

MITICAINDIA



MARTIAL ARTS
CRAFTS
AYURVEDA
CINEMA
KITCHEN
DANCE
YOGA
FOLKLORE
MAKE-UP
FASHION
EXHIBITIONS
MUSIC
TATTOO
TRADITIONS
THEATER

**LARGEST
INTERNATIONAL FESTIVAL
DEDICATED
INDIA UNIVERSITY**

CONGRESS
INTERNATIONAL
YOGA & AYURVEDA
MEETING
TECHNOLOGY TOURISM TRADE
CARRARA ITALY INDIA

6 LOCATION
2 THEATERS
6 PERFORMANCE SPACES
40 REPRESENT ACTIONS
250 ARTISTS
60 SPEAKERS
4 CONFERENCES
60 WORKSHOP
4 RESTAURANTS

CREATOR AND ART DIRECTOR
EMY BLESIO
(MM. PANDIT YOGACHARINI GAYATRI DEVI)
PRESIDENT OF THE WORLD MOVEMENT FOR INDIAN
FINE ARTS AND THE INTERNATIONAL
CONFEDERATION YOGA, DELHI, INDIA

MARCH 26-27-28
CARRARA
MARINA DI CARRARA
CARRARA TRADE

COMPAGNIA
DELLA
GERLA



MITICA INDIA



INDIA COLOR CHARM MYSTERY

PARADE PARADE
MARCH 25
CARRARA
MARCH 26
MARINA DI CARRARA

FESTIVAL
MARCH 26-27-28
CARRARA FAIR

The only event in Europe entirely devoted to Indian culture, to live, the spell legends, dance, rhythmic sounds of drums, the enchantment of perfumes Asians, the subtle charm of the deep atmospheres and Indian philosophy of this continent.

Where to find, in 5 days, all the magic and the charm of this wonderful culture that finds rooted in the Upanishads, the great epics Mahabharata and Ramayana ... the legends of the sacred texts Agamas and Puranas.

With dancing, cooking, rituals and spirituality, disciplines, it is impossible not to be fascinating and seduced.

The delicious taste of fragrant and spicy cuisine, the ritual of tea, handicrafts, shows, exciting festival of dance and music are just some of the items wonder of a unique festival in the atmosphere and content.

The event is directed to all without distinction, given the versatility of the programs and interventions.

The goal, however, is not just an excuse to make known, in an interesting, unique, magic and fun, a nation that is known in the popular imagination with the stereotype doorstep.

We believe it is a reality that can offer much more than just a dip in an air of magic, clumps of palms, fragrant oils and spices.

It is a reality spokeswoman for the great cultures and spirituality known or misunderstood that, if consummated a wider audience fascinate and conquer even the most casual visitor.



CONGRESS INTERNATIONAL YOGA & AYURVEDA

MARCH 25-26
CARRARA

MARCH 26-27-28
CARRARA TRADE

Scientific advice
SWAMI SURYANANDA
AMADIO BIANCHI
PRESIDENT OF THE MOVEMENT
WORLD YOGA & AYURVEDA

A Congress of Yoga and Ayurveda in a festival to bring the profound philosophy and spirituality science of Yoga and Ayurveda to the general public.

Many people attend the festival to watch a performance of martial arts, to enchanting dance performances, a concert or just to sample the local cuisine Indian, and will appreciate the deep yogic techniques, the interesting proposals Ayurveda, meditation and proposals yogasanas able to give balance and instill serenity.

Many of the stereotypes and clichés due to legends of the past, and people have refuted have begun to appreciate this wonderful discipline that teaches tolerance and respect for all creatures ... and that, until the recent past was perceived a little 'too much for "Insiders" and instead is proving suitable for everyone, especially for us Westerners.

