

# BECYCLE

## The feats of champions and new trends in mobility and cyclotourism: the BECYCLE talks

*From June 26 to 28 at Stazione Leopolda, cycling legends, manufacturers, nutritionists, managers, and experts in smart cities, bike economy, and bike journeys will take the stage*

The **Tour de France** and **Vincenzo Nibali's** triple crown, **Maurizio Fondriest's** World Championship and World Cups, **Paolo Bettini's** Olympic and double World titles. Also, the boundless travels of **Omar Di Felice**, the plans of Italian national team coach **Daniele Bennati** for the Paris 2024 Olympics, and insights from manufacturers, nutritionists, managers, and bike lovers. Plus, the best practices in **cyclotourism**, **smart cities**, the **bike economy**, **mobility**, and new trends of **gravel** and **wine tourism**.

This stacked program of talks is set to be staged by **BECYCLE**, the new event at **Stazione Leopolda** in **Florence** from **Wednesday, June 26 to Friday, June 28**, right before the *Grand Depart* of the Tour de France from the Tuscan capital.

On the stage dedicated to tourism and destinations, international experts will discuss some of the most significant topics on these fields at this moment.

On Wednesday at 12:00 PM in the East Hall, **Francesco Tapinassi** (Director of Toscana Promozione Turistica) and **Michil Costa** will discuss cyclotourism, sustainability, and beauty. At 2:00 PM, the East Hall will host a debate on **Smart Cities** with representatives from Bologna, Valencia, and Krakow. On Thursday, at 2:00 PM, there will be a talk on **wine tourism by bike**, an increasingly important and cherished offering in many regions.

At 4:00 PM on Thursday, the stage will feature "**From L'Eroica to the Giro d'Italia d'Epoca**" with **Giancarlo Brocci** and **Michela Girardengo**. On Friday, the East Hall will focus on the **Bike Economy**, with data from **Banca Ifis** and **Data Appeal** at 1:00 PM, and at 2:00 PM, a discussion on the **European Cycling Declaration** with **Francesco Baroncini** (European Cycling Federation), **Piero Nigrelli** (Confindustria ANCMMA's Cycling Sector), and **Manuel Marsilio** (Conebi).

Throughout the event, the stages at Stazione Leopolda will host presentations from top cyclotourism destinations featured at BECYCLE: **Eroica**, **Gran Canaria**, **Basilicata Region**, **Emilia Romagna Region**, **Piedmont Region Tourism Board Langhe Monferrato Roero**, **Tuscany Region**, **Veneto Region**, **Tuscany Tourist Region**, **Valtellina**, **Varese #DoYouBike?**. There will also be discussions on the charm of "**Douce France**" in a talk dedicated to the Loire Atlantique and the Loire Valley.

Prominent pro cyclists will share their stories, both past and future, on the West Hall stage. On the opening day, Wednesday, June 26, **Fabio Aru** will talk about winning mentality at 12:40 PM, and **Maurizio Fondriest** will discuss the evolution of cycling, its technicalities, and new goals at 4:50 PM. On Thursday, **Domenico Pozzovivo** will talk about "Made in Italy" dreams with manufacturer **Cristiano De Rosa** (11:00 AM), and former national coach and TV commentator **Davide Cassani** will present "The Soul of Cycling" (2:50 PM). **Omar Di Felice** will

# BECYCLE

discuss the physical and mental preparation for ultracycling with **Virginia Cancellieri** (2:05 PM).

On Friday at 12:30 PM, a talk titled "The Emotions of Great Victories" will feature **Vincenzo Nibali**, the last Italian to win the Tour de France and one of the few champions to complete the "triple crown" with the Giro d'Italia and Vuelta a España. Discussions will shift from past successes to future Olympic hopes with coach **Daniele Bennati** and Italian Cycling Federation President **Cordiano Dagnoni** (1:15 PM). The champions of the past, **Filippo Pozzato**, **Paolo Bettini**, **Alessandro Ballan**, and **Alessandro Petacchi**, will share their visions and challenges for the future.

Don't miss the talks with **Iris Slappendel**, former Dutch pro cyclist and co-founder of The Cyclists' Alliance supporting professional female cyclists, on Wednesday at 11:50 AM, and **Alessandra Cappellotto** on Thursday at 3:40 PM, focusing on support for women's cycling.

BECYCLE offers a unique perspective on the cycling world, featuring diverse and intriguing viewpoints from sports nutrition by **Elena Casiraghi** and **Iader Fabbri**, sports management by **Alex Carera** and **Mauro Gianetti**, to the enthusiastic passion of a cyclist like popular Italian radio speaker **Linus**.

Additionally, the final day of BECYCLE will feature a special talk at 4:10 PM: **Sir Paul Smith**, fashion designer and avid cycling enthusiast, will share his relationship with cycling with writer **Fabio Genovesi** and discuss the story behind his fantastic collection showcased at the exclusive "Paul's World of Cycling" show within BECYCLE.

For the full, constantly updated program of the BECYCLE talks, tickets and all news: [BECYCLE.pittimmagine.com](https://www.becycle.pittimmagine.com)

*Florence (Italy), June 23rd, 2024*

## Credits

BECYCLE is organized

In collaboration with:

- Rouleur (Gruppo Media Ltd)
- Ministry of Foreign Affairs and International Cooperation and ICE Agency

With the scientific contribution of:

- Toscana Promozione Turistica
- Banca Ifis
- Data Appeal

With the patronage of:

- City of Florence
- Tuscany Region
- Florence Chamber of Commerce
- Italian Cycling Federation
- ENIT (Italian National Tourist Board)

## Acknowledgments

BECYCLE is promoted and publicized with the friendly support of:

# BECYCLE

- Culture Directorate, City of Florence
- Federciclismo, Tuscany Regional Committee
- UISP Florence

Special thanks to:

- Publiacqua Florence for their operational collaboration

*Media Contact:*



**BECYCLE Press Office: Vitesse**

[becycle@vitesseonline.it](mailto:becycle@vitesseonline.it)

Mr. David Evangelista: +39 348 4112061

**BECYCLE**