CUSTOMIZED LESSONS, WORKSHOPS, AND WALKING TOURS

FLORENCE

REV. Oct. 2026

ART LESSONS 4
Fashion Workshops & Seminars
Photography Workshops
Visual Arts Workshops

ITALIAN LANGUAGE LESSONS 6

APICIUS FOOD AND WINE LESSONS 7
Cooking and Wine Workshops
Lectures + Tasting
Market Tours*
One-Day Wine Tour

WALKING TOURS 11
Fashion Walks
Florentine Art Walks
Food & Wine Walks

Florence University of the Arts offers a curated selection of customized lessons and walking tours designed for individuals and groups of all ages and backgrounds. A flexible way to experience Florence through engaging, well-crafted activities.

Customized • Discover Florence on your terms
Private, tailor-made experiences can be scheduled according to your availability, offering a personalized and relaxed approach. Suitable for solo guests, small groups, or teams of up to 20 participants, with larger groups accommodated upon request.
For those seeking something extra, select Apicius Food experiences are available in an exclusive VIP format — elevating the moment with a refined touch (20% surcharge per participant applies).

Availability
Activities are available 7 days a week, from 9:00 a.m. to 8:30 p.m., depending on availability and unless otherwise specified.
Schedules may vary during holiday periods.
A 20% supplement per participant applies to activities scheduled on Sundays and holidays.
Meals & Florence Meal Plan

Experience Florence through its food.
In collaboration with GANZO, the student-run restaurant, and FEDORA, a pastry shop and bistrot, FUA offers flexible meal plan options for breakfast, lunch, and dinner.

Lunches and dinners prepared with fresh, local ingredients can also be reserved at GANZO for both individuals and groups. GANZO is the creative learning lab of Apicius and is open to the public.

www.ganzoflorence.it
www.fedoraflorence.it
www.palazziflorence.com

**Market visits are subject to market schedules which may vary*

ART LESSONS

Florence University of the Arts offers customized lessons in the following topics: Fashion, Photography, and Visual Arts. Participants can choose one or more lessons, either individually or as a group.

FASHION WORKSHOPS • 2.5 HOURS

Fashion workshops take place at FAST – The School of Fashion and Accessory Studies and Technology, a creative hub where design meets innovation. The school is organized into departments including Accessory and Fashion Design, Technology, Merchandising, and Communication. At its core, FLY – Fashion Loves You, a vintage and handcrafted clothing and accessories store, brings the space to life. More than a store, FLY is a creative learning lab where students refine their skills through hands-on experience, connecting emerging talent with the Florence community.

F1. VISUAL MERCHANDISING

This workshop will be held in the FLY retail store environment and will focus on the role of visual merchandising to reach and maintain success in fashion retail. Develop visual display skills with an awareness of volumes, colors and storytelling.

F2. LEATHER ACCESSORY

This workshop takes place within the FLY retail store environment, offering a direct, hands-on approach to visual merchandising in fashion retail. Participants will explore how thoughtful display strategies contribute to both attracting attention and sustaining success. Through practical exercises, they will develop visual display skills with a focus on volumes, color balance, and storytelling—key elements in creating engaging and effective retail experiences. **Max. 10 participants.**

F3. EFFECTIVE SELLING STRATEGIES

Learn practical techniques to engage the fashion customer and enhance sales performance. Following a concise introduction to merchandising, you'll work in teams using the real-life stock of FLY, our student-run boutique in the heart of Florence.
Through observation, online research, and hands-on styling, you'll develop clear and effective selling strategies, and take part in role-playing activities designed to simulate and train a retail sales team.

F4. FASHION MARKETING

Gaining relevance and recognition in the market is a key objective for both emerging brands and established businesses. In this workshop, participants will explore how to achieve this through effective event design strategies. The experience combines an in-class lecture with selected case studies, followed by a hands-on workshop activity where participants will develop and design a concept for a real up-and-coming store event.

