

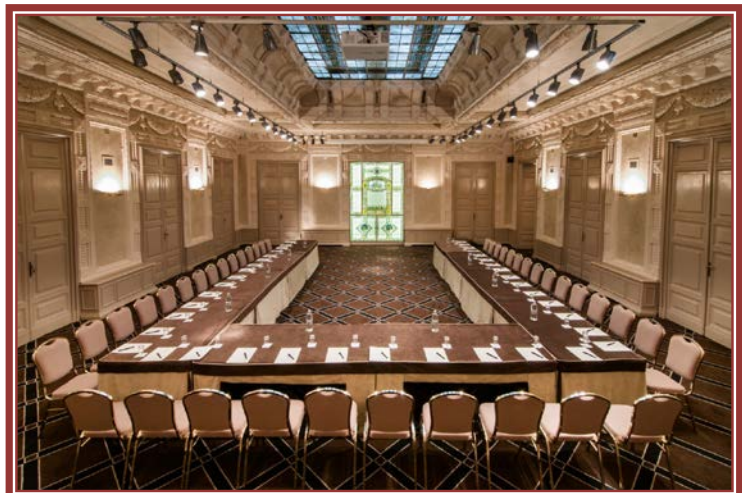
Conference Guide

Conference Venue

Conference Location: Grand Hotel Baglioni

Grand Hotel Baglioni

The Grand Hotel Baglioni is a structure that is part of the history of Florence. Officially opened on 12 August 1903, over more than 100 years it has played host to kings and heads of state, artists and intellectuals, carving out its place as a true landmark of the cultural and economic life of the city. The building that houses the hotel was built in the second half of 1800 by Prince Carrega di Lucedio. Today, more resplendent than ever, the Grand Hotel Baglioni is not only a symbol of a long tradition and keeper of deep values handed down over the years, but synonymous with elegance and sophistication, perfectly combined with the modernity of all the finest amenities.

