



## invest in tuscany

Invest in Tuscany is the programme promoted by the Region of Tuscany, in collaboration with its dedicated Economic Development Agency, Toscana Promozione, to assist investors in the setting-up and the expansion of their operations in Tuscany. Invest in Tuscany provides a comprehensive support to foreign investors establishing businesses or planning equity investments in Tuscany. It assists investors in creating and developing networks with Tuscan partners and facilitates the relations with the local authorities and public and private institutions. The Tuscan Region (Investment Attraction Sector)

## YOUR KEY PUBLIC PARTNER FOR BUSINESS IN TUSCANY

coordinates activities of investment promotion and investor assistance and supports enterprises interested in making direct investments. Toscana Promozione performs international promotion activities and offers expert consulting services in support of decisions to locate investment projects in Tuscany. Tuscany's Provincial and Municipal Administrations offer a service of assistance connected with the local area and with harnessing their own points of excellence and locations, emphasising their advantages and skills.

**Pisa,**  
where history meets the future



Thanks to:  
**Università di Pisa**  
*(Prorettore Paolo Ferragina, Prof.ssa Giovanna Mariani, Prof. Gualtiero Fantoni)*  
**Università di Pisa**  
*Agenzia Sintesi*  
**Fondazione Sistema Toscana**  
**Palazzo Blu**  
*(Presidente Cosimo Bracci Torsi)*  
 Lab. partecipativo 2014 December  
[http://servizi.intoscana.it/accelera\\_le\\_idee/ProgettoGalilei\\_v10.pdf](http://servizi.intoscana.it/accelera_le_idee/ProgettoGalilei_v10.pdf)

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# Galileian Citadel

## A SCIENCE CENTRE



**Le ali alle tue idee**

## Invest in intelligence

### LET'S GIVE ROOM TO IDEAS

"Our city is creating a new exceptional opportunity to allow ICT companies to express here all their creative potential to grow and make business."

*Marco Filippeschi*  
 Marco Filippeschi, Mayor of Pisa

The presence in Pisa of the greatest scientist, Galileo Galilei, and generally of a strong artistic-scientific tradition, has always represented a strong and lively incentive to innovate in every field of knowledge. A sparkling and dynamic ecosystem into which the Galileian citadel project fits perfectly.



# WHERE IS

The "Città Galileiana" (Galilei's Citadel of science) is situated in the city of Pisa, approx. 800m from the famous leaning tower and close to the walls of the city, in a central geographic position with regard to an important and varied infrastructure system ("Galileo Galilei" international airport; bus and railway junction; motorway network, the nearby of Port of Livorno) and to schools of excellence (Pisa University, Sant'Anna Superior school), research centres (CNR, INFN, Virgo Project) and an important University hospital.



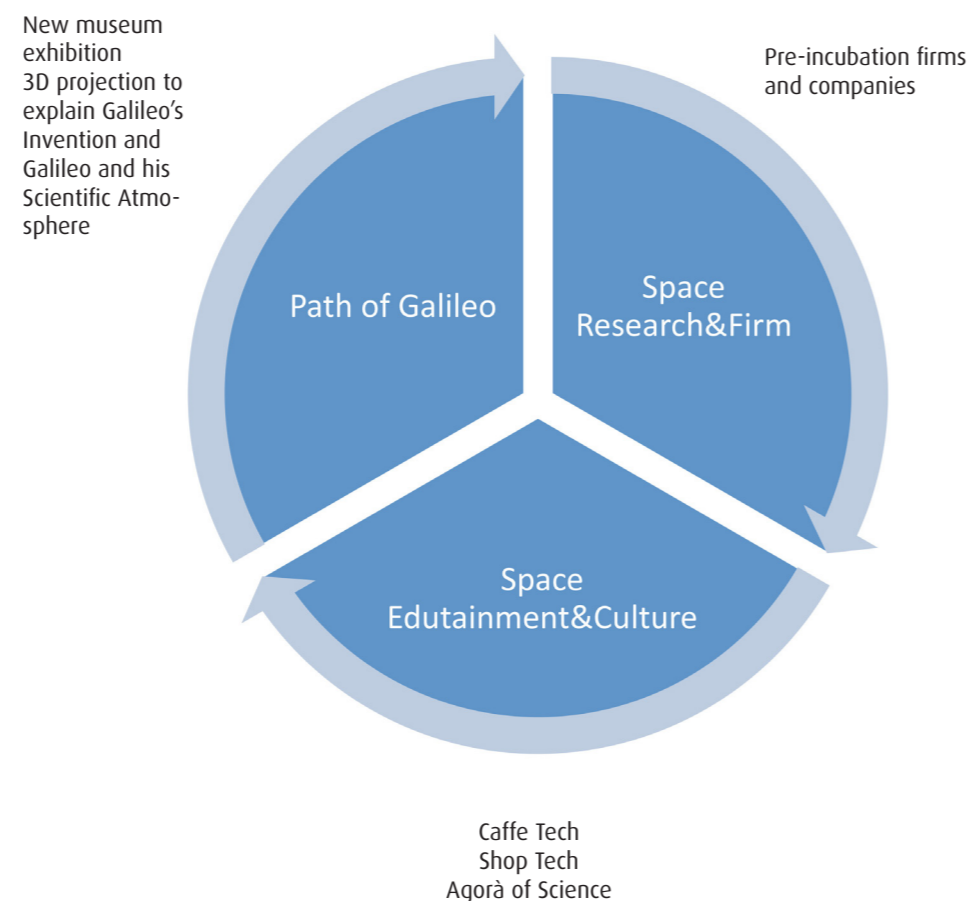
# WHAT IS

The Project is based on the integration of scientific and cultural research and business activities with the aim of creating scope economies.