F5. FASHION RETAIL MERCHANDISING

This workshop centers on hands-on research of an existing store located in the heart of Florence. Participants will be guided through the process of gathering both qualitative and quantitative data, while building a clear and effective research strategy. The experience concludes with the development of a merchandising strategy for the selected store, designed to align with current fashion trends while staying true to the store's identity.

F6. FASHION RETAIL MANAGEMENT

Explore a store's story, creative retail formats, and the role of a brand ambassador—then bring these elements to life through an experiential case study at FLY, our student-run shop in the heart of Florence.
Guided reflections will support you in evaluating how product value and customer experience come together to shape a distinctive and memorable retail brand.

F7. FASHION BUYING STRATEGIES: FROM RETAIL MERCHANDISING TO PERSONAL SHOPPER

Through this workshop, participants gain a foundational understanding of the evolution of Italian fashion. Structured in two parts, the experience begins with an in-class lecture and continues with a guided walking tour through Florence. Along the way, participants will explore the background, cultural context, key influences, and family legacies that shaped the concept of *"Made in Italy."*

PHOTOGRAPHY WORKSHOPS • 2.5 HOURS

Photography workshops are offered through DIVA – The School of Digital Imaging and Visual Arts, a multidisciplinary environment that brings together Digital Media, Photography, Video Production, and Visual Communication. **Camera rental and printing are not included**.

P1. STREET PHOTOGRAPHY

This workshop explores how street photographers capture the life and culture of the city, in search of what Henri Cartier-Bresson defined as the *"Decisive Moment."* Emphasis is placed on approaches that encourage interaction between photographer and subject. Participants will immerse themselves in the energy of Florence's streets, developing an understanding of what it takes to capture authentic moments in an urban environment.
Camera rental and printing are not included.

P2. IPHONEOGRAPHY

iPhoneography explores the creative and professional potential of smartphone photography. Through the use of apps and constant connectivity (Wi-Fi or cellular data), the iPhone becomes a versatile, self-contained tool—both camera and digital darkroom—capable of producing and sharing content instantly within today's fast-moving visual landscape.
Printing is not included.

VISUAL ARTS WORKSHOPS • 2.5 HOURS

Fine Arts is part of the School of Arts and Sciences, which spans a wide range of humanistic, artistic, and scientific disciplines at FUA. It includes the departments of Art Education, Painting, and Drawing. Visual Arts workshops offer the opportunity to refine existing skills or explore new techniques alongside Fine Arts professors and local artists.

V1. FLORENCE SKETCHBOOK

In this workshop, participants create personal sketches inspired by on-site experiences, turning observation into artistic expression. Drawing directly in some of Florence's most evocative settings—from architectural landmarks to hidden streets, gardens, and lively markets—they will capture the city through their own creative lens.

V2. PAINTING EN PLEIN AIR

This workshop explores the methods and techniques of open-air painting. Working outdoors, participants will develop practical skills with watercolor pencils while building a critical eye to observe, interpret, and evaluate light, color, and atmosphere.

ITALIAN LANGUAGE LESSONS

Italian language lessons (group or private) are offered year-round and can be fully customized to match your goals and pace.

Italian Language Classes are held through sQuola – the School of Italian Studies and Linguistics, an academic center specialized in teaching Italian as a foreign language, alongside accredited university-level courses in Italian literature and Italian studies. sQuola is dedicated to redefining the learning experience by immersing students in the language, culture, and everyday life of Italy.

L1. CUSTOMIZED LESSONS

Shape your learning experience around your needs and level. Each lesson lasts one hour, with the flexibility to book a single session or a series of lessons. Participants can choose a focus on communication and culture, grammar, or a balanced combination of both—developing practical skills while gaining a deeper connection to the language.

APICIUS FOOD AND WINE LESSONS

Apicius offers customized cooking workshops in both standard and VIP formats, along with lectures featuring tastings on food and wine, and guided market tours.

