

Historic Shops
of Ferrara

FERRARA · KEEPERS OF STORIES

The Soul of the City

22HBG
POWERING THE FUTURE

22HBG is a Ferrara-based company that for 15 years has been *providing services and innovation and developing digital software solutions for businesses and public administration*

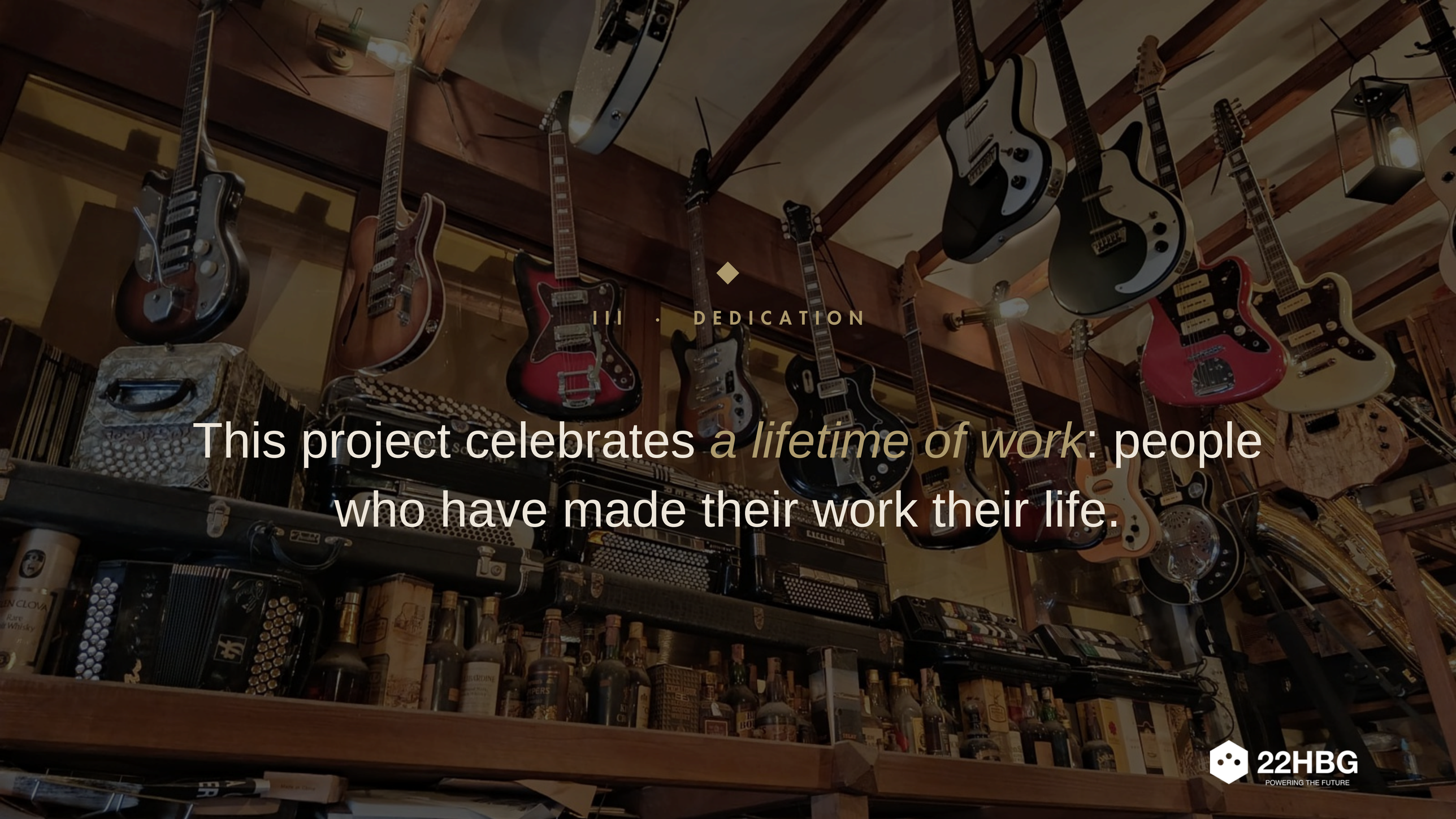


The Historic Shops are *the soul of this city*: the living expression of the traditions, customs and habits of the people of Ferrara.





They are the face of the city’s cultural fabric. Of those who, generation after generation, for more than fifty years, *have stood behind their work*.



III · DEDICATION

This project celebrates *a lifetime of work*: people who have made their work their life.

22HBG
POWERING THE FUTURE

Passing on skills and trades *from generation to generation*, handing down their legacy for the benefit not only of their own families, but of the whole community.





◆ V · PEOPLE

Historic businesses and places, but above all *people* who, through their daily presence for more than fifty years, have kept the image of this magnificent city alive.



This project is not an end point but the expression of a *lasting community*:

A network of people who share values, identity and love for Ferrara



FERRARA: YESTERDAY · TODAY · TOMORROW

Ferrara has lived, lives and will live through its traditions, its flavours, its scents and its illustrious history. And through the *Historic Shops* that have marked the life of all its people.

BOTTEGHESTORICHEFERRARA.IT

22HBG
POWERING THE FUTURE