



**MANIPAL UNIVERSITY  
JAIPUR**

**FACULTY OF DESIGN**

**NAME OF SCHOOL OF ARCHITECTURE AND DESIGN**

**“Florence in the World, the World in Florence” online festival  
conducted by Fondazione Romualdo Del Bianco, Florence, Italy**

**Date of Event (25/11/2021-28/11/2021)**



## Content of Report

1. Introduction of the Event
2. Objective of the Event
3. Beneficiaries of the Event
4. Details of the Guests
5. Brief Description of the event
6. Photographs
7. Brochure or creative of the event
8. Schedule of the Event
9. Attendance of the Event



## 1. Introduction of the Event

In collaboration with **DRONAH Foundation**, supported by the “Life Beyond Tourism” movement; **Romualdo Del Bianco Foundation, Florence, Italy**, School of Architecture and Design, Manipal University Jaipur, participated and presented at the online festival “Florence in the World, The World in Florence” which aimed at the exchange of cultures across the globe.

## 2. Objective of the Event

- Intends to provide a glimpse of Florence, its lifestyle, cuisine, and ways of speaking through a set of 14 posters.
- To encourages dialogue between cultures from several places and institutes across the globe.
- To conduct this exhibition in collaboration with DRONAH Foundation, supported by the “Life Beyond Tourism” movement; Romualdo Del Bianco Foundation, Florence, Italy.
- To involve participation from the students.

## 3. Beneficiaries of the Event

Students from the School of Architecture and Design participated in the photography exhibition that took place at Florence, Italy. The exhibition was open for all, and our students also presented a video on cultural storytelling that focused on elaborating upon the cultural heritage of the UNESCO World Heritage City: the walled city (Pink City) Jaipur.

## 4. Details of the Guests

- over 50 territories in 17 countries in 3 continents have been presented by universities working groups selected
- 5920 persons attended the online opening session on 24 November 2021 on our social network
- 583 persons assisted the two days of online presentations and lectures in streaming on 25-26 November 2021
- Wide appeal on national and local mass media and newspapers.

A thorough report of the Festival (video, pictures, statistics, etc.) will be available soon on:

<https://www.lifebeyondtourism.org/the-world-in-florence-1edition/>

## 5. Brief Description of the event

School of Architecture and Design, Manipal University Jaipur, participated in the “Florence in the World, The World in Florence” online festival in collaboration with **DRONAH Foundation**, supported by the “Life Beyond Tourism” movement; **Romualdo Del Bianco Foundation, Florence, Italy**. The event was inaugurated on 24<sup>th</sup> November, 2021, with photography posters from all over the globe, in which the works of our students was also exhibited. The event intended to provide a glimpse of cultural heritage of various regions, areas, cities and countries. In complete harmony with the “Life Beyond Tourism Travel to Dialogue Movement” spirit, this show encourages

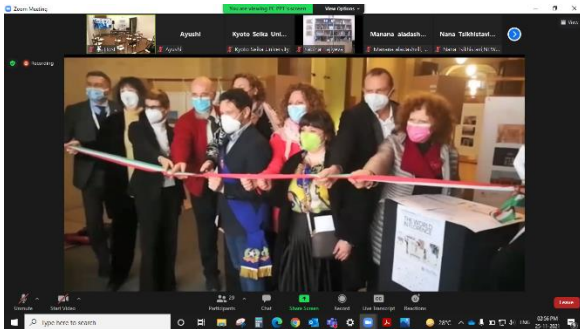
dialogue between cultures. Posters are endowed with NFC technology that allowed guests to access additional online content by simply placing their smartphone close to each poster.

Students from the School of Architecture and Design participated in the photography exhibition and these posters were exhibited at Florence, Italy. The exhibition was open for all, and our students also presented a video on cultural storytelling that focused on elaborating upon the cultural heritage of the UNESCO World Heritage City: the walled city (Pink City) Jaipur. On 25<sup>th</sup> November 2021, Prof. Dr. Madhura Yadav, on behalf of School of Architecture and Design presented the students work and provided a glimpse of the heritage and culture of Jaipur, Rajasthan.

