

PITCHER & FLACCOMIO

RENT, SELL AND MANAGE PROPERTIES
IN FLORENCE AND TUSCANY

WELCOME

“Marzo pazzarello c’e’ il sole e prendi l’ombrello!”

Crazy March, when the sun is shining, and still we pack our umbrellas just in case! The exhibitions change over, signature ingredients shift for the season, and colour comes back into the streets. This month Florence always shows off her best, and with good reason, as it’s the month of the Florentine New Years Celebration! And not only. This month we also celebrate Women’s Day, Father’s Day, the Feast of the Annunciation, as well as the launch of fresh exhibitions and a flood of hit shows and concerts in the theatres. Mamma mia! So much to choose from! Remember to also venture into the Tuscan countryside to truly appreciate everything this spectacular region has to offer. Enjoy the farewell to winter and the sweet return of the sun, with best seasons wishes, from SUZANNE, CORSO, BEI, EGLA, VANNI, ANNA PIA, RAFFAELLA, AND MARISA.

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PITCHER & FLACCOMIO PICKS FOR MARCH

BEST EVENT: CAPODANNO! THE FLORENTINE NEW YEAR AND THE FEAST OF THE ANNUNCIATION, March 25

It's time to celebrate! Still today, Florence celebrates a special New Year's Tradition on March 25th at Piazza della Santissima Annunziata. Until 1750, the beginning of the calendar year would fall on March 25, roughly coinciding with the arrival of spring. This date is also the day of Christ's conception with the Annunciation of the Angel Gabriel to the Virgin Mary, exactly nine months before the birth of Jesus. Although the Gregorian calendar was introduced in 1502, the Florentines have held to their tradition and continue to celebrate Capodanno Fiorentino on March 25th. Between 1250 and 1750, Florentines would gather at the Church of the Santissima Annunziata, where there is a famous medieval mural of the Annunciation. According to legend, the artist fell asleep having completed everything on the mural except for the face of the Madonna. When he awoke, the face of the Virgin Mary had been completed for him by angelic masters. And so, even today, citizens and authorities come on this day to pay tribute to the Madonna. Enjoy a historical parade, a special market fair, and then concerts of music. Find all the information about its history [here](#).

BEST P&F RENTAL: A COMFORTABLE AND SPACIOUS APARTMENT IN THE HEART OF FLORENCE WITH LOVELY VIEWS FROM THE TERRACE



A two bedroom apartment in a central location, that includes a covered terrace with good views. Borgo degli Albizi is a very centrally located street on the north side of the river Arno. It is within a few minutes' walk from Piazza della Signoria, the Duomo and most of Florence's major museums and historical sights. Nearby there is a supermarket, a post office and a little further on the famous open-air market of Sant'Ambrogio. More information and photos [here at the link](#).

BEST ANNIVERSARY: FESTA DELLA DONNA, March 8

Shower the streets in yellow! March 8 is celebrated as International Women's Day, and in Italy it is known as the Festa della Donna. get ready for spring colour because the symbol is the bright yellow mimosa flower. Fifteen million bunches of mimosa are bought each year to honour the women of Italy. It was the idea of Teresa Mattei, a partisan in WWII, who held the rank of Company Commander in the Garibaldi Youth Front. It was proposed that violets be the flower, but she said it should be a flower readily available to all, even the poorest of the poor, growing wild in March all

over the country. She was the youngest person elected to the Constitutional Assembly after the war and was also the national leader of the Union of Italian Women. Read all about the fascinating history of the day worldwide [here](#).

BEST DEAL FOR MARCH: FREE MUSEUMS FOR WOMEN ON MARCH 8TH

Free Entry for Women! On Friday, March 8 - Women's Day - Italy is offering all women free entry into all of the state-run museums. Florence will also open the city-run museums to women of all ages. So take the opportunity to celebrate the wonderful women in your life. Follow the tradition and give them a sprig of yellow mimosa, and be sure to also spring for champagne!

BEST CELEBRATION: THIRD EDITION OF THE FESTIVAL OF LANTERNS AT PIAZZALE MICHELANGELO FOR THE CHINESE NEW YEAR, March 1

Shows, parades and interactive workshops return to the spotlight with the third edition of the initiative dedicated to cultural dialogue between Italy and China. The Lantern Festival, scheduled for Sunday 1 March 2026 at Piazzale Michelangelo, will celebrate the Year of the Horse, a symbol of energy, dynamism and success in Chinese tradition. The event is thus confirmed as one of the most evocative and popular events on the city's cultural calendar. The event, scheduled from 2:00 pm to 6:00 pm, will open with traditional lion and dragon dances. This will be followed by shows and parades that will enliven the square with music, costumes and choreography inspired by Chinese culture. [More information](#).

