



International Festival of Games in the Streets

XVI edition

20187 - September 13th,14th,15th, 16th

Verona - city centre



Tocatì - International Festival of Games in the Streets, organized by the **Ancient Games Association** and by the **Municipality of Verona**, offers the chance to discover traditional games as expressions of cultural identities and opens up the urban space to the art of game and to its easy social dimension.

The Festival emphasizes the relevance of traditional game as a territorial expression and community based element of heritage, according to the UNESCO Convention for the safeguarding of Intangible Cultural Heritage (ICH- Paris, 2003) including social practices, rituals and festive events. Since 2016 edition the Festival is under the patronage of UNESCO associated with the use of the ICH Emblem.

More than 300.000 people usually come to Verona during the four days of the Festival, performed in the beautiful historic city centre devoid of car traffic during the event.

Each year this Festival offers 40-50 games, from Italy and the Guest of Honour, involving exhibitions, cultural meetings, workshops, music, songs, dances and culinary specialities. Past Guests of Honour have been: Spain, Croatia, Greece, Scotland, Switzerland, Hungary, Mexico, Catalunya, China (Beijing, Guizhou, Shanxi, Shenzhen). Guests in collective World edition 2011: Sweden, Portugal, Brasil, Mexico, Taiwan, Iran. Collective Europe edition 2017: Austria, Croatia, France, Former Yugoslav Republic of Macedonia, Greece, Hungary, Iceland, Romania, Serbia, Spain, Slovenia, Switzerland.



Ulama de Cadera (Mexico) in piazza delle Erbe, Verona.



Left, Kozana (Croatia). Above, Capoeira (Brasil). Right, Ijaszat - archery (Hungary)

GAMES

Each year about 40-50 games are demonstrated:

- **Traditional Games** coming from the **single Guest of Honour** or the different Guest Countries in collective editions
- **Italian Traditional Games** (each year different)
- **Board Games**
- **Contemporary and Urban Games**

(all these games are performed by adult players who in their Homeland are used to playing for passion).

- **Children Spaces** with games expressly for children conducted by operators whose work include games (teachers, librarians, etc).



Above, Tug of war (Italy). Left, Schwingen - wrestling (Switzerland)



AGA - Vanni Sartori



TOCATI' 2014. Mexico Square (Piazza dei Signori). Right, TOCATI 2012, Sounds of Europe Square .

VISIBILITY FOR GUEST OF HONOUR:

THE SQUARE

In the centre of Verona, the famous **Piazza dei Signori** will be **dedicated to the Guest of Honour**. It will temporarily take the name of the **Guest Country** and there will be a **stage for musicians, dancers and other performers/cultural bearers** coming from the Guest of Honour, and a **stand offering informations about Guest Countries**. Musicians will play also nearby the games of their Homeland, following a prearranged timetable program. The historical City Centre will have **flags of the Guest of Honour** hanging, and it will be thematically decorated (thanks to the **collaboration of local shopkeepers and innkeepers**).



TOCATI' 2013, Hungary Square



TOCATI' 2011. World Square (Piazza dei Signori) from the stage, stands are on the left side



2006 Spain Square



2008 Scotland Square



2015 Catalunya Square



2009 Greece Square



2010 Switzerland Square



LECTURES: above, Palazzo della Ragione; right, Civic Library, Farinati hall.

VISIBILITY FOR THE GUEST OF HONOUR:

CULTURE

Cultural themes are developed in conferences, lectures and documentaries attended by a large number of the public (the Guest Countries are invited to propose cultural personalities).

In the area called **Forum of the Game Culture** there is an **Auditorium** (for specialistic lectures and meetings about traditional game and intangible heritage) and a special **Exhibition centre** for ethnographic Museums (we will be glad to have museums coming from all over the world, please let us know about Your Homeland museums).



*FORUM OF THE GAME CULTURE
Left, view of Game Culture Forum with Auditorium and different stands: bookshop, associations and museums; below, stands of a demo-ethno-anthropological museum and European centres dedicated to game.*





SPAIN

Left, **Tocati 2006 - Spain**, a selection of paintings dedicated to game from the collections of Prado Museum (Madrid).

SWITZERLAND

Below, **Tocati 2010 - Switzerland** "La Suisse en jeux", from Musée Suisse du Jeux of Vevey.

VISIBILITY FOR THE GUEST COUNTRIES:

THE EXHIBITION

Every year is held at the Festival an exhibition concerning themes about game tradition and/or rituals of the Guest Country. Generally outstanding institutions of the Guest of Honour are involved.

