

PRESS RELEASE

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The Longford 'Violin' Receives International Exposure

Longford public art feature "The Violin" located on the N4 by-pass just outside Longford town has been selected as one of the iconic images of Ireland on Tourism Ireland's North American Facebook page.

The art piece celebrating Longford's long and rich musical traditions carries the tag line; "In the town of Longford they take their musical heritage pretty seriously". The sculpture will be seen by millions of people throughout the United States and further a field and has already attracted 3634 likes on the Facebook page in the first week.

This kind of international exposure is invaluable in the development of a brand image for Longford's burgeoning tourism sector and is an indication of one of the many benefits of investing in good quality public art.

According to Longford County Council Director of Services Frank Sheridan: the positive international recognition of the "Longford Violin" demonstrates the value of creative public art in generating interest and raising brand awareness. The opportunity now exists for Longford to capitalise on this attention in promoting its tourism products.

Longford County Council continues its programme of public art commissions with the imminent installation of a public art feature on the corner of St. Michael's Road and the Strokestown Road which was commissioned as part of the St. Michael's Road Regeneration Project, followed by the commissioning of a piece to commemorate the construction of the new Lanesborough Fire Station.

Editors Note:

The image can be viewed at: <https://www.facebook.com/Ireland> or www.visuallongford.ie

The art piece was created by Cork sculptor: Alex Pentek 087 6268786

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