"The spiritual message of the Masters of the Himalayas"

"Yoga of Universal Love and solar energy"

"The Tantra of Sri Yantra - The human body is made divine"

"Treat Marma in Ayurveda, as a means of healing"

"Mantra: The Energy of Healing in the Sacred Sound"

"Ayurveda and Kalaripayattu: The ancient art of Marma, discipline to achieve balance psychophysical and spiritual"

"From research in documentary sources in classical contribution to the birth of a Ayurveda Cosmetology"

"The 152 maneuvers of Ayurvedic"

"Varutha Kriya Yoga techniques to protect themselves from tensions and negative external"

"Energy Work Meditation and Dance"

"Yoga and Spirituality"

MITICA INDIA



MEETING CARRARA ITALIA INDIA

MARCH 25 - 26
CARRARA

MARCH 27 - 28 - 29
CARRARA TRADE

Design
New technologies and equipment
Wine (drinks)
Furnishings and marble
Fashion
Person
(leather, footwear, jewelry, etc.).
Sustainable construction
Logistics and port

Italy-India: in recent years have become intertwined economic relationship between two important countries, to step.

This means that Italy and India will have to know him better, because there are many synergies cultural, economic and policy that may lead to interesting projects.

With a growth of 7-8% per year, which promises to speed up to 10%, India is the fourth largest economy global experts from the World Bank and has the credentials to become, with China, the lifeblood of global development.

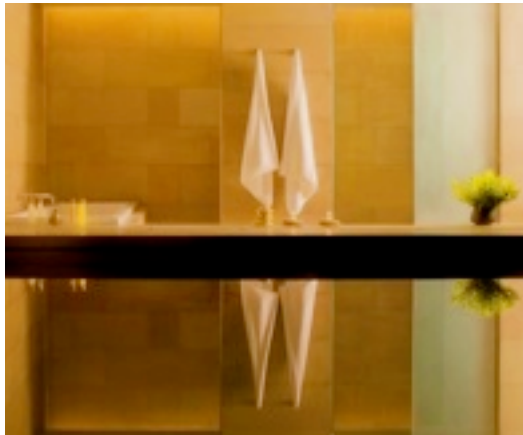
Defined as "democracy with the highest growth rate in the world, India is a country where "Made in Italy" is at an early stage.

The meeting will be developed involving not only the spaces of the exhibition hall in Marina Di Carrara, but different areas of the district municipality.

Sites chosen for their special economic and cultural, within which different locations will see the holding of meetings, seminars and workshops, plus entertainment and events cultural initiatives.

Recently several important meetings were held in Italy and in India with the aim of strengthen collaboration between the two countries, exchanges that have affected specific areas: from infrastructure to transport, high technology, auto, industrial design, but turned to the great industry.

What we want to achieve by organizing this meeting is a proposal for B2B calibrated on SMEs.



MEETING CARRARAITALIA INDIA

MARCH 25 - 26
CARRARA

MARCH 27 -28 - 29
CARRARA TRADE

Design
New technologies and equipment
Wine (drinks)
Furnishings and marble
Fashion
Person
(leather, footwear, jewelry, etc.).
Sustainable construction
Logistics and port

A moment of exchange between potential partners "targeted" for history, size, planning and peculiarities, can be a real prospect of development for companies in the territory.

Within three days of the meeting the companies will have the opportunity to participate in conferences, seminars, forums, meetings and initiatives that affect all sectors and functions of enriched the presence of international guests and the opportunity to further arguments in private the rapporteurs.

An opportunity to meet other companies, to obtain information from the Chambers of Commerce international and have a clearer view of the market and find potential partners.

A moment of encounter and reciprocal knowledge, to learn or deepen a market and a culture of extreme interest for the foreseeable future and where, currently, the Italian presence is very low and at the same time appreciating the peculiarities foreign interlocutors, the talent, production processes, the experiences of the Italian market.

To do this we have identified several areas to be dedicated to the conduct of meetings side and a program that provides:

Exhibition Space

(International Marble machines)

Business Cafe

(IMM Meeting Room - Theater Animosi-Carrara Chamber of Commerce)

Cocktail presentation and Cocktail Party

Appointments depth on particular aspects: production of prestige labels, typical products of quality.

