

MEDIA KIT

LIVING POSTCARDS

The new face of Greece 

ABOUT LIVING POSTCARDS

In November of 2012 the English version of @LivingPostcards embarked upon the difficult task of compiling a variety of new enterprises that collectively would depict "The New Face of Greece". The daunting goal was to assimilate an all-encompassing data base of fresh and unique start-ups primarily comprised of exquisite hospitality venues, emerging musicians and artists, fashion and jewellery designers, producers of organic gastronomic and cosmetic products all born from the rich bounty and nature of Greece. This compilation of young cutting-edge entrepreneurs with their unique products and services would provide the knowledgeable connoisseur with a new image. The ultimate goal would be to unravel the old stereotypical images and to bring forth a refreshing new image and dimension. This new persona would adhere and respect the traditional values while at the same time expound on the gigantic strides of those that chose to dare in a climate of uncertainty and crisis.

THE LIVING POSTCARDS ENDEAVOUR RAPIDLY SPARKED A PLETHORA OF GLOBAL INTEREST.

Strategic partnerships ensued with dynamic sites from abroad such as travelfashiongirl.com, stay.com, HuffpostGreece, Adorn Magazine from India to name a few , all having the goal of showcasing the cutting-edge products and services depicted within the Living Postcards platform .These actions were followed by the professional representation and strategic placement of these products and services for easy access to the end-user consumer.

A natural evolution of the Living Postcards showcasing of these products and services was the planning of interactive events, media sponsorships and global presentations. These actions would further support and expound the energy and dynamic of the new Greek entrepreneur and afford the attendees of these events to meet and interact with these individuals and their products and services. To facilitate all these endeavours, Living Postcards provides today a well-heelled production team comprised of professional writers, photographers, directors, and bloggers all scouring throughout Greece constantly seeking out "The New Face" of this ravaged land. Once identified, these persevering entrepreneurs and their products are showcased, guided, supported and promoted via a variety of social media channels and efforts.

In the very near future, Living Postcards is in the planning stages of a variety of further promotional endeavours. The next tier of support would be the development of a constantly evolving and physically traveling "pop up store" that would "transport and transpose" this message throughout Greece and abroad....blaring this is "The New Face of Greece".



ILIADA KOTHRA

FOUNDER- EDITOR IN CHIEF

"Born in the beloved city of Athens, she studied advertisement, public relations, and social media marketing. She worked in several companies in sales and marketing departments, and in the end of 2012 she created the global platform www.living-postcards.com, with basic goal to promote abroad all the good things Greece has to offer in the middle of crisis.

She works a lot, she creates a lot. She writes and travels daily, trying to find hidden treasures of this land like jewellery - fashion designers, food products, luxury boutique hotels, artists, and people with a special story and artists."

"Living Postcards began operating 5 years ago with the purpose of boosting the moral of the Greeks due to the difficult financial situation that we're going through and also to introduce to the rest of the world the talent, creativity and high quality work of the people in Greece. Another reason was to demolish the impression of us being lazy and of poor taste!

It is said that "crisis" brings "diakrisis" and that was exactly our goal! Despite the obstacles many people took the initiative to change all this. Optimist artists, musicians, designers, producers of local food products, left the big cities and moved to small villages and forgotten islands, building their small business, such as boutique hotels and transforming these areas into beautiful, cozy oases!

JOIN US TO DISCOVER AND ENCOUNTER THESE PEOPLE AND THEIR AMAZING WORK!"



EVENTS



EVENTS



EVENTS

3 Χρόνια
LIVING POSTCARDS
The new face of Greece

Μια Γιορτή για τις Γυναίκες



www.living-postcards.com



EVENTS

"Living Postcards at Startup Safary Athens- 8 amazing business women and their own story"



EVENTS

Living Postcards invites 5 food bloggers
at Hytra Restaurant & Bar

Αισθητική.

Γεύση.

Απλότητα.

Φιλοσοφία.

Παράδοση.

