Fondazione Romualdo Del Bianco promotes
the International Award Life Beyond Tourism
Leonardo Da Vinci
Interpret and communicate the art, creativity and ingenuity of your territory.
_on the occasion of the 500th anniversary of the death of the greatest genius of humanity_
Total prize money € 25.000,00.

".. an artist endowed with an extraordinary physical beauty, who surrounded everything he did with infinite grace and cultivated his genius so brilliantly that all the problems he studied were solved with ease. He possessed great strength and dexterity and was a man of royal spirit and tremendous breadth of mind "
Giorgio Vasari in "The Lives of the Most Excellent Painters, Sculptors, and Architects"

FOREWARD
During its activity, the Fondazione Romualdo Del Bianco® has donated to 11 universities and cultural institutions around the world marble busts depicting Leonardo Da Vinci “Creator of the Imaginary”, the sculptures by the artist Dino De Ranieri, aimed to illuminate the young minds in their path of study, creativity, ingenuity and absolute genius.

WHAT IS LIFE BEYOND TOURISM®?
Life Beyond Tourism®, born from the over thirty years of activity of the Fondazione Romualdo Del Bianco, is a new way of thinking and acting that puts dialogue among cultures at the center of its attention: a proposal of a new way of travelling aimed to enhance local culture and traditions and helping the traveler to grasp the spirit of the visited place, the so-called genius loci. These principles are translated into practical actions thanks to the activity of the Life Beyond Tourism Movement launched in March 2018. The Life Beyond Tourism Movement aims to aggregate all the most significant cultural expressions within the international network (111 countries and 5 continents) that operates solidly for the knowledge of the diversity and ingenuity of territories, for their enhancement and, as a consequence, for the stimulation of their ability to guarantee the proper conditions for economic development. Life Beyond Tourism® is for everyone: individuals, young people, companies, institutions, artisans, artists.

REGULATIONS
Article 1. PURPOSE OF THE CONTEST
With this contest, the Foundation wants to spread the knowledge about cultural expressions of territories, raising awareness of new generations about the importance of their conservation, in order to pass on their identity and develop the perspectives for sustainable economic development. Keeping these identities alive means recognizing the importance of their roots, creativity, ingenuity and cultural diversity as a human wealth and as a potential factor for the economic development of the territory.

Article 2. SUBJECT OF THE CONTEST
Each candidate will be expected to:
1. promote the affiliation of the identified cultural expressions to the Life Beyond Tourism Movement of the Romualdo Del Bianco Foundation which, as emphasized in the Foreward, works solidly for the spread of the knowledge about cultural diversity and ingenuity of territories, as well as for their enhancement and creation of conditions of their economic development.

2. (optional) prepare a cultural description of a selected place (maximum of 250 words) dedicated to the theme of cultural expressions, or in other words genius loci. By "cultural expressions" we mean all those cultural subjects (companies and institutions) who reside in the territory in question. These subjects are considered to be of historical, social, economic and cultural interest because they are the bearers of ancient and modern traditions of the territory itself that contribute to preserving and passing on this knowledge over time.

Benefits for the selected cultural expressions:
- Being part of the cultural description of their territory
- Achieving a wide international and global visibility by joining the Life Beyond Tourism Movement network, which has over 12,0000 members and opening a dedicated page where to insert events, offers and initiatives
- Participating in international events, of commercial and cultural character, organized by the Movement in Florence
- Increasing the sales of their own product and expanding business relationships beyond the limits of their territory
- Becoming part of the World Book Life Beyond Tourism
- Be promoted through newsletters, social media channels and international events in which the Movement participates.