Organizing galas (Castles, Villas, etc..)



MEETING CARRARAITALIA INDIA

MARCH 25 - 26
CARRARA

MARCH 27 - 28 - 29
CARRARA TRADE

Design
New technologies and equipment
Wine (drinks)
Furnishings and marble
Fashion
Person
(leather, footwear, jewelry, etc.).
Sustainable construction
Logistics and port

Among the services that we offer:

L 'exclusive service of customized business meeting agenda that allows you to create partnerships and build business relationships with companies from the regions of Tuscany or Partner.

The service is responsible for detecting, evaluating and contacting the companies most interesting territory, analyzing the profiles of the companies business and organize, through the collaboration of experts, meetings truly effective, relying on a large database of companies with many drivers evaluated.

The service is open to all companies seeking suppliers, customers, investors or start-up proved indispensable for both external companies seeking partners in Italy, Tuscany, Carrara, both for local companies looking for external partners.

To receive service agenda is to fill the card will be sent to a list names are already selected. Subsequently, our consultants will contact the companies concerned for verification of reliability and integration within a database, where best companies are included in the system and where you create the conditions for a relationship profitable.

**CORNER WITH
PROMOTIONAL MATERIAL
PRESS
WEB STATION
ASSISTANCE AND
INTERPRETING
TRANSPORT COMPANY
VISITS
TOUR TOUR**

MITICA INDIA



AREAS CARRARA TRADE

Hall C AYURVEDA and YOGA

Two areas with setting Indian islands of sand with pools, palms and plants, ornaments inspired by Indian culture.

RESTAURANT AYURVEDIC

The kitchen is studied Ayurveda for good health and for every type of human constitution:

Kapha, Pitta, Vata, for each of these types are suitable dishes. Analysis of the wrist you can get by doctors available in Ayurvedic medicine department, everyone know what type they belong and appropriate foods to taste and benefits for their body.

TE

Tasting tea according to the rite of India within an area set up with Indian textiles, cushions and low tables.

THEATER

Stage MT 16x16 with a setting inspired by the Indian temples

BOARDS SHOWING

Yogasanas - Music - Dance - Rites i

PROJECTIONS

Main Hall for the screening of films and several smaller rooms for the screening of documentaries and cult films, videos, religious-mythological, Bollywood.

EXHIBITIONS

Cameras, musical instruments and art in general

Hall D PERFORMANCE PLATFORM

Will be realized a great platform of MT 20x20 placed in the center of the space devoted to performance suspension ring with lights and sound, the public will have a 360 ° view

Martial arts, dance, music

RESTAURANTS

KITCHEN KITCHEN NORTH SOUTH

KITCHEN ISLANDS

MUSIC AND DANCE

MUSICA E DANZE

Four platforms located in the pavilion, each with a particular design will perform in different alternative bands and dance

CRAFTS EXHIBITION STAND AND FOOD

Companies and individuals will have the exhibition modular stand MT 4x4. The modules will be entered in multiples of 5 in different thematic contexts of the festival. Craft shops, will be present on site with demonstrations of crafts of India (as printed fabrics, manufacture of lacquer bangles, embroider a pashmina etc.).

MITICA INDIA



PROGRAMMA

Friday, March 26

16.30

Outdoor Area Inauguration
PARADE PARADE GROUP

Pradeep Shastra

17.00

Hall C

AREA OF TRADITIONS

RITE TEA

RANGOLI

17.30

Hall C

THEATER

INDIANA POWER LIGHT

18.00

Hall C

Inauguration

AREA AYURVEDA AND YOGA

EXHIBITIONS

PROJECTION

Vairagya

TIBETAN MONKS - Mandala

Hall D

EXHIBITION STAND

CRAFTS - CLOTHING - SPICES

19.30

OPEN RESTAURANTS

Hall C

AYURVEDIC CUISINE

Hall D

KITCHEN OF THE NORTH, SOUTH
AND ISLANDS

19.30 - 21.00

Hall C

THEATER

ENTERTAINMENT GROUP

Pradeep Shastra

19.30 - 21.00

Hall D

AREA SHOWS I

FOLK MUSIC AND DANCES OF
INDIA

21.30 - 22.30

Hall D

CENTRAL PALLET

YOGA AEROBATIC

MALLAKHAMB ON ROPE & POLE

21:00

Hall D

ISLAND RESTAURANT

INDIAN DINNER WITH THE
AUTHORITIES '

