

“PANORAMA D’ITALIA” SETS OFF: THE NEWSMAGAZINE EDITED BY GIORGIO MULÈ GOES ON TOUR TO DISCOVER AND REPORT ON ITALIAN EXCELLENCE

*Ten cities, 150 events, 300 speakers, 3 million Italians reached across the country
and tens of millions on social networks through #panoramaditalia*

Segrate, 5 March 2014 - *Panorama* is setting off on a trip around Italy with “**Panorama d’Italia**”, a live & media experience that from April will visit 10 Italian cities with a calendar of 150 events integrated with the different areas and involving 300 speakers and 3 million citizens and establishing a link between Made in Italy excellence in business, the economy, the arts and food and wine.

“Panorama d’Italia” will tour the country with a varied range of events that will involve the different areas of the Mondadori Group: roundtable discussions, conferences, book presentations, conversations and interviews with leading exponents from the world of politics and business, as well as encounters between universities, start-ups and the business world, organised in collaboration with **Invitalia** (the national agency for inward investment and business development). The aim of the tour is to attract young people and facilitate the launch of new business initiatives, in particular organisationally and productively innovative start-ups active in the digital economy.

Panorama, that will dedicate the cover of the issue out tomorrow, 6 March, to the initiative, will week by week cover the progress of the tour from start to finish.

The tour

In 10 stages, between April and November, the *Panorama* mobile publishing will cross the country to report on and show Italy from an innovative and original perspective. In order to do this, the magazine will involve examples of local excellence and prestigious guests moderated by the magazine’s top journalists directly in the places where citizens live their daily lives.

For four days each of the cities involved will welcome a rich calendar of events to be held in the most exciting and representative locations and in close contact with its protagonists. Starting from Reggio Calabria (2-5 April) the tour will then move on to Lecce (14-17 May), Ancona (4-7 June), Parma (25-28 June), and after the summer break will kick off again in Verona (10-13 September), before heading to Verbania (24-27 September), Brescia (8-11 October), Viterbo (22-25 October), Catania (5-8 November) and Salerno (19-22 November).

The events

The beating heart of “Panorama d’Italia” will be the “**Dome**”, a high-tech structure in the form of a dome and equipped with a central piazza where a special soft screen will project 360° high definition video content, enriched with interactive features that can be used on tablets. Among the various features will be a journey through the last 50 years of history through the most significant covers of *Panorama*. The Dome will also host a series of other forms of interaction with the public: a social wall will bring together the various posts

made on Twitter, Facebook and Instagram and examples of video-art produced by the best emerging artists in Italy will be projected.

At the same time, in other parts of the city, there will be a number of institutional events, workshops, book presentations with authors, as well as a selection of entertainment and relaxation opportunities open to all, such as happy hours and DJ sets with the music of R101, in addition to exclusive parties with fashion bloggers e socialites invited by *Icon* and *Flair*. And, from stage to stage, Alfonso Signorini will invite a special guest from the world of entertainment or business for an exclusive talk show.

“Panorama d’Italia” will also be an occasion to rediscover the beauties of the artistic and cultural heritage of the cities visited, thanks to a bike tour in the centres of each city and a guided tour by Vittorio Sgarbi of the most representative works of art of the area. Finally there will also be ample space for the excellence of local food and wine with show cooking events with the best chefs and encounters with celebrities from the world of food.

“Panorama d’Italia” online

All of the main events will be available in streaming on *Panorama.it*, that will dedicate a special channel on the site to the tour, with real time updates, photos and videos from the different stages as they happen, as well as an area for online registration to events that will offer a free three-month subscription to the digital version of *Panorama* and participation in a prize draw to be held at each stage of the tour.

It will also be possible to share impressions and experiences of the events of Panorama d’Italia on all the principal social networks using the hashtag **#panoramaditalia**. *Panorama*’s Twitter account (@panorama_it) will also comment in real time all of the most significant moments involving the protagonists of the events.

Partners

“Panorama d’Italia” will enjoy the support of important partners, all of whom share a commitment to enhancing Italian excellence across the country. They include: Eicma, Enel, Eni, Finmeccanica, IBM, Invitalia, MSC Crociere and TgCom24 Mediaset. Moreover, stage by stage, media partnerships will be active with the main local newspapers, TV and radio stations.

“Panorama d’Italia” has been developed in collaboration with Triumph Group, for executive production, organisation and logistics, while interactive content has been developed by Stylum.