

From November 25 to 28, 2021

*Florence (Italy), Palazzo Medici Riccardi
Galleria delle Carrozze and Sale ex Circolo Ricreativo*

THE WORLD IN FLORENCE

2021 • 2025

Festival of World's Cultural Expressions

— FIRST EDITION —



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PROMOTED BY

Fondazione Romualdo Del Bianco

ORGANIZED BY

Movimento Life Beyond Tourism – Travel to Dialogue srl Benefit Corp
in collaboration with **Centro Studi e Incontri Internazionali**

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LETTERA DI BENVENUTO

L'edizione **2021 del Festival Internazionale delle espressioni culturali del mondo "The World in Florence"** è la prima di cinque successive edizioni che mirano a:

- favorire l'interpretazione e la comunicazione delle tipiche espressioni culturali dei luoghi,
- promuovere la consapevolezza culturale delle comunità locali,
- valorizzare l'attrattività internazionale dei siti,
- trasformare il turismo in ospitalità per l'inclusione, la solidarietà e il dialogo interculturale.

La città di Firenze, con la sua storia e la sua eredità umanistica, diventa il luogo ideale dove le giovani generazioni di studenti interessati a viaggio e patrimonio, amministrazioni locali e enti possono condividere e offrire una visione autentica e interiorizzata del proprio luogo di nascita, fatta di poster fotografici, video e informazioni extra fruibili grazie alla tecnologia NFC. Guideranno il potenziale visitatore a godere dell'anima e dei sapori di luoghi che la pandemia ancora ci impedisce di vivere; i loro occhi, cuori e anime ci portano ad andare ben oltre una visita turistica, ci portano a cogliere lo spirito dei loro luoghi.

L'IDEA DEL FESTIVAL

Gli eventi che hanno caratterizzato gli ultimi due anni delle nostre vite dimostrano che l'equilibrio del mondo, sia ambientale che sociale, economico e relazionale è fragile. Dobbiamo tornare nel bel mezzo del lockdown pandemico quando per la prima volta abbiamo deciso di creare qualcosa in grado di viaggiare per il mondo durante un periodo di impossibilità di muoversi da casa, per continuare il dialogo interculturale e la valorizzazione delle espressioni culturali. Nel pieno dell'isolamento pensavamo a cosa fare, mossi dal desiderio di ritorno alla normalità, consapevoli che si sarebbe trattato di una sfida importante, considerando un quadro internazionale di grande difficoltà.

Con la collaborazione della Fondazione Romualdo Del Bianco e del Centro Studi e Incontri Internazionali, abbiamo avviato un primo progetto per il coinvolgimento delle Università e delle Istituzioni di formazione della rete Life Beyond Tourism a cui abbiamo dato un nome evocativo, pieno di voglia di vivere e di ritorno a una situazione di normalità: *"Back to Life - Revitalisation of Places post Covid19"*. Questo, a sua volta, ha dato il via alla creazione della *rete internazionale*

Infopoint Life Beyond Tourism che oggi conta 36 centri di diffusione LBT in 17 Paesi del mondo (Azerbaijan, Georgia, Giappone, India, Italia, Kazakhstan, Kyrgyzstan, Kosovo, Lettonia, Lituania, Marocco, Polonia, Regno Unito, Repubblica Ceca, Russia, Slovacchia, Taiwan) e tanti altri se ne stanno attivando.

Contestualmente abbiamo pensato a come poter contribuire alla **valorizzazione e comunicazione dell'autenticità dei territori**, anch'essi in forte difficoltà. Grazie al modello *Life Beyond Tourism*[®] abbiamo scelto come tema quello del dialogo per immagini, partendo dal racconto della città di Firenze in una mostra internazionale, interattiva e itinerante: "*Florence in the World*". La mostra ha iniziato a viaggiare all'interno della rete internazionale infopoint LBT ponendo le basi di un programma più ambizioso che si è tradotto in un **progetto di marketing territoriale circolare** a livello internazionale "**Florence in the World - The World in Florence**" con una programmazione quinquennale (2021-2025) di attività che già sta coinvolgendo molti degli attori presenti sui territori: pubbliche amministrazioni, enti territoriali, istituzioni formative, musei, fondazioni culturali, gruppi di giovani studenti, abitanti dei luoghi.

