

# ICAP 2026 Congress – Tour Proposals

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## **Tour 13. Discover Florence through its feminine energy, its beauty & Hidden Stories**

A tour designed for those who love beauty, history, and the extraordinary women of the past. Discover Florence through a fresh and captivating lens: that of the women who lived it, inspired it, ruled it—and transformed it. From powerful noblewomen to forgotten muses, rebellious artists to pioneers of fashion and fragrance, this is an elegant homage to the most fascinating and often hidden side of the city.

Between iconic piazzas, charming alleyways, and romantic corners, let us guide you on a storytelling walk filled with art, intrigue, and surprising curiosities.

Along the way, we'll enjoy a short coffee break—just enough time to pause, recharge, and savor the atmosphere before continuing our journey through history.

### **Tour Itinerary**

#### □ Piazza della Signoria

In the heart of Medici power, we'll meet Eleonora of Toledo—true Renaissance style icon—and begin our journey through tales of passion, politics, and the symbols of feminine influence in Florence's golden age.

#### □ Uffizi Gallery (exterior)

In the majestic courtyard, we'll uncover the stories of overlooked female artists like Artemisia Gentileschi and explore the women who shaped art and power across the centuries with grace and determination.

#### □ Ponte Vecchio

Among the glittering goldsmiths and the river's gentle reflections, we'll share tales of love, luxury and secrets behind the windows of the Vasari Corridor—a place to dream, imagine, and feel inspired.

#### □ Via de' Tornabuoni

Strolling through Florence's most elegant shopping street, we'll relive the footsteps of aristocratic women, early trendsetters who left a lasting imprint on the city's fashion and soul.

#### □ Santa Trinita Church (free entrance)

Step inside to admire the exquisite Sassetti Chapel and discover the hidden world of sacred art through the eyes of the women who commissioned it—muses, patrons, and storytellers in their own right.

## □ A Final Touch of Elegance

Upon request, the tour can end with a special stop at the Officina Profumo-Farmaceutica di Santa Maria Novella, founded in 1221.

One of the most enchanting places in Florence, where history, fragrance, and alchemy blend.

### What's included in the tour:

- ◆ English-speaking tour guide
- ◆ Florence walking tour
- ◆ Quick coffee break

Starting time: 9:30 am

Duration: 2-3 hours

Price per person: € 30,00

Min number of ppl: 25

Dates: 22/07/2026 - 23/07/2026