Link to membership: http://www.lifebeyondtourism.org/membership-levels/

The research must be articulated as follows:

**COLLECTION OF CULTURAL EXPRESSIONS OF THE PLACE**

The candidate must proceed with the survey and a detailed description of typical cultural expressions of the place operating in the following fields:

- Cultural/Artistic Sector
  - Craftsmen, restorers, artists
  - Architecture and conservation
  - Folklore and tradition
  - Fashion and design
- Production sector:
  - Companies
  - Gastronomic
  - Wine
- Social sector
  - NGOs
  - Artistic and social cultural circles
  - Associations
  - Other Institutions
- Other territory-specific areas
The optional work of a brief cultural description of one's own territory, of up to 250 words, will also be taken into consideration as an additional advantage and should contain:

- introduction to the territory and its main geographical, social, cultural and historical characteristics
- context analysis
- description of cultural expressions and the reasons for their choice
- tools and methods through which to act in order to enhance the territory chosen for the analysis
- conclusions with possible final considerations of the participant on the carried out work.

Article 3. CONDITIONS OF PARTICIPATION
To participate in the competition it is necessary to:

1. register at the Life Beyond Tourism Movement portal paying the € 45.00 fee which includes both entry to the contest and Life Beyond Tourism Movement membership fee valid for one year and worth € 25 https://www.lifebeyonddtourism.org/membership-levels/ (*)
2. register at the contest by sending/uploading a biography of 250 characters and a photo along with the list of selected cultural expressions
3. provide assistance with the affiliation to the selected cultural expressions. Each cultural expression’s page must contain a hashtag with the name of the candidate in the contest
4. send/upload the cultural biography of the chosen area

(*)Where the participant is already a member of the Movement, payment of the participation fee of € 20.00 (twenty/00) will be sufficient; it is to be paid online on the contest web-page.

Article 4. REQUIREMENTS FOR PAPERS/EVALUATION CRITERIA
The candidate’s work will be evaluated based on the following criteria:

A. Originality: the work must be unpublished
B. Contribution to the Life Beyond Tourism Movement: the selected cultural expressions must be registered with the Movement Life Beyond Tourism (link for companies, link for institutions). Additional membership registrations will constitute an added value for the candidate during the evaluation.
C. Scientific accuracy of the research
D. Heterogeneity of the cultural expressions involved
E. Added value will be given also to the optional cultural description, if available

Article 5. PARTICIPANTS
The participation to the contest is open to all those who at the time of uploading their work have reached the age of adulthood in the country of citizenship and have correctly uploaded all the information requested by the organization of the contest. The following categories are not allowed to participate in the contest: promoters, members of the Secretariat and all those who in various capacities collaborate for the organization of the contest, as well as their respective families up to and including the third degree relatives.

Article 6. CONTEST PROCEDURE AND VOTING
The contest is open from October 1, 2019 to May 31, 2020. The winners will be announced by September 30, 2020.

Article 7. PRIZE MONEY
The total prize money is € 25,000,00 (twenty five thousand/00).
Given the importance of all the evaluation criteria (article 4), the presented research works will be grouped by distinct categories, basing on the number of cultural expressions that each candidate will have registered with the Life Beyond Tourism Movement. Each category will receive cash prizes and/or accommodation vouchers for stays in Florence (Hotel Laurus Al Duomo, Hotel Pitti Palace al Ponte Vecchio) as well as digital publication of their works.

The prizes are distributed as follows:

- **First category:** This category includes those candidates that have reached a minimum number of 10 registered and verified cultural expressions.
  1° prize € 4.000,00 (four thousand /00)
  2° prize € 3.000,00 (three thousand /00)
  3° prize € 1.200,00 (one thousand two hundred /00)
  4° prize voucher* for a stay in Florence of the amount of € 2.000,00 (two thousand/00)
  5° prize voucher* for a stay in Florence of the amount of € 1.000,00 (one thousand/00)
Each awardee’s work will be published digitally.