Apicius International School of Hospitality, founded in 1997, is the first international school of hospitality in Italy. Today, it stands as a respected leader in academic, professional, and career-oriented education, combining hands-on experience with a strong culinary tradition.

COOKING WORKSHOPS • 2.5 HOURS

Each workshop ends around the table, where participants enjoy the dishes they have prepared together with the Chef. A selection of workshops is also available in an exclusive VIP format (maximum eight participants). Food and wine talks, as well as market tours, include tastings. VIP experiences offer a more refined setting and additional touches. Workshops marked with an asterisk (*) indicate the VIP option.

Special VIP inclusions:
- Three-hour workshops
- A curated selection of premium wines
- An elevated, fine-dining table presentation

COOKING AND PASTRY WORKSHOPS

C1. MEDITERRANEAN CUISINE* (VIP CODE: CV1)
A hands-on workshop focused on preparing traditional, seasonal Mediterranean dishes, celebrating fresh ingredients, vibrant aromas, and beautifully balanced flavors rooted in tradition.

C2. TRADITIONAL TUSCAN CUISINE* (VIP CODE: CV2)
Discover the roots and defining flavors of Tuscan cooking, from its Renaissance heritage to today's timeless classics rich in tradition and character. After a brief introduction, participants will prepare iconic regional dishes in a practical, hands-on session guided by authentic techniques.

C3. ITALIAN FRESH PASTA* (VIP CODE: CV3)
Explore the diversity of Italian pasta—its regional shapes, fillings, and techniques—before learning how to craft fresh, handmade pasta in a hands-on class, guided by tradition, authentic Italian flavors, and time-honored artisanal methods.

C4. ITALIAN FRESH VEGETABLE DISHES*
(VIP code: CV4)
A workshop dedicated to the essential role of vegetables in Italian cuisine, highlighting seasonal produce and natural flavors at their peak. The experience continues with a practical session focused on vegetarian recipes from across Italy.

C5. PIZZA AND FOCACCIA* (VIP CODE: CV5)
Trace the origins of Mediterranean flatbreads, with a focus on Italian classics such as Pizza Margherita. The session continues with a hands-on class preparing traditional pizza and focaccia.

C6. ITALIAN GELATO* (VIP CODE: CV6)
Trace gelato's evolution from Renaissance innovations to the modern frozen treat and learn how it differs from ice cream. Finish by crafting your own small-batch gelato the Italian way (flavors depend on seasonal availability).

C7. CHOCOLATE WORKSHOP: BARS, CAKES AND SPREADS* (VIP CODE: CV7)
Explore the versatility of chocolate, from its origins to contemporary use. Guided by a Maître Chocolatier, participants will learn techniques and create a selection of chocolate-based preparations.

C8. GLUTEN-FREE* (VIP CODE: CV8)
Following a gluten-free diet can be either a necessity or a choice. This workshop will prove that eating can still be one of life's great pleasures, even when one has to refrain from ingredients that are part of their cultural background. The workshop will focus on gluten-free alternatives accompanied by a set of nutritionally balanced recipes.

C9. FARM TO TABLE* (VIP CODE: CV9)
This workshop explores gluten-free cooking as both a necessity and a creative opportunity. Participants will

prepare balanced, flavorful recipes using alternative ingredients, proving that great taste can be achieved without compromise.

C10. ITALIAN REGIONAL CAKES AND TARTS*

(VIP code: CV10)

Discover the richness of traditional Italian pastry through a journey across regional cakes and tarts. Starting from the fundamental ingredients of Italian baking, participants will explore classic desserts, their origins, and how they have evolved over time.

The workshop also reveals the cultural stories behind these creations, highlighting how Italian traditions, folklore, and celebrations are reflected in the country's pastry heritage.

C11. HEALTH & WELLNESS CUISINE*

(VIP code: CV11)

Explore a fresh approach to Italian cooking, where flavor meets balance and well-being. This workshop introduces the principles of healthy, seasonal cuisine, guided by a chef specialized in nutritional cooking.

