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| Organization(s) Name: | ETAP/MUNICIPALITY OF NICOSIA |
| Course at Frederick University: | GVC305 Illustration Techniques |
| Programme of Study at FU: | BA Visual Communication |
| Project Title: | CHRISTMAS WINDOWS |
| Project Overview: | The Nicosia Tourism Board (Εταιρεία Τουριστικής Ανάπτυξης & Προβολής Περιφέρειας Λευκωσίας) in collaboration with Frederick University and the Arts and Communication Department participated in the Christmas 2023 Promoting Campaign within the Old Nicosia Walls Shops. Fifteen (15) shops participated in this campaign such as: 1. Housing and hospitality, 2. Retail commerce and 3. Services.The Arts and Communication Department within the Illustration Practices Course designed the window displays of the 15 participating shops. The whole project was exhibited and showcased from 4th of December 2023 to 7th January 2024. |
| Organization(s) Overview: | Nicosia Tourism Board (NTB), is a non-profit Company, established in November 2007 within the framework of the Cyprus Tourism Organisation Strategic Plan. The main objective of ΝΤΒ is to develop and promote Nicosia as a tourist destination.The Nicosia Municipality is administered by an elected Municipal Council (a mayor and 26 municipal councilors). One of its main goals is to enable Nicosia to reach its strategic destination as a capital: to become a top European regional urban centre of culture, education and entrepreneurship. |
| Organization(s) Website: | [www.visitnicosia.com.cy](http://www.visitnicosia.com.cy)[www.nicosia.org.cy](http://www.nicosia.org.cy) |
| Faculty member at FU: | Costas Mantzalos |