Γαστρονομία.

Μνήμη.

Α Π Λ Α
Α

A #foodblogging event.

You are invited.

Save the Date.

13-01-2017
20. 00

Onassis Cultural Centre
107-109 Syggrou Avenue
11543 Athens

@Living-Postcards
The new Face of Greece





EVENTS

"New York Blue Money Show and Living Postcards"
by www.thenationalherald.com



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EVENTS

Living Postcards goes Thessaloniki





EVENTS

Living Postcards Event at Panorama
Epixeirimatikotitas

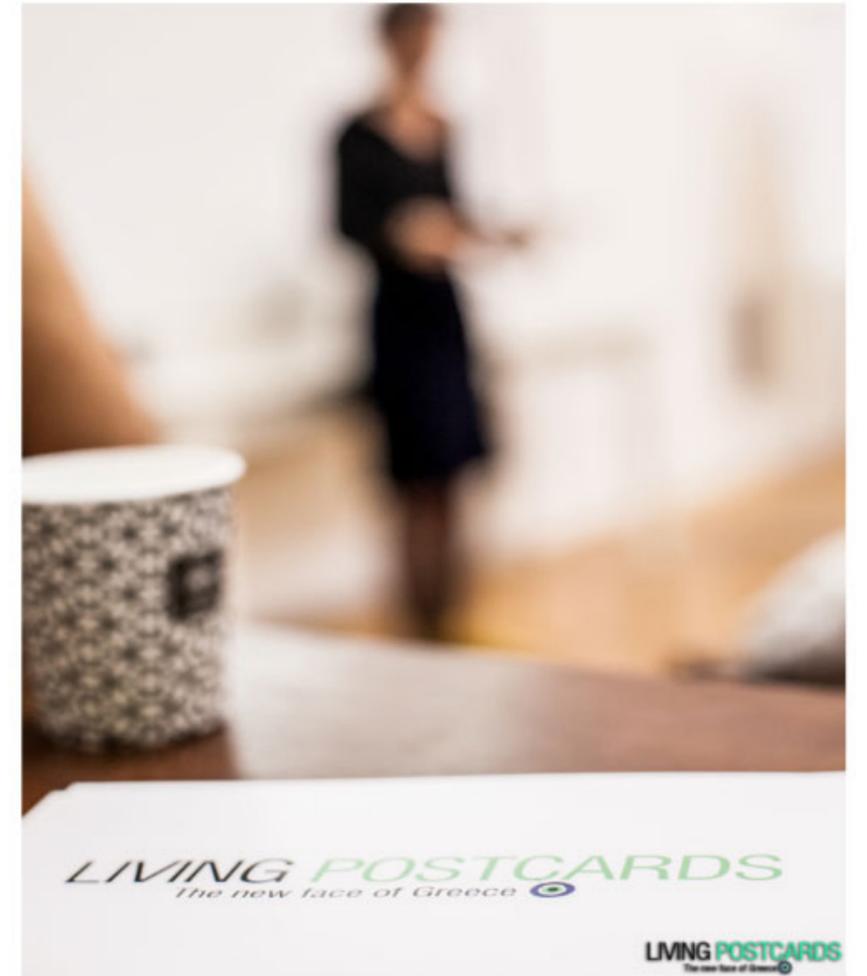


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EVENTS

"Success is about Passion"

Living Postcards Event in Apivita Experience Store





EVENTS

A Living Postcards Event at
Hilton Hotel Athens



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EVENTS

Living Postcards at "Hotel Show" Global Exhibition.