Participants will prepare dishes designed around seasonal ingredients, learning how to create meals that are both nourishing and satisfying, without compromising on taste.

LECTURES + TASTING

Lectures are 2 hours long and include a guided tasting of carefully selected local products.

L1. ITALIAN REGIONAL CUISINE

Discover the richness of Italy's culinary traditions through a journey across its regions, where local products and habits shape a remarkably diverse gastronomic landscape. This lecture explores the geography of Italian food, from cultural and environmental influences to seasonality, history, and production methods—revealing the identity behind iconic dishes from northern, central, and southern Italy.

L2. ITALIAN CULTURE THROUGH FESTIVAL AND FEASTING

Step into the rhythm of Italian life through its most meaningful celebrations. This lecture explores religious

and social festivities, from national holidays to intimate family traditions, uncovering their history, regional significance, and deep connection to rituals, cuisine, and everyday culture.

L3. EXTRA VIRGIN OLIVE OIL

Explore the story of olive oil, a cornerstone of Mediterranean culture and Italian cuisine. From ancient Roman traditions to modern production techniques, this lecture covers its history, uses, and evolution, along with its nutritional properties and role in enhancing flavor and well-being.

L4. DOP, IGP AND SLOW FOOD PRESIDIA

Discover the meaning behind Italy's quality labels and the traditions they protect. This session introduces DOP and IGP certifications alongside the philosophy of Slow Food Presidia, followed by a tasting that highlights the value of authenticity, craftsmanship, and regional identity.

(Here "Slow Food" refers to the movement behind the Presidia.)

L5. PAIRING FOOD & WINE

Learn the art of pairing food and wine through both classic principles and contemporary approaches, with a focus on Italian traditions. Participants will taste and experiment with combinations, discovering how flavors interact to create a balanced and enjoyable dining experience.

L6. INTRODUCTION TO TUSCAN WINES

Experience Tuscany through its wines, where history, territory, and tradition meet in the glass. This lecture explores key distinctions such as Chianti and Chianti Classico, alongside DOC and DOCG classifications, while introducing the region's most important grape varieties. The session includes a tasting of two wines from Tuscan wineries.

L7. INTRODUCTION TO ITALIAN WINES

Travel across Italy through its diverse wine regions, from northern vineyards to southern landscapes shaped by sun and sea. Participants will discover key grape varieties and learn how to recognize different flavor profiles. The experience includes a tasting of two wines from Italian wineries.

L8. TUSCAN-STYLE APERITIVO

Discover the atmosphere of the Italian aperitivo, where food, wine, and social ritual come together. This experience can be paired with wine lectures (L6 or L7) and offers an introduction to the origins and contemporary culture of aperitivo, including a tasting of selected food and drinks.

FRESH FOOD MARKET TOURS

Experience the rhythm of local markets through seasonal, freshly sourced ingredients and regional specialties. Learn how to recognize the freshest fish, select peak fruits and vegetables, and understand traditional meat cuts. Wander through a rich variety of cheeses, salumi, breads, and wines, discovering flavors and products the way locals do—guided by quality, seasonality, and tradition. The tour includes tastings of typical and seasonal products from local vendors. Single-market tours last 1.5 hours, while a three-market experience runs approximately 3 hours. All market tours take place in the morning and follow the schedule of the markets.

Participants may visit one or more of the following:

M1. San Lorenzo Market Tour
*Available Monday-Saturday

M2. Sant'Ambrogio Market Tour
*Available Monday-Saturday

M3. Santo Spirito Market Tour
*Available Monday-Saturday

M4. Three markets in a day
*Available Monday-Saturday

ONE-DAY WINE TOUR

SP1. ONE-DAY TUSCAN WINE TOUR (SUGGESTED MINIMUM OF 5 PEOPLE)

This one-day experience offers an introduction to Tuscan wine culture, followed by a guided journey through the region's vineyards. The day includes a light lunch and visits to two wineries that represent the excellence and character of Tuscan winemaking.

