

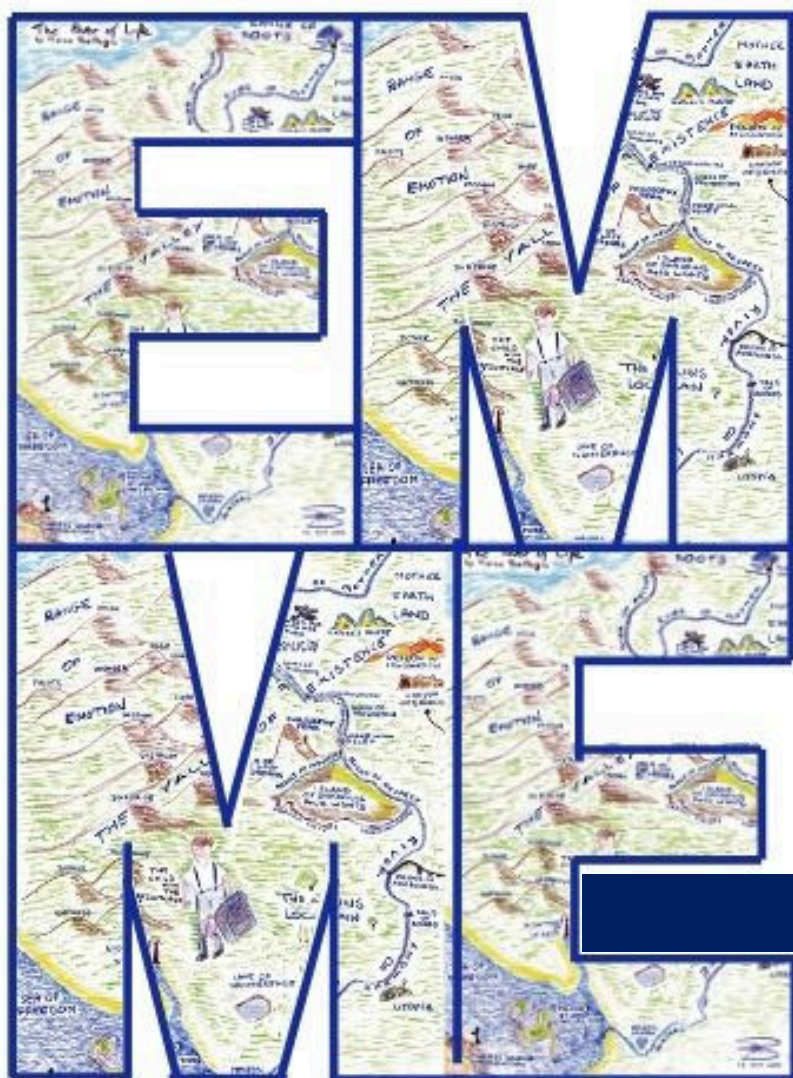
# EMME: THE CATALOGUE



# Contents

- Bertagni Consulting srl and The River of Life
- EMME in a nutshell
- Why?
- Who?
- Where?
- What?
  - Consulting, Coaching, Counseling
  - Travel Guide and Mentoring
  - River Games Management





**BERTAGNI CONSULTING SRL & THE RIVER OF LIFE**





**BERTAGNI CONSULTING s.r.l.**  
MATCHING TRADES, COMPANIES AND IDEAS



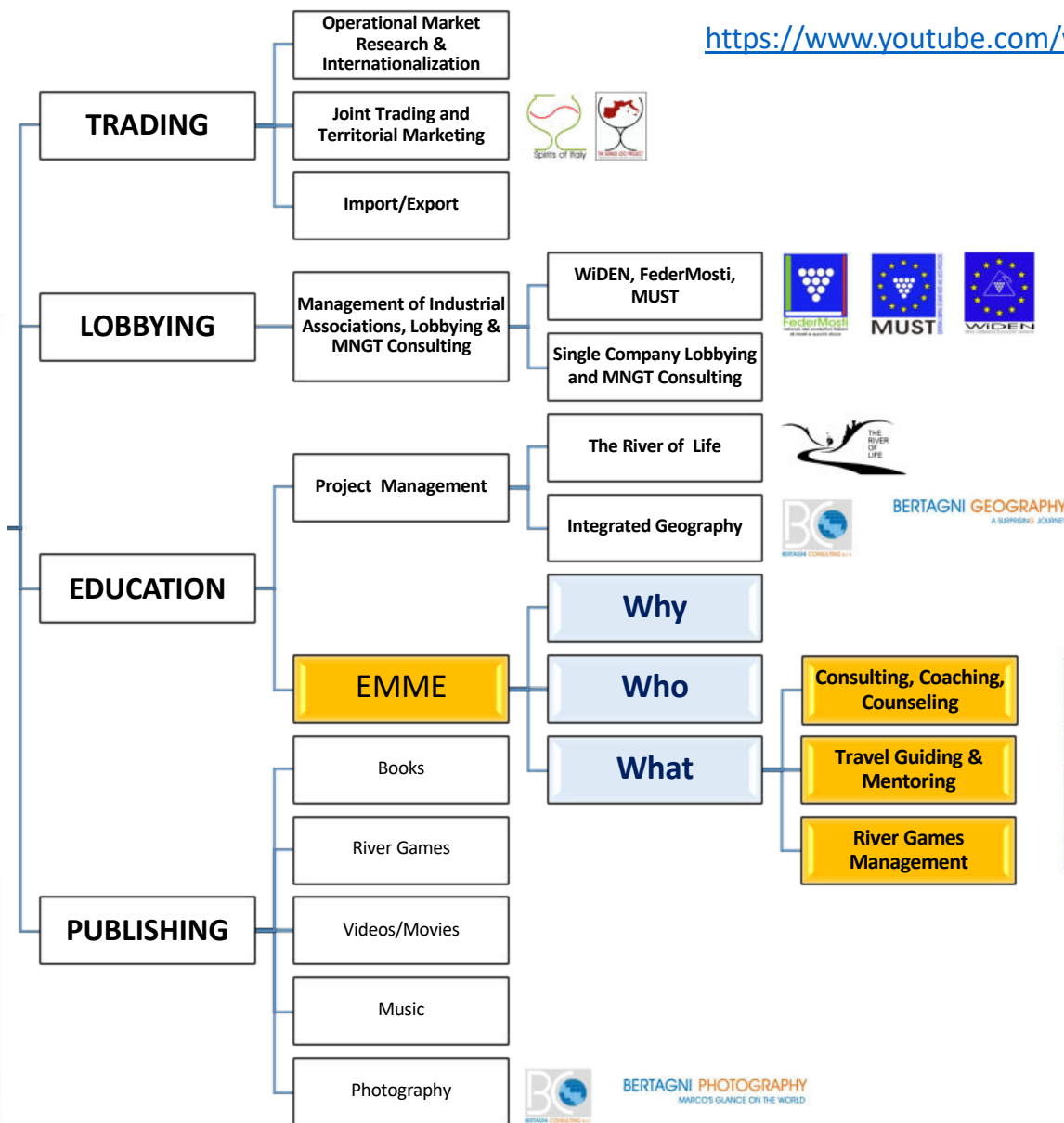
[Home](#) [Chi siamo](#) [Servizi](#) [Mission](#) [Gallery](#) [Blog](#) [Contatti](#)



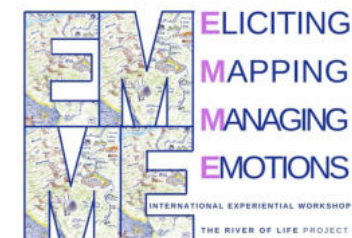
**Bertagni Consulting srl**

**[www.bertagniconsulting.com](http://www.bertagniconsulting.com)**

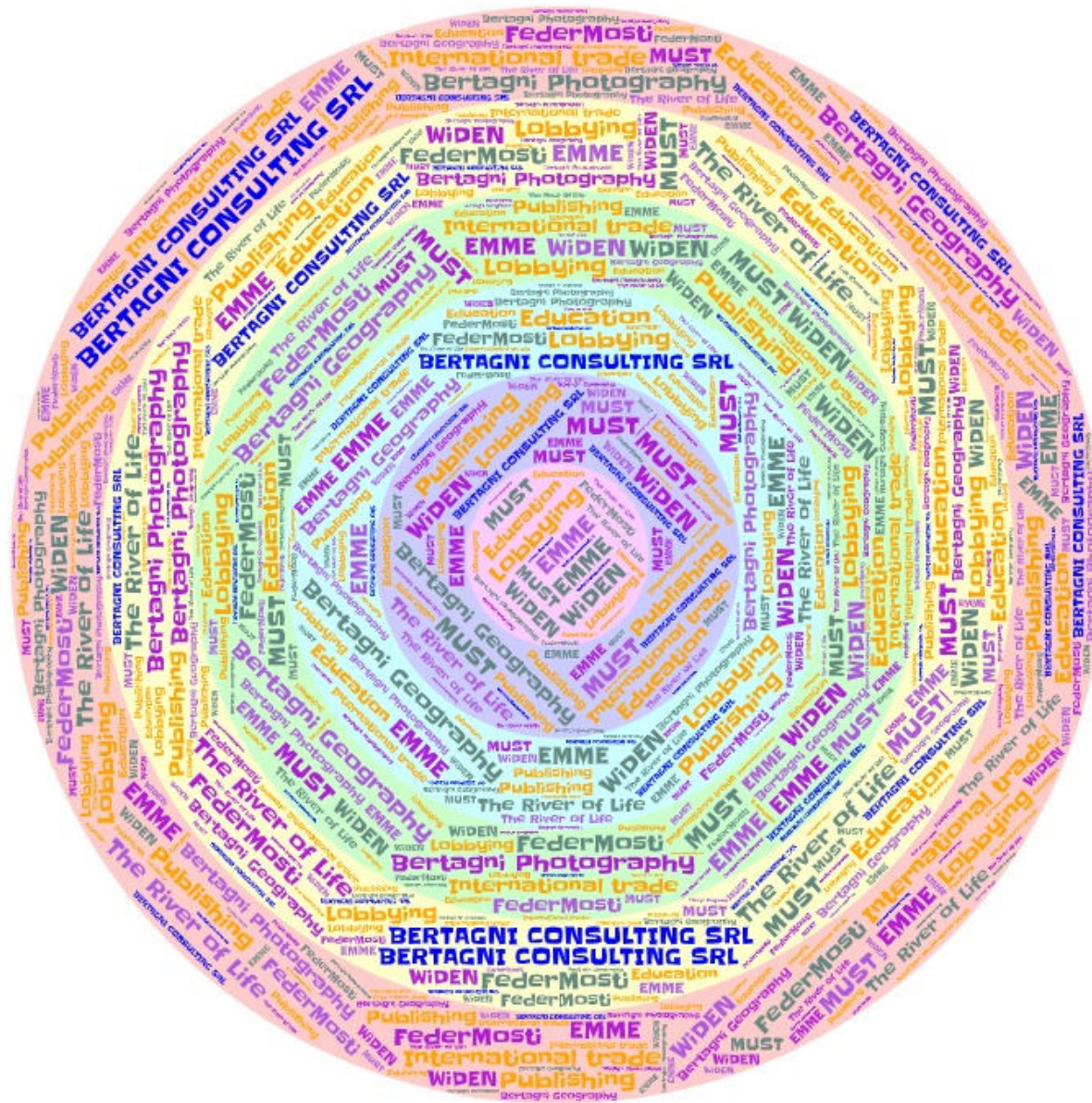




<https://www.youtube.com/watch?v=8ppdwUK2wsl&t=114s>



**Bertagni Consulting srl**  
is a consulting company  
dealing with  
**export** and  
internationalization  
processes,  
corporate **lobbying**,  
**education** and  
**publishing**



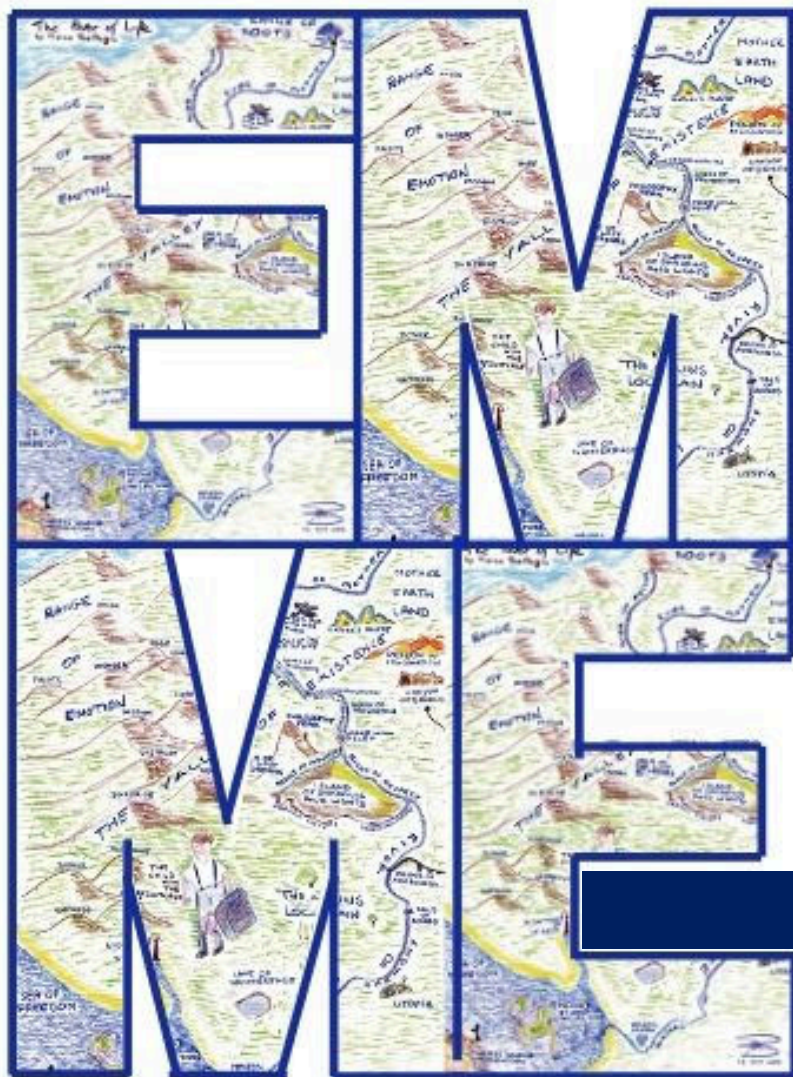




**The River Of Life**  
is scientific art and an  
ethical system,  
built on respect for self,  
others and our planet.  
This project gave birth to  
**EMME**







## EMME IN A NUTSHELL



# An Introduction to EMME

## PHILOSOPHY

DISCOVER  
VOCATION,  
TO ELICIT, MAP OUT,  
RECOGNIZE AND BETTER  
MANAGE  
EMOTIONS,  
TO EMPOWER  
SOFT, TECHNICAL  
AND MANAGERIAL  
SKILLS,  
BY FOLLOWING ONE,  
OR MORE, OF  
EMME'S EDUCATIONAL  
PATHS

## CULTURE

HUMAN BEINGS  
citizens of the World  
seeking to share  
skills and experiences  
in order to build  
a common knowledge

## OBJECTIVES

To empower and enrich lives  
through

CONSULTING  
COACHING &  
COUNSELING

TRAVEL GUIDING &  
MENTORING

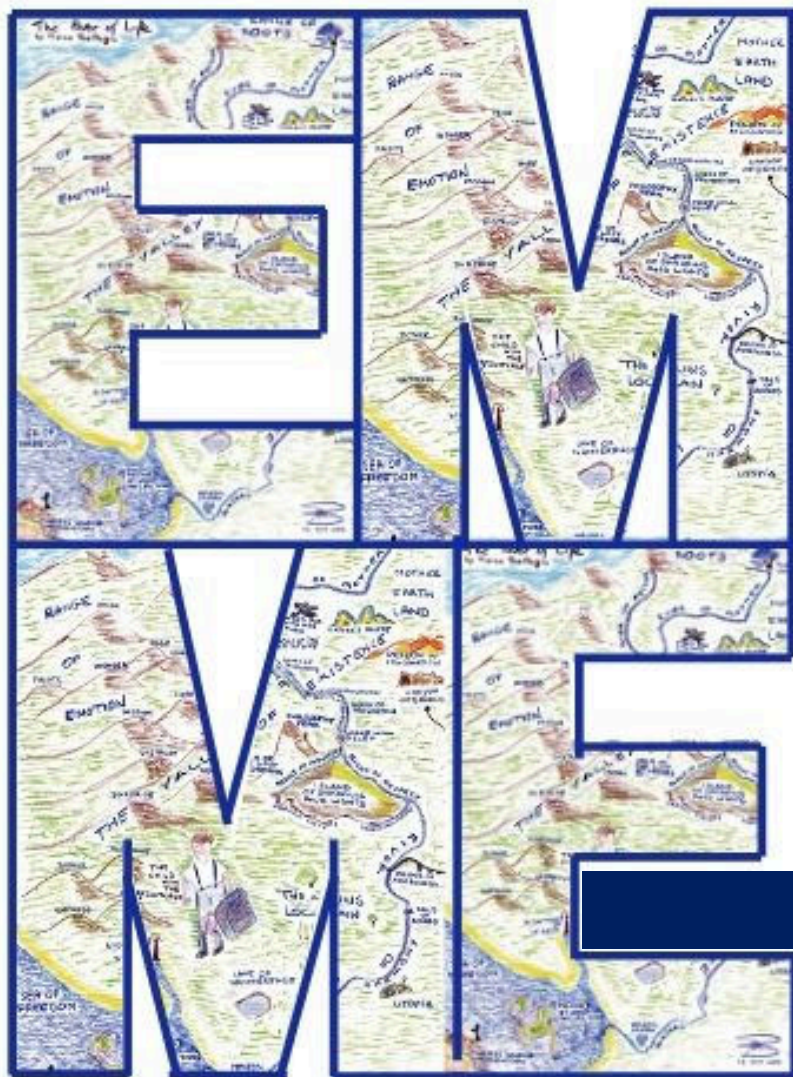
RIVER GAMES  
MANAGEMENT

# THE EMOTIONAL GEOGRAPHERS CHARTER

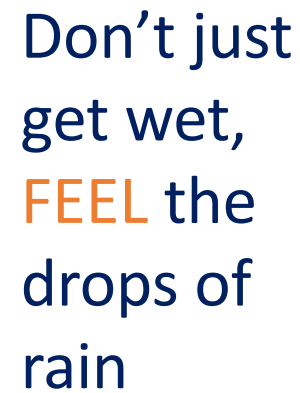


We, as citizens of the World and friends of EMME come together to share our knowledge, our skills, our compassion and our experience. In doing so, we respect the philosophy of **Eliciting, Mapping and Managing Emotions**, ensuring that our clients become better informed, better skilled and satisfied with the experiences they have had with us. We seek to help others to grow and enrich their lives through the harnessing of their emotional energy in order to facilitate their desired change.

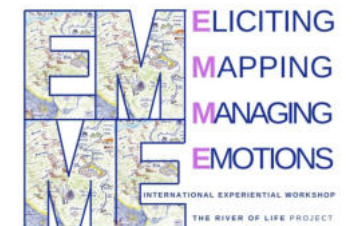


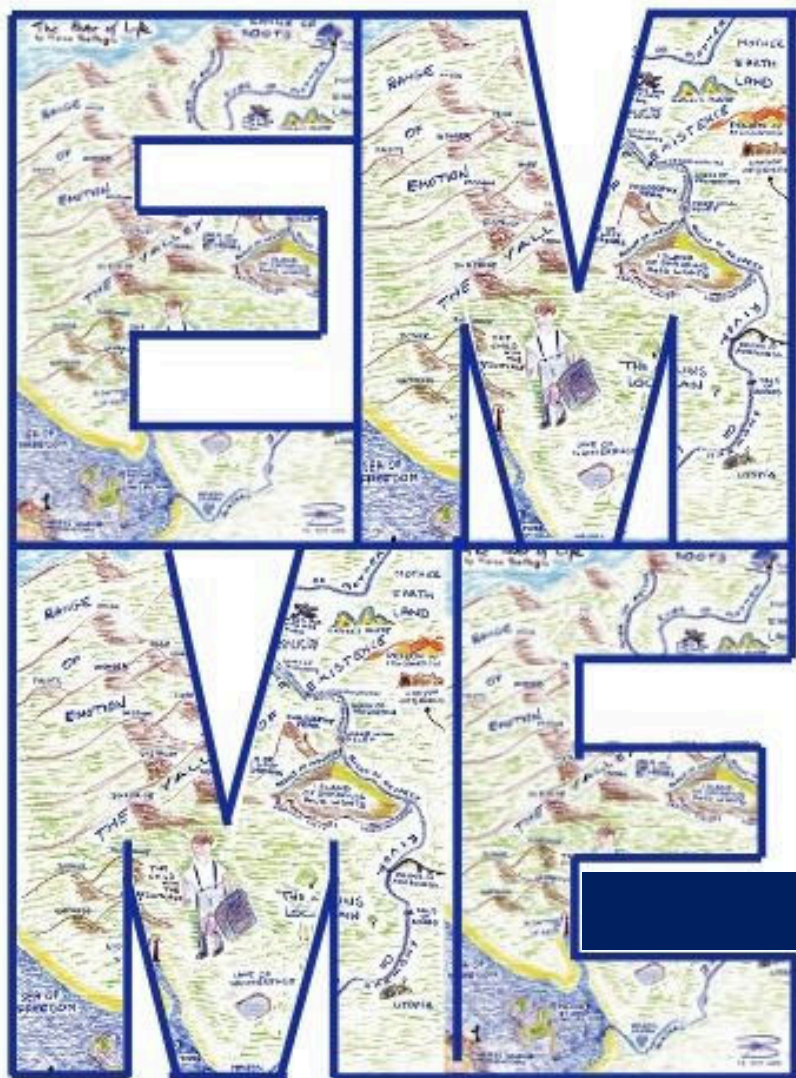


WHY?



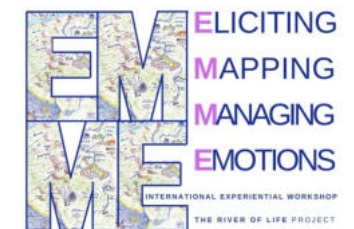
To THRIVE,  
not just to  
survive





WHO



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# The 64 EMME's Pioneers

## Geographers of Emotions

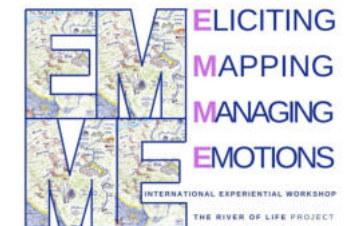


Marco BERTAGNI  
Ksenya AKCHURINA  
Diogo ANTUNES  
Ali BAGLEY  
Marco BAROZZI  
Mattia BERTAGNI  
Cesare BERTINI  
Giuseppe BERTOLI  
Ilaria BORGIOLI  
Monica BUSTOS  
Alessia CASALE  
Raffaella CASINI  
Roberto CERAUDO  
Aisha CHAUDHRY  
Angelo COFANO  
Deanna COMELLINI

Ilaria Di CORI  
Roberta DONNINI  
Chris DRAGALINA  
Mayte ESPINDOLA  
Loredana FARACI  
Letitia FARRIS  
Lesslie FERNANDEZ  
Isania FORGIONE  
Monica GAMBELLI  
Davide GARZI  
Gulzar GASIMOVA  
Stefano GIANNASCOLI  
Anna Maria GIANNINI  
Stefano GUARNIERI  
Fariba HACHTROUDI  
Yulia KUZHUKOVA

Lucia LAMONARCA  
Alessandra LANCELLOTTI  
Caterina LIGIOS  
Giovanni LIZZA  
Francesca LO FURNO  
Valeria LORDUGUIN  
Stefania LORENZINI  
Antonio MAZZEI  
Aileen McGINNIS  
Guity MOHAMMADI  
Sara NICOLÓ  
Mariem OMRANI  
Liliana PADURARU  
Ernesto PANZA  
Natasha PEOLIDIS  
Laurent PETERS

Giada PLATANIA  
Viviana PREMAZZI  
Anna PRETI  
Michele PRETI  
Melissa RODRIGUEZ  
Enzo SALLUSTRO  
Susan SCHNEIDER  
Elisa TACHIS  
Marialuisa TONIELLI  
Bruno TOUSSAINT  
Umberto TRULLI  
Aisla TULLOCH  
Aizhan YERMEKOVA  
Elisabetta ZAGNOLI  
Michele ZANONI  
Cristiana ZONGOLI



<https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1DBXx51vj5AM4nrtJ0gbLm9ZoFARvQL5p&ll=0.6045385687297369%2C0&z=2>

GOE-001 – GOE's Prototype and EMMÉ's Founder

# Marco Bertagni

Alias: **PW** - Patagonia Wonder

1964

Entrepreneur



After classical studies, Marco graduated in Political Sciences with a thesis on Dutch Polders and specialized in international trade with a masters at ICE. He became an Officer of the Italian Navy and then spent a couple of years as an export manager in Emilia Romagna. In 1992, Marco joined AIDI, the Italian Confectionery, Chocolate and Ice Creams Industries Association. In 2000 his son Mattia was born and in the same year he was selected as General Manager at AssoDistil, the Italian Industrial Distilleries Association. In 2009 he founded Bertagni Consulting srl. He graduated in Geographical Sciences in 2016, with a thesis on Emotional Geography and wrote the book *The River of Life*. In 2019 he founded EMMÉ, Eliciting Managing Mapping Emotions, a multi-disciplinary experiential network of international professionals who provide services to People and Organizations. During his 500 trips abroad he has visited 100 different countries, always paying close attention to local cultures and human dynamics. He has always been attracted to cross-cultural management and dreams about a world without walls. He speaks English, French and Spanish. He is Italian, but he considers himself a World citizen.



Marco Bertagni

## THE RIVER OF LIFE

Viaggio nella geografia delle emozioni



Διεθνές δίκτυο διακείμενων εμπειριών

ΟΕ ΓΙΕΕ



[www.bertagniconsulting.com](http://www.bertagniconsulting.com)

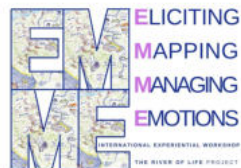
[www.bertagnigeography.com](http://www.bertagnigeography.com)

[www.bertagniphotography.com](http://www.bertagniphotography.com)

[www.theriveroflife.it](http://www.theriveroflife.it)



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GOE-002

# Ksenia Akchurina

Alias: **IM** – Iceland Magic  
1982

Human Resources Coordinator



Was born and raised in Moscow. She has got two degrees - Bachelor's in economics (Finance and Credit) and Masters in Political Sciences from the Diplomatic Academy of Ministry of Foreign Affairs of Russian Federation. Worked in Foreign Companies in the Administrative and Human Resources Spheres for about 14 years as well as was involved into the business of Bertagni Consulting srl in Russia as a Representative of Italian producers of wines and beverages. She participated in the River of Life journey in Garfagnana in 2017. Inspired by Russian culture, photography, arts, traveling all around the world, cooking, playing piano and reading. One of the last work projects was hiring a team of hosts and volunteers for the Winter Olympic Games in Sochi 2014 (Russia). In 2015 Ksenia left Moscow for a marriage abroad. Has lived in India, Sweden and she is currently based in Switzerland. Speaks Russian, German and English.



GEO-003

# Diogo Antunes

Alias: **RMJ** – Rio Maior Joy

2001

Student of Management



At only 19 years of age, Diogo's life and career are not yet enough to write a full biographical book; nevertheless, it is enough to complete a "short bio". Ever since he can remember, Diogo has been someone who is relentless and he is always looking for bigger and more difficult challenges and opportunities. For this reason, he has always complemented school with other activities. Diogo has practiced different sports, while growing up in his hometown - Rio Maior (The Biggest River) - including swimming and martial arts, but for ten years his ultimate passion has been basketball, which he still practices. At the same time, Diogo has been a Scout for 12 years now, which helped him to develop several soft skills. During the 2020 pandemic, while he was already in his first year of "Management" Bachelor's Degree, Diogo had the opportunity of enrolling in an Online Course about "GeoEmotions", presented by Marco Bertagni and EMME, and after many passionate lessons, meetings, and skype conferences, Diogo knew he wanted to be part of this ambitious and enthusiastic group.



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GEO-004

# Ali Bagley

Alias: **EI** – England Inspired  
1964  
Life Coach



Ali is a Writers Coach, NLP and Hypnosis Practitioner and qualified Project and Proposals Manager. She is an author of children's stories and guides for coaches starting out in their business. Her background is corporate project and proposals management, leading teams winning multi-million pound contracts in infrastructure. She went to university at 41 years old and graduated with a BA (Hons) in Business and Finance Management in 2009. Throughout her career Ali has coached and written, these are her two passions. Her life has been a rollercoaster of highs and lows, both personally and professionally Ali totally embraces all of the learning experiences that have brought her to where she is today. She believes that to be able to help others achieve, you need to have learned from failure, to know joy you must first experience pain. She has been knocked down more times than she can count but has always got up again. Ali is now living her best life, full of confidence, self-belief, love and purpose. She is a wife, the mother of four children in their thirties and grandmother to 5 grandchildren. Her journey now is to bring that light and positivity into the lives of others, through her coaching and her story telling. Ali is also very proud and excited to be the Director of Business Administration for EMME.



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GOE-005

# Marco Barozzi

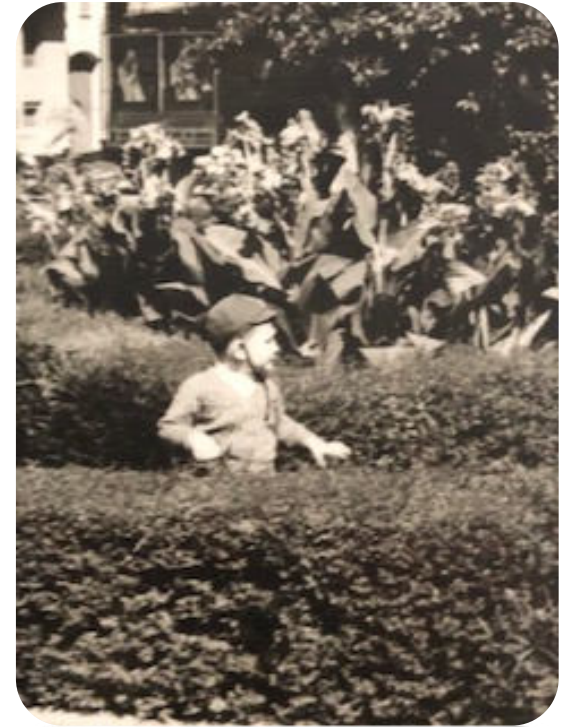
Alias: **SC** - Spain Cheerfulness

1957

Entrepreneur



Founder and Ceo of Expo Consulting, a company servicing the exhibitions and events industry located in Bologna, Italy. With thirty-year experience and knowledge of international markets, Marco is highly regarded by organizations, associations and institutions at a domestic and international level. Prior to Expo Consulting, Marco spent many years in key positions in prestigious trade show organizations. He speaks fluent English, Spanish and French, besides his native Italian. He is consultant and advisor to SMEs and event planners, and also collaborates as a trade show marketing coach with public and private bodies. Marco is committed to being *the* real partner for companies looking for business opportunities and wishing to be successful on international markets. Passionate about marketing, sales, social networks and team management, he loves sports, travel, reading and writing. .



[www.expoconsulting.eu](http://www.expoconsulting.eu)



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GOE-006

# Mattia Bertagni

Alias: **MED** – Morena Emotional Detachment  
2000  
Student



Mattia got a diploma in Accounting to then subscribed to Computer sciences at Roma Tre University. He stopped his studies and joined a course of *Cyber Security and Ethical Hacker* to go on developing his attitude for I.T., without having to climb the wall of Mathematical Analysis. He is thinking of enrolling in Philosophy considering his passion for Greek philosophers. In the meantime he pays his dues by working as a waiter and book seller – although he didn't succeed in selling any copies of his father's THE RIVER OF LIFE since *it is too philosophical for people who are not involved in emotional geography* – and lately delivering Pizzas as River Boy at PizzaRiver in Rome (the first franchising Pizzeria inspired to THE RIVER OF LIFE project, led by the Pietrelli's brothers). He has been travelling a lot with his parents first, then with his father (they have been together from the Sahara Desert to floating icebergs of Greenland) and lately with his friends. He also seems to like the city of Ciampino without the need of travelling around. He plays football and has been a Juventus football team supporter since he was a kid...and has a passion for Valentino Rossi. He speaks Spanish and he's learning English.



GOE-007

# Cesare Bertini

Alias: **BC** – Balkans Solitude

1963

Institutional Relations manager



Professional and private life experience, both in domestic and international settings, has gained Cesare different capabilities, - expertise in peace and democracy building, private sector development, diplomatic and lobbying skills, team playing attitude - and the ability to employ such a mix fruitfully. He graduated with an MBA degree in the US. Cesare worked for a World Bank project in Belarus. He currently works as institutional relations manager at the Confederation of Italian Industry (Confindustria). In between, Cesare also served with the OSCE - Organization for Security and Cooperation in Europe as a peacekeeper in Bosnia, in the post-war reconciliation effort, all over the Balkans and in the Russian Federation. Common ground to such different emotion-building activities is his inner curiosity and willingness to fulfill emotional expectations, which he values the ultimate emotional and motivational drivers. In this regard, acting has come across as the latest emotional driver and challenge. As an amateur so far, but you never know. .



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GOE-008

# Giuseppe Bertoli

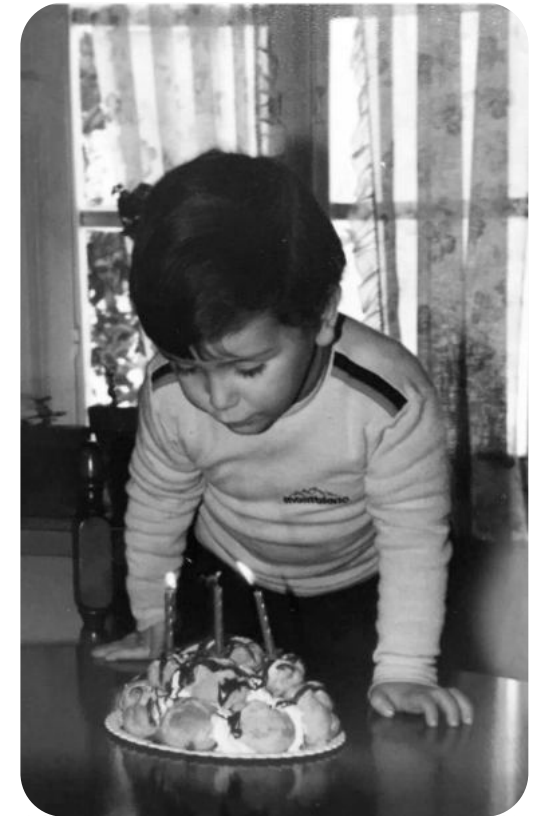
Alias: **CGH** - Castiglione Garfagnana Hope

1979

Chef



Giuseppe graduated in Hotel Management School of Barga and rapidly began his apprenticeship to become a chef. He has been working in restaurants of the hot Versilia to those of the cold Abetone in winter time. He is now chef at Mulin del Rancone a top-range agritourism structure near by the Serchio River. Together with the owners of Mulin he promoted from day 1 a cuisine which was connected to the tradition concerning flavours and fragrances, but which would also have been innovative in all other respects. The ultimate purpose, shared by all, was to rejoice guests' emotions and grow up with them. And Giuseppe began this adventure by the river supported by the love of his wife and his children, with the freedom to create - a condition that makes the job a joy - with the brotherly, inseparable support of Federico. Then there was Marco, but this is a different story. Starting - as a joke - from a challenge for making a trout dessert that seemed impossible, Giuseppe found himself proposing 50 recipes by following the flow of the river, with a mixture of humble unconsciousness and proud desire to involve and share, and by dedicating and getting an emotion from each of them. That's Giuseppe, he strongly experiences emotions and he intimately lives on emotions, trying to make people, and also himself, smile, a thing that should never lack in life.



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GOE-009

# Ilaria Borgioli

Alias: **CFS** – Cappadocia Free Spirit

1986

Architech and Air dancer



Ilaria completed her studies in architecture with a master's degree in architectural design in 2013. She worked as a freelance architect for a short period and then as an architect and graphic designer for 4 years in a telecommunications company. She is currently delivering the same role in a fashion company. Ilaria has always had a great passion for art in general, but above all for painting and dance. Since she was very young, she has devoted herself to artistic dance but at the age of 25 she came across the aerial dance. This dance is nowadays her greatest passion. In 2016 Ilaria met Marco Bertagni during a casual trip to Garfagnana and immediately a spontaneous collaboration came out: Ilaria's aerial dance became part of the *The river of life* projects delivered as a thematic and emotional dance. From that day on, her partnership with Marco improved and it is now flowing into EMME, a project in which by taking your feet off the ground and leaving the emotions free to fly, the main goal is to achieve a new awareness.



GOE-010

# Monica Bustos

Alias: **AL** - Anzio Love

1960

Make up artist



Professional makeup artist with over 30 years of experience in television, advertising, theater and cinema. Experience in leading teams of makeup for big productions. Her enthusiasm is infectious. Leader and team player. Monica initially studied at the Kryolan Makeup School (Germany), she then traveled to Japan to learn about the latest makeup trends. She did several studies of characterization, volume and light results in makeup. In advertising she has worked in countless TV spots for such brands as: Ford Motor Company, Coca-Cola Mexico, Nescafé, AT & T, Bancomer, Palacio de Hierro etc. She worked in the make up for celebrities such as: Luis Miguel, Farrah Fawcett, Mick Jagger and many others. In theater, she participated in the production of "EVITA" where she did the makeup and design for the main characters. In cinematography, she collaborated in the 20Th Century Fox production of "ROMEO AND JULIET" and in "SPECTRE 007». Monica did the make-up and design for the main characters of the BBC series; "The Days of Our Lives". Nowadays, leaving aside her promising career as a professional makeup artist, Monica has ventured into business, creating her own school of makeup: "My-Best Monica Bustos" .





