

**From 20 July to 20 August 2019**

**PHOTOGRAPHS OF THE MOON LANDING ON DISPLAY IN CORTONA**

*A life-size print of astronaut Buzz Aldrin will be in Piazza della Repubblica on 20 and 21 July for the #SelfieWithBuzz initiative*

*Cortona, 18 July 2019* – The international photography festival **Cortona On The Move** and **Intesa Sanpaolo** celebrate the fiftieth anniversary of the first moon landing.

To commemorate the historic moment, from 20 July to 20 August at the branch of **Cassa di Risparmio of Florence – Intesa Sanpaolo di Cortona**, there will be some original photographs on display of the Apollo 11 Mission and a colour photo of one iconic image – Buzz Aldrin walking on the moon on 21 July 1969.

A life-size print of the same photo with astronaut Buzz Aldrin will be placed in Piazza della Repubblica in Cortona on 20-21 July to give locals and tourists alike the chance to take a photo with one of the protagonists of the moon landing. Visitors are invited to share their selfie on social media with the hashtag **#SelfieWithBuzz**, accompanied by their own comment on what might be the next “giant leap for mankind”.

The original photo is kept in the **Intesa Sanpaolo Publifoto Archives**, purchased in 2015, which comprises a photographic heritage of around seven million photos dating back from the mid-Thirties to the Nineties.

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