Lisbon Celebrates Summer and Love With New Multimedia Spectacle

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Visitors to Lisbon next month will be treated to an innovative, limited-run public spectacle inspired by a legendary love story.

Between the 7th and 16th August, the façade of Arco da Rua Augusta, one of the city's focal points, will be 'transformed' into a giant screen to display an impressive new multimedia show.

The free #Ulisseia21 is inspired by the love story of Ulysses and Ofiússa that took place in the mythical kingdom where today's Lisbon is located. Alternating between fiction and reality, it recounts the origins of the Portuguese capital whilst following another passionate couple in modern Lisbon.

The innovative 3D spectacle combines vibrant visual effects and upbeat summer sounds, as conceived by DJs Ride and Holy. The creators of #Ulisseia21 will be present throughout the show's 10-day run, fine-tuning and adapting each performance, making it a truly unique experience.

The three daily 15-minute sessions – open to visitors and locals alike – at 21:30, 22:30 and 23:30 will be held at Terreiro do Paço, Lisbon's main square. Guest DJ performances will bring the summer evenings to life during the intervals between each show, with a series of interactive activities planned to entertain the public.

Paula Oliveira, Executive Director of Turismo de Lisboa, says that "this show format ensures that visitors to the Portuguese capital enjoy a memorable experience that is unique to Lisbon. It is an initiative that has received the highest praise, therefore it is important to innovate and take it one step further by making it even more special."

Written by Oskar & Gaspar, #Ulisseia21 is an initiative of Turismo de Lisboa, in partnership with EGEAC and the Municipal Council of Lisbon.

#ULISSEIA21

7-16 August 2015

Arco da Rua Augusta, Terreiro do Paço, Lisbon

Daily sessions at 21.30, 22.30 and 23.30, lasting 15 minutes each

Free admission

Last June Arco da Rua Augusta played host to a multimedia extravaganza entitled "Lisbon, City of the Sea" that took visitors through a historic journey from the Age of Discovery to the vibrant city that Lisbon today is.

Direct flights to Lisbon operate from London, Manchester, Liverpool, Edinburgh and Bristol with TAP Portugal, British Airways, easyJet and Ryanair.

For more information on #Ulisseia21 and visiting Lisbon please go towww.visitlisboa.com.

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For media information and images, please contact:
Tom Panagos: 0845 498 9980 or tom@humewhitehead.co.uk
Enrique Martin: 0845 498 9984 or enrique@humewhitehead.co.uk

About Lisbon

Portugal's national capital, Lisbon, boasts one of the longest histories, warmest climates and bustling nightlife of any major European city alongside its dramatic location sprawled along seven hills overlooking the river Tagus and the country's west coast. Famed for its year-round sunshine and beauty, Lisbon's grand architecture dazzles and its old-world charm mingles with chic streets, galleries, lively

nightlife and a centre which gives way to sandy beaches just minutes away. It is also one of the most affordable capitals in Europe, perfect for a captivating city break or short haul escape.

www.visitlisboa.com

About Turismo de Lisboa

Turismo de Lisboa is a non-profit organisation established through an alliance of public and private bodies operating in the tourist sector. It now has 713 associated members. Since its inception in 1998, the main objective of this association is to improve and increase the promotion of Lisbon as a tourist destination and therefore enhance the quality and competitiveness of the city.

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