



LS "Perché credo che in una squadra vinca la squadra"

Trieste 1-30 Aprile 2017

LE VIE DELLE FOTO

APRIL 1st – 30th, 2017

7th EDITION

Le Vie Delle Foto is an international collective photographic exhibition, made by many individual exhibitions located in the centre of Trieste.

The exhibition is held in a wide variety of locales in the downtown of the city, connecting Cafes, stylish bars and character restaurants. Le Vie Delle Foto is another great reason to take a walk and indulge your curiosity of this wonderful city which has recently adapted to a pedestrian lifestyle.

Le Vie Delle Foto will encompass the entire city centre, and for a month it will be possible to create your own daily tour to discover the different exhibitions in the various locations.

Le Vie Delle Foto transforms a café into a gathering place where people with a variety of backgrounds can meet and discuss the world class photography on display. Trieste is historically known as a social hub, especially in its cafés (once called "tabaccherie" or "tea rooms"). James Joyce was once a patron of the Trieste bars and was often seen writing in the city.

The café becomes a melting pot for the public and the photography.

PROJECT GUIDE LINES

PHOTOGRAPHY: This is the largest collective exhibition in northern Italy (in 2016 there were 96 artists from all over around the world, including USA, Switzerland, Sweden and Spain), which connects cafes and the art of photography, creating a network of venues in the heart of downtown Trieste.

TOURISM: we'll organize guided tours for the tourists, to discover the unique characteristics of this wonderful city. Every Saturday morning and afternoon, a guide will accompany the tourists to explore the city, the photographs and the culture. Trieste's name will be advertised around Italy and Europe, with our staff promoting the event and the city at the same time. In 2016 Le vie delle Foto had been presented at the ArteGenova and in 2015 at the Photoshow in Milan, with the Milano Expo patronage.

SOCIAL ENGAGEMENT: every year Le vie delle Foto supports charity organization and creates events to help local philanthropic associations. In 2016 the event at the San Giusto castle raised more than 1000 Euros for Aurora, the Trieste little girl affected by the CLKD5 illness.

ARTS AND CULTURE: Le vie delle Foto is promoting new young artists, giving them visibility and a certificate of participation for the artistic quality of the works presented. Through their pictures, this exhibition is encouraging others to approach the world of photography, which in recent years has experienced a steady increase of interest.

FOOD AND WINE: all the cafes and restaurants that will be involved in the event will be able to promote their own local products.

INTERNATIONAL: Le vie delle Foto is hosting photographers from all around the world. The exhibition has been partnered with the AIA FVG, the Italo-American Association in Friuli Venezia Giulia. Through this collaboration, a group of Canadian students organized a coinciding event in both countries. Using skype, they have been able to launch both the exhibitions at the same time.

PROJECT COMUNICATION

In 2016 the key words have been internet and social media.

1. Maps and flyers: 20000 maps of Downtown Trieste have been distributed around the city. On the map, we printed the route connecting the different locations, with the photographer's names and exhibitions, together with the cafes, restaurants and all the institutions supporting the project.
2. Web site: we registered the domain www.leviedellefoto.it <<http://www.leviedellefoto.it/>
The website is fully functional on every mobile device.
3. Facebook, Instagram, Twitter and Youtube are the major channels used for the distribution of information and media content.
4. Multimedia: we created a special application for smartphones. It's available through download for Android and Apple and it allow the users to operate an interactive maps of the events. This map, if used together with a GPS system, will guide the users between the different venues.
5. Newspapers and blogs: 2 different media avenues have been used: Print and Online. The web campaign utilized email and press releases to the main web site and a forum related with photography, arts and culture. But we also created a network connecting different bloggers involved in the photography scene, with articles and essays exploring the exhibitions from an artistic and a touristic perspective.
6. Volumes and Publications: In 2015 we published Le vie delle Foto official catalog. Furthermore, we created the book *Mostrami (Show me)*. And it will soon be followed by *Vendimi (Sell me)*, both staples in the world of photography.
7. Press conference: it's in the program for the last week of March, at the Eppinger Café, in Dante street.
8. In 2017 the entire communication strategy will be confirmed, involving bloggers from nearby countries like Austria, Slovenia and Croatia.

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