

UNA.CITTÀ  
cinque sensi



SMELL

Rosa Manzone

The scent of Trastevere  
feels like mine.  
It belongs to me.



*Florist and Guardian of Roma in Fiore*

**Who is Rosa:**

Rosa Manzone is the soul of Roma in Fiore, the shop founded by her father in 1950. A true Trasteverina, she comes from a family of florists: her three brothers share the same trade. Today she works in the shop with her two children, carrying on a family tradition that spans generations.

For Rosa, flowers are not just a job, but a philosophy: their scents, together with the smells of the streets, tell the story of a place and create memories destined to last through time.



## ARCO DI SAN CALISTO

### Rosa's Vision

Here I feel Trastevere with my whole body. The smell this neighbourhood gives off feels like my own — it's the air that moves between these arches, sun-warmed stone, basil growing wild between the cobblestones.

### the history

The Arco di San Calisto is one of the most iconic medieval passageways in Trastevere, a symbolic threshold between the authentic neighbourhood and the popular heart of the borgata. Its name echoes the early Christian basilica of Santa Cecilia and the tradition of the first Christians who inhabited these alleys. At every hour of the day the arch changes light, and with it, as the Trasteverini say, the smell changes too.



### SPECIAL TIP



Pass through here early in the morning, when the alleys are not yet too busy. Close your eyes under the arch and breathe: you will smell damp stone, a hint of coffee from the bars just opening, and if you are lucky, the basil from a pot on a windowsill. That is the authentic scent of Trastevere.



## BAR SAN CALISTO (da Marcellino)

### Rosa's Vision

At Marcellino's, the smell of coffee is like a roastery. It smells of goodness. Of those things that don't change over the years, that always wait for you, just the same.

### the history

Bar San Calisto - simply "da Marcellino" to all Trasteverini - is one of the last remnants of working-class Trastevere.

Open since 1969, it has been frequented by intellectuals, artists, and neighbourhood regulars. The marble counter and green plastic chairs have remained nearly unchanged. The coffee is still roasted the old way: intense, with a dark cream that tastes of carbon and home.



### SPECIAL TIP



Order it at the bar, with nothing added. Hold it in your hands for a moment before drinking and smell it: it is one of those scents your brain will remember forever. If you come on a Sunday morning, the bar is full of locals and the smell of coffee mingles with the smell of the printed newspaper — yes, because here you can still see gentlemen sitting at the bar reading the paper.



## BISCOTTIFICIO INNOCENTI



### Rosa's Vision

Via della Luce fills the alley and fills the soul.  
These are scents that have stayed the same  
since I was a child.  
Walking past it is like going back in time.

### the history

Biscottificio Innocenti is an artisan bakery that since 1926 has been producing biscuits with the same recipes, the same tin moulds, the same white aprons.

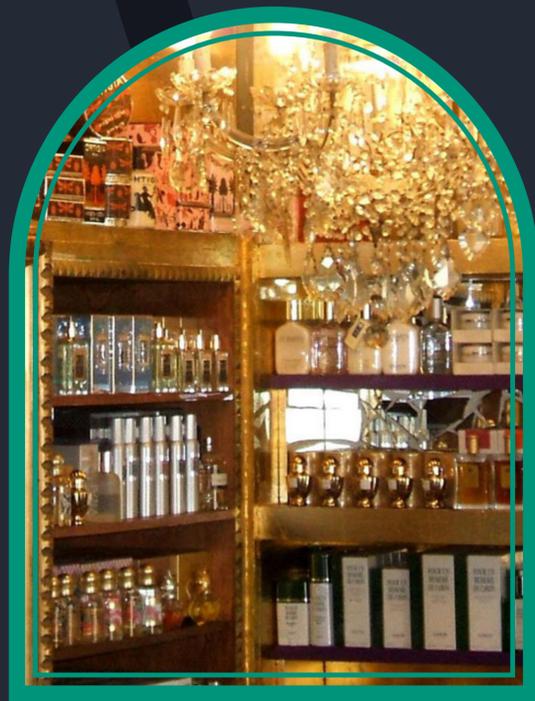
What makes it special is that the scent does not stay inside: it literally spills out into the street, turning Via della Luce into an olfactory corridor of warm butter, vanilla, and shortcrust pastry.



### SPECIAL TIP



Come around 10 in the morning, when the first biscuits have already been baked. The heat of the oven opens the shop towards the street and the scent spreads through the whole alley. Go inside and ask for the “brutti ma buoni” or the wine biscuits: they cost almost nothing and are best enjoyed while walking. Rosa has been doing it since she was five years old.



## ROMA STORE PROFUMI

### Rosa's Vision

Walking in here is a dream. The scents have a whole other flavour.

It is the place where you understand that a perfume can be a work of art.

### the history

Roma Store Profumi is Rome's first artistic and selective perfumery, opened in 1995 by Roberto Zuliani with a radical vision: no commercial fragrances - only scents created by great Maîtres Parfumeurs using rare and hard-to-source raw materials.

In a neighbourhood that is already a sensory museum in its own right, this shop is the place where smell becomes language.

The windows - curated like installations - are an invitation to stop, if only to look.

### SPECIAL TIP



Go in without hurry and without a perfume already in mind. Let Roberto be your guide: he will have you smell the essences while telling you where they come from, how they were created, what they evoke. It is a journey, not a purchase.



Get lost in the alleys.  
Let the scents guide you.



### PERFECT TIMING:

#### **Morning (8am–10am):**

Arco di San Calisto and a stop at Bar San Calisto (Marcellino)

#### **Morning (10am-12am):**

Biscottificio Innocenti

#### **Afternoon (3pm-5pm):**

Roma Store Profumi  
*(take your time, go in without hurry)*

#### **At any time:**

Roma in Fiore: the scent of flowers has no opening hours

In Trastevere, scents do not play a background role. They are the history of the neighbourhood itself, layered in the air like stone upon stone.

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