- **Second category:**
  This category includes those candidates that have reached a maximum number of 5 registered and verified cultural expressions.
  1° prize € 2.500,00 (two thousand five hundred/00)
  2° prize € 1.500,00 (one thousand five hundred /00)
  3° prize € 1.000,00 (one thousand/00)
  4° prize voucher* for a stay in Florence of the amount of € 1.000,00 (one thousand/00)
  5° prize voucher* for a stay in Florence of the amount of € 700,00 (seven hundred/00)
Each awardee’s work will be published digitally.

- **Terza categoria:**
  This category includes those candidates that have reached a maximum number of 3 registered and verified cultural expressions.
  1° prize € 1.200,00 (one thousand two hundred /00)
  2° prize € 700,00 (seven hundred/00)
  3° prize € 500,00 (five hundred/00)
  4° prize voucher* for a stay in Florence of the amount of € 500,00 (five hundred/00)
  5° prize voucher* for a stay in Florence of the amount of € 350,00 (three hundred and fifty /00)
Each awardee’s work will be published digitally.

- **Fourth category:**
  This category includes those candidates that have reached a maximum number of 1 registered and verified cultural expressions.
  1° prize voucher* for a stay in Florence of the amount of € 1.000,00 (one thousand/00)
  2° prize voucher* for a stay in Florence of the amount of € 650,00 (six hundred and fifty/00)
  3° prize voucher* for a stay in Florence of the amount of € 500,00 (five hundred/00)
  4° prize voucher* for a stay in Florence of the amount of € 250,00 (two hundred and fifty/00)
5° prize voucher* for a stay in Florence of the amount of € 150,00 (hundred and fifty/00)
Each awardee’s work will be published digitally.

All participants who will not receive cash prizes will still receive the gratification of the digital publication of the paper (containing photos, a biography of 250 characters and hashtags of the selected companies) by Life Beyond Tourism Edizioni.

(*) The vouchers are the cash credits for bookings to be made by 31.12.2020, subject to availability, by contacting directly the facilities of the Centro Congressi al Duomo - Hotel Laurus al Duomo and Hotel Pitti Palace al Ponte Vecchio, by email and sending the number and data of the voucher. The vouchers will cover the cost of the room; in case of stays of more nights or special dates with higher rates the difference must be covered by the participants. It will not be possible to request any reimbursement for lower expenses of the booked accommodation.

Article 8. AWARDS ASSIGNMENT
The awarding ceremony will be held on the occasion of the 23rd International Assembly of the Life Beyond Tourism Movement of the Romualdo Del Bianco Foundation which will take place in Florence during 2021.

Article 9. PROMOTER
The contest is promoted by the Fondazione Romualdo Del Bianco® with the Istituto Internazionale Life Beyond Tourism in collaboration with its international network of over 500 institutions in 111 countries on 5 continents.

Article 10. AWARD PROVIDER
Fondazione Romualdo Del Bianco - Florence

Article 11. CONTEST ORGANISER AND MANAGER
Movimento Life Beyond Tourism srl – Florence

Article 12. SPONSORS
Centro Studi e Incontri Internazionali
Centro Congressi al Duomo
Hotel Laurus al Duomo
Hotel Pitti Palace al Ponte Vecchio
ICLAB (International Creativity Laboratory)
Palazzo Coppini
VivaFirenze

Article 13. OFFICIAL PUBLISHER
Life Beyond Tourism Edizioni

Article 14. PARTNERS
The list is available on the web-site www.lifebeyondtourism.org

Article 15. PATRONAGES
The full list is available on the web-site www.lifebeyondtourism.org

Article 16. JURY
The Jury is composed of the subjects indicated in the articles 9-10-11-12-13.

Article 17. REQUESTS FOR CLARIFICATIONS AND QUESTIONS
Any requests and queries should be addressed exclusively via e-mail to the following address:
< leonardocontest@lifebeyondtourism.org >
The e-mail should have the following words in the subject line: < LeonardoContest2019 >.
Mails sent with another subject will not be considered

Article 18. ACCEPTANCE OF REGULATIONS
With the participation at the Contest, the competitors accept, without reservation, all the rules contained in the present Regulations. Failure to comply with the provisions of these Regulations entails automatic exclusion from the contest.

