



Mendrisio, 13 marzo 2006

PRESS RELEASE

Museum network of the Mendrisiotto is introduced to the general public!

The Tourist Board of the Mendrisiotto and Lower Ceresio Region is pleased to communicate that from 31st March to 9th April it will set up a stand in Foxtown in collaboration with the Museums of the Region in order to promote the extraordinary richness and complementary aspect of the museum spaces in the Region.

For over a year the Tourist Board has worked hard organising regular meetings with the Region's museums with the aim of strengthening the reciprocal knowledge and developing promotion activities in common. Sure of the fact that co-operation always leads to opportunities for everyone, last year the Tourist Board, in collaboration with the museum group, created a special graphic layout, which was inserted into all the museums' websites (with the intention of supporting and promoting each other) which was then used to realise a display card (distributed and exhibited in the museums and hotels) and finally published as a "business card" of the museum offers with the addresses of each.

Since February 2005 the Tourist Board has managed the tourist Infopoint in Foxtown in collaboration with the Outlet management and throughout the year has placed a large promotional panel in the area next to the Infopoint, with two screens, which show pictures of the Region's tourist attractions and local products.

During the above-mentioned 10 days an exhibition space will be set up with lots of photographs, videos, objects, models and other material from this interesting museum network which will be presented to the public for the first time.

The objective of the exhibition is two-fold: on the one hand beginning to display the presence of cultural proposals in the Region which can satisfy the most varied tastes and promote them to the general public; on the other hand trying to stimulate the Foxtown public to stay or return to the Region, especially in order to the visit the museums.

There will be points of interest and surprises and the exhibition will also be stimulating for those who live in the Region or in another part of the Canton.

The opening times of the exhibition space will be: 10.30 a.m. – 7 p.m. every day.

This exhibition should be the first in a series which will involve different partners of the Tourist Board who operate in the area.

NAMES OF THE EXHIBITORS:

VELA MUSEUM IN LIGORNETTO, ZUEST ART GALLERY IN RANCATE, PESSINA HOUSE IN LIGORNETTO, ART MUSEUM IN MENDRISIO, SAINT GIORGIO'S FOSSIL MUSEUM, RURAL HERITAGE MUSEUM IN STABIO, ETHNOGRAPHIC MUSEUM IN THE MUGGIO VALLEY, CHIASSO TEATRO, BAUMGARTNER GALLERY AND MODERN ARCHIVE IN MENDRISIO

ENTE TURISTICO DEL MENDRISIOTTO
E BASSO CERESIO