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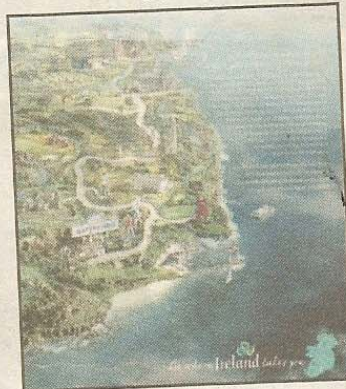
Saturday 30th May 2009

Navan centre in tourism ad campaign

THE Solstice Arts Centre in Navan has been highlighted in Tourism Ireland's new global advertising campaign, 'Go Where Ireland Takes You', which is being rolled out in all its main markets around the world this year.

The new press adverts, which form part of the overall Tourism Ireland global campaign, consist of novel 'infinity maps' which feature multiple images or icons from around the island of Ireland, offering the potential visitor many compelling reasons to come and holiday here.

These images have been created through a special technique using computer-generated imagery, which is based on real photography – and is a 'first' for a tourism agency worldwide. They depict landmarks, iconic attractions, castles, activities and scenery – combining historic, cultural and more contemporary aspects of the island of Ireland holiday experience.



Navan's Solstice Arts Centre has been highlighted in Tourism Ireland's 'Go where Ireland takes you campaign'.

There are a number of different maps, which illustrate various routes for visitors to take around the island of Ireland. Two of the adverts – the Waterford to Dundalk map and the Galway to Belfast map – both include the Solstice Arts Centre.