GOE-011

# Alessia Casale

Alias: **IC** – India Curiosity  
1969

Senior Private Sector Development & Capacity Building Expert,  
Freelance Consultant and Trainer



20 years proven and extensive experience in assisting companies and entrepreneurs to optimize their access to foreign markets through passionate export development consulting, energy requiring training courses design and mentoring activities. Senior expert in Institutional Capacity Development and Private Sector Engagement. In the last 2 years Alessia was deployed in Iraq and Tanzania as an Advisor for international Cooperation projects by main donors. Now, among its multiple consulting activities she is Adjunct Professor in “International Business Negotiations” in MEGSI Master at Cattolica University (Milan) and Educational Coordinator. She has got Political Sciences-International Studies-Bachelor and several post graduate specialising courses. Fluent in English, Spanish and fair French. Keen on geographic/archeological challenging journeys, Alessia has made several photos exhibition. She has always been involved in planet issues thus becoming an environment and animals activist. She believes in sensation/perception empathy able to boost bold relationships among people. Alessia’s motto “siempre Más Allá”.-)))



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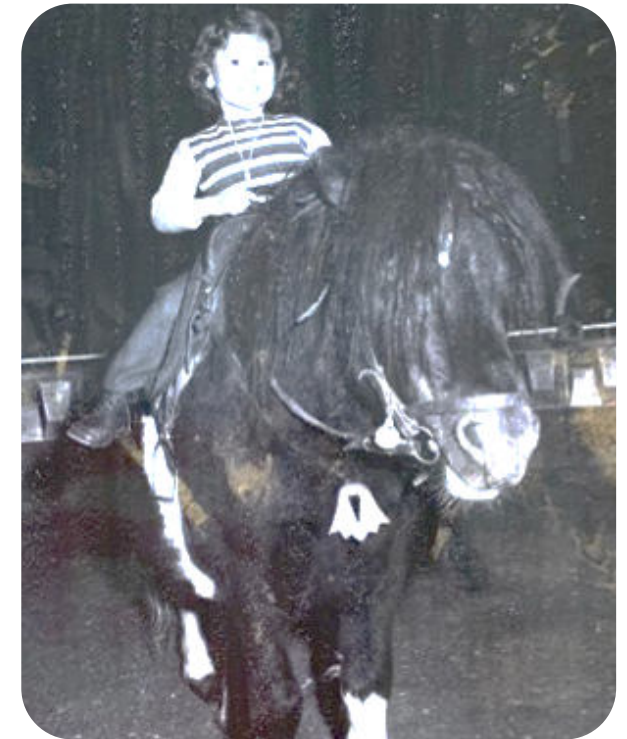
GOE-012

# Raffaella Casini

Alias: **IPE** – Istanbul Pure Energy  
1971  
Creative



Raffaella is a curious woman and daydreaming has always been her lifeline. In 1996 – despite being an «artist's daughter» she got lost in the galaxy, or maybe abyss, of gemmology, inclusions, refraction indices, microscopes, beryls, corindons, tzavorites, opals, diamonds, natural glass, synthetic stones. When you observe inclusions they sometimes may look like the sky or the Earth: these images capture your eyes. This was Raffaella's entry into the jewelry sector until 2015 – since she felt everything had already been invented - she decided to create not so much jewels but rather *caprices*, *whims*, that could represent her but especially those women who are strong, ironic, sensual and dreamers. Raffaella's accessories are created to strengthen women's personality. She thinks that maybe her creations won't meet everybody's taste, but «who loves her, should follow her»! Raffaella's definition of «friendship» is «SONO DA TUTTI MA NON PER TUTTI»



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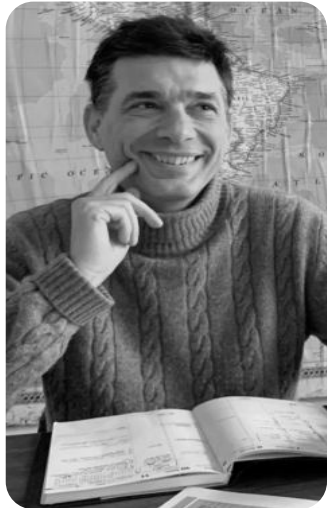
GOE-013

# Roberto Ceraudo

Alias: **SC** - Sila Quiteness

1964

Export manager



Roberto deals with Export Management and Internationalization, with particular attention to the world of SMEs. He also carries out teaching activities at various Business Schools in Export Management and International Marketing, focusing his interventions on the creation and development of sales networks in international markets and on negotiation techniques in international markets. From 1995 to 2005 he held the position of Sales Manager International at Sherwin Williams Automotive Europe Spa, the European subsidiary of the homonymous American multinational, world leader in the paint sector. In his role, he had commercial responsibility for Europe, Africa and the Middle East. Previously, from 1990 to 1995, he held the position of Marine Division Manager at Effer Spa, a Bologna engineering industry and market leader in the hydraulic crane sector. Roberto graduated in Political Science at the "La Sapienza" University of Rome, subsequently obtaining a Masters in international trade at ICE. He speaks and writes fluently in English, French and Spanish and is developing his knowledge of German. He is married to Cristiana and father of Carlotta and Filippo.



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GOE-014

# Aisha Chaudhry

Alias: **TJ – Tromso Joy**

1975

Coach, Advocate, Narrator, Campaigner for Organ donation



Aisha was born in Reading, Berkshire in the United Kingdom and graduated in Law which included an Erasmus study in Portugal. She then went on to qualify as a Barrister in England and Wales after finishing a Postgraduate diploma in Law. Aisha's roles include those in the legal capacity, as a business manager and in business development. Aisha has worked in the corporate world for 20 years in various environments including; in Barristers Chambers in London, at Law firms in the UK and Germany, at a Regulator for the National Competition Authority in the UK, in Industry at global multi-national corporations and also at start-ups in Germany. Had Aisha not taken the diverse career path that she did, enabling her to gain a wealth of international experience in the UK, Europe, US, Middle East and South Asia, Aisha would never have learned about so many cultures and integration into different societies. After 20 years in the corporate world Aisha found herself listening and guiding colleagues on their goals and personal growth with an impartial and non-judgmental mind. Aisha believes that remaining positive and happy in order to keep up morale and hope during the extremely difficult times between the ages of 15 and 25 years whilst my mother was waiting for a transplant, has remained with her. As an Internationally qualified Mindset coach and NLP practitioner, Aisha works with clients to reframe attitudes and mindsets into the positive. Aisha's attitude is to live life and 'Inspire without Fear' and show anyone who needs help with how to move forward personally or professionally so that they can SHINE. Aisha has always worked in cross-cultural and international environments. Her background is of diverse cultures including Pakistan, India, Kuwait and the United Kingdom and she lives and works in Germany. Aisha speaks English and German and is a dual citizen of the UK and Germany, but considers herself a citizen of the world.



[www.facebook.com/withhappyaisha](https://www.facebook.com/withhappyaisha)

<https://anchor.fm/happyaisha>

[linkedin.com/in/aisha-chaudhry-llb-hons-pg-dip-law-apc-mindset-and-nlp-coach-8938072](https://www.linkedin.com/in/aisha-chaudhry-llb-hons-pg-dip-law-apc-mindset-and-nlp-coach-8938072)



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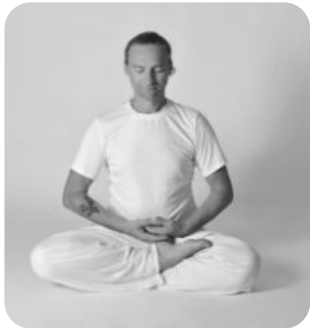
GOE-015

# Angelo Cofano

Alias: **AS** – Angelo Serenity

1975

Oriental arts teacher



Angelo has been dealing for many years with wellbeing and movement awareness, both connected with eastern tradition. At age 13 he started Gong fu Wu Shu, that introduced Angelo to Qi Gong in its two facets: inner and external (Wai and Nei Qi Gong). Later on, he focused his energies on studying and researching methodologies for both physical and mental wellbeing, linked to Chinese medicine, through an in-depth Taoist approach. Mastering these healthy techniques allowed Angelo to overcome personal health problems and at the same time to support and help many people. Angelo underlines the importance of constantly practicing these methodologies: this is the best way to allow them to naturally become part of your everyday life. Angelo is convinced that these techniques enormously helped him to improve his quality of life, by conforming it to the law of change, by accepting the impermanence of all phenomena and by cultivating the art of letting go. As Angelo likes to put it: the way to naturalness



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GOE-016

# Deanna Comellini

Alias: **US** – Uluru Surprise

1954

Designer, Art Director, Founder of GT Design srl



Deanna Comellini studied in the artistic environment of Bologna during the 1970s, spending time in various art studios. In 1974, she approached the design world working on projects involving Italian architectural firms and furniture companies. In 1977, she founded G.T.Design, taking on the role of designer and art director. Since then, she has always been working with the idea that design must pay the greatest attention to the authenticity of the project and she has always preferred to work with art-crafting techniques in association with a deep research on innovative materials and details. A few years later Deanna decided to focus her energies on the modern rug, reinventing the perception and the characteristics of the object that represent more than any other the intimate space of the home and the relation with our living experience.



*"The original rug is the ground we were born onto. It reflects who we are. It is the first element in creating an intimate and domestic atmosphere. In the home it carries its scent, its habits, its poetry. The rug is an archaic symbol that G.T.Design has transformed into something contemporary, familiar, a homely symbolism that defines the boundaries of personal space."*

*"Il Manifesto del Tappeto Contemporaneo" (The Manifesto of the Contemporary Rug),  
Deanna Comellini*



<https://www.gtdesign.it/en>

<https://www.gtdesign.it/en/forty-times/deanna-comellini/>

[https://www.youtube.com/watch?v=UVb2mmrI\\_7Q](https://www.youtube.com/watch?v=UVb2mmrI_7Q)

<https://www.gtdesign.it/en/qa-rug-design-in-architectural-projects-with-deanna-comellini/>



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GOE-017

# Ilaria Di Cori

Alias: **SM** - Sunset-by-the-sea Melancholy

1992

Student – Office worker



Emotions related to Ilaria's childhood and adolescence are harmonious. She spent carefree and happy years travelling a lot and visiting wonderful places, while at the same time attending interesting courses on the territory and its resources. The most inspiring and gorgeous trip was in Finland where Ilaria attended a course on the importance of natural values and had the opportunity to visit many UNESCO sites. In 2015 she graduated in *Geography* and this prompted her to work in the territory as a tour guide and events organizer. She loved working outdoors, it was peaceful and inspiring. Later on, she worked as a University assistant at the students' orientation center. Ilaria liked this work too, because the campus was really active and stimulating. In 2019 Ilaria took a second degree in *Tourism and management of environmental resources* with a thesis on Made in Italy. By doing research in this area she developed an interest in the realities of Italian companies that deal with producing entirely in Italy and she started working at ICE – Italian Trade Agency, first dealing with promotional fairs and then with the organization of training courses for Italian companies. Also these activities gave her the opportunity to travel and to gradually acquire the right awareness of her abilities.



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MATCHING TRADES, COMPANIES AND IDEAS

GOE-018

# Roberta Donnini

Alias: **SS** – Soul Serenity

1968

Accountant and Communication manager



Roberta got her accountant diploma and started to work at AssoDistil, the Italian Association of Industrial Distilleries in 1989. In 2003, besides pursuing secretariat and administration, Roberta became responsible for communication and began a press monitoring process within the Association. In 2009 she co-founded Bertagni Consulting srl, although with a small share, and in 2012, after quitting AssoDistil, she started to work within Bertagni Consulting srl covering many roles. Her life's mission is to keep Marco Bertagni anchored to the ground and in the little free time left, she acts as Daniel's grandmother.



GOE-019

# Cristian Dragalina

Alias: **TJ** - Transylvania Joy

1977

Doctor



Cristian grew up in Transylvania, Romania and Upper Austria, Austria. He studied Medicine at the University of Medicine in Vienna, Austria. He specialized in orthopedic surgery and traumatology in Germany – 2 years in Zwickau, Saxonia and 4,5 years in cities around Northrhine-Westphalia. He also got a chiropractor diploma in 2015. He went on to work as an orthopedic surgeon in the Swiss paraplegic Center in Nottwil, Switzerland and as a locum doctor with his own company in Örebro and Gävleborg counties, Sweden for 2,5 years. The last 2,5 years he moved back to Switzerland in order to work as a chief medical officer in a rehabilitation center in the Bernese Upperland. He is inspired and driven by success and motivation, as well as by resilience and the improvement of one's own abilities in the medical sector. He aims to maintain a high level of patients' health management. Cristian participated in the River of Life journey in Garfagnana in 2017. He reads a lot of books on self-improvement, development and human dynamics.



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GOE-020

# Mayte Espindola

Alias: **SW** - Sea Wonder  
1960  
Entrepreneur



After classical studies Mayte graduated in Pedagogy at Universidad Panamericana in Mexico City. From 1978 to 1982 she worked as an officer in Multibanco Comermex. In 1980 she got married to Luis and they had 2 sons (Jacobo and Mauricio) and a daughter (Maria Fernanda). With Luis they created their own company: GRUP ARZES SA DE CV. In 2000 she got a master as Financial advisor. From 1995 to 2016 she was part of a theatre company called LA CUEVA and during these years Mayte learned to elicit emotions and she understood that this language knows no borders. In 2017 she joined her first geo-emotional journey of THE RIVER OF LIFE in Lisbon where she learned how to analyse her behaviour on the basis of her emotional reactions and also begun to draw her emotional life map. She knew that this master in emotional geography had marked a turning point in her life. In 2018 she joined and co-organized a THE RIVER OF LIFE geo-emotional journey to Mérida, Yucatan, Cancún and Tulum: an unforgettable experience, that allowed Mayte to learn how to travel emotionally. During that journey and with Marco Bertagni's help, Mayte started to create her life soundtrack. Mayte joined EMME's team with the idea of getting rich culturally and emotionally and to go on sharing experience among... *ciudadanos del mundo!*



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GOE-021

# Loredana Faraci

Alias: **SA** – Sea Amazement

1977

Counselor-Psychologist



Born in Palermo, Loredana began her career working as a trainer in the contexts of Sicilian professional training, where she trained experts in the socio-health sector for over 15 years. She graduated in psychology in Rome and specialized as a systemic relational counselor at the Sicilian Family Therapy Center in Palermo. Currently, she carries out her activity as a trainer and psychologist, coordinating projects aimed at minors and families with social disadvantages



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MATCHING TRADES, COMPANIES AND IDEAS

GOE-022

# Letitia Farris

Alias: **RW** - Rayol Wonder  
Seriously? Uh, 1991?  
Consultant



Letitia grew up racing newts and catching record Green Sunfish in San Diego, California, on the border with Mexico. At 22, she followed an experimental filmmaker and soon-to-be husband home to Paris, where she subsequently studied primate behavior under pioneering lemur specialist Jean-Jacques Petter. Her early missions focused on research and conservation, including managing a sea turtle conservation campaign in the Amerindian village of Yalimapo in French Guiana for the French Chapter of the WWF. From 2002 to 2007 she consulted exclusively for BCL, a cross-cultural communications firm that worked with CEOs and Executive management of France-based multinationals on issues of climate change, sustainable development and energy, giving her an inside view of corporate environmental efforts. In the fall of 2007, she left to develop her own consultancy aimed at helping French organizations communicate more effectively outside France. Demand for her skills as a writer/translator, specialized in adapting texts for an international readership, quickly outran most other forms of communication. Her clients now include a number of major museums including the Muséum National d'Histoire Naturelle, Le Musée de l'Homme, Océanopolis, etc., and producers, for whom she adapts screenplays and documentaries. She is also a published author, in French and English, on topics of natural history.



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GOE-023

# Lesslie Fernández

Alias: **MCE** – Mexico City Empathy  
1974  
Psychologist



After graduating in psychology, Lesslie entered UNAM and got a Diploma in Gender, Family Violence and Addictions. Later on, she also got a Diploma in Human Sexuality with a Person Centered Approach. She followed a Workshop on Humanist Gestalt Strategies for Working with Couples. Lesslie has expertise in Neurolinguistic Programming and Ericksonian Hypnosis. To sum it up Lesslie's current fields of activities are: Self-esteem, Grief, Codependency, Couples Therapy, Sexuality and Addictions



GOE-024

# Isania Forgione

Alias: **LAI** – LeapAngel Joy  
1962

Evolution Coach and Teacher



A life in Evolution...a mix of 3 cultures, happily ongoing thanks to Isania's enthusiasm towards diversity. Isania is an evolution coach, operating in the Science of Self, Trainer, Author, Poet and English and Spanish Teacher. After 2 graduations (Foreign Languages and Psycho-sociological Pedagogy), she became a Senior Real Result Coach (International Master in Coaching and Top Performances) and specializes in Life Coaching and Business Coaching (NLP Master Practitioner, Spiral Dynamics, Professional Coach), in Sciences of Self and Laugh Therapy. Since 1994 she deals with Education, concerning personal growth and since 2008, of Evolution Coaching. Isania creates Coaching paths for people of each level and age, aimed at personal evolution, thanks to functional tools allowing them to Be, to achieve self-realization and enjoy Life. Isania is skilled in paths regarding the Generation of Personal Energy, the Value of Enthusiasm and building self esteem growth and on personal and team results. She works for Public Institutions, Confesercenti, CNA, Uniel, Learning centre, Academies and Companies, in Italy and abroad. She wrote a best seller «PREoccupati di te» and the book of poems «Alfabeto» (Lalli editore), «La Possibilità» (Libro italiano edizioni), «Crema di Parole» (Oceano Edizioni) e «Illimitare» (MEF)



[www.isania.it](http://www.isania.it)



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GOE-025

# Monica Gambelli

Alias: **DF** - **D**esert **F**reedom

1963

Counselor in Family and Systemic Constellations



Monica was born and raised in Milan, where she attended a language high school and later graduated from SSIT with a degree in translation. After a 3-year rewarding experience as an employee in the pharmaceutical company Italfarmaco, Monica decided to pursue a full-time career as a free-lance translator and interpreter. Besides English, German and French, she decided to learn Spanish too, and in the early 2000s she gave up full-time translating to take on a new challenge and work as a free-lance tour leader for outgoing and incoming incentive tours and congresses. In 2005 Monica moved from Milan to Rome and while still working in the tourism field, her curiosity and her love for the human soul led her on a path of self-discovery and (r)evolution and, in 2017, after a 3-year course, she got her certificate as a counsellor in family constellations by Accademia S.E.P.E.; in 2019 Monica graduated from e-Campus University in Psychological Sciences and Techniques with a thesis on the encounter between psychology and geography and the emotional impact of places. She likes to learn new things and acquire new skills, so in 2018 she also became an Access® Bars Facilitator and in July 2020 she got her certificate as a Kobido operator. More to come...!



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GOE-026

# Davide Garzi

Alias: **UE** – Universe Enthusiasm

1964

Manager



After classical studies, Davide begins his career as a school books salesman with Tramontana spa first and the Mondadori spa. At age 30 Davide worked as a mid-top manager with the group Millionaire, then founded Publimediantet.it srl and became chair of McGregory and Partners spa of which he was a founder as well. In 2007 Davide sold his share in McGregory to become a Commercial Director in Gruppo Domina, a world leading company in the *hotellerie*. Later on, he worked as a consultant for the development of trade networks in different fields (advertising, automotive, plastics, web) as a consultant. Davide joins Anzio Pallavolo as coach and manager and in 2009 he founded and became President of Onda Volley, a sport company which now includes more than 400 players of different ages and categories. He is currently Commercial Director at Bertagni Consulting srl.



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GOE-027

# Gulzar Gasimova

Alias: **SAS** - Salerno Ambitious Soul

1996

Student



Studying and living in Rome, Gulzar loves exploring new things which can widen her horizons and add fascinating knowledge to her outlook. She's an ambitious person who does not like to give up on reaching her goals. Gulzar is patient enough to make an effort to gather goals, maybe it is also coming from the fact that she is an only child, therefore she knows what it feels like to try to do her best. About her career: she graduated in 2018 from Azerbaijan State University of Economics and got a bachelor's degree in Marketing. The degree courses have given her a solid foundation in various subjects which include economics, marketing, business, management and finance. Gulzar is currently a Master student of Science in Business Administration at University of Rome Tor Vergata. In this course she's gaining a deep knowledge in marketing, HR, accounting and so on. She would like to mention that she's also a winner of the "Invest Your Talent in Italy" program funded by the Italian Government. She is totally open to learn new skills and get more opportunities which are quite significant in any person's life.



GOE-028

# Stefano Giannascoli

Alias: **BG** – Bamberg Joy  
1977

Business Development Manager



After graduating from a technical institute, Stefano left Abruzzo and began his studies in Sociology in Rome. Before graduating, in 2001 he decided to leave for the Erasmus project in Germany (Bamberg) where he stayed for three semesters and then returned to Italy, in Trieste, to carry out his Civil Service at the Italian Union for the Fight against Muscular Dystrophy. In 2004 he graduated with honors in Sociology and decided to go to the USA for an internship in Social Marketing at the MDA (Muscular Dystrophy Association). As soon as he returned, he attended the Master in Innovation of the Scuola Superiore Sant'Anna in Pisa and immediately afterwards he began his work as a business consultant at a well-known consulting firm in Milan. The dream of implementing the Social Marketing techniques he learned in the USA in Italy led him in 2006 to return to Abruzzo where he began his activity as a Consultant for various non-profit organizations in the fields of Marketing, Fundraising and Training. In 2016 Stefano became Business Development Manager at Taiprora, a software and automation company that works in more than 15 countries. In the meantime, he also obtained a Master's Degree with honors in Managerial Sciences and cultivated his passion for the theater, founding the Teatrale Follemente group in Pescara and continuing to write and direct plays. He also speaks English and German because he loves to know the world through people: his passion for travel and theater also helps him in this.



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GOE-029

# Anna Maria Giannini

University Professor of Psychology



Anna Maria is full Professor of General Psychology at LA SAPIENZA University and Director of the Laboratory of Applied Psychology. She is also President of the Master's Degree Course in Applied Psychology in the contexts of health, work and juridical-forensic. Director of the Second Level Master in Legal and Forensic Psychology and, finally, Director of the Legal and Forensic Psychology Service Department of Psychology Faculty of Medicine and Psychology "Sapienza" University of Rome



GOE-030

# Stefano Guarnieri

1962

Vice-President of Associazione Lorenzo Guarnieri & SMC Consultant



20+ years of experience in multinational companies (Olivetti, IBM and Lilly) across Europe. Chief Financial Officer of Lilly Italy, East Europe and board member for 10 years (more than 1 B\$ business) from 2003 to 2012. Experience in the areas of Information Technology, Manufacturing, Finance, Procurement, Business Development and Strategic Planning. After a life changing event, Stefano decided to dedicate 50% of his working time, his skills and experience to improve road safety in Italy through a no-profit organization and he founded (Associazione Lorenzo Guarnieri Onlus). Stefano devotes the rest of his working time as a consultant to help medium size companies in Italy grow their business and their people.



[www.lorenzoguarnieri.com](http://www.lorenzoguarnieri.com)



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GOE-031

# Fariba Hachtroudi

Alias: **KN** – Karnataka Nostalgia  
1951  
Writer and Journalist



Fariba comes from a family of scholars and professors. Fariba's father Mohsen Hachtroudi was a learned scholar, often called the "Ommar Khayyam" of contemporary Iran. Fariba's mother, Robab Hachtroudi was a professor of humanities and Persian literature. Fariba received her doctorate (PHD) in art and archeology in Paris in 1978. She lived in Sri Lanka from 1981 to 1983, where for two years she taught at the University of Colombo while performing research on the Teravada Buddhism. When Fariba returned to France in 1983, she started, as a journalist. In 1985 / 1986, to understand the daily life of her compatriots, Fariba travelled clandestinely to Iran by way of the desert of Baluchistan. *L'exilée*, Hachtroudi's first book describes her haunting journey. 10 years later, in 1995, Fariba founded a humanitarian association free of political affiliations. MoHa, that focuses its work on education and secularism – conditions essential for the respect of women's rights and the promotion of democracy. After her last trip to Iran (2006) Fariba Hachtroudi hopes to be able to register her Foundation in Iran in order to help the youth inside the country as it was the goal of her father. Her last book *The man who snapped his fingers* (2016) has been translated in Italian and had a great success in this country.



<https://www.faribahachtroudi.fr/>



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GOE-032

# Yulia Kuzhukova

Alias: **GD** - Greece Delight

1973

Supply manager



Yulia is a smiling and optimistic lady. Notwithstanding this she was not able, so far, to write a short geo-emotional CV. According to Voltaire, *Yulia is now writing a long bio, because she has no time to write a short bio.*



GOE-033

# Lucia Lamonarca

Alias: **SBW** - Silence Bay Wonder  
1962

Co-founder of MiseEnFable



Lucia experienced a very rich professional adventure: from journalism to marketing & communication management, from event designing and organization (including the one that hosted Barack Obama in Milano) to marketing & sales. As a “business globetrotter” she jumped from Europe to Russia, from China to India, from Kenya to Rwanda, from USA to Mexico. Spending so many hours sitting at a table for business reasons, Lucia started to develop a great interest and passion for the *mise en place* as a symbol of human relationship, culture contamination, habits and traditions, love for food, search for beauty. She also has a great passion for flowers and nature. Lucia, recently launched the project *MiseEnFable*, together with Claudia Ferraroli (writer), to teach the art of *mise en place* to children, by using tales and fantasy characters



[www.miseenfable.it](http://www.miseenfable.it)



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GOE-034

# Alessandra Lancellotti

Alias: **RJ** – Renon Joy

Psychologist, psychotherapist, coach



Alessandra is a psychologist in Genoa, psychotherapist and life and career coach, executive coach in the service of small and medium-sized enterprises. She also gained experience in the field of legal psychology and she worked as CTU at the Court of Genoa and Alessandria. Expert in family relations and divorces, she collaborates in the drafting of the Legislative Decree in favor of separated fathers. Alessandra works on development and innovation projects in decision making strategies. In 1990, 1991 and 2000 she was awarded the Medal of Valor by the Municipality of Milan for cultural merits. In 1992 she received the European prize "*The other half of the sea*" with the project "A sail for life", linked to the therapy of psychosis and drug addiction. She created the first Parent Schools in Italy. Alessandra held lectures at the University of Marseille and Ajaccio at the Leukemia World Congress in 1988 as an IST psychologist. Since 2009 she has been a member of the International Association of Art and Psychology. She is project leader as an environmental psychologist in the // *giardino sul mare* project. From 2015 to 2017 she was president of the Ligurian section of EWMD. She wrote the book CAMBIAMENTE, Sarzana 2018 international award.



[www.alessandralancellotti.net/](http://www.alessandralancellotti.net/)



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GOE-035

# Caterina Ligios

Alias: **SE** – Sardinia Enthusiasm  
1984  
Experience Guide



Born and raised in Sardinia surrounded by nature and art, she was always interested in different cultures and traveling. After her first graduation in Sardinia, Caterina moved to Venice in order to close her study period at Ca' Foscari University with a thesis about the relationship between French literature and photography. She spent 5 years working in one of the oldest furnaces in Murano island getting to know the magic behind glass and starting to study the history of Venice and its lagoon. Fascinated by this place she is trying to find a balance between “her two islands”: Sardinia and Venice. As frequently as possible she travels all around the world with a curious approach to people and their cultures. She is still passionate in art, especially photography, and literature, improving her knowledge with some lessons of image techniques and writing. Since 2018 she is an authorized licensed guide and she is bringing forward the project Venice Experience proposing a different way to discover the city and its lagoon, respecting this fragile place and telling its story by tapping into emotions and memories, hoping for a chance to soon apply the same project to her native island.



[www.venice-experience.com](http://www.venice-experience.com)



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GOE-036

# Giovanni Lizza

Alias: **EA** - Egypt Astonishment  
1967

Entrepreneur



Giovanni got his Degree in International Trade and Currency Markets at the Naval University Institute of Naples (Italy). He then worked at the Borrelli studio, specializing in tax accounting, insolvency proceedings, company bankruptcies and budget analysis. In 1995 Giovanni worked as Sales Manager in GenerComit and from 1996 to 2000 as Sales Manager in Banca Group Profile. Manager of Cortal Consors from 2000 to 2004 (BNP Paribas Group). Until 2010 Giovanni was a consultant for various Italian banking institutions including Mediobanca, Banca Nazionale del Lavoro, Monte dei Paschi di Siena, Unicredit and Banca di Credito Cooperativo, carrying out the role of expert in the provision of credit and loans in the Retail sector (customers private) and Corporate (corporate customers). From 2005 to 2012 he was Founder and Ceo of Omnia Broker Srl, a company specialized in the provision of Mortgages for Retail and Corporate, Salary assignments, personal loans, insurance. In 2012 Giovanni became Director Manager of UCapital Srl. In 2017 he founded Slow My Food and in 2019 he established a corporate partnership with Bertagni Consulting srl. Since 2019 he has been a Consultant for I Professionisti del Debito (company specialized in the management of private and corporate debt). Finally, he has been Director Manager of NGL since 2019.



[www.slowmyfood.com](http://www.slowmyfood.com)



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GOE-037

# Francesca Lo Furno

Alias: **SLJ** - Saint Lucia Joy

1967

Journalist



Curious and passionate about languages and communication. In love with travelling and meeting new people and experiences. Francesca is still looking to know and visit most of this world. She's a journalist, media and public relations specialist and a social media editor with strong experience in the fields of fashion, TV and culture. Water is her natural element and she loves animals unconditionally. She practices swimming, running and yoga. Her dream? To spend the rest of her life by the sea, maybe in Saint Lucia Island, teaching sup yoga, surrounded by nature and animals.



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GOE-038

# Valeria Lorduguin

Alias: **FF** – Field Fulfilness  
1978

Actress and Tango dancer



Valeria is going to get a University degree in Psychology at Mexico City University. She is a Uruguayan actress, based in Mexico since 2005. Her beginnings in art were very early through dance. In adolescence she began with classes in acting and flamenco, then she dabbled in musical comedy until in 2005, when she started doing commercials and dance-theater plays while working as an editor at an advertising production company. In 2010 she ventured into TV with the role of Sandra in the series Drenaje Profundo, a co-production of TV Azteca. There she begins her passage through the novels in which she has participated constantly to date. In 2013 she obtained a co-starring role in La Tensent, a series that is broadcast throughout America. Parallel to this, she developed as a professional tango dancer, currently becoming one of the most recognized in Mexico. In 2016, she hosted the program “Tengo Diabetes” on the channel “Una Voz con todos”. As a theater actress, she has been able to move with works such as Luna and Vengo del Sur, as well as exploit sarcasm in Los Ausentes, passing through classic, comedy and children’s theater. She has to her credit more than 40 commercials, plays, several short films and has participated in video clips for Grupo Elefante, La Fábrica de Tangos and Aida Cuevas. She is a multi-faceted and sensitive actress, with a great sense of commitment and dedication to art.



[Youtube Reel  
https://www.youtube.com/watch?v=mEk9riD0qHA](https://www.youtube.com/watch?v=mEk9riD0qHA)



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GOE-039

# Stefania Lorenzini

1964

President of Associazione Lorenzo Guarnieri



Degree in Economics and Commerce at the University of Florence and a Masters in Public Economics at the Catholic University of Milan. Stefania worked for 21 years as a researcher at IRPET (Regional Institute for Economic Planning of Tuscany) in the area of public finance. Since 2011 she has been working full-time with the Lorenzo Guarnieri Onlus Association as President and founding member.



[www.lorenzoguarnieri.com](http://www.lorenzoguarnieri.com)



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GOE-040

# Antonio Mazzei

Alias: **RST** – River Sunrise Thrill

1956

Man of the River



Antonio lives in a country house of Garfagnana, in a location called Rio Cavo. He has been working for several years in the building sector and he's now retired. He worked far from home but he always drove back home in the evening, sometimes covering distances of more than 300 km, because of the strong call of his roots. Antonio considers himself a lucky man because he is free, immersed into nature in a place he feels like «his» place surrounded by wild fauna. Nearby his house, the Serchio River flows and the music of its waters has cradled him since he was a kid, before getting to sleep. He's known as THE MAN OF THE RIVER, a nickname that Marco gave him in the early stages of THE RIVER OF LIFE project and in particular during the first geo-maieutical journey held in Garfagnana in 2016. He was born in the house on the river banks and here is where he wishes to die.



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GOE-041

# Aileen McGinnis

Alias: **BJ** - Bali Joy

1976

Health and happiness Coach



Born in Ireland and based in Tuscany, Aileen is a mum to three girls. In Ireland she worked for the Foyle Civic Trust, an organisation that protects natural and built heritage in the North West of Ireland, working with local schools to promote understanding of our historical past through creative expression. In Italy, Aileen has taught English for Istituto Formazione Franchi (IFF) and does private conversational English lessons. Aileen has been practicing yoga for over 20 years, in 2000 Aileen decided to become a yoga teacher after having a deeply inspiring and transformative experience in 'The Expanding Light Retreat Center', California (which shares the teachings of Paramhansa Yogananda to uplift world consciousness). Her rich training experience hails from Ireland, Italy, India, UK, Spain, Germany and Bali with various masters, most notably Cate Stillman, (Yogahealer) Uma Dinsmore Tuli (Yoni Shakti), and Leyolah Antara, (Kundalini Dance). Aileen is a 'tree sister', a good-humoured, big-hearted, enthusiastic teacher offering nurturing yoga classes & sacred, ecstatic dance experiences. Aileen loves helping people to feel better and to thrive. As a certified health coach (with the International Association of Yoga Health Coaches), Aileen offers Ayurveda lifestyle coaching. This is combined with modern day behavioural science techniques to help you uplevel your life & evolve into a healthier and happier version of you in her year long group programme 'AWAKEN TO THRIVE'. This course embraces personal and planetary thrive. Aileen is the International Body Thrive Team Leader. Body Thrive (The ten essential habits rooted in Ayurveda & Yoga) is a global wellness movement founded by Cate Stillman.



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GOE-042

# Guity Mohammadi

Alias: **UR** – Universe Resilience

1968

Personal and business coach



Knowledge of yourself and of your resources is the beginning of freedom! Guity starts from this premise to help people discover their internal resources in order to face challenges, to overcome them and become resilient. In other words, finding your natural state and understanding that resilience is not resistance, but being a bit like ice: it is hard and if it resists, it breaks. On the other hand, if it changes its state it becomes water adapting to the container, without losing either its nature nor its characteristics and when it finds a new container it can return to its original state. Wife, entrepreneur and Personal/ Professional Coach and Geographer of Emotions, partner of the EMME, within the *The River of Life* project. Raised in a bilingual family and in multi-cultural contexts, Guity experienced diversity as an inexhaustible source of wealth. She knew the horrors of war in her country, Iran, and thanks to humanly difficult experiences, she discovered her resilience and the ability of the human being to be as strong as an oak and as flexible as a bamboo cane. Her mission is to help people and organizations to push their limits and learn more about themselves and their resilient world; to define new personal and team goals and strategies, improving the effectiveness of performances to achieve them, through the development of Leadership and Resilience. Author of the book *How to overcome difficulties with Resilience* - Mind Edizioni, 2019.



[www.guitymohammadi.com](http://www.guitymohammadi.com)



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GOE-043

# Sara Nicolò

Alias: **U** – Ireland Joy

1972

Teacher



As a kid, Sara lived between home, school and her grandfather's bookshop, a historic shop in Nettuno: there, she spent endless afternoons waiting for her parents – teachers - to come back from school: between books and boxes, she played with her sister, she created absurd stories and built castles and shelters. After the scientific high school diploma, Sara gained her master's degree competition and became a permanent teacher at the age of 24, after having completed a few days of temporary teaching. Thus, in a few months, she passed from desk to chair, from the role of student to that of teacher even if, in reality, she never stopped studying. While working, she gave birth to her daughter Livia, separated from her husband, finished her missing exams and graduated with honors in *modern literature* with a thesis in literary criticism entitled: "*The American Lessons of Italo Calvino and the charm of the oxymoron*". Even today, Sara has not stopped studying yet: great is her curiosity towards human beings, the dynamics that characterize them, how the mind works and the role that emotions play in learning processes; and while she reads and updates herself, she does not forget the student she was: shy, reserved, with the desire to do well and the fear of making mistakes. This is why she continues to train: in order to be a passionate teacher, prepared and attentive to the needs of her young students and because, on the other hand, you can only really teach if you continue to learn.



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GOE-044

# Mariem Omrani

Alias: **HS** – Hamburg Surprise  
1994  
Student



Mariem is a junior economist. She is currently enrolled in a Masters in Development Economics and International cooperation at the University of Rome Tor Vergata. She has also graduated in Macroeconomics and International Finance from the School of Economics and trade Sciences of Tunisia in 2018. She has attended the Sixth German Arab Summer school in Law and Economics at the Institute of Law and Economics, University of Hamburg. Through the program, she has learned both theoretical concepts and empirical approaches. She is particularly interested in behavioral economics and the economics of culture. Upon her arrival in Italy, Mariem took several volunteer positions where she learned how to solve organizational problems and to adapt to multicultural settings. She volunteered in Palermo with la Cooperazione Internazionale Sud Sud (CISS) for six months. She also collaborated with different NGOs based in Italy, Tunisia, Poland, Spain, and Germany. Mariem is very curious and eager to learn new things. She is an empathic person and loves to help. She is a collaborative and great team player and leader. She is energized by challenges and enjoys solving complex problems. Mariem intends to embark on a career in consulting and policy advisory. She loves to help firms succeed by streamlining projects to meet objectives. For this reason, she decided to intern at Bertagni Consulting srl. She can't wait to get an in-depth understanding of this field while improving her analytical and interpersonal skills



**BERTAGNI CONSULTING s.r.l.**  
MATCHING TRADES, COMPANIES AND IDEAS

GOE-045

# Liliana Paduraru

Alias: **WC** - World Connection

1977

Coach and Trainer



Liliana is a curious human being with simple roles: mother, sister, Coach, Trainer. A person that believes in the infinite potential of each and every human being. In the guidance of emotions for a purposeful life and of getting in touch with inner wisdom and power from inside out. She can guide you in a space of trust and non-judgment to discover a new you, that real essence of you, that is often hidden under layers and layers of stories about you, about who you are. Liliana is there to accompany you to dig deeper into the river of emotions, to discover new perspectives about emotions and how you can become a more balanced and happy person. Liliana runs a workshop "How to turn fear into personal power" in which we define what is fear from a rational and energetical point of view, where it is coming from, what is its message and how you can use it for your own evolution.



**BERTAGNI CONSULTING s.r.l.**

MATCHING TRADES, COMPANIES AND IDEAS



GOE-046

# Ernesto Panza

Alias: **BA** - Biellese Awe

1953

Real estate developer & events organizer



Ernesto engaged as a teenager in classical studies, thus he soon allowed his fantasy to sail across the Mediterranean in the wake of Ulysses' ships. His parents, fortunately, took him along with them when they were sailing – this time physically - the Mediterranean. Chasing the wind and enjoying the wide-open spaces consequently became his life-long passion. His undergraduate and graduate studies saw him engaged in more mundane subjects, as economics and business management, but – fortunately, once again – his parents insisted that he received an international education and supported a study-path in the UK and in the USA. In New York he has also worked, for a short time in the early eighties, in the banking industry. Once returned to his native Milan he was employed in the family-businesses which consisted of ethyl alcohol production and real estate development. As a distiller he often travelled across Europe building strong relationships throughout the industry and in the nineties became the founder of the Union Europeenne des Producteurs d'Alcool, based in Brussels. His management responsibilities never quenched his love for adventure and for discovery travels in five continents. He is no longer involved in the alcohol business, but he still operates as a real estate developer, based in Milan.

His home-away-from-home has always been – and still is – the Biellese countryside, nestled between the rice paddies and the Prealpi mountains. In his grandparents' home in Biella he organizes, together with his brother Emanuele, his wife Caterina and two daughters, Carlotta (1996) and Virginia (1998), an annual fair centered on vegetable and salad gardening - a family tradition - which gathers some fifty/sixty exhibitors, many visiting speakers and attracts several thousand visitors to the area. His goal is to make Biellese known not just for its textile production, but for its natural beauty and rich cultural tradition as well. Ernesto loves the great outdoors and he still is an avid sailor, cross-country skier, cyclist and mountain hiker.



**BERTAGNI CONSULTING s.r.l.**

MATCHING TRADES, COMPANIES AND IDEAS

GOE-047

# Natasha Peolidis

Alias: **HLFL** – Horizon Lust For Life  
1972  
Free lance



Apart from being the founder of “journeysbyNat”, and developer of experiences, retreats and workshops, Natasha is the facilitator and narrator of the group. Through the myths and stories of each place, she travels us to other eras, blends harmoniously the “then” with the “now”, the imaginary with the real, and introduces us to past creatures, gods, heroes and everyday people, timeless mirrors of our existence. Her stories and narratives are a special way of communicating and sharing joy and daydreaming, an invisible thread connecting and coordinating the group's participants. The emphasis given to the outdoor activities and to exploration is a catalyst in these “journeys”: nature itself functions as a teacher who unfolds, multiplies and deepens the intensity of any such experience. 15 years of international experience in various industries and functions such as operations, sales and management, resulted in a strong holistic & diverse business understanding. With an extensive commercial background and strong negotiations skills, she is able to identify business development potential, set strategies and tactical implementation plans. A multilingual team player, who enjoys contact with people, and a fast learner with the ability to adapt and wish to explore new cultural environments



**BERTAGNI CONSULTING s.r.l.**  
MATCHING TRADES, COMPANIES AND IDEAS

GOE-048

# Laurent Peters

Alias: **RFY** - Rue Flatters Yūgen\*

1964

HOO (Humble Operating Officer:)



Studying languages, photography and Design, in his youth he was already on a quest for daily life and a focus on human activities through the course of events. Laurent was ready-made for ethnology and companies operating processes. He became a Chief Operating Officer. Chief is a funny title for one dedicated to promoting team autonomy. As a consultant for Operational Change Management, Laurent is working on the company tools and methods and, even more important, on the transversal efficiency. His company's clients need a sharp large view and efficient step by step improvement. Beyond his own Process Design Solution, as an Associated Director of Finaxim Group, Laurent can quickly mobilize high level consultants on each of the key functions (based on shared time model). As a personal state of mind, he assumes the task to enjoy the present time, to enjoy the place he is in, to contribute to the huge movement of the human abilities, based on technical and human little processes changes. Laurent is Valentina's father.

