



Progetto TIPO – Turismo Industriale Prato

(The TIPO Project - Prato Industrial Tourism)

Municipality of Prato / ITALY and
Prato Textile Museum



Filippo Guarini | *Director of the Prato
Textile Museum*

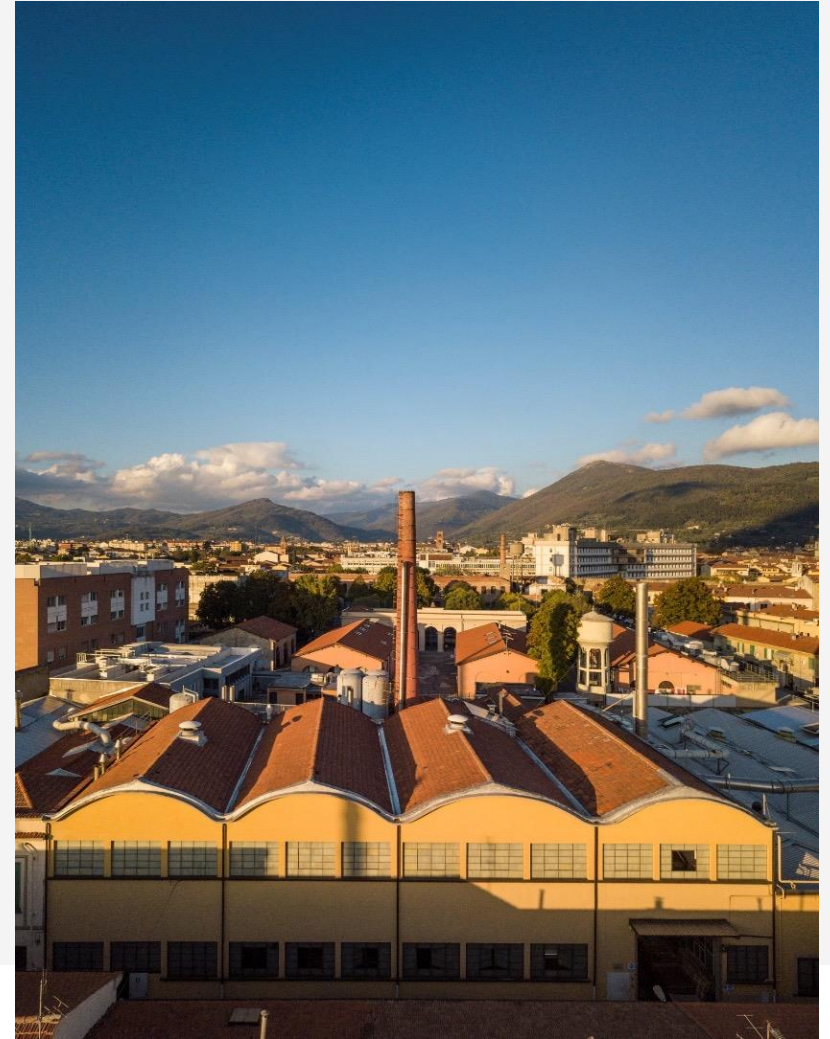
Prato is a city of almost 200,000 inhabitants
It is the most important **European textile district**, specialized in the 'circular economy'
and even today Textiles is the main economic sector of the territory

For many years in Prato **the tourism sector** was not considered critical and the presence of the **manufacturing district** seemed to be almost a limit to the attractiveness of the territory.

For this reason we thought of a project that would transform a presumed limit into **a resource**

Industrial tourism is a form of experiential tourism that allows you to learn about the history of a territory

Industrial tourism in Prato allows an immersive experience not only in the history but also in the **present and future** of a sector increasingly oriented towards **sustainability**



TIPO Players:

Main protagonists of the territory:

- Municipalities
- Companies
- associations and cultural institutions

They belong to the
“**Friends of TIPO**” network



Locations involved within the network:

- **Industrial archaeology sites**
- **Company museums and archives**
- **Operating companies**



**Museo
delTessuto**

TIPO consists of **one weekend per month** where different experiences are offered:

- **Guided tours**
- **Concerts and shows** in factories
- Educational **workshops** for children

Booking of packages through a local tour operator



Numbers of TIPO

While the 4th season is ongoing
TIPO has so **far involved**:

- Over **3,000 participants**
- **30 companies** in the District
- **15 sites** of industrial archaeology
- **4** local museums

TIPO
TURISMO
INDUSTRIALE
PRATO

ITINERARIO

**DALL'ARCHEOLOGIA
INDUSTRIALE AL
CREATIVE DISTRICT**

Macrolotto Zero e ex Anonima
Calamai tra arte contemporanea
e rigenerazione urbana

Domenica 29 maggio
ore 10:00
Ritrovo in via U.Giordano
angolo via Pistoiese

ex Fabbrica Forti, street art di Zed 1



**Museo
delTessuto**

and **has organized:**

- **19 tours** in the province
- **14 theatre** performances or concerts
- **13 workshops** for children and families
- **TIPO Festival** I&II edition in 2022/23 – 2023/24
- **TIPO School** experimental project



The TIPO APP

provides an **immersive experience** of the places associated with the city's textile district. A path that allows to experience **monuments of hydraulic architecture**, active companies of excellence, **former factories** transformed into cultural spaces that still are **core points** of the economic and cultural life of the city.



Cimatoria Campolmi 1953

An **immersive virtual reality experience** that allows you to explore and understand the **dyeing department** of Cimatoria Campolmi, one of the most significant sites of the industrial heritage of the city of Prato, with an unprecedented level of detail and authenticity that combines the **hyper realism of technology** and **digital storytelling**.



TIPO Festival

Multi level event dedicated to industrial tourism to tell the story, culture, tradition and contemporaneity of Prato's textile excellence.

A **full immersion** in factory shows, industrial itineraries, company visits, book presentations, exhibitions, textile art workshops and conferences.

The upcoming edition is planned for **April 2025**



Enjoy the **TIPO** experience through this
one-minute video

<https://youtu.be/q1RtqB6B2cM>



www.tipo.prato.it

Thank You!

Filippo Guarini

f.guarini@museodeltessuto.it

Photo credits: Fernando Guerra / Marco Badiani / Space Spa