EVENTS

7 Years of Living Postcards



7 years of Living Postcards
#share_the_Greek_light_everywhere

📍 ΜΗΤΡΟΠΟΛΙΤΙΚΟ ΚΟΛΛΕΓΙΟ - ΑΜΦΙΘΕΑΤΡΟ DOWNTOWN CAMPUS ΑΚΑΔΗΜΙΑΣ 42 | ΑΘΗΝΑ
16 ΔΕΚΕΜΒΡΙΟΥ 2019 | 18:00 - 20:00

Topic:
"Fu-Turism"
Ο Τουρισμός ως μέσο ροής Πολιτισμού & διαβόρφωσης συνείδησης

Speaker:
Elsa Exarchou
Επιχειρηματίας Τουρισμού

ΜΗΤΡΟΠΟΛΙΤΙΚΟ ΚΟΛΛΕΓΙΟ
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7 years of Living Postcards
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16 ΔΕΚΕΜΒΡΙΟΥ 2019 | 18:00 - 20:00

Topic:
Building a luxury brand

Speaker:
Manos Gerakinis
Founder of Manos Gerakinis Parfums

ΜΗΤΡΟΠΟΛΙΤΙΚΟ ΚΟΛΛΕΓΙΟ
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16 ΔΕΚΕΜΒΡΙΟΥ 2019 | 18:00 - 20:00

Topic:
Becoming Margo

Speaker:
Margo Nancyfor
Composer & Performing Artist

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16 ΔΕΚΕΜΒΡΙΟΥ 2019 | 18:00 - 20:00

Topic:
Βιωσιμότητα VS Σύγχρονο του Success Story

Speaker:
Anastasia Astypaliotou
Co-founder Artion Greek Foods

ΜΗΤΡΟΠΟΛΙΤΙΚΟ ΚΟΛΛΕΓΙΟ
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16 ΔΕΚΕΜΒΡΙΟΥ 2019 | 18:00 - 20:00

Topic:
Man of Steel

Speaker:
Dimitris Zellos
Product Designer

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16 ΔΕΚΕΜΒΡΙΟΥ 2019 | 18:00 - 20:00

Topic:
Οι θετικές ειδήσεις είναι που αηθίζουν τον κόσμο

Speaker:
Mariam Polygeni
Founder of e-motions.gr/Writer

ΜΗΤΡΟΠΟΛΙΤΙΚΟ ΚΟΛΛΕΓΙΟ
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16 ΔΕΚΕΜΒΡΙΟΥ 2019 | 18:00 - 20:00

Topic:
Η Ελληνική κουζίνα σε ένα print

Speaker:
Michail Alexander Passos
Founder & Creative Director
The Motley Goat

ΜΗΤΡΟΠΟΛΙΤΙΚΟ ΚΟΛΛΕΓΙΟ
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INFLUENCER PARTNERSHIPS

THE
BJENDER
GALLERY



adorn
INDIA'S FIRST LUXURY JEWELLERY MAGAZINE



ΜΕΓΑΡΟ
ΜΟΥΣΙΚΗΣ ΑΘΗΝΩΝ



H Y T R A



HUFF
POST
GREECE



IMPACT
HUB

ΜΑΓΕΙΑ

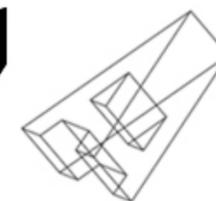


PANSIK[®]
SCUOLA DI MODA - ART & DESIGN



A JEWEL
MADE
IN
GREECE

Hilton
ATHENS



it's all,
oh so
souvenir
to me.



Éσω[éso]



ΣΧΟΛΕΙΟ
ΤΟΥΡΙΣΜΟΥ
ΚΑΛΑΜΑΤΑΣ

deBóp





FEATURES

Jun, 2016

Iliada Kothra: the entrepreneur with a global vision to promote people with passion and talent!

Iliada Kothra's passion is to help and promote talented people with love for what they do! She is like a mother who supports her children to grow and to stand on their feet.. her clients depend on her and know that with her by their side, they can only move forward.. She has a kind face with a constant smile, she loves details and has very high values in everything she does.. she has the talent to admire beauty without borders as she is strong believer in human connection and unity!

