

SON ET LUMIÈRE CELEBRATES LISBON AND ITS SEA CONNECTIONS

3D multimedia extravaganza “Lisbon, City of the Sea” to be shown until 31st May



21st May 2015 – Lisbon’s *Arco da Rua Augusta* is becoming a giant screen this month to display an impressive 3D multimedia show that celebrates the city’s close links with the sea. Entitled “Lisbon, City of the Sea”, the free show uses video projection technology and optical illusions to take visitors through a historic journey from the Age of Discovery to the vibrant city of today.

Packed with special effects and combining realistic images with 2D and 3D animations, “Lisbon, City of the Sea” creates a colourful and educational *son et lumière* for both visitors and locals to enjoy.

Lisbon has always had a special relationship with the sea due to its exceptional location on the estuary of the Tagus River on Europe’s Atlantic seaboard.

The multimedia extravaganza starts with the great Age of Discovery in 1498 – when Portuguese explorer Vasco da Gama became the first European to reach India by sea and Portugal became involved with the spice trade – to end up in the dazzling city it is known today. Lisbon has now become an important port of call for many cruise lines, as well as the proud host of international sailing competitions including the famous regatta Volvo Ocean Race (25th May – 7th June 2015).

Paula Oliveira, Executive Director of Turismo de Lisboa, says that “such initiatives are always welcomed by visitors as they enrich their experience in one of the most emblematic squares of Lisbon. This show is just an example of the dynamic Lisbon we continue building to further promote the city as one of Europe’s leading destinations.”

“Lisbon, City of the Sea” can be seen three times a day (9.30pm, 10.30pm and 11.30pm) in the façade of the Arco da Rua Augusta (Praça do Comércio). The show is free of charge and lasts for 15 minutes.



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

For more information on “Lisbon, City of the Sea” please visit www.visitlisboa.com.

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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.