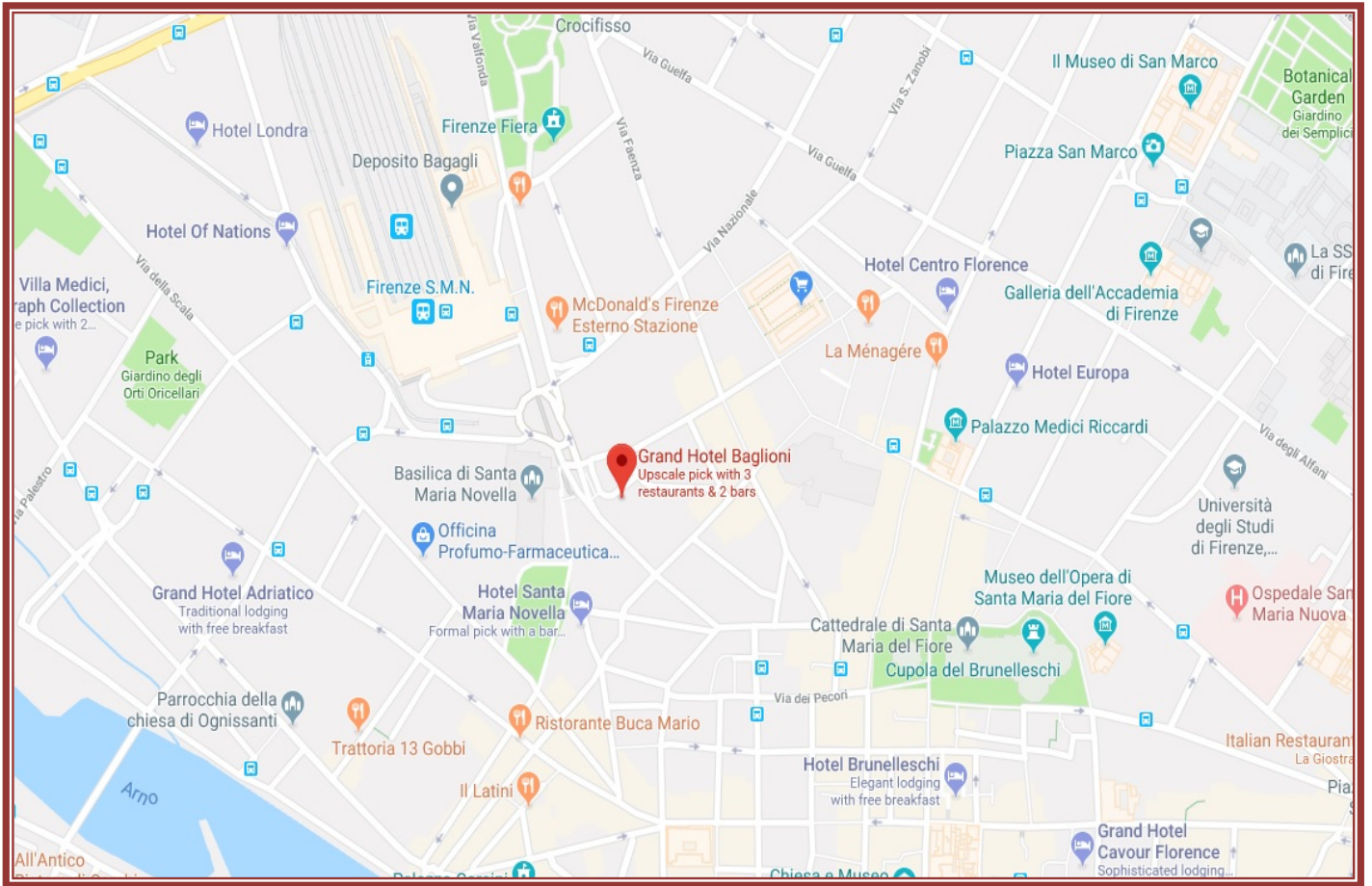


Address: Piazza Unita Italiana 6, Florence, Italy

Tel: +039 055 23 580

Email: infodesk@hotelbaglioni.it

URL: <http://www.hotelbaglioni.it/>



History of Florence

Florence is a major historical city in Italy, distinguished as one of the most outstanding economic, cultural, political and artistic centres in the peninsula from the late Middle Ages to the Renaissance. The foundation of Florence dates back to Roman times, despite evidence existing to show that Florence was already occupied in prehistoric times. The oldest part of the city bears the imprint of these Roman origins as it originated as one of Caesar's colonies. For the sake of defence, the city was set at the confluence of two streams, the Arno and the Mugnone, where the oldest populations had previously been located. Rectangular in plan, it was enclosed in a wall about 1800 meters long. The built-up area, like all the cities founded by the Romans, was characterized by straight roads which crossed at right angles. The two main roads led to four towered gates and converged on a central square, the forum urbis, now Piazza della Repubblica, where the Curia and the Temple dedicated to the Capitoline Triad (Jupiter, Juno, and Minerva) were later to rise. Archaeological finds, many of which came to light during the course of works which "gave new life", to the old city center, have made it possible to locate and identify the remains of various important public works such as the Capitoline Baths, the Baths of Capaccio, the sewage system, the pavement of the streets and the Temple of Isis, in Piazza San Firenze.



At that time the Arno was outside the walls, with a river port that constituted an important infrastructure for the city, for in Roman times the river was navigable from its mouth up to its confluence with the Affrico, upstream from Florence, and the first bridge in Florentine history was built in all likelihood somewhat upstream from today's Ponte Vecchio, around the first century B.C. The city developed rapidly thanks to its favourable position and the role it played in the ambit of the territorial organization in the region and it soon super ceded Arezzo as the leading centre in northern Etruria. Economic power was the driving force behind the urban growth of the young colony. Commercial activity and trade thrived thanks to the fact that important communications routes, land and water, intersected at Florentia and offer an explanation for the presence of those oriental merchants, probably on their way from Pisa, who first introduced the cult of Isis and then, in the 2nd century, Christianity. The earliest indications

