



## Press Release

### International Museum Day: Alpha Bank invites Corfu to take part in a creative activity at the Banknote Museum

*Residents and visitors to the island will have the opportunity to create their own posters promoting Greece as a travel destination, as part of an innovative educational activity*

To mark International Museum Day, Alpha Bank and the Banknote Museum of the Ionian Bank in Corfu are organizing an interactive and creative event for schoolchildren and the public of all ages, titled **“Posters: Bridges Connecting the World”**.

From May 13 to May 17, the participants will have the opportunity to learn about the poster as a medium for communication and storytelling about history, culture and the tourist experience. Visitors are invited to create their own poster for Greece, drawing inspiration from the aesthetic style highlighted by the Greek National Tourism Organization (GNTO) in its own posters, also adding their own perspective, imagination and contemporary experience.

Participants in this creative workshop will have the opportunity to:

- learn about the historical development and significance of the Greek tourist poster
- discover how Greece was promoted internationally not only as a tourist destination but also as a source of inspiration, aesthetics and culture
- familiarize themselves with the artists who left their mark on the “golden age” of the GNTO's visual arts output
- understand the role of the poster as a vehicle for storytelling and cultural identity.

The event forms part of the temporary exhibition **“Greece, iconic land. Art in the Posters of the Greek National Tourism Organization, 1929–1976”**, which highlights the crucial role played by tourist posters in shaping Greece’s image among the international public and also sheds light on the relationship between art, culture and visual identity.

By taking part in the International Museum Day celebrations, the Banknote Museum affirms its role as a vibrant cultural institution that encourages dialogue and fosters the public’s creative engagement with art and history.

#### Information – Contact details

**Duration of the activity: May 13–17**

**May 13–15:** Specially designed programs for school groups, available by appointment

**May 16–17:** Event open to the general public

Banknote Museum of the Ionian Bank

Tel.: +30 26610 41552

E-mail: [banknotemuseum@alpha.gr](mailto:banknotemuseum@alpha.gr)

Website: [www.alphapolitismos.gr](http://www.alphapolitismos.gr)