The experience includes:

- Private transportation
- 6 samples of wine + food and wine pairing during lunch time
- Food Tasting
- Sommelier-led experience
- Visits to wineries, wine cellars, and vineyards, covering the winemaking process.

WALKING TOURS

These tours present Florence as a living classroom, offering an immersive way to explore its rich cultural heritage. Participants engage directly with the city through themed walking experiences focused on Fashion, Art, and Cuisine. Tours take place primarily outdoors and do not include entry into specific establishments unless otherwise noted.

FASHION WALKS • 2.5 HOURS

W1. FLORENTINE FABRICS AND TEXTILES

Textiles and tailoring have long shaped Florence's identity in fashion and craftsmanship. This walk offers an insider's perspective on fine shops, ateliers, and textile experts, with a closer look at how fabrics are selected, treated, and transformed using techniques unique to the city.
Includes visits inside selected stores.

W2. THE ARTISANS OF THE OLTRARNO

Step into the Oltrarno, where Florence's artisan tradition continues to thrive. Among workshops, botteghe, and small studios, participants will encounter skilled makers and gain insight into the craftsmanship behind high-quality, handmade creations.
Includes visits to artisanal shops.

W3. DISCOVERING THE BIRTH OF ITALIAN FASHION

Trace the origins of Italian fashion through the historic palaces and venues that hosted the first runway shows. This walk reveals how Florence became a stage for Italian style, capturing the attention of international buyers and redefining the fashion landscape.

W4. LUXURY AND STYLE

Explore Florence through its luxury retail landscape, where fashion meets architecture and urban identity. Participants will compare leading brands and discover how each expresses its unique vision through space, design, and presentation.

W5. VINTAGE AND THE CITY

Discover a curated selection of vintage boutiques and hidden shops offering distinctive pieces from different eras. This walk invites participants to explore timeless styles, rare finds, and the stories behind them.
Includes visits to selected stores.

W6. FASHION AND PERFUMES

Follow a sensory path through historic workshops, pharmacies, and herbalists, uncovering Florence's long-standing connection to fragrance and beauty. From traditional remedies to refined perfumes, this experience reveals a craft deeply rooted in the city's history.
Includes visits to selected stores.

FLORENTINE ART WALKS • 2.5 HOURS

W10. FLORENCE'S ANTICHI SPEZIALI: HISTORIC APOTHECARIES

Step into one of Florence's most captivating traditions, starting with Santa Maria Novella, Europe's oldest apothecary. Born from 17th-century monastic knowledge, these spaces blend beauty, science, and ritual through fragrances, remedies, and timeless creations. This walk invites you into a sensory world where history lingers in every detail.
Includes visits to selected pharmacies.

W11. ROMAN FLORENCE: INSIDE THE ROMAN WALLS

Go beyond the surface and uncover Florence's ancient Roman core. Walk through hidden traces of the 2nd century CE city and discover how the original settlement expanded beyond its walls, shaping the Florence we know today.

W12. PLACES OF WORSHIP: FROM ROMAN TO MEDIEVAL FLORENCE

Explore Florence through its sacred spaces, where centuries of belief, power, and cultural exchange have left their mark in profound and lasting ways. This walk reveals a layered city shaped by spirituality, architecture, and evolving identities across different historical periods.

W13. FLORENTINE GUILDS: MEDIEVAL FLORENCE

Step into the world of Florence's guilds—the driving force behind its wealth, craftsmanship, and artistic excellence. From the powerful arti maggiori to the lesser guilds (arti minori), discover the system that defined the city's social and economic life.

