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## **Malta Exhibition marks MTA's close collaboration with Italian Design Institute**

The Valletta Waterfront, together with the Malta Tourism Authority, will be hosting an exhibition of works depicting the work done by the Istituto Europeo di Design (IED) in close collaboration with MTA's marketing office in Rome.

The exhibition which is being held at the Sagrestia Vault, Valletta Waterfront was inaugurated on Friday 31<sup>st</sup> May. The exhibition will remain open to the public until 30<sup>th</sup> June 2019, with entrance being free. The exhibition reaches Valletta after a 6-month long tour across Italy, namely at IED's flagship institutes in Rome, Milan and Turin.

The project is the result of a co-marketing exercise with IED, who were tasked with researching, studying and interpreting Malta's iconographic symbols and imagery used regularly throughout the years for Malta's advertising campaigns overseas. A creative team produced 18 patterns and 18 posters, all inspired by the islands' rich history and cultural layers which manifest themselves in art, architecture, language, food and craftsmanship.

The pattern designs have also been used by MTA for an ad-hoc outdoor spring campaign in Rome and Milan, with trams wrapped in original artwork designed by IED.

Riccardo Balbo, Academic Director of IED and President of the Fondazione Morelli, is optimistic about the future of this collaboration. "This project is part of a common and shared vision between IED and Malta Tourism Authority, and Malta's recognition that design education is a strategic asset for destination marketing which in turn brings sustainable economic and social well-being to the entire territory."

Stephen Xuereb, CEO of Valletta Cruise Port and COO of Global Ports Holding commented, "Valletta Cruise Port is happy to be hosting this exhibition at Valletta Waterfront's historic Sagrestia Vault, during the month of June. This exhibition is an interesting addition to Valletta Waterfront's annual calendar of events and another worthy attraction for the thousands of cruise passengers, tourists and locals passing through the Valletta Waterfront".

MTA's Executive Chairman Dr Gavin Gulia thanked all local and international partners involved in the initiative, in particular Valletta Cruise Port for hosting the exhibition in Valletta. Dr Gulia also thanked all MTA staff for their efforts and noted that while Italy is our second largest incoming market, the MTA must continue with its promotion in order to solidify this figure as well as looking to increase it.