

STORY TELLA THON

20
27

Telling Territories
to Understand Peoples

Florence, 11-12 March 2027



PARTNERS



ORGANIZING SECRETARIAT

**CENTRO EVENTI
FIRENZE SRL**
SOCIETÀ BENEFIT

PROMOTED BY



STORY TELLA THON

20
27

Telling Territories
to Understand Peoples

Florence, 11-12 March 2027



Storytellathon 2027 invites **high school and university students** to imagine and present **creative cultural itineraries through storytelling**, transforming local heritage into narratives that inspire **conscious and intercultural travel**. Bring your vision, connect people and places, and give voice to the **soul of your territory**.

Storytellathon, an initiative promoted by the **Fondazione Romualdo Del Bianco – Life Beyond Tourism®**, is conceived as the **programme dedicated to students** within the framework of the **2027 International Officina for the Culture of Dialogue**. Through this initiative, the Officina 2027 opens a space specifically designed for **younger generations to give voice to the soul of territories through storytelling**.

In an increasingly interconnected world, we believe that **cultural heritage — natural, tangible and intangible — should not only be preserved, but shared**, through narratives capable of transforming travel into an authentic experience of **intercultural dialogue**.

Storytellathon 2027 invites **students, young creatives and school or university groups** to imagine and present **innovative cultural itineraries** — geographical or thematic — that use creativity

and technology to connect travellers with local communities, promoting conscious, inclusive and respectful tourism.

Participants are invited to explore territories, traditions and communities, transforming them into **engaging stories that highlight local heritage** — from traditional crafts to historical sites and natural landscapes — and that create **emotional connections between visitors and places**. Students may participate **individually or in groups**, ideally accompanied by a **tutor, professor or mentor**, turning the experience into a **collaborative educational project**.

Rather than asking for a fully developed itinerary, Storytellation **seeks creative pitches**: visions capable of inspiring new ways of experiencing places and cultures. The initiative reflects the belief that communities should not only preserve their cultural and natural heritage, but also share it through **accessible and participatory narratives**, fostering **travel experiences** that enrich both travellers and host communities.

Why to participate

By participating in the Storytellation, students and young creatives will have the opportunity to:

- Gain **international visibility** for their ideas.
- Develop **practical skills** in storytelling, territorial marketing and cultural communication.
- **Be selected** among the best itineraries to be published in a special section of the [Luoghi Parlanti website](#).
- **Present their work in Florence** at an international audience of experts in heritage and tourism present at the Officina 2027 event.

Inspiration: the Luoghi Parlanti

The Storytellation is inspired by the Luoghi Parlanti (Talking Places), a project that combines **storytelling, technology, and participation** to give voice to territories and communities, transforming every journey into a **shared experience of cultural discovery**.

Participants are encouraged to draw inspiration from this approach to create itineraries that allow places to **“speak”** through **stories, people, and traditions**.

What we are looking for

- Tell **stories of territories and communities**,
- Combine **heritage, storytelling, and digital tools**,
- Promote **sustainable and responsible tourism**,
- Encourage **inclusive and participatory experiences**,
- Create a strong **emotional connection with the audience**.

How does it work

Participants are invited to create a **cultural itinerary** in their territory that guides visitors through a **narrated journey**, connecting them with the **local community** and its culture.

We are looking for stories that highlight:

- traditional **craftsmanship**,
- historical **places**,
- natural **landscapes**,
- tangible and intangible cultural **heritage**.

The itineraries presented should create an **engaging narrative experience for visitors**.

Types of itineraries

You can choose between two alternative types of itineraries:

1. Geographic itinerary

This type unfolds within a **defined area**, such as a neighbourhood, village, valley, or city, linking different locations through a coherent narrative. The aim is to enhance a territory as a whole, offering visitors an immersive experience.

Example: "The Living Memory of Kyoto" - a journey through Kyoto that guides visitors in discovering its millennia-old traditions by connecting temples, historic districts, and artisan workshops with a story linking past and present.