I met her in a hotel that she had picked for the interview, a very beautiful hotel in the centre of Athens, overlooking from its roof garden the Acropolis and from the other side the Lycabettus hill. As she was telling me her story, she must have admired the view more than 5 times and took a couple of pictures that truly expressed her romantic and delicate heart. She says how can one be sad or miserable when there are so many beautiful things and place all around us..

In 2012, Iliada started her platform, living-postcards.gr, out of the need to change the world's perspective of Greece and to show the world that Greece has infinite beauties and talented people with passion and style in everything they do! She has an eye for authenticity and each time she tells a story or presents a talented artist, she connects with them from her heart and presents their story with love and passion! And her platform actually represents perfectly the name, as when you are browsing you feel the energy and its liveliness, full of colours and beautiful pictures and so many different stories! Living-postcards today has over 3000 startups primarily comprised of exquisite hospitality venues, emerging musicians and artists, fashion and jewellery designers, producers of organic gastronomic and cosmetic products all born from the rich bounty and nature of Greece.

The most beautiful part is her global vision and her passion to support young entrepreneurs to stand on their feet these difficult times.. Her goal is to inspire others dare to pursue their talents and dreams by reading other beautiful stories in living-postcards!

www.living-postcards.com

◀ Previous Post : Next Post ▶



FEATURES

THE ATHENIAN NEWS ΕΦΗΜΕΡΙΔΑ ΤΩ ΑΘΗΝΑΙΚΟΝ

Exarcheia

Ingredients (serves 4):
 500g dry white cannellini beans
 4 large carrots, sliced
 1 large white onion, finely chopped (using a food processor's knife tool to blend the onion is fine)
 3 stalks of celery, including leaves, finely chopped
 Small bunch of parsley roughly chopped
 200ml extra virgin olive oil
 1 whole lemon
 a pinch of paprika (hot or sweet, according to preference)
 salt and freshly ground pepper

Method:
 Place the beans in a large bowl, cover with plenty of water leaving a good 3 inches on top, let stand overnight. When ready to start cooking, drain the beans and set aside. Heat a generous glug of olive oil in a deep pot, then add the onions, celery and half the chopped parsley. After 5 minutes add the carrots, stirring regularly. After another 5 minutes add the beans and cover to the top with water. Bring to the boil then simmer uncovered for 2 hours until the beans are tender, but not overdone. You can use a pressure cooker to halve the cooking time.

To serve, add the fresh parsley, lemon juice, olive oil, salt and pepper to taste.

Gazi

Site of the Technopolis, a huge, mixed-use cultural place on the site of the old gasworks.
 Having a gasworks in the centre of the city probably wasn't a good idea, and so the gasworks closed in 1984.
 The Technopolis attracts over 600,000 visitors per year - impressive for a city of 3 million.

Winter warmer

Seeing as it's getting cold outside, we'd suggest a bit of spice in your life. Heat up with a combination of our spicy tyrokafta dip (feta, chili, red pepper) and our wonderfully flavoured wild boar sausage - available in our wraps and boxes.

THE ATHENIAN NEWS ΕΦΗΜΕΡΙΔΑ ΤΩ ΑΘΗΝΑΙΚΟΝ

The New Face of Greece

We catch up with Iliada Kothra, who's in the business of giving Greece a makeover.



Founder and editor-in-chief of Living Postcards, Iliada Kothra, asked us to meet her at the AthensWas hotel rooftop restaurant, one of her new favourite Athenian locations. Boasting breathtaking panoramic views of the acropolis, it's perhaps the perfect setting for our talk about her website and love of all things Greek.

"It's about beauty, living beauty."

Speaking about the start of the financial crisis, Iliada remembers, "I started to feel that everyone around me was depressed and no one could see a future." Being abroad at that point she noticed that despite the situation at home, Greek products, particularly in small delicatessens, were viewed as a luxury. Upon her return, she decided that Greece, Athens in particular, had many things to promote, not just food products, and was inspired to start Living Postcards as a way to combat the general feeling of malaise that had descended upon the country. Recognising that Greece needed a slight rework in the eyes of the international community, Living Postcards became a platform that began to disseminate Greek culture in its many forms, although with special attention to small, independent boutique hotels, music, cosmetics and small fashion and jewelry designers as a way to portray, what Iliada calls 'The New Face of Greece.'

