



CALL FOR PARTICIPATION

# The World in Florence

International Festival World's Cultural Expressions

[www.theworldinflorence.com](http://www.theworldinflorence.com)

Florence (Italy), November 16-18, 2022  
(**"Hybrid" format: on-line or in presence**)

## BACKGROUND

The first Edition of the Festival (November 16-18, 2021 in the prestigious location of Palazzo Medici Riccardi in Florence, see [videos](#)), realized in blended mode, scored a promising success, in spite of the long wave of pandemic:

- cultural expressions from over **50 sites in 17 countries in 3 continents** have been presented by universities and local administrations working groups
- **5920 persons** attended the online opening session on 24 November 2021 on our social network
- **583 persons** assisted the two days of online presentations and lectures in streaming on 25-26 November 2021
- Wide appeal on **national and local mass media** and newspapers ([click here](#))
- **Digital catalogue** ISBN indexed (to be issued soon).

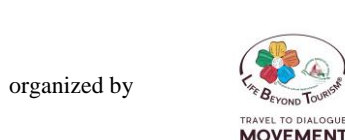


## WHY: THE AIMS OF THE FESTIVAL

The Festival is a 5 years-long project (2021-2025) that aims to enlarge worldwide the turnout of higher educational institutes and public administrations engaged in contributing to raise awareness, interpret and communicate the local cultural expressions of their sites for a not only sustainable, but also an inclusive, supportive and ethical progress of the communities they are part of.

At a time of inexorable globalisation, civil society in general and the younger generations in particular must take on the responsibility for deepening their knowledge of local identities and cultural diversities, contributing to their enhancement as key factors for local wealth and for the progress of the people-centred relations and the exchange of human experiences.

Due to the worldwide sanitary situation, the 2022 edition of the Festival will be in “hybrid” format, the participation can be either in presence or on-line.



TRAVEL TO DIALOGUE  
MOVEMENT

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The program of the Festival in Florence includes:

- exhibition of the posters introducing the main cultural features of a site
- presentation of the cultural storytelling (on-line or in presence)
- 4 keynote lectures by specialists in the field of: *heritage and hospitality enhancement in post-covid time; cultural enhancement and resiliency in time of climate, health and political crisis*
- realisation of NFC (**Near Field Communication**) webpages for each cultural storytelling presented
- certificate of participation and appreciation for participants by the Festival’s Scientific Committee
- publication of a ISBN indexed digital catalogue by the “Life Beyond Tourism Editions”.

### **WHO: TO WHOM THE FESTIVAL IS ADDRESSED**

- Universities, academies, higher education institutes, with suitable working teams of students steered by a tutor(s)
- Libraries, cultural institutions, with their staff, members or users interested in the subject
- Public administrations and agencies for local tourism development with their specialists, staff or suitable working teams
- Other bodies and associations in the field of promotion of local heritage and tourism.

### **WHAT: REQUIRED OUTPUTS**

Each organisation participant is required to select a specific heritage site (natural or cultural), with its cultural expressions , and prepare:

1. a **cultural storytelling** by using text, pictures, videos, audios and others.  
On [www.theworldinflorence.com](http://www.theworldinflorence.com) you will find the **online form** and **guidelines** for presenting the cultural storytelling. The outputs will be used for:
  - a) preparing a complete **special web page** dedicated to the heritage site selected
  - b) preparing the **NFC content**, that each single visitor of the exhibition in Florence can easily access by simply placing their mobile phone close to each poster presented by the participant (see point 2 below)
  - c) preparing the content for the **2022 Festival catalogue**.

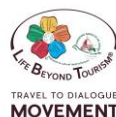
[Click here](#) to see an example of cultural storytelling: “Hohrehronie Region” (Slovak Republic), by Veronika Aschenbrierová (Slovak University of Technology in Bratislava), awarded in the 2021 Edition of the Festival.

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**NOTE: this output will be delivered through a personalised form that each institution will receive by email from the secretariat after having completed the registration process and payment.**

2. **3 posters**, to be exhibited during the Festival.

Each poster will be endowed with a **NFC chip** by the organisation of the Festival, that allows the visitors of the exhibition in Florence to access further information regarding the subject of the poster itself .

3. a 15 minutes-long **.PPT/.PDF presentation** to be delivered during the program of the Festival.