DA "FLORENCE IN THE WORLD" A "THE WORLD IN FLORENCE": DUE FASI DELLO STESSO PROGRAMMA

Partendo dalla narrazione della città di Firenze, con "*Florence in the World*", l'osservatore viene introdotto alla conoscenza guidata del luogo attraverso la presentazione di dettagli e di espressioni culturali con una sua espansione online e possibilità di interazione sul portale www.lifebeyondtourism.org attraverso la tecnologia NFC (la comunicazione di prossimità - Near Field Communication). **L'esposizione della mostra nei vari Infopoint LBT ha contribuito a diffondere, in termini pratici, quale sia una delle applicazioni possibili del modello Life Beyond Tourism nel racconto dei territori e coinvolgere i viaggiatori in un viaggio dei valori, etico e sostenibile.** Da qui, grazie al coinvolgimento delle istituzioni formative e culturali e a quello degli enti locali, nasce la seconda fase del programma, quella del ritorno: *The World in Florence*. I territori si presentano a Firenze nella loro interezza, con i loro saperi e il loro 'saper fare', i prodotti, i paesaggi e le curiosità utilizzando il dialogo con le immagini tramite tecnologia NFC. ***The World in Florence* sposta dunque la narrazione territoriale a un livello superiore, trasformando la mostra e i contenuti NFC in uno strumento di marketing territoriale.** Ma il programma continuerà a crescere nel quinquennio 2021-2025 arricchendosi di nuovi contenuti, nuovi territori, nuove narrazioni culturali per la valorizzazione e la comunicazione delle espressioni culturali del mondo. Anche *The World in Florence* partirà nel mondo per partecipare agli eventi più importanti nel settore del viaggio per ritornare, ancora, a Firenze nell'arco del quinquennio e mostrarsi più vario e interculturale che mai per arrivare a coinvolgere **100 Paesi, ciascuno con i propri territori, nell'edizione 2025.**

I TERRITORI COME META DI VIAGGIATORI CONSAPEVOLI

Tutto questo si traduce in un contributo concreto per la **ripresa economica dei territori** che potranno così presentarsi in modo non canonico e divenire quindi **viaggiatori consapevoli**, in grado di apprezzare i prodotti a km 0 che i vari luoghi propongono, i pezzi unici dell'artigianato artistico, che visitano i piccoli musei e possono diventare **stimolo per altri viaggiatori**, superando così il concetto del turista "mordi e fuggi" e divenendo sempre più residenti temporanei, con un conseguente auspicato aumento di soggiorno medio.

RINGRAZIAMENTI

Il Movimento Life Beyond Tourism - Travel to Dialogue desidera esprimere la propria soddisfazione per la risposta pronta e proattiva ricevuta da parte di tutta la rete nazionale e internazionale LBT in un momento di pandemia globale che ha avuto ripercussioni disomogenee nei vari territori del mondo. Queste risposte positive costituiscono un forte messaggio di volontà di ripresa, da parte delle istituzioni italiane, che hanno aderito con i luoghi parlanti, delle aziende, che hanno creduto e collaborato fin dal principio come B&B Hotels Italia e Europromo, le prestigiose istituzioni come la Regione Toscana con il Presidente Eugenio Giani, la Città Metropolitana di Firenze, il Comune di Firenze, la Confcommercio Toscana e ancora Firenze Fiera con la quale auspichiamo di realizzare l'edizione del Festival 2025.

Carlotta Del Bianco

Presidente

Movimento Life Beyond Tourism - Travel to Dialogue

WELCOMING LETTER

The **2021 International Festival of World's Cultural Expressions in Florence, The World in Florence**, is the first of five editions already scheduled aimed to:

- encourage the interpretation and communication of local cultural expressions of destinations,
- promote local communities' cultural awareness,
- enhance sites' international attractiveness
- and change the consumerist tourism in hospitality for inclusiveness, solidarity and intercultural dialogue.

The city of Florence, with its history and humanistic inheritance, is the ideal place for generations of students in heritage and travel. Local administrations and public authorities can share and offer an authentic and inner view of their birthplace through photo-posters, videos provided by NFC technology. In other words, local stakeholders will aid potential visitors in enjoying the soul and flavours of places the pandemic prevents everybody from experiencing. Their eyes, hearts and souls will lead us well beyond a touristic excursion; they lead us to grasp the spirit of the sites.

