



Media Release
Photo Opportunity

Mobile City Book Launch

Toronto-Milan Youth Initiative Wraps up with Launch of Book about Project

TORONTO – November 17, 2008 – **Hon. Daniela Benelli, Minister of Culture** for the **Province of Milan** will visit Toronto later this month to help launch a book documenting the **Mobile City** project. The book – which will include winning photos from the contest – documents many aspects of the successful arts project, which involved many at-risk youth in both Toronto and Milan.

The **Mobile City**, initiated as a twinning activity between the two sister cities, was launched as a photo contest that encouraged youth to express their feelings about living in large urban environments through the medium of digital photography. Contest winners from both cities won the opportunity to participate in a two week exchange program, living and working together in Milan and then Toronto, before jointly exhibiting their work in a group show at the Lennox Contemporary Gallery in Toronto.

"Mobile City connected young people on so many levels," says Corrado Paina, Executive Director of the Italian Chamber of Commerce of Toronto, *"the launch of this book is like the laying of the final plank which has created an important bridge between our two peoples, two cultures, two cities – it's a great example of the benefits that the twinning between Toronto and Milan can deliver."*

The project, which was initiated by the Italian Chamber of Commerce of Toronto, is the latest in a series of cultural activities designed to promote closer social, cultural and economic ties between Toronto and Milan.

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Mobile City Book Launch

Special Guest: Hon. Daniela Benelli, Minister of Culture, Province of Milan

When: Thursday, November 27, 2008, 6:00 – 9:00 p.m.

**Where: George Brown School of Design,
230 Richmond Street East, Toronto**

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ABOUT ICCT

The Italian Chamber of Commerce of Toronto's mission is to promote economic and cultural synergies worldwide – between business, government and individuals, with special emphasis on Italy, Ontario and the GTA.