\*"The essence of *yūgen* is true beauty and gentleness," Zeami



[www.iponopi.com](http://www.iponopi.com)



**BERTAGNI CONSULTING s.r.l.**  
MATCHING TRADES, COMPANIES AND IDEAS

GOE-049

# Giada Platania

Alias: **SS** – Sea Serendipity  
1964

Profession: “Acrobat”, Head of the international affairs unit and project manager of Enterprise Europe Network at Sicindustria



Giada was born in Bologna but grew up in Palermo, lived for some time in Denmark and UK, and travelled to many countries. She has an articulated professional background. While at the University, she collaborated with Novecento publishing house, responsible for the relations with writers and artists. She graduated *cum laude* in architecture, specialised in conservation of historic parks and gardens in the UK, and collaborated with architectural offices. From 1995 to 2000 Giada was a partner in Atelier Studio Associato, a company dealing with EU funded projects. From 2000 to 2004 she was general manager at Chico Paladino Productions, movie and advertising company. In 2004 she started Travel Sicilia a business on cultural and experiential tourism in Sicily. During these years, she also carried out several other activities, designed objects, editorial covers, and web sites; wrote articles; worked as expert for the Court; was a puppeteer, etc. Since 2007 she works with Sicindustria (formerly Confindustria Sicilia) dealing with different kind of matters (EU funds, internationalization, tourism, relationship with the government and other organisations, among others). Since 2008 she is project manager of Enterprise Europe Network, launched by the EU Commission to help EU SMEs get more international. She likes the idea of being an acrobat, or rather a “beyond”, exploring people and places all over the world, and following a double “R”, Resilience and Research, though she cannot pronounce this letter properly. Giada studied many languages, as she considers them crucial to open new “gates”. She is fluent in Italian, English and French.



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MATCHING TRADES, COMPANIES AND IDEAS



GOE-050

# Viviana Premazzi

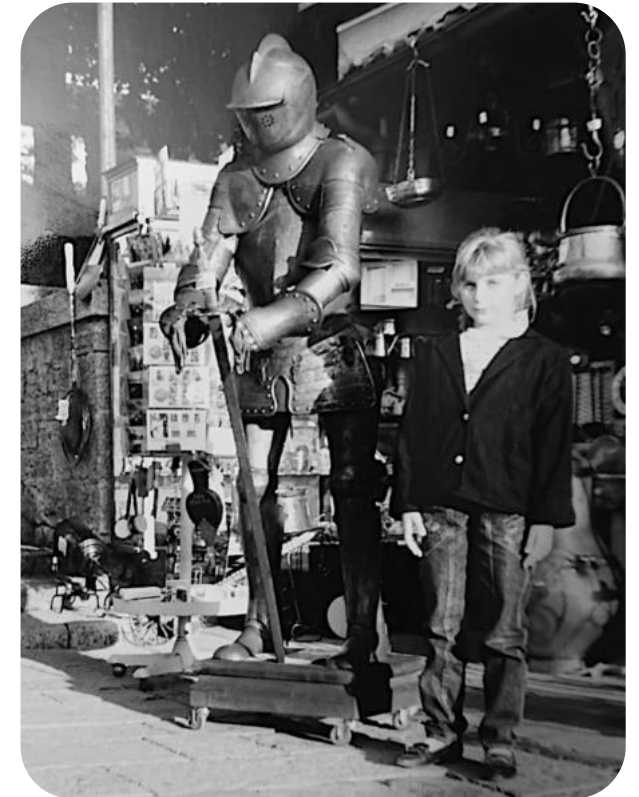
Alias: **ML** - Malta Love

1981

Social Entrepreneur



She was born and raised in the Italian lakes region close to the border with Switzerland, she has always been passionate about other cultures and always looking forward to learning about them through games, quizzes and the stories of the missionaries of her town that were working in Africa and South America. Finally, in 2002, she managed to travel to her dream country, Brazil. Right from the start, Brazil felt like home and she came back many times, learning Portuguese and working and researching on the field throughout the country including the Amazon Forest. After Brazil, another dream shared by as many students in political sciences: moving to the US and working for the United Nations. Well, she made it and there in 2007 she also met her partner for life, a person that shares with her the same passion for travelling and discovering. Then, after 10 years around the world, travelling and working in more than 50 countries for corporations and not-for-profit organizations as a researcher, trainer and consultant, she ended up in Malta, fell in love with the island and its people and started here her new project Global Mindset Development. With GMD she helps individuals and organizations to develop a Global Mindset to understand the worlds around them. She strongly believes in the power of Edutainment (Entertainment Education) and of learning by doing. Her aim is to always bridge research with practice and fieldwork.



[www.gmdmalta.com](http://www.gmdmalta.com)



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MATCHING TRADES, COMPANIES AND IDEAS

GOE-051

# Anna Preti

Alias: SIA – Stockholms län Affectionate

1993

Student



After graduating from classical high-school, Anna started her philosophical wandering at the university of Bologna attending the course of philosophy and communication, graduating with a thesis in aesthetics in 2017. Her interest for in emotional geography has accompanied her since childhood and led her to travel by herself since she was 16. Later on, these spatial wanderings will represent the most challenging source for exploration of self-history and exploration of personal emotions. She has spent over one year in Stockholm, hosted by a Swedish family. Currently Anna is graduating in a masters course in history and global cultures at the University of Bologna with a thesis in geography and political ecology, studying how the politics of the contemporary city influence the perceptions and feelings of its inhabitants. Since 2016 she has covered the roles of book editor assistant, assistant of a deputy's secretary at the European Parliament, author of book reviews for the online magazine of Mimesis edizioni, curator of the Italian translation of a scientific essay and author of a book forum "Feminism for the 99%". In 2020, Anna co-founded the online blog on global cultures The New Gloc Review and the artist collective All'Ultimo Grido centred on themes like feminism, cultural encounters and the right to the city. She is also part of the environmental group Giovani Europeisti Verdi (GEV). Anna has a strong passion for collective work in spite of the challenging aspects of communication of complex teams and likes to engage in participative projects. She has a passion for poetry and literature, journalism, music and dancing.



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MATCHING TRADES, COMPANIES AND IDEAS

GOE-052

# Michele Preti

Alias: **AL** – Australia Loneliness

1961

Entrepreneur



After graduating at Galileo Galilei scientific High school, Michele began his studies in Agricultural Sciences at the University of Bologna. Before graduating in "soil mapping" in 1987, he decided to leave university and join G.T.DESIGN. the company founded by his wife Deanna Comellini. He served for two years in the national civil service as an objector to the military conscription. During his activity as an entrepreneur he has kept his sensitivity for human relations maintaining an empathic and philosophical approach to life and business relations.

He has been taking care of production management, design development, sales, marketing and communication for over 30 years. From 2003 to 2006 he has been the coordinator of the design development activities inside the „Hemp Sys project“, the European program devoted to the creation of a quality system control for an innovative production chain of Hemp fibre textiles, involving several industrial partners and Universities from five different European countries. He believes that nowadays industrial Design must be interpreted as a multidisciplinary activity, involving humanistic, technological and aesthetical knowledge, fuelled by passion for the human and its environment. He has been traveling to America, Europe, Russia, China, India, Far and South East Asia, including Japan. Today he shares with his family the dream of going back to live in the countryside near Modena close to the Panaro river, where the „river of life“ of his family started about 100 years ago. He believes in the power of emotions and in the possibility of dreaming for a better future. His passions are: carpets, gardening, reading, cinema, playing upright-bass in addition to all of the Emilia Romagna standards, including the motorcycle. He speaks English and French.



<https://www.gtdesign.it/en/>

<http://designresistenza.it/2020/03/19/gli-imprenditori-ci-mettono-la-faccia/>



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MATCHING TRADES, COMPANIES AND IDEAS

GOE-053

# Melissa Rodríguez

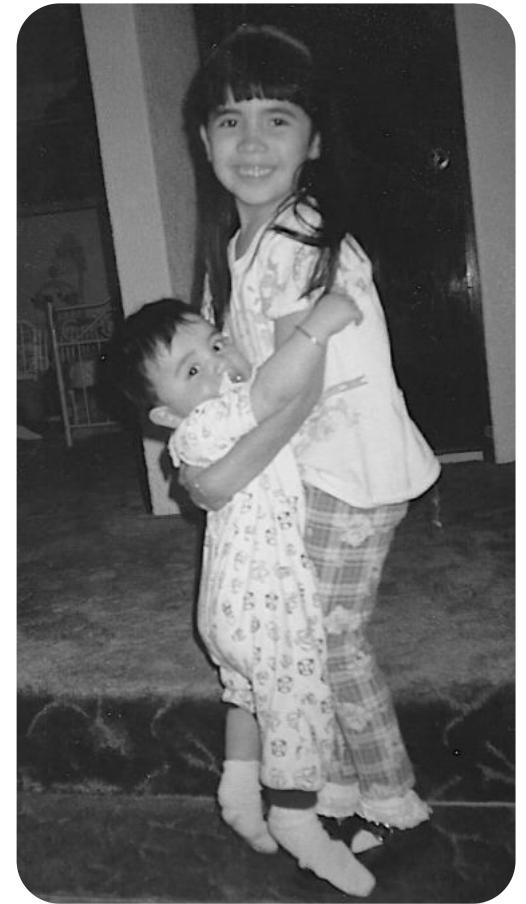
Alias: **RME** - Riviera Maya Euphoria

1993

Architect



Since she was a kid, Melissa had always loved two things: drawing and helping others. She picked the vocational picture of when she was trying to teach her little brother to walk. As far as she can remember, she considers herself as a creative person, drawing, dancing, writing and doing manual stuff. She remembers that one day, when she was 7 years old she played a computer game where you have to design and build houses, this impacts the life of the avatars inside the game. So she wondered who was in charge of the construction of houses and the answer was: an Architect. This is how she decided what she wanted to do for a living. She studied Architecture at ITESM in Mexico, and right now she is studying her Master in Urban Planning and Urban Design at Politecnico di Milano. She worked two years in designing with green energy and one in Retail back in Mexico, also she worked with different associations with the construction of sustainable houses. Melissa likes to think that there is a way that she can improve people's lives with her career and knowledge. Design is the way she's able to express herself and her path to try to make a change in the world.





GOE-054

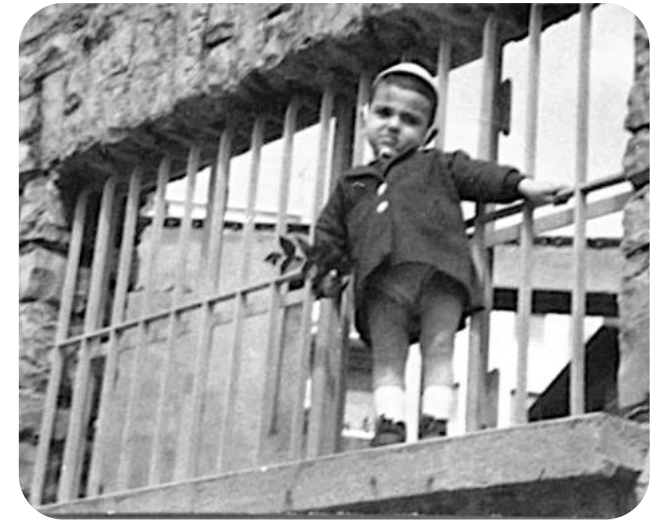
# Enzo Sallustro

Alias: **TH** – Tropic Happiness  
1959

Trainer, Family Mediator, Cultural Consultant & Film Historian



After his artistic studies, he graduated in Literature with a thesis on the origin of symbols. He worked for several years in international cooperation, especially in the Latin American continent. In the Eighties he created one of the first Italian audiovisual centers (CEDOR - Oscar Romero Documentation Center) dedicated to the training of international aid workers. He lived in Brazil between the 1980s and 1990s, working on projects to support indigenous people and *meninos da rua*. He specializes in the use of audiovisuals, especially cinema, in various training courses. As a film historian he has written several books, articles and television formats. He has worked for Mediaset and Rai in the movie field. He got his Master FMF - Family Mediation Training Center and became a Family Mediator. He later went on to become a trainer at the A.E.Me.F. (European Association of Family Mediators). In the courses in which he collaborates as a teacher and trainer, he specializes in the use of the video-modeling technique. He speaks Portuguese and Spanish. Born in Bergamo of Neapolitan parents, he now lives in Rome and three souls coexist in him: north, center and south. He is also a funky-jazz bassist and father of 3 children: Alice, Tommaso and Jacopo.



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MATCHING TRADES, COMPANIES AND IDEAS

GOE-055

# Susan Schneider

Alias: **PJ** – Paris Joie

Professor emeritus After becoming a clinical psychologist and working in psychiatric hospitals in New York City, Susan decided that the hospitals and mental health care system were crazier than the patients. It was a time of deinstitutionalization, when the patients were put out on the streets. So she decided to pursue postdoctoral studies in Organization Analysis at New York University where she began to teach Organizational Behavior. Having always dreamed of living in Paris, Susan accepted a job offer at INSEAD, teaching in MBA and executive programs. Her specialty was cross cultural management which led to the publication of the book *Managing across cultures* (with J.L. Barsoux, Pearson Financial Times, 1997; 2<sup>nd</sup> edition 2003; 3<sup>rd</sup> edition with G. Stahl, 2014). It has been translated into French, Dutch, and Chinese. After INSEAD, Susan accepted a position as Chaired professor at HEC University of Geneva (now emeritus). There she created a course on Business and Society based on her research at that time on Corporate Social Responsibility. Her research topics included issues on cross cultural management, diversity, identity, and emotions. Having always dreamt of becoming a woman of the world, Susan has travelled and taught in many countries and speaks French and Spanish in addition to English. Most recently she has been interested in exploring the link between emotions and photography.



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MATCHING TRADES, COMPANIES AND IDEAS

GOE-056

# Elisa Tachis

Alias: **HJ** - **H**igh in the mountains **J**oy  
1970

Project Manager



B.A. in economic sciences (Ichech Business School in Brussels), postgraduate degree in international relations (University in Leuven) and master in cooperation development University of Bologna (Italy). Fluent in 4 languages (Italian, German, French, English). 25 years working experience in different roles and positions, as Policy Officer, Project Manager, Trainer and Facilitator. She grew up in Brussels where she also worked as Regulatory Affairs Manager specialised in International trade for the Confectionery sector. Multi-annual experience in design and management of EU projects in the sectors of creativity & innovation, regional development and international cooperation, with particular focus interest for the water sector. As advocacy and capacity-building expert she organises and leads professional training courses also in difficult contexts (Kurdistan, Iraq). Thanks to the multicultural environments where she lived and worked, she has developed a very open mind which enables her to act as trait d'union and help the interested parties to find compromises and solutions in conflicting situations, pursue common programmes and reach shared goals



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MATCHING TRADES, COMPANIES AND IDEAS

GOE-057

# Marialuisa Tonielli

Alias: **BW** – Beach Wonder  
1963

Sensorial analyst



Born in Cesena, Marialuisa is considered the best Italian "nose" in the world of spirits and grappas and one of the best noses in the world of wine. A professional oenologist, she is an expert in Psychology of Perception and Chemical-Sensory Analysis. She works with institutions from different regions and with leading Italian and foreign companies in the development of projects in the food & drink sector. Marialuisa won prestigious awards: Silver Medal for the International Challenge du Vin - Vin Expò; Bordeaux 1999; Gold Medal, from 1997 to 2000 and from 2002 to 2004, at the National Grappa Competition "Premio Alambicco d'Oro". She is also co-author of scientific articles in the oenological field and she has been a speaker on issues related to sensory analysis at national congresses and conferences. She has published with other authors *Il Marketing dei Sensi. Five ways to buy and sell. Sensorial marketing* Lupetti Communication Publishers - Milan, 2008

*La cosa che più si vede di me: il sorriso. La cosa che ascolto più volentieri: il fragore delle onde. Chi mi tocca sente: una pelle vellutata. L'odore che conservo per sempre nella mia mente: il profumo del mosto in fermentazione. - Il sapore a cui non so proprio resistere: salsa di fragole. - Il mio sesto senso mi dice: di diffidare dalle persone di cui non percepisco un odore piacevole.*



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GOE-058

# Bruno Toussaint

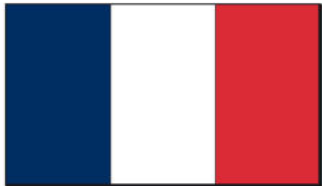
Alias: **SQ** – South Quitness

1955

Professor, Filmmaker, Producer



Bruno studied electro-acoustic music with Pierre Schaeffer at the National Music Conservatory in Paris while earning a master's degree in sociology with Jean Baudrillard. Later, he did a Master of Arts in film and art criticism under Manny Farber at the University of California, San Diego. Bruno has over thirty years of experience teaching film in Paris (University Sorbonne Nouvelle Paris III , Paris VII Denis Diderot, Ecole Supérieur de Réalisation Audiovisuelle, France 3 National Television) and lecturing internationally on the language of film and on sound design, from the UK and Asia to California, where he earned a Masters in Film at San Diego State University and University of California at San Diego. His book *Le Langage du Film et de la Television* is now in its 2nd edition, has been translated into Vietnamese and is to be translated in English. Bruno is also an award-winning filmmaker and producer, having shot short films and documentaries for museums and television. He is currently working on the screenplay for a family caper comedy and a fiction documentary about daily life in the Middle Ages



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MATCHING TRADES, COMPANIES AND IDEAS

GOE-059

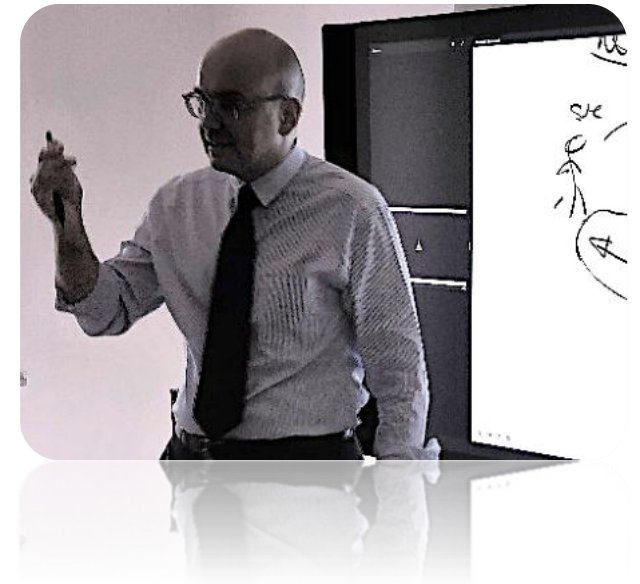
# Umberto Trulli

Alias: **PNS** – Pointe Noire Surprise  
1966

Entrepreneur



Umberto is a senior management consultant, with expertise in different fields, such as strategic decision making, review and improvement, performance management, organizational growth strategies, cross cultural negotiation. He is a certified quality management system lead auditor with specific expertise in design, implementation, audit and improvements in different industries, including the sport industry, and an international trainer and lecturer on strategic management, management of integration systems, process optimization, multicultural negotiations, e-business, self-awareness, personal development, leadership



GOE-060

# Ailsa Tulloch

Alias: **U** – Italy Joy

Entrepreneur – Founder of Ailsa Craig Productions



Ailsa McDermott has been in South African television virtually since its inception, gaining invaluable experience in most genres from magazine shows to reality series; from educational programmes to games shows; from documentaries to talk shows; from children's series to live broadcasts. Ailsa has been involved across all television genres but has focused largely on Educational television, in the past, for Bop TV's EDUTEL and, today for SABC Educational Television since she has a teacher's training degree, in English and French, a Bachelor of Arts degree from the University of the Witwatersrand and Post Graduate degree from the University of Paul Valery, in France. After having spent one year at University in France and two years working as an English, French, Italian translator for a film company in Rome, Ailsa came home for a holiday during which time she decided to find a job. She found a job at the SABC in 1974 at the inception of television in South Africa. The television bug bit her and became her passion in life. She never returned to Rome. Starting out as a production secretary, she became a television director before leaving the SABC. She joined Edutel, became a founder member of Endemol and formed her own company LCAT productions in 2004. She has directed, scripted and produced a myriad of shows – magazine programmes, documentaries, reality shows, live talk shows and children's series including Big Brother, Fear Factor, All you need is Love and Shift. Apart from TV production, Ailsa is a qualified life coach and interior decorator. Ailsa recently formed a new company called Ailsa Craig Productions where she focuses on content writing and video production across all genres.



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MATCHING TRADES, COMPANIES AND IDEAS

GOE-061

# Aizhan Yermekova

Alias: **IH** - Istanbul Happiness  
1995

Student of MSC in Finance and Banking



Aizhan was born in a small town in Kazakhstan, which is called Taldykorgan. Since her early childhood she has attended piano school and classical dance school. In addition, she has always had a passion for mathematics. She had a special sense of satisfaction, which she cannot compare to any other, whenever she was able to solve a mathematical problem. This passion prompted her to apply to a specialized physics-mathematics high school and then to a faculty of mathematics in the university. During her university period she participated in various volunteering programs, including those abroad. In addition, because of her passion for traveling and knowing new cultures, she was learning foreign languages. Nowadays she can speak 5 languages. After graduation she decided to try herself in the area of finance and started to work in one of Big4 companies. After a year of work in finance she decided to deepen her knowledge and international experience by studying in Italy for a master's degree. Throughout her life she has been trying to answer a question "What do I need to be happy (apart from my family and friends)?" The thing she realized was that she needs a feeling of constant personal and professional growth. This need always pushes her to develop herself, to learn new things and seek for professional growth



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MATCHING TRADES, COMPANIES AND IDEAS



GOE-062

# Elisabetta Zagnoli

Alias: **SF** - Sardinia Fulfillness

1970

Manager



When she was a student people asked her: What is your B.A.? And she answered: I study foreign languages. Oh great! And what will you do? Teaching, right? Oh no, I know very well what I won't do: I won't teach! There are a lot of things that need languages and an international mindset. After her BA in German (she studied Russian and Spanish as well) her dream was working either in the trade show industry or in hotel/tourism industry ... and she did both. Her career began in one of the best hotels in Bologna (1997), She was in the Congress Center secretariat and at the same time she became a guide for tours in German and Italian of course 😊. After a year she was working in Expo Consulting (1998), the Italian Representative of Barcelona Trade show and other international fairs. Here she is in the trade show world! First she was in charge as sales executive, then as vice sales & marketing manager close to the director; at the same time she worked – and she still does - as a guide on weekends, between Modena and Bologna (North of Italy). In 2015 she became partner of Expo Consulting and her personal growth expanded exponentially: She is team leader, she manages the commercial side of the company, She attended a masters in management, in strategic marketing, team coach and much more. Today the challenge is really very hard: the trade shows are stopped, but also they are developing a new way to do “fairs” ... this is the right time to start anew and move ahead!



**BERTAGNI CONSULTING s.r.l.**  
MATCHING TRADES, COMPANIES AND IDEAS

GOE-063

# Michele Zanoni

Alias: **MW** - Marinaretti Wonder

1964

Doctor, musician, composer



Michele took a diploma as a pianist in 1987 at the classical music academy of Rome "Santa Cecilia". He graduated in "Literature and Philosophy" at the University of Rome "La Sapienza" and later graduated in Medicine and specialized in Geriatrics. In 1983 he composed the soundtrack of the film "Malombra" shown in several countries around the world and recently published as a CD by Hexacord. He composed the soundtrack of the films "Il caffè del Generale" (2012) and "Melina con rabbia e con sapere" (2013). In 2014 one of his songs was included in the film "Bologna, 2 agosto i giorni della collera" and in 2019 in the film "Scherza con i fanti". In 2019 he released the cd "TEMPO" the songs he composed were performed by famous singers (Annalisa Minetti, MAL, Alessandro Haber, Rita Forte, Gianni Donzelli, Robbie Wyckoff, Monica Sarnelli, Ambrogio Sparagna, Marco Simeoli, Anonimo Italiano, Pink Floyd Legend). He published his works with BMG-Ariola and RAI-Trade. Between 1997 and 2001 he has been director of radio programmes at Radio RAI 1 and Radio RAI 2. He directed choirs on several TVs (TV2000, Rai1, Rete4). Reviews have been published on several national newspapers, "Il Tempo", "Il Messaggero", "Avvenire", "La Repubblica".



<http://www.zanonimichele.net/>



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GOE-064

# Cristiana Zongoli

Alias: **KJ** – Kefalonia Joy

1972

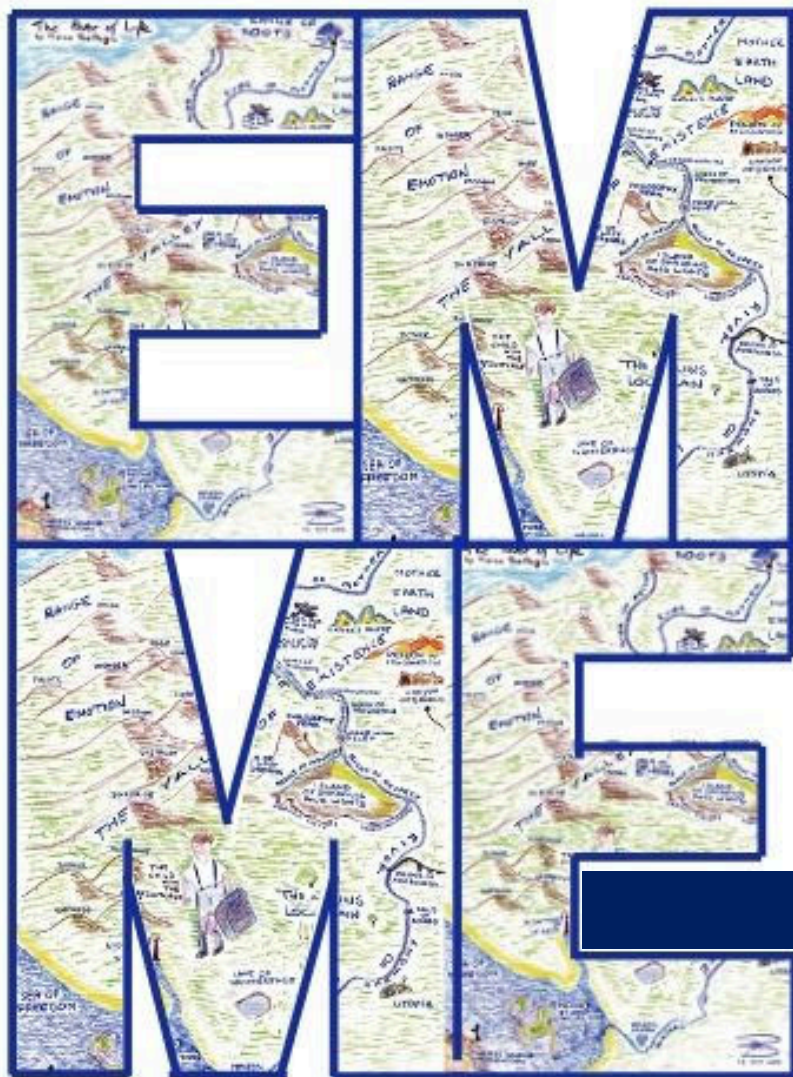
Archeologist, Musician, Clown



Cristiana is a highly curious and motivated person. In everything she does, she is determined. In her life she always looked for answers, studying, deepening and questioning herself. She started her career at age 18 as a tourist entertainer in resorts and at the same time she enrolled at the University in Lecce to pursue archeology, her passion. After graduating in Conservation of Cultural Heritage (archaeological and environmental address), Cristiana undertook the specialization in underwater archeology and Greco-Roman naval archeology, also obtaining 8 diving licenses. But life sometimes takes you to a crossroads. She realized that university competition was not her life goal at all, but collaboration, well-being of others and working with children. At the same time she began to study theater and to particularly specialize in clowning, meanwhile loving and discovering another talent, i.e. singing, music and traditional folk dance of Salento and southern Italy. All this led her to study singing and music and to begin a path as a musician (frame drum and violin), Cristiana got closer and closer to her goal: the well-being of others. Currently she's president of an ONLUS Social Cooperative Society, Naukleros, dealing with ESS Education for Sustainable Development. She is a traditional folk music musician and clown therapist. She manages SICLOT International School of Clowns and Clown Therapy and she carries everywhere, including schools, the joy and happiness that surrounds the figure of the clown. She was also able to combine archeology with theater and clowning, teaching archeology, history and doing guided tours and historical-artistic workshops using the arts of the clown, especially for disabled children.



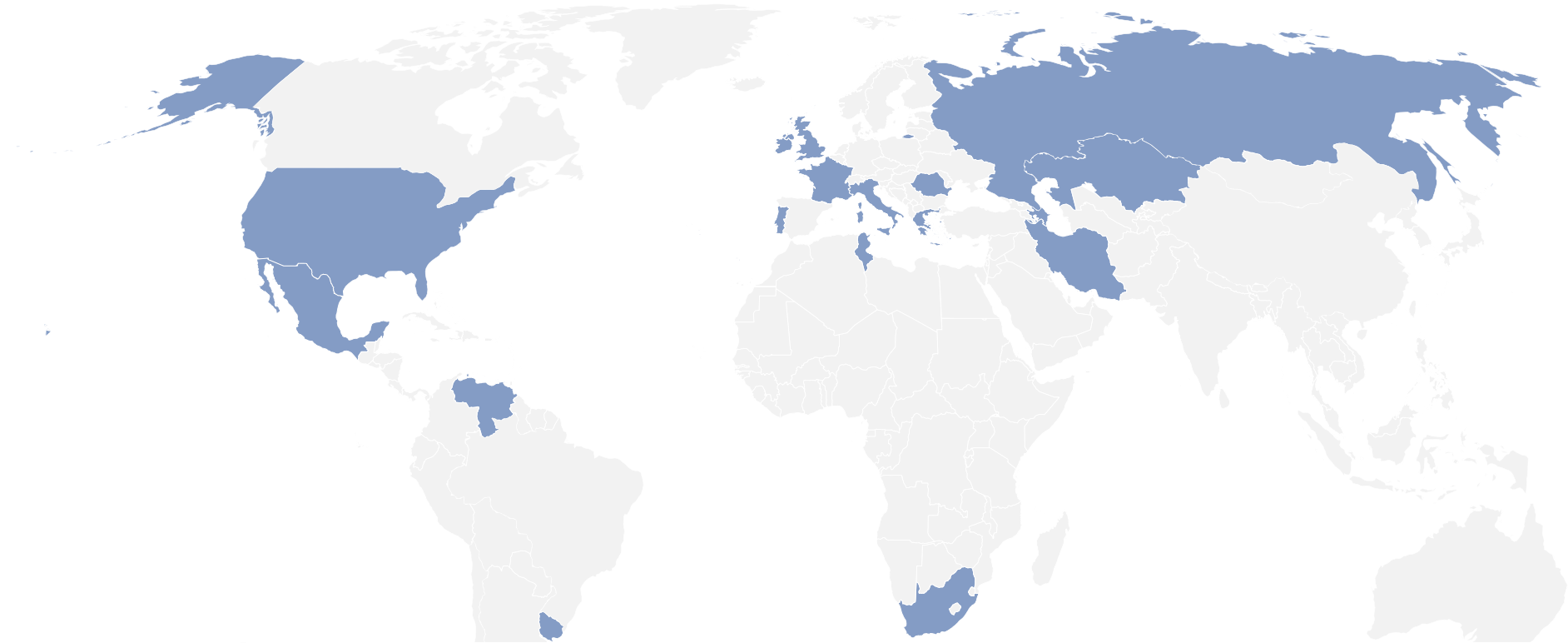
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WHERE?

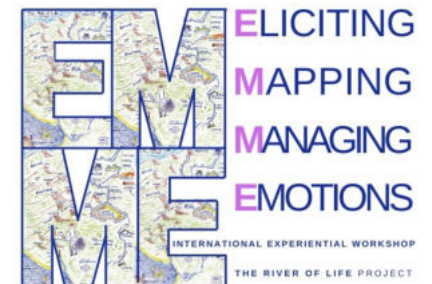


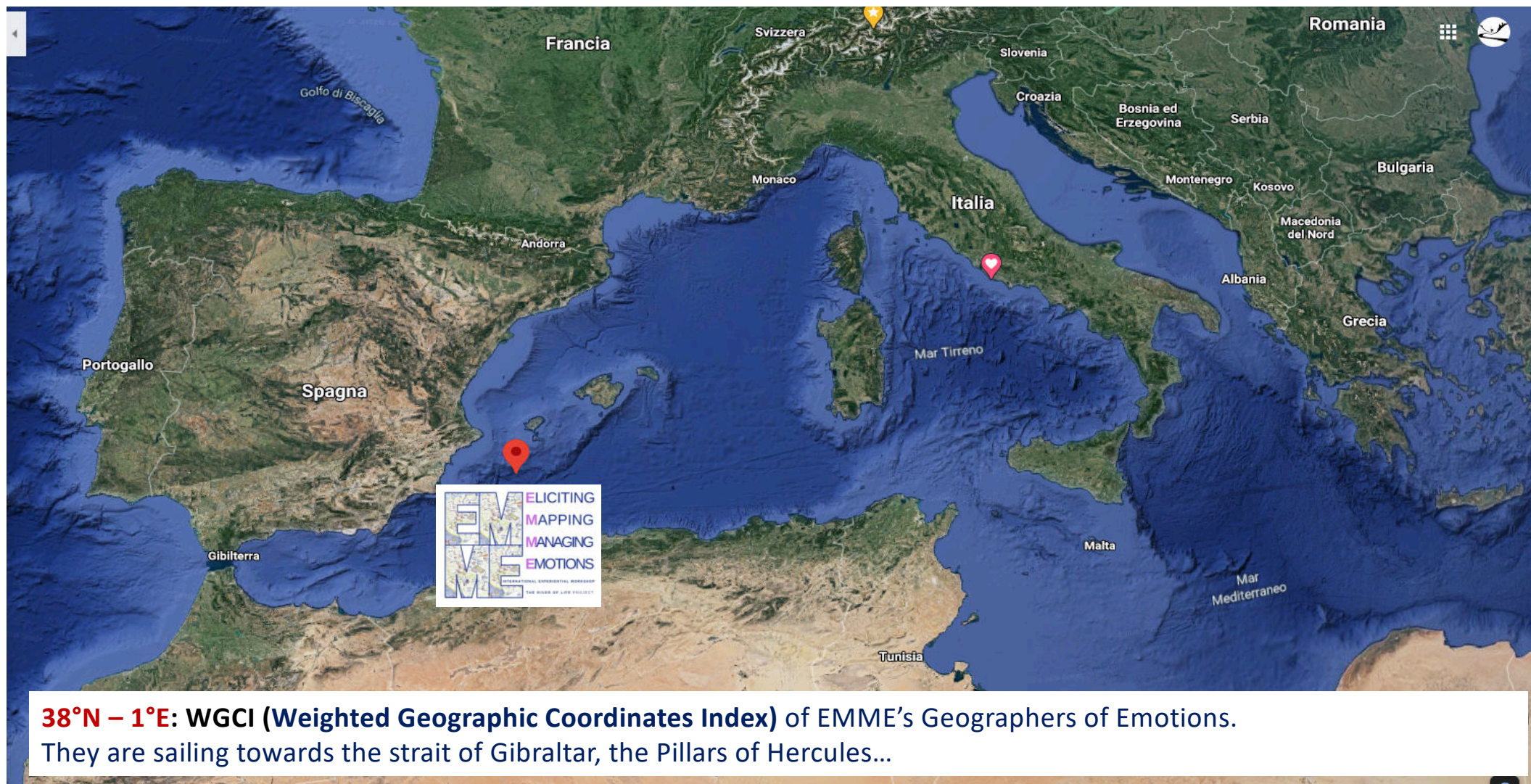
# COUNTRIES OF ORIGIN OF EMME'S GEOGRAPHERS OF EMOTIONS



**BERTAGNI CONSULTING s.r.l.**

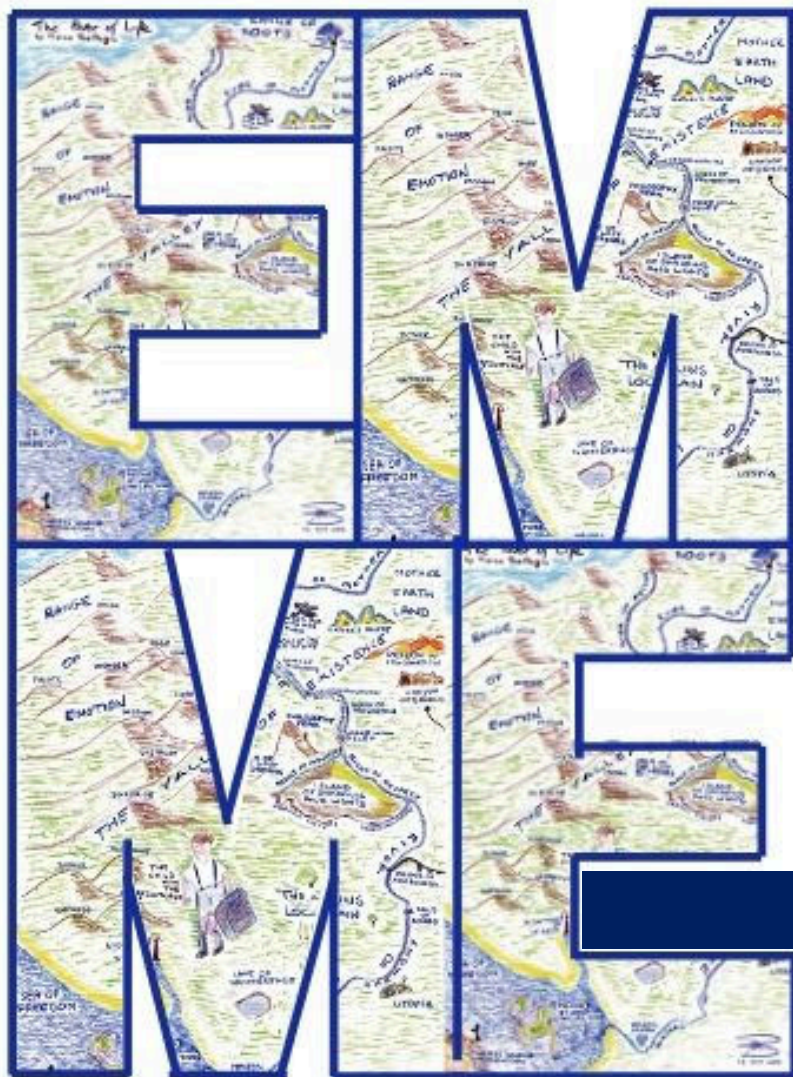
MATCHING TRADES, COMPANIES AND IDEAS





*The surprising discoveries of Patagonia Wonder*

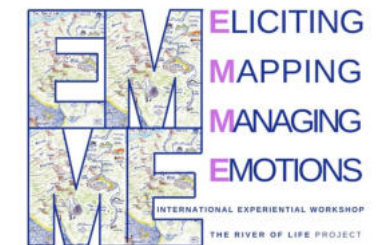




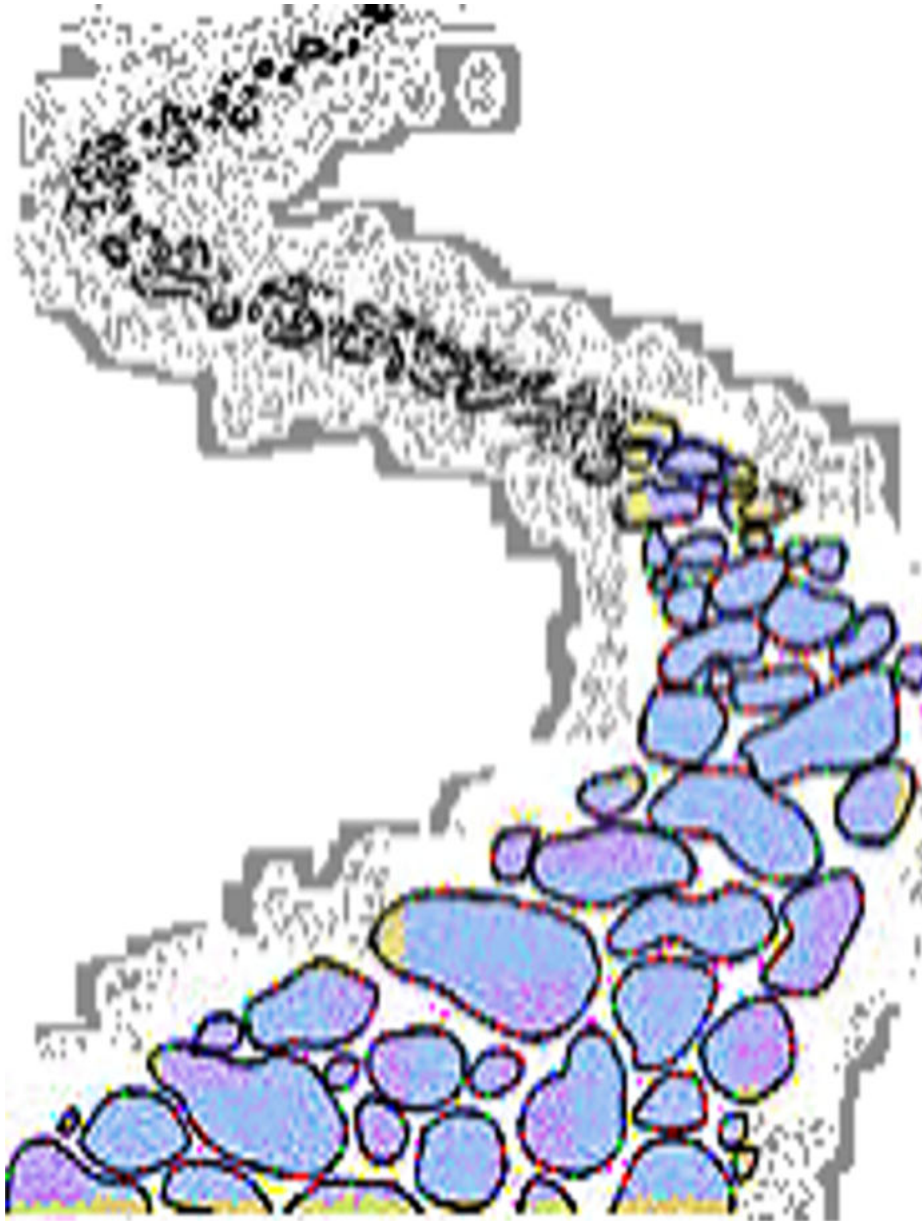
WHAT?



