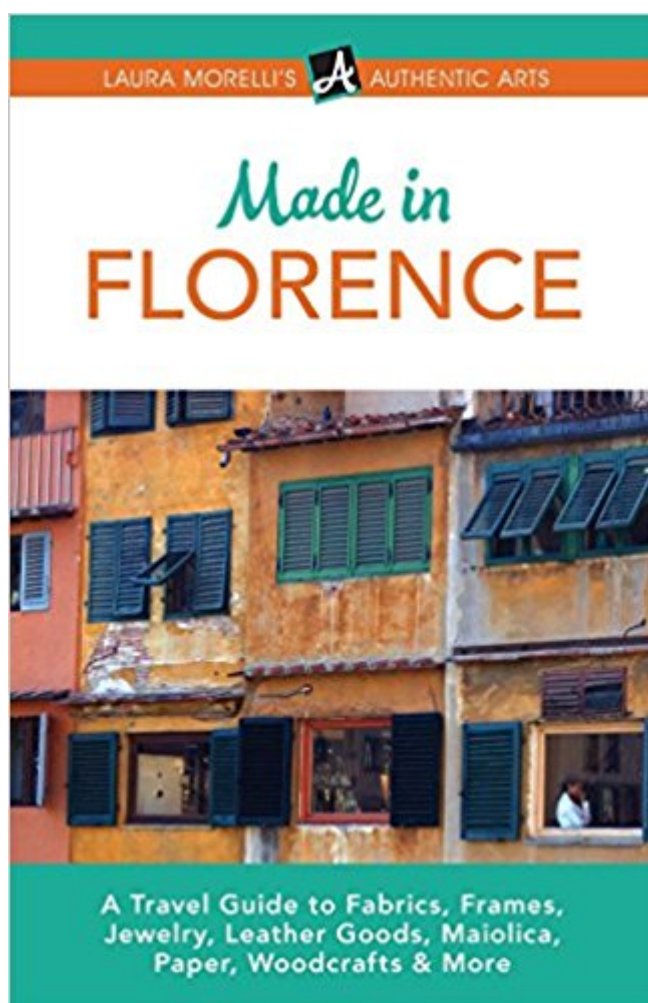


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Made In Florence: A Travel Guide To Fabrics, Frames, Jewelry, Leather Goods, Maiolica, Paper, Woodcrafts & More (Laura Morelli's Authentic Arts)



Synopsis

Follow the link inside this book to get a free copy of the companion guide, Laura Morelli's *Artisans of Florence*. Going to Florence, Italy? Don't buy anything in Florence until you read this guide! If you're traveling to Florence, Italy, you want to go home with a special souvenir: a leather bag, a gold bracelet, or a beautiful set of stationery. But selecting which wallet or jacket to buy can be an intimidating experience. How do you know if you're buying something authentic, made locally and in a traditional way? How do you determine if you've fallen prey to one of the city's many tourist traps? *Buyer Beware*: Florence is full of tourist traps and knockoffs passed off as authentic. Do you know how to tell the treasures from the trash? In Florence, it's not easy to tell the treasures from the trash. This is true now more than ever before, as increasing numbers of souvenirs flood into Venice, imported from overseas and passed off as authentic. There is no substitute for an educated buyer. Laura Morelli leads you to the city's most authentic arts--the centuries-old trades of leather working, wood turning, silk spinning, and other traditions. Wouldn't you rather support authentic Florentine master artisans than importers looking to turn a quick profit without any connection to Florence at all? Florence boasts some of the most famous artistic traditions in the world. Here's what you need to know about them. Laura Morelli leads you beyond the souvenir shops for an immersive cultural experience that you won't find in any other guidebook. This indispensable guide includes practical tips for locating the most authentic goods in one of the busiest tourist destinations in the world. Packed with useful information on pricing, quality, and value, and with a comprehensive resource guide, Laura Morelli's *Authentic Arts: Florence* is the perfect guide for anyone wanting to bring home the unique traditions of the birthplace of the Renaissance. *Artisans of Florence* is the companion to this book, bringing you inside the workshops of several dozen of the most accomplished makers of Florentine fabrics, leather and silk, frames, gold, paper, stationery, and other treasures. Put both books together and you'll be the most knowledgeable traveler in Florence! "Laura Morelli has set out to make you an expert in handmade crafts." --*American Style Magazine* Laura Morelli, an art historian and trusted guide in the world of cultural travel and authentic shopping, leads you to the best of Florence's most traditional arts. Laura Morelli's *Authentic Arts* series is the only travel guide series on the market that takes you beyond the museums and tourist traps to make you an educated buyer--maybe even a connoisseur--of Florentine leather, ceramics of the Amalfi Coast, Parisian hats, Venetian glass, the handmade quilts of Provence, and more treasures. If you're using Rick Steves, Frommers, Lonely Planet, or similar guides, pick up a copy of Laura Morelli's guide too, and you'll be sure to come home with the best of Florence in your suitcase. Follow the link inside this book to get a free copy of

the companion guide, Laura Morelli's Artisans of Florence. Scroll up and grab a copy today!

