



Representing the Formentera Council, councillor of tourism Alejandra Ferrer and department head Carles Bernús put out the call to all potential tourists and culture vultures: 2 July, Formentera officials will head to Milan to represent the island at the Expo Gate section of the Milan Universal Exposition of Cultures.

A spectacular setting framed by two glass towers, the Expo Gate is an annex of the Universal Exposition. The spaces that comprise the Expo Gate will be occupied by representatives of different countries. Spain opted to divide its allocated time between the nation's autonomous communities, with 2 July granted to the Balearic Islands.

Formentera was the only island in the community that expressed interest in attending, and will thus take over the entirety of Sforza, a wing located within the Expo Gate. In May alone, 2.7 million people passed through the Expo Gate, which receives visits of between 90,000 and 100,000 individuals per day.

Organisation efforts were first taken up by the Spanish embassy in February during the Milan tourism trade show. Tourism councillor Ferrer affirmed: "This is an extremely important method of connecting with international tourism, and not just in Italy; the Universal Exposition is the destination for culture-vultures of all stripes".

Councillor Ferrer noted that, for two months in Milan, riders on the Duomo-area tram lines were met with images and messages promoting Formentera.

Formentera Zen unveiled

Council officials also announced the presence at the Expo of informational material for a host of different summer events, starting with June's Formentera to Run, the perfect mix of fitness and tourism. Other tracts put the spotlight on Formentera Film Festival and –new this year–

Formentera Zen, which aims to offer up a local blend of healthy living and spirituality toward the end of the season.

Attendees of the Milan expo will have their choice of wine to sample, ensalada pagesa and sobrassada, as well as collaborative projects from Hotel es Marès and Formentera-based vineyards Terramoll and Es Cap de Barbaria.