

Online Press Review: Pinocchio at Fuori Expo

Website: intoscana.it

Date: 11/08/2015

Link: <http://www.intoscana.it/site/it/articolo/La-Toscana-di-Pinocchio-e-i-percorsi-tematici-legalial-burattino/>

PINOCCHIO'S TUSCANY AND THEMATIC ROUTES ABOUT THE PUPPET

By Saverio Melegari

Created by the National Carlo Collodi Foundation, the web project develops proposals for family tourism. The presentation will take place at Fuori Expo.



I wonder if Carlo Lorenzini imagined that his character, Pinocchio, the impertinent puppet born from his pen, would become such an important symbol of Tuscany. Surely, after many decades, we can say that today is so and Pinocchio is a character recognized and loved anywhere in the world, associated with our land and our history.

It is for this reason that the National Collodi Foundation started the project called "La Toscana di Pinocchio" (Pinocchio's Tuscany), a web portal that

offers families tours and proposals to explore our region, inspired by the adventures of the famous fairytale and specially designed for those who have children between 3 and 11 years old.

The offer of "La Toscana di Pinocchio" is structured in five thematic areas: the House of Pinocchio, the Toyland, the Water, the Animals and Paper.

Each section has systematic paths covering the entire territory of Tuscany, as the title of the initiative suggests, ranging from Viareggio to Empoli, from the province of Lucca to Pisa, and combining the discovery of the territory with games and fun.

To know more about the project and to have more information on tourism possibilities, please visit the official website www.latoscanadipinocchio.it.

The initiative will be presented at the event "From Leonardo to Pinocchio", the six-day event dedicated to Montecatini and Valdinievole at the Fuori Expo from 25 to 30 August, in particular

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Via della Pace, 2 - 51017 Pescia (PT) - [ww.metamorphosis2020.it](http://www.metamorphosis2020.it)

Investor Relations: Federico Incerpi - e-mail: federico.incerpi@metamorphosis2020.it - cell. 393 9855426

Informazioni Roadshow: Laura Caso - e-mail: segreteria@metamorphosis2020.it - cell. 334 2683982

Relazioni Pubbliche: Giuliano Bianucci - e-mail: rp@metamorphosis2020.it - cell. 335 6375408

during the day entitled "Mamma: Pinocchio!" on Friday 28 August at 11.00 am. To have more information about the program, please visit the official website www.tomontecatini.com/fuoriexpo.

Screenshot of the article



Website: gonews.it

Date: 21/08/2015

Link: <http://www.gonews.it/2015/08/21/pescia-pinocchio-protagonista-nella-settimana-dellavaldinievole-al-fuori-expo/>

Pinocchio is the protagonist during the week dedicated to Valdinievole at Fuori Expo

21 August 2015 16:15 News Pinocchio Pescia



Pinocchio is the protagonist of the week dedicated to Valdinievole at Fuori Expo

The National Carlo Collodi Foundation will participate in the activities for the promotion of the territory and its excellences in the week-long event "Montecatini Terme and Valdinievole: From Leonardo to Pinocchio" at the space dedicated to the Tuscany Region at the Fuori Expo (Chiostrì dell'Umanitaria, Via Francesco Daverio 7), 25-30 August.



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There are 3 events that the Foundation will use to present Pinocchio, featuring Collodi, the Valdinievole and Tuscany within the context of cultural tourism - especially that aimed at families with children or schools: Tuesday 25 August Aug. 2015, within the theme "A land of Fairy Tale!", at 5.00 pm there will be the presentation of the "European Fairy Tale Route", organized by the National Collodi Foundation, with the contribution of Hon. Silvia Costa, President of the Commission on Education and Culture of the European Parliament - together with the project "Virtual Pinocchio", by Giuliano Bianucci (M&C); on Friday 28 August, the theme of the day will be "Mamma: Pinocchio!"; at 11.00 am there will be the presentation of "La Toscana di Pinocchio": a regional project coordinated by the National Carlo Collodi Foundation, based on themed itineraries for families between the inland and the seaside through the Valdinievole, following the trail of the Adventures of Pinocchio and the excellences of the territory.

At 5.00 pm there will be the presentation of the Artist Book "The Adventures of Pinocchio" with the works of Maestro Antonio Nocera, at the presence of the artist. All events are open to the public, admission is free.