2. Thematic itinerary

This type follows a **specific topic** that links various locations—even those that are geographically distant—according to a specific theme or reason, such as a historical figure, a craft tradition, a culinary heritage, or a cultural phenomenon. The objective is to create a narrative that ties the itinerary's stops together through a shared element.

Example: "Tracing Afro-Cuban Music" - a journey exploring African influences in Cuban music, through iconic locations, percussion masters, and live performances, showing how ancestral rhythms shaped Cuban culture.



Key elements of the itinerary

Your itinerary must include **multiple stops**, called ***points of interest***.

You can identify a single location and the itinerary you suggest to reach it, or multiple points of interest that you intend to promote with a unifying theme. These points of interest can cover different **aspects of the local heritage**, which should be seamlessly and engagingly integrated into the narrative:

Physical Locations

Cultural, artistic, or natural sites representing the territory's identity.

Example: An ancient watchtower on the coast, narrated through stories of sea guardians and pirate raids.

Traditional Craftsmanship and Activities

Techniques and knowledge passed down through generations, which can be included as long as they are geolocated and visitable, offering visitors a hands-on experience.

Example: An itinerary on traditional weaving techniques, visiting workshops where handmade tapestries and carpets are produced.

Intangible Heritage

Local traditions (music, dance, rituals, gastronomy etc) and ancestral knowledge, embedded in a narrative that highlights their community value.

Example: An itinerary following the Semana Santa (Holy Week) in Spain, explaining the symbolism of processions and involving artisans who craft costumes and sacred statues.

Video presentation

The **idea and vision of the itinerary** has to be presented through a **short presentation video** (pitch) highlighting the concept and storytelling approach. We are **not asking for a finished itinerary**, but for a **clear and creative presentation of your proposal**.

In the video you should report:

- an **overview** of the proposed itinerary,
- the **selected locations** and **why** they were chosen,
- the **storytelling** approach,
- **visual elements** that help illustrate the experience.

The video must be **in English or include English subtitles**.

How to apply

Step 1: **Register** on the dedicated [Storytellation 2027 webpage](#).

Step 2: **Check your inbox**. You will receive an email with links and instructions to complete your registration (step 3).

Step 3: Finalize the mandatory **requirements**:

- **Submit** the payment and email the proof to workshops@lifebeyondtourism.org.
- Fill out the **itinerary questionnaire** (*link provided by email*). *In this phase you will be asked to specify whether it is a Geographical Itinerary or a Thematic Itinerary, and to describe the narrative approach you have chosen (e.g. theatre, comics, video storytelling, etc.).*
- **Upload** the **materials** to the **Google Drive folder** (*link provided by email*).

Access the dedicated folder to upload the material according to the following technical requirements. Please make sure that each file is correctly named with the title of your project.

Deadline: All materials and the questionnaire must be submitted **no later than October 31, 2027**. For organizational reasons, it will not be possible to include in the selection process any entries uploaded after that date.

Materials & technical requirements

Before uploading your files to the Drive folder given by email, please make sure they comply with the following requirements:

- **Presentation Video (Pitch):** MP4 format, duration between **5 and 10 minutes**, maximum file size **300 MB**. The video must be **in English (or with English subtitles)** and should be clear and visually engaging. We are not asking for a final itinerary, but for a presentation of your vision.
- **Representative Images:** Three high-resolution image (**max 5 MB 300dpi resolution**) representing the territory/project, with the appropriate usage rights.
- **Itinerary Map:** A graphic file clearly illustrating the **route and the different stages of the itinerary**.

Those selected for the showing their work in Florence at the Officina 2027 (11-12 March) will have to make a **short presentation**



(max 5 mins) introducing the video. All the presentations will have to include:

- A **visual overview** of the complete itinerary (showing location within the country, connection between points and overall concept).
- **Selection** process of the points.
- The **narrative approach**, using cultural storytelling techniques (e.g., voice-over, theatrical narration, interactive signage, comics, street theater, etc.);
- Images, keywords, and graphic elements that **visually support** the concept and illustrate the atmosphere or experience intended.

Please, make sure that your video is in English (or subtitled), clearly presented and easy to follow, to allow for an effective evaluation by the jury.

