



Is Brand Greece 2009 a masterpiece?

How would you lure people to come to Greece? The Greek National Tourism Organisation (GNTO) thinks it's found the best way - through the pocketbook. With a focus on affordability, Greece launched its 2009 print and television campaign earlier this month. The official slogan is "Greece - a masterpiece you can afford." To reinforce the glorious history, the print ads also remind potential visitors that Greece is "5000 years old."

Will it work? While the messaging is much sharper in our opinion (remember last year's "GREECE: the True Experience?") and the imagery spot on (Is it possible to take a bad scenic picture in Greece?), we think it's more of the same and are left wanting more.

YOUNG GREEK ARTIST – SMAROU AUGOLOUPI

Recently a budding young Greek female artist, Smarou Augoloupi, held an outstanding art exhibition in Newtown at the very bohemian Buzz Bar cafe owned by George Kounadis. This venue is known for regularly promoting and exhibiting upcoming artists. The exhibition was attended by family, many friends and colleagues as well as other recognised artists.

The night commenced with champagne and tasty hors d'oeuvres on arrival for the privileged guests. Beautiful paintings by Smarou were exhibited; these consisted of a display of flora and fauna. Paintings included a tremendous animated like large pink rose, an array of Poppies, red roses, vi-

brant colour doves and many other expressive paintings.

When asked about what inspired her, Smarou's response was, "I was inspired by my late grandmother Athanasia, who would draw a dove at the end of each letter she wrote. I respected and loved her dearly."

Smarou is a successful medical professional but loves to paint in her spare time. "I excelled in art at school but didn't pursue it as a career."

The evening was a great success with Smarou selling most of her paintings amounting to \$7,250.00. We wish Smarou all the best for her future endeavours.

The Greek Community of Eritrea

Eritrea is a country rich in culture, diversity and has multi ethnic heritages, which not many people know about. One of these heritages is the Greek Community of Eritrea.

In the 19th century after the Greek war of Independence many Greek merchants had set up homes and trade relations with countries bordering the Mediterranean Sea as well as with Alexandria in Egypt.

The merchants and their business ventures brought along many family members, Greek teaching schools and the Greek Orthodox church.

According to Costas, an Eritrean born in Asmara with Greek ancestors, the first Greeks arrived in Eritrea in the middle of the 19th century coming from Egypt and Sudan (www.mybaobab.com). Their first settlement was established in the



Eritrean town of Keren by Vlassis Frangoulis and soon grew towards a community of 178 Greek settlers during the Italian census in 1894.

Asmara's first Greek community

was founded in 1900 and was at that time under the protectorate of the Greek Embassy in Addis Abeba. In their 100 years of history in Eritrea the Greeks reached their peak with around 400 people during the initial decades of the Italian intrusion of Eritrea.

In the course of the rule of the Italian fascists in Eritrea many Greeks were sent to a concentration camp in Quoran.

The strain caused to the Eritrean Greeks by the Italians ceased soon after the British took over the administration of Eritrea in 1941, because high ranking Greek Cypriot officers amongst the British Army came to their aid.

Latest estimates about the number of Greeks in Eritrea are from 2004 and show that around 30 Greeks live in the country today. Let us remember that the name Eritrea is derived from the Greek word Erythra, which means red a colour known to symbolize blood, love and our heartbeat.

Cannes'09: Un Certain Regard Prize to Greek Drama Dogtooth

Un Certain Regards jury, that includes Indian journalist and festival programmer Uma De Cunha, has announced the results. Jury is headed by Italian director and screenwriter Paolo Sorrentino. Greek drama "Dogtooth" by Yorgos Lanthimos has emerged the winner.

According to the Cannes official site, the film tells the story of an isolated family who live in a fenced house with their three children in order to keep them away from outside influence.

Here is the complete list of winners:



Un Certain Regard Prize - Groupama Gan Foundation for Cinema KYNODONTAS (DOGTTOOTH) directed by Yorgos LANTHIMOS

Jury Prize - Un Certain Regard POLITIST, ADJECTIV (POLICE, ADJECTIVE) directed by Corneliu PORUMBOIU

Un Certain Regard Special Jury Prize Ex-aequo KASI AZ GORBEHAYE IRANI KHABAR NADAREH (NO ONE KNOWS ABOUT PERSIAN CATS) directed by Bahman GHOBADI LE PØRE DE MES ENFANTS (FATHER OF MY CHILDREN) directed by Mia HANSEN-LOVE