

THE
FLORENTINE

flod

The Florentine + Flod are key players
on the Tuscan communications scene

What we do

/ Method

We take an **immersive approach** to our clients, spending time to truly get to know you and become part of your communications team.

/ Services for

Institutions + projects

Communication campaigns for public administrations, institutions, foundations, museums and EU projects.

Brands + companies

Helping companies communicate their unique offering, B2B or B2C, from branding to social media and everything in between.

What we do

/ Skills

- bilingual and bi-cultural team
- internationally-minded group with experience deriving from various fields
- experience collaborating on projects with global team members
- extensive knowledge of Tuscany + Florence
- expertise in multichannel storytelling
- always up to date on social media, technical trends and changes

/ Services

- communication campaign development
- copywriting, translation + editing
- digital consultancy
- social media management
- content creation
- photography
- videography
- graphics
- illustration
- PR, press office + networking

The Florentine / management



Helen Farrell

editor in chief @helencfarrell

- responsible for all editorial content
- PR + networking
- business development



Marco Badiani

*art director
@marcobadiani*

- lifelong photographer
- video journalist
- director and photo editor of The Florentine
- social media strategy



Giovanni Giusti

*senior project manager
@giustigram*

- project manager for corporate and institutional communication



Giacomo Badiani

advertising + logistics manager

Our team



deputy editor

Jane Farrell



**graphics +
illustration**

Leo Cardini



**graphics, video
editing + animation**

Federico Lupo



social media

Valeria Raniolo, Melissa Perpunja, Alexandra Korey, Beatrice Cambioni and Gaia Tagliafrasci



Read more about the whole team at
www.flod.it/about-us and
www.theflorentine.net/about

The Florentine / Network

The logo for 'The Florentine' features the word 'THE' in a small, uppercase, serif font above the word 'FLORENTINE' in a larger, elegant, blackletter-style serif font.The logo for 'The Tuscan Times' features the word 'THE' in a small, uppercase, serif font above the word 'TUSCAN' in a large, bold, uppercase, sans-serif font. Below 'TUSCAN' is the word 'TIMES' in a smaller, uppercase, sans-serif font.

The Florentine media family extends to: The Florentine Press, our publishing house; The Tuscan Times, a regular insert and digital project; and Visit Prato, a Prato-based digital territorial promotion project.

The Florentine / Luxury clients

Villa D'Este



We do daily translations and copywriting for the grand hotel on Lake Como as well as having written two books focused on cuisine and the 150th anniversary.

Ruffino



We curate English texts for the **American-Tuscan company**, from website wording to technical sheets, blog, CSR and sustainability reports, and house organs.

Belmond Tuscany



Italian to English translations and copywriting for Belmond Villa San Michele and Castello di Casole.

Prima Pietra + Castiglion del Bosco



Establishing the English tone of voice for **Massimo Ferragamo's premier** wineries in Montalcino and along the Tuscan coast.

The Florentine / Education

We regularly welcome student groups from international universities and study abroad institutions to discuss the role of journalism today.

Our clients include:

New York University

Florida State University

New Haven University

Monash University

Gerardo Barrios University (El Salvador)

Copenhagen Business School.



The Florentine / Institutional collaborations

Toscana Promozione



The Florentine was chosen as one of two media outlets, alongside **National Geographic**, for the promotion of the campaign **Tuscany Adventure Times**. Participated in active and extreme sport press trips for the purpose of content creation.

Ente Turismo Langhe



The Florentine and Flod were invited to the **Langhe, Roero and Monferrato** to develop editorial content (articles, photography and videography) for a twinning campaign between Piedmont and Tuscany aimed at **luxury travellers**.

Fondazione Sistema Toscana



The Florentine has been in charge of English language content creation and translations for **VisitTuscany.com** since 2008.

Destination Florence



Content production and translations for the official e-commerce website of the **City of Florence**.

The Florentine / Select clients



VANITY FAIR

STARHOTELS[®]
L'ITALIA NEL CUORE



DIEVOLE
DAL 1090



OFFICINE GULLO
FIRENZE



TORRE A CONA
PROPRIETÀ CONTE ROSSI DI MONTELENA

COCCINELLE

Flod / Wine + hospitality

Il Borro Relais & Chateaux + Il Borro Wines / Valdarno



Since 2016, social media management, video and photo production for the R&C brand **Il Borro** and the winery **Il Borro Wines**. Creation and execution of communications plan for wine division. Influencer engagement.

Dievole (ABFV Italia) / Chianti Classico, Bolgheri, Montalcino



From 2015 to 2019, social media management, SEO blog writing, photo and video production for **Dievole** wines and wine resort; expansion of communications to embrace the **Bolgheri** and **Montalcino areas**.

BuyWine / Regione Toscana (Fondazione Sistema Toscana)



Since 2019, social media management for the B2B event **BuyWine** and coverage of the entire **Antepime Toscane week** on behalf of the department of agriculture, Region of Tuscany, in partnership with FST.

Ornellaia Winery / Bolgheri



From 2020 to 2023, social media management (from 2021) and art direction (from 2020) for Ornellaia, the luxury winery in **Bolgheri**. Creation of a visual style, integration of Brand Bible, photography production and all copy-writing for social media including WeChat, and a book.

Flod / Arts

Opera di Santa Croce Firenze



During our long-term relationship with OSC we created photos, videos and copy for numerous **fundraising campaigns and exhibits**. In 2015, we ideated and ran the **first Italian crowdfunding campaign** for a major restoration project. We also storyboarded and created a video to present OSC in an exhibition in New York.

Advancing Women Artists Indianapolis



For **Jane Fortune's former US-based charity**, a long-term partnership with The Florentine and The Florentine Press resulted in the publication of numerous books, one of which was made into an **Emmy-award-winning documentary**. For AWA, Flod ran a **crowdfunding** to restore an important painting by a female Renaissance artist.

Calliope Arts London



We recently began a partnership with this London-based arts non-profit, curating communications for the restoration of Artemisia Gentileschi's *Allegory of Inclination* at Casa Buonarroti.

Il Teatro Bella Storia Fondazione CR Firenze



Instrumental in developing all **marketing and communication tools** for a project to encourage teenagers aged 14-19 to attend the theatre. Creation of events, workshops with teens, attendance at theatre and social media geared at this age group.

Flod / Sustainability

shemakes.eu



Partner of the EU-funded project about bridging the gender gap in the textile and clothing industry. Managing communications across the board with a working group from 16 countries.

TCBL Association



EU project communication on theme of textile and clothing sustainability, including attending and creating content at conferences in Prato, Palermo, Iasi (Romania), London. Founding partner of forthcoming TCBL non profit association.

Prato Urban Jungle



Social media for EU project on "green beaches". Conferences in Malaga (Andalusia), Porec (Croatia), Brussels

Recò Festival



Communication of 3-day Tuscan Regional festival of sustainability held in Prato, Italy and its post-covid online version.

Flod / Institutional clients

Estate Fiorentina



Ideation and development of visual identity and communication campaign for Florence's official summer events programming

Toscana Aeroporti



Social media management with content creation (photos, videos and overall creativity), social media advertising management for Florence and Pisa Airports

Autolinee Toscane



Ideation and layout of Circolare house organ for Tuscany's public transport system

Meyer Children's Hospital



Communication campaigns for fundraising and public health awareness for this internationally renowned children's hospital

Flod / Institutional clients



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