

FAVALIBERTY



FAVALORO VILLA

The Favaloro villa is located in Piazza Virgilio in Palermo, was designed by the architect Giovan Battista Filippo Basile and was completed by his son Ernesto, in Art Nouveau style.

It is considered the first example of modernism in Palermo. Belonging first to the Favaloro family and later to Senator Giuseppe Di Stefano Napolitani, it now belongs to the Sicilian Region.

FAVALIBERTY

We have been included in this new project concerning tourism and culture, we are very interested also because of the school path we have chosen. Our team is called "Favaliberty".

The idea of our project will be useful to enhance the splendor of Villino Favaloro located in the Palermo area designed by Giovan Battista Filippo Basile and then enlarged by his son Ernesto Basile, in Art Nouveau style or also called "art nouveau" characterized by decorations of shapes Vegetable such as leaves, flowers or various kinds of nature, the interiors are also decorated with pictorial figures and mosaics, Built between 1889 and 1901.

A great artistic value and considered a historical monument that belonged to the "belle Époque".

A true beauty that must be known, making it a half tourist museum and immerse yourself again in that enchanting era.



Our group has used several social media platforms, such as Instagram, Facebook, Twitter, YouTube and others, in order to be able to engage and entertain more people.

The goal is to create a communication network to raise the awareness of people belonging to the various bodies and institutions by collaborating for the maintenance of the infrastructures of our territory and their consolidation.

COMMUNICATION FORMAT AND ENGAGEMENT STRATEGY

*"We bring
back what
is ours,
from the
past to the
present."*

OUR GROUP

The FavaLiberty team has decided to monitor a project that concerns the tourism and culture sector: Villino Favaloro is an important historical building of great artistic value, an example of modernism in Palermo; It needs urgent restoration work. It is an imposing building in the city center, a little abandoned. One of the few examples of Art Nouveau villas left in Palermo.

The goal of monitoring this building is to bring it back to life as soon as possible to its initial splendor, making sure that Palermo and tourists can observe this beauty.

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