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Design Hotel Lone



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POČETCI ROVINJSKOG TURIZMA THE EARLY BEGINNINGS OF TOURISM IN ROVINJ

sadržaj

table of contents

- 02 Arhitektura | Architecture**
02 Design hotel Lone
- 06 Hotel Lone kao presedan | The Hotel Lone as Precedent**
- 10 Tema broja | Issue Theme**
To je Lone | This is Lone
- 14 Photo by**
Cat Vinton
- 20 Novosti | News**
- 24 Iz moga kuta | From My Point of View**
Nenametljiva klasa | Unobtrusive Class
- 30 Događanja | Events**
30 Romantični Mediteran u srcu Rovinja | Romantic Mediterranean in the Heart of Rovinj
32 Izdvojena događanja | Selected Events
- 34 Maistrine ponude | Special Offers from Maistra**
Kongresi, susreti, konferencije... | Congresses, Meetings, Conferences...
- 40 Rovinj & Vrsar zanimljivosti**
Points of Interest in Rovinj & Vrsar
40 Početci rovinjskog turizma | The Early Beginnings of Tourism in Rovinj
46 Koversada – 50 godina nudističkog turizma | Koversada – 50 Years of Naked Tourism
- 50 Travel industrija | Travel Industry**
Slijedim prijatelje | Following my Friends
- 52 Kultura | Culture**
Reciklirana umjetnost – umjetnost recikliranja | Recycled Art – The Art of Recycling
- 56 Lifestyle**
Kutija suvenira | Box of souvenirs
- 58 Boje, mirisi i okusi | Colours, Smells and Tastes**
U suradnji s prirodom | In Cooperation with Nature
- 62 Gastronomska preporuka | Gastronomic Ideas**
Ostvarena vizija | The Vision Came True
- 66 Zdrav život | Healthy Living**
Štapovima oko Rovinja | Around Rovinj with Poles
- 70 Ekologija | Ecology**
Otočje pozitivne energije | The Archipelago of Positive Energy
- 74 Croatica**
Hrvatska moda u New Yorku, Londonu, Berlinu... | Croatian Fashion in New York, London, Berlin...
- 78 Kontakti | Contacts**

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introduction

Prvi dizajn hotel u Hrvatskoj, jedna od najvećih greenfield investicija u hrvatskom turizmu, hotel namijenjen sofisticiranoj dizajnu fokusiranoj publici koja traži autohtonost i originalnost, prvi pravi konferencijski centar u regiji koji predstavlja srce Maistrine MICE ponude – hotel Lone.

Nakon otvorenja hotela Monte Mulini prije dvije godine, 2011. godinu će, kao novu važnu prekretnicu u razvoju Rovinja i Maistre, obilježiti otvorenje hotela Lone. On predstavlja krunu i vrhunac 7-godišnjega investicijskog ciklusa vrijednog čak 2,2 milijarde kuna koji Rovinju i Maistri pridodaje nove kvalitete omogućujući im ostvarenje strateških ciljeva, na prvom mjestu onih vezanih za stvaranje destinacije koja živi cijelu godinu.

Hotel Lone je po mnogočemu poseban, međutim ono što želimo izdvojiti i na što smo posebno ponosni, činjenica je da je ovaj hotel stvorila turistička kompanija u većinskom hrvatskom vlasništvu koristeći domaće arhitekta, umjetnike, vizualne i industrijske dizajnere. Na taj način smo stvorili autohtoni, ali istodobno i moderni turistički proizvod koji u stvarnost pretvara viziju budućnosti razvoja destinacije Rovinj, a vjerujemo i jedini mogući održivi smjer razvoja hrvatskog turizma.

Ovim putem vas želim pozvati da dođete u Lone, bilo kao gosti bilo kao posjetioči, i uživajte u novim sadržajima koje je svojim otvorenjem ovaj hotel uveo u destinaciju. Ako za to ne budete imali prilike, Maistra, Rovinj i Vrsar će se pobrinuti da i ove, kao i svih godina do sada, uživajte u svim ostalim sadržajima koje smo pripremili za vas.

Dobro došli!

