

BECYCLE

The new Pitti Immagine event dedicated to the world of bicycles, cycling tourism and lifestyles.

Firenze, Stazione Leopolda, June 26-28, 2024

From June 26 to 28, 2024, in Florence, in the days leading up to the departure of the 111th Tour de France from the Tuscan city on June 29, the Stazione Leopolda will host **BECYCLE**, a **new project on the world of bicycles created by Pitti Immagine and Stazione Leopolda srl**.

The bicycle is firmly and increasingly at the core of our daily lives, serving as a means of transport, a tool for personal well-being, and a product that captivates with its technical and aesthetic qualities. It inspires lifestyles more in tune with nature's rhythms. Beyond the world of professional and amateur sports cycling, the bicycle has also spurred the development of highly qualified eco-tourism, the restoration of areas, trails, roads, and communities with significant environmental and historical importance, and ultimately, the most advanced plans for sustainable mobility on a broad, metropolitan, and urban scale.

"**BECYCLE** is an event with an unprecedented format on the international stage," *explains Agostino Poletto, General Director*. "It features a selection of the best Italian companies in the sector, along with some international ones, all presented within an original set design, together with testimonials, products, and the latest technologies. The event will also host regions involved in the Italian stages of the Tour and organizations focused on cycle tourism and sustainable and active tourism. Among the first brands I can mention are Campagnolo, Colnago, De Rosa, Nalini, Passoni, and Q36.5, but we believe we will include at least twenty brands of the same quality and caliber in the coming days. The offering also includes a rich program of talks, conversations, and interviews that we will announce shortly."

"Pitti Immagine has long expanded its activities beyond the confines of fashion," *says Raffaello Napoleone, CEO*. "We've reinterpreted established exhibition formats to meet the needs and characteristics of other significant sectors in modern lifestyle. We couldn't miss an unparalleled opportunity like the *Grand Départ* of the Tour from Florence, along with the presence of the extraordinary international sports cycling community — including organizers, sports institutions, teams, athletes, sponsors, production companies, the press, and enthusiasts — to launch a Pitti event celebrating the extraordinary world of cycling."

The program includes athletes, sports and entertainment personalities with stories linked to new lifestyles; experts in experience marketing and the bike economy; and international organizations and institutions working on smart destinations, sustainable mobility, and territorial planning, as well as European policies on transport regulation and bicycle safety, among other topics.

"We will announce the program shortly," *concludes Agostino Poletto*. "We are truly racing against the clock – and never has the phrase been more fitting... But we can rely on high-level partners and collaborations: Rouleur, the prestigious international cycling culture magazine, for content communication and strategy; Toscana Promozione Turistica on the institutional side; ICE Agency, which will support us also on this occasion for a plan to bring in foreign operators; and finally, Enit, which has guaranteed support for our international public relations and media relations activities. To top it off, we have the patronage of the Municipality and the Metropolitan City of Florence."