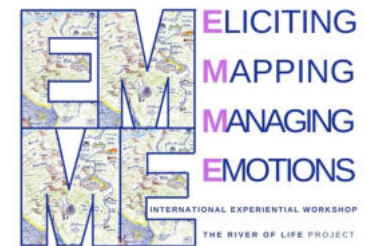
**EMME** is an international and experiential network made up of Geographers of Emotions, who are inviting People and Organizations to join a multifaceted and unique journey.

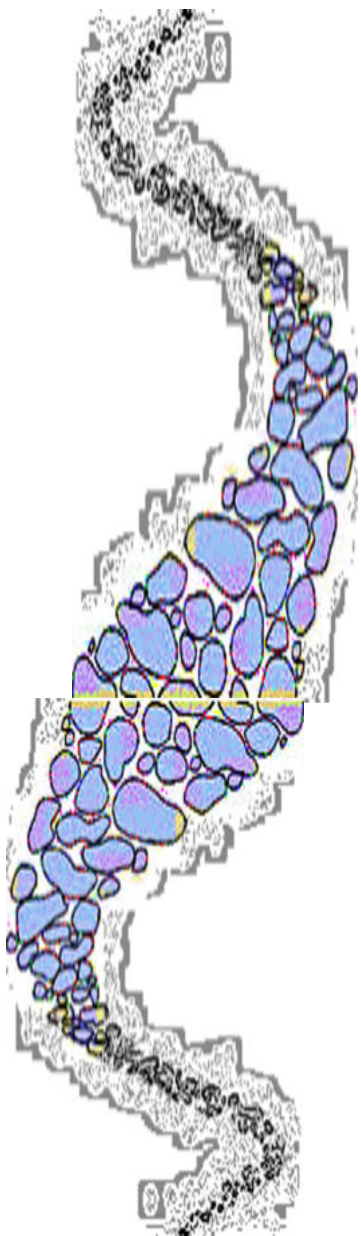






EMME's dream, purpose, will and ambition are to help you re-discovering your own vocation, to elicit, map out, live, share and recognize emotions, to build soft and hard skills, through the provision of Educational Paths.





## EMME's Educational Paths



### CCC - CONSULTING, COACHING, COUNSELING

CCC-BUS - COMPANIES & INDUSTRIAL  
ASSOCIATIONS



CCC-SUO - SCHOOLS, UNIVERSITIES,  
ORGANIZATIONS



CCC-PER - INDIVIDUALS &  
FAMILIES



### TGM - TRAVEL GUIDING AND MENTORING

TGM-GMJ - GEO-MAIEUTICAL  
JOURNEYS



TGM-MTJ - METAPHYSICAL  
JOURNEYS



### RGM - RIVER GAMES MANAGEMENT

RGM-BRD -  
BOARD GAMES



RGM-OUT -  
OUTDOOR GAMES







CCC

**C**onsulting,  
**C**oaching &  
**C**ounseling





# CCC: Consulting, Coaching & Counseling

## CCC: Consulting Coaching Counseling

In the field of **EDUCATION**, EMME's Consulting, Coaching and Counseling (**CCC**) activities are targeted to help our clients to increase their soft and hard skills.

Through the innovation of THE RIVER OF LIFE methodology, clients will draw and create their own personal geo-emotional cartography (map). This will connect them to the core objectives of their course and serve as a road map, navigating them through the paths of learning and understanding, towards a higher level of awareness and knowledge.

All the **CCC** educational activities will be conducted by EMME's Geographers of Emotions, specialist guides who will work hands on with participants through each course.

The course methodology is experiential and game based. In fact some of the proposed experiences are exclusively based on playing one or more of the RIVER GAMES

Participants will not only have the chance of developing their skills in many different fields, they will also elicit, connect with and better manage their emotions. EMME's guides create an environment of trust and empathy during the activities in support of that development for participants.

Each **CCC** educational service or course has a core topic that is integrated within the general framework of emotional geography.

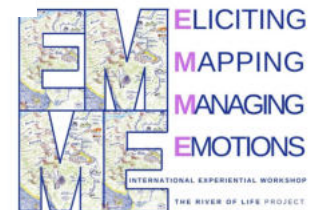
Our education activities are targeted to individuals in both group and one to one settings. For ease of navigation for our clients we have divided our Consulting, Coaching and Counselling services into:

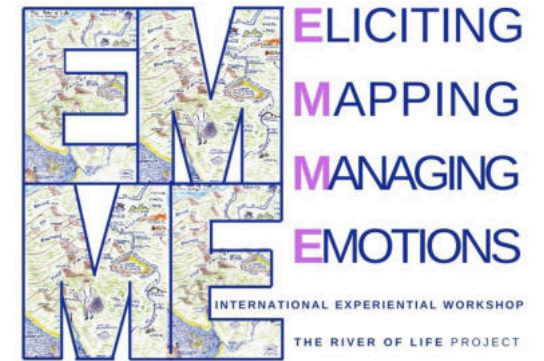
**CCC-BUS** (especially intended for Companies and Business Associations),

**CCC-SUO** (for Schools, Universities, Institutional Organizations, Sport clubs, NGOs etc) and

**CCC-PER** (designed for Individuals and Families).

The R.O.E.I. (RETURN ON EMOTIONAL INVESTMENT) of each activity is a core consideration for us in ensuring we deliver the highest value to our clients.





# CCC-BUS

**CONSULTING, COACHING AND COUNSELING  
FOR COMPANIES AND INDUSTRIAL ASSOCIATIONS**

[https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1zH-IN9iiN7kt\\_qyBU3ETD8CoRvJxOciR&ll=39.01816699513037%2C-2.5808643875000143&z=3](https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1zH-IN9iiN7kt_qyBU3ETD8CoRvJxOciR&ll=39.01816699513037%2C-2.5808643875000143&z=3)

**CODE:** CCC-BUS-01-ROME

**Length:** 8 hours



# CORPORATE STORYTELLING AND INTERNATIONALIZATION

A MULTIFACETED TOOL FOR COMPANIES' GROWTH

All aspects of Corporate Storytelling will be examined: from the definition of this methodology to all its positive effects in terms of enhancing the knowledge of internal relations, corporate values, techniques of “reading” the consumers and of how to effectively communicate. Attendees will answer 5 key-answers: where do we go, who are we *talking* to, who are we, what do we do, how do we say that? Participants will go through a process of learning how to select a market, how to strategically approach it, how to communicate, both in terms of corporate storytelling and product/service storytelling, how to organize an exhibition and an event in the target market. Great attention will be paid to cross management culture and verbal and non-verbal communication. An Emotional Business Export Plan will be produced by all participants, inspired by the River Game EXPORTING EMOTIONS<sup>®</sup>

**Conducted by Maroo Bertagni**



# SKILLS EMPOWERMENT

## MAPPING OUT NEEDS AND WORKING ON THE SELF

According to recent and accredited studies, 75% of a person's success at work depends on the mastery of soft skills and only 25% from technical skills. By *success* we mean the ability to obtain excellent results combined with satisfactory personal and professional fulfillment. But how can entrepreneurs and managers achieve both results? Which competencies should organizations look at and focus on? The answer lies in EMME's mission: to lead organizations towards the combination of digital knowledge and skills, through a journey that defines, develops and strengthens the purely humanistic SOFT SKILLS, personal, social, relational skills, applicable in the profession and in private life. Enhancing these skills could make the difference and characterize people beyond their technical skills. Thanks to the wide experience of its Geographers of Emotions and based on the annual indications of the World Economic Forum, EMME has identified a list of fundamental SOFT SKILLS and designed customized projects in order to enhance them, exactly like tailor-made suits. During the first meeting, the conductors, an entrepreneur and a coach, will ask company's managers to map out their emotional vision of the company. They will then work on the needs that will emerge from the detailed analysis of the maps and accordingly define which skills, hard and soft, they might be willing to strengthen and enhance. The second meeting will therefore be dedicated to enhancing the skills of each participant: this will also help others to raise awareness of the state of the art, needs and solutions to be adopted, and to acquire new skills.

**Conducted by Maroo Bertagni and Guity Mohammadi**



**CODE: CCC-BUS-03-MODENE**

**Length: 6 hours**



# FROM STORYTELLING TO STORYSELLING

## FULL ENGINEERING OF AN EXHIBITION

Business is getting emotional when it comes to customer experience strategies. The traditional rational consumer model has been challenged by a more intuitive consumer model. Rather than viewing customers as essentially rational in their decision making, the role of emotions in our decision making has received an increasing amount of attention and consideration. It is also a key component of building employee's and customer's trust. The collaboration of fields and disciplines such as marketing, psychology, behavioral economics, and neuroscience have opened this relatively new view of consumer behavior understanding. Aristotle declared the human being to be a rational animal. However, humans are largely emotional beings, too. Hence, customer behaviour is emotionally driven, almost entirely. And we have the science to back it up. We will go through the latest languages of communication by mapping the values the Company wishes to share with potential clients during the exhibition and we will have an overview of how to design an effective booth, while still keeping in mind the main commercial and organizational rules of how to set up a fair , as well as post-exhibition management. We will also update Companies on the latest post-Covid-19 trends of exhibitions.

**Conducted by Maroo Bertagni and Maroo Barozzi**

**CODE:** CCC-BUS-04-PARIS

**Length:** 6 hours



# FROM EMOTIONAL CARTOGRAPHY TO DESIGN THINKING

HOW TO PUT IN PLACE AN INTEGRATED STRATEGY

This course is focused on sharing with Company managers *reasoned insights* based on emotional geography and mind mapping, with the aim of improving managers' awareness and skills, cooperation for productivity, empathy and listening, respect for others' point of view and self relations with changes. The strategy is to begin with a corporate emotional mapping and, step by step, via a specific methodology and sharing brain storming and mental mapping techniques, Authors will introduce managers to design thinking. Groups will get used to facing an ongoing innovation process. Innovation will also be supported and measured. All the tools that will be presented are strictly connected with everyday Company activities and are also applicable in the long-term corporate strategy. Skills that are specifically upgraded during this seminar include the possibility of enriching individual thinking through group work and the capacity of innovating within a group in a flexible non-invasive way.

**Conducted by Marco Bertagni and Laurent Peters**

**CODE:** CCC-BUS-05-PESCARA

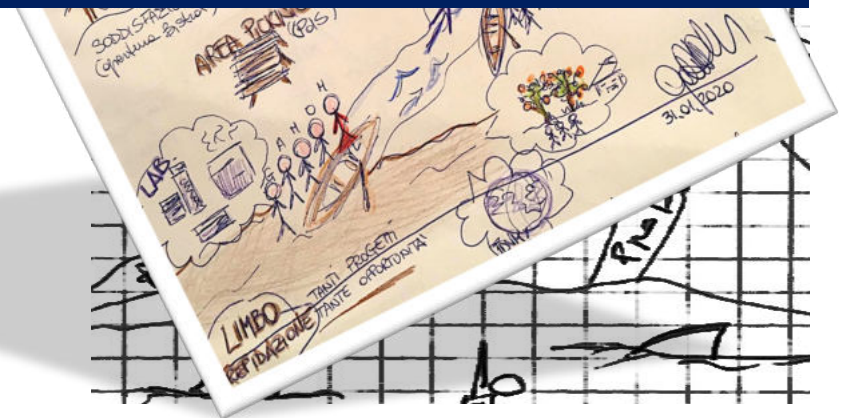
**Length:** 4 hours



# GEO-EMOTIONAL CORPORATE DIAGNOSTIC

UNDERSTANDING THE STATE OF THE ART

Through the innovative methodology of THE RIVER OF LIFE<sup>®</sup>, managers will be asked to draw a specific geo-emotional corporate map that will help them, together with the River Game GET READY CORPORATE<sup>®</sup> to better understand their emotional perception of the Company. This will provide a solid and unique base from which to better analyze the needs of the company, in terms of personal relations as well as facilitating a better focus the operational, legal and soft skills to be enhanced, in the short and long term and finally to provide a fresh vision and a new perspective on corporate overall strategy.



**Conducted by Marco Bertagni and Stefano Giannascoll**

**CODE: CCC-BUS-06-LELYSTAD**

**Length: 6 hours**



# GEO-EMOTIONAL WATER MANAGEMENT

TERRITORIAL PLANNING AND LANDSCAPE DESIGN

A project of any kind aims at improving the initial conditions of any given situation to a better level, be it from the environmental, social, or economical point of view. Typically, all people involved in project set-up, implementation and control focus on one particular aspect to be changed and improved, while positive or adverse side-effects and impacts are neglected or only marginally considered. The Authors here propose to elaborate a novel impact-tree, or more specifically, a geo-emotional map as a first step of a course based on the quantitative and qualitative aspects of project management, that will not only consider traditional aspects (economic, social, environmental), but will also bring to light dimensions linked to geography of emotions. Case stories of water management will be examined like, for example, the reclaiming of the Zuiderzee in the Netherlands. Also, an overview of hottest geo-political water management projects will be offered to participants.

**Conducted by Maroo Bertagni and Elisa Tachis**



**CODE:** CCC-BUS-07-SAMARKAND

**Length:** 4 hours



# QUO VADIS, COMPANY?

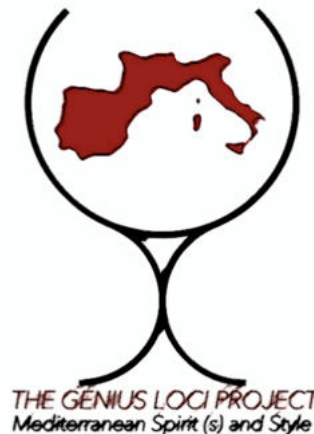
QUANTI-QUALITATIVE APPROACH TO SELECT INTERNATIONAL MARKETS

Authors will introduce Companies to innovative tools for selecting the best market(s) to export to, out of a cluster of Countries previously selected according to the proximity vs. non-proximity and mature vs emerging markets criteria. The classical attractiveness-accessibility template has been integrated with many cross-cultural and emotional elements that are nowadays key-factors when deciding where to go and how to approach a particular market. The experience will be based on geographical games and mapping.

**Conducted by Maroo Bertagni and Roberto Ceraudo**

**CODE: CCC-BUS-08-ANZIO**

**Length: 6 hours**



# GENIUS LOCI, JOINT TRADE AND TERRITORIAL MARKETING

WHEN THE PRODUCT BECOMES TERRITORY'S EMBASSADOR

The concept of Genius Loci, the so called *Somewhereness*, is not only a geographical, philosophical or architectural speculation. It can be the base for a territorial marketing strategy and or the key-element to match companies in order to begin a joint trade action in international markets. This seminar aims to facilitate a deep and multi-perspective knowledge of *Somewhereness* to then apply this concept to policies of internationalization, particularly efficient for companies operating in the food and drink sector or in tourism sector, producing goods and services somehow functionally linked with territory.

GENIUS LOCI E MARKETING  
DEL TERRITORIO



**Conducted by Marco Bertagni and Melissa Rodriguez**

**CODE:** CCC-BUS-09-AMSTERDAM

**Length:** 4 hours



# PHYSICAL GEOGRAPHY AND SOCIO-ECONOMIC TRENDS

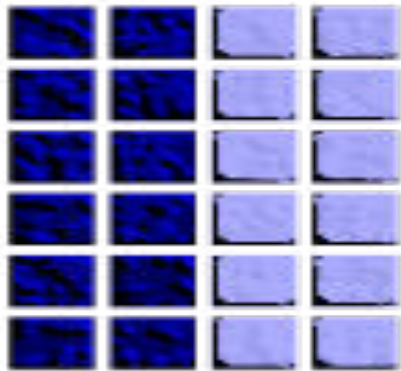
HOW TO DEVELOP AN INTEGRATED COUNTRY FOCUS

During the corporate decision making processes around market selection, physical geography is generally neglected or not considered as a central element to weigh. This seminar aims to bring physical geography to the center of the market attractiveness-accessibility template. The study of territory, of soil, of the relative and absolute position of a Country should possibly be the most important issues to understand when focusing a market. Of course, not just physical geography but also the country trends and behavioural attitudes. Moreover, this branch of geography has been often manipulated and misused, giving birth to climatic and geographical determinism. This course encourages Companies to consider physical geography when defining their commercial policies and to build their integrated knowledge of the country starting from the study of territory to the politics, economics, cultural elements and so on, without getting caught up in prejudices and stereotypes.

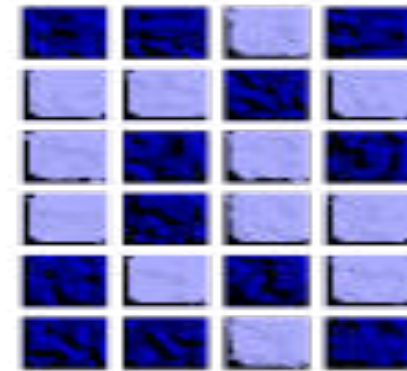
**Conducted by** **Marco Bertagni**

**CODE:** CCC-BUS-10-EFESO

**Length :** 4 hours



πάντα ρεῖ



# PANTA REI, MORE THAN EVER

ENGINEERING OF UNCERTAINTY

These are times where dangers, risks, uncertainty and fear are increasingly in managers' minds. Only the managers, and thus the Companies, who quickly learn the skills to react in the right way to these situations will be able, to not only deal with the short-term issues, but to also take advantage of threats (and opportunities) in the mid-long term. Authors will advise on flexibility, measuring corporate entropy, and how to embrace fear rather than battling it. Based on THE RIVER OF LIFE<sup>®</sup> methodology, managers will initially make a baseline (t0) drawing of how they see the current situation of their Company and, during the course, they will then draw two more pictures of their vision at t1 and t2. This proposal deals with how to look for disciplinary inter-connections instead of (just) considering hard skills. Here, Companies are presented with a multi-faceted challenge: they need to acquire a new vision, somehow completely different from the attitude they have had so far: undoubtedly the times they operating in are unique. Let's find opportunities among risks!

**Conducted by** Maroo Bertagni and Umberto Trulli



**CODE: CCC-BUS-11-PALERMO**

**Length: 9 hours**



# THE PRODUCTIVE RELATIONS

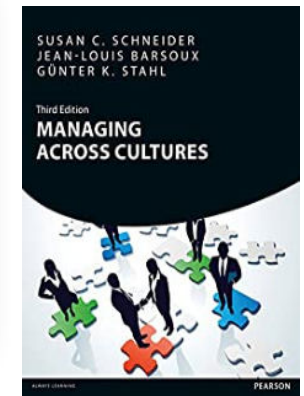
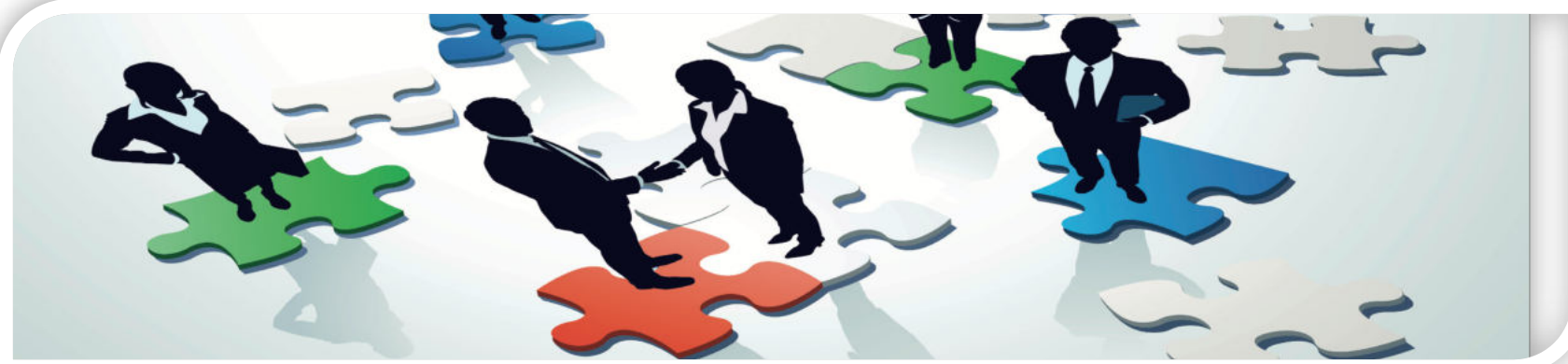
## CORPORATE EMOTIONAL MAPPING AND COUNSELING

In an everchanging society, relations among people working in a Company take on a deep meaning. Those Companies underestimating this factor and not giving importance to healthy interpersonal relationship, are paying the bill in terms of lower productivity. Many people facing work-related stress feel isolated, misunderstood and these negative feelings tend to affect their fellow workers, their managers and bosses, and their teams until they will eventually be perceived as intent on hindering personal growth rather than facilitating it. Through this course of emotional cartography and corporate counseling, Authors aim at helping attendees to enhance their soft and technical skills especially those related to 2 areas: tasks (doing, organizing, planning) and relations (communication, climate building, conflicts management). The main target is to create a partnership, to spread empathy in order to transform a group into a team. Mapping through THE RIVER OF LIFE ® methodology how each attendee perceives relations with her/his colleagues and shortly describe the map is a tested system to collapse walls between people and to create empathetic bridges and after this promising incipit a specific and need-targeted corporate counseling path will certainly upgrade relations and consequently productivity.

**Introduced by Maroo Bertagni and Conducted by Loredana Faraci**

**CODE: CCC-BUS-12-NEWYORK**

**Length: 6 hours**



# EXPORTING ACROSS CULTURES

HOW CULTURE EFFECTS INTERNATIONAL BUSINESS

Dealing with international markets requires a wide and deep inter-disciplinary knowledge. Being an export manager is not only about selling. He/she should be a flexible and multitasking person, who knows about many things along the A to Z process of exporting goods or services: from their conception, to their production, to the logistics and distributions, from incoterms to payments and so on. We know from experience that the bottleneck of an export strategy could be a lack of knowledge on how to communicate and negotiate with international clients or potential clients. Authors will give an overview about cross-cultural management, on verbal and non-verbal languages, on how to approach different geographical areas, on how to skip prejudices and commonplace. Techniques on how to read the public will be introduced and finally languages will be declined according to the narrative habitat where they will be applied. This coaching is based on case histories and games. Authors will also focus on a few geographical areas with in-depth analysis on what should and what should not be done when negotiating abroad. After all a successful negotiation – either commercial or diplomatic or political – may depend more on hard skills than on soft ones, among which, first of all, the capability of creating empathy.

**Conducted by Maroo Bertagni and Umberto Trulli (with the support of Susan Schneider)**

**CODE:** CCC-BUS-13-CESENATICO

**Length:** 6 hours



# PERCEPTIVE MAPPING AND GEOGRAPHY OF SENSES

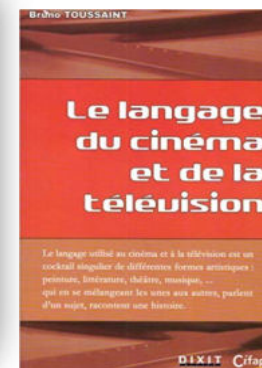
A META-LANGUAGE TO DESCRIBE THE ESSENCE OF THE PRODUCT

Our perception of the world is clearly tainted by our personal filters. Through this proposal, Authors will teach how to get closer to a more authentic perception and also on how to describe what we feel about what surrounds us. In a corporate environment, authors will give clues on how we perceive a product, from wine to olive oil, from cheese to perfumes. We need a meta-language to describe our feelings in general and in relation to something, a sort of shortcut, in order not to get lost in technical expressions that may scare many people involved in consumer panels. Through THE RIVER OF LIFE emotional tasting Bertagni-Tonielli® methodology we propose to Companies a revolutionary system that can provide them with innovative information about their products, and a deeper and non-mediate knowledge about how their products are perceived by consumers. This path through the geography of senses will end up with in-depth analysis from the organoleptic point of view, but also from the symbolic-archetypical side of the products. Consumers segmentations will not be done anymore using traditional elements and techniques used in classical panels...

**Conducted by Marco Bertagni and Marialuisa Tonielli**

**CODE: CCC-BUS-14-CANNES**

**Length: 6 hours**



## CIAK: E-MOTIONS!

A GEO-FILMIC APPROACH TO TEAM BUILDING

Attendees will map out a personal Filmic Geography of Emotion and they will then be invited by Authors - through filmic games and sharing filmic tastes, to find affinities with their team mates, to built up bridges, to find common goals, ideas and work on it together, using film as an allegory of Team Building. «Let ourselves elicit our licit and illicit filmic emotions, let's map them and let's manage them». Participants will be asked to draw emotional maps connected to cinema and movies and to create their own storytelling by creating at the same time a corporate or group identity.

" **Bruno Toussaint** starts from the premise that cinema is a language with codes we are not aware of. Over the course of lively and highly enjoyable days, he introduces the codes of image and sound, of which he is an eminent specialist. There is a before and after Bruno Toussaint."

(Fabrice Humbert, Writer)

Prix Renaudot du livre de poche pour L'Origine de la violence - Prix Jean-Jacques-Rousseau pour La Fortune de Sila



**Introduced by Maroo Bertagni and Conducted by Bruno Toussaint**



**CODE: CCC-BUS-15-BRUXELLES**

**Length: 6 hours**



The world of lobbying is rapidly changing and the organisations that have not perceived the change will not thrive. Successful representative organisations are less elephantine and costly than in the past: lobbying nowadays is less about formal aspects and more and more about focusing on key-issues to represent vis-à-vis EU institutions and about matching key-services demanded by clients. The Authors, who have 30 years of experience in national and international lobbying organisations, offer a course of orientation in the new world of lobbying, starting from an internal decisional processes to get to the importance of believing in what has to be represented.

# LOBBYING IN THE EU

**A COMPASS FOR NOT GETTING LOST IN BRUSSELS**

During the seminar suggestions will be given on how to get along with other companies/subjects of the Associations: they should not be seen as competitors, but as companions working towards a common goal. In addition, attendants will familiarise with the European Union Institutions, the way they work and their funding policies. Participants will be asked to map the Association/Organization they work for, in a peculiar and non-conventional way and to use this map as a starting point for a concrete development of their own organisation. This seminar utilizes on case histories and business games.

**Conducted by Maroo Bertagni and Elisa Tachis**

**CODE: CCC-BUS-16-GENOA**

**Length: 6 hours**



# CORPORATE HAPPINESS

LET'S START FROM YOU

Starting from the innovative and dynamic assumption that happiness is also a human ability that can be learned, the objective of this Course is to facilitate the development of one's logical, cognitive and psychological tools to reach an emotional-behavioral state that favors it. Happiness is a job, a concept, a vision, a mission, a mood that becomes a conscious mental condition, a prerequisite for making both relational and corporate life go well. It is a fundamental good, as neuroscience recently affirmed, to develop social harmony, an immaterial asset of inestimable value. The person, if unhappy, cannot find goals or work: when not motivated, she/he demotivates the team. In the group she/he creates perverse alliances and conflicts that fall on the family and vice versa, in a vicious circle that feeds on itself. The course looks at rediscovering that self-esteem and self-confidence, without which it is impossible to develop relational, transversal-aptitude, behavioral, life and work planning skills, indispensable premises for social harmony and business results. To learn these mental and psychological abilities, it is necessary to cross mental territories, to be "davincian", to marry corporate sociology with individual psychology within the complex network of systemic interactions between self and self, between oneself and the world. Attendees will be asked to draw their corporate emotional map of happiness and then they will follow a path of awareness.

**Introduced by Marco Bertagni and Conducted by Alessandra Lancellotti**

**CODE:** CCC-BUS-17-IMOLA

**Length:** 6 hours



# MAPPING EMOTIONS - MANAGING CREATIVITY

ENGINEERING REASONED INSIGHTS

CREATIVITY AND EMOTIONS AS KEY FACTORS OF THE ECONOMIC SUCCESS OF ORGANIZATIONS

Creativity is a key strategic factor for organisations facing the dynamics of globalised markets in the 21st century. Managing creativity is essential to achieve important organizational results such as innovation, growth and visibility. Developing the creative capacities of the organization also means improving the capacity to respond to crisis situations, as well as increasing teamwork, collaboration and organizational citizenship behaviour. In other words managing creativity means increasing performance and productivity.

But what is creativity, what are the forces and systems that drive it ? What tools can we apply to the management of these elements ?

Globalization and the digital revolution offer great opportunities, but confronting the market today means first of all being able to develop a coherent and effective narrative. Starting from the systemic analysis of the relationships between the technical and human value aspects of the organization, the management of creativity is a multidisciplinary activity able to integrate productive and communication strategies enhancing them with a consistent and timely aesthetic research modulated by the artistic direction. Participants will examine the process of analysis and identification of the values of the organization, and through emotional cartography will develop a coordinated communication project, followed by an analysis of the work carried out together with art director Deanna Comellini.

**Conducted by Marco Bertagni, Deanna Comellini and Michele Preti**

**CODE:** CCC-BUS-18-LONDON

**Length:** 10 hours



# BUILDING A RESILIENT AND PRACTICAL FOUNDATION FOR YOUR BUSINESS

TOOLS AND TECHNIQUES FOR NEW & STRUGGLING COACHES

Running your own business is an amazing thing to be doing, helping people and businesses through your business is incredibly satisfying. But there is more to running a business than just what you do or sell. This course will provide attendees with not just the solid foundation they need to run the business side of things, but also the ability to remain positive, enthused and motivated even when things get tough. By getting their business foundation in place attendees will have more time to do what they love, less stress and overwhelm from the actual day to day admin and the emotional resilience to be at their best every single day. This coaching is for business owners who need support in managing their time, prioritizing what they do, finance management and other practical support along with emotional coaching to develop resilience, confidence and the determination to succeed.

**Conducted by Ali Bagley**



**CODE: CCC-BUS-19-JOHANNESBURG**

**Length: 4 hours**



# THE CAMERA AND YOU

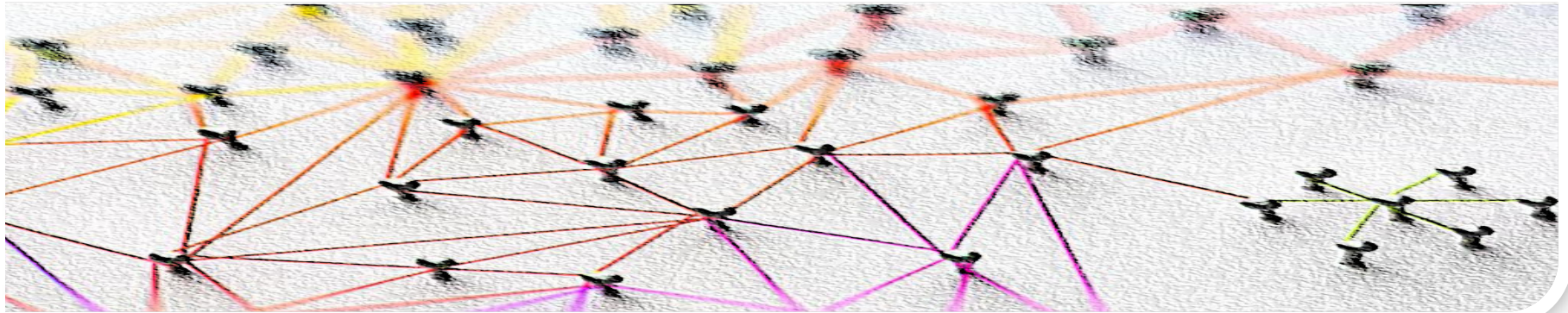
## HOW TO APPEAR AUTHENTIC AND CONFIDENT ON CAMERA

Social media marketing with emphasis on video is an exciting, refreshing and rewarding way of marketing your business. Consider the mind-boggling fact that you can reach millions of people throughout the world, just by putting yourself and/or your products on video and uploading them onto YouTube or Instagram. If the thought of putting yourself out there for millions to see is scary, you are not alone. Heaps of people are reluctant to appear on camera, claiming all manner of bogus reasons; fear of failure, fear of sounding ridiculous, fear of making a fool of yourself, fear of freezing, fear of looking bad, fear of having nothing sensible to say... the list is endless. If you're guilty of making such excuses, you are surely being inhibited by limiting beliefs which need to be faced and flipped into affirming beliefs about yourself and your abilities. Vincent Van Gogh said: "If you hear a voice within you say 'You cannot paint.' Then, by all means paint and that voice will be silenced". It's time to step out of your comfort zone, take the leap into video marketing. Never fear, Ailsa and Marco, respectively CEOs of Ailsa Craig Productions and Bertagni Consulting srl are here to help you to change your mindset with regard to appearing on camera. We will show you how to define your target market, engage that particular audience, how to craft what you have to say, how to say it with authenticity, how to look and feel your very best on camera, how to relax and be confident. Though an innovative emotional cartography and thanks to few decades of experience in the emotional photo and video making, Authors will lead you to learn how to be effective and to establish a deep empathy with your audience.

**Introduced by Marco Bertagni and Conducted by Ailsa Tulloch**

**CODE: CCC-BUS-20-PORTOFERRAIO**

**Length: 4 hours**



# BUSINESS CONSTELLATIONS

A NEW KIND OF KNOW HOW

Business systemic constellations are a powerful and unconventional type of counseling for companies – be it small businesses or large corporates. A system is a group of people, events, the history, the culture... is everything that makes up an organization. Systemic constellations is a methodology for respectfully mapping and accessing system dynamics. Organizational systems are full of hidden dynamics, and constellations allow us to reveal hidden architectures and relationship systems, and to influence and change what's going on in the system. Besides the required "hard skills", the real know-how which drives a business is in the soft skills, in the implicit knowledge of the people who make up the organization. Business constellations do not provide any specific technical/scientific advice; rather, they tap into this implicit knowledge and make it available. Attendees will create the initial itinerary of this intriguing path of growth by drawing their THE RIVER OF LIFE Corporate Emotional Map. Then, guided by Monica Gambelli, they will dynamize the path they conceived.

**Introduced by Maroo Bertagni and conducted by Monica Gambelli**

**CODE:** CCC-BUS-21-BAGDAD

**Length:** 3 hours



# PEOPLE, BUSINESS AND CULTURE

HOW TO READ A COUNTRY FROM DIFFERENT DISCIPLINARY PERSPECTIVES

To develop a successful internationalization project, from the operational strategy to the communication and negotiation phase, you should identify a market and a country and be ready to deep dive into its culture. Our country profiles use a comprehensive approach, providing you with data and tools to better know your audience, not only the market, the people (Economics and Demographics), but also their values and cultures, their mindset (psychographics elements, interests, attitudes, stereotypes, prejudices etc.). The use of cultural dimensions and integrated geographical approach will help you to better understand the context in which you are going to operate. At the beginning of each course attendees will be asked to draw an emotional map by using THE RIVER OF LIFE<sup>®</sup> cartographic methodology about how they perceive the country/market they are about to approach. Authors will deliver country Focus starting from Iran, India, Malta, Brazil, USA, Canada, Russia, China, Iraq. On request it is either possible to lead country Focus on particular sectors (i.e. Agri-food, Wine & spirits, Mechanical, Automotive, Education etc), or create courses on countries not mentioned above.

**Alternatively conducted by Marco Bertagni, Alessia Casale, Viviana Premazzi**



**CODE: CCC-BUS-22-MILAN**

**Length: 12 hours**



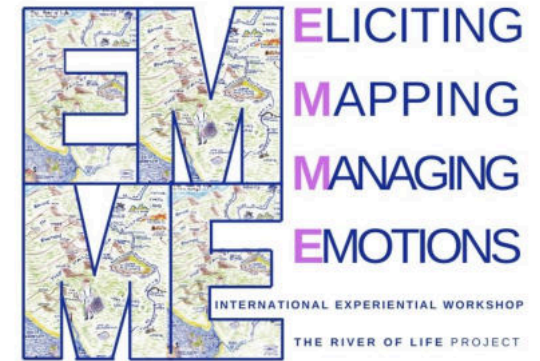
# THE HUMAN SIDE OF EXPORT MANAGEMENT

WHAT EXPORT MANAGERS AND INTERNATIONAL NEGOTIATIONS NEED TO KNOW BEYOND VERTICAL SKILLS

Authors share their long term experience in travelling and doing business and negotiations all over the World, by focusing on the human side of their international careers. In the STORYTELLING session Companies and Individuals will learn how to elicit their values, their true purposes and how to create a communication plan and a storyboard to be easily adapted to different narrative habitats and Countries. The CROSS -CULTURAL COMMUNICATION session provides participants with an introduction to cross-cultural communication skills and cultural intelligence. It will explore the role and importance of interpersonal relations and communication when doing business across cultures. The module will help participants to identify communication challenges in the international environment, and strategies and tools to face and overcome them, plus creating effective business relationships. INTERNATIONAL BUSINESS NEGOTIATIONS: in a globalized world, the international management context, characterized by multicultural societal layers, needs to be able to conduct successful international business negotiations. During this third session we will briefly outline what is a negotiation process, the win-win negotiation framework, describe negotiation styles and focus on good negotiator skills whilst providing some international business negotiation tips.

**Conducted by Maroo Bertagni, Viviana Premazzi, Alessia Casale**





# CCC-SUO

**CONSULTING, COACHING AND COUNSELING  
FOR SCHOOLS, UNIVERSITIES, NGOs, SPORT CLUBS AND  
INSTITUTIONAL ORGANIZATIONS**

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CODE: CCC-SUO-01-PRAGUE

Length: 4 hours



# INTEGRATED AND EMOTIONAL GEOGRAPHY AS A TOOL FOR ANALYZING URBAN AND TERRITORIAL SYSTEMS

TRANSFORMING SPACES INTO PLACES

In urban and territorial planning, of any scale, it is appropriate to compose different professional profiles representing many visions of the world. Through an approach balancing classical quantitative elements with the more recent qualitative ones, it may be possible to really add value to the spatial assets on which we plan to intervene and, above all, to generate benefits to the human community living there. Geography - understood as a science that has as its object the study, description and distribution of the various phenomena of Earth, in the configuration of its surface and their spatial distribution as connected with human life - lends itself to act as a pivot around which aggregating other sciences, to approach an integrated knowledge of phenomena to not only reduce the margins of error, but to create the conditions for the new social dynamics. The *territorial planner*, the *show runner* in cinematography, is no longer a dictator: he must pay attention to architects, engineers, geographers, geologists, philosophers, psychologists and many other professionals, compose their visions and identify preventive reading tools of the territory on which they are about to intervene. Thus, going beyond the quantitative, measurable, zenithal and detached vision that is often the dominant one in environmental and economic impact studies and to welcome qualitative research. We must strongly pursue an ethic of encountering and listening, which allows us to grasp life stories, but also the genius loci, the genius faber, the common and emotional "feeling" of human beings who will experience the consequences of intervention on their space. The speakers of this course, with different professional backgrounds, but all with many years of experience in territorial planning and design, will present practical cases of how integrated and emotional geography can offer formidable tools for urban and territorial planning, but above all they will propose new methodological approaches, such as an innovative emotional cartography, and *reasoned insights* on how to transform a space into a place.

