

# THE PLACE OF WONDERS

## Experience available

Tuesday - Saturday

10:30am - 4:30pm

July - August

Monday - Friday

10:30am - 4:30pm

Average experience duration

1 - 1.5 hours

*One week's notice of booking required*

## THE ART OF GOLDSMITHING WITH PICCINI

"In order to create beauty, you need time," Elisa Tozzi Piccini, a fourth-generation gemologist within this family-owned jeweler, proclaims. Piccini has occupied the same spot on the Ponte Vecchio since Piero Piccini opened it in 1903. From the elegant ground floor, replete with precious gems from local makers, up to the attic workshop overlooking the Arno, every inch of this atelier brims with beauty.

At Piccini, a family jeweler on the Ponte Vecchio for over a hundred years, the importance of generational knowledge is especially evident. Climbing the fleet of narrow steps above the store feels like passing into another portal. You feel the weight of generational knowledge passed down artisan-to-artisan in every detail. Full of antique tools, there's a palpable energy and timelessness to the small attic table where four generations of Piccini goldsmiths have sat with a bird's eye view of Florence's famous Arno River below. Seeing the bulky machines and delicate tools with handles softened over decades of use, the expertise required to work with precious materials hits home. Each piece of gold and scrap of drawing holds a human story.



Elisa Tozzi Piccini studied gemology and learned much of her craft from her great uncle Armando, the son of Pirro Piccini and a man with a world-famous eye for color. Armando studied at the Istituto d'Arte in Porta Romana in the 1920s and went on to win first place in semi-precious stones at the 1936 Venice Biennale. As we said, a world-famous eye for color. Still, today, Elisa and her fellow makers love to work at the old bench in the aforementioned attic, using many of the same tools her uncle did to create made-to-measure pieces by hand. Aside from Piccini-made pieces, you'll find curated objects from local artisans and sustainably sourced jewels with Elisa-approved color and clarity—because the difference is in the details.