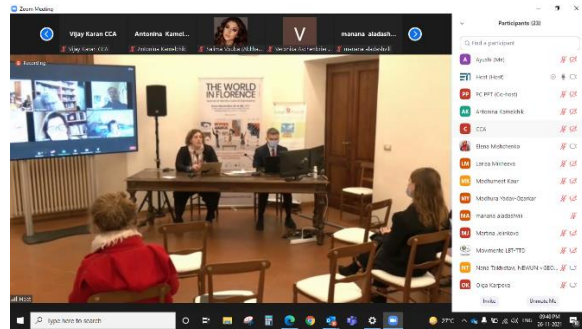
In addition to the above, 4 keynote lectures also took place. These lectures focused on the world during and after the COVID-19 pandemic. Architectural students from all batches attended them.

The online event was conducted from November 24<sup>th</sup> to November 28<sup>th</sup> 2021.

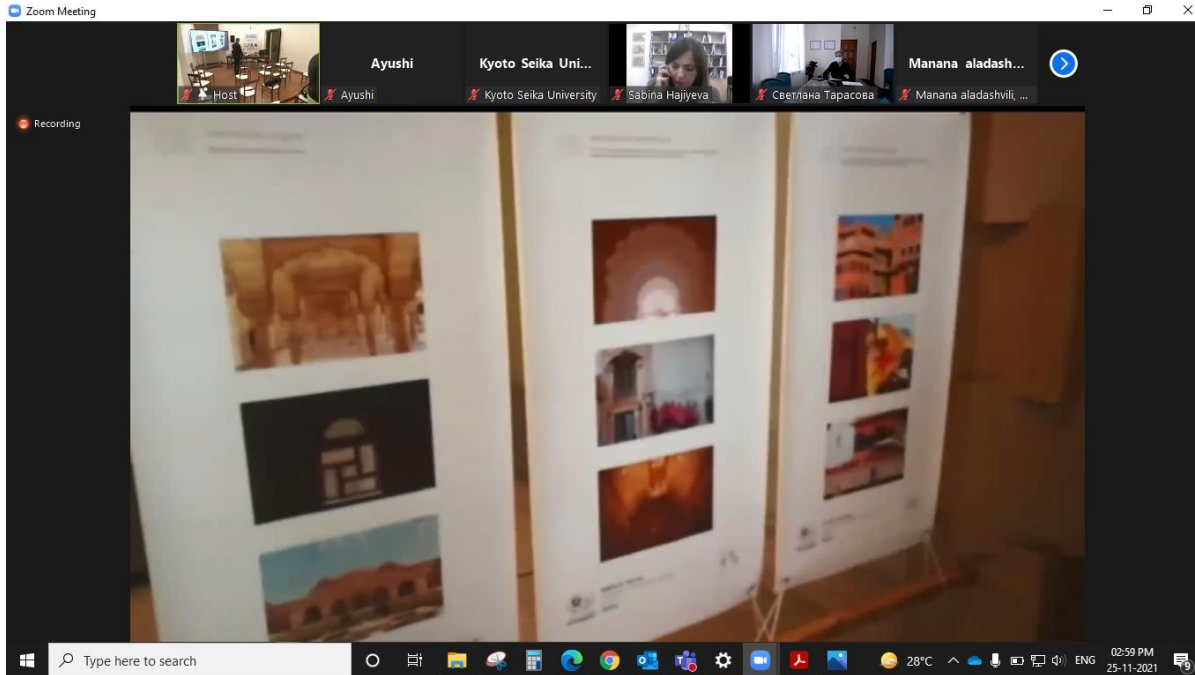
## 6. 3 to 5 photographs of the event or screenshots of the event (if online) with captions



