



MOSAICANDO “Arab-Norman Palermo and the Cathedrals of Cefalù and Monreale” at ITB Berlin

Mosaicando is a new destination platform designed to create a seamless cultural itinerary linking Palermo, Cefalù, and Monreale, three cities at the heart of the UNESCO-listed “**Arab-Norman Palermo and the Cathedrals of Cefalù and Monreale**”. Funded by the Italian Ministry of Tourism, the project aims to showcase this extraordinary heritage to a global audience.

Recognised for its exceptional universal value, this **UNESCO site** is a remarkable fusion of artistic and architectural influences, blending Islamic, Byzantine, and Romanesque-Latin traditions. Through a dedicated programme of cultural and tourism initiatives, Mosaicando seeks to bring these unique sites to life, making them more accessible and engaging for visitors.

At the heart of the project is the connection between historic landmarks and the cultural identity of each city. From monuments, palaces, churches, and gardens to the intangible heritage of local traditions, multiculturalism, and community life, visitors will be able to explore these places through **carefully curated itineraries**. The initiative will also feature **cultural events**, performances, film screenings, expert talks, and **B2B networking sessions** for tourism professionals and the media.

To enhance the visitor experience, the project includes a revamp of Visitor Centres, participation in national and international travel fairs, and the launch of **Mosaicando.it** and its dedicated **app**—a comprehensive digital hub offering detailed information, itineraries, and event listings. With LIS (Italian Sign Language) content, videos, podcasts, and tactile maps, the platform ensures a more **inclusive and accessible experience for all**. The initiative will also highlight Danisinni, a historic district of Palermo with a rich cultural and social heritage.

“Once again, the City of Palermo is attending ITB Berlin,” says Alessandro Anello, Palermo’s Councillor for Tourism and Sport. “Our goal is to promote the Arab-Norman route—recognised by UNESCO as a World Heritage Site—alongside the city’s outstanding cultural, artistic, and natural attractions. By attracting new international visitors, we are working towards a more sustainable, year-round tourism model. Palermo’s participation in ITB Berlin is part of the Mosaicando project, which not only celebrates Arab-Norman Palermo but also promotes the magnificent cathedrals of Cefalù and Monreale. This is an invaluable opportunity to connect with key players in the global travel industry,” Anello adds, “working in collaboration with leading trade associations such as Confcommercio, Federalberghi, Confesercenti, Confindustria, and Fiavet.”

Info

www.mosaicando.it

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