**Conducted by Marco Bertagni with the support of M. Rodriguez, E.Tachis, M.e Preti, A. Preti, D.Comellini**

**CODE:** CCC-SUO-02-BUDAPEST

**Length:** 8 hours



# A NEW WAY OF THINKING, TEACHING AND APPLYING GEOGRAPHY

LOOSENING UP THE TRADITIONAL BOUNDARIES OF GEOGRAPHY

The project Bertagni Geography ([www.bertagnigeography.com](http://www.bertagnigeography.com)) is a journey into the world of Geography, which is looked at as a riverbed that takes shape and content when sprayed by the waters of other fields of science. We have committed ourselves to intercept the various sources of knowledge that are complementary to geography so that water from various tributaries can flow into the main riverbed of a fully comprehensive and harmonized knowledge. With this new cross-cultural character and role, Geography has been placed in functional relation to the knowledge and the representation of the world, to the study of the dynamics of man and populations, to the analysis of the environment and the territory, to the understanding of economic activities. This project is above all a tribute to geography that we have investigated from multiple angles, with the intent of offering a modern, flexible and effective perception; we would never want geography to be regarded as a closed and self-referential system or a strictly notional, mnemonic and austere knowledge.

**LET'S SWIM IN THE WATERS OF THE MULTI-DISCIPLINARY GEOGRAPHY RIVER TO FEEL THE FLOW OF THE UNIVERSE**

**Conducted by Marco Bertagni, with the support of Elisa Tachis**

**CODE:** CCC-SUO-03-ATHENS

**Length:** 6 hours



# MAPPING KNOWLEDGE

## REPRESENTATION AND SENSE MAKING

Since the dawn of time, their thirst for knowledge has always prompted humans to draw maps of the world in order to represent it, better live on it, develop trades, make journeys and also for military purposes. This seminar will be a journey through the history of cartography, by analyzing famous maps of all times and examining how drawing techniques evolved. The common point to all kind of cartography in every stage of humanity is the fact that, even in the (apparently) most neutral map, humans have always expressed their vision of the territory represented. Emotions, feelings and goals of map authors have always been transposed into their maps. Of course, starting with The Map of Tender of Madeleine de Scudery, emotional maps have their own autonomy and independence so to speak, but maps - like any other form of language - are strongly influenced by their authors even if it may not be apparent. Attendees will be asked to draw a special map.

CECI N'EST PAS UNE PIPE (Magritte)

MAP IS NOT THE TERRITORY (Bateson)



**Conducted by Marco Bertagni & Melissa Rodriguez**



**CODE: CCC-SUO-04-LAVALLETTA**

**Length: 6 hours**



# EMOTIONAL TRANSNATIONALISM

## BETWEEN ROOTS AND FUTURE

Through THE RIVER OF LIFE<sup>®</sup> mapping methodology as well as other mapping technologies provided by the Authors, the seminar will initially help migrants elicit their emotions and represent how they feel in relation to their identity and to their roots, whether they are facing gender or geographical discrimination, or are victims of stereotypes and prejudices. Worrying about their beloved ones' health and safety, feeling homesick, lonely, and helpless are challenges that any migrant has to face every day. Sometimes it is hard for them to accept the new reality and to find a meaning to continue their journey. Expats also have plenty of resources and problem-solving skills that they have already developed and used in other difficult times of their migration journey. The course will facilitate discussion about participants mental wellbeing when moving abroad, the stigma around mental health and the migration experience, emotional transnationalism, the double absence and double presence of migrants in their country of origin and the host country. Authors will also provide insights on how to address and consider mental wellness before taking action. It will be an opportunity to share the personal and professional challenges of living abroad and the resources that expats need or have found, discovered or rediscovered, that helped them face these uncertain times.

**Conducted by Marco Bertagni and Viviana Premazzi**

**CODE:** CCC-SUO-05-YAZD

**Length:** 6 hours



# MAPPING OUT GENDERS

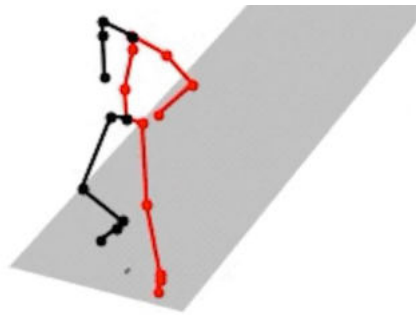
MAPPING GENDERS FROM PERSONAL, CULTURAL AND ECONOMICAL PERSPECTIVES

Did you know that *The Map of Tender* by Madeleine De Scudery was the first *feminist* manifesto? That was Madeleine's perception of the gender issue, in the 17th century. Attendees will be initially asked to draw their own *Map of Tender* representing their personal view of genders. Secondly, participants will draw how they see the reality of their country, concerning the theme of genders. Starting from this complex and meaningful, but personal, representation of gender perceptions, the authors will then carry participants along a journey to discover how different cultures all over the World have depicted gender stereotypes, with a focus on women in monotheistic cultures and relations men/women in Latin Countries. Finally, a mapping of gender mainstreaming project will be shared to get a better understanding of women's economic empowerment policies in the World. It is well known that, despite all the progress made at a normative level, full gender equality seems to be an uphill battle in many countries. During the second meeting attendees will be asked to present their storytelling on how to improve the gender issues in their country, and, in teams of 2, to also draw a visionary map on how to solve the gender issue. Authors will present their personal ideas and discuss these intriguing and important topics.

**Conducted by Maroo Bertagn, Fariba Hachtroudi & Mariem Omrani**

**CODE:** CCC-SUO-06-PERGINE

**Length:** 4 hours



 **Il Nodo di Gordio**

# HUMAN ALGORYTHM: FOR AN EMOTIONS BASED GEO-POLITICS

K'UXI ELAN AVO'ONTON?

We create - with artificial intelligence at our side - a topology of emotions, a network that overlooks the Earth and in which humans can make their emotions flow and merge, savor the sense of belonging, not to an ethnic group, to a religion, to a group of interests, but to a gender: the human one.

This course, presented in the context of the geo-political think tank IL NODO DI GORDIO, is a journey in which participants will build bridges and tear down walls, they will make an important contribution to carry our society back to a human dimension. It is a heroic journey, between artificial and emotional intelligence, through the processes of knowledge and perception. There is only one algorithm that it is essential to learn about: the human one.

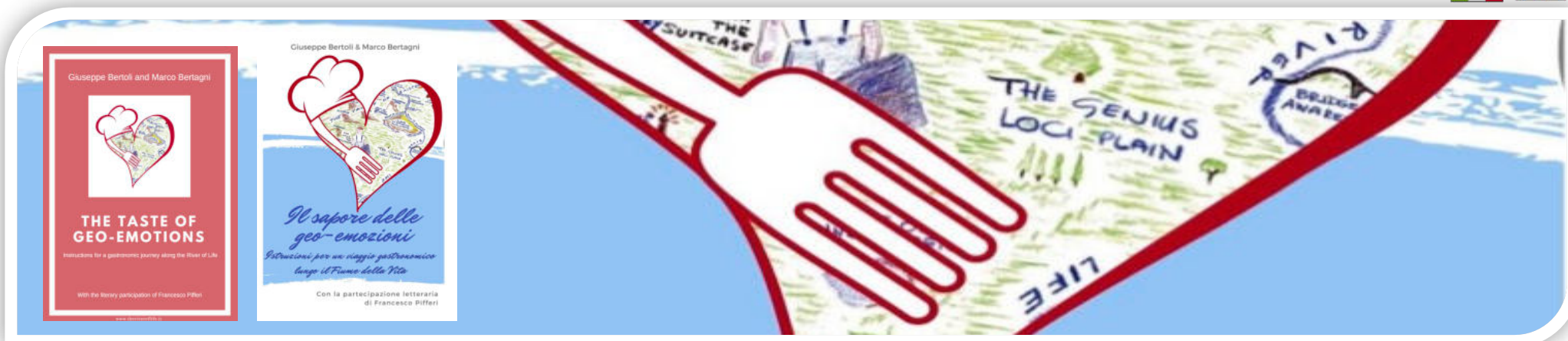
Ogni nostra cognizione principia dà sentimenti  
Our every cognition begins with feelings.



**Conducted by Marco Bertagni & Laurent Peters**

**CODE: CCC-SUO-07-CAMPORGIANO**

**Length: 8 hours**



# THE TASTE OF GEO-EMOTIONS

INSTRUCTIONS FOR A GEO-GASTRONOMICAL JOURNEY

During this course the Authors who wrote a book together on this subject, will introduce attendees to the concept behind the title: THE TASTE OF GEO-EMOTIONS. Sure enough, when tasting a dish we should widen our perception and try to imagine which territory that dish is linked to, if any, which story would the chef who invented that recipe eventually tell us. Chef Bertoli will lead participants in a path through geo-emotional cuisine with practical examples on how to connect products, ingredients, territory and emotions. The second part of the course will be dedicated to games. In the first one participants will have to match on a matrix the 50 imaginary places of the emotional map of THE RIVER OF LIFE with 50 dishes and beverages which she/he enjoyed during his/her life in as many real places. In this way, a personal geographic, wine and gastronomic river will be built. In the second game, attendees will be requested to build their own *The River of Life* menu, by "creating" a dish for each stage of the journey (Earth, Roots, Emotions, Life, Philosophy and Freedom), and to match each dish with one of the 50 emotional places of the map.

**Conducted by Marco Bertagni and Giuseppe Bertoli**



**CODE: CCC-SUO-08-NETTUNO**

**Length: 10 hours**



# GEOGRAPHY OF EMOTIONS FOR KIDS

HOW TO HELP BOTH CHILDREN AND ADOLESCENT TO VERBALISE EMOTIONS

Each of us is a tangle of emotions winding along the River of life. There is no learning without an emotional relationship. For the MIND to get "opened" to the learning experience, HEART needs to feel welcomed, listened to, understood; and this happens if in the classroom it is possible to create a positive and serene atmosphere, in which the child feels free to make mistakes. Hence the need, within the school context, to talk about emotions: understanding what children feel helps the teacher to fruitfully communicate with them, to make teaching effective. But while it is important for the teacher to tune in to the emotional state of the pupil, it is equally essential that the child is gradually able to recognize what he feels and to learn how to recognize and name his/her emotions. Hence the idea of a GEOGRAPHY of EMOTIONS course, which aims to suggest strategies to teachers, that will help pupils be aware of the emotions they feel; students will learn to name them and they will discover that there are no emotions to be lived or to be suppressed: rather, any emotion, if acknowledged, can serve as a compass to guide them throughout the long journey of life. The course includes activities and games for children aged 5 to 13, allowing them to create their own geo-emotional maps, to link present or past emotions to real and imaginary geographical places, and to create positive anchors, to photograph emotional moments and become "young geographers of emotions".

**Introduced by Marco Bertagni and Conducted by Sara Nicolò**

**CODE:** CCC-SUO-09-LONDON

**Length:** 8 hours



# EMOTIONAL DEVELOPMENT FOR SCHOOL CHILDREN AND ADOLESCENTS THROUGH STORYTELLING & GAMES

TOOLS AND TECHNIQUES FOR TEACHERS, PARENTS AND EDUCATORS

As well as gaining the knowledge and skills they need for the future, children also need to learn about themselves. How they see the world is important and needs to be heard. Through this course and its associated tools, teachers, parents and educators will be enabled to work with their children to support and develop their emotional journey with themselves and those around them. Attendees will learn how to use stories and structured games in a fun and inclusive environment and will be able to access tools and content to use as they teach.

**Conducted by Ali Bagley**



**CODE: CCC-SUO-10-FLORENCE**

**Length: 2 hours**



# LORENZO & THE LAKE OF THE STOLEN DREAMS

## ROAD EDUCATION

Some people are forced to live on the shores of the Lake of Stolen Dreams. Lorenzo Guarnieri, who was killed on the road by a drunk driver at 17, is one of them. His parents, Stefano and Stefania, created the Associazione Lorenzo Guarnieri and they were able to pull unexpected energies from within the depths of their souls, they decided – among many other things – to share their thoughts on road education. In this course, intended for both youths and adults, the Authors give extensive advice on how to correctly behave on the road. The second part of the seminar will be the history of Lorenzo as seen by Marco's River of Life.

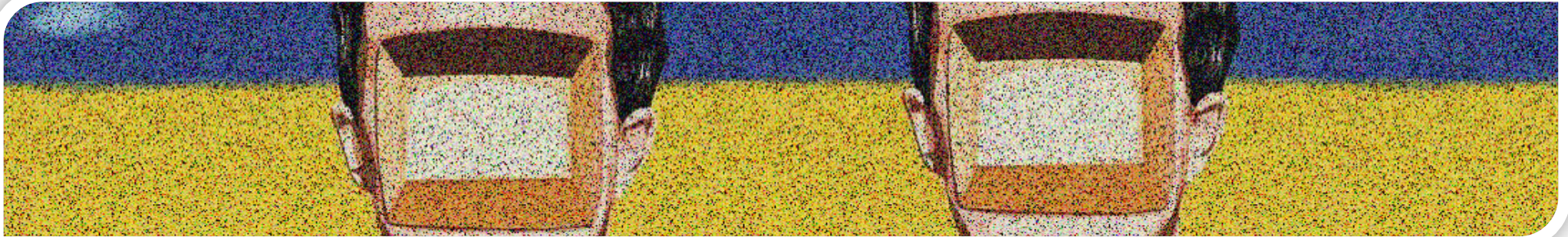
*30% of the income of these activities will be delivered to Associazione Lorenzo Guarnieri ® and similar organizations*



**Conducted by Marco Bertagni, Stefano Guarnieri, Stefania Lorenzini**

**CODE:** CCC-SUO-11-VAGLI

**Length:** 8 hours



# WHEN GEOGRAPHY MEETS PSYCHOLOGY

FOR A GEO-EMOTIONAL AND VISUAL POST-TRAUMA THERAPY

From a psychological point of view, emotional geography is an interesting method for taking, in a guided manner, an emotional path. The methodological difficulties, faced by who is active in the field of support and help for those who experienced trauma, come from finding how to encourage the emergence of contents and images. This uses narrative forms that allow the therapist and the ones who receive support and help to build and re-build meanings in order to process the trauma and have access to the resilience and the coping strategies. THE RIVER OF LIFE<sup>®</sup> methodology can be a fundamental form of “anchoring”, in phases and times when finding an access key is very difficult because of the implications of the exposure to the critical event. *The River of Life* shows an itinerary of descent into the emotions, by strongly anchoring to key-places of the existential path, and offers new significations that fluctuate in the past, the present and the future, with active exploratory dynamics in the background and in the related emotions.

*The connection to different experiences of pain and happiness traces a link which offers important potentialities in order to help those who suffer build, with a proper guide, a return path to the possibility to relate reactions to complex and painful events. By going with what happens in them, places are not a neutral context, but a background full of symbolic significances and emotions; they are vivid in memory and can be reminded through an “emotional” path for building and “re-building” new useful narratives in complex forms of processing non-integrated experiences. The River of Life is a very interesting example: at the start, there is a little boy with a suitcase and, during the journey, there are many elements that enrich that suitcase, points of solitude and solidarity, fullness and nothingness, suspense and anchoring. The premises provide interesting points for developments in different areas of psychology (Anna Maria Giannini).*

**Conducted by Maroo Bertagni, Anna Maria Giannini & Monica Gambelli**



**CODE:** CCC-SUO-12-LAVINIO

**Length:** 4 hours



# PLAYING FOR LIFE

EDUCATIONAL PATHS TO UNDERSTAND OWN'S SPORT VOCATION

This course is about a scalable methodology conceived by Bertagni Consulting srl and targeted to educators, parents and sport trainers. Through this system pupils, generally of the age of 5, will be able to gather for free twice a week and - followed by people (teachers, parents, coaches, trainers) who received this course. From EMME's Geographers of Emotions - will be gradually introduced – through a path of growth, mainly based on River Games adapted to children - to the magic world of Emotional Geography, including they will be thought about the right to make mistakes, the importance of respect, the ethics of sports. Also, and above all, they will be helped to express their attitude and vocations and, thanks to a network of sport companies connected to and sharing EMME's moral principles, children who will decide to go on with a particular sport, will be welcomed in structures where their paths of growth will consistently continue. The purpose of the course is thus sharing the methodology and the management guidelines with Sport clubs, Local Administrations, Organizations dealing with children growth and care, Schools wishing to learn how to reply on their territory this model.

**Conducted by: Maroo Bertagni**

**CODE:** CCC-SUO-13-TURIN

**Length:** 10 Hours



# SPORT AND GEOGRAPHY OF EMOTIONS

HOW TO CREATE A MAGIC ENVIRONMENT

The Authors, who have always been drawn to sports whether as players, fans or managers since their childhood, propose a special path of growth to all kinds of sport clubs starting with football, volleyball and basketball. However the course is adaptable to any kind of sport. The underlying concept is that for a club to create a sort of *magic environment* it is not enough to act on just one element (players, trainers, management, fans etc.). We propose a path based on emotional geography intended to reach all the components and to promote personal growth – through the applications of many River Games —as well as a better understanding of others: your teammates, your coach, your president, your fans. Emotional bridges will be created which will improve personal relations within the club, where everyone will feel more comfortable and more respectful, thus achieving higher overall performances.

**Conducted by Maroo Bertagni**

**CODE: CCC-SUO-14-BRIGHTON**

**Length: 6 hours**



# THE NON-SEXIST CITY

GENDER STUDIES AND EMOTIONAL GEOGRAPHY IN THE CONTEMPORARY CITY

Critical urban geography, human geography and emotional geography offer interdisciplinary tools suitable for promoting an integrated knowledge of the relationships that exist between the human being and its surrounding environment (both natural and human-built). Geography can add a fascinating dimension to gender studies and feminist analysis in the urban arena, for example by offering a spatial outlook useful in understanding how sexism and gender inequality work in the everyday material configurations of the cityscape. In the urban context such a geographical outlook can help both the advancement of gender studies by mapping, visualizing and giving voice to the urban life experiences of women, and to more inclusive and safer territorial policies and reforms that take seriously into account the collective and individual life stories of its female (and non) citizens and the urban geographies of exclusion.

Some examples of emotional geography's application in this field might be the mapping of danger; the mapping of freedom and fear; and the mapping of the lack of services and needs - but also the one of urban hopes and desires.

**Conducted by Marco Bertagni and Anna Preti**

**CODE:** CCC-SUO-15-BOLOGNA

**Length:** 6 hours



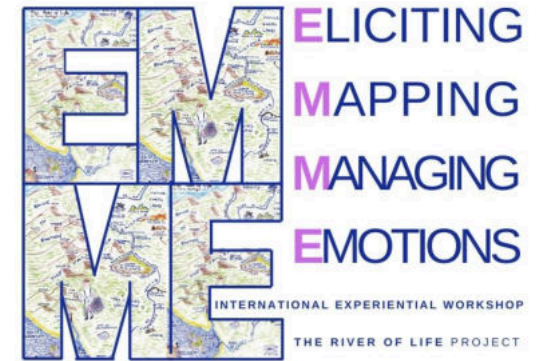
# BEYOND THE GREEN CITY: HOW TO PROMOTE AND SAFEGUARD URBAN ECOLOGIES

A GEOGRAPHICAL READING OF THE CONTEMPORARY CITY

Critical urban geography (close to human and emotional geography) has pioneered the structuring of interdisciplinary debates within urban studies, developing the more systematic analysis of the relationships existing between contemporary political processes and the reconfiguration of urban space. Critical urban geography, through the development of 'the right to the city' first, and the one of post-politics recently, has highlighted the need to reflect on the rift between the policies and projects of many European cities investing urban spaces and urban natures. This is characterized by the neoliberal and post-political, post-ideological paradigm, and the grassroots demands for different urban paths. In the context of that segment of critical urban geography that deals with the study of political ecology, a rich literature is developing at the international level. Such literature is focusing on governance mechanisms and practices of use of urban natures studied in the relationship to the social claims that take position against these transformations (as it is in the case of many urban forests), and institutional narrations that support urban regeneration processes. The methodological approach of critical urban geography combined with the use of emotional geography during fieldwork could trigger innovative models for studying these conflicting urban realities. Many European cities are already using neighborhood workshops, Bologna being an example, within which emotional geography and semiotic analysis are used to experiment new modes of participatory processes of citizenships (see for example "Progetto Pilastro 2016 - maps as medium for territorial knowledge"). This use of emotional mapping is interesting when integrated with a genuine political interest to citizens participation in the future of urban natures. The theoretical frameworks and methodological approaches of critical urban geography and the post-political theory are fundamental tools for critically analyzing the limits and the potentials of such political practices of inclusive governance, suggesting, eventually, alternative uses of emotional geography

**Conducted by** **Marco Bertagni** and **Anna Preti**





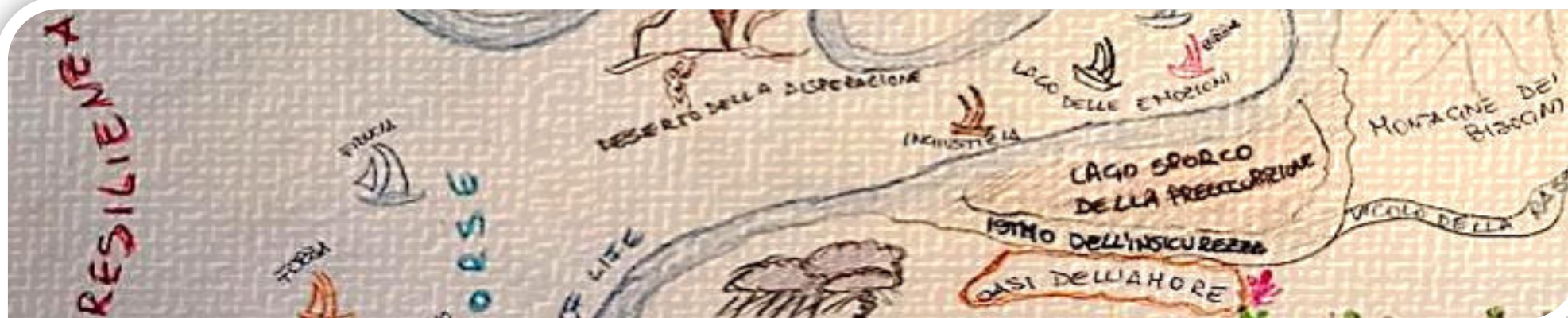
# CCC-PER

**CONSULTING, COACHING AND COUNSELING  
FOR INDIVIDUALS AND FAMILIES**

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CODE: CCC-PER-01-CIAMPINO

Length: 6 hours



# A ROAD MAP TO RESILIENCE

WHEN A LIFE COACH AND A GEOGRAPHER OF EMOTIONS MEET

In mapping our emotions through The River of Life methodology, each of us relives beautiful moments but also dark moments in which we had to face difficult situations

It is precisely in the representation of these complex situations – some imaginary places you have *certainly* drawn in your maps - that our greatest resource is hidden: Resilience.

In a person's life, resilience is the ability to live a shocking event, to face it, to explore it, to elaborate it and to live it fully, to overcome it and to arrive at a rebirth. It is a path that implies self-confidence, in the possibility of positively reorganizing YOUR life and becoming directly responsible after having spontaneously and consciously decided to continue the journey and to take back the reins of YOUR destiny.



Introduced by **Marco Bertagni** and Conducted by **Gifty Mohammadi**

**CODE:** CCC-PER-02-HORMUZ

**Length:** 6 hours



# GEOLOGY OF EMOTIONS

DEPTH IS HIDDEN IN THE SURFACE

There can be no depth without a surface, there is no conflict between the two "measures", since in all of us there is a surface and a depth. Here we want to bring out the emotional meanings settled in our depth (layers), giving it a new shape in the extension of the surface (area). Temporally the surface represents our present, the here and now, the depth our past, the there and then. The perception we have of the depth navigates on the surface, everything, basically, lives on the surface: it is here that we can (re) know the submerged aspects and it is always here that we connect with the other, what lives on the surface is what we share and bring into social relationships. The surface has its own depth and, to paraphrase the poet Hugo Von Hoffmannsthal, we can poetically say that "the depth is hidden in the surface". The Authors will introduce the theme of *Emotions* and talk about their different classifications to then ask attendees to draw – through a specific application of THE RIVER OF LIFE® cartographic methodology, 4, or more, imaginary places on the surface of a globe. Each place they will draw is referred to an event of their lives. This event will be placed in the center of the globe and starting from there, they will try to remember the different emotions they felt from the occurrence of the event to the current situation. The Authors - a Geographer of Emotions and a Philosopher-Counselor – will then examine each map from different disciplinary perspectives and through sharing processes, they will make a metaphorical drilling from the imaginary places to the heart of the event. After having examined the self drillings and the coring maps, Authors will give some advice on how to better understand the thoughts and behaviours that followed the events in the participants' lives. It's a path of growth, resilience and awareness, in which participants are using a meta-language to re-focus their memories of events which affected their lives.

**Conducted by Marco Bertagni and Enzo Sallustro**



**CODE:** CCC-PER-03-TANABORDA

**Length:** 9 hours



# DANCING EMOTIONS

BETWEEN ABANDON AND AWARENESS

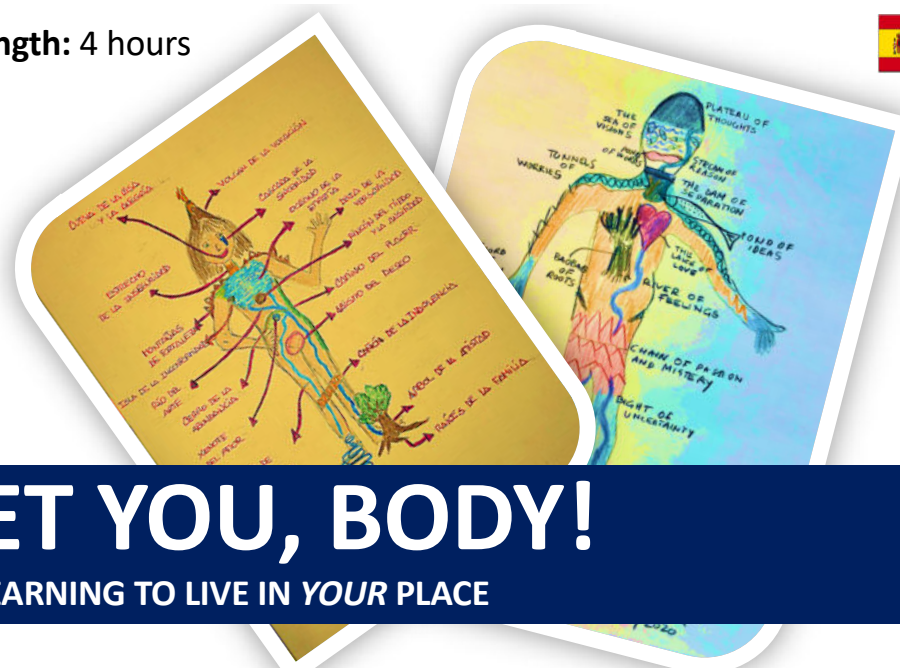
Show your emotions to everyone, act as if your life were a stage and your emotions actors. To succeed in this you need to defeat FEAR: do not be afraid of making mistakes and failing. Learn to listen to yourself more and to not escape but to welcome feelings. Aerial dance can help you in all this! The Authors experienced this art from two different perspectives: dancing (Ilaria) and watching Ilaria's performances (Marco). In both cases they felt happy at the end. With this workshop we want to introduce you to aerial dancing: both to understand its deep meaning and to practice it. If you can find your balance on a ribbon suspended in the air and you are not afraid of being alone many meters above the ground, then you can do it all, even once you bring your feet back to the ground. It is thanks to the ribbon that Ilaria managed to overcome her fears and to become FREE by abandoning herself to her "allies": EMOTIONS. Emotional geography is one of the many means to better understand who we were, who we are and who we would like to be. We are mostly made of water but we are also and above all made of emotions, knowing how to recognize and accept them is equivalent to getting in touch with ourselves. The collaboration between Ilaria and Marco was born and is based on this common principle: LET'S DISCOVER OURSELVES, LET'S ACCEPT OURSELVES, LET'S BE FREE.

**Introduced by Marco Bertagni and Conducted by Ilaria Borgioli**



**CODE: CCC-PER-04-MONTEVIDEO**

**Length: 4 hours**



# NICE TO MEET YOU, BODY!

MAPPING THE SELF AND LEARNING TO LIVE IN *YOUR* PLACE

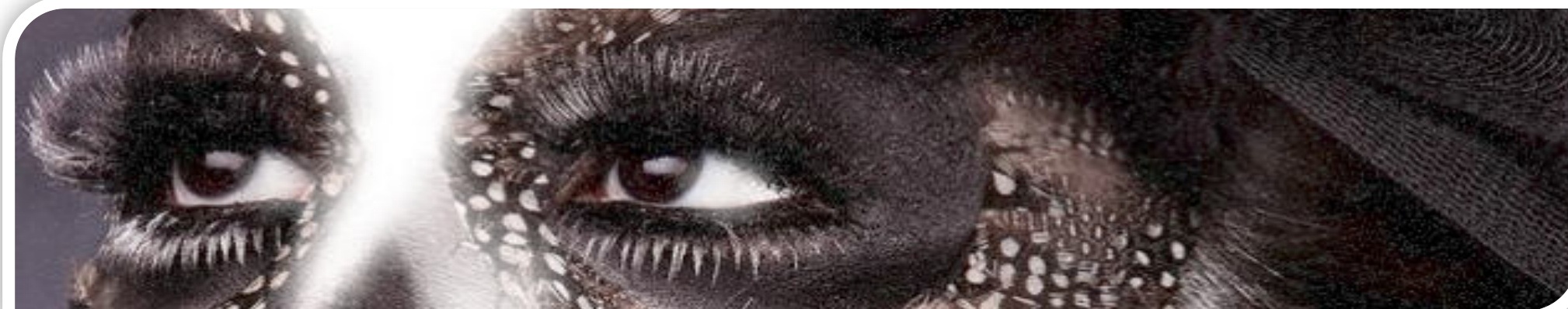
In our brain, we have created a representation of our body that has been modeled over the years, according to our experiences, emotions and feelings. This "self-image" determines how we move, in the broadest sense of the word. The relationship with our body influences our relationship with others, with sexuality, with our capacity for enjoyment, with our flexibility and posture both physically and with life itself. This workshop aims to facilitate the understanding that our body is also a territory, where emotions have left their mark. Through an innovative *body mapping template* based on THE RIVER OF LIFE® methodology and through other techniques developed by the Authors, participants will be naturally asked to elicit and represent the relation they have with their body-territory as a whole, and also with the single parts of it. The more aware we are about its needs and virtues, about the importance of using it 100 percent with the senses focused on the *here and now*, the better; and we will feel comfortable during this journey of knowledge and self-knowledge. Let's try to look at ourselves like never before. Let's try to realize our potential. We "happen" in the world. The world does not happen to us. We can change certain patterns in order to make our body, our only and proper place, the place that we enjoy, appreciate and choose every day.

*La única relación eterna es la que tenemos con nosotros mismos*

**Introduced by M. Bertagni and Conducted by Valeria Lorduguin**

**CODE:** CCC-PER-05-MEXICOCITY

**Length:** 6 hours



# BEAUTY AND FEAR

SELF-DISCOVERING MAKE UP

This interactive workshop aims to deliver tools on how to face two core themes in everybody's life with a greater awareness: Beauty and Fear. On the first day we will give a short presentation on the meaning of the words *beauty* and *fear* in different cultures over the centuries and launch the photo-safari *Catch beauty & fear* to be played according to the River Game OVERGROUND® rules. Monica Bustos will then introduce her course of self make-up and her techniques on how to see yourself as beautiful inside and out. On the second day, the geo-emotional photographer Marco Bertagni will examine the shots of OVERGROUND. Monica will then talk about the concept of fear and death in the Mexican culture and teach participants how to do self-make up as a Catrina, one of the strongest and most recognizable symbols of The Day of the Dead celebrations: a tall female skeleton wearing a fancy feathered hat. The essence of her story is deeply rooted into Mexican traditions and heritage but has only been restyled in the last century.

**Introduced by Marco Bertagni and Conducted by Monica Bustos**

**CODE:** CCC-PER-06-KENOSHA

**Length:** 3 hours



# HOW TO BE INFORMED

**FACTS, REALITY AND FAKE NEWS... ARE THERE ANY INDIPENDENT MEDIA IN THE WORLD?**

The Authors will initially ask to map out situations in which attendees were scammed or were flooded with fake news. Each one will then present her/his map and a discussion will be started on how to detect and tell real news from a fake. The love-hate relation between human brain and Artificial Intelligence will also be examined along with many other techniques.



**Conducted by Marco Bertagni, Francesca Lo Furno & Fariba Hachtroudi**



CODE: CCC-PER-07-PISA

Length: 4 hours



This seminar aims to confirm that observing phenomena from different perspectives will automatically open the gate to plenty of suggestions. If we talk about  $\Pi$   $\varphi$  0  $\infty$  who would regard them as mere numbers? Hopefully nobody! The Authors - a geographer of emotion, an economist and a mathematician - will analyze these numbers from different perspectives and will underline their connections with geography, literature, art, nature, economy, sociology, finance, while also providing a didactic explanation of their classical mathematical applications. We will also discuss the concept of topology and introduce a project of *emotional* topology. Attendees will be asked to map out their hidden connections with one or more of these magic numbers.

**Conducted by Marco Bertagni (with support of Aizhan Yermekova & Giovanni Lizza)**



**CODE:** CCC-PER-08-ATHENS

**Length:** 6 hours



# VOCATION, KNOWLEDGE AND FAMILY: FROM MYTHS TO REALITY

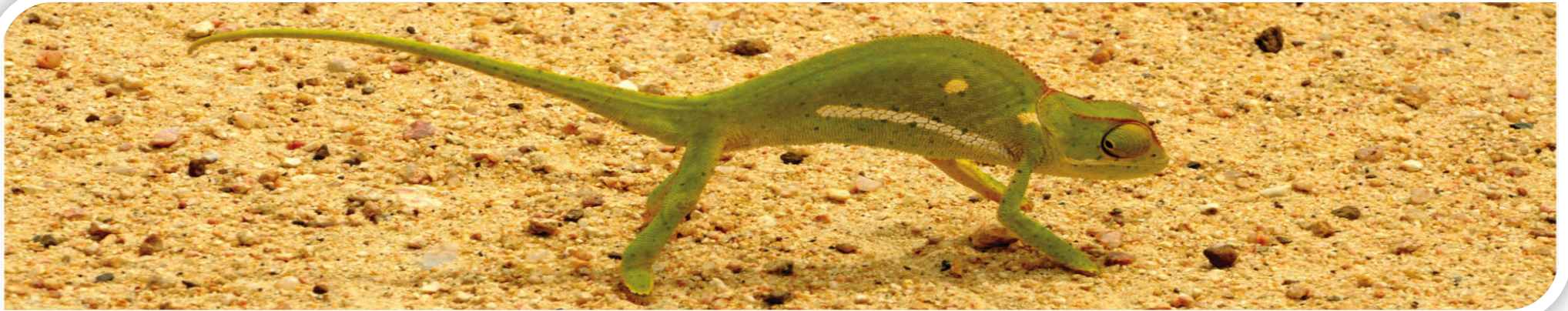
ORIENTATION PATHS FOR ADOLESCENTS

Myths will introduce attendees to 3 key-topics for every human being: vocation, knowledge and family. Plato's *Myth of Er* deals with the importance of discovering our own vocation and somehow steering our destiny. Get your vocational picture and come onboard! Attendees will be asked to realize a geo-emotional CV aggregating vocational moments, emotions and places. By metaphorically entering the *Cave*, participants will have an in-depth experience on real versus false knowledge. They will play the different characters of the *Myth of the Cave* and get a better understanding of knowledge. Attendees will then face the *family* theme, introduced by some *myths* concerning the family, by drawing a genogram to better perceive and to improve their relations with other members of the family. The *graphic genogram* is a non-invasive investigative tool that, by means of a drawing, reveals our family history from a historical, emotional, psychological point of view as we live it today. Jung said that "everything that does not rise to the level of consciousness becomes destiny". The *graphic genogram* shows how, we are often unconsciously trapped into our personal, family and social history, where we almost constantly play both victims and architects. Participants will finally draw an mytho-emotional map, summing up the 3 themes dealt with during the seminar and share their visions with the Authors: a Trainer/Family Mediator/Cultural Consultant & Film Historian and an Entrepreneur/Geographer of the Emotions.

**Conducted by Marco Bertagni and Enzo Sallustro**

**CODE: CCT-PER-09-PRAGUE**

**Length: 3 hours**



# METAMORPHOSIS

HOW TO BE BRAVE TO LIVE

What challenges await us and what price do we have to pay for the “liquid” complexity in which we live? Through the RIVER OF LIFE ® emotion tracking mapping methodology and by the example of numerous clinical and business cases, authors lead us into the symptoms of malaise of people, families, companies. Symptoms - both organic and psychosomatic - are a strong signal, a discordant note in a melody to be rediscovered, an invitation to take new paths, to change your mind. Love is the irreplaceable drug for regaining health, a good, compassionate and positive look on oneself, on the other, on reality. You can and must change your mind: it is like tidying up your home, to give your life a future and be happy.

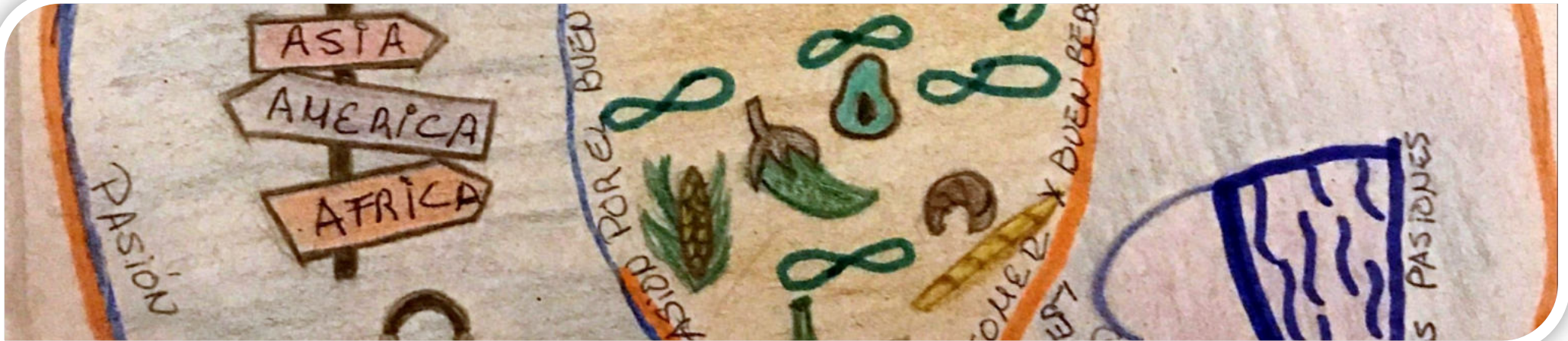


**Introduced by Marco Bertagni and Conducted by Alessandra Lancellotti**



**CODE:** CCC-PER-10-OKINAWA

**Length:** 4 hours



# 4 HOURS OF PASSION

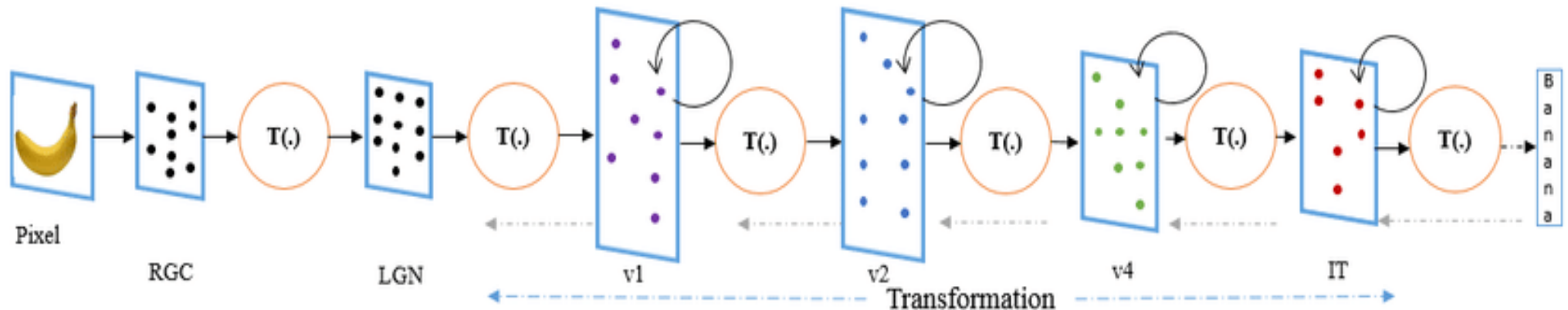
ARE YOU GOING TO SUFFER OR HAVE FUN?