THE IDEA BEHIND THE FESTIVAL

The events that have characterized the last two years of our lives demonstrate that the social, economic, relational and environmental balance of the world is fragile. During the lockdown, we decided to create something. Although we were in the midst of isolation, we were thinking about the future, moved by the desire to return to normalcy. We were aware that it would be an important challenge, considering the great global difficulties. Facing the pandemic, we adopted digital technology to travel the world to continue intercultural dialogues and enhance cultural expressions.

With the collaboration of the Romualdo Del Bianco Foundation and the International Meetings and Study Center, we have launched a project with universities and other formative institutions in the Life Beyond Tourism (LBT) network. The project was given the evocative name, promising a return to daily life: *Back to Life - Revitalisation of Places Post Covid-19*. In turn, this gave way to the creation of the international "Info Point" LBT network, which currently consists of 36 information points in 17 countries around the world, including Azerbaijan, Czech Republic, Georgia, Japan, India, Italy, Kazakhstan, Kyrgyzstan, Kosovo, Latvia,

Lithuania, Morocco, Poland, Russia, Slovakia, Taiwan and the United Kingdom. Many more are expected to be established in the future.

At the same time, we thought about how to contribute to the **enhancement of places and how to communicate their authenticity**, which was quite difficult. Thanks to the LBT model, we have chosen the theme of dialogue through images. We started sharing stories about the city of Florence in an international, interactive and traveling exhibition: *Florence in the World*. The exhibition began to travel within the international Info Point network, laying the foundations for a greater programme that resulted in a **worldwide circular territorial marketing project** named *Florence in the World - The World in Florence*. In the coming five years (2021-2025) the project will engage locals (public administrations, authorities, educational institutions, museums, cultural foundations, groups of young students and inhabitants) in raising cultural awareness and enhancing local identities.

FROM FLORENCE IN THE WORLD TO THE WORLD IN FLORENCE: TWO PHASES OF THE SAME PROGRAMME

Starting *Florence in the World* with guided narration, the observer is introduced to the city through the presentation of details and cultural expressions with online content expansion and the possibility of interaction on the portal www.lifebeyondtourism.org through Near Field Communication (NFC) technology. In this way, the whole world can get to know Florence and Tuscany through the eyes of their residents. **Its exhibition in the various LBT Info Points has helped to spread, in practical terms, what is just one of the possible applications of the LBT model, the story of the place. It also involves travellers in an array of values, ethics and sustainability.** From here, thanks to the involvement of educational and cultural institutions and that of local authorities, the second phase of the programme was born, that of the return: *The World in Florence*. Places from around the world are presented in Florence in their entirety, with knowledge and mastery, emphasizing products, landscapes and curiosities, presenting dialogue through images using NFC technology. ***The World in Florence* therefore improves the narration, transforming the exhibition and NFC content into a territorial marketing tool.** But the programme will continue to grow in the five-year period between 2021 and 2025, enriching itself with new content, new places and new cultural narratives, effectively enhancing and communicating the world's cultural expressions. *The World in Florence* will also start around the world, inviting participants to the most important events in the travel sector. The exhibition will return, again, to Florence over the five-year period and will show itself to be more varied and intercultural than ever. **In the 2025 edition, 100 countries, each with its own unique places, will get involved.**

PLACES AS CONSCIOUS TRAVELERS' DESTINATION

All this translates into a **concrete contribution to the economic recovery of places** that will be able to present themselves in a different way and become a destination for **conscious travellers**. The conscious traveller is able to appreciate the items coming from local sources, zero products miles and the unique pieces of craftsmanship. These travellers will visit small museums and become a **stimulus for other travellers**, thus overcoming the concept of the “hit and run” tourist. Conscious travellers will become *temporary residents*, hopefully increasing the average length of stay.

