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Tradition meets innovation: Ferrara's Historic Shops go digital

The first phase of the programme to promote Ferrara's Historic Shops has been completed. The project, promoted by the Municipality of Ferrara, Department of Trade and Economic Activities, supports historic businesses through digital innovation, strengthening their visibility and appeal.

The initiative involves the shops listed in the municipal Register, making this cultural and commercial heritage more accessible and recognisable, including for younger generations and visitors.

At the heart of the project is an integrated digital communication strategy: from today a dedicated website and an Instagram channel tell the stories, traditions and identity of the shops through original content and shared storytelling. The narrative is built around the symbol of the crystal radio, an evocative bridge between memory and the present day.

Full details of the project were presented today at a press conference at Ferrara Town Hall by Francesco Carità, the Municipality's councillor for Trade, and by representatives of 22HBG srl: Gianluca Busi, Giovanni Pilati and Nicola Franceschini.

> *"The Historic Shops", said councillor Francesco Carità, "are a fundamental part of Ferrara's identity: they are places of commerce, but also keepers of traditions, skills and relationships that make our city unique. With this project, the city administration wants to guide them into the future, providing innovative tools that strengthen their visibility and their ability to engage new audiences without losing their authenticity. Digitalisation does not replace the history of these businesses; it amplifies its value, creating new opportunities for promotion and growth. Through the website and social channels, the shops can tell their own stories and reach residents and visitors, promoting a heritage rooted in our territory, our traditions and a unique commercial fabric. This initiative reflects our commitment to supporting local retail and historic businesses, combining tradition and innovation to make Ferrara ever more attractive, lively and aware of its roots, and able to make the most of its potential in every respect and with every tool available."*

A key role was played by 22HBG, which developed the digital strategy and content, translating the historic value of the shops into a contemporary and engaging language.

As a sign of the vitality and ongoing evolution of the city's commercial fabric, seven new Historic Shops are recognised and listed in the municipal Register from today, bringing the total to 46 active

shops: Pizzeria Giuseppe, Trattoria Da Noemi, Petrucci clothing store, Panificio Roversi bakery, Panificio Donnoli bakery, Callegari Studio (interior design store) and Tabaccheria Segnali di Fumo tobacconist.

Official website: botteghestoricheferrara.it · Translation from the Italian original.