

# Salone dell'Arte e del Restauro di Firenze®

13 - 14 - 15 novembre 2014, Fortezza da Basso

22 July 2014

Dear Sir/Madam

## **International Art and Restoration Fair, Florence, Italy**

We are pleased to announce that the fourth **International Art and Restoration Fair** will take place from **13 to 15 November 2014** at the Fortezza da Basso in Florence. The Fair will be of extremely high relevance for the restoration, conservation and preservation of our cultural heritage linking together art, knowledge and technologies.

The city will be at the heart of restoration and preservation of tangible and intangible heritage. It will host many meetings and debates with sector experts and amateurs coming from all over the world with the aim to share their skills and experiences, plan future exchanges and network with researchers, companies and people working within the restoration sector.

Florence has long been seen as a **Capital of Culture and a City of Art and Restoration** and it is home to the largest percentage of organisations, companies, publishing houses and schools in the world dealing in restoration. For example, the **Opificio delle Pietre Dure** and various other important institutions have always attracted international attention.

At the same time as the Fair, Florence will host the **18<sup>th</sup> International Council on Monuments and Sites General Assembly (ICOMOS)**, a **tri-annual event** with more than 1500 international delegates discussing the theme of "Heritage and Landscape as Human Values." We will be working in partnership with ICOMOS to plan and host the BtoB meetings. These BtoB meetings aim to promote collaboration between high profile Italian and foreign partners and to disseminate sector information maintaining an extremely high cultural and scientific level which reflects current research and trends in the world of cultural heritage. As a result of the above efforts, **EXPO Milano 2015 are now among our long list of patrons.**

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The catchment area of Florence alone will guarantee a higher number of participants at the event than any other recorded figure for similar occasions. This year we are expecting over 20,000 visitors and we will have 160 exhibitors, a bookshop, specialised publishers, 5 conference rooms, 2 laboratories, a speakers corner, 130 cultural events, 440 speakers, a training area, an art area, a study and job orientation area, children's laboratories, a BtoB meeting room, a cinema space and 3 thematic exhibitions.

Our media campaign for the Fair will consist of a website, press releases to local and national media, trade magazines and our own publication of a catalogue for the Fair and the Corriere del Salone, of which 20,000 copies will be distributed freely.

The Fair will be an ideal opportunity to steer national and international policy makers and business leaders towards investment in the cultural sector, ventures for artistic excellence, craftsmen and to promote the Made in Italy brand as well as technological innovation and higher youth involvement and a focus on the management of cultural heritage. For this reason, great importance will be given to craftsmanship and ancient trades with the aim to focus on the link between tradition and innovation, technologies and ancient knowledge.

We are also proud to announce in partnership with the Friends of Florence Foundation, the second **"Friends of Florence – Salone Restauro Firenze 2014 Award"** with a prize of 20.000 euros to be awarded during the Fair for the restoration or conservation of a project of Florentine cultural heritage.

<b>Segreteria Organizzativa</b> Via Maggio, 13 – 50125 Firenze Tel. +39 055 217940 Fax: +39 055 2676771 <a href="mailto:info@salonerestaurofirenze.org">info@salonerestaurofirenze.org</a> <a href="http://www.salonerestaurofirenze.org">www.salonerestaurofirenze.org</a>	<b>Segreteria Organizzativa</b> <b>ISTUR - CHT Culture Heritage Tourism</b> <b>No profit Organization</b> Accreditamento Regione Toscana (D.R. 1722/2003)	<b>Ufficio Commerciale</b> PLS Educational Spa Via della Mattonia, 17 – 50121 Firenze Tel: +39 055 24621 Fax: +39 055 2462270 <a href="mailto:commerciale@salonerestaurofirenze.org">commerciale@salonerestaurofirenze.org</a> <a href="http://www.promoleader.com">www.promoleader.com</a>
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This Fair is being organised in partnership between Institute of Cultural Heritage Tourism (Istur CHT) and PLS Educational SPA. The latter are specialists in event management and will be responsible for the commercial and logistical aspects.

The Fair is open to companies from different sectors including restoration and conservation, education, institutions, museum services, new technologies and advice for heritage fruition, retail gadget and bookshop, tourism for cultural heritage and environmental and cultural heritage.

In comparison to other similar national and international events, we have put together a very competitively priced package for those wishing to participate in one or more of the following ways:

- **Hire an exhibition stand:** 9-12m sq or multiples, furnished or unfurnished.
- **Hire an exhibition desk:** 2 or 4m sq
- **Hire a stand alone display panel**
- **Organise an event:** round table, workshop, conference etc. with the aim of promoting your activities in the field of culture, art and restoration.
- **Advertising through the Fair's communication media**
- **Technical or financial support** by linking your name to an event, through a full or partial sponsorship, raising your profile with the possibility of further benefits to be agreed upon.

The Fair is also part of the international calendar of trade shows and exhibitions at [www.calendariofiereinternazionali.it](http://www.calendariofiereinternazionali.it)

Thanks to a series of international agreements and partnerships with high-profile personalities, companies and organisations, the Fair can truly put itself at the service of culture, providing real solutions for the needs of the cultural heritage market. For more information please contact: [commerciale@salonerestaurofirenze.org](mailto:commerciale@salonerestaurofirenze.org) or visit [www.salonerestaurofirenze.org](http://www.salonerestaurofirenze.org)

We look forward to seeing you in Florence from 13 to 15 November 2014 at the Fortezza da Basso.

Yours faithfully

**Dr.ssa Elena Amodei**

**Sottani**

*Direzione Segreteria Organizzatrice*

*Presidente*



**Cav. Franco**

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## Main Partners



## Patronage



## Collaboration



## Media Partners



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