**Press: Myrrah was born, the first magazine dedicated to the South of Italy**

Myrrha – the gift from the South is the first webzine dedicated to the south and has been presented today.. This editorial project was born from the desire to talk about the South as a place of great intellectual, artistic, entrepreneurial and cultural resources. Myrrha ‘s goal is that of comparing all positive realities, such as knowledge and awareness of the South starting from its points of strength. The first number of the magazine has been launched today at the Fondazione del Sud in the presence of the editor, Maurizio Conte, the director in charge, Giorgio Salvatori and some members of the magazine scientific committee.

“The South of Italy, its natural beauty, its towns, its intellectual richness, its values represent a social, economic and cultural structure that can be definied as the pillar that supports one of the European doors”, said Maurizio Conte. Then he continued by saying “ Myrrha shows the need of giving an identity and a voice to the excellencies of the South, those that move the resources and give Italy too many merits to be quantified in our GDP”. He concluded by saying “ We met young enterpreneurs, intellectuals and places rich in nature and artistic beauty that we want to tell about”. According to Giorgio Salvatori “Myrrha is a way to reassert our supremacy as to the standard of living and life style. It is a gift , as stated in the subtitle, because of the quality and intensity of human relationships, the flavors, perfumes and colors that can rarely be found elsewhere. Our South is playing a match that cannot be ignored or taken too lightly. Our future depends on this match” He added “the road is still full of obstacles but the finish line has never been more clear and unanimous”. He concluded. The name Myrrha comes from the will to evoke antique historic roots, a necessary place for those that are looking at old traditions as a source to feed new trends. The logo will be a compass and has been inspired by the relationship that always linked the East with the Mediterranean sea, a navigation concept different from the traditional rules. In the first number, online today July 2, Myrrah’s compass will take the travelers on a trip from Sicily to Sardinia, passing through Calabria, Puglia and Campania.