ACKNOWLEDGMENTS

The Life Beyond Tourism—Travel to Dialogue Movement wishes to express its satisfaction with the prompt and proactive responses by the entire national and international LBT network, even during a global pandemic that has had uneven repercussions throughout the world. These positive responses constitute a strong message of desire for recovery: from the Italian institutions, which have joined the “**Luoghi Parlanti™**” (talking places) project; companies that have believed in and collaborated from the beginning of the movement, such as B&B Hotels Italia and Europromo; and the prestigious Florentine institutions involved, including the Tuscany Region with President Eugenio Giani, the Tuscany Region, the Metropolitan City of Florence, the Municipality of Florence and the Tuscany Confcommercio. Firenze Fiera, with which we hope to realize the 2025 edition of the Festival.

Carlotta Del Bianco

President

Movement Life Beyond Tourism - Travel to Dialogue

THE WORLD IN FLORENCE 2021

is composed by

The International Festival Exhibition

Venue

Palazzo Medici Riccardi – Galleria delle Carrozze and Sale Ex Circolo

Entrance from: Via Cavour 5 and Via Ginori 14, Florence

From November 25 to 28, 2021

Opening hours: 10am – 6pm

The Exhibition “The World in Florence” is open to all citizens and visitors, in the full respect of the Covid-19 containment measures. (At the entrance: Green Pass must be showed and validated, body temperature is detected, correct use of the mask is checked, hand sanitation is mandatory).

Learning Journey: Places and Cultures in Transition

The online appointment with Experts during the 1st International Festival of World’s Cultural Expressions in Florence “The World in Florence”

Today, places and cultures are inundated by new questions and new concerns. There is a strong feeling that the world is going through a transition phase, initiated by the dramatic pandemic and the challenges it poses.

The broad effects of the Covid-19 pandemic on different issues and sectors are now part of the agendas of most international institutions and are widely discussed. Since its conceptualization in 1989, the Fondazione Romualdo Del Bianco’s mission was to promote dialogue among cultures through heritage and travel with respect to the environment. With its research and activities, the Fondazione Romualdo Del Bianco is taking part in international initiatives to contribute to the development of new ideas and to the rebirth of different sectors.

The new ideas introduced as a result of the current pandemic address a wide range of topics: from living spaces, to the rural environment and life in small villages, to a more diffused and extensive use of technologies, to the meanings of culture and heritage and their role in society. The future of tourism and destinations, such as world heritage sites, are also discussed extensively.

Besides the photo-posters exhibition in Florence presenting cultural expres-

sions from over 50 sites throughout the world, the program of the International Festival of World's Cultural Expressions in Florence, *THE WORLD IN FLORENCE* (November 25-26) includes also “**Learning Journey: Places and Cultures in Transition**” (November 25, 11 am - November 26, 11 am): four in-depth contributions by international experts that tackle the themes and horizons opened by the pandemic, exploring continuity and discontinuity with respect to past pandemics. It will also explore the newfound approaches to heritage, to the rural/urban relationship and to the challenges posed by a different kind of travel, beyond the tourism of services and consumption. These themes have always been at the heart of the Del Bianco Foundation and its Life Beyond Tourism Movement.

Learning Journey: Places and Cultures in Transition offers not only in-depth knowledge prepared by experts, but also an overview of cultural storytelling collected by local young people, administrations, associations and stakeholders. These stories shed light on uncommon places, experiences, traditions and stories from all over the world and are only waiting to be narrated to enhance cultural expressions and contribute to a new model of knowledge and mobility.

*Photo credits: Novosibirsk State University
of Architecture and Civil Engineering, Russia*



The voices of world's places

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Tre Terre Canavesane
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Municipality of Borgo San Lorenzo
Municipality of Firenzuola
Municipality of Dicomano
Municipality of Marradi
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with B&B Hotels Italia



Photo credits: Università degli Studi di Bologna, Rocca Brancaleone, Italy

KEYNOTE SPEAKERS



Sabina Hajieva Khalid is Architect, Doctor of Science (in Architecture), professor and head of the department “Architectural constructions and restoration of the monuments”, Azerbaijan University of Architecture and Construction.

Author of more than 130 publications including several books. Coauthor of several projects devoted to the preservation of architectural monuments of Azerbaijan. Director (manager) of the scientific laboratory “Preservation and restoration of architectural monuments” in Azerbaijan University of Architecture and Construction, 2001-2016. Head of the Department “Architectural constructions and restoration of the monuments” at Azerbaijan University of Architecture and Construction, since 2016. Member of the Executive Committee of Architectural Union of Azerbaijan, 2012. Has defended the thesis “Mutual influence between Moslem and Christian religious monuments of Medieval Azerbaijan” and has got a Degree of PhD in 1998. Has defended the thesis “Architectural heritage of the north- western region of Azerbaijan Republic, problems of its preservation and adaptation” and has got a Degree of Doctor of Science, 2014.

