



Luxury



Visit  
Valdarno



## Welcome to Valdarno Right in the heart of the truest Tuscany!

Welcome to the authentic heart of Tuscany, where its essence is guarded. A territory rich of **unmissable experiences** will welcome its guests.

The Tuscan countryside, the gentle flow of the Arno river, the hills and the mountains, Pratomagno, fields and farms, good Tuscan food, the many outdoor experiences, family relaxation, art and culture, all the charm of its relais.

Feeling good.

Traveling among the countless beauties of this territory, you can savor the warm scents of the vineyards, venture among enchanting landscapes and get lost in a journey in time and history through the discovery of its **artistic and cultural heritage**.

Here, you can alternate moments of silence, at the edge of a swimming pool, surrounded by nature, with **active days**, joining guided tours on the trails that run along Valdarno. How? It is up to you! On foot, horseback, or by bicycle. There are so many outdoor activities you can choose from. And then, wine tastings in the cellar or **culinary tours** to discover the typical Tuscan dishes and wines. Valdarno is a territory that hosts food and wine excellences handed down by farmers and producers, from generation to generation: Flavors, aromas, customs and traditions will accompany you in your holiday diary along with memories that will fill all five senses.

Thanks to the succession of breathtaking landscapes and colors, typical of the Tuscan countryside, and untouched nature, emotions will become the real protagonists of this trip and, as if this was not enough, all the wonders of **Florence, Arezzo and Siena** are less than one hour away.

Each road will tell you a different story, each experience will have the face of a person you will meet on your journey and will remind you of that place. You will learn to observe Valdarno with the eyes of those who live this land every day with passion and dedication, and you will become a part of it.

*Share your emotions during your holidays in Valdarno*

USE THE HASHTAG **#VISITVALDARNO**

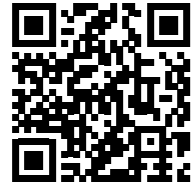
TELL YOUR STORY ON **PLAYYOURTUSCANY.IT**





<b>Valdarno</b>	<b>6</b>
<b>True luxury?</b>	<b>8</b>
<b>Your wedding in Valdarno</b>	<b>18</b>
<b>Venues</b>	<b>26</b>
<i>City Hall facilities</i>	26
<i>Wedding Planner and Catering facilities</i>	29
<b>Useful numbers</b>	<b>30</b>

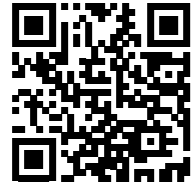




**Bucine**  
www.visitvaldambra.com



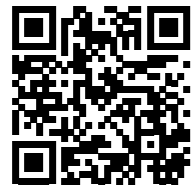
**Loro Ciuffenna**  
www.comune.loro-ciuffenna.ar.it



**Castelfranco Pian di Scò**  
castelfrancopiandisco.it



**Montevarchi**  
www.montevarchi.tuscany.it



**Caviglia**  
www.comune.caviglia.ar.it



**San Giovanni Valdarno**  
www.comunesg.it



**Laterina Pergine**  
www.halleyweb.com



**Terranuova Bracciolini**  
www.comune.terranuova-bracciolini.ar.it

**LEGENDA**

Highway A1

SR 69

Railway station





# Valdarno

**Valdarno Aretino** is the part of the valley that extends over the upper course of the **Arno** river, a stretch of land which – due to its position – is often called the **heart of Tuscany**. Enclosed to the north by the imposing **Pratomagno** Massif and to the south by the ridge of the hills and mountains of **Chianti**, it offers an extremely varied landscape. From the **woods** that line the ridges of the mountain peaks, we pass to the **olive groves** of the mildest hills and the countryside colored in infinite shades of **fruit trees** and **vineyards**, up to the **natural reserves** born around lakes Bandella and San Cipriano.

All this adds to the unique landscape offered by **Balze**, high vertical walls with a mix of colors, interspersed with deep gorges, the splendid result of the erosion of the land once occupied by the ancient lake of Valdarno.

Land of **ancient trade routes**, it was strongly influenced by the bitter disputes for the territory between Florence and Arezzo in **medieval times**. As evidence of its historical past, today it preserves, scattered in its territory, **medieval villages, fortified towns, eighteenth-century villas and Romanesque parish churches** surrounded by greenery that preserve **valuable masterpieces**. In Valdarno, the phenomenon of “**Terre Nuove**”, newly built urban centers that arose on the thrust of the Florentine lordship in the fourteenth century to increase the control of Florence over the surrounding territories of the earldom, always disputed with the historical enemy Arezzo, was particularly important.