Further details and the complete schedule can be found at www.daleonardoapinocchio.it. Info: National Carlo Collodi Foundation, fondazione@pinocchio.it, tel. +39 0572 429613.
Source: National Carlo Collodi Foundation

Screenshot of the article

The screenshot shows a news article on the website gonews.it. The article is titled "Pinocchio protagonista nella settimana della Valdinievole al Fuori Expo" and is dated 21 agosto 2015. The main image shows a Pinocchio doll. The article is part of a news feed on the website, with various navigation elements and advertisements visible. The website header includes "SOVIGLIANA - VINCI", "CITYCAR", and "#gonews.it". The article is categorized under "Prato" and "Pistoia". The article text includes "Pinocchio protagonista nella settimana della Valdinievole al Fuori Expo" and "21 agosto 2015 16:15". The article is part of a news feed on the website, with various navigation elements and advertisements visible.



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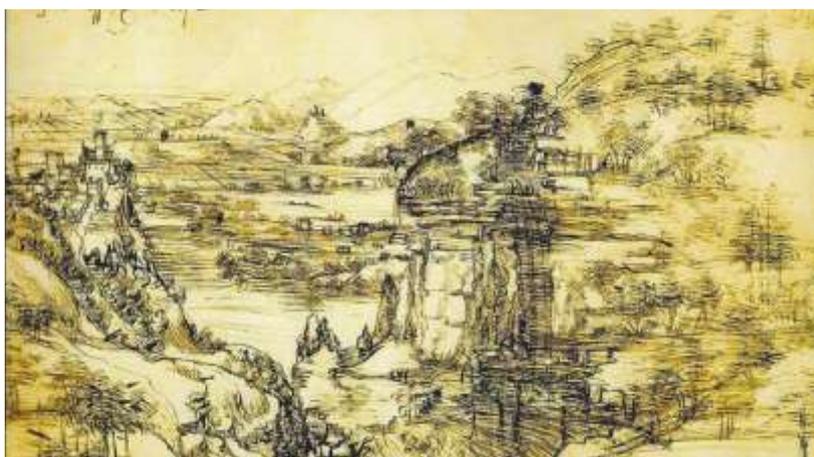
Website: expotuscany.it

Date: 24/08/2015

Link: http://www.expotuscany.it/2015/08/24/montecatini-terme-e-la-valdinievole-da-leonardopinocchio/?utm_source=Expo+Tuscany&utm_campaign=f30aecef5aNewaletter_Expo_Tuscany3_20_2015&utm_medium=email&utm_term=0_042b7f996f-f30aecef5a-241948729

Montecatini Terme and the Valdinievole: from Leonardo to Pinocchio

by Nicola Maggi | 24 August 2015 | Expo 2015, Last Posts | 0 commenti



Green Living, Leonardo's genius and a historical and evocative atmosphere: these are just some of the qualities of the Valdinievole and of Montecatini Terme that will be presented to visitors at the Tuscany Fuori Expo, at the Chiostrì dell'Umanitaria, Via Daverio 7, Milan, from 25 to 30 August. It will be a journey through flavours, history and the future of this territory, which will

tell about itself through its medieval castles, its Art Nouveau architecture, the Terme di Montecatini, the Grotta Giusti of Monsummano, and the properties of the thermal waters.

The event will highlight the culinary and local excellences involving the general public through many activities: workshops on floristic cooking, flower composition, tourism for children and families, the presentation of the UNESCO candidacy of Montecatini Terme and of the "Tuscany of Pinocchio" (the project represents an opportunity to revalue tourist and cultural places, production traditions and local products ranging from Pistoia to Viareggio, Montecatini, Monsummano, Pescia, Collodi, Lucca and the neighbouring cities; all territories whose Pinocchio is testimonial). And then: the travel diary drawn by Leonardo, the most original food as the vegan-certified "cruelty free" wine, and meals cooked with the typical unsalted bread of the Region.

Each excellence will be presented with wine and food tasting and cooking shows, respecting traditions, such as the "flask-cooking" of Sorana beans. Every day from 19.00 you can enjoy an aperitif with typical products from the Valdinievole.

Next Events:

- Sunday 30 August 30, 11:00 am: " Vegan-certified wines: Fattoria Casabianca" presentation by Fabio Cenni, inventor of his own chain of wine production "Cruelty free".



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- Sunday 30 August, 6:00 pm: " Genius Loci: local men, international talents", an unpublished comparison between the painter Pietro Annigoni and one of the national excellences of a new art, tattooing, Luca Natalini from Montecatini.

