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HSBC Malta Supports Digitisation of Maltese Modern Art at the Victor Pasmore Gallery

The HSBC Malta Foundation is honoured to support Fondazzjoni Patrimonju Malti's digitisation project at the Victor Pasmore Gallery, an innovative effort aimed at preserving and promoting the Maltese Modern Art Movement. This year's sponsorship highlights HSBC's ongoing commitment to safeguarding Malta's rich artistic and cultural heritage.

The Victor Pasmore Gallery has become a leading hub for artistic research, exhibitions, and educational programs dedicated to celebrating Pasmore and his Maltese contemporaries. In 2024, the gallery unveiled a cutting-edge digitisation studio to create a comprehensive digital archive of the 20th century Maltese Modern Art Movement. This ambitious project will preserve invaluable materials, making them accessible to researchers, students, and art enthusiasts around the world.

Geoffrey Fichte, CEO of HSBC Malta, commented: "Preserving cultural heritage is central to HSBC Malta's sustainability efforts. By supporting the Victor Pasmore Gallery's digitisation project, we aim to ensure that Malta's rich artistic legacy is not only protected but also shared with future generations."

As part of this initiative, Fondazzjoni Patrimonju Malti is encouraging the public to contribute to the growing archive by sharing documents, photographs, videos, and other materials related to Malta's 20th century artistic legacy. This collective effort will expand the gallery's research and foster deeper connections with Malta's cultural identity.

Michael Lowell, CEO and artistic director of Fondazzjoni Patrimonju Malti, remarked: "The Victor Pasmore Gallery is becoming a leader in artistic innovation. This digitisation initiative will not only protect our artistic heritage but also offer new opportunities to engage with and understand Malta's modern art history."

HSBC Malta Foundation's backing of this project is part of its wider commitment to education, culture, and the arts, further solidifying the bank's role as a vital partner in ensuring Malta's cultural sustainability.



Photocaption – from the left: Michael Lowell, CEO and artistic director of Fondazzjoni Patrimonju Malti and Geoffrey Fichte CEO at HSBC Bank Malta

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