21.00-22.00

Hall C

THEATER

CLASSICAL DANCE

Bharata Natyam, Kathak, Kuchipudi,

Kathakali, Mohini Attam, Odissi,

Manipuri

22.30-23.30

Hall D

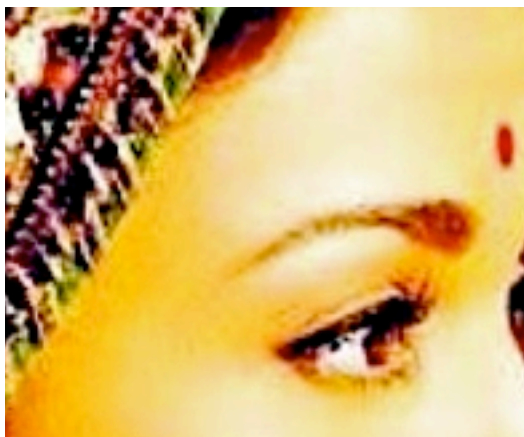
CENTRAL PALLET

MARTIAL ARTS

TRADITIONAL AND MODERN

Kalaripayattu, Khalsa Gatka, Shaolin

MITICA INDIA



PROGRAM Saturday, March 27

10.00-18.00

Hall C

AREA YOGA AND AYURVEDIC

Conference, panel discussions,
workshops

YOGA AND WELLNESS

AYURVEDIC MEDICINE

10.30-24.00

Hall C

PROJECTIONS EXHIBITIONS

Vairagya

TIBETAN MONKS - Mandala

Hall D

EXHIBITION STAND

CRAFTS - CLOTHING - SPICES

11.00-12.30

Hall D

AREA SHOWS 1

MAKE-UP INDIAN

HOW TO WEAR THE SARI

AREA EVENTS 2

THE MUSIC OF INDIA

FROM NORTH TO SOUTH

11.30-12.30

Hall D

CENTRAL PALLET

BOLLYWOOD DANCE THEATER

12.30

Hall C

AYURVEDIC CUISINE

Hall D

KITCHEN OF THE NORTH, SOUTH
AND ISLANDS

13.30 -14.30

CENTRAL PALLET

HENNA TATTOO

15.00 -17.00

CENTRAL PALLET

PERFORMANCES YOGA

Acrobat - ARTISTIC - ATLETICO

16.00

Hall C

THEATER

CLASSICAL DANCE

Kathakali

17.00

AREA OF TRADITIONS

RITE OF TE RANGOLI

17.00-19.00

Hall D

AREA SHOWS 1

FOLK DANCES OF RAJASTHAN

"Banjara"

