

On Friday 21st of September arrived at conclusion in Florence, at the Auditorium al Duomo (Via de 'Cerretani 54r) in the welcoming atmosphere of the Amphitheatre Andrzej Tomaszewski, the "UNESCO convention on the international protection of landscapes" organized on the occasion of the 40th Anniversary of the UNESCO Charter and to promote the UNESCO International Traditional Knowledge Institute (ITKI).

The Fondazione Romualdo Del Bianco®- Life Beyond Tourism®, founder member of ITKI, with the No Profit Portal Life Beyond Tourism promoted and sustained with great pleasure this event in Florence where, on October 20th, 2000, was officially signed in the Salone dei Cinquecento in Palazzo Vecchio the European Convention on Landscape, after being adopted by the Committee of the Ministers for Environmental Culture of the European Council on July 19th, 2000. Our city is also the perfect host because it owns those characteristics that allow the development of the relationship between environment and community, promoting the growth of innovative and no-invasive ideas, as Prof. Pietro Laureano underlined during his speech at the press conference.

Took part to the congress important UNESCO experts from all over the world – Italy, Mexico, Japan, Iran, Israel, Colombia, Spain, Turkey, from some countries of Africa, etc. - invited in Florence for this global evaluation on landscape by the organizers Pietro Laureano (President of ITKI - UNESCO International Traditional Knowledge Institute devoted to the study, inventory and protection of Traditional Knowledge), Paolo Del Bianco (President of the Fondazione Romualdo Del Bianco®-Life Beyond Tourism® and of the International No Profit Portal Life Beyond Tourism®), Elizabeth Tsakiroglu Nobrega (President of the Maria Nobrega Foundation and International President ITKI).

During the event was presented the video lecture of His Royal Highness the Prince Charles of Wales expressly sent for the congress to encourage the use of Traditional Knowledge for the protection of our planet, and, more specifically, of the landscape, through the use of the Traditional Knowledge World Bank (TKWB), an informatics system, like "wiki", which will be available on internet for everybody and will contribute to the diffusion of the ancient techniques and knowledge.

At the conclusion of the event was prepared and signed by the participating institutions the Florence Charter on Landscape titled "Final Declaration of the International Conference on International Protection of Landscapes", a statement strongly supported by UNESCO whose final version will be uploaded on the portal as soon as it will be translated into Italian, English, Russian, Spanish, French, Arabic and Japanese. We therefore invite you to visit the portal at <http://new.lifebeyondtourism.org/>

The No Profit Portal Life Beyond Tourism, born from the Life Beyond Tourism® ethos and official partner of the event, is a internet site in ten language which has been created with the intent of increasing our knowledge of diverse cultures. This is achieved through communication which is the interpretation of dialogue. The portal is a repertoire of various territories where all of its cultural institutions and economic businesses are described and represented. Even if the visibility of expression of those less known institutions and businesses is favored, it is necessary to give the same descriptive space to the more notorious ones in order to better understand the cultural personality of any given place. The portal-community has a extensive database and strong research engine available to institutions, economic businesses and individuals for the exchange of ideas, projects and knowledge about material and intangible heritage by means of its magazine and Photoblog.

The approach to customs and traditions from other cultures helps the knowledge of the OTHERS, beyond their faces, helps the understanding of the CITIES, beyond their façades, helps the understanding of LANDSCAPES, beyond their appearance and it promotes the understanding of cultural diversities; but above all it fosters dialogue and respect between diversities themselves, in a world that is frantically globalizing and it is rapidly moving towards the 10 billion population.

On this occasion in the Foyer of the Auditorium al Duomo was hosted the exhibition "Island in All Hearts" by the young artist Liu Yi. The Contemporary Concept of Art to Liu Yi look at the complete Transposition of Colours Emotion to this Land & Cosmos. Unify the meanings to enclose all the Culture of the Word. He want deject with the title: "Island in All Hearts" all the Borders of Races. Creating at the End a Bridge of Peace, Serenity and Hope.

Best Regards

The staff at Life Beyond Tourism Community

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