For more information: www.daleonardoapinocchio.it

Programme

Tuesday, 25 August 2015

"A land of fairy tale!"

12:00 am Opening of the exhibition Fuori Expo

4:00 pm Public inauguration of the areas of Fuori Expo dedicated to the municipalities of the Valdinievole

5:00 pm Presentation of the international project "The Fairy Tale Route" by the National Collodi Foundation, together with Hon. Silvia Costa, president of the Cultural Commission of the European Parliament - in cooperation with the European countries involved in the project.

Wednesday, 26 August 2015

"Exporting Quality"

10:00 am Presentation of the excellent products of the industrial district of the Valdinievole, from footwear to preserves.

12:00 Presentation of "The vegetables of the Valdinievole: a production of high quality, from fresh to preserved vegs" by the companies Fratelli Marraccini and Polli, from Monsummano Terme, with tasting.

4:00 pm "Among Castles and Fortresses: discovering treasures of history": a journey through aerial images and ancient artefacts through the castles of Valdinievole, a medieval fresco that still preserves its charm and structure.

5:00 pm An early Travel Blogger: presentation of "Travel diary of the territories drawn by Leonardo", Sandro Danesi

6:00 pm Cooking show and tasting - "Great minds and unsalted bread": meals cooked with the typical Tuscan unsalted bread and vegetables from the Valdinievole, accompanied by wines from the community production of Montalbano"

9:00 pm Readings at dusk: on "Travel diary of the territories drawn by Leonardo" S. Danesi

Thursday, 27 August 2015

Green Living

10:00 am Presentation of the 2015 edition of the International Sport Active and Wellness Tourism Exchange, by BTS Projects

12:00 "The Fucecchio marshes, a treasure to discover": analysing in depth the marsh and its nature, tourism and production

12:30 pm Cooking Show - the traditional cooking, with tasting

4:00 pm "The Blooming Treasure": floriculture in the Valdinievole, a presentation by the company Mefit from Pescia and the event "The country within walls", of Buggiano (Pistoia)

5:00 pm "Flowers: colours, scents and flavours" a laboratory-show of floristic composition and cooking with flowers, tasting and practical demonstrations for participants.



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Friday, 28 August

Mamma: Pinocchio!

10:00 am Kids-friendly tourism & active families: cultural Routes suitable for children in Valdinievole are on show, narrated by the territory itself.

11:00 am Presentation of the "Tuscany of Pinocchio": a regional project coordinated by the National Collodi Foundation, in collaboration with over nineteen tourist routes of Valdinievole

12:30 pm Cooking Show - traditional cooking, with tasting

4:00 pm Presentation of the project "La Via della Carta: crafts and routes": a project for the innovative recovery of tangible and intangible heritage, in collaboration with the Association Lucense and the Paper Museum of Pietrabuona (Pescia). There will also be a workshop "MAKING PAPER ": how to create paper from cellulose, by the Masters of the ancient mills of Pescia, open to children.

6:00 pm Cooking Show: "The Sorana bean", cooking in the flask. The most important Slow food of the territory is cooked following old traditions. Tasting at the end.

9:00 pm Readings at dusk, from "The Adventures of Pinocchio" by Carlo Collodi, in Milanese dialect

Saturday, 29 August

Water and Liberty: the lyrics of flavours.

10:00 am "Thermal spas of Valdinievole": meetings with local tour operators and presentations by the Terme di Montecatini Spa and Grotta Giusti Spa

11:30 am Round Table "SALUS PER AQUAM: the benefits of thermal waters as additions or replacement to traditional treatments, since ancient times" by the municipalities of Montecatini Terme, Monsummano Terme, Ancot, EHTTA and the Italian Federation of Medical and Scientific Societies.

4:00 pm Presentation "Art Nouveau in Montecatini Terme" by Arch. Claudia Massi and Dr. Beatrice Chelli, coordinator of the Committee to present the UNESCO candidacy of Montecatini Terme

4:45 pm Cooking show with the local product "the wafer of Montecatini ", by Bargilli, with final tasting for all participants.

6:00 pm Food&Book, 2015 edition: presentation of the third edition of the culinary literature event in Montecatini Terme, in October 2015 – A cooking show and wine tasting by the direction of Food&Book will follow

9:00 pm Presentation "The festival of Short Movies, from a long time": the national festival of Short film "MISFF" , is now in its 69th edition, and the public preview will be in Milan.

