

Salone
dell'Arte
e del Restauro
di Firenze®
Stazione Leopolda, 11-13 November 2010

Object: PARTICIPATING IN THE 2ND FLORENCE ART AND RESTORATION FAIR, 11TH-13TH NOVEMBER 2010

Dear Exhibitor,

We have the pleasure to inform you that the second **International Florence Art and Restoration Fair** will take place in our city from the **11th to the 13th November 2010** at the **Stazione Leopolda** Exhibition Centre. This year the Fair will be the first event of the Biennale dei Beni Culturali e Paesaggistici di Firenze, 10 days of exhibitions and conferences on the protection and promotion of international cultural and environmental heritage.

This extremely important cultural event for the preservation of tangible and intangible heritage across the world is being organised and managed by **Istur CHT (Culture Heritage Tourism)**, a Florentine no profit association. It has the patronage of the Ministry of Cultural Heritage and Activities; UNESCO Italian National Commission; ICOMOS Italian Committee; the CNR – National Research Council; Confcultura; FAI- Italian Environment Fund; the Region of Tuscany; the Province of Florence; the Municipality of Florence; the University of Florence; the Order of Engineers of the Province of Florence; the Order of Architects, Planners, Landscape Architects and Conservators of the Province of Florence; and the Regional Educational Division of Tuscany.

In 2009 we had more than 17,000 visitors, 120 cultural events, 140 exhibitors and 350 speakers, 15 patrons, 30 collaboration agreements as well as over 70 partners and a twinning agreement with FIRPA restoration and heritage fair in Granada, Spain.

The Florence Art and Restoration Fair has also established a prestigious **Scientific Committee** to act as a guide and a critical conscience for the cultural activities taking place during the event (exhibitions, demonstrations, seminars, workshops etc.). The Committee distinguishes the Fair from other events of a similar nature in Italy, but above all it guarantees the exhibitors and the visiting public a unique event of the highest interest and quality.

In particular, the Fair aims to become a **forum for the exchange of information** between the many sectors operating in the world of cultural heritage, from conservation to restoration and promotion, from production of materials to their distribution, from tools to accessories, from local and large-scale initiatives promoting culture and the environment to art and crafts for restoration.

This year the **international vocation of the Fair** is growing and, once again, the event promises to maintain an extremely high cultural and scientific level which reflects current research and trends.

You can participate in one or more of the following ways:

1. **Hire an exhibition stand** of 12 msq or multiples thereof, furnished or unfurnished.
2. **Hire a display panel (100 cm X 250 cm)** to be positioned in the Thematic Areas provided.
3. **Organise an event of your own** (round table, conference etc) to be held at the Stazione Leopolda or in another Florentine venue which will promote your activities in the fields of culture, art and restoration.
4. **Technical or financial support of an event** to which you can link your name, generally through full or partial sponsorship, thus raising your visibility with the possibility of further benefits to be agreed upon.

The Secretariat of the Fair has formed **highly competitive** participation proposals as our aim is to create a real equilibrium between cost, visibility and market opportunities. The Stazione Leopolda has a modern, innovative structure which gives exhibitors a choice of distinct display options and your profile can be raised even further by your presence in the official catalogue, your company's logo and profile on our website, your presence in the events programme and in the "Corriere del Salone" (20,000 copies to be distributed), national and international media coverage and much more.

More information about our patrons, partners, sponsors and objectives can be found at www.salonerestaurofirenze.org and we look forward to hearing about your participation plans very soon.

Best Regards,

Dr.ssa Elena Amodei
Secretariat Director



Cav. Franco Sottani
President



Segreteria Organizzativa