AREA EVENTS 2

MAKE-UP INDIAN

HOW TO WEAR THE SARI

19.30 -20.00

CENTRAL PALLET

INDIAN FASHION SHOW

TRADITIONAL AND MODERN

21.00-23.00

CENTRAL PALLET

Martial Art

Since the time of Bodhidharma

22.30-24.00

Hall C

THEATER

THE GREAT INDIAN BOLLYWOOD
AND BHANGRA PARTY

MITICA INDIA



PROGRAM Sunday, March 28

10.00-18.00

Hall C

AREA YOGA AND AYURVEDIC

Conference, panel discussions,
workshops

YOGA AND WELLNESS

AYURVEDIC MEDICINE

10.30-24.00

Hall C

EXHIBITIONS

PROJECTION

Vairagya

TIBETAN MONKS - Mandala

Hall D

EXHIBITION STAND

CRAFTS - CLOTHING - SPICES

11.00-12.30

Hall D

AREA SHOWS 1

HENNA TATTOO

AREA EVENTS 2

THE MUSIC OF INDIA

FROM NORTH TO SOUTH

11.30-12.30

Hall D

CENTRAL PALLET

PERFORMANCES YOGA

Acrobat-ART-ATLETICO

12.30

OPEN RESTAURANTS

Hall C

AYURVEDIC CUISINE

Hall D

KITCHEN OF THE NORTH, SOUTH AND ISLANDS

13.30 -14.30

CENTRAL PALLET

MAKE-UP INDIAN

HOW TO WEAR THE SARI

15.00 -17.00

Hall D

CENTRAL PALLET

MARTIAL ARTS

16.00

Hall C

THEATER

CLASSICAL DANCE

Bharata Natyam, Kathak, Kuchipudi,
Kathakali, Mohini Attam, Odissi,
Manipuri

17.00

Hall C

AREA OF TRADITIONS

RITE TEA

RANGOLI

17.00-19.00

Hall D

AREA SHOWS 1

HENNA TATTOO

AREA EVENTS 2

MAKE-UP INDIAN

HOW TO WEAR THE SARI

18.30

Hall C

THEATER

FOOTSTEPS OF THE INDIAN GIPSY

We pass from Bharata Natyam Kathak
Dance - Raqs Sharqi - Flamenco
following the story of a
traveler "in the footsteps of Indian
Gipsy"



EXHIBITIONS

THE OTHER SIDE OF KASHMIR

Fascinating and indecipherable, frail and forgotten, Kashmir is in danger of turning into a cliché literary projection of the glowing descriptions of the books increasingly blurred in the memory of travelers.

INDIA BETWEEN PAST AND PRESENT

Photographic exhibition is of anonymous authors (from 1900 until the present day) of daily life in India, is of great authors such as Ken Dami

PUSHPANJALI

The beautiful orchids in India: Exhibition of a gleaming collection of orchids in India in the most diverse qualities and colors. Botanists will illustrate the typical vegetation of India.

SHAWLS

Celebrated as a symbol of elegance, lightness and quality, the real wool pashmina shawls of Kashmir where for centuries are made by hand the valuable stoles, scarves and shawls popular in Europe since the days of Napoleon, who personally chose them for his wife.

EXHIBITION OF TRIBAL AND CLASSIC MUSICAL INSTRUMENTS OF INDIA

India has for centuries produced a wealth of musical instruments starting from the ancient percussion of the great family of the fine lutes, woodwinds, and many other innumerable categories from a variety of shapes and sounds.

THE HISTORY OF INDIAN DANCE

In India all forms of art have sacred origins. In the scriptures we read, in fact, that the dance stems directly from Shiva Nataraja, the Lord of the dancers. He, with his dance, create the universe.

HISTORY OF AYURVEDA

The Comus Hindu literature on medicine and health is called Ayurveda or science of long life. Some scholars have suggested that Ayurveda Veda was a minor perhaps additional all'Atharvaveda, but others dispute this claim. Whatever their location literature, these texts are still considered sacred writings.

MITICA INDIA



MEDIA PLANNING

PRESS CONFERENCE

Florence Friday, March 5
plans show-parade

PREVIEW

Parma Saturday, March 13

Promotion of the Festival with dance
and Martial Arts Demonstration

Genoa Saturday, March 20

Promotion of the Festival with day
dedicated to the welfare

PRESS OFFICE

Intense and widespread press office
activity in the media, newspapers,
portals and information
topical, with press conferences, sending
press releases, contacts and media
relations for articles, services,
interviews, special focus on the event

PLANNING AND PRINT MEDIA

Releases promotion in local and
national newspapers, weeklies and
periodicals
And editorial services for local and
regional TV

NEWSLETTER

Shipment of a series of 10 weekly
newsletters to 55,000 email addresses

INSERTS

Nazione (local newspaper) special
insert 8 Pages

Il Tirreno (local newspaper) special
insert 8 Pages

Scratch

Coupled with the ticket for the contest
"Discover India", a real scratch tickets
that will be assigned for each ticket
purchased.

