PRESS KIT · VERSION 1 · OCTOBER 2026

Historic Shops of Ferrara

A project promoted by the Municipality of Ferrara, Department of Trade and Economic Activities. Digital strategy and content by 22HBG srl.

01_Testi_Texts / EN

- 01 About the Project
- 02 What are the Historic Shops (definition and municipal Register)
- 03 Press release, 23 June 2026
- 04 3 Stories of Historic Shops: Pesaro Antica Merceria, Mascellani tobacco shop, Felloni
- 05 Media coverage, June-October 2026
- Italian originals in the IT folder

02_Loghi_Logos

- Municipality of Ferrara: versions for light and dark backgrounds, PNG and EPS (horizontal, compact, coat of arms, social avatar)
- Bottega Storica (Historic Shop) mark: transparent PNG and PDF
- Emilia-Romagna Regional Government resolution no. 22/2009 with the usage guidelines for the Historic Shops and Markets marks (Italian only)

03_Presentazione_Presentation

- IT: press conference slides, 23 June 2026 (PDF)
- EN: English version of the slides (PDF)

04_Foto_Photos

- 5 high-resolution photos of 5 shops (JPG)
- Bilingual PDF with IT/EN captions, credits and terms of use

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