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Happy feet and smiles for Limassol Theatre Arts School students

West End performer, Paul Shah, took time out from his busy performance schedule in Cyprus this week to host a one hour workshop for students of the Limassol Theatre Arts School. The talented entertainer and performer, currently appearing in popular UK drama series, *Eastenders*, is on a short break in Cyprus where he is touring in Andrea Morrelli's *Ratpack Show*.

Among the performers in the show, which includes Andrea Morrelli as Dean Martin and Martin Rhodes as Frank Sinatra, Paul Shah performs as Sammy Davis Jr.

Shah's background in musical theatre is extensive "I've been tap dancing and performing on stage for more than 20 years" and his television credits include *The Office*, *Gavin & Stacy* and

currently *Eastenders*.

The workshop featured a mixed group of enthusiastic young students (and a couple of teachers too) who found the hour plus long master-class "brilliant", according to young hooper, Harry McHale.

Shah was impressed with the talent on display "Considering this was a mixed ability and mixed age group, everyone did incredibly well; they're all so talented. It's been great fun."

Shah's workshop was filmed as part of a proposed feature called 'Ratpacking in Cyprus'.

The tribute show, Andrea Morrelli's *Rat Pack*, will be performing at the Heritage School Amphitheatre on Sunday September 30 at 8pm.

For more information or to book tickets call: 25367018.



IN STEP: LTAS students and teachers go through their paces with Paul Shah

Branding a city... what next for 'Energetic Limassol'?

Eighteen months after the Limassol Branding Project began, the culmination of this landmark open source international branding exercise, headed by leading Branding Strategist, Peter Economides, has finally concluded its study.

So how do Limassolians define their unique city? According to Spyros Spyrou, director of Honeywell Travel and ASG, who instigated the branding project more than two years ago, "The findings are unanimous. 'Energetic Limassol' says it all; the positive energy, the drive, determination and open, welcoming spirit of the city, its people. It's easy to apply, encompasses the attributes of our population and is totally representative of our successful city. This is how we see ourselves. This is the image we want to promote."

"Now begins the hard work, promoting our brand through practical applications at home and abroad and generating future growth and investment in our city," Spyrou went on to add that as a pioneering city, Limassol has always shown itself to stand out.

The project epitomised this spirit as the first ever interactive city branding project, open to the entire city population on Facebook and other online social networking sites.

Spyrou believes the impact of 'Energetic Limassol' as an integrated strategic promotional campaign will be hugely beneficial to future business investment, whether in tourism, as a residential destination or to develop new international commercial interests.

'Energetic Limassol' also alludes to the current exploitation of gas finds off the Limassol coast, fast shaping the city and island itself into a burgeoning Mediterranean energy hub.

The consortium of seven local business leaders who privately financed the brand-



ing project, which was also supported by the Limassol and district municipalities, the Limassol Tourism Development Company, the Limassol Chamber of Commerce and Industry and the Cyprus Shipping Chamber, have already endorsed the outcome of the study, which Economides recently presented to them before the strategy moves to its next, crucial stage.

Now the challenging task of raising funds and finding sponsorship to begin a comprehensive and targeted 'Energetic Limassol' promotional campaign is about to begin. The Limassol 'smile,' remains; the logo which symbolised the branding project study has been adapted and has now become the 'no logo logo'. With a touch of blue for the sea, yellow for the sun and green for the land, "It has endless possible applications" said Spyrou "And can be easily rolled out onto buildings, cars, public transport vehicles, municipal dustbins, sun umbrellas, billboards; it's adaptable for promotional literature, posters, merchandising items, for exposure at airports, international travel fairs and exhibitions and trade shows."

For Economides the comprehensive research process took in the geography, history, culture, social, business, and tourism elements of the city. Conclusions found "Limassol is smiling, is alive, dynamic, friendly, open and welcoming. The city brand should embrace all these qualities and

'Energetic Limassol' does just that. It's a reflection and expression of Limassolians, a multiple choice word evoking a dynamic city, one where you can live, work, travel, invest, relax, holiday, have fun and trade in; a city exuding energy."

Spyrou believes the positive message will give the local community pride and ownership; it will 'fit' the business community, municipalities and other bodies, the education community, schools, colleges and the University, and tourism applications as well as attracting foreign residents.

There will be specific actions across traditional and social media, open presentations, a You Tube channel, an online Limassol 'Daily Secret' link, school competitions, city projects and campaigns, including developing a city landmark, and sponsorship packages to attract investors.

Meanwhile volunteers have already expressed an interest in helping to develop the campaign and both Economides and Spyrou believe 'Energetic Limassol' is on target to create a positive and realistic picture of what is reflected in the city, giving prospects for further growth and economic prosperity. Spyrou concludes "Thanks to a strategic promotional 'Energetic Limassol' campaign, I believe Limassol will be the first city to come out of this economic recession and lead Cyprus forward. Now the essence of our work begins."

LIMASSOL NOTES

Privacy please...

I smile a lot. It's who I am. It's what I do. I'm a friendly, smiley kind of person. In light of recent events however I'm beginning to wonder if I should curtail this natural tendency of mine.

Parked at traffic lights recently, an innocent smile towards the driver stationed next to me (male) helped the seconds pass and off we sped to our individual destinations. A couple of days later an SMS to my mobile turned out to be from "the person you smiled at, at the traffic lights"...Hmmm.

My initial thoughts were 'Who? Which person? I didn't give my mobile number to anyone...' - As I said, I smile a lot,



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at lots of people, lots of the time. So, an innocent smile to a stranger and now someone had tracked me down, knew my personal mobile number and was referring to me by my name. It's not rocket science to work out how the information might have been obtained. Clearly my car registration number means I'm on a police data base (and many other databases, actually) and therefore easily traceable. Assuming of course one has access to the right source of information and a ready and willing supplier of the same. And this is my point. In our brief 'conversation' which I kept minimal and on the barest side of civil, I asked my admirer how he'd found my number. He calmly sent me a message back saying "you can find out anything you want if you know where to go and who to ask". Indeed.

Now, would you be flattered or

horrified?

Personally, I was and am fuming; whatever happened to my rights to privacy? Under the Data Protection Act my personal details should not be divulged to a third party. I, and every other citizen who has ever had to fill in an official form or signed their personal details over in a government or administrative document, should be protected from this sort of 'shared' information being made available. If I wanted to give my mobile number to a random stranger I would do so. And how do I know whether other personal information has been passed on? Does this man also have my address or bank details, information on my family, my medical history? I surprised myself at my calm response; I expressed my concern at the unlawful means which he'd used to access my details, and asked him to consider the implications of his (and his accomplice's) illegal action. Sure, I could try the same tactic myself (I also have a few friends in useful places! It would be easy to trace this person from the mobile number he'd been using to contact me). I could even take legal action. He was absolutely stunned. It seems he merely wanted to chat me up, or so he says. But how do I know that? In fact, how do I know this man is not some sort of stalker, or worse?

Okay, so maybe I am overdramatising the situation, but my point is this: I really do not know anything about this person, but he sure as hell knows about me, thanks to a call to his friend who has access to a database on which my personal details are listed. From where I'm sitting that's scary, not to mention illegal. I've no idea how you would react, but I can tell you, I'm not smiling now.