W14. GUELPHS AND GHIBELLINES: FLORENTINE TOWER HOUSES AND PRIVATE PLACES OF THE MIDDLE AGES

Enter the tension and intrigue of medieval Florence through the rivalry of Guelphs and Ghibellines. Tower houses and hidden corners tell the story of ambition, alliances, and power struggles that shaped the city's identity.

W15. JEWISH FLORENCE

Discover over seven centuries of Jewish life in Florence, woven into the city's most significant historical moments. From the Renaissance to the Medici era, this walk reveals a vibrant community that helped shape Florence's cultural legacy.

W16. RENAISSANCE PRIVATE PALACES

Step inside the world of Renaissance elites through Florence's private palaces, where art, architecture, and status converge in striking harmony and elegance. These spaces reflect a moment when the city set the standard for culture, innovation, and refined living.

W17. SGRAFFITI: DECORATED PALACES

Look closer at Florence's façades and uncover the art of *sgraffito*—an elegant decorative technique that adds depth, texture, and storytelling to the city's architecture. A subtle yet striking expression of Renaissance creativity.

W18. FROM RENAISSANCE TO MANNERISM: GHIRLANDAIO, PONTORMO, AMMANNATI

Follow the shift from Renaissance harmony to the bold experimentation of Mannerism. Through key artists and works, this walk reveals a more dynamic, expressive, and unconventional artistic vision.

W19. BAROQUE FLORENCE

The Baroque style began in Italy around 1600 and spread to most of Europe. Experience Florence through the dramatic lens of the Baroque, where movement, contrast, and grandeur redefine artistic expression. A style designed to impress, engage, and leave a lasting visual impact.

W20. ART NOUVEAU FLORENCE

Art Nouveau is an international style of art, architecture and applied art most popular in Europe between 1890 and 1910. Discover an unexpected side of Florence through the refined elegance of Art Nouveau. Flowing lines, natural forms, and decorative details bring a fresh perspective to the city's architectural landscape.

W21. CONTEMPORARY FLORENCE

In the early 20th century, modernism gained popularity throughout Europe, along with the nationalism associated with fascist governments in Western Europe. Explore Florence's modern identity, where 20th-century architecture introduces a language of simplicity, balance, and clarity. A quieter but compelling layer of the city, revealing its continuous evolution.

FOOD & WINE WALKS • 2.5 HOURS

W22. FOOD, WINE, AND THE CITY

This Italian Food & Wine walk takes you through the flavors of Florence's center, where traditions meet contemporary creativity. Along the way, participants will taste cured meats, cheeses, and local specialties, while discovering how street vendors, delicatessens, osterie, and wine spots reinterpret classic recipes—balancing innovation with authenticity and quality.

W23. PAIRING FOOD & WINE WALK

Step into one of Italy's most refined traditions: the art of pairing food and wine. Rooted in centuries of culture, this experience explores how flavors come together in perfect balance. From classic enoteche to modern wine bars, participants will discover a vibrant scene designed to elevate every bite and every sip.

W24. SWEETS AND COFFEE

Indulge in Florence's sweeter side with a walk through historic cafés, artisan pastry shops, and gelaterie. From delicate pastries to rich espresso, each stop reveals craftsmanship shaped by tradition and creativity. A journey designed to delight the senses, one taste at a time.

W25. STREET FOOD: PANINIS AND MORE

The humble sandwich takes on various shapes, forms and connotations throughout the city. Discover the true soul of Florentine street food, where simplicity meets exceptional quality. From traditional lampredotto sandwiches served at local carts to refined bites in historic food shops, this walk redefines the idea of "fast food" through an Italian lens—rich, diverse, and deeply rooted in tradition.

W26. WINE WINDOWS

Sip your way through Florence on a Wine Window walking tour that blends history, mystery, and indulgence. Discover the city's hidden "Buchette del Vino" where velvet pours and Renaissance secrets meet one glass at a time.

CONTACT

For information on admissions and application procedures please contact ***amatoriali@fua.it***

Curious about campus life? See what students are up to in Florence!

fuastudyabroad