The Authors will start with a journey throughout centuries and cultures of the meaning of the word *passion*, originally derived from Greek, meaning *suffering*. The IKIGAY philosophy will also be analyzed and we will try to understand *what is the reason why we wake up every morning*. Once the many meanings of *passion* have been shared, attendees will be asked to map out - through THE RIVER OF LIFE<sup>®</sup> cartographical methodology - the «passional moments» of their lives and finally each one will present his/her map. A team building will follow in order to give, at the end of the seminar, a group definition of passion.

**Conducted by Maroo Bertagni & Mayte Espindola**

**CODE: CCC-PER-11-BERLIN**

**Length: 6 hours**



# EMOTIONS IN VISUAL ARTS

## VISUAL PERCEPTION AS A COGNITIVE ACTIVITY

Eyes: just one out of five senses, or the main one to perceive reality? How do we use eyes in photography and in paintings? Sight is the main driver towards a multisensorial perception and to synaesthesia? To what extent can visual perception be considered as a cognitive activity? Rudolph Arnheim - one of the first psychologists of art, famous for his psychological studies on artistic forms and functions - sees cognitive activity in (visual) perception. He applies Gestalt psychology to the reading of works and the analysis of the way in which man looks at them. Leaving the more strictly artistic sphere, we can say that all thought has a fundamental perceptive nature. In this sense, the (old) distinction between seeing and thinking, between perception and reasoning is not only obsolete but the distinction itself can lead to misunderstanding. Visual Thought connects the performative act (doing) with the contemplative act (thinking). It is an important point of balance because it relates doing and imagining. Of those who do and those who look, experience. We can summarize visual thinking by saying that it refers to the representation of mental contents (not only artistic) through images and, in this sense, it is an effective tool for investigation and narration of all emotions. Storytelling has been in use for centuries among many indigenous peoples; it is the way to underline, and narrate, the importance of having balanced relationships with the earth, the living creatures, the cosmos; relationships that have foundation, first of all, in emotions.

**Conducted by Marco Bertagni & Enzo Sallustro**



**CODE:** CCC-PER-12-VELLETRI

**Length:** 4 hours



# EYES

## GLANCES IN PAINTINGS AND PHOTOGRAPHY

During the seminar there will be an excursus on famous glances in visual arts, focusing on photography and paintings. Is reproducing a glance the best way to express and transfer emotions? What is the difference between a photography of a glance and a painting of it? The Authors, both geographers, will trace on a virtual space, itineraries of *glances* in visual art and will open the discussion not only about the meaning of the images or about the intentions of the painter or of the photographer or of the movie director but they will try to understand the ways in which images have been created and why. Riccardo Falcinelli's "Figure" will be very helpful in this analysis. Also, Fibonacci will be mentioned in order to understand why the golden ratio is so important in art and applicable on portraits and glances as well.



**Conducted by Marco Bertagni and Iaria Di Cori**

**CODE:** CCC-PER-13-VLADIVOSTOK

**Length:** 4 hours



# PUT A SMILE ON YOUR FACE

LAUGHING THROUGH SPACE AND TIME

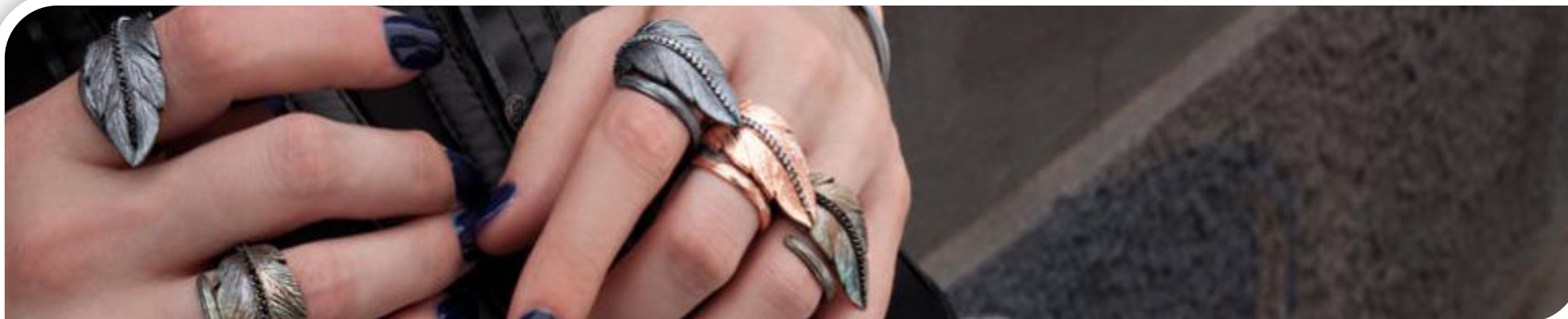
Smiling is a universal language to us, but not to everybody, and it has not been always like that over the centuries. The Authors will analyze the meaning of laughing in different cultures, the sense of humor at different latitudes to then ask attendees to draw a map of the funniest situations in which they were involved in their lives. Each participant will present his/her map and a path toward the importance of laughing will be created. A collective laugh will be the end title of this seminar!



**Conducted by Marco Bertagni & Yulia Kuzhukhova**

**CODE:** CCC-PER-14-ROME

**Length:** 6 hours



# I AM WHAT I WEAR

EVERY DETAIL TELLS SOMETHING ABOUT YOU

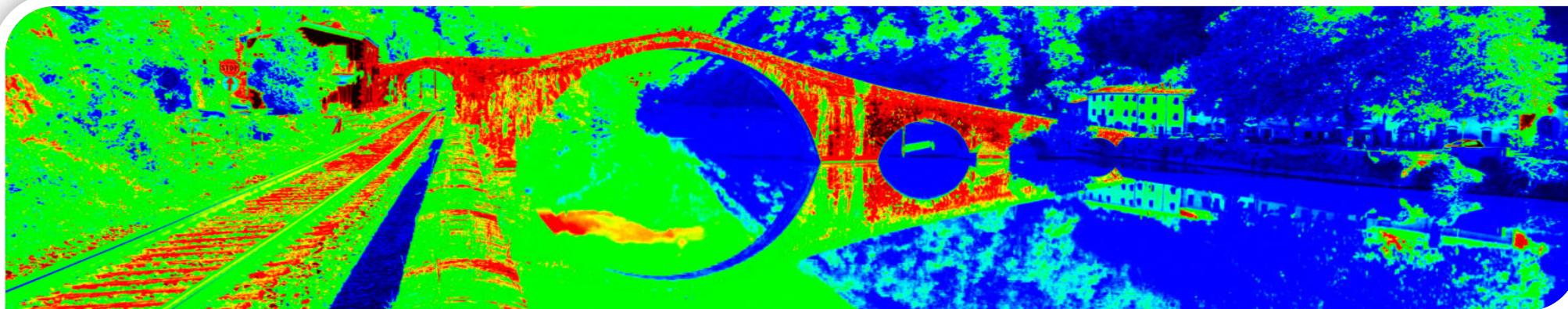
This workshop aims to stimulate our way of telling ourselves, of expressing emotions and recognizing them in others. It is an awareness-based tool of self-observing and self-telling, it is a way to learn how to dedicate time and attention to ourselves, and to get to know oneself and others. It is a game to develop our spirit of observation, self-confidence and communication skills, by having fun and naturally expressing ourselves without trivializing the way we behave. Clothing and accessories and details as tools of communication and expression: everything we wear tells a story about us. Always, even when we don't think we are dealing with what we wear or wanting to communicate anything. Like any form of expression, it starts from an awareness of oneself and what one wants to express, but involving the body also implies a knowledge of it and says a lot, speaking volumes about the relationship one has with it. Why do we care and why not, what prevents us from using this communication mode and communicating about ourselves.

**Introduced by M. Bertagni and Conducted by Francesca Lo Furno & Raffaella Casini**



**CODE: CCC-PER-15-RAVENNA**

**Length: 6 hours**



# CONNECTING PEOPLE

THEATRE AS AN EMOTIONAL BRIDGE

Theater is a "place" with a double value. On the one hand, it is the physical place where it takes shape and on the other, it is a mental place where everyone has the freedom to be what he/she wants to be. It is a place where you can live and put your emotions into play to feed yourself and others with your expressive energy. The work on emotions is essential for those who do theater at all levels. It is impossible to convey emotions if you cannot live them freely in the first person. The audience wants to hear the vibration of your energy, not the voice of an actor. The work on emotions is therefore essential for any theatrical performance. This is why the Authors believe that there is a great affinity between theater and emotional geography, both in a "diagnostic" phase (mapping) and in an "operational" phase (personal or organizational path of change or reinforcement or performative)

**Conducted by Marco Bertagni, Stefano Giannascoli and Cesare Bertini**



**CODE: CCC-PER-16-CARACAS**

**Length: 5 hours**



# E-MOTIONS AND HARMONY

**ENERGY ON THE MOVE!**

How to shed light on the world of Emotions, how to transform and *manage* them, not being overwhelmed by them? Conducting the emotions and then one's state of mind, guiding one's energy and knowing how to use emotional intelligence, does not mean hiding what we feel, but rather expressing it in the most appropriate and adequate way. This implies a constructive attitude, in relation to the various situations of Life (both personal and professional), influencing our Self-Efficacy! Yup! Our mood affects our results! The goal is therefore Harmony, to learn strategies that allow you to deal with the elements of...Energy in motion. Authors will first ask attendees to draw their emotions, an innovative methodology to elicit and represent their emotional moments and they will then lead them on a path to-awareness and harmony.



**Introduced by Marco Bertagni and Conducted by Isania Forgione**

**CODE: CCC-PER-17-SAMBUCA**

**Length: 4 hours**



# ENERGY AND PLACES

FROM PETRA AND SAMBUCA TO SOMEWHERENESS

Have you ever been in a place where you feel the flow of energy? Have you experienced places where you felt a connection without knowing where it comes from? Where strong feelings and emotions come out just by being there? Did you put them in your map? Great! We love and believe in the energy of places. But is it something we discovered only lately? No, a long time ago people had already acknowledged the energy of such places and usually built their temples, cathedrals, churches and oracles there, to get connected with their higher energies or even with their Gods. The Authors will invite attendees to two little rocky and hilly villages: Sambuca, in Italy and Petra, in Greece. These will be the starting points to discover 2 magic areas and to talk about how to catch somewhere. Energy is clearly present in some places, but we need to know how to perceive it. Let's experience the *hic et nunc* and play a game with the...spirits of places!

**Conducted by Maroo Bertagni & Natasha Peolidis**

**CODE: CCC-PER-18-BRINDISI**

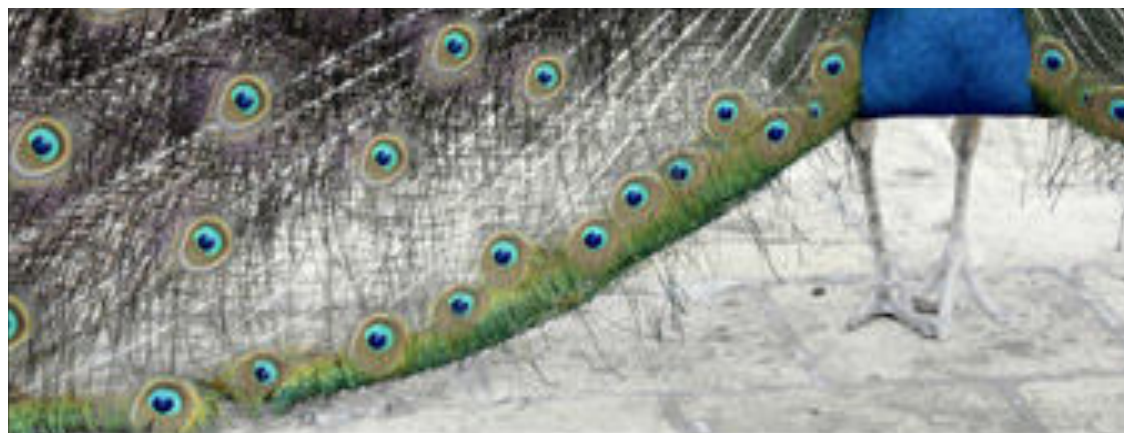
**Length: 3 hours**



# SEARCHING FOR BEAUTY

CLOWN THERAPY AND SELF-IRONY

The discovery of beauty: a personal journey, in search of one's beauty and one's talents, which can be useful for improving relationships, communication, listening to others, who are in a critical social situation (illness, poverty, loneliness, abandonment, social risk in general), and in daily relationships (improving private life, work, family, friendships, etc ...). All of this through the art of Clowning .. Learn to laugh at yourself and WITH others!



**Introduced by Maroo Bertagni and conducted by Cristiana Zongoli and Angelo Cofano**



**CODE:** CCC-PER-19-BEIJING

**Length:** 3 hours



# ENERGY, EMOTION, MOVEMENT

THE WAY TO NATURALITY

Energy, emotions and movement: the energy of emotions, according to Chinese medicine, affects organ' health: this assumption is somehow recognized also by traditional Western medicine which, to describe this phenomenon, speaks of somatization. The two medicines are therefore not so distant in admitting the close correlation that exists between mind and body, even if they do it differently. Qi Gong and emotions: through the movements of Qi Gong, emotions can be regularized and harmonized. There are ancient practices in Chinese medicine of movement associated with breath, with emotions. Qi is the vital breath or energy that helps the good functioning of body and organs, all of this positively influences the emotional sphere and the mind to reach a state of serenity.

**Introduced by Maroo Bertagni and conducted by Cristiana Zongoli & Angelo Cofano**



**CODE:** CCC-PER-20-CLUJ

**Length:** 4 hours



# BEWARE OF THE CATFISH

CATFISHING AND GASLIGHTNING

During this seminar, the Authors will explain and provide examples for, the concepts of catfishing – the practice of pretending to be someone different on social media, in order to trick or attract another person – and gaslighting – the action of controlling someone by making them believe things that are not true, especially by making them lose their reason. Attendees will be asked to draw an emotional map representing moments of their lives where they played either an active or passive role with regard to these two practices. Finally, the Authors, a doctor and an emotional geographer, will share their thoughts on how to recognize and face these practices and of course on how to avoid being an active part of it.

**Conducted by Maroo Bertagni and Cristian Dragalina**

**CODE:** CCC-PER-21-LUCCA

**Length:** 4 hours



# UTOPIA

THERE IS NOTHING LIKE A DREAM TO CREATE THE FUTURE

The word UTOPIA comes from ancient Greek: οὐ (“not”) and τόπος (“place”) which translates as “no-place” and literally means any non-existent society. How has the word utopia been interpreted in different cultures through ages? Instead of being afraid of a *non-place*, the Authors, geographers, before becoming *geographers of emotions*, try to fill the gap between attendees’ perceptions of the city they live in, and their ideal city. The whole group will then be asked to map out the *ideal city* where dreams can come true. A road map should result from the workshop, showing imaginary places, how to get there, how to «live» these places. This seminar is about focusing on what we really want in our life, not only in economical terms but especially through spiritual and emotional well-being.

"A map of the world that does not include Utopia is not worth even glancing at, for it leaves out the one country at which Humanity is always landing. And when Humanity lands there, it looks out, and, seeing a better country, sets sail. Progress is the realisation of Utopias.»

(Oscar Wilde)

**Conducted by Maroo Bertagni and Ilaria Di Cori**

**CODE: CCC-PER-22-ULANBAATAR**

**Length : 4 hours**



# PHILOSOPHY OF DISCOVERING

THE ART AND THE PSYCHOLOGY OF TRAVELLING

We want to travel in an instinctive but conscious way, guided by geography and grasp the essence of places and what happens there on different scales: the overall picture but also the particular, the unique and unrepeatable. We wish to steer off conventional paths, to get out of the schematics and the bonds of all-inclusive travel, to shun commonplace and find beauty in every place, even in the common ones. In every person we meet, widen our horizons, trace experiential paths, learn not to take anything for granted, consider the journey itself as a destination. So, let's travel! Let's launch multi-perspective glances, free from the prejudices of the world, examining nature and human phenomena with the spirit of the geographer, anthropologist, land planner, economist, poet or simply the person who wants to know. "We were not made to live like brutes but to seek for virtue and knowledge». The journey therefore is a key element in designing the Earth and understanding the human dynamics on it, or *to do geography*. For Machado, there is no pre-packaged trip "*el camino se hace al andar*" (the path is made by walking) but to ensure that this happens, one must be prepared to welcome the multi-directional stimuli that every journey has in store and to look anew at those who are not afraid nor ashamed of being amazed and crying for the emotion of what the Earth puts in front of us when we explore it. Perhaps the secret is to be thirsty for discovering the World and to hope that this thirst is unquenchable.

**Conducted by Marco Bertagni**



**CODE: CCC-PER-23-SANDONNINO**

**Length : 6 hours**



# GEO-EMOTIONAL PHOTOGRAPHY

FROM PHYSICAL TO METAPHYSICAL PHOTOGRAPHY

Geo-emotional photos are those shots that besides documenting reality, at the same time stimulate deeper thoughts, somehow connected with the so-called somewhere-ness, the Latin *genius loci*. Before getting to the...*metaphysical side* of pictures, the Author will examine the technique of documentary photography ([www.bertagniphotography.com](http://www.bertagniphotography.com)), analyse the Emilio Salgado, Bruce Chatwin and Albert Kahn productions and the archive of Società Geografica Italiana. He will then introduce participants to Visual Topology, to Cards Beyond<sup>®</sup>, to the  $\phi$ -camera scheme and to the mirror lens technique. Participants will be given some clues on how to focus attention on the environment, on the reality around them, to use their imagination, to catch details that they usually tend to overlook, to get a deeper perception of the world, to taste mindfulness! They will go on a photo safari where they live and name these emotional *captures* after IMAGINARY PLACES. This metaphorical journey will be based on the River Game OVERGROUND<sup>®</sup>. All participants shots will be examined.

**Conducted by Maroo Bertagni**



**CODE: CCC-PER-24-LEHAVRE**

**Length: 6 hours**



# A JOURNEY THROUGH EMOTIONAL CARTOGRAPHY

HISTORY, ROOTS, SYMBOLISM, UNDERSTANDING, DRAWING

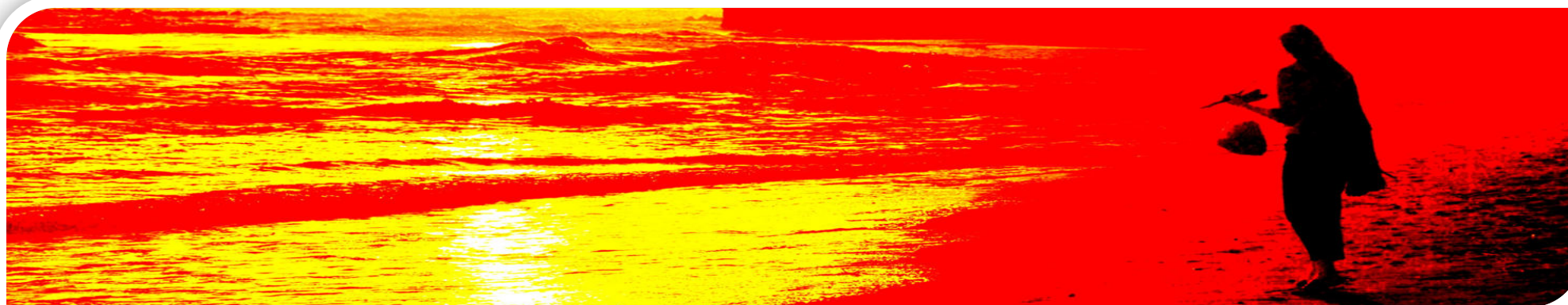
Attendees will map out their emotions before starting this seminar during which the authors – a geographer of emotion, an architect, a designer and an optimistic entrepreneur – will go through map interpretation first and then map aesthetical improvement. The workshop will begin with a journey through the evolution of emotional mapping, starting from the very first emotional map: the Map of Tender by Madame de Scudery. Each participant will then give a description of the road map they have drawn and authors will deliver clues on how to interpret the map and some guidelines on places symbolism and archetypical meanings. Attendees will then have the opportunity to improve their geo-emotional drawing techniques and also create a very peculiar map of an object that – since forever - has connected each of us with our roots and our dreams: a rug. ”

*The original rug is the ground we were born onto. It reflects who we are. It is the first element in creating an intimate and domestic atmosphere. In the home it carries its scent, its habits, its poetry. The rug is an archaic symbol that G.T. Design has transformed into something contemporary, familiar, a homely symbolism that defines the boundaries of personal space.” “Il Manifesto del Tappeto Contemporaneo” (The Manifesto of the Contemporary Rug), Deanna Comellini.*

**Conducted by Marco Bertagni, Melissa Rodriguez, Deanna Comellini, Michele Preti**

**CODE:** CCC-PER-25-TUNIS

**Length :** 6 hours



# GEOGRAPHIES: IMAGINED, PERCEIVED, REVISITED

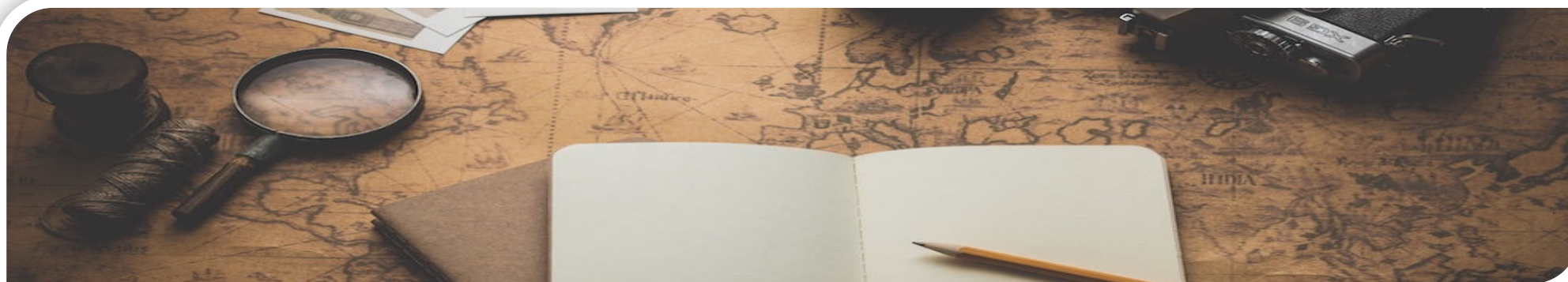
FILLING THE EMOTIONAL GAP

Cross travel is a metaphysical journey that gives you the opportunity to travel elsewhere and discover other cities and their culture while sitting on your couch! COVID-19 has changed the way we live and travel. Cross travel is a chance for people who would love to travel to a specific city/country but – for whatever reason – cannot, to experience a metaphysical journey and an intercultural experience of that place despite current travel limitations. At the same time, they get to experience that same place through the eyes and perception of their fellow travelers. Each participant has to thoroughly follow the designed itinerary. Participants are allowed to take pictures/ voice notes of the elements that draw their attention. Afterwards, participants discuss these elements and each participant has to rewrite the story of the city based on photos, audio notes, and personal emotions and perceptions. Participants are given free rein to express their feelings and imagination while describing the itinerary. Once the story is ready, each participant is required to record it and send it to the other groups.

**Conducted by Maroo Bertagni and Mariem Omrani**

**CODE: CCC-PER-26-SHEFFIELD**

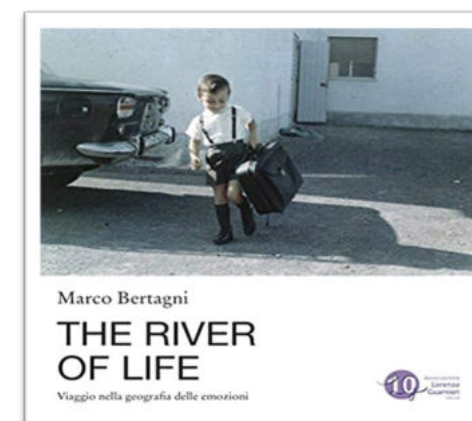
**Length : 8 hours**



# A JOURNEY THROUGH WOR(L)DS

TRAVELLING WRITING MASTER

Authors will drive attendees through the magic of travel literature. Selected lectures by famous travel writers will be commented on in order to give a clear picture of the different fields encompassed by travel literature. Words will carry all participants to new Worlds and each participant will be asked to draw - through THE RIVER OF LIFE® methodology – an imaginary map of a journey they would like to do. Authors will then talk about their travel books, to finally give clues on how to write about travels. After all writing about travelling is as simple as to write about life. Isn't life a journey? What? You don't think it is easy to write about life? Well, then come onboard to write about travels!



**Conducted by Marco Bertagni and Fariba Hachtroudi**



**CODE:** CCC-PER-27-MILAN

**Length :** 6 hours



# TABLESCAPES

HOW TO ELICIT EMOTIONS THROUGH TABLE SETTING

Authors will start with an overview on table setting and cinema. Many famous movie scenes are centered on table setting and table itself will certainly elicit values, emotions and moods. According to the way you decide to set your table you can somehow address the event and the atmosphere. Relations, family, friendship, tradition, roots, culture, style, design, respect, business, people, taking care: there are so many elements to take into account when setting a table. Authors will play some games on this subject with attendees asking them to guess who's coming for dinner and also by asking them to draw a map of an event with different targets and to design a table setting accordingly.

**Coordinated by Marco Bertagni and conducted by Lucia Lamonarca**



**CODE:** CCC-PER-28-YOGYAKARTA

**Length :** 6 hours



# HYPNOTIZED BY MUSIC

DANCES OF THE SEA AND THE WIND



Attendees will be asked to draw a travel itinerary and to create a storytelling based on places where hypnotic music are part of the culture. Music like Taranta or Pizzica, jatitlan sounds of Indonesia, obsessive rhythms of Maghreb, tribal music of equatorial Africa and so on can be the path on which participants will walk following the notes they need in order to feel better, to understand that sometimes, or even always, reason should give way to the heart. To get carried away by distant rhythms and...dance, mentally or physically, like whirling dervishes! The last part of the workshop is titled "Dances of the Sea and the Wind», a Traditional folk music of Salento and Southern Italy. Popular dance is an expression of peoples and cultures over time and gives shape to their stories through music, history, tales, and legends. Each dance is a window that opens onto a world that is sometimes close to us or even very far away. This part of the seminar will reveal the meaning of dances that bring within their gestures and music the sign of the landscape they tell: a repertoire of dances that are progressively accessed through playful and expressive activities, aimed at allowing discovery and experience firsthand the "hidden" meanings within particular gestures and sounds, for the sheer pleasure of having fun, discovering simple dances, which took place at home, in farms, on specific occasions, around a fire... This workshop uses the tools of dance movement therapy, dance-game and traditional dances.

**Conducted by Maroo Bertagni and Cristiana Zongoli**

**CODE: CCC-PER-29-LONGBRANCH**

**Length: 8 hours**



# MUSIC THERAPY AND RIVER SOUNDTRACK

THE SOUNDTRACK OF YOUR LIFE

Authors will use music within a therapeutic relationship to address the physical, emotional, cognitive, and social needs of attendees. After assessing the strengths and needs of each client, the qualified music therapist provides the indicated treatment including creating, singing, moving to, and/or listening to music. Through musical involvement in the therapeutic context, clients' abilities are strengthened and transferred to other areas of their lives. Music therapy also provides avenues for communication that can be helpful to those who find it difficult to express themselves in words. Research in music therapy supports its effectiveness in many areas such as: overall physical rehabilitation and facilitating movement, increasing people's motivation to become engaged in their treatment, providing emotional support for clients and their families, and providing an outlet for expression of feelings. Authors will use traditional therapeutic tools of music therapy but also innovative River games – based on THE RIVER OF LIFE methodology and on the emotional geography – through which attendees will be asked to find music to heal people suffering from certain phobias. Finally, an intriguing River-emotional-soundtrack will be created by each participant by anchoring music and songs to key-events of their lives.

**Conducted by Maroo Bertagni, Michele Zanoni and Mayte Espindola**

**CODE:** CCC-PER-30-LIVERPOOL

**Length:** 4 hours



# LIFE OF A FOOTBALL FAN

IS YOUR TEAM MORE IMPORTANT THAN YOUR WIFE/HUSBAND?

Have you ever tried to explain with words the relation you have with your football team? Isn't it difficult to write it down, unless you are a journalist? What the Author suggests through this path of awareness is to map out – by using THE RIVER OF LIFE (R) methodology – a road map explaining the many emotional places you have been passing through or been living for years since the day you have discovered a passion for a Club until now. You will realize that it is easier to draw your emotions than to put them in words. The relation with the football club you support is something very instinctual, so why use words that are more connected with the brain? Drawing was the first way of communication for human beings: this meta-language is much closer to the mood and the deep thoughts of a football fan. Even though it's commonplace to stereotypically describe football fans like mean and wild people with an IQ. as “low” as that of ...AC Inter Milan supporters! Well, you know what I mean! Let's go mapping!

**Conducted by Marco Bertagni, supported by Mattia Bertagni**



# A FAMILY JOURNEY

EACH ONE OF THE FAMILY CAN SURPRISE YOU

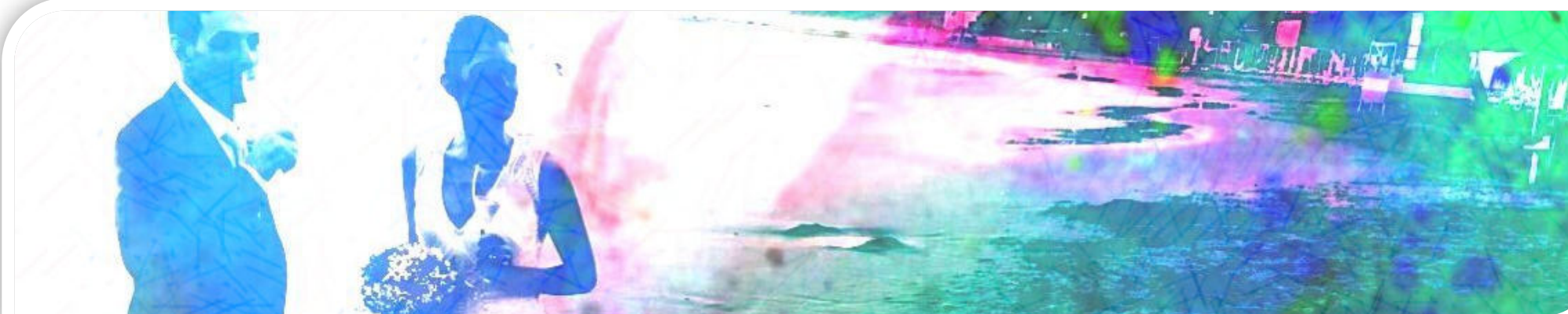
These meetings are intended for those families who consider themselves a form of social organization, able to welcome and translate their life experience into emotions and memories to be identified as a precious treasure. Emotions and the ability of catching and understanding them play a key-role in enabling every member of the family to find her/his identity through others. What the authors – a counselor and a geographer of emotions – are proposing here is a journey where the destination is renewed every day. This path of 5 meetings will begin with a mapping at T/0 about how each member of the family perceives individual members and the family as a whole. This emotional map will be a sort of road map for a journey during which the family will continuously discover new places to share. Each member will improve her/his listening attitude, and empathy. The counseling is based on games and exercises – such as taking pictures of oneself and of others, giving a non-conventional self-presentation, organizing together a mental journey yet to be done, preparing their own luggage, sculpturing emotions and so on. At the end of the journey, attendees will be asked to redraw a map at T/1. This path will provide emotional fulfillment, prompt reciprocal emotional support among family members, and of course enhance everyone's capacity to provide a deeper contribution to the project of living together.

**Coordinated by Maroo Bertagni and conducted by Loredana Faraci**



**CODE: CCC-PER-32-LAHABANA**

**Length : 5 hours**



# CON UN MAPA SE SOLUCIONA TODO

COUPLE THERAPY BASED ON TRADITIONAL PSYCHOLOGY AND ON EMOTIONAL GEOGRAPHY

A preliminary meeting with the couple will be useful to understand if the couple really wants to embark on a journey of personal growth. Once onboard, the Authors, a Psychologist specialized in couples therapy and a Geographer of Emotion, will ask the couple to draw 2 different kinds of emotional maps by using THE RIVER OF LIFE methodology: a MAP OF LOVE that is an overview of how each person has been living her/his relationship with love and feelings, and a MAP OF COUPLE where, each partner will draw the emotions they have experienced along this "journey". The couple will then share their maps and this will be the beginning of a therapeutic path based on the classical tools of psychology and on the more innovative tools of emotional mapping and geographical archetypes interpretations. At the end of the experience the attendees will be asked to draw together a new map, about their past, their present and their future.

**Conducted by Marco Bertagni and Lesslie Fernandez**

**CODE:** CCC-PER-33-SANDIEGO

**Length:** 4 hours



# FOR A WORLD WITHOUT WALLS

*Tour du monde* BUILDING BRIDGES, NOT WALLS

For the past few years, migration and borders have been a central theme in the media and in politics, a source of view time for the former and votes for the latter. Beyond the hype, what do we know about migration and borders? To what extent are these phenomena natural, artificial...psychological? What is within us that makes us feel strongly, one way or another, about migration and borders? How do these feelings affect our perception of the world and the ways we choose to shape it?. Authors will report about their journey to Californias, on both sides of the border, in all their geographical unity and cultural diversity. Attendees will then be invited to a journey through the main walls that instead of decreasing in number after the wall of Berlin collapsed in 1989, increased all over the World! Hopefully we will experience *The fall of Bounds* feeling and gain a better understanding of our inner and outer boundaries.



**Conducted by Maroo Bertagni and Letitia Farris**

**CODE:** CCC-PER-34-GIANTSCAUSEWAY

**Length:** 4 Hours



# IDENTITY EVOLUTION

FROM YOUR ARCHETYPE TO WHO YOU ARE TODAY AND WILL BE TOMORROW

An alter ego (Latin for "other I") means an alternative self, the part of someone's personality that is not usually seen by other people: Superman is Clark Kent's alter ego. Look at the following quote by life coach and author Iyanla Vanzant: "There is a force within you that is ruthless, fearless, and powerful. And you have every right to tap into that force and use it to your own advantage." Harness that force by creating your own superhero/alter ego. A well thought out alter ego can help you bridge the gap between where you are now and where you want to be. It can allow you to step out of the box that you've created for yourself and do something that's totally out of character for you, like going to bed early and getting up early to watch the sunrise! Your alter ego can help you get out of your own way. It can help you evolve into a healthier, happier you! this is going to be fun! Let's (re)discover our vocation, let's go through the myth of Er, Jung's archetypes and by playing the River Game GET READY<sup>®</sup> feel aligned with our self. Authors will lead participants through a path allowing them to get closer to themselves, others and the World.

**Introduced by Marco Bertagni and conducted by Aileen McGinnis**

**CODE: CCC-PER-35-BUCURESTI**

**Length: 6 hours**



# FEARLESS!

**HOW NOT TO BE AFRAID OF EMOTIONS AND TRANSFORM THE FEAR INTO PERSONAL POWER**

Authors will guide you, in a space of trust and non-judgment, to discover a new you, that real essence of you, that is many times hidden under layers and layers of stories about you, about who you are. They will accompany you to dig deeper into the river of emotions, to discover new perspectives about emotions and how you can become a more balanced and happy person.

The first 3 steps of Bertagni's book "Fearless" will help attendees to elicit and represent their emotions through the selection of a vocational pictures, the definition of a geo-emotional CV and the drawing of an imaginary map.

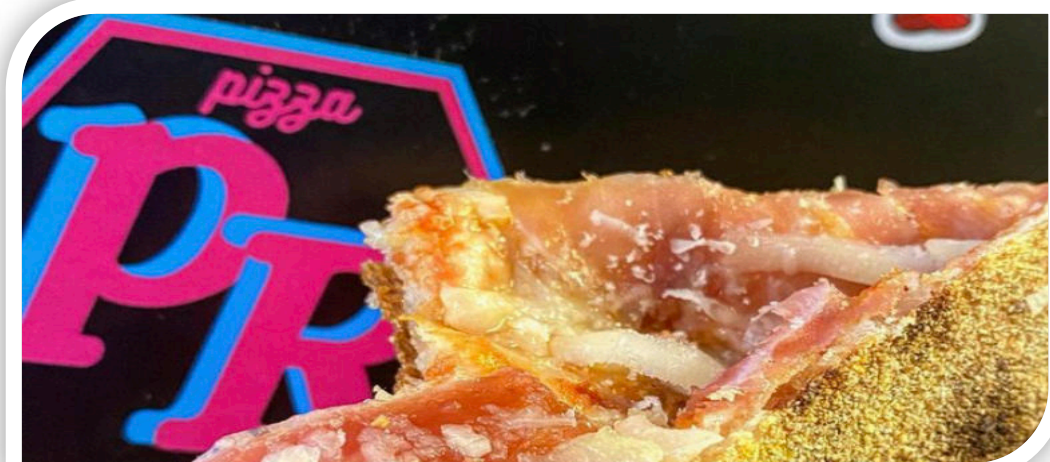
Then Paduraru, will run the workshop "How to turn fear into personal power". Focusing on a very common emotion, fear, she will define what fear is from a rational and energetical point of view, where it is coming from, what is its message and how can you use it for your own evolution. Many questions will be answered during this workshop: What is fear all about? What are the main behaviors we experience when feeling fearful? What is the physical expression of fear? How is fear perceived by male and female? Is there any difference? When does fear become dangerous? How fear is associated with different other emotions? How can we distinguish fear? Is fear natural or is it inherited from parents or family? What is the spiritual and vibrational meaning of this emotion- Hawkins scaling of feelings? What are some myths and prejudices about fear? Lots of practical tools and exercises that will help you to transform fear into an empowering fuel for your personal growth.

**Introduced by Marco Bertagni and conducted by Liliana Paduraru**



**CODE: CCC-PER-36-APP1A**

**Length: 3 hours**



# PIZZA RIVER

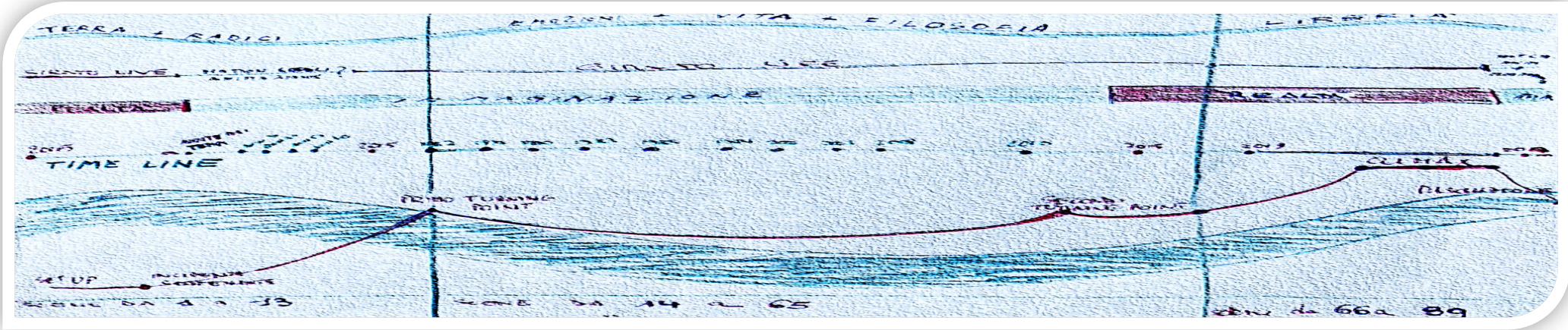
**HOW TO SET UP AND RUN A PIZZERIA BEING INSPIRED BY GEOGRAPHY OF EMOTIONS**

The first PIZZA RIVER® Pizzeria has been opened in Roma in October 2020. *What Pizzas have to do with Rivers?* you could ask. Easy: Pizzas of the menu take the names of World most important Rivers and their main or typical ingredients come from the territory of the basin of each River. This way, the single PIZZA RIVER® carries a *touch* from the place where the River flows. Clients are called to create their own recipes accordingly to the River on which the Pizzeria Managers monthly open a challenge. Domestic rivers menu can also be created. Clients can play online or live the River Game RIVER64® and also follow the many challenges and games proposed by the Pizzeria management. This course will give hints not only from the conceptual and geo-emotional point of view but also from the technical point of view, on how to set up and manage a PIZZA RIVER® Pizzeria. Also, during the course the pioneers of the PIZZA RIVER® concept will give us their testimonials about this ongoing experience. The PIZZA RIVER® is flowing!

