



Bocelli: My Foundation, a seed to improve ourselves and the world

On July 6th and 10th 2012 in Pisa, the Italian city known worldwide for its leaning tower, the famous tenor Andrea Bocelli will present the first projects and ambitions of his ABFoundation with workshop on "Project Blind" and "Poverty Reduction".

"Whenever a man does good to one of his fellow man, wonderfully and simply he throws a small seed, which is important to uplift the level of humanity of the whole world."

With these words Master Andrea Bocelli will present the Foundation that bears his name in Italy. The guidelines, the ambitions and the first results of the newly formed **Andrea Bocelli Foundation** will be exposed personally by the famous tenor and by other prominent personalities of excellence belonging to scientific and economic contexts on the upcoming **Friday, July 6th** and **Tuesday, July 10th** at the Auditorium G. Toniolo in Pisa.

The mission of The ABF is to offer help to people in difficult conditions and in situations of distress due to illness, disability, poverty and social exclusion, by promoting and supporting national and international projects, that can encourage the overcoming of the barriers imposed by their disabilities and empowering full self expression.

The ABFoundation has been inaugurated last December 9th, in Los Angeles during a benefit concert involving big celebrities such as **Michael Bolton, Julie Benz** and **Jo Champa**. In occasion of the two-days workshops in Pisa, The ABF will announce the **first tangible results of his activity**, and above all, the board will be opened to live public discussions.

Due to space limitation and considering the high level of interest, applicants must register at the website www.andreabocellifoundation.org.

The event, during which scientists, technicians, Italian and foreign operators will be invited to share their ideas on the stage, relies on the prestigious membership of **MIT - Massachusetts Institute of Technology of Boston, of the University of Florence, the University of Pisa and the Scuola Superiore Sant'Anna**.

Currently, the activity of ABF works into two program areas: **the program CHALLENGES** places great emphasis in scientific research, technology and social innovation, and seeks to encompass indeed, important challenges in terms of investments to be made and results to be achieved, empowering anyone with

ANDREA BOCELLI FOUNDATION

Via Volterrana 49, 56030 Lajatico (PI) – T (+39) 0587 643353

info@andreabocellifoundation.org

www.andreabocellifoundation.org



economic or social difficulties to come to realize full self-expression. **The program BREAK THE BARRIER** aims to support and promote projects particularly directed to weaker strata of the population in Italy and in Developing Countries, where poverty, disease, malnutrition and complex social situations invalidate or reduce expectations of life. The Foundation advocates interventions to promote health, education, social integration and wherever possible, it will endeavor to measure the impact of intervention in order to constantly improve it.

The workshop on the program **CHALLENGES** (July 6th, from 9:00 to 17:00) will present the first results of the research that ABF is conducting in partnership with MIT. The Foundation, with a group of young scientists, is working on the **MIT Fifth Sense Project**, which Master Bocelli himself intended to boost and promote. This project has the ambitious goal of providing an innovative tool for blind people, with the purpose to break down the barriers created by the lacking of visual perception, that limit orientation to move freely in the surrounding space.

The second workshop will be focused instead on the program **BREAK THE BARRIERS** (July 10th, from 17:00 to 20:00) and it supports projects that seek poverty alleviation in Italy and in Developing Countries. Admiring the beautiful landscape of the tower of Pisa, the day will end with a brief piano concert by Giuseppe Santucci. This musical moment will close the workshops and will officially open the two-days dedicated to the **Theater of Silence**, which will be held in Lajatico (Pisa), on July 11th and 12th.

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