



BUILDING PEACE through HERITAGE^(*)

with the Life Beyond Tourism Movement[®]

- International Partner of the United Nations University Advances Studies's Satoyama Initiative
- United Nations World Tourism Organization (UNWTO) Affiliate Member
- Member of the Forum UNESCO University and Heritage
- Institutional Member of ICOM (International Council of Museums)
- Institutional Member of the Hungarian and Polish National Committees of ICOMOS (International Council on Monuments and Sites)
- Institutional Member of the ICOMOS International Committee for Theory and Philosophy of Conservation and Restoration
- Institutional Member of the ICOMOS International Scientific Committee on Mural Painting
- Institutional Member of the ICOMOS International Scientific Committee for Cultural Tourism (ICTC)

Florence, April 21, 2020

OBJECT: **ART IN OUR HEART[®]**
in **WEB** with the **MOVEMENT LIFE BEYOND TOURISM TRAVEL** to **DIALOGUE**

Dearest Friends,

the Romualdo Del Bianco Foundation with the Life Beyond Tourism-Travel to Dialogue Movement are proactively working, although in confinement mode - as required by the current imposed Italian governmental decrees. The Foundation is adapting its activity to maintain high visibility and interaction of the international network that distinguishes our great value with the involvement of our entire network spread throughout the world with the technologies that fortunately allow us to stay in touch.

The Romualdo Del Bianco Foundation therefore promotes the project led by the Life Beyond Tourism Travel to Dialogue movement entitled "**Art in our Heart[®]**" in **WEB** which aims to enhance the cultural expressions of the territories, in particular the artistic ones, in order to also stand alongside the impressive art world that is the flagship of the development of creativity and genius of human culture.

The Life Beyond Tourism Travel to Dialogue Movement, for all artists, has created a section of the portal dedicated to the world of art with **the possibility of joining the Movement free of charge by 30/06/2020 and still having free access to the services until 31/12/2021**. In this way it will be possible to take advantage of a series of services that will allow **great visibility, both nationally and internationally thanks to a network that has over 14,000 users distributed in 111 countries of the world**.

Every artist who joins has the opportunity to:

- **create a personal page** that becomes your own showcase, where you can insert textual content, images, links, your contacts and everything you think is important to let network users know.
- Be included in the communications of the Movement through the monthly newsletters that will highlight the section of the artists.
- Be present on a platform that has over 12,000 visitors per month with 30,000 page views
- **Participate in virtual exhibitions scheduled in summer and autumn 2020 on the Movement platform:** this is a great novelty designed exclusively for affiliated artists who will be able to participate by exhibiting up to **four works on display**.

FONDAZIONE ROMUALDO DEL BIANCO[®] - LIFE BEYOND TOURISM[®]

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We think that the initiatives aimed at the world of art can extend a hand in this moment of difficulty and let's not forget that one of the first initiatives that the Foundation promoted in 1989 was the art exhibition: *'When art unites the peoples'*. Therefore with this initiative the art world can be further supported and enhanced, like all the productive activities of the territories and even more because **creativity and genius have always been the stimulus of rebirth in times of difficulty for peoples.**

Yours faithfully,

Paolo Del Bianco
- President -

How to join?

To join the Life Beyond Tourism Movement and start using the services immediately, just connect to the site www.lifebeyonddtourism.org, in the "[Register now](#)" section choose the "**Artist**" profile, follow the automatic instructions and enter the discount code **artinourheart**. The Secretariat of the Life Beyond Tourism Travel to Dialogue Movement is available to provide assistance through the email address info@lifebeyonddtourism.org.

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