



Camera di Commercio  
Firenze



# New headquarters and an app to help businesses

*With the opening of Pitti 93, the Florence Chamber of Commerce 4.0 will open its doors, powered by Samsung technology, already downloadable MyCamera app*

Florence, 8 January 2018 - With the inauguration of Pitti Uomo 93, the Florence Chamber of Commerce 4.0 will open its doors tomorrow. For the first time, its new premises will make available **1,500 square meters dedicated to simplifying business life, powered by Samsung technology**. Through its **new MyCamera app**, downloadable on smartphones, numerous services can already be accessed, including booking the twenty digitally customizable suites for meetings, in addition to six workshop rooms, a 287-seat auditorium, the spectacular main hall that once housed the Florence Stock Exchange, and a breathtaking rooftop terrace overlooking the city.

## MyCamera app Services

At the center of this digital revolution is the MyCamera app, which puts the Florence Chamber of Commerce on your smartphone with a free download from the App Store and Google Play. **Developed by SiCamera, the app can be used to request information from the Florence Chamber of Commerce and to connect to all the digital services active in the chamber system:** from PID to *Crescere in Digitale*, from fiscal files to the Excelsior job database, from SPID activation to an online business register, to name just a few.

In addition, **one of the twenty suites may be booked for a half-day or longer periods at reduced rates**. These rooms can accommodate up to 12 people and are perfect for all kinds of meetings. **By answering 15 simple questions, the app will calculate the your business's computerization level**, offer suggestions from the Florence Chamber of Commerce on how to improve its ranking, and help keep you informed (if desired, with push notifications as well) on all the news and events concerning contributions, seminars, tax breaks and advantages for businesses.

## The WorkinFlorence area for businesses

The heart of the new Florence Chamber of Commerce is called **Work in Florence: an area dedicated to all businesses**. managed by PromoFirenze, it is easily accessible via the MyCamera app and the [www.workinflorence.com](http://www.workinflorence.com) website. Entering from Piazza Mentana, a video-route offers 60 Samsung digital signage screens, customized according to the day's reservations with the companies' logos or preloaded online events that are used to guide users to one of the 20 suites set up in varying configurations for meetings, office use, or seminars. In addition to being equipped with the latest generation of mega screens or touchscreen televisions, there is free high-speed Wi-Fi coverage. Moreover, computers, Tecnoconference's qualified technical assistance, interpreting services, catering, meeting recordings, and public or private live streaming are available upon request.



Both the app and the website can be used to make bookings or request more information on **the six workshop rooms (30-90 seats) and the auditorium** (with direct access from Lungarno Diaz). Located next to the soon-to-open bar, the auditorium is equipped with the most up-to-the-minute technology, starting with a multimedia podium. It is set up for double, simultaneous translation and aided by all the suite services starting with a live streaming option. The spectacular Stock Exchange area and the rooftop lounge with a panoramic terrace overlooking the Arno can host special events.

## The headquarters makeover

Located between Piazza dei Giudici, Lungarno Diaz and Piazza Mentana, the 9,000-m<sup>2</sup> (80x30 m) property was home to the first Chamber of Commerce of Italy, established on 1 February 1770 by Grand Duke Pietro Leopoldo. The renovations have taken **4.5 years of work and an investment of €17 million** via the first public tender in Florence to look at not just the lowest price, but also the best technical and economic bid.

Attributed to Arnolfo Di Cambio, the building is located where the Wool Guild's pullery stood in the Middle Ages, as seen by the finds that the most recent works brought to light and which, until now, were believed to have been destroyed in the 1853 fire that devastated the building. **Today, the ancient well used for coloring fabrics and the furnace used for boiling wool are visible**, together with three paintings by Galileo Chini depicting roses and the Florentine lily on the ground-floor ceilings.

Lastly, new spaces have been created in the building by reclaiming previously unexploited areas. The entire building has been cabled with a powerful data transfer network, placed under a raised floor, thus adapting the spaces to the changing needs of the Chamber and of businesses. **The completed job uses top-rated energy insulation, domotics, and an LED lighting system, which will save this new home for businesses tens of thousands of Euros a year just in utilities.**

**For immediate release**