**NOTE: this output has to be sent to [info@lifebeyondtourism.org](mailto:info@lifebeyondtourism.org)**

### **WHEN: TIMING AND DEADLINES ?**

- January 2022 launch of the Call for Participation
- 15 April 2022 deadline Early Bird fee: registration and payment of reduced fee
- 30 June 2022 deadline Standard fee: registration and payment of standard fee
- 30 July 2022 delivery of the output (cultural storytelling + 3 vertical posters)
- 10 October 2022 delivery of the .ppt/.pdf presentation.

### **REGISTRATION FEE:**

The registration fee is paid by the organisation, regardless of the number of people engaged in the Festival.

#### **Special 46% Early Bird reduced fee (available until April 15, 2022):**

- EB for LBT-TTD Movement affiliated institutions and Infopoints: **€ 350,00 (VAT included)**
- EB for non LBT-TTD Movement affiliated institutions: **€ 650,00 (VAT included)**

#### **Standard fee (starting from April 16, 2022 until June 30, 2022):**

- Standard fee for LBT-TTD Movement affiliated institutions and Infopoints: **€ 650,00 (VAT included)**
- Standard fee for non LBT-TTD Movement affiliated institutions: **€ 1.200,00 (VAT included)**

**IMPORTANT NOTE:** we have defined special packages for companies and public institutions. Write to [marketing@lifebeyondtourism.org](mailto:marketing@lifebeyondtourism.org).



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The payment can be done on [www.theworldinflorence.com](http://www.theworldinflorence.com) :

- by Paypal or credit card
- by bank transfer

All paid fees shall be net of all costs and commissions.

The registration fee includes:

- **current expenses of printing and layout** of the three panels of the exhibition **equipped with NFC chips** (that allows the online navigation by both mobile devices and desktop)
- exhibition in Florence during the Festival
- creation and publication of the **special webpage** with the contents about your region, cultural expressions, place identities and curiosities on [www.lifebeyondtourism.org](http://www.lifebeyondtourism.org)
- inserting of the storytelling in the “places” section of LBT website with link on the general map
- a 15-minute presentation of your output during the Festival (online or in Florence)
- publication of the .ppt/.pdf presentation and the three panels in the Festival's **online catalogue**
- **certificates of participation and appreciation** the Festival
- inclusion of logotype, name and outputs in the social media channels of the Festival and newsletter of the Foundation’s Life Beyond Tourism Movement
- media coverage and visibility on Italian and international press
- exhibition of the panels during international fairs, both touristic, institutional and B2B/B2C meetings

## PRIZES AND CERTIFICATES:

A selected commission will issue a special certificate of appreciation for the cultural storytelling, poster and presentation delivered in Florence that meet the aims inspiring the Festival. The LBT-TTD Movement reserves the right not to publish applications that do not reflect the standard participation requirements.

Certificates of participation issued by the Romualdo Del Bianco Foundation and the Life Beyond Tourism Travel to Dialogue Movement will be issued for all participants.

## GENERAL INFORMATION:

**Romualdo Del Bianco Foundation**

**Life Beyond Tourism - Travel to Dialogue Movement**

[secretarygeneral@fondazione-delbianco.org](mailto:secretarygeneral@fondazione-delbianco.org)

[info@lifebeyondtourism.org](mailto:info@lifebeyondtourism.org)

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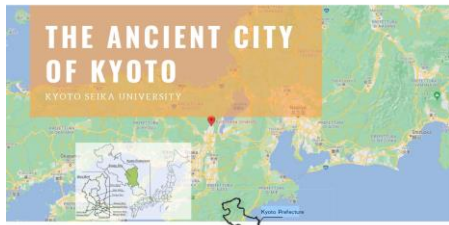
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# Some works in the Festival 2021 Catalogue



## THE ANCIENT CITY OF KYOTO

KYOTO SEIKA UNIVERSITY

### ARCHITECTURE

Kyoto is home to many historical buildings. The buildings have been damaged by natural disasters for a long time, as well as natural deterioration as Japan is known as one of the most disaster-prone countries. Kyoto.

Kyoto is known to be one of the most famous places for tourists and many people are very familiar with the famous spots and attractions.



