



fabbriche
raccontano
storie



TIPO – Industrial Tourism in Prato

City of Prato



Prato is a city of over 200,000 inhabitants.

It is also one of the main textile Districts in Europe, specialized for centuries in the circular economy and in the reuse of rags.

Today the textile sector is still central to the local economy and has also been able to innovate in terms of quality.



City of Prato

For many years the **tourism sector** was not considered interesting for Prato.

Furthermore, the presence of a manufacturing district seemed to be a limit for tourism.

So we have created **a project that transforms this limit into a resource.**

T I P O
TURISMO
INDUSTRIALE
PRATO



/tu·rì·şmo in·du·strià·le/

T I P O
TURISMO
INDUSTRIALE
PRATO



DEMAND / Today, **experiential tourism** is increasingly required, which allows to know in greater depth the identity and history of the places and to have original experiences.



SUPPLY / Industrial tourism can answer this question, allowing you to visit places of industrial archeology, museums but also operating companies, with the unique opportunity to see and touch how the circular economy is created

Industrial tourism & Traditional tourism



Industrial tourism (in general) =
complete knowledge of the
territory through integration with
forms and itineraries of traditional
tourism

Industrial tourism in Prato =
meeting point between the world
of industry and the world of
culture (*industry itself is culture*)

Tourism product development strategies



1 Identification of the soul of the place

2 Enhancement of identity components

3 A compelling narrative full of proposals

4 Organizational capacity of the tourist destination with active involvement of all the players in the area

The strategic plan of the project



TIPO, an original product of **Industrial Tourism** as a **strategic project** of the entire tourist offer of the Prato area, thanks to which to stand out from the tourist offers of other cities



The intervention areas

Planning, management and enhancement of the tourism product in 4 areas:

1 ACTORS
Involvement and
coordination of actors

2 PRODUCTS
Creation of integrated
products

3 OUTLET
Evolution and
development of
shopping tourism

4 BRAND
Enhancement of
district brand

1 ACTORS / Involvement and coordination

Actors

- Textile museum
- CDSE foundation (antropological studies)
- Mumat (textile machinery museum)
- Factory museums
- Factories
- Cultural Associations
- Tourists guides
- Tourism operators

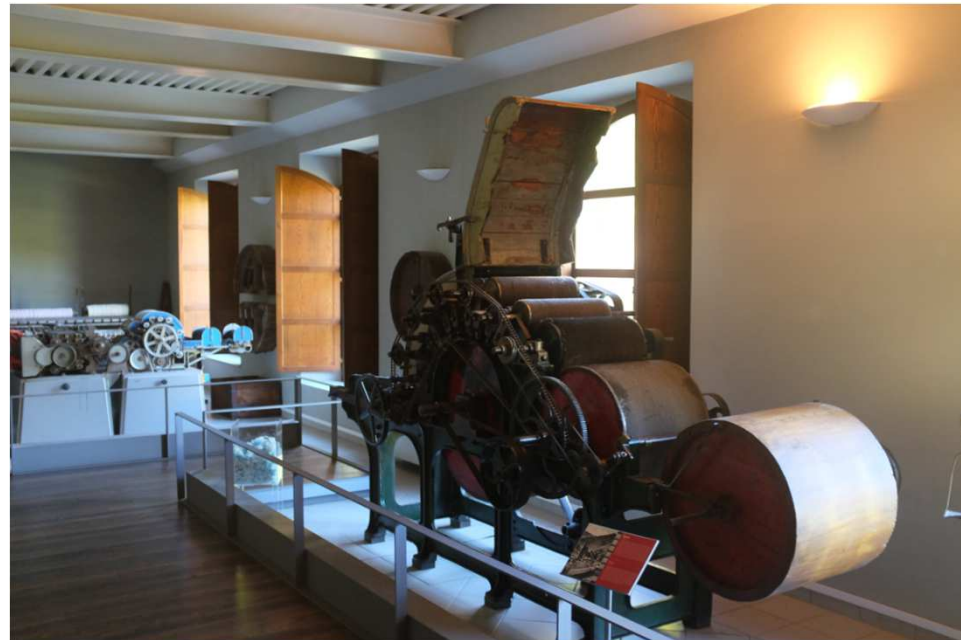
In TIPO are enhanced places of:

- Historical memory** (Industrial archeology)
- Training and inspiration** (archives)
- Continuous production and innovation** (innovative companies, not just the traditional ones)

2 PRODUCTS / Creation of integrated products

Destinations

- Museums
- Industrial archeology sites
- Companies
- Cultural institutions



2 PRODUCTS / Creation of integrated products



The structure of the project

.A calendar of events that took place on the last weekend of the month from September 2021 to May 2022

The structure of the project

.Every Saturday a concert or a show within a company;
.Every Sunday a guided tour to operating companies or places of industrial archeology

2 PRODUCTS / Creation of integrated products

Type of products

- Tours with guides specially trained by us for this project
- Urban trekking
- Extraurbani trekking in companies outside the city



2 PRODUCTS / Creation of integrated products

Experiences

- Cultural

(fruition of theatrical and musical events, artistic performances)

- Didactic

(every Sunday a workshop in local museums to educate children, through play, about the culture of textiles with their families)



3 OUTLET / Development of shopping tourism



Targets

- Promote knowledge and purchase of quality products
- Enhancement of the local production

Tools

- Opening of a pop-up store in the historic center with the collaboration of the local textile companies
- Strengthening and promotion of the other company outlets

4 BRAND / Enhancing the identity of the District

TIPO is a project that supports the **positive communication** of the District and enhances its history, culture, identity, arousing interest and attracting visitors



● WHERE we talked about TIPO

1. At **BIT** (Milan tourism fair);
2. At the **ERIH Italia** Conference in Brescia;
3. **ACTE** General Assembly;
3. At the meeting of **ERIH Europe** in Luxembourg;
4. At the Conference on Industrial Tourism in **Ivrea**.



● A press office for communication

Which allowed us to be present in the **main newspapers and magazines in the sector**, locally but above all nationally:

Bell'Italia, Oggi, Dove, Plein air, Corriere della Sera, Repubblica, la Stampa, Radio 24, Radio uno, Famiglia cristiana, Lonely planet Magazine...

Also on la Razòn in Spain.



● TIPO'S NUMBERS

1. **15 companies visited;**
2. **12 industrial archeology sites;**
3. **8 workshops** for kids;
3. **3 local museums;**
4. **8 shows** and concerts.



● TIPO'S NUMBERS

1. **880** participants in the **shows**;
2. **302** participants in **guided tours**;
3. **75** participants in children's **workshops**;
4. **20** trained tour **guides**.





PROJECTS FOR THE FUTURE



1. TIPO from experimentation to structural product of the area;
2. Create **TIPO's Community**;
3. Open the **Outlet** in our Historical center;
4. Build projects with **schools**;
5. Enhance the **factory-art connection**;
6. Integrate the **food and wine** offer into the programming;
7. Create an **Industrial Tourism Festival** in Prato;
8. Build **stable itineraries independent of our programming**.
9. Work on projects with **augmented reality and virtual reality**.







promotori



www.tipo.prato.it