Tomislav Popović
Direktor
Maistra d.d.

The first design hotel in Croatia, one of the greatest greenfield investments in Croatian tourism, a hotel intended for sophisticated design-oriented customers, looking for the autochthonous and the original, the first real conference center in the region which represents the heart of Maistra's MICE offer – is the Hotel Lone.

After opening the Hotel Monte Mulini two years ago, 2011 will be marked by another important breakthrough in the development of Rovinj as a tourist destination as well as for Maistra – the opening of the Hotel Lone. It represents the crown and the peak of a 7-year-long investment cycle, amounting to almost 2.2 billion kunas, providing Rovinj with a tourist destination and Maistra new quality attributes, as well as enabling them to achieve strategic goals, first of all those related to creating a destination which runs throughout the year.

The Hotel Lone is special in many ways, however, we would like to point out something that we are especially proud of – the fact that this is a hotel created by a tourist company, mostly Croatian-owned, using local architects, artists, visual and product designers. Thus we have created an autochthonous, but simultaneously a modern tourist product which turns reality into a vision of the future development of Rovinj as a tourist destination, and we believe the only possible sustainable way in the development of Croatian tourism.

We would hereby like to invite you to come to the Lone, whether as guests or as visitors, and enjoy new programs that the opening of this hotel has brought to this destination. If you do not have the chance now, Maistra and the destinations Rovinj and Vrsar will ensure that this year, just as previous years, you can keep enjoy all the other programs we have prepared for you.

Welcome!

Tomislav Popović
CEO
Maistra Inc.

Design hotel Lone



Kad ga vidimo kako s nizom “paluba” izranja iz mora zelenila pomislit ćemo – to je neki preoceanski kruzer zastao načas u Rovinju, našavši siguran vez između modernog butik hotela Monte Mulini i tradicionalnog Edena. Ono što ćemo zapaziti već i letimičnim pogledom njegova je jednostavnost i čistoća linija. Kao kad majstor znalac jednim potezom kista odredi formu svoga umjetničkog djela. O hotelu Lone razgovaramo sa Silvijem Novakom, arhitektom i partnerom studija 3LHD, autora hotela Lone.

MCM: Studio 3LHD je poznat upravo po jednostavnosti. Primili ste dosad niz nagrada, kako u Hrvatskoj tako i u svjetskim razmjerima, a svi

When you catch a glimpse of its series of decks emerging from the sea of greenery, you will think: this must be a transoceanic cruise liner that stopped in Rovinj for a while, finding a safe mooring between the modern Monte Mulini boutique hotel and the traditional Eden hotel. Even a quick look at the hotel will reveal its simplicity and its clear outlines, just like when a master painter outlines the shape of his work of art in one stroke of the brush. We talked to Silvije Novak, architect and partner in the 3LHD studio, author of the Lone Hotel.

MCM: Studio 3LHD is famous for its simplicity. You have received a number of awards, both in Croatia and around the world, and all your

vaši nagrađeni radovi odišu smirenim, naizgled jednostavnim potezom.

Silvije Novak: “Najveći svjetski umjetnici znali su reći da je jednostavnost – savršenstvo, ali treba jako puno rada da se dođe do čiste i beskompromisne jednostavnosti. Da točno je 3LHD je za svoj rad primio niz domaćih i nekoliko važnih međunarodnih priznanja i nagrada, među ostalima nagradu za najbolju sportsku građevinu na Svjetskom festivalu arhitekture WAF 2008, brončanu medalju za najbolje objekte namijenjene sportu i rekreaciji IOC IAKS award 2009, AR Architectural Review Award (UK), ID Magazine Award (USA) i hrvatske strukovne nagrade Drago Galić (2008.) Bernardo Bernardi (2009; 2005.), Viktor Kovačić (2001.) i Vladimir Nazor (2009; 1999).”

MCM: Kako je grupa autora 3LHD studija pristupila tom zadatku, zadržavajući isti umjetnički kredito i na svom prvom velikom turističkom projektu?

