

PRESS RELEASE

TELECOM ITALIA PROTAGONIST AT THE BLOGFEST 2010

Saturday 25 September, at 12.00 o'clock, Franco Bernabè will meet bloggers live on the web

Riva del Garda (TN), 24 September 2010

For the third consecutive year, Telecom Italia is the protagonist of the BlogFest, the event taking place from 24 - 26 September at Riva del Garda (TN) where the major protagonists of web 2.0 gather. The company is main partner of the initiative and on **Saturday 25 September** the Rocca will host **four appointments** not to be missed.

The traditional link between the blogosphere and Telecom Italia CEO **Franco Bernabè** takes place at **12.00** o'clock in the blogosphere. It will be the chance to outline the profile of the new digital Italy and to discuss the changes under way in the world of telecommunications. The meeting can also be followed online in web streaming at the website www.telecomitalia.it.

For the first time **Avoicomunicare** (www.avoicomunicare.it) - the Telecom Italia blog stimulating discussion on major social issues - was also at the BlogFest, and at **10.00** is presenting the round table **New Italians. A journey in a country that has found itself to be ethnically mixed**. Moderated by L'Espresso journalist Alessandro Gilioli, Ismail Ademi, intercultural expert and founder of the online journal Albanianews, Khalid Chauoki, founder and administrator of the information website minareti.it, his wife Khalida ElKhatir, of Moroccan origin but raised in Rovereto, and Tedodoro NdjockNgana, writer and expert in the social, scholastic and intercultural areas, will be called upon to talk about their hopes and the difficulties experienced by young foreigners living in Italy.

At **18.00**, **Avoicomunicare** will reveal the new project involving the network public in the creation of the **first entirely web generated Italian documentary**. With the technical supervision of geologist and researcher Mario Tozzi, all the Avoicomunicare users can contribute to creating, producing, writing the screenplay, assembling and distributing a film testifying to the environmental conditions of our country, using the most popular open source resources on the web.

Finally, at **16.00** the session called **Fahrenheit 2011: publishing and media future** will be held. This is a debated in which journalists, experts in the sector and in new technologies will discuss the prospects of the world of publishing in an era that has seen the arrival of the iPad, ebook and web app.

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