BEST EXHIBITION: MARK ROTHKO OPENS AT THE PALAZZO STROZZI, Until August

The Rothko exhibition arrives at Palazzo Strozzi in Florence, one of the most important exhibitions ever dedicated to an undisputed master of modern art. He is one of the most prestigious artists in the world, and the monographic exhibition in Florence, with satellite sections at the Museum of San Marco and the Laurentian Library, is an absolutely unique event. Mark Rothko's career is traditionally divided into three distinct periods: all are represented in the 70 paintings on display in Florence, which come from major museums in both the United States and Europe that normally house his works. The architecture of Palazzo Strozzi and the Florentine spaces are the ideal setting for exploring Rothko's technique, which translates the tension between classical measure and expressive freedom into painting; colour creates a new perception of space and gives the canvas a particular material dimension, beyond normal two-dimensionality. [Website](#).

BEST DINING OUT: CIOKO FLÒ – CHOCOLATE FLORENCE EXPERIENCE 2026

The Chocolate Festival returns to Florence from 12 to 15 March 2026 with its second edition: four days of sweet treats that will enliven Piazza Santa Croce and other charming locations around the city. CiokoFlo' will host master chocolate artisans from Italy and abroad, ready to win over the public with creations that combine tradition and innovation. From classic cremini to truffles, macarons to

brittle, liqueur dragées to rum cunesi and much more: a journey of taste designed to satisfy every palate. There will also be offerings dedicated to those who prefer organic and “free from” products, for an inclusive experience that is attentive to new trends. [Website](#).

BEST OF THE REST

FESTA DEL PAPA (OR, FOR THE TUSCANS) FESTA DEL BABBO, March 19

(Text from: visitflorence.com) All of Italy refers to the father figure as papà, in fact it is only in Tuscany that they use the word Babbo (even Pinocchio, born in Collodi Tuscany, used this endearment when talking to his father). Italy celebrates all fathers/papà/babbo on the holy day dedicated to San Giuseppe (St. Joseph) which is March 19th. So give your Dad a hug (or a call, if he isn't with you in Tuscany now) and head over to the pastry shops which will be filled with “fritelle”, fried dough and rice balls covered in sugar. Yum!

THE MARCH EDITION OF THE FIRENZE FLOWER SHOW, March 28-29

The Florence Flower Show opens a sparkling spring edition in the elegant Corsini Garden on the weekend of 28 and 29 March 2026, transforming this historic space in the heart of Florence into a green oasis dedicated to beauty, biodiversity and botanical culture. The exhibition market is particularly fascinating because it hosts seventy specialised exhibitors, including nurserymen and collectors from all over Italy, with a selection of rare and unusual plants: antique roses, unusual hydrangeas, camellias, orchids, carnivorous plants, succulents, cacti, bonsai, ornamental citrus trees, Japanese maples and much more. All enthusiasts can take part in gardening lessons and courses to learn the tricks of the trade. There is also a selection of garden furniture and a refreshment area with a cocktail bar and botanical-themed drinks. [Website](#).

WINE WINDOWS TELL TALES - AN EXHIBITION

From March 26th to 31st, 2026, Palazzo Medici Riccardi will host an exhibition dedicated to the history and evolution of Florence's historic Wine Windows (Buchette del Vino). The exhibition features a reconstruction of a 17th-century wine cellar, informative panels on Florentine and Tuscan wine windows, an original wooden door fitted with an authentic wine window—through which a costumed innkeeper will serve wine from the guest winecellar each day—a display of antique straw-covered bottles (fiaschi), and video clips revealing little-known stories and curiosities about this centuries-old tradition. On alternating days, four themed wine concerts will combine a selected Tuscan winery with a live musical program performed by young musicians from the Conservatorio Luigi Cherubini. Free admission to both the exhibition and the wine-music events! [Website](#)

FIRENZE ARCHEOFILM FESTIVAL, March 11-15

The International Film Festival organised by Archeologia Viva (Giunti Editore) gets under way. The great cinema that tells the story of Man. For five days, morning, afternoon and evening, the best of world production on the themes of Archaeology, Art and Environment at the Cinema La Compagnia in Florence. The programme includes films selected from all over the world, translated and dubbed in Italian and in original sound. Free entrance, no reservation required. [Website](#).

APERICINEMA AT 25HOURS HOTEL

Join us for Apericinema, where aperitivo meets the big screen. Come a little earlier, order your drink, grab some free popcorn and get comfortable before the film starts at 8pm. Choose from our special Apericinema offers and enjoy a great wine, a fresh beer or one of our signature cocktails while watching a carefully selected movie in original language with Italian subtitles.

