

MANIFATTURA TABACCHI

ZENIT: MANIFATTURA TABACCHI LAUNCHES ITS THIRD RESIDENTIAL PROJECT

The transformation of the former Florentine cigar factory is entering an important new chapter, enriched by the residential lofts designed by Quincoces Dragò & Partners.

Manifattura Tabacchi unveils **Zenit**, the new residential project by the international architectural studio **Quincoces Dragò & Partners**, led by David Lopez and Fanny Bauer Grung. The iconic building that gives access to Florence's new contemporary district will accommodate **34 lofts and apartments combining industrial heritage and sophisticated design**.

Covering an area of 4,800 m², plus 1,530 m² of rooftops, garden loggias and terraces, the redevelopment project preserves and enhances the original architecture, reinterpreting it in a contemporary and sustainable way. In fact, the architects of the Quincoces Dragò & Partners studio have chosen to preserve the building's distinctive features — impressive volumes, exposed reinforced concrete structures, large windows — introducing highly contemporary elements by opting for design solutions geared towards comfort and elegance. Most of the apartments have **private garden loggias and terraces** and enjoy a **privileged view of the restored industrial complex, Florence's historic centre and the surrounding hills**.

Future Zenit residents will have access to **numerous exclusively accessible amenities**, including a fitness area, a bike maintenance workshop, a pet-friendly zone dedicated to pet care and a furnished **condominium rooftop** of about 400 m².

Zenit follows the launch, in 2022, of the **Anilla and Puro** projects (48 units in total), currently being completed in Buildings 7 and 12 and designed, respectively, by award-winning designer Patricia Urquiola and Florentine studio q-bic.

Zenit is therefore the continuation of the ambitious redevelopment project promoted by the real estate company of Gruppo Cassa Depositi e Prestiti and Aermont Capital, under the coordination of MTDM – Manifattura Tabacchi Development Management S.r.l., providing for the **restoration of the urban historic industrial area for a total of approximately 110,000 m²** to be transformed into retail spaces, offices and co-working, cultural and education spaces, residential areas, hospitality solutions and public green areas **by 2026**.

“Manifattura Tabacchi is gradually becoming a new, lively district central to Florence's social and economic life,” stated **MTDM CEO Michelangelo Giombini** at the presentation of the new residential project. “Zenit is an important milestone in this project as it perfectly combines traditional and cutting-edge design and promotes a quality lifestyle, mainly focusing on caring for the environment and people. We aim to create a sustainable, scalable urban regeneration model, thus proving that it is possible to pursue development objectives by repurposing historic architecture — in this case the factory made by Pier Luigi Nervi in the 30s. We have chosen to preserve rather than demolish, enhancing green areas and offering a vibrant architectural, cultural and professional context to the community of residents, professionals, students and tourists.”

Works for the Zenit project are expected to be completed by March 2026. The new dwellings are already available for sale from the experiential marketing suite operating on the ground floor of Building 4 of Manifattura Tabacchi. For further information, visit www.liveinmanifattura.com.

The residential units will be marketed through a renewed partnership with Savills, an international company founded in 1855 and now one of the world's leading property agents. Construction works

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have been entrusted to a temporary association of companies formed by Raggi Costruzioni e Restauri S.r.l. and Intec S.r.l.

THE RESIDENTIAL PROJECT

Zenit extends over the two wings of the Manifattura Tabacchi entranceway that housed the HQ, offices and living quarters of the old factory. Built between 1936 and 1940, the building with its distinctive curvilinear shape is characterised by a **monumental entranceway**, decorated with **original bas-reliefs** made by sculptor Francesco Coccia. A historical heritage that becomes an integral part of the project's identity, right from the name: "Zenit" was one of the cigarette brands originally produced at Manifattura Tabacchi. This term has a symbolic meaning that represents and perpetuates the authentic spirit of the place.

The central body of the building was acquired by Fondazione Cassa di Risparmio di Firenze and will house the headquarters of the European Research Infrastructure for Heritage Science (E-RIHS), a new European hub for research on Cultural Heritage created in collaboration with the CNR (Italy's National Research Council).

The architectural studio Quincoces Dragò & Partners aims to enhance the place's industrial flair through a sophisticated and contemporary language, which reinterprets and updates the stylistic traits of the former factory within a contemporary residential context. The complex will accommodate 34 residential units offering **different housing solutions**, from compact **duplexes** to bright, **single-level** apartments, from **lofts** with garden loggias to **large, two-room apartments** with panoramic terraces. The apartments on the ground floor are spread over two levels, thanks to the exceptional height of the spaces of the original building that has made it possible to create a new mezzanine floor. The living area continues outside with cosy covered gardens or terraces for exclusive use. The dwellings on the first floor, arranged on one level, are equipped with large private panoramic rooftop outdoor areas, accessible from the living area through a spiral staircase.

Zenit enjoys privileged views: the courtyard of the Ciminiera and Piazza Emanuela Loi (also known as Piazza del Teatro), symbolic places of the renovation of Manifattura Tabacchi destined to accommodate large green areas and cultural activities; the Florence skyline with Brunelleschi's dome, Giotto's bell tower and Palazzo Vecchio a short distance away; the crops of the Agricultural Institute, the Cascine park and the verdant hills.

