



## **PRESS RELEASE 3**

### The Madeira Story Centre opens today!

The Opening of the Madeira Story Centre will be today, April 29<sup>th</sup> at 18.00h. Present will be the President of the Regional Government of Madeira, Dr Alberto João Jardim, the State Tourism Secretary among other dignitaries and illustrious guests, this event will be the first journey through 14 million years of Madeira's history.

The Madeira Story Centre, an as yet unseen concept in Portugal, tells the History and Stories of Madeira in an interactive manner, through recreations, the exhibition of authentic historical objects and the use of audiovisual equipment and interactive elements.

The Madeira Story Centre has presented its exhibition area in sequential chronological stages. Some summarizing centuries others concentrating on individual stories of emblematic personalities in Madeira's History, from Napoleon to Sir Winston Churchill. The visitor embarks on a fascinating journey through the following topics: Volcanic Beginnings, Founding Legends, Discovering Madeira, Turmoil and Trade, Strategic Isle, Madeira Flourishes, After Sail, Explore Madeira.

Beyond the main exhibition, Madeira Story Centre offers many other points of interest:

- Starting with a panoramic terrace allowing you to discover and admire the city and its surrounding hills, which is prepared to receive events and meetings.
- A theme cafe, decorated with motives representing Madeiran history.
- A shop selling exclusive articles.

Representing an investment of around € 7 million, the Madeira Story Centre is located in front of the Cable Car and is geared toward tourists, as well as the population of Madeira who wish to find out a little bit more about their own history.

Apart from offering a valuable cultural contribution, the Madeira Story Centre, intends to be a strong pillar in the rehabilitation of the 'Zona Velha' or Old part of Funchal.

Next Monday, the 2nd of May 2005, a selection of photographs from the inauguration event shall be made available.

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