Entrance is free, and every month brings a new theme to discover. See what's playing and join us for an amazing movie night. [See the film program here!](#)

TESTO 2026, THE BOOK LOVERS FESTIVAL AT STAZIONE LEOPOLDA, February 27-March 1

This year's festival includes the initiative, Bring Your Book Club! At the Stazione Leopolda, the fair that aims to examine the book in all its forms, from its genesis to its arrival on the shelves. It will showcase the entire production chain that brings a book to life. It is built around the value of the book, analysing the different phases that go into the creation of a text, starting with the birth of an idea to its production, to the arrival of a book in bookshops and the final phase in which the pages arrive in front of the reader's eyes. [Website](#).

CAREGGI IN MUSICA 2026

The new edition of Careggi in Musica 2026 begins, the season of Sunday concerts organized by the Association A.Gi.Mus. Florence at the Aula Magna of the New Entrance of Careggi Hospital (Largo Brambilla 3). Once again this year, the initiative offers a rich program of free musical events for patients, healthcare staff, and the general public, bringing together culture, beauty, and moments of relief within the hospital setting. The season will continue with a full schedule of 12 Sunday concerts through 24 May 2026, ranging from classical music to more contemporary sounds, and featuring performances by soloists, ensembles, and emerging young talents. The program includes concerts dedicated to film soundtracks, recitals for instruments such as viola and piano, initiatives focused on great composers, and special tributes designed to engage a broad and diverse audience. [Website](#).

MORE EXHIBITIONS AND CULTURAL EVENTS

CALIFORNIA BAPTIST CAMERATA AND STRING ORCHESTRA - FREE CONCERT

On 13 March, Camerata, California Baptist University's premier choral ensemble, will perform inside the splendid Church of Santa Trinita. This is a mixed choir selected through auditions, composed of the most advanced singers from the Collinsworth School of Performing Arts. CBU Camerata performs art music composed for chamber choir, highlighting historical sacred and secular repertoires, contemporary art music, and compositions from non-Western cultures. In addition, CBU Camerata performs in collaboration with other choral ensembles to present the annual “A CBU Christmas” event and extended choral works with orchestra. To reserve your free ticket, simply send a request to performancesbooking@gmail.com

OCEANS: DAVID DOUBILET AT VILLA BARDINI, Until April 12

Underwater photography comes to Florence with Oceani, the Italian debut of David Doubilet (New York, 1946), one of the world's most renowned nature photographers, at Villa Bardini. Doubilet, who has been collaborating with National Geographic since 1971 and is still active today at the age of 79, has explored the Earth's oceans for over half a century, becoming an international reference point in the field of underwater photography. His photographs combine aesthetics, science and storytelling, thanks in part to his invention of the over/under technique, which involves simultaneous shooting above and below the water's surface. [Website.](#)

GIOVANNI BATTISTA LULLY'S LE CARNAVAL - MASCARADE, 1675 AT THE MAGGIO MUSICALE FIORENTINO, March 7

On March 7th, 2026, at the auditorium of the Teatro del Maggio Musicale Fiorentino, witness the first modern performance of Lully's last comédie-ballet! On October 17, 1675, Lully's opera-ballet, Le Carnaval, was performed at court and then at the Palais-Royal. And now you can see it as a part of the Maggio Musicale Fiorentino. To purchase tickets, please visit the [Maggio Musicale Fiorentino website](#). The Theatre of the Maggio Musicale Fiorentino owes its name to the prestigious Maggio Musicale Festival, the oldest in Italy, a first that it shares in Europe with the festivals of Salzburg and Bayreuth. Founded in Florence in 1933, the festival quickly became a centre of dissemination of the great European musical culture indicating and proposing new and unconventional ideas, in regards to classical repertoire and contemporary compositions. See the full program [here at the website](#).

PERFORMANCES AT TEATRO VERDI: THIS MONTH SEE ROCKY, THE MUSICAL

The ‘Teatro Pagliano’ assumed its current name, ‘Teatro Verdi,’ in 1901. It was built during the Grand Ducal period in Florence on the former site of the fourteenth century Stinche Prison. **Our pick for this month: ROCKY THE MUSICAL**

Mario Ermito will play Rocky Balboa, the iconic Philadelphia boxer, in Rocky: The Musical, the spectacular musical inspired by the Academy Award-winning film for Best Picture. Rocky Balboa's iconic story of redemption and courage seems written for a musical. Inspired by the 1976 film of the same name, which won three Academy Awards, the musical speaks of the triumph of spirit, strength, and love. From the backstreets of Philadelphia to the legendary ring, with equal parts grit and heart,

the musical is filled with poetry, beautiful songs written by a great Broadway composer, and splendid ensemble numbers. More information and ticket bookings are the [website](#).