Preserving heritage after pandemic: new tendencies and approaches

Preservation of the architectural heritage is a complex process that requires the involvement of a large circle of specialists in different fields. That is why the concept of heritage management has become widespread in recent years. This implies not only the process of its research and subsequent restoration, but also the further functioning of the object; the correct choice of the method of protection and use of the monument, the selection of qualified specialists in this field; criteria for assessing the monument, as well as the viability of its functioning after measures for its protection. The main idea of management is to preserve the monument in the best possible way. The past can speak to us and help us understand where we are going in the future.

The pandemic and social distancing have inevitably influenced some aspects of the heritage management process. The purpose of this lecture is to consider the changes associated with the new requirements of society, to try to formulate new trends in the preservation of the architectural heritage. Some examples of managing World Heritage sites during a pandemic will be discussed.

KEYNOTE SPEAKERS



Giacomo Lorandi collaborates with the Catholic University of Milan in the Department of Early Modern and Contemporary History. He is also a former fellow in Early Modern History (granted by SNFS) at the University of Fribourg (CH).

His area of research is the European Enlightenment, in particular the following topics: innovation in care during the long 18th century, specifically related to feminine diseases; Doctor role and social recognition in worldly milieu; Pius places and their economical and social role during the Spanish empire in Northern Italy. Since 2015 he has started a project on life, medical activities and social recognition of the Swiss physician Théodore Tronchin, through the study of unpublished sources (correspondence and medical consultation by letters). He is author of several papers published in historical journal and books.

The pandemic of Covid19 as a way to reconsider the socio-economical model of development. Lessons from the past, news approaches for the future.

The consequences of the Covid-19 pandemic showed the fragility of our society, the emergence of social inequalities, the inefficiency of the economic system and the unpreparedness of many governments to respond promptly to an extraordinary event.

At the same time it forced the world community to reconsider the relationship between material (houses, neighborhoods, cities, territory) and immaterial (family, colleagues, community) spaces and the socio-economic model of development. I will take into account the experiences and good practices put in place by Western society in the last five centuries to propose some suggestions to face the consequences of next calamities.

KEYNOTE SPEAKERS



Giovanni Ruggieri, graduated with honors in Economics from the University of Palermo he spent a semester of study at the University of Hertfordshire in the UK. He achieved the title of Doctor of Philosophy (PhD) in Tourism Sciences. Adjunct Professor in Applied economics he is adjunct professor of Tourism Economics and Tourism Systems and Hospitality Management. He is the author of several articles on tourism published in international scientific journals and concerning the economic impact issues, the birth and development of tourist destinations and the growth of tourism economies in the island territories. He is a member of the Management Plan working Group for the Sicily Unesco Foundation. President of the Observatory on Tourism for Islands Economies and chairman of the Scientific Committee made up of professors and international experts. Research topics, with particular attention to island realities, concern: the tourism economy, innovation, micro enterprises and networks.

Tourism challenges for post Covid era

It is clear to everyone that the travel and tourism economies have suffered a great collapse due to the drastic contraction of national and international mobility to protect the health of citizens threatened by the covid-19 virus. The reduction in travel has subsequently resulted in both a reduction in production, turnover, consumption, and, above all, a structural modification of the entire economic and production system linked to travel and tourism. These changes have generating structural changes in the behavior, habits and choices and actions of citizens and travelers. From now on, a global scenario opens a reasoning between before and after, between old and new and between past and future. Anticipating these new trends and preparing to face the new challenges is the task of this seminar, which outlines the future challenges of both virtual and real global travel and tourism markets.

KEYNOTE SPEAKERS



Gilbert Siame holds both a masters and PhD in city and regional planning from the University of Cape Town in South Africa. He is a lecturer and researcher in the Department of Geography and Environmental Studies (GES) at the University of Zambia where he also founded and coordinates the Centre for Urban Research and Planning. He is the coordinator of graduate studies in the same department. Dr. Siame has done research and published on cities and climate change, urban resilience, climate change and water security, governance, urban informality, transdisciplinary research methodologies. Dr. Siame has over eight years of experience in co-leading and leading consortia-led research projects in Southern Africa and has over eight years of graduate teaching in Zambia and in the region. Dr Siame has published widely on urban themes such as climate change and cities, urban food systems, urban governance, urban corruption, among others.