of the Christian religion are bound to the cults of the deacon Lorenzo and the Palestinian saint, Felicity and so the first Florentine churches were built: San Lorenzo consecrated in 393, the first diocese, and Santa Felicity, whose origins go back to the 4th and 5th centuries. However, the Florentines do not seem to have had a bishop prior to the late 3rd century. The first one recorded is San Felice who participated in a Roman synod in 313. Florence was founded in 59 BC as a settlement for former soldiers who were allotted land by Julius Caesar in the rich farming valley of the Arno. Dubbed Florentia, the city was built in the style of a military camp with a castrum of grid pattern and the main streets, the cardo and the decumanus, intersecting at the present Piazza della Repubblica, which can still be seen in the city center. Florentia was situated at the Via Cassia, the main route between Rome and the North, which position enabled it to rapidly expand as a commercial center. Emperor Diocletian made Florentia capital of the province of Tuscia in the 3rd century AD. St Minias was Florence's first martyr. He was beheaded at about 250 AD, during the anti-Christian persecutions of the Emperor Decius. The Basilica di San Miniato al Monte now stands near the spot.

Source: http://en.wikipedia.org/wiki/History_of_Florence
<http://www.aboutflorence.com/history-of-Florence.html>

How to get to Florence

By Air:

The **Florence Airport (FLR)** is called **Amerigo Vespucci** and is situated on the north-west outskirts of Florence, just 4 km from the city center. The airport can be reached from the center of Florence, driving the whole length of Viale Guidoni up to the road leading to the "Firenze Nord/Firenze Mare" superhighway (A1 and A11). The center can be reached in about 15 minutes by taxi, and in about 20 minutes with the Busitalia SITA Nord "Vola in Bus" bus shuttle operating between the airport and the central railway station of Santa Maria Novella. See below for more details. The Florence Airport is connected to some of Europe's major airports such as Amsterdam, Barcelona, Brussels, Bucharest, Frankfurt, Geneva, London Gatwick, Madrid, Munich, Paris Charles de Gaulle and Vienna. There are also flights to and from the following Italian cities: Bologna, Cagliari, Catania, Milan Malpensa, Olbia, Palermo, Rome Fiumicino, Turin and Verona. The airport is also easily reached from other Tuscan cities as it is just off the A11 and A1 Firenze Nord exit : Prato (8 km), Pistoia (24 km), Montecatini (36 km), Lucca (65 km), Siena (68 km), Arezzo (77 km), Pisa (86 km), Carrara and Massa (117 km), Grosseto (143 km), as well as from the sea and its ports: Livorno (115 km) and Piombino (170 km).

The **Pisa Airport (PSA)** is called **Galileo Galilei** and it is the second airport in Tuscany and from some destinations, it might make more sense to fly there and then get yourself over to Florence. The new Pisa Mover shuttle connects Pisa Airport to the Pisa Centrale main train station throughout the day, and from there you can take the train to Florence's SMN train station and be in Florence in about an hour. There are also bus charter companies that offer service direct from the airport to SMN train station in Florence. Some of the buses continue on to the Florence Airport after that (in case you are interested in getting to the Florence airport).

Visa: A valid passport (or identity card for European Community nationals) is required. Visas are not necessary for citizens of EU countries, the U.S.A., Canada and the majority of countries. Please contact your local Portuguese Embassy, minister of foreign affairs or your Travel Agency for further information.

For more details:

Florence Airport

Tel.: +39 055 30615

Address: Via del Termine, 11, 50127 Firenze FI, Italy

Lost & Found Office: +39 055.3061302 from 08:00 to 09:00 and from 13:00 to 14:00pm

URL: <http://www.aeroporto.firenze.it/en/>

Pisa International Airport

Tel.: +39 050 849111

Address: Piazzale D'ascanio, 1, 56121 Pisa PI, Italy

URL: <http://www.pisa-airport.com/en/>

How to get from the Florence Airport to the Conference Location

By Taxi:

Taxis are stationed in front of the arrival terminal or can be called by radiotaxi.
Phone +39.055.4242 / 4390 / 4499 / 4798 - 055.2001326
Taxi journey time from the airport to Florence city center is about 15 minutes

For more information:

<http://www.aeroporto.firenze.it/en/passengers/from-to-the-airport/taxi.html>

<http://www.florenceinitaly.com/florence-tourist-information/florence-airport.html>

By Public Transportation:

By Bus:

Public buses are provided by ATAF. You can buy tickets at kiosks/newsagents/bars where the symbol "Biglietti ATAF" is shown, or at the bus station outside Santa Maria Novella train station. There are many type of tickets available including a day ticket €5, a 3 day ticket €12 and 4-rides ticket at €4.50. A single ticket is around €1.20. Single tickets are also sold by the driver, but at an increased price of €2. Depending on the ticket you will either have to swipe it or have it stamped in the machine on the bus. Tickets are usually valid for about 70 minutes on the whole network, so that you can just hop on and off at will.

