



Valdinievole in Milan, as protagonist of *Fuori Expo*

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<https://www.youtube.com/watch?v=xQZU45fQWYU>

Valdinievole is the protagonist of *Fuori Expo* in Milan, with a rich program of events that until 29 August will bring to the heart of Milan the main attractions of the territory of the Valdinievole. This program has started with the presentation of the European Fairy Tail Route, a project by the Collodi Foundation about a route for children, but not exclusively for them, following the protagonists of fairy tails and of their authors, networking territories which have seen the birth of writers such as Lewis Carrol, the author of one of the main stories in children literature, *Alice in Wonderland*.

'This project came from an idea of Silvia Costa, President of the Commission of Culture of the European Parliament,' says Giuliano Bianucci, managing director of *M&C marketing, comunicazione*, 'whom I have known for the last twenty years, and who proposed to insert the project of Virtual Pinocchio within the framework of the European Fairy Tail Route. We had a meeting in Brussels about it in November 2014, led by Silvia Costa herself, and we got the support of about 10 countries for the Virtual Park to become the starting point of an ideal European Park for children.'

'We then have tourism on one side and the rights of children on the other, and both of them can be protected and promoted, as it is easier to disseminate communication when we don't take it too seriously and we play with puppets, than when we are too austere. The time when children used to read *Heart: Cuore* is gone, today youngsters play with tablets and families and schools have completely lost knowledge of what this young community does, being without an effective orientation.'

Technology has a great space in this project through the development of *Virtual Pinocchio*, a spectacular online space presenting a vast and easy-to-use cultural offer, consisting in a virtual visit to all elements linked to the most famous puppet in the world (from movies to the territories where Carlo Lorenzini was born and bred).

'The idea of building a park made of megabytes instead of bricks is the fundamental basis of the project', continues Bianucci, 'as it gives the possibility to reach out into the entire world, multiplying contacts enormously. While for a real park having 100, 150, or even 200 thousand visitors is already a success, a virtual park can easily reach 10, 20 million visitors especially if it is based on games. Pinocchio can be the great pull, bringing virtual visitor to use the park, which can also become the device to talk about cultural marketing, rights of European citizenship, children's rights, creating what we have called "civic games".'

Together with the European Fairy Tale Route, Valdinievole presents itself with another project, *Pinocchio 2020*. This is an ambitious plan to realise an entertainment park of 60 hectares in an area of the municipality of Pescia, in the province of Pistoia.

'We have done a lot in one year', says Federico Incerpi, responsible for the planning of the Incerpi Group. 'We have the right to use the area, and we have the approval from PIT, the Environmental Territorial Plan, agreed by the Tuscan Regional Council with the decree of 25 March 2015. We have received positive feedbacks when trying to achieve our goal, which is not only the goal of a private company, as *Metamorfosi* is (I am its administrator and legal representative), but it is a goal for the local area, and I would say for the whole Tuscany Region.'

The presence of Valdinievole in Milan will not only be about Pinocchio. There will be cooking shows at promotional stands, presentations of the typical products of the territory, and promotions by the thermal spas of Montecatini Terme and Monsummano Terme



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