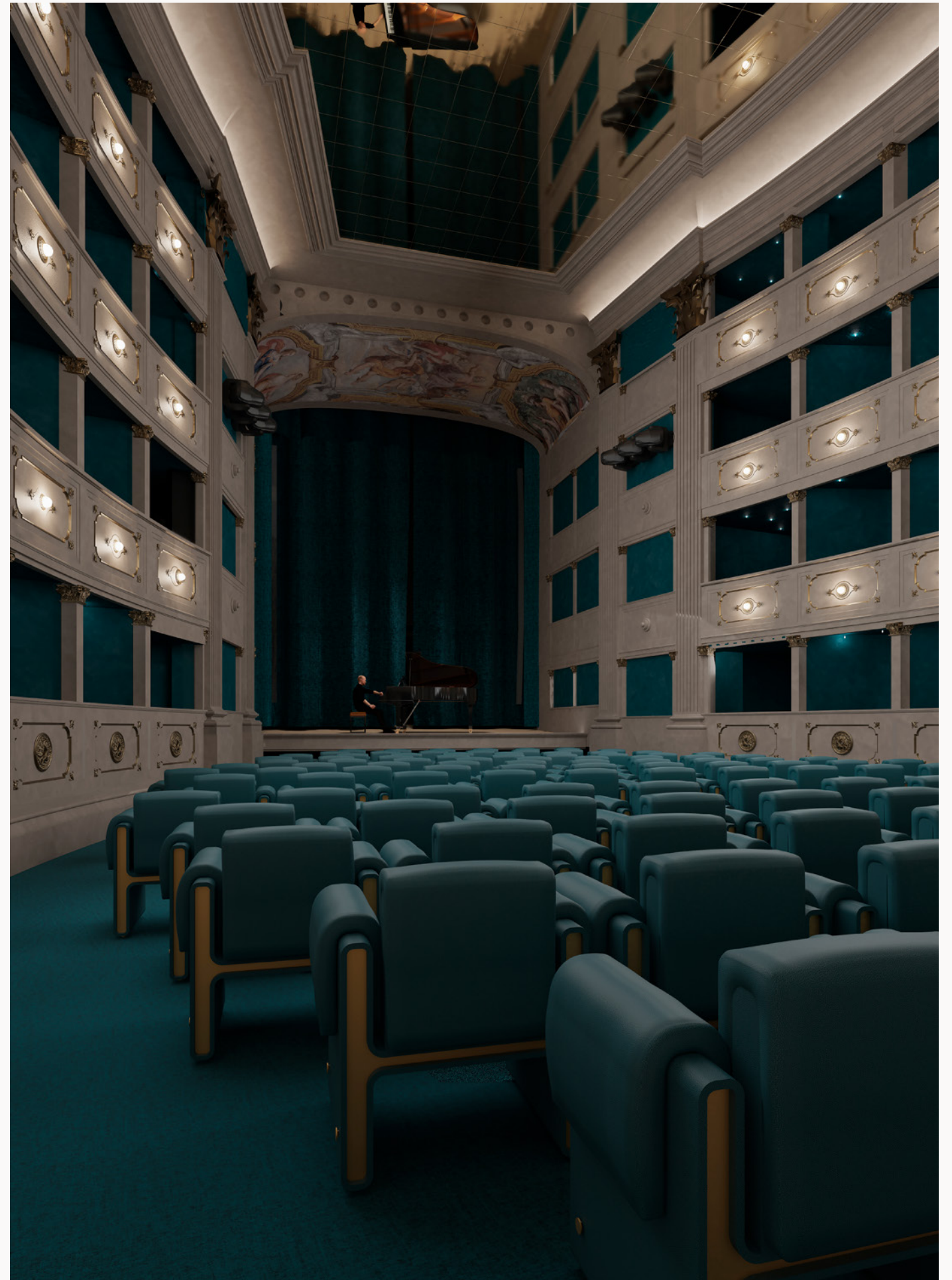


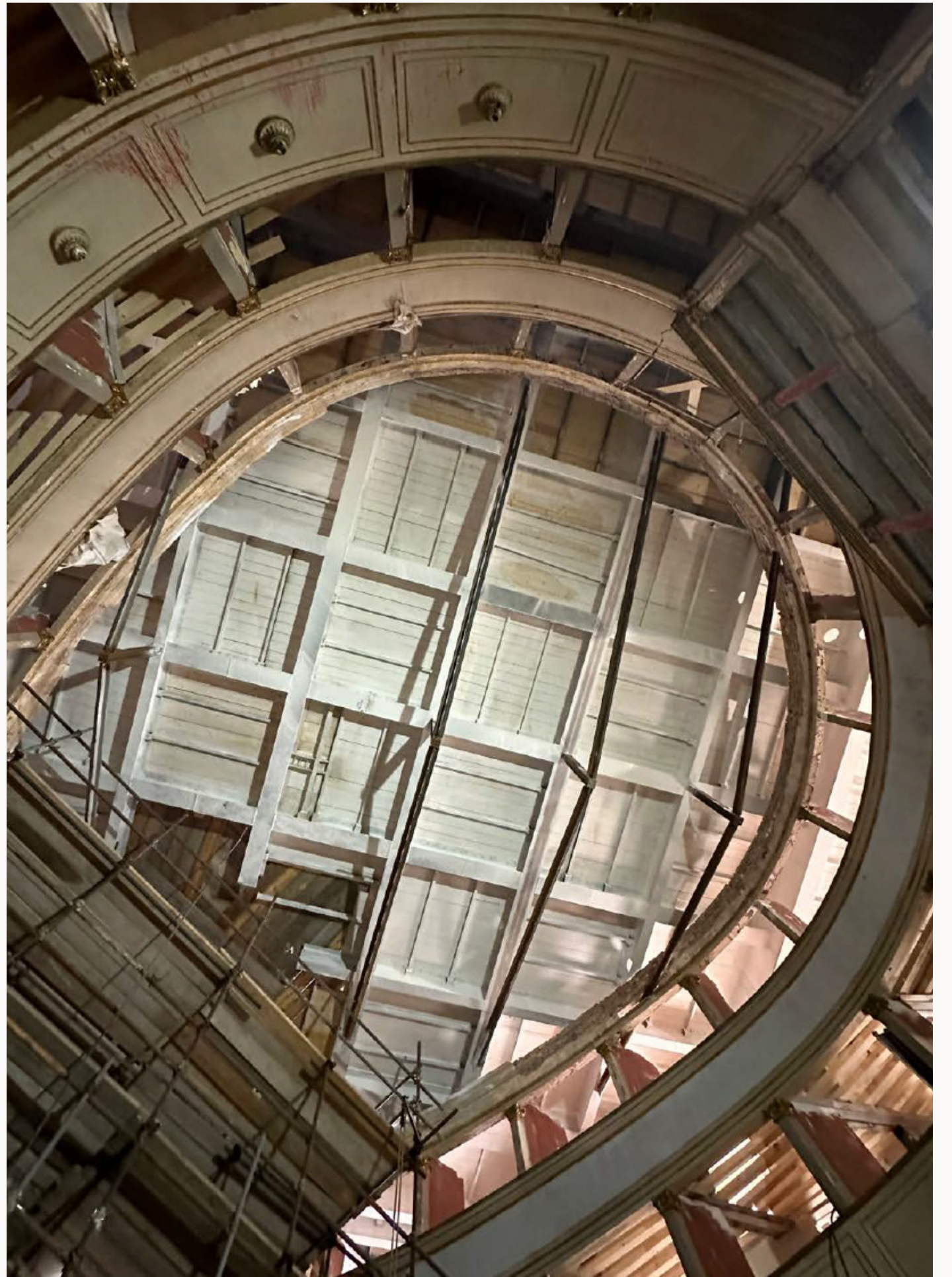