- First Science Centre in Tuscany (and in Italy)
- First Science Centre in City's Heart
- Near Lungarni
- Near University System
- Near Piazza dei Miracoli

The Cittadella Galileiana is inspired by the international model of Science Centre, but it is distinguished by a central location to the city and for the various centres of excellence. Inside it is planned to develop a narrative historical-scientific, dedicated to the figure and to the researches of Galileo, which is inlaid around three initiatives, which merge to a single cognitive objective:

- The Path of Galileo
- Space-Research&Firms
- Space-Edutainment&Culture



Source: Prof. Giovanna Mariani, UNIFI

The Cittadella Galileiana is also the result of a participation process involving specialized stakeholders, which has been held in real and virtual contexts and has led to evolving the initial mission and business model.

*"Innovation is born out of chance, one stumbles upon it. Let us create a place where we can stumble."*  
Source: Lab. 2014 December

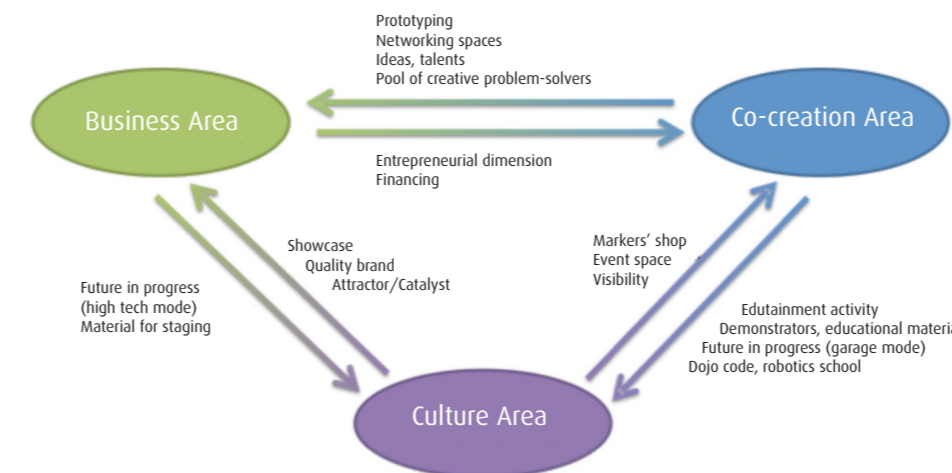
Since its very first start planned in 2016, the Cittadella Galileiana is thought to be a dynamical representation of the innovation system which stems from the best competences in life sciences, ICT and robotics sectors and is nourished by Pisa scientific atmosphere and history:

a knowledge hub, a continuous work in progress of innovation in high-tech processes and products, ranging from prototyping smart students ideas to research and development activities of well-established companies, to popular story-telling of ideas for dissemination purposes.

**Contamination, Acceleration, Integrator**  
are the three key-words characterizing our new idea for innovation making in Pisa.

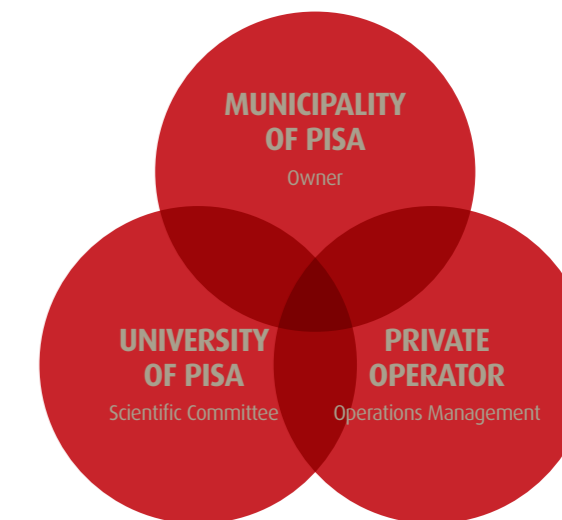
WHAT IS NEEDED IS A MANAGER, NOT OF SPACES TO RENT, BUT OF IDEAS TO PROMOTE:

Currently under examination is a business model that pursues the following logic:



Source: Prof. Gualtiero Fantoni, UNIFI

# GALILEIAN CITADEL: management



The "Citadel of science" leases its buildings, or portions of them. More precisely, the Municipality of Pisa is looking for a subject that can manage the whole complex with its cultural and other more remunerative activities (company headquarters, laboratories, restaurant - science café, convention room, souvenir shop).

**Offices:** business headquarters for companies and start ups (building 1: 1,413 smq; building 5: 1,200 smq; building 6: 1,185 smq) - total: 3,798 smq  
**Tourism and culture:** the "National museum of calculating instruments" (building 2: approx. 1,000 smq) and a cultural centre related to scientific research and to the scientific history of the city (building 3: approx. 1,000 smq) Finally, there are some small buildings, for a total of 120 sqm, to be used as bookshops and reception - total: 2,120 smq  
**Research:** University laboratories and/or cultural activities (building 4a: 900 smq on a single level) The second part (building 4b: 1,200 sqm).  
**Total area for management:** 18,700 smq.