---

# True luxury? The fulfillment of all five senses that comes from beauty and goodness in all its forms and manifestations

If it is true that **Italy is the cradle of art and culture**, and if it is true that – in Italy – **Tuscany is the center of well-being**, in terms of history, traditions, customs, good food and good wine, then **Valdarno**, perfectly inserted among Florence, Arezzo and Siena, is the heart of this unmistakable **Italian style**.

Three great Italian fashion houses have their headquarters and production here: **Ferragamo, Gucci, and Prada**.

An unmissable opportunity to see, touch, and buy the best of their collections directly.

Valdarno offers many charming solutions, with exclusive and unique accommodation and food services, to meet all needs. The great ability and professionalism of local operators, who have always been dedicated to the **culture of excellence hospitality**, always knows how to meet guests' requests with class and discretion. Dedicated, exclusive and prestigious services, with **attention to every detail**, because beyond a certain level it is only the attention to detail that really makes the difference!

The guest will be able to choose among different solutions. The privacy of a **noble villa** or a **finely restored farmhouse** with all comforts, or the services of **large charming facilities** immersed in the luxuriant Tuscan landscape.

To complete the offer and make your **luxury stay** in Valdarno unforgettable, there are many ancillary services available: Chef, butler, service, and driver available throughout the holiday, always with the right discretion.

















# Your wedding in Valdarno



From charming venues to parish churches. For those who are dreaming of a wedding or the celebration of a particular moment in life, surrounded by the authentic colors of Tuscany, Valdarno is able to make all their wishes come true thanks to **unique and exclusive locations**.

The enchanting landscapes, the food, the cities of art, but also the hospitality and **kindness typical of its inhabitants**. The hills, the nature, the breathtaking landscapes, the historical, cultural and architectural beauties make Valdarno the ideal location for the perfect day!

Ancient villas, farmhouses, splendid Italian gardens, Renaissance mansions, country houses, resorts, modern hotels, combined with the great experience of those who manage them, will allow you to make your big day unique and personal.

Valdarno offers **solutions for any need**, both ideal locations for a **romantic, intimate, and private ceremony**, and location for a **reception in grand style**. The variety of facilities offers **wide open spaces** and panoramic terraces, but also impressive ancient rooms and **refined indoor locations**.

On top of this, there is a setting of varied colors and different scents for each season, all to create the ideal environment and atmosphere for you to experience unforgettable moments.

Let yourself be inspired by this beautiful territory and its emotions to make your wedding the **best day of your life**.















# Venues

## City Hall facilities

CITY	CONTACT	VENUE
<b>Bucine</b>	<i>Paola Cervelli</i> anagrafe@comune.bucine.ar.it	Palazzo Comunale
		Torre di Galatrona
		Giardino delle Rose San Pancrazio
		Teatro Comunale
		Azienda Agricola Casa Cornacchi
		Villa La Selva
		Il Verreno Resort
		Tenuta Prato al Sole
		Tenuta Villa Cini
		Agriturismo Villa Catola
		Resort Poggio Cennina
		Agriturismo Le Mura
		Villa Petrea
		I Tribbi - Fattoria Casabianca
		Borgo Iesolana
Borgo Nuovo San Martino		
Casa Cornacchi		
Villa Il Petrolo		
La Chiocciola		

<b>Castelfranco Piandiscò</b>	<i>Iliana Papi</i> anagrafe@castelfrancopiandisco.it	Stanza del Sindaco
		Sede di Castelfranco: Sala Consiliare
		Sede di Faella: Sala Consiliare
		Sede di Piandiscò: Sala Consiliare
		Sede di Piandiscò: Ufficio del Sindaco
<b>Cavriglia</b>	<i>Alessandra Cuccoli</i> <i>Arianna Michelini</i> anagrafe@comune.cavriglia.ar.it	Fattoria Casamora
		Sala del Consiglio Comunale
		Auditorium del Museo MINE nel vecchio borgo di Castelnuovo dei Sabbioni
		Villa Barberino di Meleto Valdarno
		La Forra
		Podere Vecciale
		Cortile di Pratolino a Montegonzi
		Podere Belvedere de La Selva
		Villa Barberino
		<b>Laterina Pergine</b>
Ufficio del Sindaco Municipio di Pergine Valdarno		
Palazzo Guinigi		
Sala Consiliare Municipio di Pergine e Piazzetta del Comune (solo periodo estivo)		
Centro Culturale San Rocco		
Tenuta La Pieve		
Villa Monsoglio		
Villa Montelucci		



