

Where do you think a 500 could arrive?



People don't take trips... trips take people.



#BEREVOLUTION



we can all be revolution

“ People don’t take trips... trips take people”

Steinbeck

Two cousins, a 500, a trip.

The world seen through the window of the car which has revolutionized the life of Italian people. A car born from a dream, like this project.

We want to demonstrate that dreaming is still possible, that the world is everyone’s home and everyone can live in it. Telling the stories of incredible people, foreigners only before you meet them, through a video/photo reportage created on a little, really little, and old economy car starting its trip from its hometown.



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INDEX



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ABOUT US

Name: Andrea Bonventre

AGE: 27

JOB: photographer

DESCRIPTION: My passion was born from my trips, and then it became my job. I take photographs of the world to understand it. To understand me.

NAME: Luca Bonventre

AGE: 31

JOB: Artisan

DESCRIPTION: The art of getting by. A big passion for motors and an insatiable desire to discover the world.



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PROJECT

Why #BeRevolution?

What happens when we start thinking that a dream can change the world, or at least our little world?

It happens that we become Revolution.

We decided to be a revolution crossing the planet with “everybody’s help”, sure that world is still within everyone’s reach.

Realize your dreams with FORMA.

FORMA ONLUS is the Foundation of Regina Margherita children hospital in Turin, the highly specialized pediatric centre known all over the country and reference for many children suffering from different serious diseases coming from different regions and countries.

FORMA Onlus was founded in 2005 by a group of willing families with the aim to help the hospital, involving friends and the friends of their friends, making it suitable for children. It’s an association created thanks to the participation and to private founding, with no politics or religious influence. All reached results and all the new ones are the outcome of many little actions of solidarity.(source: <http://www.fondazioneforma.it/>)



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PROJECT

*"Where do you think a 500 could arrive?"
More or less where the Heart of the driver can arrive.
Because it's all about the Heart. Over time we have learnt that the central element in a car, especially in our car, is not the engine..."*

Celebrating the 50th anniversary of "Nuova 500", we decided to reach the other side of the world by car.

The car which is part of a very important story for Italy and Italian people.

A sustainable trip, described through an accurate video reportage (wemind.it) and with pictures (andreabonventure.it), to raise money and make people known about FORMA Onlus in Turin.

During the trip, we'll try to meet other associations/foundations (FORMA has already given us the entire support to make contacts) involved in early childhood, with a special attention on those children who will build tomorrow's future. We'll ask them to draw their dreams using crayons and papers we'll give them. We'll all see the world through their eyes.

All drawings will be collected and shown in "500 dreams in 500".



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ITINERARY 1



Italy · Slovenia · Croatia · Bosnia · Turkey · Serbia · Bulgaria · Turkey
· Iran · India · Thailand · Laos · Cambodia
Vietnam · Malaysia · Singapore · Indonesia · Australia



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ITINERARY 2



Italy · Slovenia · Croatia · Bosnia · Serbia · Bulgaria · Turkey
(Georgia) · Iran · India · Thailand · Laos · Cambodia
Vietnam · China · Japan



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WEB

A website will be created where it will be possible to follow the trip in real time, read the diary and watch the photo reportage. There will be all the information about the FORMA Onlus Association, the IBAN code for possible donations and links to other associations we'll meet.

There will be an e-mail address and Skype available to get in contact with us. All sponsors making possible the fulfillment of this dream will be listed in the Home Page.



There will be a page on main social networks to easily share contents and pictures during the trip. The title itself #BEREVOLUTION has an hashtag to recall the Web language. Twitter, Facebook and Instagram will be updated daily.



The 500 Club Italia has already made its Facebook page (21372 likes), its journalists and its Website available to give the project top visibility



(the magazine "Piccole Ruote" has a 160000 copy run per year).



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STORY

Everything started with a Trip, a Question and a September.

A Trip. In Sardinia. It started as nothing so serious and then it became a big push for everything you're reading here.

A Question. On the spur of the moment it was a simple one, almost a joking one. We all heard it coming from the heart to the mouth : "Where do you think a 500 could arrive?"

And then September. It was September. It was September in Sardinia. And for us it was like that. It was September when Valentina, Luca's girlfriend, was born in 1983. It was September when after celebrating her 30th birthday, she flew away.

In that moment we met FORMA Onlus, chosen by friends to give the money collected. She would have done the same, being an early childhood teacher at the Moby Dick kindergarten in Turin. She devoted all her days to children and we want to dedicate to all of them our Trip.

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CLARIFICATION

All donations collected from sponsors will be used to cover travel expenses and the remaining will be devolved entirely to Forma Onlus.

TRANSLATION: Elisa De Boni



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FONDAZIONE
OSPEDALE INFANTILE
REGINA MARGHERITA
ONLUS
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