



Monaco's Tourist & Convention Authority launches **MONACO FROM HOME SERIES**

Singapore releases new video on shared culture of Formula One racing



SINGAPORE, 19 JANUARY 2021 - The Principality's Tourist and Convention Authority unveils its new promotional campaign titled '**Monaco From Home - A small country that resonates all over the planet.**'

Paying tribute to Monaco's international appeal and relationships with countries across the globe, the Monaco From Home video series invites audiences to discover the close links that unite Monaco to 10 countries through shared interests and collaborations.

Benoit Badufle, Regional Director, Promotion Bureau of the Principality of Monaco, says, "With travel still largely restricted, we wanted to stay connected with travellers all over the world to showcase our beautiful destination in new ways. The campaign presents Monaco in new light, and allows our audiences to see unique ways in which our small principality has global resonance."

Run across ten countries, the first six videos in Germany, London, Russia, Australia, America, and Italy offices have gone live, with the seventh video featuring Singapore released [today](#).



Each country is represented by a personality or theme that links it with Monaco. Australia's showcase of their ocean preservation projects aligns with the objectives of Prince Albert II of Monaco's Foundation for Ocean Health, while London's interviews famous architect, Lord Norman Foster's team, who designed and constructed the new Monaco Yacht Club in 2014.

In Singapore, the team worked with 26-year-old up-and-coming motor racing driver Andrew Tang, who takes us on Singapore's F1 track and shares how Monaco has inspired him and his racing journey. The F1 link from Singapore to Monaco is indeed well-recognised. Inaugurated in 1929, the Monaco Grand Prix is widely considered one of the most important and prestigious automobile races in the world, characterised by its narrow course, elevation changes, tight corners and tunnel – making it one of the most demanding tracks in F1. Cruising in a Ferrari along the F1 Singapore circuit in the video, Andrew shares his passion for the sport and reminisces about his favourite moments on the Monaco circuit.

The campaign will largely be social media driven and publicised across the various Visit Monaco offices' Facebook and Instagram social media channels around the world. The campaign kicked off in Germany on 8 December 2020.

Please find the video for the campaign [here](#). The collection of Monaco From Home videos are viewable on Facebook [here](#).

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