**Conducted by Maroo Bertagni (Testimonials Alessio Pietrelli, Simone Pietrelli)**

**CODE: CCC-PER-37-JOHANNESBOURG**

**Length:** 8 hours



# FROM IDEAS TO STORYBOARDS

**HELPING PEOPLE TO TRANSFORM THEIR IDEAS IN BOOKS, ART VIDEOS, MOVIES**

You have in mind a story and you want to make a movie or a book out of it? You don't know where to start from?

This workshop will suggest to you to start your script not by writing ... but by drawing!

Through the innovative ‘The River of Life Cartographic Methodology’, in a few rules we will introduce attendees into the Aristote, Freytag and Campbell’s narratives schemes summed up in a River Scen-o-gram template that, respecting all the rules, will also allow beginners to drive their ideas into a river bed and let them freely flow according to consolidated narrative schemes.

Then a theoretical part about script writing will be provided, by the Author, who has extensive experience in book, video, movies creation, editing and production.

Pack your story and take your pencils!

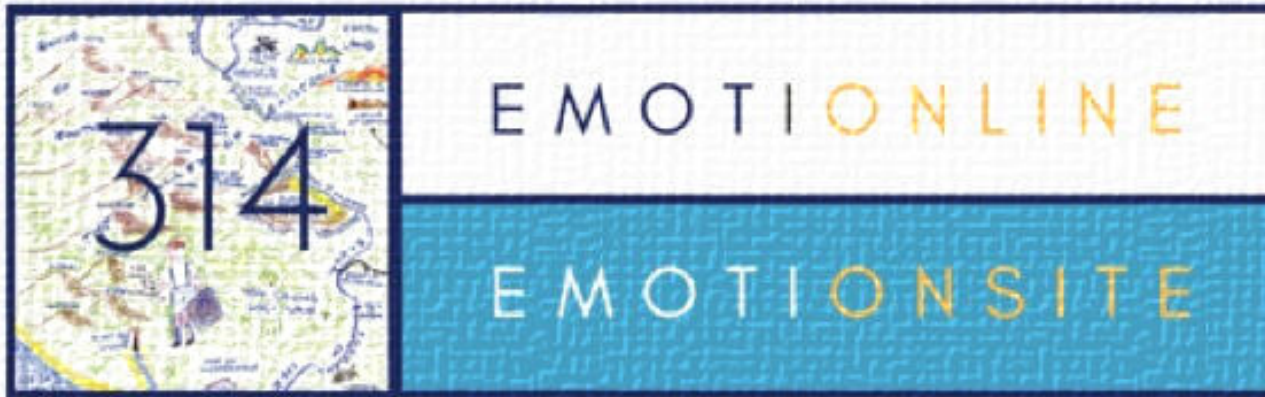
ClAK: we draw!

**Conducted by Maroo Bertagni and Aisla Tulloch**



**CODE: CCC-PER-38-SIRACUSE**

**Length: 314 minutes**



# 3,14

**1-2-1 GEO-MAIEUTICAL AND EMOTIONAL MAPPING COURSE**

Have you got a PC, a Skype account or a WhatsApp number? Or, are you available to periodically go to Anzio?

Do you want to explore the real-imaginary world of GEOGRAPHY OF EMOTIONS and create your own EMOTIONAL MAP or watch your River of Life flowing?

With this *online* or *onsite* (live) exclusive course of GEO-MAIEUTICAL AND EMOTIONAL MAPPING you will get closer to Yourself, to Others and to the World.

You will learn or improve some techniques to elicit your inner landscapes and to then share and represent your emotions the way you prefer, in total freedom.

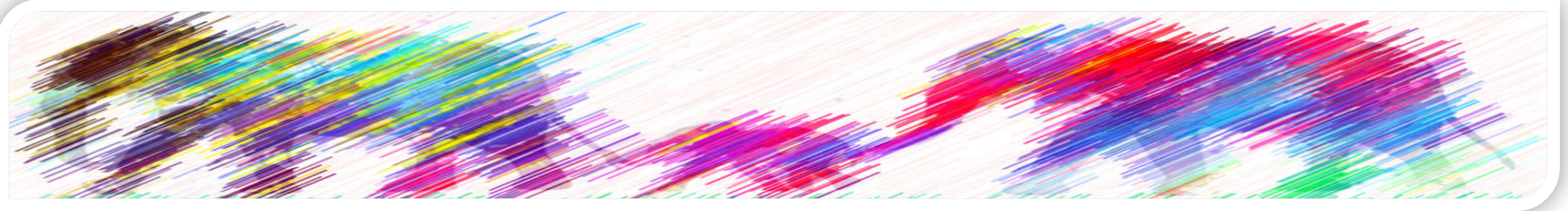
The initial call/meeting will then be followed by 6 calls/meetings of 50 minutes each at 15-day intervals.

The whole course in just 314 minutes...plus homework!

**Conducted by Maroo Bertagni**

**CODE: CCC.PER-39-BERLIN**

**Length: 8**



# MANAGING LOSS

INDIVIDUALS WHO HAVE EXPERIENCED A LOSS OR TRAGEDY

Have you ever tried to draw your geo-emotional map of Grief and Loss? This is what Attendees will be asked to realize, according to THE RIVER OF LIFE<sup>®</sup> geo-emotional cartography methodology, at the very beginning of the course. Discussing and debating aspects of Grief and Loss and moving on with a positive mindset will then be examined: what is grief, what are the positive effects of having open conversations about loss and organ donation. How does communication help, ranging from within your inner circle to professional support groups. This is an interactive course. Participants will go through a process of listening to the Author's experiences of grief and loss along with their journey in life by storytelling and then reciprocate by telling their story, writing out a list eliciting emotions and asking 'W' questions, i.e., what happened, where, when, why and what next. (where do we go from here, who do we talk to, what do we do to address the taboo topic of grief and loss personally and also professionally at work, how do we verbalize our emotions, how do we write down our feelings? This will be followed by an interactive debate with attendees. Attendees will interact with the Author both in terms of mindset and attitude from grief followed by moving into the next space mentally by living their best life. Techniques will be demonstrated including; the NLP techniques of anchoring to get back emotional control; NLP techniques to replace emotions such as loss with happiness; Timeline coaching to release negative emotions and finally an affirmation meditation will be demonstrated during a live session. The Author will discuss and debate how to utilize these resources on your own in order to make the inevitable experience easier to cope with when it happens. Links to professional organizations for support will be provided.

**Conducted by Aisha Chaudhry**



**CODE:** CCC-PER-40-ANZIOBEACH

**Length:** 4 hours



# FOOTBALL AND HUMAN GEOGRAPHIES

MIGRATIONS, TERRITORIALITIES, LANGUAGES

Few things are more universal than Geography and Football.

In this seminar, Marco Bertagni will present the many relations between Football and Geography in different contexts, starting with the Environment, then going to Politics, and Migrations.

All *actors* of the football chain or circus, as you like, from managers, to coaches, from players to supporters will be seen from this unique perspective of the human geography and framed into the Emotional Geography.

A very interactive workshop, where attendees will be asked to map out their relationship with football whether they play it, or are somehow involved and engaged with a football club as managers, trainers or supporters.

Many stories will be told and drawn by the author and by the attendees.

It's time to kick off!

**Conducted by Marco Bertagni**

**CODE:** CCC-PER-41-LICHFIELD

**Length:** 6

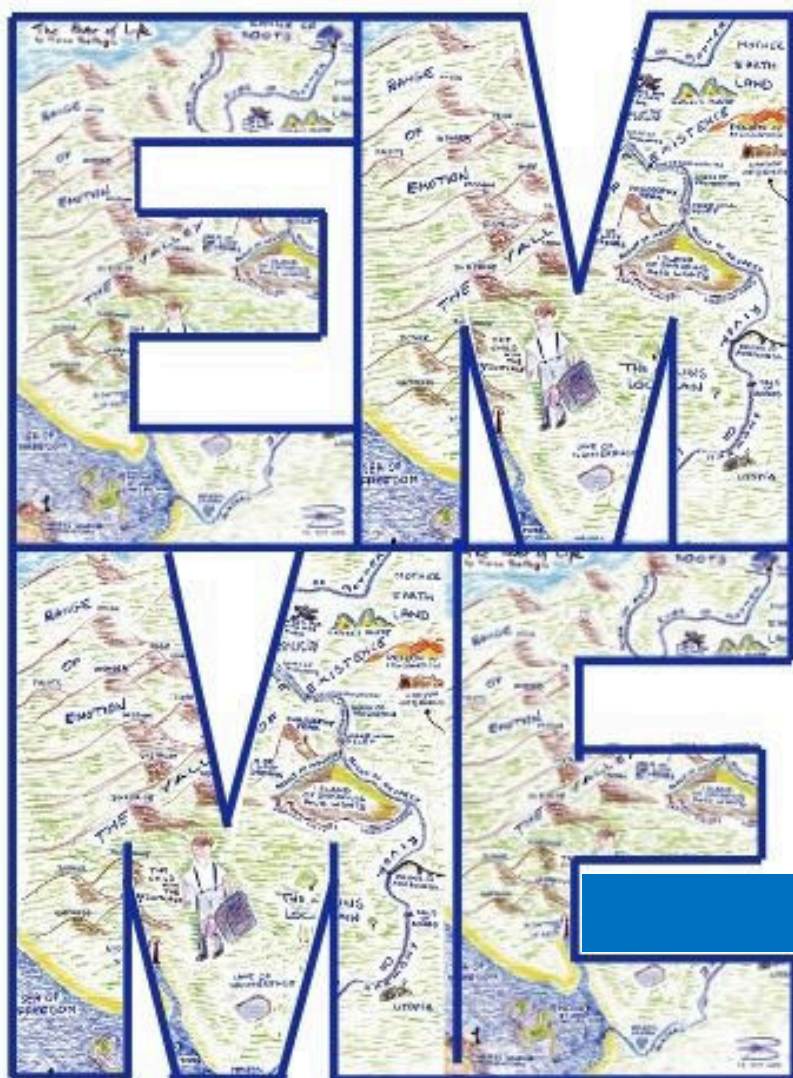


# WRITING SKILLS FOR COACHES AND BUSINESS OWNERS

**GROW YOUR TRIBE, ENGAGE WITH CLIENTS, DEMONSTRATE YOUR VALUE**

This course is designed specifically for Coaches and Small Business Owners who understand the need for creating great written content to communicate with their clients, prospective clients, contacts and followers in order to grow their business. This course will give you extensive information on various types of writing, from post content to developing a blueprint for your book and other projects in between. More than that, it will also help you to manage the emotional ups and downs that you are inevitably going to experience on your business journey as you strive to grow and develop your business and client base. Not everyone is a natural writer, everyone can learn the basic techniques.

**Conducted by Ali Bagley**



**TGM – Travel Guiding & Mentoring**



**TGM**

**Travel**  
**G**uiding &  
**M**entoring





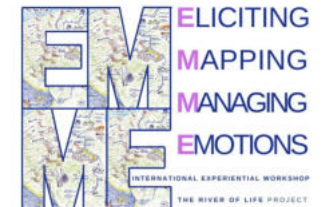
# TGM: Travel Guiding and Mentoring

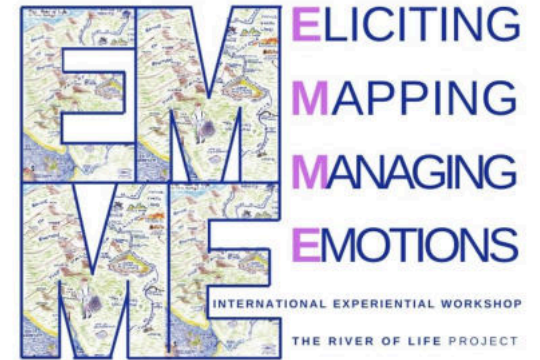
## TGM: Travel Guiding & Mentoring

We offer a wide variety of travel-related services, focusing on both physical or meta-physical journeys. We provide specialist travel consulting, guiding and mentoring in order to support each client to better understand and define their path of growth.

**GEO-MAIEUTICAL JOURNEYS** (TGM-GMJ) are physical itineraries, structured on thematic stages (EARTH, ROOTS, EMOTIONS, LIFE, PHILOSOPHY, and FREEDOM) based on the River Game A GEO-MAIEUTICAL JOURNEY which provides the client with an inspiring template to define their bespoke road map. Places assume a key-role of an 'engine of emotions' emergency process (GEO-MAIEUTICS). Each Place has stories to be told and emotions to elicit. Using the River of Life's methodology, participants will break new ground, discover the Genius Loci, and evoke their inner landscapes. Through River Games, artistic workshops and multisensorial exercises, travellers will dive into places to get closer to "somewhereness", but also to better connect with themselves and with others.

EMME's **METAPHISICAL JOURNEY** (TGM-MTJ) is an experiential journey that will allow travelers to enhance awareness, a spirit of adventure, change in attitude, listening, strengthen connections, emotional intelligence, adaptability, mapping sense and storytelling skills. The main goal is to explore a territory, on different levels, in order to reach a dream, to defeat fears, and to better understand our own inner landscapes. We follow *The River of Life*® 6 thematic stages - EARTH, ROOTS, EMOTIONS, LIFE, PHILOSOPHY and FREEDOM – during which everyone will build his or her own travel story, facing various kinds of challenges, joining Q&A sections, learning to get along with a travel mate - possibly very different from themselves - to look beyond appearances, to create empathy, to activate imagination. Each traveler, together with their animal spirit guide, will become a *hero* – a person who is able to progress from an ordinary to an extra-ordinary world - taking a personal journey, in harmony with the companion's story and vision. A journey where places will become the drawn and written scenario of a voyage across the boundaries between reality and imagination. The Journey will elicit multilevel discovery: a new place, a new self, a new other. The traveler is not only the main character, the star, the hero of this journey: they will also learn to narrate this journey, to share their experiences and to deliver their treasure to other travelers as they receive their treasures.





# TGM-GMJ

**GEO-MAIEUTICAL JOURNEYS  
FOR PEOPLE, ORGANIZATIONS,  
TRAVEL AGENCIES AND TOUR OPERATORS**

<https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1XeQDI4hIPCKLafU7eWQ2ZaQntVBC169R&ll=40.86379337551982%2C20.04828495781251&z=8>

**CODE: TGM-GMJ-01-ANZIO1**

**LENGTH: 1 DAY**

### Full schedule and info:

<https://www.google.com/maps/place/Bertagni+Consulting+s.r.l./@41.4512689,12.6334709,15z/data=!4m5!3m4!1s0x0:0x474e2d88b3bac79a!8m2!3d41.4512689!4d12.6334709>

**LUNCH WITH VIEW ON THE SEA OF FREEDOM INCLUDED**



# 98, GRAMSCI ANZIO ITALY

## WHERE THE RIVER FLOWS

**Earth:** Terrace (Paintings «Sobrevivir» and »Vivir«)

**Roots:** Entrance and studio Upstairs (Painting «Uberto and Anna»)

**Emotions:** Inner stairs (Painting «La escalera de las emociones»)

**Life:** Sitting room and studio Downstairs (Painting «3,14»)

**Philosophy:** Sitting room Downstairs (Painting «Philosophy Peak»)

**Freedom:** Terrace (Painting «The Dream»)



**Guided by Marco Bertagni**

**CODE:** TGM-GMJ-02-ANZIO2

**LENGTH:** 8 DAYS

**Full schedule and info:**

<https://www.google.com/maps/d/u/0/edit?hl=it&hl=it&mid=1yB6mkldYGvWmyMOaxU3hemVw8yyXzHv3&ll=41.68805717205659%2C12.423458593800625&z=10>



**ANZIO** ITALY

## SWIMMING IN THE SEA OF FREEDOM

**Earth:** Tor Caldara

**Roots:** Campo di Carne, Anzio's Archeological Museum and Nettuno's war cemetery

**Emotions:** Rome

**Life:** Anzio and Nettuno

**Philosophy:** Torre Astura

**Freedom:** Nero's Villa, Marinaretti, Tirrena beach stadium



**Guided by Maroo Bertagni**



**CODE: TGM-GMJ-03-ROMA**

**LENGTH: 1 DAY**

**Full schedule and info:**

[https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1qy5\\_9lTeAk\\_1sh9-NLzqCITZQ&zokVMI&ll=41.89220116739659%2C12.534129000000002&z=14](https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1qy5_9lTeAk_1sh9-NLzqCITZQ&zokVMI&ll=41.89220116739659%2C12.534129000000002&z=14)

**LUNCH TRATTORIA «IL RAGIONIERE» INCLUDED**



# TORPIGNATTARA, ROME

ITALY

## CROSS-CULTURAL DAY IN AMATRICIANA SAUCE

**Earth:** Giardino degli Aranci

**Roots:** Isola Tiberina

**Emotions:** Torpignattara

**Life:** Torpignattara

**Philosophy:** Torpignattara

**Freedom:** Torpignattara



**Guided by Maroo Bertagni and Ilaria Di Cori**

**CODE: TGM-GMJ-04-BIELLA**

**LENGTH: 4 DAYS**

### Full schedule and info:

<https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1F9h-oVzrSvDlpD1EvbZWMOcWwNERYOVN&ll=45.56677507678294%2C8.0598777075486&z=17>



**BIELLA** ITALY

## THE THIRD PARADISE ON THE RIVER

### Earth: Lago della Vecchia, Sources of the Cervo River

## Roots: Sanctuary of Oropa

## Emotions: Villa Malpenga

**Life:** Burcina

## Philosophy: Baraggia di Candelo

## Freedom: Spazio Terzo Paradiso



**Guided by Marco Bertagni and Ernesto Panza**

**CODE: TGM-GMJ-05-VENICE**

**LENGTH: 4 DAYS**

### Full schedule and info:

<https://www.google.com/maps/d/edit?mid=1EkeR-pHiCTPwtBps98d1aERrTGZk9Bvz&ll=45.42342830638528%2C12.356762950000029&z=11>



# VENICE & THE LAGOON

# THE SOUND OF YOUR STEPS

## Earth: Sant'Erasmus

**Roots:** Torcello, San Francesco del Deserto

## Emotions: San Marco

**Life:** Canaregio, Castello

## Philosophy: Malamocco

### Freedom: San Pietro in Volta, Sant'Antonio di Pellestrina



**Guided by Caterina Ligios**

**CODE: TGM-GMJ-06-ELBA**

**LENGTH: 4 DAYS**

## Full schedule and info:

[https://www.google.com/maps/d/edit?mid=18C7JGwH\\_Wioyk-yVS8MLUasJQOylsXlw&ll=42.72440008133691%2C10.375464118829631&z=11](https://www.google.com/maps/d/edit?mid=18C7JGwH_Wioyk-yVS8MLUasJQOylsXlw&ll=42.72440008133691%2C10.375464118829631&z=11)



# ELBA ISLAND ITALY

## MAGNETIC ENCHANTMENT

**Earth:** Miniere di Calamita/Ginevro/Rio. Laghetto di Terranera

**Roots:** Spiaggia delle Ghiaie, Villa delle Grotte

## Emotions: Museo del Mare – Il tesoro del Polluce

**Life:** Carcere di Porto Longone, Villa-Museo di Napoleone a San Martino, Tenuta agricola Acquabona

**Philosophy:** Eremo di Santa Caterina e orto dei Semplici a Rio nell'Elba

### **Freedom: Le Panche – Via del Volterraio**



**Guided by Monica Gambelli**



**CODE:** TGM-GMJ-07-SICILY

**LENGTH:** 8 DAYS

### Full schedule and info:

[https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1IXh0GQ1haZDsLr4udma\\_Ka7WVHqLUYuZ&ll=38.559311970722376%2C14.803046749755842&z=13](https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1IXh0GQ1haZDsLr4udma_Ka7WVHqLUYuZ&ll=38.559311970722376%2C14.803046749755842&z=13)



# SICILY

ITALY

## VOLCANIC SICILY

**Earth:** Etna Nord - Case Pirao

**Roots:** Nebrodi – Rocche del crasto e Bosco di Mangalaviti

**Emotions:** Bosco di Malabotta - Argimusco

**Life:** Alcantara

**Philosophy:** Peloritani – Capo Milazzo

**Freedom:** - Isola di Salina – Catania



**Guided by Glada Platania**

**CODE: TGM-GMJ-08-GARFAGNANA**

**LENGTH: 8 DAYS**

### Full schedule and info:

<https://www.google.com/maps/d/u/0/edit?mid=1F8DhWcRTBuw3gxiZrrNKap5zbPmQaFJu&ll=44.07162108713522%2C10.175376099999974&z=10>



**GARFAGNANA** TUSCANY, ITALY

# WHERE REALITY MEETS DREAMS

## Earth: Orrido di Botri

**Roots:** Pania di Corfino and Serchio River sources

### Emotions: Tanaborda and Vagli lake area

**Life:** Mulin del Rancone

### Philosophy: Rio Cavo and Sambuca

## Freedom: Cinque Terre



**Guided by Marco Bertagni, supported by Antonio Mazzei, alias *Man of the River***

**CODE: TGM-GMJ-09-APENNINES**

**LENGTH: 8 DAYS**

## Full schedule and info:

<https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1VaQM5W9-TqSxxCegicrVG65iHYAnm5ru&ll=44.15049819702533%2C9.637981949730511&z=13>



# APENNINES

## EMILIA & TUSCANY, ITALY

## WITH A FLYING CARPET ON THE APENNINES

## Earth: Fiume Panaro e casa sotto l'argine

**Roots:** Bosco di Nonantola, Villaggio Neolitico di Montale, Intreccio della «Pavir

**Emotions:** GT Design headquartersn, Crossing Apennines at Passo delle Radici

**Life:** Tanaborda & Serchio River sources and Pradarena

### **Philosophy:** Orecchiella, Pania di Corfino, Rio Cavo and Sambuca

## Freedom: Cinque Terre



**Guided by Marco Bertagni, Antonio Mazzei, Michele Preti & Deanna Comellini**

**CODE: TGM-GMJ-10-GREECE**

**LENGTH: 8 DAYS**

### Full schedule and info:

[https://www.google.com/maps/d/u/0/edit?hl=it&hl=it&mid=1TxHn73gZ54AzJiZuUGzbOOgE\\_mGJjr3x&ll=40.11542675199258%2C22.76183964687494&z=9](https://www.google.com/maps/d/u/0/edit?hl=it&hl=it&mid=1TxHn73gZ54AzJiZuUGzbOOgE_mGJjr3x&ll=40.11542675199258%2C22.76183964687494&z=9)



# GREECE

## BETWEEN GODS AND PHILOSOPHERS

### Earth: Olympus from Krevatia refugee

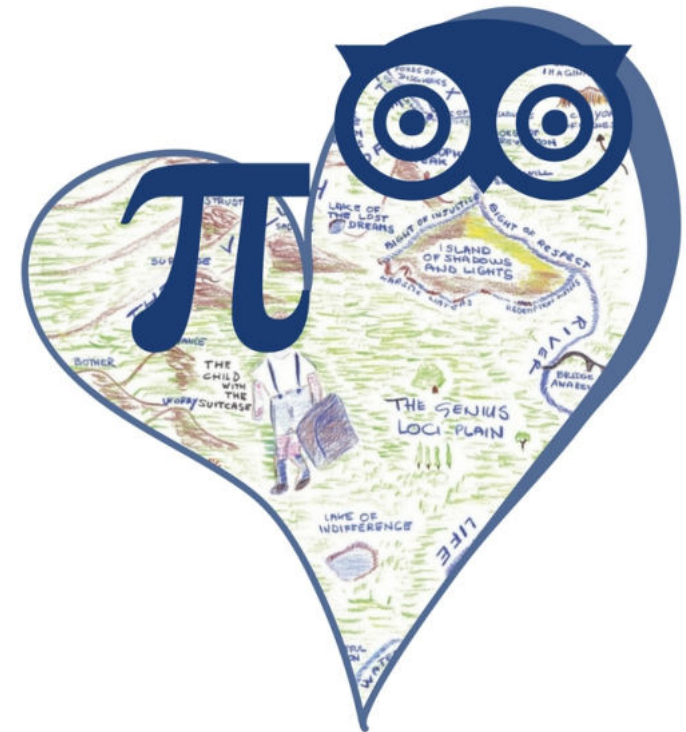
## Roots: Petra's cave of humanity

### Emotions: Olympus top

## Life: Rivers of Olympus

## Philosophy: Meteora

## Freedom: Kalkidika peninsula



**Guided by Maroo Bertagni and Natasha Peolidis**



**CODE:** TGM-GMJ-11-PORTUGAL

**LENGTH:** 8 DAYS

**Full schedule and info:**

<https://www.google.com/maps/d/u/0/edit?hl=it&hl=it&mid=1D7fXlnZ3oRvxGiKrug1grxaZm8HOgkV&ll=38.477792357600805%2C-9.054392399999996&z=11>



# PORTUGAL

## UTOPIA AND HARMONY

**Earth:** Arrabida Park

**Roots:** Lisbon

**Emotions:** Lisbon

**Life:** Rio Mayor

**Philosophy:** Lisbon

**Freedom:** Lisbon



**Guided by** Marco Bertagni and Diogo Antunes

**CODE:** TGM-GMJ-12-COLOMBIA

**LENGTH:** 8 DAYS

**Full schedule and info:** -

[https://www.google.com/maps/d/u/0/edit?hl=fr&mid=10TbpPLyuTnWDxx\\_-tgl3m8bbww9eiwl&ll=3.9452270423102926%2C-73.79851780000001&z=8](https://www.google.com/maps/d/u/0/edit?hl=fr&mid=10TbpPLyuTnWDxx_-tgl3m8bbww9eiwl&ll=3.9452270423102926%2C-73.79851780000001&z=8)



# COLOMBIA

## EL RIO MÁS BONITO DEL MUNDO

**Earth:** n.a.

**Roots:** n.a.

**Emotions:** n.a.

**Life:** n.a.

**Philosophy:** n.a.

**Freedom:** n.a.



**Guided by Marco Bertagni**

**CODE:** TGM-GMJ-13-MEXICO

**LENGTH:** 8 DAYS

**Full schedule and info:** -

[https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1kXIW7Rd3O0WolQRT5z\\_Fdtmqf0jLmpJv&ll=32.503884915409515%2C-117.09028395664562&z=12](https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1kXIW7Rd3O0WolQRT5z_Fdtmqf0jLmpJv&ll=32.503884915409515%2C-117.09028395664562&z=12)



# MEXICO

## EL RIO DE LA VIDA

**Earth:** n.a.

**Roots:** n.a.

**Emotions:** n.a.

**Life:** n.a.

**Philosophy:** n.a.

**Freedom:** n.a.



**Guided by** Marco Bertagni

**CODE: TGM-GMJ-14-CHINA**

**LENGTH: 8 DAYS**

## Full schedule and info: -

<https://www.google.com/maps/d/u/0/edit?hl=it&hl=it&mid=1zQ3kcVeg6Kd8OCzixq8mb0U6C5JWsRry&ll=41.71156339131681%2C12.56737949999998&z=6>



# CHINA

# BEYOND THE DRAGON

**Earth:** n.a.

**Roots:** n.a.

**Emotions:** n.a.

**Life:** n.a.

**Philosophy:** n.a.

**Freedom:** n.a.



**Guided by Maroo Bertagni**



**CODE: TGM-GMJ-15-LITHUANIA**

**LENGTH: 8 DAYS**

**Full schedule and info: -**

[https://www.google.com/maps/d/u/0/edit?hl=it&hl=it&mid=1dtKQPxhvpFF1D84fIZjpp1IFoc-MNuQ\\_&ll=54.7003266574459%2C25.2530337&z=11](https://www.google.com/maps/d/u/0/edit?hl=it&hl=it&mid=1dtKQPxhvpFF1D84fIZjpp1IFoc-MNuQ_&ll=54.7003266574459%2C25.2530337&z=11)



# LITHUANIA

## NOT ONLY VILNIUS

**Earth:** n.a.

**Roots:** n.a.

**Emotions:** n.a.

**Life:** n.a.

**Philosophy:** n.a.

**Freedom:** n.a.



**Guided by Marco Bertagni**

**CODE: TGM-GMJ-16-SLOVENITALY**

**LENGTH: 8 DAYS**

### Full schedule and info: -

[https://www.google.com/maps/d/u/0/edit?hl=it&hl=it&mid=11P09UI4FWWVDm7i7PA\\_hHK8LWFn1CwU5&ll=44.424630669546524%2C12.56737949999998&z=6](https://www.google.com/maps/d/u/0/edit?hl=it&hl=it&mid=11P09UI4FWWVDm7i7PA_hHK8LWFn1CwU5&ll=44.424630669546524%2C12.56737949999998&z=6)



# SLOVENIA & ITALY

## 4 RIVERS AND ROOTS

**Earth:** n.a.

**Roots:** n.a.

**Emotions:** n.a.

**Life:** n.a.

**Philosophy:** n.a.

**Freedom:** n.a.



**Guided by  Marco Bertagni**

**CODE:** TGM-GMJ-17-OCEANS

**LENGTH:** 8 DAYS

**Full schedule and info:**

[https://www.google.com/maps/d/u/0/edit?hl=it&hl=it&mid=19oONXbFV-1YgBuaZQPH\\_vbw96zl2wKXu&ll=35.495679786573874%2C-25.814895379283243&z=6](https://www.google.com/maps/d/u/0/edit?hl=it&hl=it&mid=19oONXbFV-1YgBuaZQPH_vbw96zl2wKXu&ll=35.495679786573874%2C-25.814895379283243&z=6)



# OCEANS

## SAILING THROUGH EMOTIONAL WAVES

**Earth:** Ocean

**Roots:** Ocean

**Emotions:** Ocean

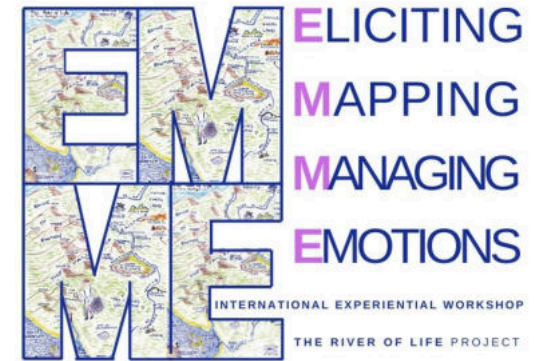
**Life:** Ocean

**Philosophy:** Ocean

**Freedom:** Ocean



**Guides by Marco Bertagni and Alessandra Lanciotti**



# TGM-MTJ

**METAPHYSICAL JOURNEYS  
FOR PEOPLE, ORGANIZATIONS,  
TRAVEL AGENCIES AND TOUR OPERATORS**

[https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1eQiLP-03\\_dF5YPTD2w0qstR0422qSX4A&ll=51.50986376465619%2C0.0037720738037094748&z=14](https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1eQiLP-03_dF5YPTD2w0qstR0422qSX4A&ll=51.50986376465619%2C0.0037720738037094748&z=14)



**CODE:** TGM-MTJ-01-HOME

**LENGTH:** 10 hours

**AVAILABLE IN:**



**HOME** ANYWHERE

**Call to Action:**  
**WHERE THE SUN**  
**UNEXPECTEDLY RISES**



**Mentored by: Maroo Bertagni**

**CODE:** TGM-MTJ-02-ANZIO

**LENGTH:** 10 hours

**AVAILABLE IN:**



**ANZIO** ITALY

**Call to Action:**  
**THE CITY OF SUNRISE  
AND SUNSET**



**Mentored by: Marco Bertagni**



**CODE: TGM-MTJ-03-VENICE**

**LENGTH:** 10 hours

**AVAILABLE IN:**

**VENICE** ITALY



## Call to Action:

### A THIN LINE BETWEEN EARTH AND WATER



**Mentored by: Caterina Ligios**

**CODE:** TGM-MTJ-04-ELBA

**LENGTH:** 10 hours

**AVAILABLE IN:**



# ELBA ISLAND

ITALY

**Call to Action:**  
**FERNWEH: FEELING**  
**HOMESICK FOR A**  
**PLACE YOU HAVE NEVER BEEN TO**



**Mentored by: Monica Gambelli**



**CODE:** TGM-MTJ-05-GARFAGNANA

**LENGTH:** 10 hours

**AVAILABLE IN:**



**GARFAGNANA** ITALY

**Call to Action:**  
**WHERE REALITY**  
**MEETS DREAMS**



**Mentored by: Marco Bertagni**

**CODE:** TGM-MTJ-06-EMILIAROMAGNA

**LENGTH:** 10 hours

**AVAILABLE IN:**



# EMILIA ROMAGNA

ITALY

**Call to Action:**  
**THE ROOTS OF DREAMS**  
**THROUGH GENIUS, DESIGN,**  
**CINEMA, FOOD AND LANDSCAPE**



**Mentored by: Michele Preti, Marco Barozzi and Elisabetta Zagnoli**



**CODE:** TGM-MTJ-07-SICILY

**LENGTH:** 10 hours

**AVAILABLE IN:**



**SICILY** ITALY

**Call to Action:**  
**THE BIGGEST ISLAND OF**  
**MEDITERRANEUM AND**  
**ITS THOUSAND FACES**



**Mentored by: Glada Platania**

**CODE:** TGM-MTJ-08-JORDAN

**LENGTH:** 10 hours

**AVAILABLE IN:**



# JORDAN

**Call to Action:**  
**THE ROMANTIC AND EPIC ADVENTURE**



**Mentored by: Glada Platania**



**CODE:** TGM-MTJ-09-STLUCIA

**LENGTH:** 10 hours

**AVAILABLE IN:**



# SAINT LUCIA ISLAND

**Call to Action:**  
**A PARADISE IN A TEAR**



**Mentored by: Francesca Lo Furno**

**CODE: TGM-MTJ-10-MEXICO**

**LENGTH:** 10 hours

**AVAILABLE IN:**

# MEXICO



**Call to Action:**  
**EL RIO ESCONDIDO DE LA VIDA**

**Mentored by**  **Marco Bertagni**,  **Mayte Espindola** and  **Melissa Rodriguez**



**CODE:** TGM-MTJ-11-KAZAKHSTAN

**LENGTH:** 10 hours

**AVAILABLE IN:**



**KAZAKHSTAN**

**Call to Action:**  
**THE REIGN OF REMOTENESS**



**Mentored by: Aizhan Yermenova**

**CODE:** TGM-MTJ-12-AZERBAIJAN

**LENGTH:** 10 hours

**AVAILABLE IN:**



# AZERBAIJAN

**Call to Action:**

**FROM THE ANCIENT LAND OF  
ZOROASTRIANISM TO MODERN BAKU**



**Mentored by: Gutzar Gasimova**



**CODE:** TGM-MTJ-13-TUNISIA

**LENGTH:** 10 hours

**AVAILABLE IN:**



# TUNISIA

**Call to Action:**

**THE INFINITELY HOSPITABLE PLACE  
WHERE MILLENNIA OF HISTORY COME ALIVE**



**Mentored by: Mariem Omrani**

**CODE:** TGM-MTJ-14-IRAN

**LENGTH:** 10 hours

**AVAILABLE IN:**



**IRAN**

**Call to Action:**  
**DOES THIS COUNTRY EXIST?**



**Mentored by: Marco Bertagni and Fariba Hachtroudi**



**CODE:** TGM-MTJ-15-MALTA

**LENGTH:** 10 hours

**AVAILABLE IN:**



**MALTA**

**Call to Action:**  
**THE GLOCAL MALTA**



**Mentored by: Viviana Premazzi**

**CODE:** TGM-MTJ-16-NETHERLANDS

**LENGTH:** 10 hours

**AVAILABLE IN:**



# THE NETHERLANDS

**Call to Action:**

**GOD CREATED THE EARTH BUT THE  
DUTCH CREATED THE NETHERLANDS**



**Mentored by: Maroo Bertagni**



**CODE:** TGM-MTJ-17-NAMIBIA-SOUTHAFRICA

**LENGTH:** 10 hours

**AVAILABLE IN:**



# NAMIBIA & SOUTH AFRICA

**Call to Action:**

**WHERE THE SENSE OF  
ANCESTRALITY IS BOUDLESSNESS**



**Mentored by : Marco Bertagni and Roberta Donnini**

**CODE:** TGM-MTJ-18-TRANSIBERIAN

**LENGTH:** 10 hours

**AVAILABLE IN:**



# TRANSIBERIAN

RUSSIA  
MONGOLIA  
CHINA

**Call to Action:**

**THE ROMANCE OF RAILS**

Транссибирская железнодорожная магистраль



**Mentored by: Marco Bertagni (with the support of Ksenia Akochurina)**



**CODE:** TGM-MTJ-19-PATAGONIA

**LENGTH:** 10 hours

**AVAILABLE IN:**



# PATAGONIA

CHILE  
ARGENTINA

**Call to Action:**  
**HAY ALGO POR ALLÁ?**



**Mentored by: Marco Bertagni**



**CODE:** TGM-MTJ-20-CHINA

**LENGTH:** 10 hours

**AVAILABLE IN:**



**CHINA**

**Call to Action:**  
**BEHIND THE DRAGON**



**Mentored by: Marco Bertagni**

**CODE:** TGM-MTJ-21-INDOCHINA

**LENGTH:** 10 hours

**AVAILABLE IN:**



# INDO-CHINA

**Call to Action:**

**THE PENINSULA OF RISE AND SMILES**



**Mentored by: Marco Bertagni**



**CODE:** TGM-MTJ-22-INDONESIA

**LENGTH:** 10 hours

**AVAILABLE IN:**



# INDONESIA

**Call to Action:**  
**EMOTIONAL ERUPTIONS**



**Mentored by: Marco Bertagni**



**CODE:** TGM-MTJ-23-INDIA

**LENGTH:** 10 hours

**AVAILABLE IN:**



**INDIA**

**Call to Action:**  
**OUT OF TIME**



**Mentored by: Marco Bertagni and Fariba Hachtroudi**

**CODE:** TGM-MTJ-24-AUSTRALIA

**LENGTH:** 10 hours

**AVAILABLE IN:**



# AUSTRALIA

**Call to Action:**  
**DOWN-UNDER**



**Mentored by: Marco Bertagni**



**CODE:** TGM-MTJ-25-CANADAUSA

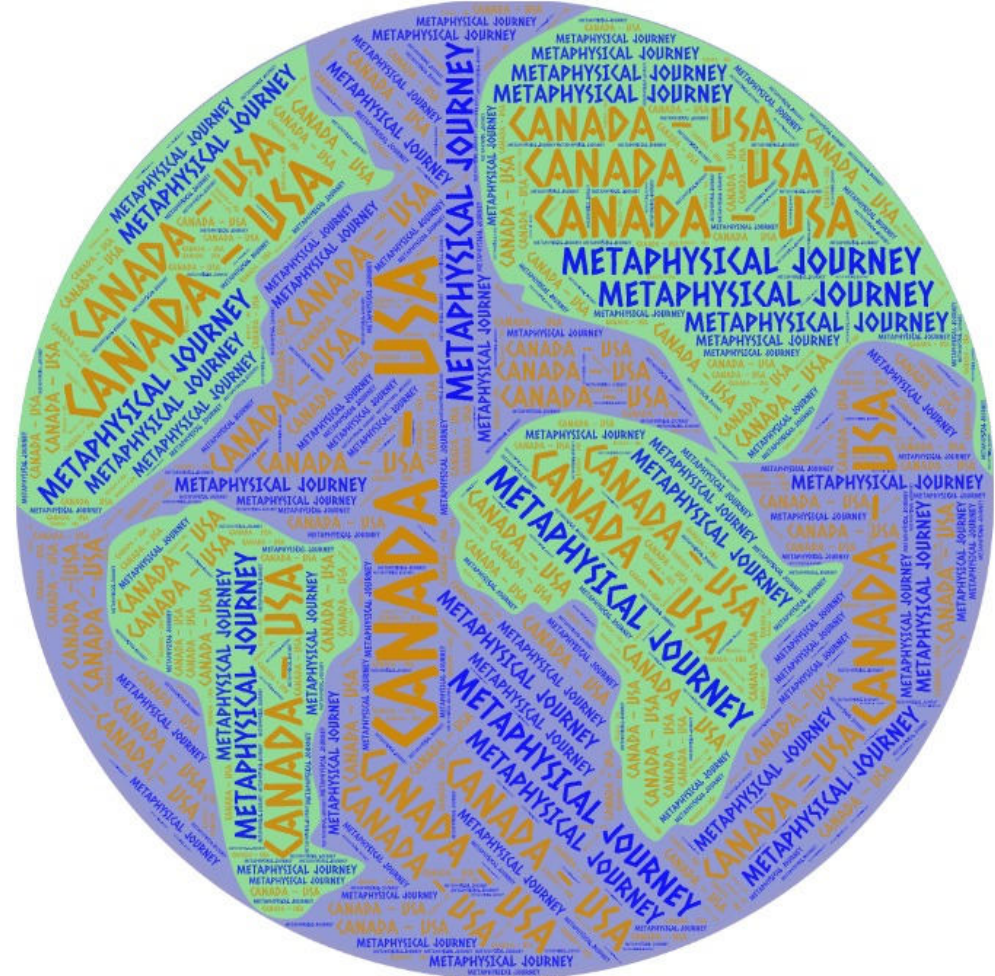
**LENGTH:** 10 hours

**AVAILABLE IN:**



# CANADA-USA

**Call to Action:**  
**THE LANDS OF FREEDOM**



**Mentored by: Marco Bertagni**



**CODE:** TGM-MTJ-26-SOUTHAMERICA

**LENGTH:** 10 hours

**AVAILABLE IN:**



**AMERICA: 0° TO 30°S**

**Call to Action:**

**BETWEEN EQUATOR AND TROPIC OF  
CAPRICORN**



**Mentored by: Marco Bertagni**

**CODE:** TGM-MTJ-27-HIBERIC-PENINSULA

**LENGTH:** 10 hours

**AVAILABLE IN:**



# HIBERIA

**Call to Action:**  
**LA ZATTERA DI PIETRA**



**Mentored by: Marco Bertagni, Marco Barozzi & Diogo Antunes**



**CODE: TGM-MTJ-28-GREENLAND**

**LENGTH:** 10 hours

**AVAILABLE IN:**

# UP TO 60°N

## Call to Action:

## AMONG THE FLOATING ICEBERGS



**Mentored by: Marco Bertagni**



**CODE:** TGM-MTJ-29-MADAGASCAR

**LENGTH:** 10 hours

**AVAILABLE IN:**



# MADAGASCAR

**Call to Action:**  
**THE BAOBAB OF LIFE**



**Mentored by: Maroo Bertagni**

**CODE:** TGM-MTJ-30-JAPAN

**LENGTH:** 10 hours

**AVAILABLE IN:**



**JAPAN**

**Call to Action:**  
**LOOKING FOR IKIGAI**



**Mentored by: Marco Bertagni**



**CODE:** TGM-MTJ-31-UNITEDKINGDOM

**LENGTH:** 10 hours

**AVAILABLE IN:**



# UNITED KINGDOM

**Call to Action:**

**WE ARE AN ISLAND, BUT WE ARE NOT ALONE**



**Mentored by: Ali Bagley**



**CODE:** TGM-MTJ-32-GERMANY

**LENGTH:** 10 hours

**AVAILABLE IN:**



# GERMANY

**Call to Action:**

**NORTH, SOUTH, EAST, WEST**



**Mentored by: Aisha Chaudhry**

**CODE:** TGM-MTJ-33-MONGOLIA-MAROCCO-CILE-ARGENTINA-NAMIBIA-AUSTRALIA

**LENGTH:** 10 hours

**AVAILABLE IN:**



# DESERTS

**Call to Action:**  
**DESERTS OF IMAGINATION**



**Mentored by: Marco Bertagni**



**CODE:** TGM-MTJ-34-ANTIPODES

**LENGTH:** 10 hours

**AVAILABLE IN:**



# ANTIPODES

**Call to Action:**

**WHAT IS ON THE OTHER SIDE  
OF OUR EARTH AND OF OUR  
HEART?**



**Mentored by: Marco Bertagni**



**CODE:** TGM-MTJ-35-WORLD

**AVAILABLE IN:**



Marco Bertagni  
**THE RIVER  
OF LIFE**  
Viaggio nella geografia delle emozioni



**LENGTH:** 10 hours



**WORLD**

**Call to Action:**

**LET'S CROSS TOGETHER  
ALL THE EMOTIONS OF  
THE WORLD**

**Mentored by: Marco Bertagni**





**RGM**  
**River**  
**Games**  
**Management**





# RGM: River Games Management

## RIVER GAMES

River Games are harmoniously integrated into EMME's Educational paths of consulting, coaching and counselling. They may be the inspiring canvas of both physical and metaphysical journeys. River Games can also be played as just games, and this is what we are proposing in this chapter of EMME's Catalogue.