Prizes and recognition

Storytellation 2027 will conclude during the International Officina 2027 in Florence.

Eight itineraries will be selected and will have:

- The opportunity to **present** their itinerary in **Florence**, in front of an international and specialized audience.
- The **publication** of their itinerary in the **Report book** of the International Officina 2027.
- The **insertion** of their itinerary on the **Luoghi Parlanti website**.

Among these eight, **three itineraries** will be selected as winners. The winners will be informed in December. Winners will get:

- **Free admission and participation** in the Officina 2027 tables and workshops as observers for teachers (up to a maximum of 2 participants)
- **Accommodation for students** (up to a maximum of 6 participants) in one of the B&B Hotels Italia in Florence¹.
- **Free participation** for students and teachers, in the social and cultural events of the programme of the Officina 2027.

The jury reserves the right not to admit certain itineraries.

¹ Offered thanks to the support of **B&B Hotels Italia**, Sustainable Partner of Life Beyond Tourism.

Evaluation Criteria

Entries will be judged in seven categories:

1. **Creativity** – originality and innovation
2. **Cultural and Educational Value** – ability to enhance local heritage
3. **Sustainability** – promotion of local activities and environmental awareness
4. **Engagement and Interactivity** – level of public participation
5. **Presentation** – clarity, visual quality, and communicative impact
6. **Emotional Impact** – ability to create deep connections with the audience
7. **Accessibility and Inclusivity** – availability for diverse physical and economic needs



Deadlines

31 March 2026	Opening of the online registration form
11 October 2026	Early bird deadline
31 October 2026	Closing of the itinerary questionnaire form
November 2026	Organisation of proposals and formulation of the programme
December 2026	Winners announcement
11–12 March 2027	Event in Florence!

Fees and Participation Options

Fees	Standard	Reduced*
	Early bird (within October 11) / Deadline October 31	Early bird (within October 11) / Deadline October 31
Team Fee <i>up to 6 students + 2 professors</i>	570 € / 750 €	435 € / 570 €
Teams' additional participants <i>Beyond the base 8 people</i>	150 € / 190 €	90 € / 110 €
Individuals <i>Not part of a team</i>	250 € / 325 €	150 € / 190 €

**Institutions with MOU*

Individual registration includes participation in the networking day for 1 person.

The Team Package is designed for groups of up to 6 students + 2 professors.

Payment Methods

After completing the registration form, payment can be made via:

Bank transfer to

Beneficiary: Centro Eventi Firenze S.r.l. SB

Bank: Banca Intesa - via Carlo magno, 3 Firenze

IBAN: IT35R0306902912100000017475

BIC/SWIFT: BCITITMM

Reason for payment: Storytelling 2027- *Name of the University or School*

PayPal or Stripe

A payment link will be provided after registration.

Bank Transfers: The sender must cover all bank and conversion charges (please select the 'OUR' code). All fees are in Euros, VAT included.

Cancellation & Refund Policy

We understand that plans can change. If you need to cancel your registration, please notify us in writing via email at workshops@lifebeyondtourism.org

- Until October 11: Full refund, minus a 50 € administrative handling fee.
- Until October 31: 40% refund of the registration fee.
- From December 15 onwards: No refunds will be issued.

Transfer Free to a colleague from the same institution. Notify us by Dec 15 for name updates in the printed programme; later transfers won't reflect name changes.

Important Notes

- Entries will be considered and registration will be confirmed only after payment is received.
- Any bank or transaction fees are the responsibility of the participant.
- A copy of the payment receipt must be sent via email to workshops@lifebeyondtourism.org to complete the registration process.

For questions or assistance, please don't hesitate to contact us!

Giorgia Carati – *Project Coordinator*

workshops@lifebeyondtourism.org

STORY TELLA THON

20
27



Telling Territories
to Understand Peoples

Centro Eventi Firenze Srl

Società Benefit con unico socio e sede in Firenze, Via della Condotta n. 12 - C.F. / P.I. 07466600488 - Numero REA: FI - 705158
Società soggetta all'attività di direzione e coordinamento di COMI S.P.A. | Capitale Sociale €20000 i.v.