Food systems disruption in the era of Covid-19 in African cities: The case of Lusaka City region (Zambia)

The world has become more urban than rural and at least 66% of the world population will live and work in cities and towns by 2050. Urbanisation is leading to radical changes in the urban-rural continuum landscapes. There is need to understand this urban world far more differently than previously known. In the food systems, food and nutrition questions have now shifted to cities and towns. The Covid-19 pandemic has created an additional layer of urban complexity and the food systems have been significantly affected. The Covid-19 pandemic has disrupted urban food systems and cities have experienced increased hunger and nutrition insecurity threats. In this presentation, I will draw on primary data on food systems performance during Covid-19 crisis to discuss the impacts of the Covid-19 pandemic on food systems in rapidly changing urban context of the global South. Further, I will make propositions on possible pathways for rebuilding better in food sector in global South city-regions. cial inequalities, the inefficiency of the economic system and the unpreparedness of many governments to respond promptly to an extraordinary event.

Palazzo Medici Riccardi, the Amazing Venue of the Festival

For this first edition, the participation to the Festival will have an “hybrid” format, either online and in presence; the location of the Festival will be the prestigious Palazzo Medici Riccardi, the first Medici palace, the home of Cosimo the Elder and Lorenzo the Magnificent and the workplace of artists like Donatello, Michelangelo, Paolo Uccello, Benozzo Gozzoli and Botticelli).



***Palazzo Coppini – Fondazione Del Bianco
Museum will open its doors for visiting the
building and the amazing collections conserved***



Palazzo Coppini - Fondazione Del Bianco Museum is both the tangible outcome and the symbol of the results achieved by the *Fondazione Romualdo Del Bianco® – Life Beyond Tourism®* and its international network in ensuring that human relations, the acceptance of difference and mutual knowledge through cultural and natural heritage, both tangible and intangible, can win recognition as crucial needs for the “family of mankind”. Palazzo Coppini is the venue of Del Bianco Foundation Museum, a Study Centre devoted to the research on the themes of travel, heritage and dialogue among cultures, developing and concretising the concept of interculturalism among peoples with the *Life Beyond Tourism®* movement over a period of more than 25 years of activity.

The purpose is to preserve, communicate and exhibit for the purposes of study, education and simple pleasure, a private collection of gifts - which have been received from people during their stay or delivered personally - made available to citizens. The gifts come from several cultural sectors related to the traditions, usages and customs of over 83 countries that share the Foundation's commitment to developing communication among peoples.



A rare library with over 6,000 books written in 51 languages and in 12 alphabets from all over the world, focusing largely on tangible and intangible world heritage, is also available.

The priceless collection of artefacts that, in addition to being invaluable for the preciousness of the materials used, represents recognition and esteem towards the Foundation by the people and public and private institutions that have gifted them wholeheartedly.



Photo credits:

Veronika Aschenbrierová, Eva Králová, Slovak University of Technology in Bratislava, Slovakia



EVENT UPON INVITATION AND CONFIRMATION OF PARTICIPATION

People who wants to follow the live streaming of this day can connect on the Facebook webpage of Life Beyond Tourism (@lifebeyondtourism)

10 am CET

Sala Quadri, Ex
Circolo Ricre-
ativo, Palazzo
Medici Riccardi
(Via de' Ginori 14)

Moderator:
Lisa Ciardi

Official Opening of the 1st edition of the International Festival of World's Cultural Expressions in Florence "The World in Florence"

Introduction

Paolo Del Bianco, President Emeritus, Romualdo Del Bianco Foundation - Life Beyond Tourism

Honorary Guest

Mounir Bouchenaki, Special Advisor to the Director-General of UNESCO and Honorary President of Romualdo Del Bianco Foundation

Institutional attendance

Valeria Biagiotti, Head of the Task Force for the Italian Presidency of the Committee of Ministers of the Council of Europe, Ministry of Foreign Affairs and International Cooperation
Jean Pierre Elong Mbassi, Secretary General of UCLG Africa, Union Cities and Local Governments

