



The No Profit Portal Life Beyond Tourism, is glad to announce that **WEDNESDAY SEPTEMBER 19 IN FLORENCE** will start at Palazzo Medici Riccardi (Sala Luca Giordano – Via Cavour, 1) and will proceed at *Auditorium al Duomo* (Via de' Cerretani 54r) the conference, promoted and organized by the Fondazione Romualdo Del Bianco®-Life Beyond Tourism®, ITKI and UNESCO, **“The International Protection of Landscapes A global assessment on the occasion of the 40th Anniversary of the World Heritage Convention and to promote the UNESCO International Traditional Knowledge Institute (ITKI)”**, of which the Fondazione Romualdo Del Bianco®-Life Beyond Tourism® is promoter and founder together with IPOGEA, Comune di Bagno a Ripoli, Fondazione Nobriega and Politecnica.

Will take part to the conference more than forty maximum experts from four continents, important international authorities, several exponent of the UNESCO top management such as Francesco Bandarin – ADG for Culture UNESCO.

The Prince of Galles has recorded expressly for the conference a video message titled *“We cannot protect the landscape if Traditional Knowledge disappears”* that will be projected during the conference sessions and will be anticipated during the press conference on September 17th at 12.00 in Palazzo Medici Riccardi –Oriana Fallaci Room (Via de' Ginori, 8).

During the conference will also be presented, by Paolo del Bianco, President of the Fondazione Romualdo Del Bianco®-Life Beyond Tourism®, the Life Beyond Tourism No Profit Portal as an example of Best Practice on the topic *“Heritage and Contemporary Culture in the Service of the Intercultural Dialogue and Territorial Development”*; this is a topic dear to the Foundation which has proposed the title *“Cultural Heritage in the development of the dialogue among cultures though travels and hospitality”* for the 2nd Session at the XVIII ICOMOS General Assembly that will be held in Florence in 2014.

We would be glad if you will take part in the conference.

More details are available on:

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[Program](#)

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