

APPAREL AND ACCESSORIES

## Furla opens design, production facility in Tuscany

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*Furla has been designing and producing leather goods for almost a century. Image credit: Furla*

By LUXURY DAILY NEWS SERVICE

Italian accessories brand Furla has unveiled Progetto Italia, a new production facility and training academy for young artisans specialized in leather goods.

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Designed by the Geza studio in Udine, two-time winner of the American Architecture Prize, the complex is situated just outside of Florence in Tuscany's Chianti region, in Tavarnelle Val di Pesa. The production, research and training hub blends industrial architecture with the natural landscape of the Italian countryside.

### Project Italy

In continuing its investment in environmental sustainability, Furla treated the exteriors of the new production buildings with **Airlite**, an inorganic mineral powder-based paint which reduces air pollutants when activated by light.



*Airlite paint purifies the air by neutralizing pollutants and harmful chemicals such as formaldehyde. Image credit: Airlite*

Additionally, the production hub has been equipped with a system that filters and channels rainwater so that Furla can recycle it to water the gardens and green areas. The complex features a photovoltaic system and solar panels

for hot water production, and energy is renewably sourced.

Progetto Italia also features the Furla Academy, a training program that launched in 2018 with the goal of passing the brand's manufacturing knowledge and craftsmanship on to young artisans.

Through academic lessons and practical courses, the purpose of Furla Academy is to invest in the future as well as support the generational shift in Italy.

Three years in the making, Furla purchased the plant in 2018 with the hopes that it would strengthen its supply chain and improve its level of production service ([see story](#)).

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