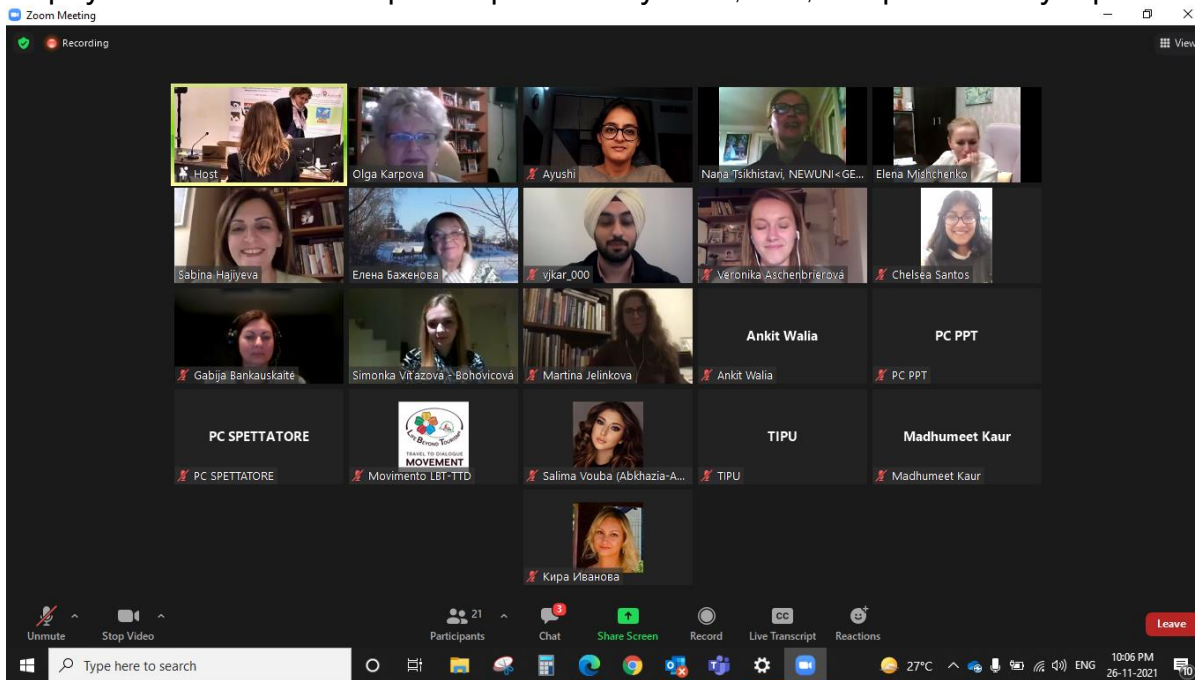
Inauguration of the festival at Palazzo Medici Riccardi, Galleria delle Carrozze and Sale ex Circolo Ricreativo



A visual from the event



Display of the three exhibited posters presented by SA&D, FOD, Manipal University Jaipur



Group photo before the conclusion.



7. Brochure or creative of the event

**From November 25 to 28, 2021**

*Florence (Italy), Palazzo Medici Riccardi  
Galleria delle Carrozze and Sale ex Circolo Ricreativo*

# THE WORLD IN FLORENCE

2021  
•  
2022

Festival of World's Cultural Expressions

— FIRST EDITION —



[WWW.LIFEBEYONDTOURISM.ORG](http://WWW.LIFEBEYONDTOURISM.ORG)



**8. Schedule of the event: 09.11.2021**

*(Schedule of the event and other details about the keynote lectures have been enclosed in the attached PDF.)*

**9. Attendance of the Event**

From Manipal University Jaipur-

1. Dr. Madhura Yadav, Director, School of Architecture and Design- Speaker, on behalf of SA&D, MUJ
2. Ar. Bibhu Kalyan Nayak, Associate Professor, Architecture- Faculty coordinator
3. Ar. Ayushi Sharma, Assistant Professor, Architecture- Faculty coordinator
4. Manya Sharma, 4<sup>th</sup> year, B.Arch student- Student Participant
5. Saihej Barara, 4<sup>th</sup> year, B.Arch student- Student Participant
6. Riddhi Agrawal, 4<sup>th</sup> year, B.Arch student- Student Participant
7. Vertika Bajaj, 4<sup>th</sup> year, B.Arch student- Student Participant
8. Chhavi Kohli, 2<sup>nd</sup> year, B.Arch Student- Student Participant

**Faculty Coordinators**

Ar. Bibhu Kalyan Nayak

Ar. Ayushi Sharma