To see the full route lines you can visit the following link:

<http://www.ataf.net/en/timetables-and-routes/timetables-and-routes/route-list.aspx?idC=180&LN=en-US>

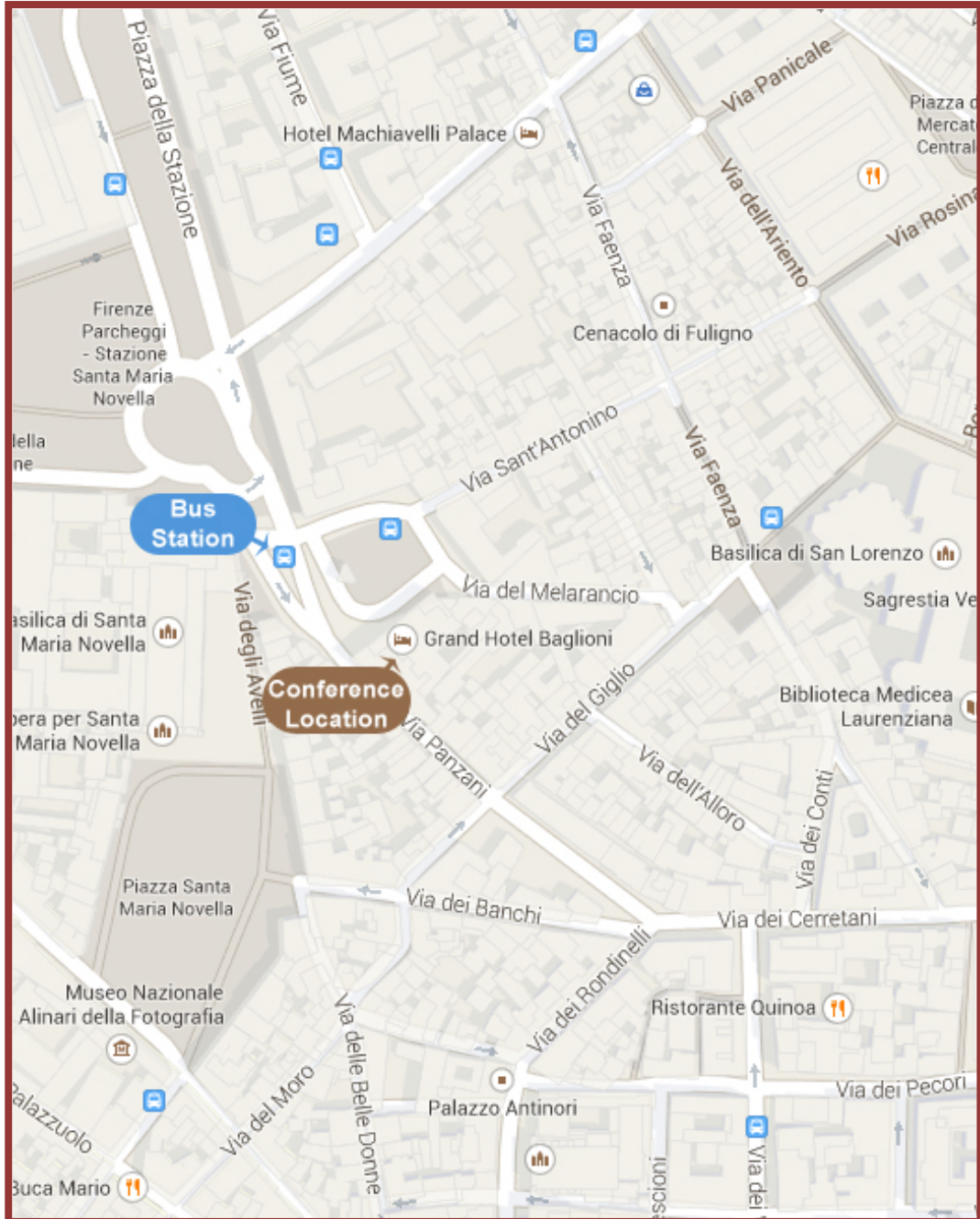
By Train:

The Grand Hotel Baglioni is in Piazza dell'Unità d'Italia which is about 200 meters from the central Santa Maria Novella railway station. You can also get to the hotel by taking the underpass from inside the station to the square.

Operation hours: 06:00 to midnight

For more information about the ticket fares and timetable you can visit the following link:

<http://www.raileurope.com/europe-travel-guide/italy/florence/train-station/santa-maria-novella-train-station.html>



PLACES TO VISIT

The Duomo Cathedral

Florence's cathedral stands tall over the city with its magnificent Renaissance dome designed by Filippo Brunelleschi. The cathedral named in honor of Santa Maria del Fiore is a vast Gothic structure built on the site of the 7th century church of Santa Reparata, the remains of which can be seen in the crypt. The cathedral was begun at the end of the 13th century by Arnolfo di Cambio, and the dome, which dominates the exterior, was added in the 15th century on a design of Filippo Brunelleschi. A statue to each of these important architects can be found outside to the right of the cathedral, both admiring their work for the rest of eternity.

Address: Piazza Duomo

Tickets: Free entrance. The entrance is through right door facing the façade. Disabled access through the Porta dei Canonici (south side).

Audio guide rental available inside.

Opening Hours: 10:00am - 17:00pm

Thursdays: 10:00am - 16:00/17:00pm (depends on season)

Saturdays: 10:00am - 4:45pm

Sundays and religious holidays: 13:30 - 16:45pm

For more information you can visit:

<http://www.visitflorence.com/florence-churches/duomo.html>

The Uffizi Gallery

The Uffizi gallery was built in 1581, under the request of Granduca Francisco de' Medici, son of Cosimo I. The original design was that of Giorgio Vasari, one of the leading painters and architects during the 15th century. His plan for this museum was quite a strategically planned building as it was constructed adjacent to the Medici Palace and extended until the Arno River, over the Ponte Vecchio Bridge.

Address: Piazzale degli Uffizi

Tickets: Full 6,50€reduced 3,25€(during temporary exhibitions, full price becomes 11€)

Opening hours: 08:15 to 18:50. Tuesdays through Sunday, entrance every 15 min

For more information you can visit: <http://www.uffizi.com/>



The Accademia Gallery

If you're thinking of visiting the Galleria dell'Accademia, your most likely target are the magnificent giant marble sculptures created by Michelangelo, and above all, the glorious David. If you explore the museum with a bit more time, the Accademia will offer you much more in the less crowded halls, satisfying any curiosity for botany, music, art symbols and painting techniques.

Address: Via Ricasoli, 58-60113/R 50122 Firenze

Tickets: Full 6,50€ reduced euro 3,25€ (11,00€ with temporary exhibitions included)

Opening hours: 08:15 - 18:50 Tuesday to Sunday. Closed on Mondays

For more information you can visit:

<http://www.visitflorence.com/florence-museums/accademia-gallery.html>

The Leonardo da Vinci Museum

The Leonardo da Vinci's Museum is located in the heart of the city, very close to the Brunelleschi's dome of the main Cathedral Santa Maria del Fiore. At the entrance you will find the new bookshop, with a variety of interesting books, including our catalogue cured by Carlo Pedretti and a wide assortment of gadgets. Visiting the exhibition hall you can discover the world, the life, the works of the universally recognized as a worldwide Genius, whom secrets are still not yet completely revealed.