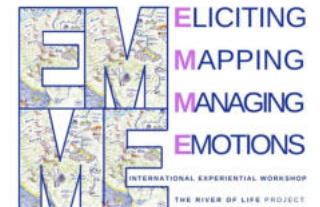
16 River Games, 12 of which are board games and 4 physical outdoor games, each designed to develop multiple skills in our clients.

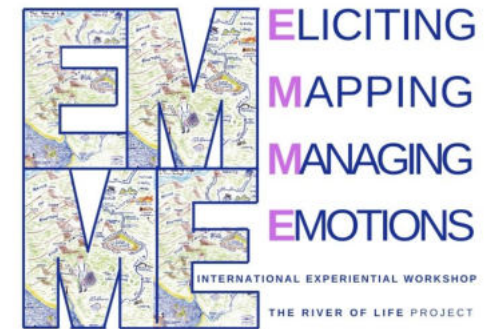
Every River Game will end with a winner, however all players are going to get the benefit of personal development, sharing emotions, deeper empathy and a better understanding of themselves and others. The essence of each game encourages creativity, imagination and collaboration to achieve progress.

James Carse said: *"There are at least two kinds of games. One could be called finite, the other infinite. A finite game is played for the purpose of winning, an infinite game for the purpose of continuing the play"*.

Our River Games leave a lasting legacy of satisfaction and personal evolution in our players, a feeling that the game has just started and will continued to be played throughout their lives.

"The true sign of intelligence is not knowledge but imagination" (Albert Einstein)





# RGM-BRD

## RIVER BOARD GAMES FOR PEOPLE AND ORGANIZATIONS

[https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1klengly9Jn1\\_eHF3UI6RT0qsXh3rXgib&ll=51.51491843337298%2C-0.15069180123110426&z=17](https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1klengly9Jn1_eHF3UI6RT0qsXh3rXgib&ll=51.51491843337298%2C-0.15069180123110426&z=17)

**CODE: RGM-BRD-01-CAMPODICARNE**

**Length: 2 Hours**

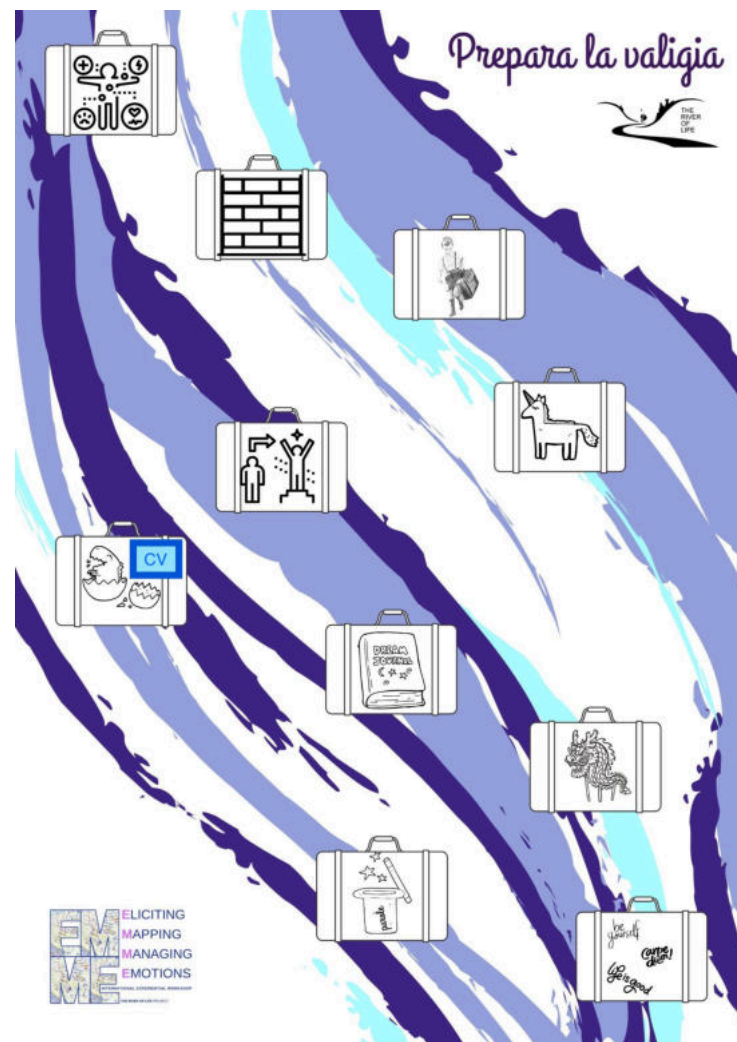
It is the first of the two preparatory games - the second is MAP OUT YOUR EMOTIONS - of each path of awareness proposed by EMME's Geographers of Emotions. It is the metaphorical preparation of the suitcase, before embarking on a journey through geography of emotions.

## GET READY®

River GAME

The competitors-travelers will recognize the **symptoms** of an opportune /necessary change and will identify the **obstacles** to the change; they will then begin to **prepare their suitcase** by putting in it the **real** and **psychological elements** that will give them strength and courage during the Journey: vocation and identity.

Each traveler will have a **dream** to achieve, an **enemy/dragon** to defeat. You will finally define of your own **mantra** and go!



**Managed by: Maroo Bertagni**



**CODE: RGM-BRD-02-RIOPINTURAS**

**Length: 4 Hours**

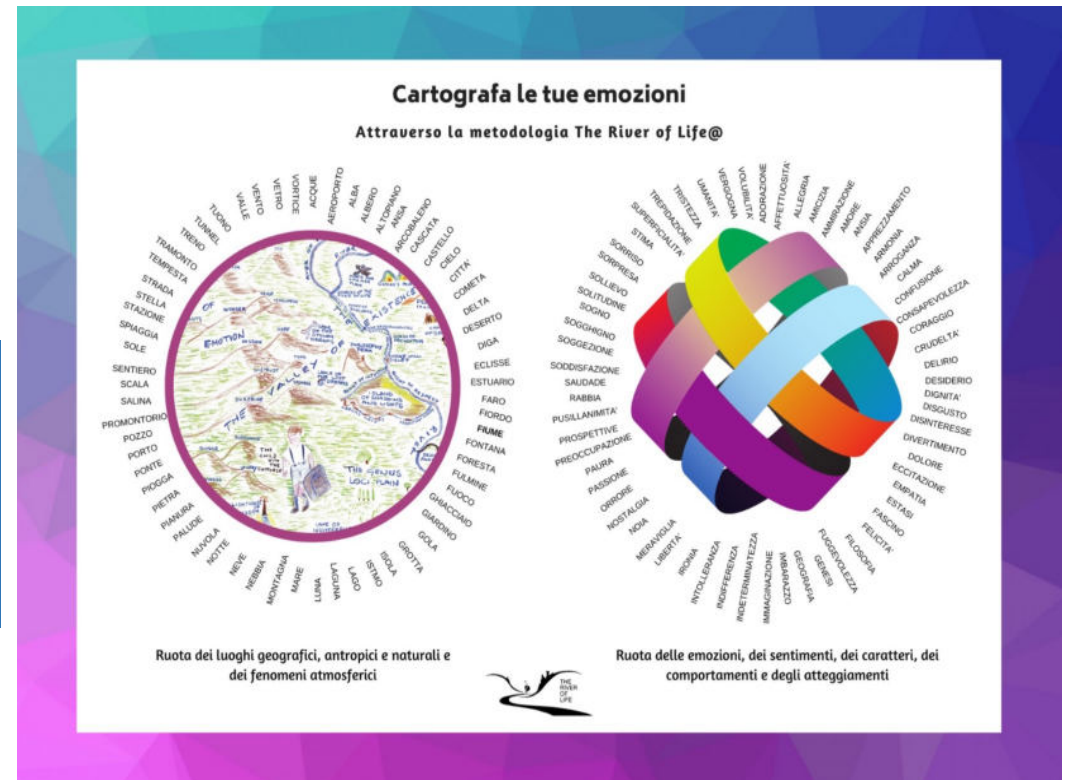


Travelers will make an emotional mapping of what could be configured as a life itinerary, a sort of road map. Other emotional mappings could be of territory, profession, love, passion, sports etc. This River Game consists of combining the elements of the wheel of emotions, thus creating emotional places, to be drawn on a white sheet, distributing them as if they were the references of a journey between the past, present and future.

# MAP OUT YOUR EMOTIONS®

River GAME

The only geographical element that is to be drawn is the river. With the suitcase and the map of her/his RIVER OF LIFE, the traveler can leave, knowing that is just ... while going, that the path is marked.



**Managed by: Marco Bertagni**

**CODE: RGM-BRD-03-SHANGHAI**

**Length: 8 hours**

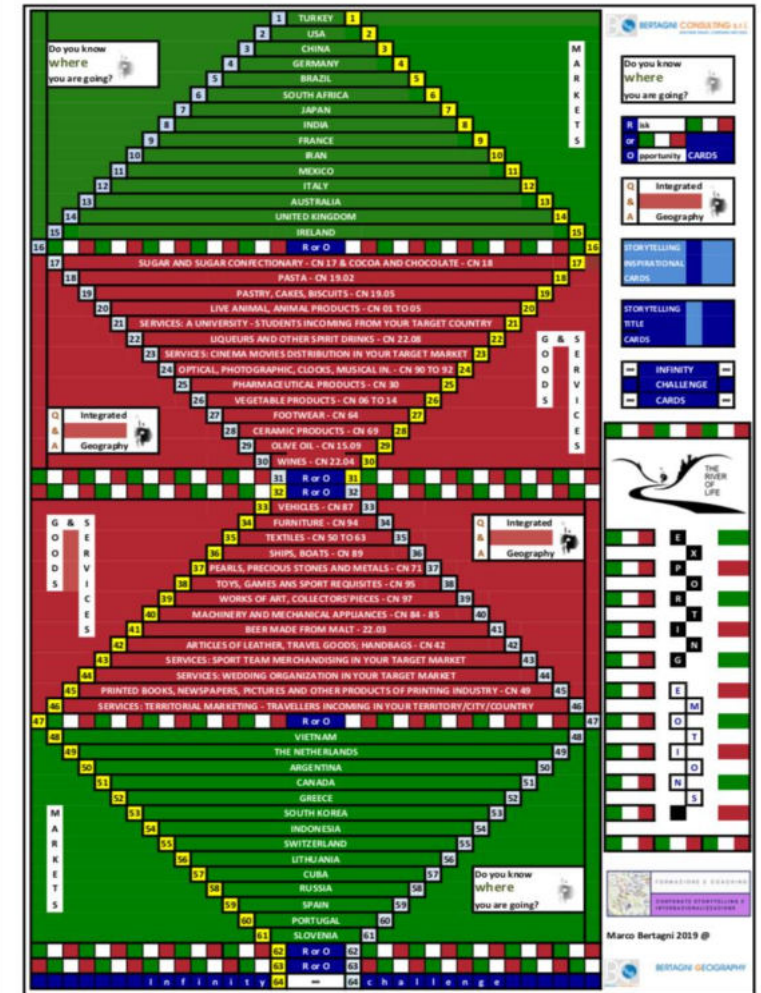


Business game for those wishing to create a real communication plan for exporting goods and services, by evoking emotions. Q&A challenges of general geography, geo-politics, economy, international trade, languages and cross-cultural communication to gain useful elements for the definition of an effective and coherent storyboard for a storytelling, that will have to reach, capture and excite the target audience and which will be built according to the classic narrative criteria of the hero's journey.

# EXPORTING EMOTIONS®

River GAME

The qualitative and quantitative analyses of products and markets and audience profiling, along with the storyboard will make up the Emotional Export Plan - E.E.P. The game, particularly suitable for corporate contexts and business schools, allows you to dynamically use soft, managerial and technical skills.



**Managed by: Marco Bertagni, Maaroo Barozzi**

**CODE: RGM-BRD-04-MERIDA**

**Length: 4 hours**

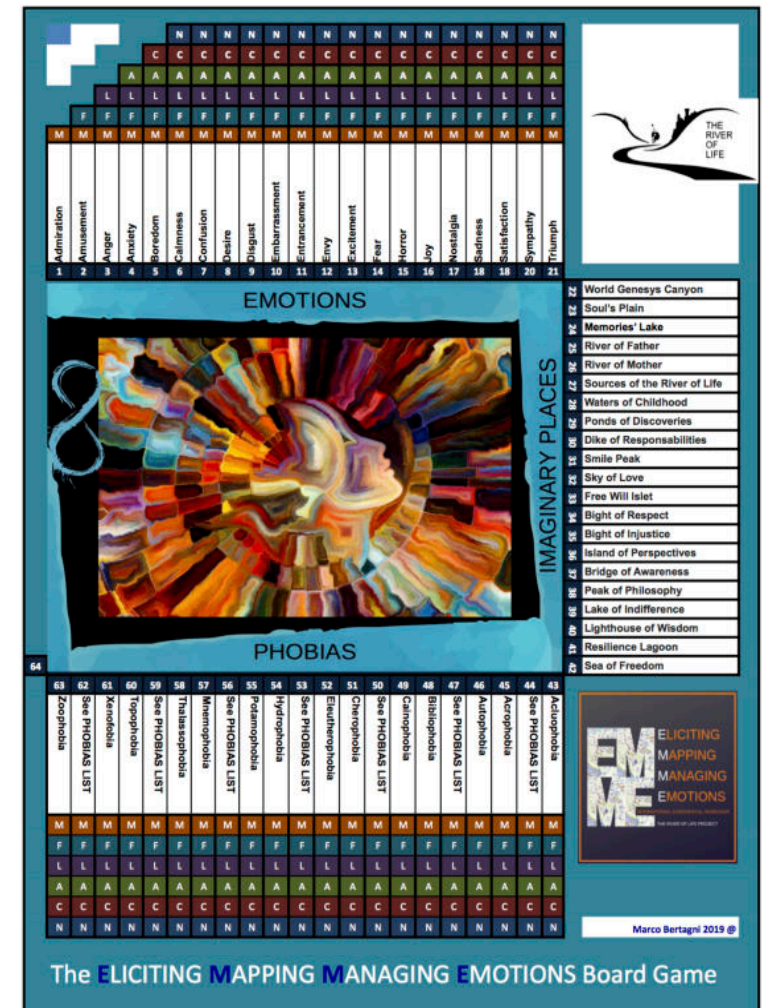


By playing this paradigmatic River Game, through some tools with a strong maieutic and evocative power (music, cinema, literature, painting, city, nature) and through mapping and design thinking, competitors will elicit and verbalize

# EMME<sup>®</sup>

River GAME

emotions, draw imaginary cards, cure phobias, live room for imagination and show their storytelling skills by integrating and connecting multiple elements. Emotional bridges will be built among participants and a great sense of empathy and solidarity will be established.



**Managed by: Marco Bertagni, Maroo Espindola, Maroo Rodriguez**



**CODE: RGM-BRD-05-GIBRALTAR**

**Length : 4 hours**



For those who love to immerse themselves in an imaginary journey to reach a philosophical goal. Competitors will have to venture into the integrated knowledge, between the pitfalls - and the charm - of geography, mathematics

# Π: THE FIRE OF KNOWLEDGE®

RIVER GAME

and philosophy, collecting, along the way, symbolic-emotional cards with which to build a story that gives an answer to the philosophical question posed at the beginning.

*We were not made to live like brutes ...*

[illegible]

**Managed by: Marco Bertagni, Mattia Bertagni, Anna Preti and Aishan Yermekova**

**CODE: RGM-BRD-06-RIOMAIOR**

**Length: 4 hours**

This game is about intuition, connection skills, geographical knowledge, communication. The moderator will pick a different "hidden nation" every time, that the competing teams will have to guess by identifying various hints common to that specific nation along a path of 12 recognition parameters: ways of dressing, quotes, animals, landscapes, cinema,

# WHERE AM I CARRYING YOU? ®

RIVER GAME

photographic clues, typical dishes, sport characters, music, language, neighboring countries, flags. The second part of the game focuses on the ability to describe the nations that each team guessed first and a geographical quiz on the same nations to verify the real level of knowledge of that territory.



**Managed by: Marco Bertagni, D. Antunes, M. Omrani, A. Yermekova, G. Gasimova, Mat Bertagni**

**CODE: RGM-BRD-07-ANTANANARIVO**

**Length : 4 hours**




For those who love geography and travelling, the exciting challenges on the edge of seconds, the irresistible and boundless charm of the radio, the construction of itineraries that take into account financial resources, but also dreams. Get involved in the geo-maieutics choosing places according to their inner potentialities to generate and elicit emotions.

# A DREAM JOURNEY®

## RIVER GAME

For those who want to create a territorial marketing project that captures the somewhere-ness. For those who want to fine-tune their art of traveling before the actual travel, and to create captivating storytelling. Travelling, and this game, after all, is about listening and perceiving. Let's do it!

START		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
		ZAF	ARG	AUT	BEL	UZB	BRA	RADIO TIME		TUR	CHL	SWE	PRT	PHL	PER				
64	AUS							A	F	R	I						1	NZL	17
63	VEN							E	U	R	O						2	NLD	18
62	URY							A	S	I	A				3			FIN	19
61	BGR							A	M	E	R				4			MN	20
60	BOL							O	C	E	A		5					JPN	21
59	THA							A	N	Y	W	6						GRC	22
58	RADIO TIME	I	O	A			W						A	O	A	A	E	A	RADIO TIME
57		R	O	I			Y						N	C	M	S	U	F	
56		F	U	S			N						Y	E	E	I	R	R	
55		A	E	A	A	O	A						W	A	R	A	O	I	
54		CHE					6						A	N	Y	W			
53	CHN					5		O	C	E	A							IRL	28
52	ESP				4			A	M	E	R							MEX	29
51	DEU			3				A	S	I	A							MAR	30
50	RUS		2					E	U	R	O							LTU	31
49	CZE	1						A	F	R	I							KOR	32
		DNK	POL	FRA	GBR	NOR	NAM	RADIO TIME		HRV	HUN	IND	ISL	ITA	KHM				
		48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33		

**Managed by: Maroo Bertagni, Gulzar Gasimova and Mattia Bertagni**



**CODE: RGM-BRD-08-MEROE**

**Length: 6 hours**

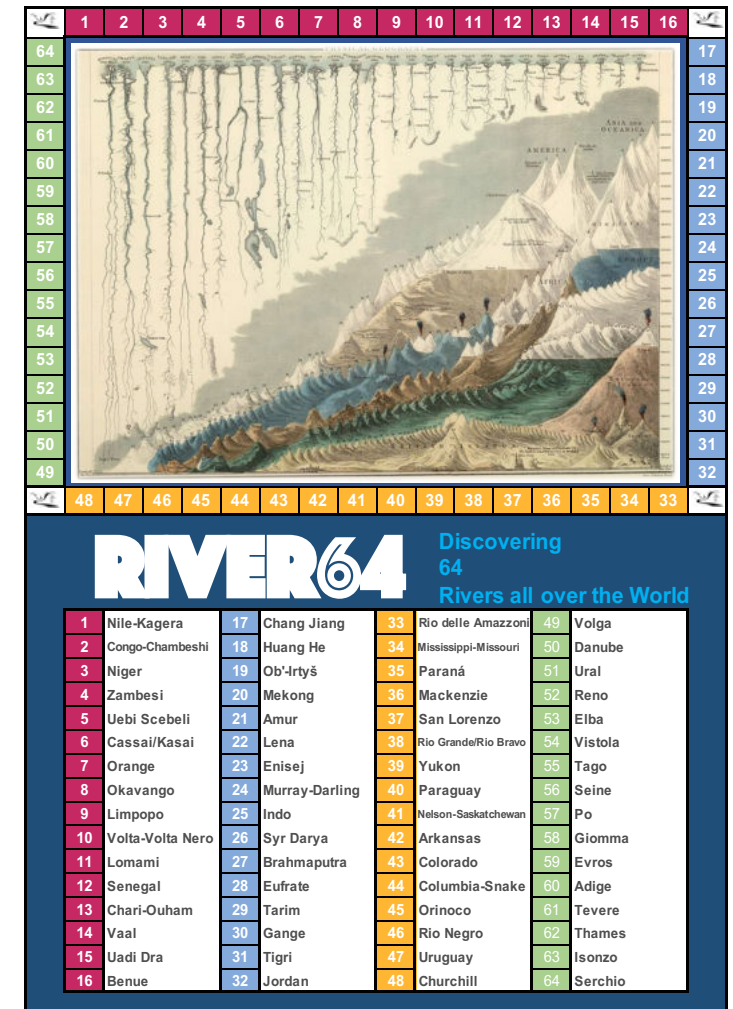


According to the players' knowledge of world rivers and politics, economics, history, literature, philosophy, music, sport, eno-gastronomy of the Countries included in the hydrographic basins of each of the 64 rivers listed around the board, teams will get elements/credits in order to organize an event, raffled off at the beginning of the game.

# RIVER64®

RIVER GAME

The first part is based on challenges and Q&A. The second one is a real Event Conception and Management. Teams should find a location on the river banks, choose the dress code, the emotional theme, conceive the table setting and cook a menu according to ingredients they gained during the game.



**Managed by: Maroo Bertagni, Roberta Donnini and Mayte Espindola**

**CODE: RGM-BRD-09-GRANDCANYON**

**Length: 5 hours**

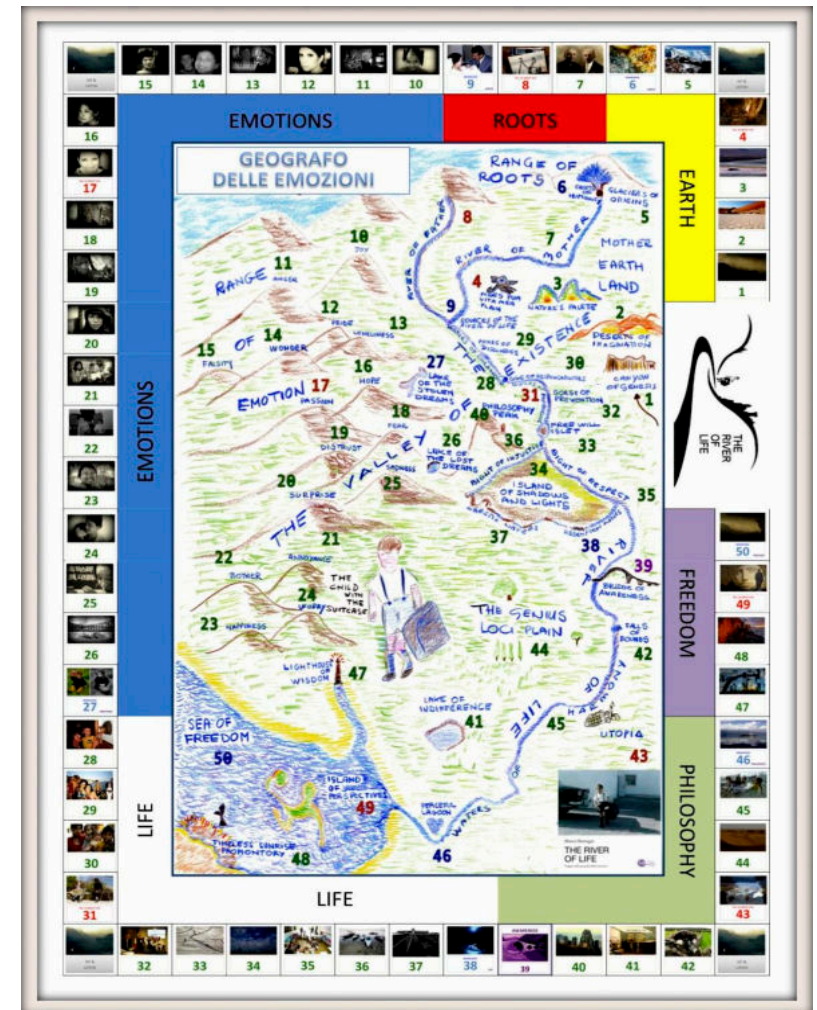


Competitors must demonstrate organic and multidisciplinary knowledge of the world; knowing how to face situations and topics from different angular perspectives; knowing how to describe themselves and their emotions; knowing how to listen and relate constructively to others;

# GEOGRAPHER OF EMOTIONS®

River Game

develop empathy through the creation of a linked story based on geo-emotional images with the aim of achieving a dream of a stranger that becomes everyone's dream.



**Managed by: Maroo Bertagni**

CODE: RGM-BRD-10-CALCUTTA

Length: 1 hour



The aim of this River Game is to get - following the flow of the decimals of  $\pi$  and your own strategy - to play a **poker** *manche* with the best possible combination of cards and the best arrangement of the pieces on the board to win the **chess challenge**.

# CHESS- $\pi$ OKER<sup>®</sup>

River Game

This RIVER GAME helps to refine the **art of strategy** and stimulates the **calculation of probabilities**.

T R E,	1	4	1	5	9	2	6	5	3	5	8	9	7	9	3	2	
start	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
3	64															17	3
2	63															18	8
9	62															19	4
5	61															20	6
4	60															21	2
4	59															22	6
9	58															23	4
4	57															24	3
7	56															25	3
9	55															26	8
0	54															27	3
2	53															28	2
8	52															29	7
5	51															30	9
0	50															31	5
1	49															32	0
		48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33
		5	7	3	9	9	3	9	6	1	7	9	1	4	8	8	2
		C H E S S $\pi$ O K E R 6 4 @ mb															
		T H E R I V E R O F L I F E Project															

Managed by: Marco Bertagni



CODE: RGM-BRD-11-LONDRA

Length : 1 Hour



- This River Game is conceived as a **solitaire** through which to bring out the relationship between the Greek letter  $\pi$  - with all its philosophical-mathematical implications - and our existential path (Greek letter  $\mu$  = pronunciation "mi" = me in English). According to some thinkers, the entire history of the Universe can be read in the infinite decimals of  $\pi$ .

# $\pi$ AND $\mu$ E<sup>®</sup>

River Game

Furthermore  $\pi$  is the initial of **ποταμός** which in Greek means "river" and the relationship between  $\pi$  and river is ascertained: the real length of a river is almost always equal to 3.14 the distance between the sources of the river itself and the sea.

By combining philosophical-mathematical, kabbalistic, gematric and numerology elements, of  $\pi$  as a possible key to interpreting all existences, the game consists in putting together visual cards and build, at the end of the drawing of all the cards, an imaginary story, a **storytelling of one's life**.

$\pi$									
	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source
	1	2	3	4	5	6	7	8	9
a									
	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source
	11	12	13	14	15	16	17	18	19
n									
	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source
	21	22	23	24	25	26	27	28	29
d									
	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source
	31	32	33	34	35	36	37	38	39
$\mu$									
	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source	Source of Source
	41	42	43	44	45	46	47	48	49
The River Of Life									

Managed by: Maroo Bertagni

**CODE:** RMG-BRD-12-ANYWHERE

**Length:** 10 hours

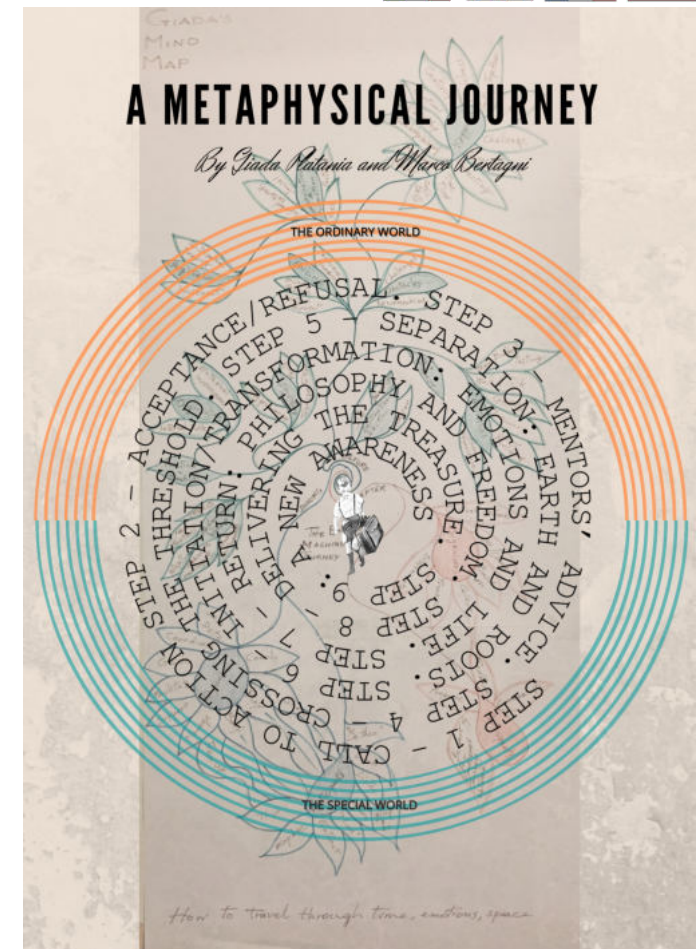


**GROUPS OF AT LEAST 8 PEOPLE CAN  
CHOOSE A DESTINATION AND EMME'S  
MENTORS WILL CREATE A TAILOR MADE  
METAPHYSICAL JOURNEY!**

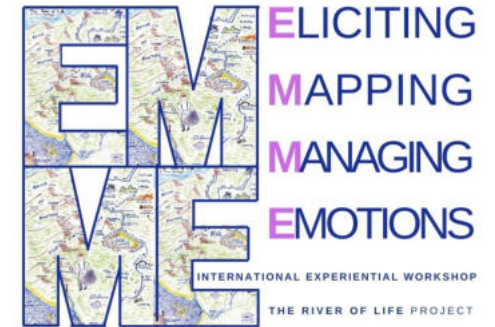
# A METAPHYSICAL JOURNEY®

**RIVER GAME CREATED BY MARCO BERTAGNI AND GIADA PLATANIA**

It is an experiential and learning game about awareness, spirit of adventure, change, disciplinary connections and storytelling techniques. The main goal is to explore a territory, on different scales, but also its own inner landscapes, following a series of stages, during which everyone will build her/his own travel story, facing various kinds of challenges, learning to live with a travel companion, to look beyond appearances, to create empathy, to activate fantasy and imagination.. It will be a real hero's journey!



**Mentored by: M. Bertagni, G. Platania and all EMME's Geographers of Emotions according to circumstances**



# RGM-OUT

## OUTDOOR RIVER GAMES FOR PEOPLE AND ORGANIZATIONS

<https://www.google.com/maps/d/u/0/edit?hl=fr&hl=fr&mid=1XQgDmkCDsQ3JBjQCWvsY5ovnlFhAexY9&ll=-0.4453912595477263%2C-31.4980413499999994&z=2>



**CODE: RMG-OUT-01-ANYWHERE**

**Length : 8 DAYS**



## A journey through the Geography of Emotions

**GROUPS OF AT LEAST 8 PEOPLE CAN  
CHOOSE A DESTINATION AND EMME'S  
GEOGRAPHERS OF EMOTIONS WILL  
CREATE A TAILOR MADE  
GEO-MAIEUTICAL JOURNEY!**

# A GEO-MAIEUTICAL JOURNEY®

**RIVER GAME/TEMPLATE CREATED BY MARCO BERTAGNI**

They said about THE RIVER OF LIFE Geo-maieutical journeys:

- **Monica R** (Traveller from Australia) «To me the key word of the philosophical journey of THE RIVER OF LIFE was connection: with myself, with others and with nature»
- **Francesca R** (Traveller from Italy/Indonesia): «Thrilled, Heaven, Earth, Roots, Insights, Vitality, Empathy, Romance, Odissey, Faith, Love, Independence, Friendship, Enchantment: THE RIVER OF LIFE!»
- **Bibikoi M** (traveller from Kenya): «I am healed, I feel different, like another person»
- **Monica B** (Traveller from Mexico) «It is a sensorial experience, a real journey of life»



**Guided by: Marco Bertagni and other EMME's Geographers of Emotions**

**CODE: RMG-OUT-02-MOSCOW**

**Length: 4 hours**



Geo-emotional photo hunt, through which players capture real situations/places that can evoke imaginary or emotional places. Every place (river, lake, sea, hills etc) is a sort of “invitation” to elicit a certain kind of emotion. More over the attentive observation of what is happening in that very place in that very moment (*hic et nunc*, or mindfulness) will be a generative moment for attendees who will live creative moments giving their personal interpretation and vision of outer and inner landscapes.

# OVERGROUND<sup>®</sup>

## River GAME

This River Game contributes to increasing the level of attention and multisensory perception of geographical places and supports the representation of emotions, by anchoring them to a self-produced image. The two most used versions of OVERGROUND<sup>®</sup> are the one with the 64 imaginary stations distributed over 8 emotional subway lines (Overground64) and the one in which competitors photograph emotions on an identical real territory, defined by a physical map or geographical map (Overground territory). Many other applications can be decided with the group of geo-emotional photo-hunters....



**Managed by: Maroo Bertagni and Susan Schneider**

**CODE: RMG-OUT-03-TIJUANA**

**Length: 4 hours**



We play FOR life, in contrast to those who play WITH life. Playing FOR Life is dedicated to Lorenzo Guarnieri - a boy killed at 17 on a street in Florence by a man who drove under the influence of alcohol and drugs - and to all the people who find themselves in the Lake of Stolen Dreams. Peoples life is here metaphorically represented by a Ball. In football and volleyball tournaments with particular rules, we want to reward those who - through acrobatic performances or, in any case,

## PLAYING FOR LIFE®

River GAME

non-trivial plays - try to go beyond the ordinary, to use the imagination, to look at the world from other perspectives, to respect the rules, to value others, to seek new solutions and, ideally, to return the Ball to those from whom it has been stolen. The author and moderators will meet the clients to explain the rules and the deep meaning of the game. In the second day a tournament will be played with the rules of Playing FOR Life.

- *30% of the income of these activities will be delivered to Associazione Lorenzo Guarnieri® and similar organizations.*



THE RIVER OF LIFE project

# PLAYING FOR LIFE



**Managed by: Maroo Bertagni, Mattia Bertagni, Diogo Antunes**



**CODE:** RMG-OUT-04-OLIMPIA

**Length:** 5 Days



# RIVER OLYMPIC GAMES®

River GAME

5 days during which "competitors" will face each other in a River Games marathon, from indoor to outdoor ones, in a path of personal growth, team building, fun at the end of which... the **emotions will win!** Each participant will PACK THE LUGGAGE and MAP OUT her/his emotions. Teams will then play A DREAM JOURNEY, WHERE AM I CARRYING YOU, EMME, OVERGROUND, 3,14 THE FIRE OF KNOWLEDGE and many other River Games to end up the event with a tournament at PLAYING FOR LIFE, to learn how to see things from ever changing perspectives, to always respect others and to never give up your dreams.

**Managed by: Maroo Bertagni and Diogo Antunes**

**CODE:** RMG-OUT-05-ANZIO

**Length:** 2h



# EMOTIONAL TOPOLOGICAL GLOBE ®

River GAME

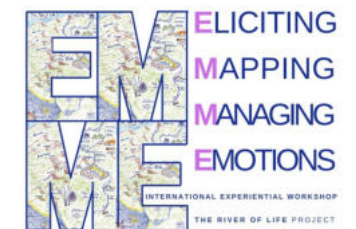
A revolutionary social network in which users introduce emotional shots, in phi format, in one of the 64 channels available in the software. The channels, or lines, or ribbons, are Imaginary Places in which emotions, feelings, moods are combined with physical geographies, atmospheric phenomena.

Bertagni, the creator of the software and copyright's owner, will introduce the project to companies potentially interested in developing it.

EMOTIONAL TOPOLOGICAL GLOBE: to better know **how the world feels!**



**Managed by: Marco Bertagni**



**We put passion into everything we do...**





EMME

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