Sunday, 30 August 2015

The genius of Leonardo

11:00 am "Vegan-certified wines: Fattoria Casabianca": presentation by Fabio Cenni, creator of his own chain of "cruelty free" wine production.

12:00 am Vegan Wine Tasting of the products by the Casabianca farm

4:00 pm " Slow food in schools: let's network!" The pilot project of the Istituto Superiore Marchi of Pescia, between SlowFood and social media marketing



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6:00 pm "Genius Loci: local men, international minds", the journalist Moreno Pisto presents an unpublished comparison between the painter Pietro Annigoni and one of the leaders of a new national art , tattooing, Luca Natalini from Montecatini.
Screenshot of the Article



Website: gonews.it

Date: 24/08/2015

Link: <http://www.gonews.it/2015/08/24/la-valdinievole-da-leonardo-a-pinocchio-ai-chiostri-dellumanitaria-di-fuori-expo-2015/>

Green Living, Leonardo's genius and a historical and evocative atmosphere: these are just some of the qualities of the Valdinievole and of Montecatini Terme that will be presented to visitors at the Tuscany Fuori Expo, at the Chiostridell'Umanitaria, Via Daverio 7, Milan, from 25 to 30 August. It will be a journey through flavours, history and the future of this territory, which will tell about itself



through its medieval castles, its Art Nouveau architecture, the Terme di Montecatini, the Grotta Giusti of Monsummano, and the properties of the thermal waters.

The event will highlight the culinary and local excellences involving the general public through many activities: workshops on floristic cooking, flower composition, tourism for children and families, the presentation of the UNESCO candidacy of Montecatini Terme and of the "Tuscany of Pinocchio" (the project represents an opportunity to revalue tourist and cultural places,



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production traditions and local products ranging from Pistoia to Viareggio, Montecatini, Monsummano, Pescia, Collodi, Lucca and the neighbouring cities; all territories whose Pinocchio is testimonial). And then: the travel diary drawn by Leonardo, the most original food as the vegan-certified "cruelty free" wine, and meals cooked with the typical unsalted bread of the Region. Each excellence will be presented with wine and food tasting and cooking shows, respecting traditions, such as the "flask-cooking" of Sorana beans. Every day from 19.00 you can enjoy an aperitif with typical products from the Valdinievole.

In addition, during the week that will see the Valdinievole protagonist of Fuori Expo, an event will be dedicated to hydrotherapy, which in our country has always been a key resource available to the National Health Service, as recently reminded by MPs gathered in the group "Friends of the spas", coordinated by the Hon Edward Fanucci, in Montecitorio, in occasion of an important conference. In fact, spa treatments are prescribed for the protection of health in each of the three "stages" of individuals' health: prevention, treatment and rehabilitation. It is thus an indispensable means for the maintenance and recovery of psychological well-being, as well as an effective remedy for many chronic diseases widespread in the Mediterranean population and not only. The Italian spa system consists of a vast and diverse network of enterprises in the public and private healthcare, with leading-edge performance and in line with the rest of Europe: the spa industry is a reality scientifically recognized today, as proven by numerous publications and the substantial resources devoted to scientific research in the subject. However, the direct relationship between the spa system and NHS is no longer that of the past, because graduate schools of Thermal Medicine have been drastically reduced, contributing to damage a natural and popular source of health preservation. At present, there is one professorship at the University of Rome, directed by Prof. Antonio Fraioli, who was present at the Discussion Table organized on August 29 in Fuori Expo at the Chiostrì dell'Umanitaria in Milan, at 11:30 am, representing an entire category. This university structure has inevitably led to an underestimation of the therapeutic possibilities of this sector (due to lack of in-depth knowledge), related to thermal waters, actual natural medicines: the therapeutic benefits of thermal waters are indeed numerous, and apply to the whole body, not having the side effects of pharmaceutical chemistry. The European directive on cross-border care also recognizes and includes spa treatments and broadens the Italian market to tens of millions of potential users. For this reason, we find fundamental the commitment of the Parliamentarians "Friends of spas" to push the Government to adopt a new legislation on hydrothermal activities, fostering close cooperation between the public/state-region-municipalities and private actors; a cooperation to be extended of course to the NHS. The Round table organized in Tuscany Fuori Expo will see the participation on Saturday 29 August of the municipalities adhering to Ancot, Federterme, the Parliamentary Friends of Spa, EHTTA (European Historic Thermal Towns Association), the Tuscany Region, the University of Rome and the President of IMF (Italian Federation of Scientific Medical Society) with the will to find suitable ways to revitalize a very important area also for what it represents for cultural and historical heritage, as well as for the health sector. Source: Press Office

