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## The Cognoscenti's Guide to Florence: Shop and Eat like a Florentine

*Louise Fili, Lise Apatoff*

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**Louise Fili, Lise Apatoff : The Cognoscenti's Guide to Florence: Shop and Eat like a Florentine** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Cognoscenti's Guide to Florence: Shop and Eat like a Florentine:

0 of 0 people found the following review helpful. Perfect little pocket guide for treasure shoppingBy Me Be TThis little book (about 4" x 5") - is a beautiful survey of some of the loveliest stores in Florence. The majority of the stores are smaller stores or local brands (significant quality) vs big name brands known to most shoppers. Each store gets 2 pages in the book - one for the description and the other for an interior photo. The stores featured are all something

special, and the cover is a perfect wrapper for what's inside. It doesn't read like a catalog, rather a review of some of Florence's best treasures. From Tip Tap (an adorable kids shoe store) to a Farmacia that will custom create perfume ... the only down side is the quick realization it will be nearly impossible to visit all these places. I would have loved to have seen this coordinate with a map so it could help me plan my shopping a bit, but otherwise it's pretty great. Oh yes, I'd like in it volumes too ... these writers know what I want to hear and I would definitely like more of it. 0 of 0 people found the following review helpful. Awesome book! By Sandra L This book is clear, well planned and easy to follow. There should be one of these for EVERY city!!! 0 of 0 people found the following review helpful. Great! By Linda C. This was a gift for a friend whose favorite city is Florence. She loves it!

Shop and eat like a Florentine with this pocket-sized guide to the best of the magnificent Tuscan city known for its art, culture, and cuisine. Celebrated graphic designer and self-described Italophile Louise Fili, with connoisseur of all things Lisa Apatoff, takes you on eight walks through Florence, discussing more than seventy of the city's most alluring shops—some run by the same families for generations, others offering young entrepreneurs' fresh interpretations of traditional techniques. Discerning travelers will discover rare books and charming hats; vintage Pucci and handmade shoes; cioccolata da bere (drinkable chocolate); colorful buttons; and bolts of rich silk fabric in this enchanting introduction to makers and purveyors of clothing, home decor, accessories, specialty foods, and much more. For each shop, there is a full-color photo, description of specialties, and information on location and hours of operation.

"I found the walking tours inspiring, and wandered about happily for hours following Louise and Lise's recommendations, filling my pockets with candy and chocolates and paperbacks along the way. The book is exquisitely designed by Louise. Highly recommended and essential." -The Style Saloniste "A spirited pocket guide navigating readers through the old streets of Florence in search of the most distinctive shops - both legendary and little known. Besides colorful back stories and photos for each, there are eight walking tours as well as clear explanations for the city's famously confusing address system and sporadic store hours." -Fathomaway.com About the Author Louise Fili is director of Louise Fili Ltd, a New York-based design studio specializing in branding for food packaging and restaurants. Fili was art director of Pantheon Books for eleven years, where she designed close to 2000 book jackets. She is a member of the Art Directors Hall of Fame, and received the medal of lifetime achievement from the AIGA and the Type Directors Club. Fili is the author of *Elegantissima*, *Grafica della Strada*, and *Graphique de la Rue*. She also co-authored and designed *Italianissimo* and *The Cognoscenti's Guide to Florence*. With her husband, the design historian Steven Heller, she is co-author of *Italian Art Deco*, *British Modern*, *Dutch Moderne*, *Streamline*, *French Modern*, *Deco España*, *German Modern*, *Deco Type*, *Design Connoisseur*, *Counter Culture*, *Typology*, *Stylepedia*, *Euro Deco*, *Scripts*, *Shadow Type*, *Stencil Type*, and *Slab Serif Type*. She has also designed *Perfetto*, *Tutti Frutti*, and *Brillante* pencils. Lisa Apatoff has lived on a farm in Tuscany for more than thirty-five years. She is an official guide for the city of Florence.