ABOUT THE PROJECT

Historic Shops: Keepers of Tradition

A visit to a city, its historic and cultural sites, is never truly complete unless you stop to discover what has kept that city alive over the years: its traditions, customs and way of life, the real life of its people, past and present, as told through its Historic Shops.

These shops are more than stores. They are the beating heart of our identity. With their original furnishings, hand-painted signs and know-how handed down from generation to generation, they are a precious asset for Ferrara and an authentic expression of the culture, traditions, skills and memory of the local community.

Protecting and promoting them means preserving the history of our community itself. We are proud to guide you on a journey through the city's most authentic memories.