



Cultures Meeting

#Art&Food #Italy&Lebanon

J u n e 2 0 1 7



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e v e n t

featuring works by
italian & lebanese
artists

painters, sculptors, photographers, architects, designers and more

Opening ceremony

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a **Concept based on** the power of culture the power of art for a meeting between two cultures of excellence

Work in progress for an event that want to be as a peaceful mission based on the ancient trade relations between two countries.

/ past / present / future / the same time



Beirut / Banque-Libano-Francaise



Milan / Prada Museum



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—
/ from the past to present among the suggestions that history has handed down to us
/ contemporary artistic works, to look forward to a new best evolved future

/ that place / this place / the same place



Lebanon / Byblos Archaeological site



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We are proposing contemporary artists, from both countries, fascinated by the time link with the ancient, and their representation of the modern time experience, with works that evoke the past as the present.



Claudio Parmiggiani / Untitled



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Which is the structure ?

The project is divided into three main stages:

- The opening ceremony in Byblos, on ... (working in progress);
- The art exhibition with the works of the artists, during the month of June;
- The closing ceremony, on the ... June, where an international jury will award the three works that stands out for originality, quality and technique.





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Main elements

The opening ceremony is structured into the following sections:

Art: Installation of paintings, sculptures, art photography, screening of movies and images; reading of poems and texts;

Music: Musical performance with participation of several important chamber orchestra components, will express themselves in a special appearance on the stage of an ancient roman theater, in front of the Mediterranean sea.

Modern design installations: Italian&Lebanese interior designer / italian car design concept pres.;

Food and wine: tasting of dishes inspired / "Haute cuisine" by two very important chef





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An archaeological site as Location

Byblos is the ideal location to realize an event such “Cultures Meeting”,
These ancient remains evoke strongly the territorial link with their past.
Some moments of magic you live in these contexts particularly through suggestion caused by their
ancient history





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Why Beirut now ?

Lebanon's economy experienced a resurgent tourism sector and healthy private lending in the last years. Beirut is an ideal location on the Mediterranean and acts as the heart of Lebanon's banking industry, tourism, and trade.

It recently developed a great activity in the field of modern art with many exhibits held throughout the country, including many new contemporary art showroom opened





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Which the Media Strategy ?

The Italian Embassy in Beirut, through the Italian Cultural Institute is the first institution involved in this project.

Moreover Lebanon Experience Association boasts thousands of followers who constantly follow us through social networks and participate in community life. In addition, many other organizations, both government and private, are directly connected to our circuit, allowing us easy access to other several Lebanese and international networks.

Our press office handles relations with the main European and Lebanese media, thus ensuring at each event organized the presence of reporters and televisions.

The effectiveness of our promotion and communication system is abundantly proved by the large participation and interest aroused by each event organized in Beirut in the last three years.

It is important to note that in each event organized – exhibitions, concerts and cultural projects of different nature - we recorded a number of participants that exceeded the capacity of the location.



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Communication and promotion event through three phases:

- Dissemination of the news through the Social Network.
- Public Relations activities through direct contacts with leading representatives of the International Community, the diplomatic world, the public and private institutions and decision makers of the country.
- Dissemination of the news through local and European media, in the weeks preceding the event.
- Invitation of media at the event, coordinated and managed directly from our press office and supported by the Italian Embassy.



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Who will attend the event ?

At the event will be invited to participate:

- Ambassadors of various Diplomatic Missions in Beirut;
- Senior representatives of government institutions (Parliament, Ministries and Presidential Administration);
- Representatives of the Sport;
- Rectors, professors and students of the main Universities of Beirut;
- Representatives of the main economic organizations (holdings, large and medium enterprises);
- Representatives of the Media.



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Why supporting the project ?

Culture is the greatest resource of a country and its people

The funds available for culture are normally insufficient and often the realization of a cultural project is based on the sacrifices and the personal resources of those who dedicate their lives to this end. The economic contribution of private sponsors is valuable and necessary.

Promote and support cultural and research projects gives two important results:

- make the impossible possible
- increase the value of a brand



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How support all this work ?

The realization of this project pass through different stages:

Research, preparation of contents, connections with Universities and management of all logistic operations, technical organization of the Exhibition, preparation of the installations, marketing and communication, organization of the opening ceremony, organization of the Art Exhibition of both nationality artists, organization of the closing ceremony and so on.

The duration of the whole project working progress will take several months.

More than 25 resources are involved in the process.

The contribution requested to the Sponsors is:

- 2000 Euro (suitable for small enterprises)
- 4000 Euro (suitable for medium enterprises)
- 8000 Euro (suitable for large enterprises)

Part of the amount will be devolved for the realization of the project, part for the Marketing and Communication, part for the Media strategy (including social network activities) and part for the structures renting and logistic operations.

(Others eventually, will depend on the fund raising result).



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What this event give to the Sponsor ?

Sponsors will have the maximum visibility in our Marketing and Communication tools:

- website,
- social networks,
- catalogue of the Exhibition,
- posters,
- bookmarks,
- roll-up,
- press release,
- And any other material produced.

Moreover the Sponsors can require to distribute their own marketing material during the opening and closing ceremony and in the Art Exhibition.

Any other request or idea of the Sponsors is welcome.



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Project in pills

Title of the project: **Cultures meeting**

Dates: ... (working in progress)

Location of Opening ceremony Byblos archaeological site – ... (working in progress)

Showroom

Location of the Art Exhibition: ...

Theme: Modern Art - Futurism in the various disciplines as Arts, architecture, design, music, cinema, cuisine.

Stage of the project Opening ceremony – ... (working in progress)

Art Exhibition – ... (working in progress)

Closing ceremony and award - ... (working in progress)

Event organized by: **Lebanon Experience organisation**

Organizers: Marc Sassine / Alain Sassine / Michelle Rustom / Paul Sassine

Technical partners: ...

Universities involved: Architecture University, University of Fine Arts,

Other organizations: ...

Italian sponsors: ...

Lebanon sponsors: ...