"The restoration and transformation project of the former industrial spaces of Manifattura Tabacchi stems from a thorough, accurate balancing between preservation of the existing historic elements and the inclusion of functional, contemporary patterns as part of the new and changed intended use of this complex," stated **David Lopez Quincoces** and **Fanny Bauer Grung**. "The painstaking attention devoted to preserving the original elements, creating new spaces and integrating modern technology reflects a comprehensive, thoughtful approach to renovation and design. The items reminiscent of the industrial past merge into the new building, as if they were looking for a family tie, a link with the place. The old factories become an integral part of the new dwellings, embodying continuity with and belonging to the local area. The result is a delicate balance between contemporary elements and strongly historicised items. This has been a prudent choice, aware of the complexities of the context."

THE INTERIOR DESIGN

Inspired by the warm and earthy nuances of tobacco, the colour palette is an explicit homage to the original productive function of the former Manifattura Tabacchi. The walls and ceilings are painted in a cream-coloured hue, which conveys a sense of refined wellbeing. The oak wood floors, in the "toasted" finish of fermented or aged tobaccos, contribute to strengthening the enveloping atmosphere

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of the spaces. Some of the internal staircases — a distinctive interior design element — are made of black metal, a material that is the leitmotiv in all the Manifattura Tabacchi buildings. Natural light spreads throughout the spaces thanks to large windows.

Two moods of **finishes are available to personalise** the inside of the Zenit dwellings, both characterised by the highest quality materials and Made-in-Italy furnishings supplied by excellent partners. The furnishing solutions proposed by the Quincoces Dragò & Partners concept have been selected by combining contemporary elements and designer items, natural nuances and hints of brighter colours. The result is a flawless balance between industrial soul and residential nature, in which each element contributes to conveying a feeling of harmony and cosiness.

SUSTAINABILITY AND GREEN AREAS

The Zenit project was designed in accordance with the highest ESG and environmental sustainability standards and is a candidate to obtain the BREEAM Excellent environmental certification. All these apartments (Italian class A1 or higher) will be equipped with state-of-the-art technological systems and rainwater recovery and recycling systems.

The green areas are also designed so as to ensure a respectful management of the environment. The constant dialogue between interiors and exteriors, between architecture and nature, is in fact one of the cornerstones of the entire Manifattura Tabacchi landscape project, which bears the signature of architect Antonio Perazzi. Quincoces Dragò & Partners has designed private gardens and terraces for almost all of Zenit residential units, as well as a large condominium rooftop garden.

PARTNER COMPANIES

The design companies partnering with Manifattura Tabacchi for the Zenit dwellings' materials and furnishings include: Zoo Design, Boffi, Lema, Garbelotto, Marazzi, Cebos Color, Gradinetti, Flaminia and Vimar.

ZENIT SPECS

- **34** apartments;
- approximately **4,800 m² of apartments, cellars and directional spaces**;
- approximately **1,530 m² of private outdoor areas** (panoramic rooftops, terraces and garden loggias);
- **about 600 m² of amenities areas** available to residents of Buildings 7, 8, 9 and 12, consisting of 400 m² of condominium rooftop garden and 200 m² housing a fitness area, a bike maintenance workshop and pet-friendly zone.

MANIFATTURA TABACCHI SPECS

- **€350 million**: the overall investment
- **16** existing buildings
- **4** newly constructed buildings
- **110,000 m²** total surface area of which
 - **37,000 m²** education/training areas, offices and co-working spaces

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- **35,900 m²** residential areas and services (e.g., parking)
- **11,300 m²** ateliers, laboratories and concept stores
- **26,300 m²** hotel, student housing, brewery
+ **23,628 m²** public spaces

Manifattura Tabacchi

Manifattura Tabacchi in Florence is one of Italy's most important urban regeneration projects, involving the redevelopment of the storied cigar factory made up of 16 buildings, which will be transformed into lofts, homes, offices, retail space, coffee shops and restaurants, student housing and a hotel, as well as hosting important institutions such as E-RIHS (European research infrastructure for Heritage Science) and Polimoda. Right from the start of work in 2018, Manifattura Tabacchi has promoted an intensive programme of cultural initiatives in temporary spaces refurbished specifically for this purpose, providing a concrete example of how areas that are being redeveloped and project wait times – the worksite and construction period – can be a strategic resource in designing a more sustainable and inclusive future for cities. April 2023 saw the opening of the Factory, a creative hub and state-of-the-art workplace appealing to an international community of professionals who want to live and work in Florence, in a setting animated by a vibrant community and eco-friendly spaces, surrounded by culture, fashion, art and design. Work is planned for completion in 2026.

The project is promoted by the joint venture set up in 2016 by the Cassa Depositi e Prestiti Group's real estate company and by PW Real Estate Fund III LP, managed by Aermont Capital. MTDM - Manifattura Tabacchi Development Management Srl is the development and project management company in charge of the entire process.

Quincoces-Dragò & Partners

Quincoces-Dragò & Partners is an internationally renowned architectural and design studio based in Milan that specialises in retail, hospitality and residential spaces. Offering a wide range of services, including architectural design, interior design, furniture and product design, as well as 3D rendering and artistic direction, the studio stands out for its attention to detail and the ability to create stunningly elegant and functional environments. Founded in 2008 by David Lopez Quincoces and Fanny Bauer Grung, two exceptional talents with complementary backgrounds, Quincoces-Dragò & Partners continues to leave an indelible mark on the world of design. With a prestigious clientele that includes iconic brands such as Acerbis, De Padova, and Lema, the studio has earned a reputation for excellence and innovation in the design sector.

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