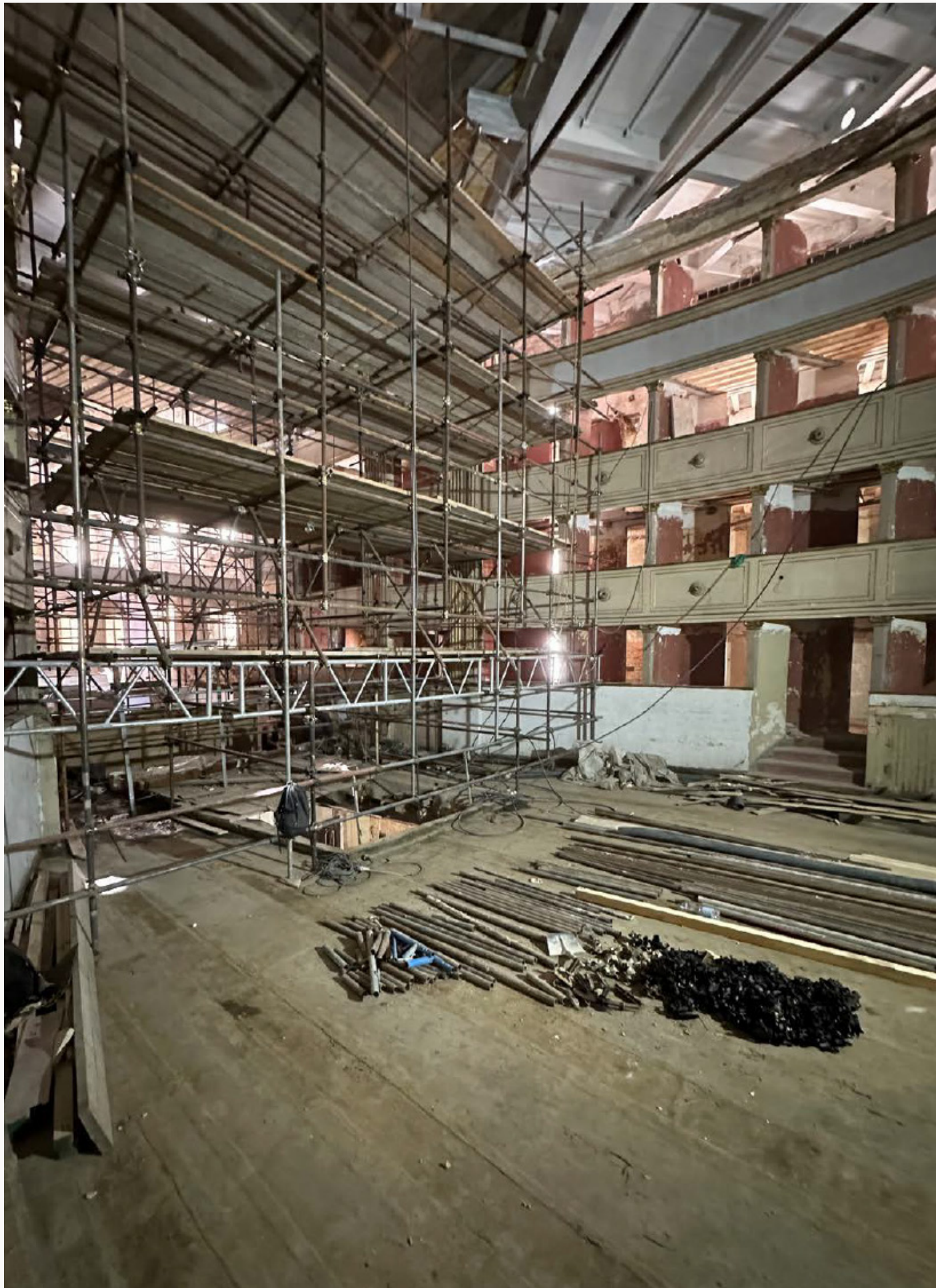
Third tier