Screenshot of the Article



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Website: [quinewspistoia.it](http://www.quinewspistoia.it)

Date: 08/24/2015

Link : <http://www.quinewspistoia.it/pinocchio-protagonista-al-fuori-expo.htm>

Culture Monday, 24 August 2015 10:45 am

Pinocchio starring at Fuori Expo

From 25 to 30 August the Collodi Foundation participates in the week of events on Montecatini Terme and Valdinievole: From Leonardo to Pinocchio.

PISTOIA - The territory and its excellences will be the focus of the week-long event which the Foundation will use to bring the spotlight on Pinocchio, representing Collodi, Valdinievole and Tuscany for what cultural tourism regards, at Fuori Expo of the Tuscany Region (Chiostru dell'Umanitaria, Via Francesco Daverio 7), 25-30 August.

Tuesday 25 August, within the event A Land of Fairytale!

5:00 pm Presentation of the international project "The Fairy Tale Route" by the National Collodi Foundation, together with Hon. Silvia Costa, president of the Cultural Commission of the European Parliament – and the project "Virtual Pinocchio", curated by Giuliano Bianucci (M&C).

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6.00 pm, Federico Incerpi, director of Metamorfosi, will present the development of the road show "Pinocchio 2020" in Italy and in the rest of the world and the plan for the 2020 Great Park of Collodi.

Friday, 28 August, within the thematic event Mamma: Pinocchio!

11:00 am Presentation of the "Tuscany of Pinocchio": a regional project coordinated by the National Collodi Foundation, in collaboration with over nineteen tourism routes in Valdinievole

5.00 pm presentation of the book "The Adventures of Pinocchio" with the works of Antonio Nocera, in the presence of the author.

All events are open to the public, admission is free. For more information, please contact the National Carlo Collodi Foundation on +39 0572 429613.

Screenshot of the article

The screenshot shows the website gonews.it with the main headline "Pinocchio protagonista al Fuori Expo". The article text reads: "Dal 25 al 30 agosto la Fondazione Collodi partecipa alla settimana di eventi su Montecatini Terme e la Valdinievole: Da Leonardo a Pinocchio". To the right of the article is a yellow advertisement for "BRUJA TANGO showroom" with contact information: "tel. 339 3735285" and "info@brujatango.it". The website header includes navigation menus for various regions in Tuscany and social media links.

Website: gonews.it

Date: 26/08/2015

Link: <http://www.gonews.it/2015/08/26/da-leonardo-a-pinocchio-la-citta-e-la-valdinievole-simostrano-allexpo/>

From Leonardo to Pinocchio, the city and Valdinievole present themselves at Expo

26 August 2015 10:37 News Montecatini Terme



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This morning has started the weeklong territorial promotion of Valdinievole in Milan, in the



Chiostrì dell'Umanitaria, Via Daverio 7, in the area dedicated to the Region of Tuscany allowing it to be at Expo. This press release wants to emphasize what the actual importance from the point of view of territorial promotion is, through data through: Promotion of the Production District.

In recent months, the area of Valdinievole has urged its manufacturing districts to create synergies, and to be present during visits to the pavilion at Fuori Expo by International Delegations. On 26 August, the presence of the Directors of the stands of Argentina, Mexico and Colombia has been confirmed, fundamental for the development for Valdinievole's

production (footwear, brooms, agribusiness). The delegations will be at Fuori Expo Valdinievole from 9.00 am to 1.00 pm on 26/08, supported by operators, translators and government representatives. Tourism promotion: from 26/08 and up to around the 29/08 the presence of national and international tour operators is confirmed, coming to Milan specifically to enter into trade agreements with confederations of tour operators (covering the whole territory of Valdinievole) and with the subjects operating in wellness area (Terme di Montecatini and Grotta Giusti), and to learn about the segments of greatest interest to their market (meetings & incentives, wellness, green living, tourism sport, urban tourism, art cities, culture, kids friendly tourism, ciclo tourism). The countries of origin of the confirmed operators are Germany, Austria, UK, Holland, Denmark, that are areas where more work is needed on the basis of the results from the last decade: it is without doubts that in these countries there is great potential on individual leisure, but it is also necessary to consolidate and regain the market of high-level groups, with great spending power.

