

## BRIEF DESCRIPTION OF YOUR CIVIC MONITORING RESEARCH

Palazzo Fici is located at 28 Via XI Maggio and is characterized by its majestic Baroque façade, an impressive balcony-portal, and an elegant concave loggia within its internal courtyard. This building stands as a witness to Marsala's noble past. Our project seeks to transform this site into a space where past and future converge, enhancing not only its architecture but also the history of Marsala wine, one of the city's most representative symbols.

### KEYWORDS:

- 1.Marsala wine;
- 2.Heritage;
- 3.Local culture;
- 4.Tradition;
- 5.Tourism.

## ADDITIONAL RESEARCH

- Historical and architectural research on Palazzo Fici;
- Insights into the production and history of Marsala wine;
- Collaborations with local experts and cultural associations.

## CONTEXTUAL INFORMATION

Palazzo Fici is a perfect example of how historical heritage can be redeveloped to become a key element in the cultural and tourism development of a city. The project, with its innovative approach, seeks to enhance Marsala's history and identity by integrating tradition with modernity.

## VALUE FOR THE COMMUNITY

The project aims to create a space that strengthens social cohesion and stimulates the local economy, turning Palazzo Fici into a symbol of Marsala's revival. Through "Wine House," we aim to attract both tourists and residents, creating a place that celebrates the city's culture and roots.

## CHOSEN PROJECT AND THEME

The project chosen by our team, "Wine House," aims to rediscover and enhance two key symbols of Marsala: Palazzo Fici and Marsala wine. Palazzo Fici, an architectural gem from the 17th century, represents a unique opportunity to combine history, art, and innovation.

The goal is to transform this historic building into a multifunctional cultural center dedicated to wine, becoming a reference point for exhibitions, events, thematic tours, and tastings, thus celebrating the identity and cultural heritage of the city.



## EXPERTS ON THE THEME

Experts on the theme

- Mayor of Marsala;
- President of the Consortium for the Protection of Marsala Wine DOC;
- Local oenologists and sommeliers;
- "Europe Direct" reference people;
- ISTAT reference people;
- Historic wineries of Marsala (e.g., Florio, Pellegrino, De Bartoli);
- Councilor for Productive Activities and Tourism of Marsala;
- University of Palermo - Faculty of Agriculture and Viticulture;
- The Nonovento Association: a cultural organization aimed at promoting and disseminating the city's heritage.

## COMMUNICATION FORMAT AND INVOLVEMENT STRATEGY

To engage the entire community, we will use social media and other digital platforms to promote the project. The objective is to share an inclusive vision that tells the story of Palazzo Fici and Marsala wine, raising awareness about the importance of preserving and enhancing cultural heritage.