S.N. “Odlučili smo pomiriti tradiciju i organizaciju prostora Edena s modernim izričajem današnjice i naravno, svojom vizijom smirenih, a opet snažnih linija. Moram priznati da smo se u našem radu inspirirali hotelom Eden, koji je u blizini, što se tiče osnovne organizacije prostora, ali smo tu organizaciju nastojali predočiti suvremenim izričajem. Na neki smo način težili pomiriti tipologiju hrvatskih hotela iz sedamdesetih godina prošloga stoljeća s onim što je naš stil i moderni izričaj. Na hrvatskoj je obali nekoliko arhitektonski vrlo uspješnih hotela koji su nastali prije četrdesetak godina, a koji su i danas svojim izgledom aktualni, unatoč ne baš uspješnih pokušaja redizajna u devedesetima. To su hoteli s terasastim tipom gradnje i velikim vertikalnim lobijima, a tako smo organizirali prostor i u hotelu Lone. Mislimo da je to, što se hotela tiče, gotovo savršena organizacija prostora.”

MCM: No, još je jedna poveznica hotela Lone i nekadašnjih uspješnih hotela na Jadranu.

Riječ je o suradnji arhitekata i umjetnika u oblikovanju prostora, interijera, predmeta...
S.N.: Da, kao što su nekada s arhitektima surađivali neki od najuglednijih hrvatskih

awarded work emits a calm, seemingly simple feeling.

Silvije Novak: “World’s most eminent artists would say that simplicity is perfection, but it also takes a lot of effort to reach pure and uncompromising simplicity. Yes, 3LHD received several awards in Croatia and several important international awards and prizes, among others that for the best building in the sports category at the World Architecture Festival (WAF) in 2008, a bronze medal for the best sports and leisure facility (IOC/IAKS award) in 2009, the AR Architectural Review Award (UK), the ID Magazine Award (USA) and the Croatian vocational awards Drago Galić (2008), Bernardo Bernardi (2009, 2005), Viktor Kovačić (2001) and Vladimir Nazor (2009, 1999).”

MCM: How did the 3LHD studio’s group of authors approach this assignment and stay true to the same artistic persuasion on your first big tourist project?

S.N. “We have decided to combine tradition and organization of the Eden Hotel space on the one hand and the contemporary expression of today, and, of course, our vision of peaceful but strong lines. I have to admit that our work, when it comes to the organization of space, was inspired by the near-by Eden hotel, but we tried to represent that kind of organization of space using a contemporary expression. In a way, we tried to reconcile the typology of Croatian hotels from the 1970s with our style and contemporary expression. The Croatian coast has several, architecturally speaking, very successful hotels from forty years ago, and their appearance is still modern, in spite of the not-so-successful attempts to redesign them in the 1990s. These are terraced hotels with large lobbies, and this is the way we organized the space of the Lone Hotel. We believe that the space in the hotel is almost perfectly organized.”

MCM: However, there is one more connection between the Lone and formerly successful hotels in the Adriatic. I am talking about the cooperation of architects and artists in the area of space design, interior design and the design of objects.



likovnih umjetnika, poput Murtića, Price, Goldonija koji su svojim intervencijama obogaćivali prostor, takva je suradnja ostvarena i kod hotela Lone. Svojim instalacijama inkorporiranim u zgradu hotela predstavljaju se hrvatski umjetnici Ivana Franke i Silvio Vujčić. Interijer i izgled soba 3LHD osmislio je zajedno s poznatom dizajnerskom grupom “Numen / for use”, a sve tkanine i uniforme osoblja potpisuju hrvatske modne dizajnerice “I – gle”. Okoliš hotela je dizajnirala tvrtka “Studio Kappo” iz Rovinja. Zbog tih je intervencija i ukupne umjetničke vrijednosti kao jedinstvene vizualne cjeline hotel Lone već ušao u svjetsku grupu “Design hotela” u kojoj se nalaze posebno umjetnički oblikovani hoteli.

MCM: U svim takvim projektima temeljni je problem – kako pomiriti funkcionalnost i dizajn, kako izbjeći da funkcija nadjača harmoniju.