In addition, there were 20 bloggers/freelancers connected to family, pet friendly, active with or without families, ciclo and food and wine tourism. Bringing Montecatini and the Valdinievole within a route from Leonardo to Pinocchio means arousing an enormous interest on some aspects of the area, that have not been exploited enough in the past. In this sense, the free, non-commercial website, dedicated to territorial promotion, www.daleonardoapinocchio.it, has been stormed by enquires in these days, especially the English version, for the benefit of all those realities that dot the precious diadem of Valdinievole. Finally, I hope that all the tourism operators in Montecatini Terme, Pescia, Monsummano, Buggiano, Massa and Cozzile, Larciano, Lamporecchio, Vinci and Serravalle use the content of www.daleonardoapinocchio.it for storytelling on the sites of their hotels' websites, or to share on social media: unity is strength also in building online reputation of a tourism destination or a district. In recent days, I have invited all trade associations to place a banner in their websites: I hope, when they return from vacation, they are going to take advantage of a rare and unique opportunity to achieve much with little effort. I hope that this is the beginning of a common path for the enhancement of the territory leading to a sharing of opening hours, visit possibility, accessibility to artistic and territorial heritage; a path that sees all the administrators at the forefront of taking choices on the roads to take, not least the link to the Tuscany Via Francigena, just to say one thing.

Source: Alessandra De Paola - President of Tourism and Spa Commission - City of Montecatini Terme

Screenshot of the article



Website: intoscana.it

Date: 26/08/2015

Link: <http://www.intoscana.it/site/it/articolo/Valdinievole-ad-Expo-con-Pinocchio-e-le-Vie-Europee-della-Fiaba/>

VALDINIEVOLE AT EXPO WITH PINOCCHIO AND THE "EUROPEAN FAIRYTALE ROUTE"



Until 30 August, Montecatini and Valdinievole will be the protagonists in the heart of Milan with a rich program of events. Valdinievole is the protagonist at Fuori Expo with a full program of events that until next 29 August will bring the main attractions of the area surrounding the Valdinievole to the Chiostridell'Umanitaria, in the heart of Milan. With time, this network of production, culture and tourism has reached excellence in terms of hospitality. These include the evolution of the European Fairy Tale Route, a project developed



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by the Collodi Foundation as the idea of a route for children, but not only for them, following the characters of children stories and their authors, tying the territories that have given birth to writers like Lewis Carroll, author of a literature cult for children, "Alice in Wonderland".

Pinocchio in Collodi and its park are in fact the reference point to an Italian proposal, presented in November 2014 in Brussels, that encountered the favourable opinions of MEPs, presenting the idea of a continental network that could connect the places related to stories dedicated to children. In this context, technology has an important role through the development of Virtual Pinocchio, an online space offering an amplified and facilitated cultural offer through a virtual visit to all forms of art - from movies to the territories in which Carlo Lorenzini was born and bred – father of the most famous puppet in the world.

In connection with the project of "The European Fairytale Route", Valdinievole relaunches "Pinocchio 2020", an ambitious plan to realise, in the famous hamlet of Pescia in the province of Pistoia, a theme park with a people mover to give access to the structure from the valley below the 60 hectares of the project.

Valdinievole in Milan, however, will not only be represented by Pinocchio: there will be cooking shows in promotional stands, presentations of local products, commercial initiatives and events managed by the Terme di Montecatini and Monsummano, which will ensure the dissemination of information about the properties of the famous thermal waters.

Screenshot of the Article



Website: lanazione.it

Date: 28/08/2015

Link: <http://www.lanazione.it/montecatini/fuoriexpo-milano-valdinievole-1.1250118>

Fuori Expo, Valdinievole in Milan with Pinocchio



METAMORFOSI Srl

Via della Pace, 2 - 51017 Pescia (PT) - [ww.metamorphosis2020.it](http://www.metamorphosis2020.it)

Investor Relations: Federico Incerpi - e-mail: federico.incerpi@metamorphosis2020.it - cell. 393 9855426

Informazioni Roadshow: Laura Caso - e-mail: segreteria@metamorphosis2020.it - cell. 334 2683982

Relazioni Pubbliche: Giuliano Bianucci - e-mail: rp@metamorphosis2020.it - cell. 335 6375408

