

## ART & TOURISM IS MORE THAN A FAIR

It is a complete cultural and artistic experience that starts even before crossing the threshold into the Fortezza Da Basso and ends way beyond the time and space confines of the fair: indeed Art&Tourism extends into the whole fabric of the host city of Florence. Exhibitions, events and shows all connected to it will be held in the city during the days when the fair is on.

From the very onset until the **weekend of 18, 19 and 20 May 2012** the visitor will be absorbed by the special atmosphere.

From **Thursday** evening anyone who decides to come to Florence will find a more varied choice than ever with the museums and shops in the city open. The piazzas will be decorated for a party and everyone is invited to a fantastic opening show, produced in cooperation with the main cultural and artistic institutions in Tuscany.

**Friday** - the day will be dedicated to the professional operators in the market sectors involved. It will be possible to meet not only museum directors, curators, marketing and fund raising experts, the creative talents behind the most important cultural events in the world, but also enjoy original live performances, assess premieres of the artistic seasons, exhibitions currently being prepared with special previews of the concepts and communication media involved.

**Three piazzas** in the Fortezza Da Basso will be used as well as the established exhibition route. One of them will be dedicated to live shows, another to meetings and readings and the third one to education and the involvement of kids and students, visiting individually, in groups or even with their families. From Friday it will be possible to enrol in training sessions concerning subjects connected to both culture and tourism and where the two sectors meet and overlap.

**Saturday** will be divided into three important sessions: in the morning space will be devoted once again to the world of business with one-to-one meetings, training sessions and the presentation of new cultural destinations, new museums and the latest events.

**Art & Tourism will open to the public** at 2.30 in the afternoon, starting off with a show in the great piazza of the Fortezza da Basso and the launching of a series of guided tours around the pavilions of the fair. Obviously if visitors choose they can visit by themselves. The kids' zone will also be open from 2.30 where they can learn how to travel and what there is to discover. At 5.00 in the afternoon the first of the sessions to meet great travellers will take place in the piazza dei Racconti.

From 6.00 until 9.30 there will be a series of presentations from the exhibitors which will conclude with a grand closing event held in the main piazza of the Fortezza da Basso.

**Sunday**, the last day of the fair, will be totally dedicated to the general public. From morning there will be a succession of activities including meetings, shows, and entertainment to transform the fair into a great big village open to everyone and dedicated to art, culture and tourism.