Webber Ndoro, Director General, International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM)

Lorenzo Becattini, Presidente, Firenze Fiera

Teresa Palacio, President International Council of Monuments and Sites (ICOMOS)

Contributions

- B&B Hotels Italia
- Bugnion
- Confcommercio Firenze
- Consolato Onorario della Repubblica Ceca a Firenze
- Consolato Onorario di Polonia a Firenze
- Emmetek - Dotkom
- Europromo
- La Toscana Nuova
- Storico Mercato Centrale di Firenze
- Travel Quotidiano

Contributions from places

- Consorzio Tre Terre Canavesane
- Fondazione Francesco Saverio Nitti
- Municipality of Conca della Campania
- Municipality of Pratovecchio Stia
- Museo del Tessuto di Prato
- Regione Moravia del Sud
- Tambov State Technical University
- Unione dei Comuni del Mugello
- Università degli Studi di Bologna

Opening of the Festival "The World in Florence"

Carlotta Del Bianco, President, Life Beyond Tourism - Travel to Dialogue Movement

Institutional Greetings

Eugenio Giani, President, Tuscany Region

Tommaso Triberti, Metropolitan City Councilor, Tourism and Economic Development delegate

Cecilia Del Re, Deputy Mayor for Tourism, City of Florence

Maria Federica Giuliani, Vice President of the Municipal Council, Municipality of Florence

Luigi Zangheri, President Emeritus of the Accademia delle Arti del Disegno

Preview of the exhibition "The World in Florence"

Following

Aperitif at Palazzo Coppini and guided tour of the Del Bianco Foundation Museum

9 am CET

Palazzo Medici
Riccardi,
Sale Ex Circolo

Welcoming remarks

Carlotta Del Bianco,

President of the Life Beyond Tourism-Travel to Dialogue Movement

Aurora Savelli

Steering Committee

Group picture

9.30 am CET

Plenary welcome session – exhibition virtual tour

Participants connected online will have the possibility of a virtual excursion of the exhibition they also contributed to with their posters

10 am – 11 am CET

Moderator:
Simone Giometti

“Cultural Storytelling” presentations from the World

Each group will have a 15 minutes-long presentation of the cultural storytelling of their region

FAR EAST REGION

Kyoto, the ancient capital of Japan » Kyoto Seika University (Japan)

Chinese Culture through the Fán Huā » Film Festival Zhong Art International (China)

AFRICAN REGION

Urban Community of Bertoua, Bertoua (Cameroon)

11 am – 12 pm CET

Moderator:
Aurora Savelli

Learning Journey: Places and Cultures in Transition

Keynote lectures by:

Giacomo Lorandi (Italy):

The pandemic of Covid-19 as a way to reconsider the socio-economical model of development. Lessons from the past, news approaches for the future

Sabina Hajieva Khalid (Azerbaijan):

Preserving heritage after pandemic: new tendencies and approaches

12 pm – 1.30 pm CET

Moderator:
Simone Giometti

EURASIAN REGION

Cultural Expressions from Chandigarh » Chandigarh College of Architecture (India)

Novosibirsk and its Region » Novosibirsk State Regional Scientific Library (Russia)

Eternal Mewar, The City Palace in Udaipur » Maharana of Mewar Charitable Foundation

Eternal Mewar - The City Palace (India)

Jaipur Cultural Storytelling » Manipal University Jaipur (India)

In the heart of Western Siberia » Novosibirsk State Academy of Architecture and Civil Engineering (Russia)

The World of Chelyabinsk » South Ural State University of Chelyabinsk (Russia)

1.30 pm CET

Storico Mercato
Centrale di Firenze,
groundfloor (piazza del
Mercato Centrale)

Break

Wine tasting from exhibiting's places at Storico Mercato Centrale

3 pm – 5 pm CET

Moderator:
Aurora Savelli

“Cultural Storytelling” presentations from the World

Each group will have a 15 minutes-long presentation of the cultural storytelling of their region

ITALIAN AREA

Tre Terre Canavesane, Agliè, Castellamonte, San Giorgio Canavese (Piedmont)

Museo del Tessuto di Prato (Tuscany)

Fondazione Francesco Saverio Nitti, Maratea (Basilicata)