Address: Via de Servi 66 R 50122 Florence

Tickets: Adults: 7,00€ students and over 65 years old: €5,00

Free entrance for children under 6 years old and handicapped

Opening times: November-March: everyday 10:00 - 19:00

For more information you can visit:

<http://www.mostredileonardo.com/leonardo-da-vincis-florence-museum/>



The Baptistery

The Baptistery in Florence is part of the Duomo complex, which includes the Cathedral of Santa Maria del Fiore and the Campanile. Historians believe that construction of the Baptistery, also known as Battistero San Giovanni or Saint John's Baptistery, began in 1059, making it one of the oldest buildings in Florence.

Address: Piazza Duomo in the historic center of Florence

Opening Hours: Tuesdays-Saturdays, 12:15 - 19:00. Sundays and first Saturday of the month
08:30 - 14:00

Tickets: 4€

Piazza della Signoria

The Piazza della Signoria has been the center of political life in Florence since the 14th century with the prominent Palazzo Vecchio overlooking the square. It was the scene of great triumphs, such as the return of the Medici in 1530 as well as the Bonfire of the Vanities instigated by Savonarola, who was then himself burned at the stake here in 1498 after he was denounced by the Inquisition as a heretic. A marble circle inscription on the piazza shows the location where he was burned. The sculptures in Piazza della Signoria bristle with political connotations, many of which are fiercely contradictory. The David (the original is in the Galleria dell'Accademia) by Michelangelo was placed outside the Palazzo Vecchio as a symbol of the Republic's defiance of the tyrannical Medici.



Campanile - Bell Tower

The Campanile, bell tower, is in Piazza del Duomo. The first story was designed by Giotto and it is commonly called Giotto's Campanile. Buy a ticket and climb the 414 stairs (no lift) for great views of the Cathedral and its dome and the city of Florence and surroundings.

Address: Piazza Duomo in the historic center of Florence

Opening Hours: Tuesdays - Sundays, 8:30 - 19:30

Piazzale Michelangelo

Piazzale Michelangelo (Michelangelo Square) is a square with a panoramic view of Florence, Italy, located in the Oltrarno district of the city. This Florentine piazza was designed by architect Giuseppe Poggi and built in 1869 on a hill just south of the historic center, during the redevelopment of Oltrarno, the left (South) bank of the Arno river. In 1869, Florence was the capital of Italy and the whole city was involved in an urban renewal, the so-called "Risanamento" or the "Renovation" of the city's neighborhoods. Lungarni (riverside walkways; "lungarno", singular) were built on the riversides. On the right bank, the fourteenth-century city walls were removed and turned into the Viali di Circonvallazione, mimicking the French "boulevard" design, six lanes wide and lined with trees. On the left bank winding up the hill of San Miniato the Viale dei Colli was built, a tree-lined street over 8 kilometers long ending at the Piazzale Michelangelo which was built as a terrace with a panoramic view of the city. The square, dedicated to the Renaissance sculptor Michelangelo, has bronze copies of some of his marble works found elsewhere in Florence: the David and the four allegories of the Medici Chapel of San Lorenzo. The monument was brought up by nine pairs of oxen on 25 June 1873. Poggi designed the loggia in the neoclassical-style that dominates the whole terrace, which today houses a restaurant. Originally it was intended to house a museum of works by Michelangelo, never realized. In the wall of the balcony, under the loggia, there is an epigraph in capital letters referring to his work: Poggi turned this into his monument in 1911. The view captures the heart of Florence from Forte Belvedere to Santa Croce, across the lungarni and the bridges crossing the Arno, including the Ponte Vecchio, the Duomo, Palazzo Vecchio, the Bargello and the octagonal bell tower of the Badia Fiorentina. Beyond the city are the hills of Settignano and Fiesole. The Piazzale Michelangelo can be accessed by car along the tree-lined Viale Michelangelo, constructed at the same time, or by walking the stairs or going up the ramps from the Piazza Giuseppe Poggi, also known as the "Poggi Ramps" in the district of San Niccolò.



DINNING IN FLORENCE

Florence is a hub of Tuscan cuisine, and the city is famous for its hearty signature dishes like ribollita soup and bistecca Fiorentina T-bone steak. Street-food culture is alive and well here, gifting the city another signature dish, one which taps into the locals' love for organ meats: lampredotto.