Operating as a global platform that is accessible to all, the site is updated everyday. Working to continuously discover creative new brands and people that have a story to tell, the

EDITION US THE HUFFINGTON POST

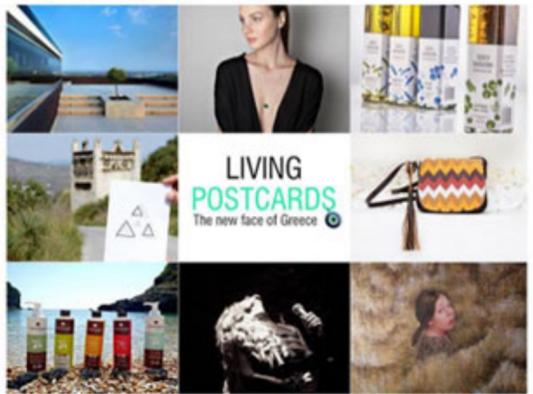
NEWS POLITICS ENTERTAINMENT LIFESTYLE IMPACT VOICES VIDEO ALL SECTIONS

MAKERS NOW IN THE UK

CONTRIBUTOR
 #greekcreativity "An expat's and expert's tale of Greece"

09/19/2016 06:32 pm ET

150



LIVING POSTCARDS
The new face of Greece

"Creativity" is defined as "the use of the imagination or original ideas especially in the production of artistic work"

I first heard of the concept of "Greek creativity" when I was introduced to Iliada Evangelia Kothras, and started following her work for "Living Postcards" showcasing Greek artists and other young local artisans.

Being born and raised in Greece, I never actively thought of "Greek creativity". Greece has an abundance of natural beauty, history, culture, and cuisine. to

TRENDING
 Seth Meyers Rips Trump For Ridiculous Mar-A-Lago Weekend
 Trevor Noah Lets Trump Aide Stephen Miller Evilsicate Himself
 Dear White, Christian Trump Supporters: We Need To Talk
 A Letter to The Single Girl At The Bar
 Dear White People: Get A Grip

FEATURES

BUSINESS TRAVEL

Business Travel

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Η ΙΛΙΑΔΑ ΚΟΘΡΑ ΠΡΟΒΑΛΕΙ ΤΟ «ΝΕΟ ΠΡΟΣΩΠΟ ΤΗΣ ΕΛΛΑΔΑΣ» ΣΤΟ ΕΞΩΤΕΡΙΚΟ ΜΕ «ΖΩΝΤΑΝΕΣ ΚΑΡΤ ΠΟΣΤΑΛΣ»!!!

Δευτέρα 9, 2016 - by Business Travel - in ΠΡΟΣΩΠΑ



ΚΑΤΗΓΟΡΙΕΣ
 "Η ΕΛΛΑΔΑ ΜΟΥ"
 ΒΟΡΕΙΑ ΕΛΛΑΔΑ
 ΓΑΣΤΡΟΝΟΜΙΑ
 ΛΙΘΩΝΗ ΝΕΑ
 ΕΛΛΗΝΙΚΑ ΠΡΟΪΟΝΤΑ
 ΕΠΙΧΕΙΡΗΣΕΙΣ
 ΕΥΕΣΙΑ
 ΞΕΝΟΔΟΧΕΙΑ
 ΠΟΛΙΤΙΣΜΟΣ
 ΠΡΟΟΡΙΣΜΟΙ
 ΠΡΟΣΩΠΑ
 ΣΥΝΤΑΓΕΣ ΜΕ
 ΕΛΛΗΝΙΚΑ SUPER FOODS
 ΤΑΣΙΑΙΑ
 ΤΟΥΡΙΣΜΟΣ