Mayors and administrators at the opening event

Montecatini, 28 August 2015 - The official week of "Valdinievole at Fuori Expo" has started, in spaces equipped by Toscana Promozione in via Daverio in Milan, in the name of Pinocchio, the



only idea presented in the absence of other really innovative proposals. The inauguration was attended by Giuseppe Bellandi, Mayor of Montecatini, Rinaldo Vanni, Monsummano, Pier Luigi Galligani, Ponte Buggianese and Paolo Cecconi, assessor of Pescia. The Representatives of the institutions have introduced the project speaking about Valdinievole, "a territory full of attractions and its excellences represented by a

number of companies in the area that have attended the event, being at the stands in Milan all week."

Mayor Bellandi underlines that "the territory is presented in all its aspects, which was not obvious, and has quickly found much support since the first steps taken by the organization. All municipalities have enthusiastically attended the weeklong event at Fuori Expo, extending the invitation also to the Montalbano area, well represented by Vinci, birthplace of the great Leonardo providing the best visibility to our products. "The rich program of events began with Pinocchio and the Collodi Foundation which launched the project of the Fairy Tale Route and of the future theme park. The event will continue with meetings that will tell every day a little more about the area and its history, its culture and its culinary excellence. The Expo experience will end on Sunday 30 August. There will also be meetings concerning the excellences of Valdinievole, as footwear and preserves, with the presentation of the Stock Exchange of Sports Tourism. "Of course - said the mayor Bellandi - large space will be reserved for tourism and for our Valdinievole as an alternative to art cities. I remember you there will be a panel discussion on important Spa and Health (11,30 am) which will be attended by all the top subjects of the Italian spas. Of course, the organization has scheduled meetings with tour operators from around the world to launch our brand everywhere, thanks to the many excellences we have."

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Website: expotuscany

Date: 28/08/2015

link: http://www.expotuscany.it/2015/08/28/tuscan-day-il-territorio-toscano-merita-un-giornopiù/?utm_source=Expo+Tuscany&utm_campaign=ffee11e177Newaletter_Expo_Tuscany3_20_2015&utm_medium=email&utm_term=0_042b7f996ffee11e177-241948729

Be Tuscan for a Day: the Tuscan territory is worth one more day

Nicola Maggi | August 28, 2015 | Expo 2015 Last Post | 0 comments



The Municipalities of Colle Val d'Elsa, Monteriggioni, Poggibonsi, Radicondoli, San Gimignano and Volterra have joined forces with a clear objective: offering visitors compelling reasons to stay in Tuscany for one more day.

The six municipalities are at the heart of Tuscany, lying between the Via Francigena and the Via del Sale, both main roads of the Middle Ages that have marked our history. In these places, there were battles, people and goods, knowledge and

experiences passed through. Today Colle Val d'Elsa, Monteriggioni, Poggibonsi, Radicondoli, San Gimignano and Volterra can offer tourists a mix of historical and unique setting with bucolic landscapes and scenes from fairytales that bring an ancient view of the surrounding environment. A



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Informazioni Roadshow: Laura Caso - e-mail: segreteria@metamorphosis2020.it - cell. 334 2683982

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set of traditions and culture brings together this land and its inhabitants, that, thanks to the project *Un Giorno in Più – Be Tuscan for a day*, will be increasingly promoted for high-quality tourism.

The website - An innovative website will soon be on-line, collecting authentic journey proposals and allowing those who want to spend their holidays between the Via Francigena and the Via del Sale to discover new angles and unusual routes, initiatives and local traditions.

Participation to Fuori Expo - And thanks to the project *Un Giorno in Più – Be Tuscan for a day* the six towns of the area of Siena will also be protagonists at Fuori Expo in Milano, at the Chiostrì dell'Umanitaria from 1 to 6 September: an excellent opportunity to promote the excellences of the territory with the collaboration of numerous companies and associations.

There are many initiatives organized and coordinated by Apea: cooking shows and wine tasting with chefs, food bloggers and farms, tasting, small cultural, musical and theatrical interludes, workshops, discussions, product presentations and demonstrations. The stand will be open from 6.00 pm to 11.00 pm and the focus will be on food as a resource and main feature of our region, accompanied by Tuscan excellences.

For more information, please contact us at info@ungiornoinpiù.it or on facebook www.facebook.com/betuscanforaday

Screenshot of the Article