S.N.: “Hotel je zahtjevna tehnološka cjelina. Sve njegove sadržaje “zapakirati” u jedinstveni volumen nije jednostavno i predstavlja vrlo složen izazov. U hotelu Lone gost neće primijetiti da se iza reprezentativnog dijela nalazi cijeli proizvodni pogon sa 150 radnih mjesta koji osigurava normalno funkcioniranje hotela i jamči ugodan i opušten odmor gostiju.

Središnji, reprezentativni dio hotela, veliki je vertikalni lobi koji se uzdiže kroz šest katova. Prve tri etaže sadrže, recimo to tako, javne funkcije hotela. Osim recepcije i pratećih sadržaja, tu su i tri restorana, veliki kongresni centar opremljen svom najsuvremenijom tehnologijom s velikom dvoranom sa 600 mjesta i manjim dvoranama. U “javnom dijelu” nalazi se i noćni klub, dječji klub te wellness centar.

Na ostalim etažama nalaze se smještajne jedinice: 12 apartmana, 16 luksuznih soba koje imaju privatne sobne bazene i 210 udobnih, prostranih i moderno uređenih soba.

S.N.: Yes, just like architects used to cooperate with some of the most eminent Croatian visual artist, such as Murtić, Prica, and Goldoni, whose interventions enriched the space, such cooperation also took place in the Lone Hotel. The installations incorporated in the hotel building represent Croatian artists Ivana Franke and Silvio Vujčić. The interior and appearance of the rooms was conceived by 3LHD together with the designer group “Numen/For Use”, and all the fabrics and staff uniforms are designed by Croatian fashion designers “I–gle”. The environment of the hotel was designed by Rovinj’s “Studio Kappo”. Because of these interventions and its total artistic value as a unique visual whole, the Lone has already joined the world group of so-called design hotels together with other hotels designed in an especially artistic manner.

MCM: The basic problem in all such projects is the reconciliation of functionality and design, and the avoidance of function overpowering harmony.

S.N.: “A hotel is a demanding technological whole. It is all but simple to “pack” all its contents into a unique volume and this is a very complex challenge for us. A guest of the Lone will not notice that there is a production plant with 150 jobs behind the representative part, ensuring the normal functioning of the hotel and guaranteeing a comfortable and relaxed vacation for our visitors.

The central, representative part of the hotel is a large vertical lobby rising through all six floors. What we may call public functions of the hotel are located on the first three floors. Apart from the reception and accompanying services, there are three restaurants, a large congress centre equipped with all the necessary cutting-edge technology, a large hall which can seat 600 people and several smaller halls. The “public part” consists of a night club, a children’s club and a wellness centre.

MCM: Hotel Lone je u dizajnerskom smislu u potpunosti hrvatski proizvod, a i znatan dio opreme hrvatske je proizvodnje, pri čemu su korišteni vrhunski materijali najpoznatijih svjetskih proizvođača. Najvećim dijelom, svaki je predmet u hotelu, namjenski oblikovan baš za hotel Lone. Kako to doživljavate?

S.N.: “Jedinstveni ugođaj hotela Lone rezultat je zajedničkog djelovanja niza umjetnika koji su na ovom velikom platnu ostavili svoj rukopis. Svi zajedno izrazili smo ono kako mislimo da bi hotel trebao izgledati. Vrijeme će potvrditi ta naša promišljanja. Uvjeren sam, a vjerujem, jednako tako i svi drugi koji su sudjelovali u kreaciji ovoga hotela, da će se svaki gost koji uđe u hotel Lone ugodno osjećati i da će uživati u svakom trenutku kojega provede u njemu”.

Other floors are intended for accommodation: there are 12 suites, 16 luxury rooms with private pools and 210 comfortable, spacious and modern rooms.

MCM: In the designer sense, the Lone Hotel is a completely Croatian product, and a significant part of the equipment is of Croatian origin. The materials used are supreme-quality products of the most famous world’s producers. In the most part, every object in the hotel has been purposefully designed for the Lone. How do you feel about that?

S.N.: “The unique atmosphere of the Lone is a result of the joint activity of a series of artists who have signed this great canvas. All of us jointly expressed what we think the hotel should look like. Time will tell whether we were right. I am convinced, and I believe that others who took part in the creation of this hotel are too, that each visitor who enters the Lone will feel comfortable and that they will enjoy each moment they spend here”.