<b>Loro Ciuffenna</b>	<i>Alberto Corsi</i> demografico@comune.loro-ciuffenna.ar.it alberto.corsi@comune.loro-ciuffenna.ar.it	Palazzo Comunale
		Centro Espositivo e Convegni La Filanda
		Sale del Museo Venturino Venturi
		Pinacoteca di Arte Contemporanea
		Sala del Consiglio Comunale
		Il Borro
		Villa La Grotta
<b>Montevarchi</b>	<i>Antonella Neri</i> anagrafe@comune.montevarchi.ar.it	Palazzo Comunale
		La Bartolea
		Il Cassero per la scultura italiana
		Sala della Filanda nel Complesso della Ginestra
		Sala dell'Accademia Poggiana
		Chiostro di Cennano
		Palazzo del Podestà
		Relais Campiglioni
	Villa Sassolini	
<b>San Giovanni Valdarno</b>	anagrafe@comunesgv.it	Palazzo Comunale
<b>Terranuova Bracciolini</b>	<i>Barbara Riccieri</i> protocollo@comune.terranuova-bracciolini.ar.it	Palazzo Comunale
		Aula Consiliare in Via Poggio Bracciolini
		Antico borgo Poggitazzi

## Wedding Planner and Catering facilities

AGENCY	CITY	VENUE	CONTACT
<b>Petali di Rosa</b>	Terranuova Bracciolini	WP	patrizia@petalidirosa.org
<b>Toscana ti sposa - Wedding &amp; Events</b>	Montevarchi	WP	johanmy@toscanatisposa.it
<b>I Vecchi Amici</b>	Terranuova Bracciolini	catering	
<b>Franca Catering</b>	Montevarchi	banqueting e catering	osteriadirendola2019@gmail.com



# Useful numbers

All the information  
you need can be found  
on **visitvaldarno.com**

## The tourist offices of the Area

### Bucine

Via del Teatro 4, Bucine  
+39 055 991 2725  
promozione@comune.bucine.ar.it

### Castelfranco Piandiscò

Via IV Novembre 11, Castelfranco di Sopra  
+39 0559149731  
turismo@castelfrancopiandisco.it

### Cavriglia

Viale Principe di Piemonte 9, Cavriglia  
+39 055 9669731  
turismo@comune.cavriglia.ar.it

### Laterina Pergine

Via Trento 21, Laterina  
+39 0575 806131 - + 39 0575 806174  
comune@comune.laterina.ar.it

### Loro Ciuffenna

Piazza Matteotti 7, Loro Ciuffenna  
+39 055 9170136  
info.turismo@comune.loro-ciuffenna.ar.it

### Montevarchi

Via Roma 89, Montevarchi  
+39 055 9108212  
promozioneterritorio@comune.montevarchi.ar.it

### San Giovanni Valdarno

Piazza Cavour 3, San Giovanni Valdarno  
+39 055 912 6268  
info@prolocosangiannivaldarno.it

### Terranuova Bracciolini

Piazza della Repubblica 16, Terranuova Bracciolini  
+39 055 9194705-29

Servizio Cultura, Promozione del territorio,  
Sport e Comunicazione  
suap@comune.terranuova-bracciolini.ar.it  
+39 055 9194750-751-758

Via Poggilupi, Terranuova Bracciolini  
+39 055 9738828  
infoturismovaldarno@gmail.com

Via Enrico Toti 6, Terranuova Bracciolini  
proloco.terranuova@gmail.com  
+39 055 9737095

Piazza Le Fornaci 37, Terranuova Bracciolini  
+39 055 9738838







**TOSCANA**  
**RINASCIMENTO SENZA FINE**

[visittuscany.com](http://visittuscany.com)



**A cura di Destination Design  
Ideazione | Itur | Studiowiki**

Concept, art direction,  
graphic layout  
curated by Studiowiki  
www.studiowiki.it

**Creative Director**

Federico Alberto

**Art Director**

Giovanna Ricca

**Copywriting**

Elisa Di Padova

**Translations**

Marta Parodi

Maria Vittoria Procopio

**Photo**

Davide Busetto

Pamela Bralia

Matteo Castelli

Fabio Mirulla

Alessandro Morbidelli

Freepik

**Foto**

Archivio fotografico Ambito  
turistico Valdarno aretino

Davide Busetto

Fabio Mirulla

Freepik

Mark Soetebier

Nedo Baglioni

We thank the Municipality  
of Bucine and the other seven  
Municipalities of the Ambito  
Turistico for the collaboration

Copyright Ambito turistico  
del Valdarno Aretino

All pictures shown are for  
illustration purpose only

*Even partial reproduction  
of the contents of this booklet  
is prohibited.*

*All rights and use reserved.*

**www.visitvaldarno.com**