THEATRE AND MUSIC AT TEATRO DELLA PERGOLA, TEATRO RIFREDI AND TEATRO NICCOLINI

The Teatro della Pergola is a historic opera house in Florence, Italy, built in 1656 under the patronage of Cardinal Gian Carlo de' Medici. The Teatro Niccolini is the oldest of the modern theatres in Florence, which shares its history with Teatro della Pergola. The Teatro Rifredi was first built as a working and social structure in 1913, and at the end of the 60s, a group of young people decided to try creating theatrical experiences and the venue transformed into a theatre. You can find the full programming for all three of these beautiful theatres on the [Tuscany Theatre Website here](#).

AMICI DELLA MUSICA

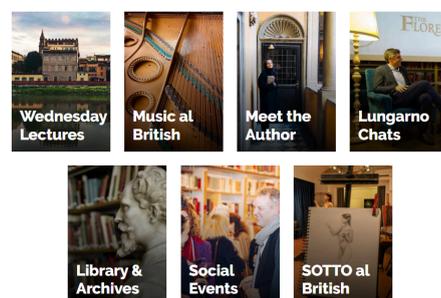
If you ever wanted to listen to classical music in a theatre where you could imagine Verdi or Mozart to walk in any second go to the jewel box Pergola Theatre. The Amici della Musica of Florence presents various concerts at the Teatro della Pergola. Works by Rossini, Schumann, Schubert, Brahms, Bach, Beethoven and Mozart are only a small sample of what will be performed. [Tickets and more information](#).

DOMENICOALMUSEO : STATE MUSEUMS FREE FOR EVERYONE, AND CIVIC MUSEUMS FREE FOR RESIDENTS ON THE FIRST SUNDAY OF EVERY MONTH

On the first Sunday of every month, Florence opens up all of its state and civic museums free for residents of the city, or people born here: Uffizi, Accademia, Bargello , Medici Chapels, Pitti Palace (all museums), San Marco, Palazzo Davanzati, Medici Villas. And civic museums: Palazzo Vecchio, Arnolfo Tower, Santa Maria Novella, Stefano Bardini Museum, Fondazione Salvatore Romano, Museo del Novecento, Brancacci Chapel in Santa Maria del Carmine. [More information here](#).

THE BRITISH INSTITUTE CULTURAL PROGRAM IN THEIR STUNNING HAROLD ACTON LIBRARY

A beloved favourite in Florence, The British Institute continue their offerings of Wednesday lectures, concerts, and other cultural treats in the stunning location of the historic Harold Acton Library, and now also in their new contemporary space, SOTTO al British. Enjoy exquisite views of the Arno River together with the majesty of the library, and its cultural events. See the full month's program of lectures and events [here](#).



MARCH WISHES

We hope the change of season brings you fresh energy, new ideas, and a fruitful blooming of the seeds planted in winter. May the flowers of Spring brighten your days in March!

All the best,

The Staff of Pitcher and Flaccomio

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P&F

CLASSIFIEDS



SALE – Bagno a Ripoli Villa – 10 Km from Florence

Modern style free standing villa, approx. 450 sq. mt.(4500 Sq. Ft), and 5000 Sq.Mt. (50.000 Sq. Ft.) of garden. 8 bed, 7 bath, air conditioning, pool autonomous heating.

Asking Price 2,200,000 Euro



SALE – Lungarno Apt – Historic Center

Top floor (69 easy steps), listed with the Fine Arts, approx. 140 Sq. Mt. (aprox. 1400 Sq. Ft.) and 10 Sq. Mt. (100 Sq.Ft) of terrace. 3 bed, 2 bath, quiet, and centrally located, some works required.

Asking Price 700.000 Euro



SALE - Paterno Farm House - 25 Km East of Florence

Free standing, refurbished stone house approx 400 Sq. Mt. (4000 Sq.Ft.), surrounded by 1.500 Sq. Mt. (15.000 Ft) of garden. 5 Bed, 4 Bath, autonomous heating, independent apartments.

Asking price 800,000 Euro



SALE – Ponte Vecchio Apt – Historic Center

First and top floor, listed with the Fine Arts, refurbished, approx. 120 Sq. Mt. (1200 Sq. Ft.). 2 bed, 3 bath plus study on loft; quiet, high decorated ceilings and centrally located

Asking Price 1,050,000 Euro



SALE – Albizi Attic – Historic Center

Top floor, 60 steps up, listed with the Fine Arts, to be upgraded, approx. 150 Sq. Mt. (aprox. 1800 Sq. Ft.) and 80 Sq. Mt. (800 Sq.Ft) of terraces. 2 bed, 3 bath, sunny, views, and centrally located. For more info please contact us directly.

Asking Price 1,300,000 Euro



SALE – San Miniato Apt – Historic Center

First and top floor, refurbished, approx. 160 Sq. Mt. (1600 Sq. Ft.). plus 30 Sq. Mt. (300 Sq.Ft.) of terraces. 2 bed, 3 bath plus study on loft; quiet, high decorated ceilings views.

Asking Price 2,500,000 Euro

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