ΑΡΧΕΙΟ
 Φεβρουάριον 2017
 Ιανουάριον 2017
 Δεκεμβριον 2016
 Νοεμβριον 2016
 Οκτωβριον 2016
 Αυγουστου 2016
 Ιουλίου 2016
 Ιουνίου 2016
 Μαΐου 2016
 Απριλιον 2016
 Μαρτιον 2016
 Φεβρουαριον 2016
 Δεκεμβριον 2015
 Νοεμβριον 2015

Όσο χροσόνικο, ασυνήθιστο και ιδιαίτερο είναι το όνομά της αλλά τόσο καινοτόμο, ευφάνταστη και άκρως επιχειρηματική ήταν η επιχειρηματική της ιδέα. Μια ιδέα που προέκυψε, για την ακρίβεια γεννήθηκε από ένα ταξίδι της στο εξωτερικό πριν από τρία χρόνια.

Διαπιστώνοντας ότι η Ελλάδα που έχουν οι περισσότεροι ξένοι για την Ελλάδα θυμάται καιρ ποστάλ της δεκαετίας του '70 και ότι ελάχιστοι γνωρίζουν για την Ελλάδα που σε μικρό κλίμα θεμαουργεί, καινοτομεί και παράγει, αποφάσισε να μεταμορφώσει σε πράξη την επιχειρηματική της ιδέα. Να καταγράψει δηλαδή σε μια βάση δεδομένων όλα αυτά που για εκείνη ανταρροουσιέουν «Το Νέο Πρόσωπο της Ελλάδας» και κατόπιν να τα προβάλλει σε όλον τον κόσμο, αξιοποιώντας κατάλληλα το διαδικτυο.

Έτσι οι μόνοι ο αλόκληρη την Ευρώπη που έχουν το προνόμιο να λάμ τον "σερανό" σερανό και τη θάλασσα "θάλασσα" όπως την έλεον ο



HOME INTERVIEWS EDITORS URBAN CITY URBAN DECO URBAN PEOPLE CATEGORIES

CONTACT

urban life

urban people

ΙΛΙΑΔΑ-ΕΥΑΓΓΕΛΙΑ ΚΟΘΡΑ - #SHARE_THE_GREEK_LIGHT_EVERYWHERE

OCT 26, 2016



LIVING POSTCARDS
The new face of Greece

Brokies
 DOLPHIN BAY Family Beach Resort
 Mr. MIAM

FEATURES

Presentation of Living Postcards
in the official magazine of
Scandinavian Airlines.



Entrepreneur Eleni Kortra sees some positive aspects to Greece's economic problems.

'Every coin has two faces. It was like the crisis opened up new ways of doing things, new ways of thinking'

the crisis opened up new ways of doing things, new ways of thinking and helped sweep out the old, stale practices. Without it, a lot of people wouldn't have found the guts to do something different, to fulfill those passion projects they'd always been thinking about."

Kortra has supported Lila Kar's distinctive hand-bag brand Koveros from the early days. Kar was in her 40s with two kids when she launched the brand, and now her international success has picked up numerous copycats. None, however, can compete with her highly original creations that bring together locally-sourced materials, traditional techniques and one-of-a-kind fabrics—all injected with the personality of the artist.

Working with artists, designers and creators has taught Kortra volumes about what it takes to succeed in a challenging environment, something she shares with new projects through her consultancy. "Strategy, ethics and focus are the most important factors," she explains. "I can help you with everything else, from marketing to networking and social media, but if you don't have those strong fundamentals, you'll struggle."

For Kortra, becoming the spokesperson for the new face of Greek creativity has helped fulfill her own dream too, giving her the opportunity to travel widely and soak up new experiences. Her latest adventure will be to take a pop-up showcase of ten of the biggest and best independent Greek brands to emerging destinations around the world, such as Montenegro, Poland, Belgium and India.