Timeline

- Restoration Work 2023/2024
- Inauguration scheduled for September 19.09.2024 with a Gala Opening Celebration
- Following the Grand Opening, there will be a month of events featuring Italian and International stars followed by a comprehensive artistic and musical season at the highest international level





Multifunctional space

- Opera
- Theater
- Dance
- Concerts
- Events
- Conferences
- Meetings
- Projections
- Bookshop



Dance



Concerts



Theater and performance



Concerts





Talks and meetings



Exclusive events



Book presentations



Projections

Opportunities for patronage

- Naming Sponsorships:

An opportunity to become an indelible part of world Renaissance culture in the city where the Renaissance was born and is still very alive.

- Stage naming opportunity
- Theatre private box naming opportunity.
- Star Dressing room naming opportunity
- individual seat naming opportunity
- box office naming opportunity
- Includes access to all productions with advance booking

- Become a member of the Club della Signoria, the most exclusive Florentine club!

- A theater just for you! An exclusive opportunity to organize events using the entire Theater for purposes of patronage (of your company or of your clients, or families and friends). A private dining and entertainment club on the premises with annual access.

Teatro della Signoria
via dei Cimatori 4, Firenze
www.teatrodellasignoria.it

hersh@teatrodellasignoria.it
produzione@teatrodellasignoria.it
info@teatrodellasignoria.it