La Buchetta Café

This lovely central restaurant is small and always busy with locals. The reasons for that are the warm romantic atmosphere and the delicious Italian food. Some of the patrons' favorites include gnocchi, ravioli, prosciutto e melone (ham and melon starter) and the scrumptious pana cotta. The wine list is not very long but perfectly selected to accompany every meal. The owner and staff are very helpful and speak great English too.

Address: La Buchetta Café, Via De' Benci 3/3a, Florence, Italy

Tel: +39 055 217833

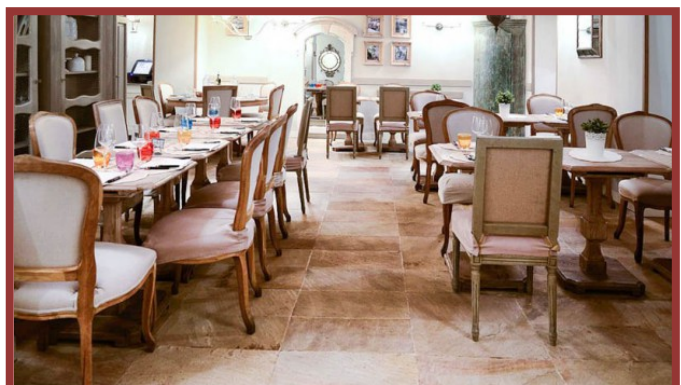
URL: <https://www.labuchetta.com/>

Nobile Bistro

This little bistro has barely any space inside but during the warm months there are plenty of tables outside in the charming Piazza Di Madonna Degli Aldobrandini to sit and enjoy the sunshine. The bistro mainly serves panini which are an absolute favorite with the locals for lunch or as an afternoon snack. Every single ingredient they use is fresh and of great quality (even the bread is freshly baked) and their variety of fillings won't let you get bored; if in doubt just ask the friendly owners for recommendations.

Address: Piazza Di Madonna Degli Aldobrandini 13/R, Florence, Italy

Tel: +39 338 9670207



Fuoco Matto

Fuoco Matto is a lovely restaurant situated just a minutes walk away from the city center that serves wonderful Italian and Tuscan food made to perfection. The decor is simple and understated, but the main focus is the food. Whether you go for their fabulous appetizer of aged ham, cherry tomatoes, and mozzarella or the mouth-watering Fiorentina steak (named after the city), you won't be disappointed. For dessert, make sure to try their tiramisu, which is simply one of the best you can get. The staff of the restaurant is very friendly and hospitable, often offering complimentary drinks such as prosecco to customers.

Address: Via Ventisette Aprile, 16, Florence, Italy

Phone: +39 055 495140

50 Sfumature di Gusto

Playfully named 50 Shades of Taste is situated in the vicinity of Buonarrotti House and the beautiful Basilica di Santa Croce. The simple and elegant interiors are enhanced by the wonderfully arranged food, made to resemble works of art. They serve everything Italian, from pizzas to pasta, from vegetable croquettes to steak tartare. Try their calzone pizza and the unique recipe of pasta with zucchini flowers, leeks and goat cream.

Address: Via Ghibellina, 51/r, Florence, Italy

Phone: +39 055245956

URL: <http://www.50sfumaturedigusto.com/>



More options to dine in Florence:

<http://www.mangiapizzafirenze.it/>

<http://www.ristorantedino.it/>

<http://www.vecchiocancello1635.com/>

Sources: http://www.tripadvisor.com/Restaurants-g187895-Florence_Tuscany.html

<http://www.mostredileonardo.com/leonardo-da-vincis-florence-museum/>

<http://www.visitflorence.com/florence-museums/accademia-gallery.html>

<http://www.visitflorence.com/florence-churches/duomo.html>

http://www.uffizi.com/http://en.wikipedia.org/wiki/History_of_Florence

http://en.wikipedia.org/wiki/History_of_Florence

<http://www.aboutflorence.com/history-of-Florence.html>

<http://www.ataf.net/en/timetables-and-routes/timetables-and-routes/route-list.aspx?idC=180&LN=en-US>

<http://www.hotelbaglioni.it/>

<http://goitaly.about.com/>