



## **Presentation of the proposal "The European Fairy Tale Route"**

Brussels, Residence Palace-International Press Centre - November 20, 2014

The National Carlo Collodi Foundation is promoting a proposal for structured collaboration towards the European Union member states. Its goal is to create a network of cultural organizations and territories which would shape a trail with fairy tales and children's literature heroes of all times as main thread.

Focus of the proposal is the creation of a partnership which draws on the authors and protagonists of fairy tales to create a route intended primarily for children from Europe and from the whole world. Those organizations which are available to join the project will network with each other, share projects and experiences, as well as a task force to submit projects for UE funding, fundraising practices, co-marketing activities, events, opportunities for simultaneous initiatives. It will thus be possible to enhance a great attractor based on a widespread culture in Europe, and give life to the Fairy Tale Route as a trail for "children of all ages" in search of culture, nature, slow tourism.

A first set of narrative characters and of reference organizations (both public and private ones, for profit and not for profit) has originated from the researches which the Collodi Foundation started out in 1995 to shape its project for a Pinocchio's European Friends Park. Today it covers all EU Member States with at least a character and an organization, and it is open to further debate and contributions.

The proposal will be introduced in an event for journalists to be held on November 20, 2014 at the Residence Palace -International Press Centre, in front of the Berlaymont building where there is on display from November 4 to 24 the exhibition "A Dream for Europe" conceived and promoted by the Collodi Foundation under the patronage of TAO-AFI and DG SCIC, dedicated to the theme of children's narratives heroes as an intangible heritage that unites Europe. In consideration of the relevance of the subject for children's life and culture, the Universal Children's day has been chosen for the event.

### **The Fondazione Nazionale Carlo Collodi**

is a non-profit organization that since 1962, by Decree of the President of the Republic n.1313. It is dedicated to promoting the culture of the children and for children, starting from the world-renown literary masterpiece for youth *The Adventures of Pinocchio* by Carlo Collodi.

The FNCC is active in the field of culture and cultural tourism, owns and operates the Pinocchio Park and the Collodian Library (admitted to the SBN-National Library System in 2014). It manages the Historic Garzoni Garden and the Collodi Butterfly House, where FNCC also organizes educational and cultural activities. The Foundation purchased and restored Villa Arcangeli in Collodi as own head office and venue for its library; it has structured permanent as well as traveling exhibitions, sponsored conferences, research and translations, published essays, collaborated with institutions and cultural operators in Italy and worldwide. Especially meaningful cooperation activities with: the Ministry of Foreign Affairs and the Italian Institutes of Culture, the Region of Tuscany. The Collodi Foundation has also promoted and coordination, or has taken part as partner in, various multilateral European projects in the field of culture and learning.