



# The World in Florence

## International Festival World's Cultural Expressions

**FLORENCE (ITALY), NOVEMBER 25-26, 2021**

[www.lifebeyonddtourism.org/events/festival-dei-territori/](http://www.lifebeyonddtourism.org/events/festival-dei-territori/)

### Guidelines for preparing the “Cultural Storytelling” and curiosities on your Regional Cultural Identity

#### GENERAL INFORMATION

Born from the almost thirty years of activity of the Romualdo Del Bianco Foundation in Florence, the Life Beyond Tourism Travel to Dialogue Movement aims at promoting a human-centred approach to heritage enhancement and travel experience based on mutual understanding, solidarity and intercultural dialogue.

The Festival calls the local communities worldwide (such as universities, libraries, cultural institutions) to commit in a “cultural story-telling” of their area that provides (in time of pandemic) an interpretation, presentation and enhancement of the local typical “cultural expressions” (according to the Unesco Glossary “[those expressions that result from the creativity of individuals, groups and societies, and that have cultural content](#)”), in order to recover their status of actors of the local development in respect of the place identity.

In the light of the post-pandemic recovery of the social, cultural and economic activities, the Festival would like to spur local communities - with particular reference to their younger generations – to:

- engender and widespread a sense of cultural belonging and awareness
- engage in the production of a cultural storytelling that unveils the true spirit of the place where they live, by its typical cultural expressions,
- provide international visitors with the right tools to interpret and understand their destination's cultural identity for a new model of travel
- contribute to build a future in which travelling for culture regenerates the human spirit of knowledge, mutual respect and dialogue everywhere.

### INTRODUCTION TO THE 1<sup>ST</sup> FESTIVAL OF THE WORLD'S CULTURAL EXPRESSIONS

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The **Florence International Festival of the World's Cultural Expressions "The World in Florence"** is aimed to promote the knowledge of the most peculiar "spirit of the places" in the world, in order to preserve the local identities against globalization, to engender a sense of cultural belonging and of respect for diversity in young generation and to develop a travelers-inclusive local communities. In other words, to unfold the income-generating and dialogue-facilitating capacities of the local cultural expressions. Thus, the Festival aims to be an international platform for the exchange of experiences and good practices in heritage interpretation and communication, travel management and social-ethical values "to make the world a better place to live in".

The Florence International Festival of the Cultural Expressions in the World is promoted by the Romualdo Del Bianco Foundation and its Life Beyond Tourism Movement. Before to start, get acquainted with the Life Beyond Tourism philosophy, link at:

1. An introduction Power Point <https://bit.ly/backtolifelbt>
2. 2020 edition video <https://youtu.be/n0POtULbFhU>
3. Institutional Video on YouTube channel <https://youtu.be/oZk0-weG01k>

### **Guidelines for producing the "cultural storytelling" of your Region**

Welcome to the guidelines for the presentation of the Region you selected in the Life Beyond Tourism-Travel to Dialogue Movement Portal. Here below are the information you are invited to provide and the LBT-TTD Movement staff will prepare a special web page dedicated to the Region you selected in the section <https://www.lifebeyondtourism.org/mondo-eng/>.

(We remind you need to respect copyright laws - this applies not only to text, but also to all the illustrative materials used in the paper).

- 1. Introductory presentation (officially information that will be included in the catalogue)**
  - list of the working group persons with complete names and surnames, and a short biography of max 150 words
  - name and logo of the belonging institution
  - an abstract of 350 words that explain the work
- 2. Geographic Area**
  - Name and short description of your Region or District or Area or Territory (hereinafter referred to as "RDAT") (max 100 words; you can use also quotations);
  - map of your country with the geographic area of RDAT you are presenting highlighted in green color
  - a picture you consider as meaningful to introduce your RDAT (1200 x 800, 96 dpi);
  - a slogan that identifies your RDAT
- 3. "Cities and towns" section**
  - Three pictures (1200 x 800, 96 dpi) you consider as meaningful
  - Description max 180 words
- 4. "Gastronomic specialities" section (three at least)**
  - Three pictures (1200 x 800, 96 dpi) you consider as meaningful

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- Description max 200 words
- 5. **“Points of cultural interest” section**
  - Three pictures (1200 x 800, 96 dpi) you consider as meaningful
  - A general Description max 200 words
  - A description for every place of 150 words (a museum, a river, a monument,
  - A map with their geo-localisation
- 6. **“Customs and traditions, local festivals” section**
  - Three pictures (1200 x 800, 96 dpi) you consider as meaningful
  - Description max 200 words
- 7. **“Itineraries” section. They are blog post:**  
For each itinerary is required:
  - 5 pictures max (1200 x 800, 96 dpi)
  - Description max 1.000 words
  - A map with their geo-localisation
- 8. **“Curiosities” Section:**
  - Describe three historical figures of the place (use 100 words to describe each character)
  - Describe three idioms/proverbs of the place (use 100 words to describe each proverb)
- 9. **Section of the “LBT-TTD Members” in your RDAT**  
Your presentation should also include those “cultural expressions” who represent the “living heritage” of your RDAT and that are worthy to be introduced to everyone who would like to discover the real spirit of the cultural identity of your RDAT .  
**You are invited to ask them to:**
  - join the membership of Life Beyond Tourism-Travel to Dialogue Movement. The membership is free for one year by using a personal **Special Code to be asked by writing at [info@lifebeyondtourism.org](mailto:info@lifebeyondtourism.org) (\*)**
  - promote themselves, their activities and products to all the international users of the LBT-TTD by uploading (they or/and with your assistance) their texts, pictures, video in the Portal.

(\*) the Special Code allows to get the membership for free for 1 year. Please remind to ask your personal special code at [info@lifebeyondtourism.org](mailto:info@lifebeyondtourism.org)

Here you are the typologies of potential LBT-TTD Members in your RDAT:

#### Business

- Ask them to register on <https://www.lifebeyondtourism.org/checkout-membership-2/?level=5> by using the **personal Special Code**
- Ask them to upload (they and/or with your assistance) pictures and text to complete their profile; no limits for text or pictures, video max 2 min.

#### Institutions (cultural bodies, universities, museums etc.)

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- Ask them to register on <https://www.lifebeyondtourism.org/checkout-membership-2/?level=7> by using **personal Special Code**.
- Ask them to upload (they and/or with your assistance) pictures and text to complete their profile; no limits for text or pictures, video max 2 min.

#### Artists

- Ask them to register on <https://www.lifebeyondtourism.org/checkout-membership-2/?level=10> by using **personal Special Code**
- Ask them to upload (they and/or with your assistance) pictures and text to complete their profile; no limits for text or pictures, video max 2 min
- Possibility to participate in the periodical LBT-TTD international virtual art exhibitions ([click here](#) for info)

#### Craftsmen

- Ask them to register on <https://www.lifebeyondtourism.org/checkout-membership-2/?level=5> by using **personal Special Code**
- Ask them to upload (they and/or with your assistance) pictures and text to complete their profile; no limits for text or pictures, video max 2 min
- Possibility of e-commerce ([click-here](#) for info)

#### DEADLINE:

**September 30th, 2021:** delivery of the “cultural storytelling”, the posters, the material required for the online catalogue and payment of registration fee.

Thank you for your attention and collaboration.

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