Article 19. LEONARDO DA VINCI in the WORLD WITH THE FONDAZIONE ROMUALDO DEL BIANCO
As mentioned in the Foreward, during its activity, the Fondazione Romualdo Del Bianco® has donated to 11 universities and cultural institutions around the world marble busts depicting Leonardo Da Vinci "Creator of the Imaginary", the sculptures by the artist Dino De Ranieri, aimed to illuminate the young minds in their path of study, creativity, ingenuity and absolute genius.

Below is the list of international institutions that received the following sculptures:

● Bust n. 1 delivered on 16-10-2008 to the All Russia State Library for Foreign Literature, Moscow, Russia
● Bust n. 2 delivered on 01-04-2011 to the Ivane Javakhishvili State University in Tbilisi, Georgia
● Bust n. 3 delivered on 30-03-2011 to the State Academy of Art in Tbilisi, Georgia
● Bust n. 4 delivered on 14-10-2011 to the Moscow Architecture Institute MARHI, Russia
● Bust n. 5 delivered on 17-10-2011 to the University of Architecture and Construction of Armenia in Yerevan, Armenia
● Bust n. 6 delivered on 26-04-2012 to the University of Architecture and Construction of Azerbaijan in Baku, Azerbaijan
● Bust n. 7 delivered on 13-05-2014 to the Wisconsin Green Bay State University, USA
● Bust n. 8 delivered to the Ivanovo State University, Russia
● Bust n. 9 delivered on 01-09-2014 to the State University of Architecture and Construction of Almaty, Kazakhstan
● Bust n. 10 delivered on 04-09-2014 to the Kyrgyz-Slav State University of Bishkek, Kyrgyzstan
● A plaster matrix of the bust was donated to the Academy of Arts and Design of Florence in 2014.

Article 20. GENERAL PROVISIONS
The subjects indicated in art. 9-10-11-12-13 reserve the right to vary the Regulations by giving a due notice and it will be effective from the next month after the variation will take place.

Article 21. OBLIGATIONS AND GUARANTEES

All the activities will be carried out in accordance with the present regulations. The subjects indicated in art. 9-10-11-12-13 assume no responsibility in connection with any problem of access, impediment, malfunction or difficulty regarding technical equipment, computer, telephone line, cables, electronics, software and hardware, transmission, connection and internet that can prevent a competitor from accessing the contest.

Participants who have participated in the Contest in violation of the provisions of these regulations will automatically be excluded from the Contest, including all those who, in an exemplifying and not exhaustive way, have used software and computer tools to modify the participation inputs. The subjects indicated in art. 9-10-11-12-13 reserve the right to proceed, in the most appropriate terms and in compliance with the laws in force, with the limitation and inhibition of any attempt to circumvent the created system of the contest.

Article 22. PRIVACY POLICY

Adhering to the present initiative, the participants agree that the personal data, provided to the Movimento Life Beyond Tourism Srl related to the participation at the initiative itself, will be processed in accordance with the Legislative Decree 196/2003.

Personal data will be used by the Life Beyond Tourism srl for the purpose of proper running of the contest. Such data may only be treated for institutional and promotional purposes by the subjects indicated in Art. 9-10-11-12-13.

Article 23. ORGANIZING SECRETARIAT

The organizing secretariat of the contest is based at:

Movimento Life Beyond Tourism srl
Via del Giglio 10
50123 Firenze
Email: leonardocontest@lifebeyonddtourism.org
www.lifebeyonddtourism.org

Article 24. INTERPRETATION OF THE REGULATIONS

For the interpretation of the regulations, the Italian text is considered to be the only authentic reference.

Article 25. JURISDICTION

Any divergence with regard to the interpretation or implementation of these regulations shall be resolved through consultation and negotiation between Parties (Florence, Italy jurisdiction).