



## **The Andrea Bocelli Foundation chooses the city of Pisa at the beginning of his trip.**

Launched in November 2011 in Los Angeles, the Andrea Bocelli Foundation chooses Pisa for starting officially his work in Italy.

In the two upcoming days 6th and 10th July, the Foundation has organized workshops and panel discussions with scientists and economics experts particularly for developing countries. Many famous names will attend the two days of work and to them it has been entrusted the task of discussing their own studies and experiences in order to lay a brick to house the Foundation Andrea Bocelli.

The Foundation was established by the will of his founder Master Andrea Bocelli who well expressed its vision as follows:

*"It is by faith in love and justice that we are called to build a better world than we have found, to give back to the world the good that we have found in it, and even the less lucky or weaker ones could have the possibility of a life full of opportunities and beauty, and those who deserve. could find the energy and real opportunities to give their best."*

The man who has enchanted crowded streets around the world, has the desire to protect through ABF and to foster the special relationship of trust that was able to create so deeply worldwide.

For years this special relationship has represented for friends and fans a reference point, even in terms of support to charity projects around the world, involving spontaneous contributions from the side of numerous people who decided to support Andrea 's ideas or intentions.

This trust deserved a little bigger effort to build a young structure, open to the world, innovative with the honor and a big responsibility of managing and give strength to this extraordinary spontaneous chain of people and organizations all linked together by a voice.

"We want that our Foundation – President Laura Biancalani has explained - to be a living laboratory, a support column made up of many small players and important supporters from all over the world, to come together with generosity, because even those who are weaker in difficult situations could have the possibility of a life full of opportunities and beauty and so who deserves to find energy and real opportunities to give their best.

The activity will cover two programs areas:

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**CHALLENGES:** will work in scientific research, technology and social innovation, and seeks to accommodate, indeed, important challenges, highly innovative "high-risk investment," the willingness to allow those who have economic or social difficulties, to come to a full self-expression.

The Foundation is currently working with a group of young scientists for a project, MIT Fifth Sense Project, which has boosted the founder himself and has the ambitious goal of providing an innovative tool for the blind people, unable to break down the barriers imposed by their disabilities, in order to provide new devices who can support them to move freely in the surrounding space.

**BREAK THE BARRIERS:** aims to support and promote projects that help the lower levels of the population in Italy and in developing countries, where poverty, disease, malnutrition and complicated social situations invalidate or reduce lives expectations.

The Foundation aims to support interventions to promote health, education and social integration and intend, where possible, to measure the impact of its intervention in order to constantly improve it.

The Foundation will act mainly through support projects and initiatives by non-profit organizations or institutions encompassing the two programs, but also moments of reflection to be realized through developing institutional relationships and partnerships with organizations or institutions that have similar missions and goals, always with the concept of charity with the aim of building a more structured and conscious culture dedicated to "give to people", firstly from the part of his the founder and also from the side of big and smaller potential investors, all aware of the role that the Community should play towards innovation, research and context of national and international cooperation"

All this effort – Andrea Bocelli concludes – will help me and my friends strengthening our sense of humanity and solidarity, and we also hope to promote and achieve significant innovations and support cooperation projects, which can be effective and important for the humanity.

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