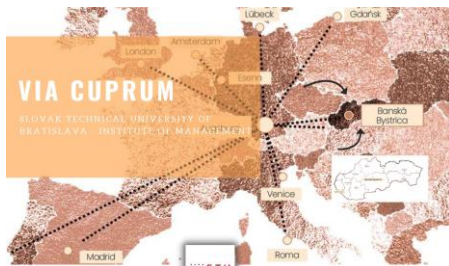
## REGION DE L'EST, DÉPARTEMENT DU LOM ET DJEREM

COMMUNAUTÉ URBAINE DE MBARTOUA

### THE WARRIOR DANCERS OF KINGS MBARTOUA (SIRTA MBARTOUA)

The dancers who are warriors of King Mbartoua from which comes the name Mbartoua. This King fought against colonialism. This tradition of the dancers of the Kings has been passed down from generation to generation.

To carry out this work, it was first necessary to meet the Mayor of the City of Bertoua who is the boss of Bertoua City Council who gave us his agreement to represent the city and expose on the cultural and tourist aspects of the City. Then we met the current Traditional Chief who is Mbartoua's successor to explain to him the good sense of our mission which in turn got us in contact with the leader of the group of warrior dancers of the King. The dance group got together and gave a demonstration that allowed my secretary and I to take pictures.



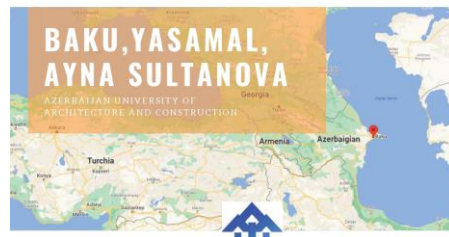
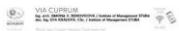
## VIA CUPRUM

SLOVAK TECHNICAL UNIVERSITY OF BRATISLAVA - INSTITUTE OF MANAGEMENT

### ADMIRABLE WILDERNESS

"Metal I was, Copper I became, Gold covers me." - mining and processing copper are in Slovakia. Protected areas of national parks and touristic routes.

Copper is one of the oldest known metals that people began to use. It has been in use for about 9000 years and its present-day significance is not declining. The general historical importance of copper is brought to attention by stating the fact that it was used in naming a historical period - the copper age in Slovakia, mining and metallurgy of copper were widespread achieving a pan-European and in some cases worldwide significance.



## BAKU, YASAMAL, AYNA SULTANOVA

AZERBAIJAN UNIVERSITY OF ARCHITECTURE AND CONSTRUCTION

### THE CHURCH IN THE VILLAGE OF KISH

The church in the village of Kish is a Christian church of the 12th century. 5 km north of the city of Shaki in the territory of modern Azerbaijan. ELN.

As a group, we chose the Shaki region, chose 3 architectural monuments and made posters. We also made a presentation about this region. The presented work for the Life Beyond Tourism "The world in Florence" is about Shaki, one of the most historical and cultural places of Azerbaijan.



Shaki region: one of the most historical and cultural places of Azerbaijan.



## UDAIPUR, RAJASTHAN

THE CITY PALACE MUSEUM, MAHARANA OF MEWAR CHARITABLE FOUNDATION, UDAIPUR.

### MUSEUM LANDSCAPE

The Museum is bordered by pristine waters of the Lake Pichola, built architecture of the old city and is interspersed with gardens.

This photography exhibition titled "The Venise of the East: The City of Udaipur" is based on the city of lakes, aka Udaipur in Rajasthan India. With the City Palace at the heart of the old town, this exhibition seeks to highlight the visual delights, living traditions and regional specialties of this historical city, and streamline the role of The City Palace Museum and the Maharana of Mewar Charitable Foundation. Udaipur is safeguarding and restoring the continuity of the age-old traditions, arts and crafts, etc.



## LITHUANIA, VILNIUS

EUROPEAN HUMANITIES UNIVERSITY

### MERGELĖS MARIJOS RAMINTOJOS BAŽNYČIA

Mergelės Marijos Ramintojos bažnyčia is a monument of church architecture of the late Baroque. The last baroque building in Vilnius. ALEXANDER.

For the EHU students, it is important that our university is located in the center of the old city of Vilnius, which is included in the UNESCO World Heritage List. Due to its location and the very history of the place, every time we come to the university, we inevitably deal with heritage. From whichever point our path lies, we see many places that are historically important for our Lithuanian culture as well.



Vilnius in the UNESCO World Heritage List