The exhibition is located in the former church of San Giorgetto (Piazza Sant'Anastasia). Inauguration is on Friday evening, during the official ceremony with Authorities for the opening of the Festival and the parade of the Guest of Honour.



HUNGARY
Above, **Tocati 2013 - Hungary**, "The Pal Street Boys and Ferenc Molnar", from Petofi Literary Museum of Budapest.

MEXICO
Right, **Tocati 2014- Mexico**, "Gaming Traditions", by Federacion Mexicana de Juegos y Deportes Autoctonos y Tradicionales.





POPULAR TRADITIONS: Sicilian string puppets “Pupi siciliani “(Italy); right, “Shadow theatre” (Greece).

VISIBILITY FOR GUEST OF HONOUR:

POPULAR TRADITIONS, GASTRONOMY...and SUSTAINABILITY

During the Festival there could be **shows connected to intangible cultural heritage** (Guest of Honour is invited to propose contents coming from its traditions, like puppets, mime, etc). Moreover, **installations can be dedicated to the Guest of Honour** (see below the photo of the labyrinth).

For many years the Festival has built an installation across the Adige River, remembering the ancient Postumio Bridge (the first Roman bridge in Verona), and on the waters of the river it will be possible to organize **traditional activities connected to water** coming from Guest of Honour. During the Festival a special boats service is set up on the Adige river.

In the Festival’s Kitchen area, where approximately 15.000 meals are prepared during the Festival, it is possible to propose **gastronomical specialities** from the Guest Countries, allowing the public to taste culinary delights from there, which is highly appreciated.

Environment and sustainability are very important themes in Tocati Festival, and the whole Festival is realized with energy from renewable sources. A great number of sponsors collaborate with us, and we would like to find even more from the Guest Countries.

Since September 2015 Tocati is certified **ISO 20121**.



Installations: above “Labyrinth” (2009, Greece); on the right, Postumio Bridge at night.

USEFUL INFORMATIONS ON TOCATI'

VISIBILITY

The Festival Press Review documents wide media visibility: TV, radio, press and web. The press review (national and international) is on the website www.tocati.it (or available on request).

Here is some visibility data taken from a report by Tourism Switzerland, our partner in 2010:

Media coverage: 31 million contacts

Travel organizers at the workshop: 100

Direct contacts during the three days with the public: about 15,000

Indirect contacts: about 100,000 persons visited SWITZERLAND SQUARE

Tourist press distributed to the public during the three days: about 60,000 brochures

THE FESTIVAL PROMOTIONAL PRESS

The Festival promotional press is distributed from July-August in Italy at various cultural events and festivals. It is also available in the principal children's bookshops in Italy. It is mailed to schools, kindergartens, to public libraries and to museums connected to intangible cultural heritage.

Some figures: Brochure 15x10cm– 300,000 copies, Festival Programme (72 pages- in English and Italian) 17x27cm– 50,000 copies, Poster 33x68cm– 3,500 copies, Placard 70x100cm - 1500 copies.

WEB, WEB TV AND APPS

The website (www.tocati.it) and Facebook pages are highly frequented (more than 100,000 unique visitors per day in the period preceding the Festival).

The Festival official App iOS and App Android can be downloaded free and allow public to have infos and maps of the Festival. The App can be integrated with informations and advertising: a plan can be accorded.

THE NETWORK

Tocati Festival is organized by the Ancient Games Association and the Municipality of Verona - Department of Culture. Our partners include: European Parliament, UNESCO ICH, Embassies of Rome of the Countries involved, Tourist Offices of the Countries involved, the Veneto Region, Diocese of Verona, University of Verona, Coldiretti, State Academy of Music of Verona, Touring Club Italia, AEJeST -Association Européenne Jeux et Sports Traditionnels, UNICEF Italy, UNPLI-Unione Nazionale Pro Loco d'Italia, SIMBDEA-Società italiana per la museografia e i beni demo-etno-antropologici, UNESCO Comitato Giovani, and part of the network of UNESCO accredited ICH NGOs (www.ichngoforum).

SPONSORS- During the years many sponsors sustained Tocati Festival (Banca Popolare di Verona/ Gruppo Banco Popolare, Bauli, Deutsche Bahn, Vodafone, Fondazione Cariverona, Fondazione Cattolica Assicurazioni). You can find all them in our Website www.tocati.it (Partner) and in our Programme. Usually we offer projects that have been elaborated with our sponsors, and are apt to satisfy the requests and to enrich the Festival with appropriated contents.

website: www.tocati.it

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