"I want to share the message that Greece has totally changed—it's not the same country it was 20 years ago," Kortra explains. "I believe in small projects and people who think differently. Especially around Athens, you see many changes led by small groups of people who want to support their community."

THE CREATIVE INDUSTRIES always live a precarious existence—both in Athens and abroad. Trained as a graphic designer, Vasilis Haralambidis has long been the driving force behind the BROS bar and arts venue in Kerameikos. But when he saw the toll the crisis was taking on the local creative scene, he felt inspired to build something more ambitious that would function almost as a life raft and community center in one.

When Haralambidis came across the remarkable 19,400 office building in Omonia that once housed the pulp magazine *Romanos*, his idea began to take shape. The former printing offices were lovingly restored and re-fitted to create a multipurpose creative hub and cultural center over multiple floors.



Athens — a city reborn

Athens has been through a difficult decade. The most severe economic crisis in EU history has taken a toll on both the city and its people. But today, the city is buzzing with revitalized energy and newfound confidence.

By ALEX KING Photos by MICHAEL GOELBERTH

The arrival of the internationally respected Documenta contemporary art festival in 2017 was perhaps the first signal to outsiders that Athens was making a powerful comeback. Followed by being named the UNESCO World Book Capital in 2018 and winning the title of European Capital of Innovation later the same year, Athens has underlined to everyone that it's going from strength to strength as it emerges from the economic crisis.

"I was determined to show the world that Greek culture isn't just *benettonia* and *mosaikia*," Eleni Kortra says about her decision to found Living Postcards ten years ago. "I wanted to show not all the interesting things that were happening in the midst of the crisis—the new faces, artists and fashions—everything was changing."

Today, Living Postcards is the definitive resource for discovering the best of modern Greek creativity. It has become a valuable database of successful projects

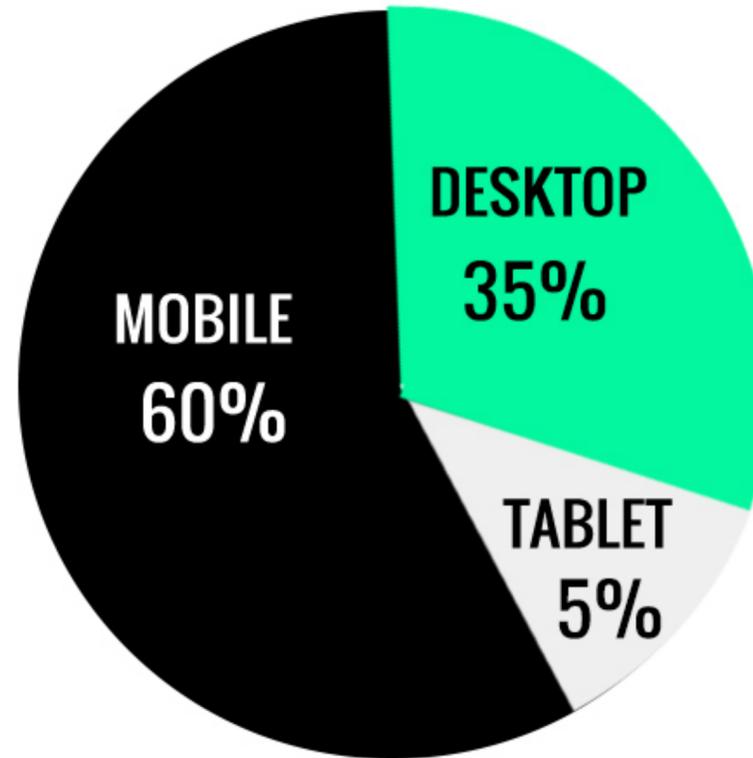
WEB STATISTICS

PAGE VIEWS

1.566.000

SITE REACH

410.000



HIGHLY ENGAGED

4:00 MINUTES
4 PAGES/VISIT

SOCIAL MEDIA FOLLOWERS



14891



5716



1330



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**LIVING
POSTCARDS**
The new face of Greece 



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