5 pm – 6 pm CET

Exhibition open to the public

9–11 am CET

Palazzo Medici
Riccardi,
Sale Ex Circolo

Moderator:
**Simone
Giometti**

“Cultural Storytelling” presentations from the World

Each working group will have a 15 minutes-long introduction of the cultural storytelling of their region

CAUCASIAN AREA

Kvemo Kartli Region » New Higher Educational Institute (Georgia)

Shusha, the Harmony of Sounds coming through the Mountains » Azerbaijan Tourism Management University (Azerbaijan)

Abkhazia, the land of the soul » ASTICO Foundation/Abkhazia State University (Georgia)

Cultural and Architectural Heritage of Sheki » Azerbaijan University of Architecture and Construction (Azerbaijan)

11 am – 12 pm CET

Moderator:
**Corinna
Del Bianco**

Learning Journey: Places and Cultures in Transition

Keynote lectures by:

Gilbert Siame (Zambia)

Food systems disruption in the era of Covid-19 in African cities:

The case of Lusaka City region (Zambia)

Giovanni Ruggieri (Italy)

Tourism challenges for post Covid era

12 – 1.30 pm CET

Moderator:
**Simone
Giometti**

“Cultural Storytelling” presentations from the world

Each working group will have a 15 minutes-long introduction of the cultural storytelling of their region

EUROPEAN AREA

Via Cuprum » Slovak Technical University of Bratislava, Institute of Management (Slovakia)

Cultural expressions from Ivanovo » Ivanovo State University (Russia)

Cultural expressions from Lodz » Academy of Fine Arts of Lodz (Poland)

Horehronie, an hidden region » Slovak Technical University of Bratislava, Institute of Management (Slovakia)

Tambov Cultural Storytelling » Tambov State Technical University (Russia)

Cultural Expressions of Kosovo » AAB College of Pristina (Kosovo)

Cultural Expressions of Central Russia » Moscow Architectural Institute – State Academy (Russia)

Trenčín in the European context » Slovak Technical University of Bratislava, Architecture Faculty (Slovakia)

South Moravian Region (Czech Republic)

Tesserae of Ravenna » University of Bologna (Italy)

Ulyanovsk, Capital of Culture » Foundation «Ulyanovsk Capital of Culture» (Russia)

Vilnius, World Heritage Site » European Humanities University (Lithuania)

1.30 pm CET

Storico Mercato
Centrale di Firenze,
groundfloor
(piazza del Mercato
Centrale)

Break

Wine tasting from exhibiting's places at Storico Mercato Centrale

3–4 pm CET

Moderator:
**Carlotta
Del Bianco**

The CERTIFICATION FOR DIALOGUE BETWEEN CULTURES Life Beyond Tourism® HERITAGE FOR PLANET EARTH DTC LBT-H4PE and “Luoghi Parlanti™” (Talking Places)™

Each group will have a 15 minutes-long presentation

ITALIAN AREA

B&B Hotels Italia with its destinations: Bolzano, Florence, Naples, Rome, Verona

Conca della Campania (Italy)

Pratovecchio Stia (Italy)

Unione Montana dei Comuni del Mugello (Barberino del Mugello, Borgo San Lorenzo, Firenze, Dicomano, Marradi, Palazzuolo sul Senio, San Godenzo, Scarperia e San Piero, Vicchio)

4 pm CET

Prizes awarding

The Steering Committee of the Festival will award:

- First Prize of the 2021 Festival for the cultural storytelling that better meets the Foundation's Life Beyond Tourism philosophy
- Smart presentation in Florence
- Best poster

5 pm CET

Final remarks and Call for the 2022 Edition

Tutors and professors of the universities participating in the Festival and those who are interested in coming editions are invited to participate for suggestions, questions and answers.

Photo credits: Stefano Lorenzi, Castello del Trebbio, Italy



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Firenze
dal 1770 la casa delle imprese



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del MUGELLO

Other Institutions and Organizations



Universities and Academies



京都精華大学
KYOTO SEIKA UNIVERSITY



South Ural
State University
National Research
University



SEE YOU TO THE

2nd Edition of the
***International Festival of World's
Cultural Expressions in Florence
"The World in Florence"***

24-25 NOVEMBER 2022

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