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OBJECT: Call for participating the photo-exhibition exchange “Florence in the World, the World in Florence”

*OGGETTO: invito a partecipare alla mostra-scambio “Firenze nel mondo, il mondo a Firenze”
(versione italiana sotto)*

Dearest Friends of the Foundation,

We are pleased to inform you that next 11th February 2021 the photo-exhibition

Florence in the World, the Word in Florence

<https://www.lifebeyonddtourism.org/florence-in-the-world-the-world-in-florence-a-firenze-a-febbraio/>

will be launched and presented to the local authorities, cultural institutions and press. Promoted by the **Romualdo Del Bianco Foundation** together with its “**Life Beyond Tourism-Travel To Dialogue**” Movement, it's 14 posters that explore Florence, its architecture, landscape, lifestyle, its cuisine, its ways of saying; posters are endowed of the *NFC technology* that allows guests to access additional online content by simply placing their smartphone close to each poster.

AIM OF THE PROJECT:

By sending the exhibition to the Foundation's Partners who are interested in hosting it, we will invite them **to produce an analogous exhibition dedicated to their local cultural expressions, traditional knowledge and customs** that the Foundation and the LBT-TTD Movement will exhibit in Florence in Fall 2021, in the **International Festival of the Cultural Expressions from the World**, an ideal world intersection of cultural identities nurturing the desire of knowledge, respect and dialogue and prompting the post-pandemic-travel-for-values.

HOW TO PARTICIPATE:

Write to secretarygeneral@fondazione-delbianco.org to receive by express courier and host the exhibition “Florence in the World, the World in Florence”; besides, you can also write to **request a preview (via Zoom) of the exhibition** in Florence, from 11th until 19th February 2021, from 10.00 am until 6.00 pm.

For further information on the exhibition, [click here](#).

We thank those institutions that already adopted the project: *Azerbaijan University of Architecture and Construction, Azerbaijan Tourism Management University, Durham University (United Kingdom), European Humanities University (Lithuania), Ivanovo State University (Russia), New Higher Educational Institute (Tbilisi), Riga Technical University (Latvia), Tambov State Technical University (Russia), UCLG Africa and ALGA (Morocco).*

Thank you in advance for your attention and participation.

Cari Amici della Fondazione,

Siamo lieti informarvi che il prossimo 11 febbraio 2021 lanceremo presentandola alle autorità, istituzioni e stampa locali la mostra fotografica:

Firenze nel mondo, il mondo a Firenze

<https://www.lifebeyonddtourism.org/it/florence-in-the-world-the-world-in-florence-a-firenze-a-febbraio/>

*Promossa dalla **Fondazione Romualdo Del Bianco** col suo **Movimento Life Beyond Tourism-Travel to Dialogue**, si tratta di 14 tritici fotografici a rappresentare Firenze e i suoi dintorni, con i loro paesaggi, particolari architettonici ed espressioni culturali; ciascun poster è dotato di tecnologia NFC, che permette al visitatore di accedere a contenuti aggiuntivi semplicemente avvicinando il proprio cellulare.*

SCOPO DEL PROGETTO:

*Inviando la mostra ai Partner della Fondazione interessati ad ospitarla, questi saranno invitati a **produrre un'analogica mostra dedicata alle espressioni culturali, conoscenze tradizionali e costumi** dei propri territori, che la Fondazione e il Movimento LBT-TTD esibiranno a Firenze nell'autunno 2021 in un **Festival Internazionale delle Espressioni Culturali dal Mondo**, un ideale crocevia di identità culturali destinato ad alimentare il desiderio di*

conoscenza, di rispetto e dialogo interculturale e a stimolare il ritorno al "viaggio per i valori" post-pandemia.

COME PARTECIPARE:

Scrivete a secretarygeneral@fondazione-delbianco.org per ricevere via corriere e ospitare la mostra "Firenze nel mondo, il mondo a Firenze"; inoltre, potrete scrivere per prenotare un'anteprima (via Zoom) della mostra che verrà esposta a Firenze dall'11 al 19 febbraio 2021, orario 10.00-18.00.

Per ulteriori informazioni sulla mostra, [cliccare qui](#).

Ringraziamo in anticipo quelle istituzioni che hanno già adottato l'iniziativa: Azerbaijan University of Architecture and Construction, Azerbaijan Tourism Management University, Durham University (Regno Unito), European Humanities University (Lituania), Ivanovo State University (Russia), New Higher Educational Institute (Tbilisi, Georgia), Riga Technical University (Lettonia), Tambov State Technical University (Russia), UCLG Africa e ALGA (Marocco).

Grazie per la Vostra attenzione e partecipazione.

Simone Giometti - Secretary General

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