Book Information

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Customer Reviews

Laura Morelli earned a Ph.D. in art history from Yale University, where she was a Bass Writing Fellow and an Andrew W. Mellon Doctoral Fellow. She has taught college art history in the United States and Italy and has lived in five countries. She is the creator of the guidebook series that includes Made in Italy, Made in France, and Made in the Southwest, as well as an award-winning historical novel set in 16th-century Venice entitled The Gondola Maker. She is a frequent contributor to National Geographic Traveler, USA Today, and other national publications.

If you're hoping to treat yourself to something special when visiting Florence, this is a must-read! Great advice on what products are actually made by local artisans, where to find them, and how to gauge if you're getting a fair price for the quality.

A fun perspective on Florence, a quick read and I enjoyed it. Not to be taken as a shopping guide in my opinion, but more of a general information type of thing generating enthusiasm

Great book - very helpful. Has the details to be useful,

I wish I had this guide before I went to visit Florence. This guide is easy to navigate and read with

with a section listing the various museums. There were also sections list the different artists and their addresses by trade: silks, musical instruments, mosaics, metalworking, porcelain, jewelry, leather and frames and woodcrafts. You can download the ebook copy onto your cell phone tablet as a ready reference for all your shopping excursions. I look forward to reading Laura's other guides!

There are many reasons to love the Authentic Arts series by Laura Morelli: She excels at sharing with her readers the beauty of Italy. She knows how to share the history of the region in an engaging manner. Her books' photos of the topics are stunning. She knows how to bring Italy to life, both past and present. This review is for two books by Laura Morelli, *Florence: A Travel Guide to Fabrics, Frames, Jewelry, Leather Goods, Maiolica, Paper, Silk, Fabrics, Woodcrafts, and More* and the accompanying shopper's guide, *Artisans of Florence*. In *Florence: A Travel Guide to Frames, Jewelry, Leather Goods, Maiolica, Paper, Silk, Fabrics, Woodcrafts, and More*, the reader learns about the living traditions of the artisans. Some work out of their shops where they sell their crafts, and you can watch them work as you peruse their wares. Others work in a private shop and sell their wares at traditional and yearly festivals. Reading about the artisans gives you a glimpse into the history and process of their work, and a new respect for the high quality craftsmanship. This book is all about learning how to find authentic souvenirs to bring or ship home. "Authentic doesn't have to be expensive, but it will be the most valuable souvenir of your trip," says the author. Of course, if you're going to visit and shop in Florence, you need to know how to get around town. Ms. Morelli explains that the neighborhoods are identified by the main church anchoring it. For example, Duomo and San Lorenzo are named for the churches in those neighborhoods. Also, if you're looking for a house number, you'll get lost immediately unless you know the secret of the door colors. Red, or rosso, after the street number tells you the place is a business. Black, or nero, after the street number tells you it's a residence. Now that you know those two important things, you're ready for the shopper's companion, *Artisans of Florence*. In it, the author lists artisans and museums by neighborhood. She also listed the artisans and museums by their traditional arts. You'll find the contact information and addresses for each one. Shoppers will be happy to learn how to tell if something is authentic, made in the traditional way. Also, determining price can be a confusing matter, but not once you've read Ms. Morelli's book. Before you begin your shopping adventures, she suggests you visit several museums to help train your eye in the traditional arts of the area and see for yourself what is truly authentic. Disclaimer: I received e-ARCs of the two books reviewed today from the author in exchange for an honest review.

Laura Morelli's Authentic Arts "Florence: a travel guide to frames, jewellery, leather goods, maiolica, paper, fabrics, wood crafts and more." I found this a very informative and practical guide to the arts and traditional crafts still practised in Florence. Whilst Laura promotes her guide for the discerning shopping tourist and includes a section on "How to Shop in Florence", I would purchase this guide to keep as a reference on the arts and artisans of Florence; both generally and especially to take when I am visiting Florence. I am more interested in learning about a place through its people, its art and culture than buying art. This book provides comprehensive information on the history and current practice of a variety of arts/crafts of Florence. The inclusion of addresses (and hours) of artisan studios and museums I find very helpful; as was the information on navigating Florence. The calendar of festivals and events is very useful as well, when planning travel to Florence. While not essential I would suggest the traveller also obtain a copy of "Artisans of Florence: a shopper's companion to Laura Morelli's Authentic Arts; Florence." This is available as an Ebook only but is apparently regularly updated. I think the two would be good companions as one could read and inform oneself and begin planning prior to travelling then check that artisans were still available and where etc upon arrival.

Laura has researched and authored several shopping guides, including Artisans of Florence and Florence: A Travel Guide to Fabrics,..... about the continuation of artisanal craftsmanship in Florence. It is an indispensable guide and compass for navigating your way through the maze of potential places to shop when in Florence. Laura's guide makes you a well informed shopper, advising you what types of shops and products to eschew so that you don't crash on their shores while beckoning you like the sirens of Sirenuse . And, particularly intriguing, it singles out those places where you can be an 'experiential shopper' actually going hands-on in the making of products by that proprietor, bringing home that much more of a significant souvenir from your travels. With this knowledge, you are more likely to 'fare la bella figura' demonstrating impeccable taste in silk, leather, clothing, and furnishings you can acquire with more discernment while in Firenze.

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