More tickets, more scratch cards, more
chances to win one of the prestigious prizes
for grabs from sponsors.

Prizes for the economic value and
palatability (cars, travel in India, yoga and
complete courses

Ayurveda in key locations, etc..) represent a
stable point of strength to capture
public attention and promote the image of
the sponsor.



MEDIA PLANNING

POSTERS

N° 60 6x3

12-28 / 03

Carrara - Massa - Lucca - Pisa -
Livorno - Prato - Pistoia - Firenze - La
Spezia - Genova - Parma - Piacenza -
Autostrada Firenze Mare

N° 500 200x240

01-28 / 03

Carrara - Massa - Lucca - Pisa - Livorno
Prato - Pistoia - La Spezia - Genova -
Parma - Piacenza

N° 500 100x140

12-28 / 03

Carrara - Massa - Aulla - Montignoso
Fivizzano - Pontremoli - Lucciana Nardi -
Villafranca Fossdinovo - Viareggio
Capannori - Camaiore - Pietrasanta
Massarosa - Seravezza - Altopascio -
Barga - Forte dei Marmi - Borgo a
Mozzano - Porcari Lucca Pisa Livorno
Prato - Pistoia - La Spezia - Sarzana -
Lerici - Arcola - Ortonovo - Santo
Stefano di Magra - Castelnuovo Magra
Vezzano Ligure - Bolano - Levanto -
Follo - Ameglia Portovenere - Genova -
Parma - Piacenza

N° 1.500 70x100

01-28 / 03

Carrara - Massa - Aulla - Montignoso -
Fivizzano - Pontremoli - Lucciana Nardi -
Villafranca - Fossdinovo - Viareggio
Capannori - Camaiore - Pietrasanta
Massarosa - Seravezza - Altopascio -
Barga - Forte dei Marmi - Borgo a
Mozzano - Porcari - Lucca Pisa
Livorno - Prato - Pistoia - La Spezia -
Sarzana - Lerici - Arcola - Ortonovo -
Santo Stefano di Magra - Castelnuovo
Magra - Vezzano Ligure - Bolano -
Levanto - Follo - Ameglia - Portovenere
Genova - Parma - Piacenza

BROCHURES

No. 350,000 by standard delivery to all
the Italian families of the Province of
Massa-Carrara - Lucca - La Spezia
Size 20x28 50 pages
25 pages dedicated to the promotion
of the festival with pictures and
editorial

WEB

Website
Banners on sites of interest
Facebook, Myspace

TELEVISION

N° 500 SPOTS 30"

Local broadcasters
TTN - Teleriviera - Antenna 3
Regional broadcasters
RTV 38 - First Channel

RADIO

N° 500 SPOT 30"

Local broadcasters



SPONSORSHIP

VISION OF THE MARK:

the event will count on a massive media coverage both in the agreements taken with TV and local and national newspapers, both with the participation of testimonial and speakers in radio, that increase brand awareness at global.

PARTICIPATION:

the public will take part in the event is estimated at around 40,000 people in the highlights event to a minimum of 2,000 people during the minor activities of the pre-festival.

PARTNERS:

collaboration with institutions, co-author of the event, will be critical through their channels convey the desired message.

GUESTS:

An event that can not fail to attract and to enhance even further the interest of public and media has provided for the participation of prominent personalities from the world of show business culture.

PREVIEW :

The image of the sponsor will also be reinforced in the press conference and in Pre-Festival Meeting-show moments involving the organization of events of various kinds which will involve the provincial capitals of the regions directly involved event namely: Florence in Tuscany, Genoa in Liguria, Emilia Parma. Encounters will be preceded by a major promotion in the press and who will take part personality and international artists representing the themes and subjects dealt part of the Festival.