Hotel Lone kao presedan

The Hotel Lone as Precedent

Razgovarali smo s dijelom dizajnera iz grupe “NUMEN / for use” koja okuplja dizajnere iz više zemalja i koji, na neki način, predstavljaju avangardu industrijskog oblikovanja. Rad na hotelu Lone za njih je bio poticaj ne samo da “ugrade” dio vlastitog “opusa” u novo, moderno i atraktivno zdanje hotela, već i prilika da kreiranjem novih ekskluzivnih proizvoda koje proizvode hrvatske tvrtke naprave korak prema promociji hrvatske kvalitetne proizvodnje, što je svojevrsni presedan.

Hrabrost investitora

“Hotel Lone postavlja nove standarde u turističkoj arhitekturi i interijeru, i izvan hrvatskih granica. Posjetitelj hotela uživat će u vrhunskoj ponudi i bogatom prostoru, ali će posredovanjem arhitekture i dizajna naučiti mnogo i o hrvatskoj umjetnosti i hrvatskim kreativnim i proizvodnim mogućnostima. Svega toga ne bi bilo bez beskompromisne posvećenosti arhitekata tom cilju. Osobit

We spoke with some of the designers from the group “NUMEN/ for use”, gathering designers from many countries, who in a way represent the avant-garde of industrial design. Working on the Hotel Lone to them was a stimulus not only to “install” a part of their own “opus” into the new, modern and attractive structure of the hotel, but also an opportunity to take a step towards promoting quality Croatian production by creating new exclusive products made by Croatian companies, which is a precedent in a way.

The Courage of Investors

“The Hotel Lone sets new standards in tourist architecture and interior, not only in Croatia. Visitors to the hotel will enjoy in excellent offer and a rich space, and through architecture and design, they will also learn something about Croatian art and Croatian creative and production possibilities. All of this would not be possible without

Osim po svom arhitektonskom obliku, hotel Lone nameće se kao presedan i uređenjem interijera.

Besides its architectural form, the Hotel Lone creates a precedent in interior decoration



Naslonjači “Transform” / Armchairs “Transform”

doprinos dala je “Maistra” – investitor koji je bio spreman preuzeti rizik napuštanja utabanih (najčešće neinventivnih) putova investiranja”. – kaže nam Nikola Radeljković, jedan od dizajnera NUMEN-a.

Osnovni je pristup pri projektiranju interijera hotela Lone maksimalno “uvlačenje” eksterijera u interijer. Svugdje gdje je to bilo moguće postavljena su zrcala koja dovode odraze parka i neba u dubinu unutarnjeg prostora. Drugi ključni parametar kojima se rukovodila ekipa NUMEN-a bilo je izbjegavanje uobičajene sterilnosti hotelskih prostora zbog čega su koristili bogate tkanine i kvalitetan hrastov furnir tretiran posebnim ekološkim premazima, koji ostavljaju vizualnu i taktilnu kvalitetu neobrađenoga masivnoga drva.

“Hrast je odabran kao karakterističan materijal interijera zbog međunarodno prepoznate kvalitete slavonskog hrasta. U apartmanima je, naravno,

an uncompromising dedication to that goal by the architects, but especially without Maistra – the investor which was prepared to take the risk of abandoning the trodden (often uninventive) paths of investment”, said Nikola Radeljković, one of NUMEN’s designers. The basic approach in the design the interior of the Hotel Lone was “pulling” the exterior into the interior. Mirrors were set everywhere possible, reflecting the park and the sky into the depth of the interior space. The other key factor, which the NUMEN team followed, was avoiding the usual sterility of hotel spaces, which is why they used rich fabrics and quality oak veneer treated with a special environmentally-friendly coating, leaving the visual and tactile quality of the rough massive wood.

“Oak was chosen as the characteristic material for the interior because of the internationally recognized quality of Slavonian oak. Of course, we used more lavish materials in the suites, although our major



primijenjeno više raskošnih materijala, iako je naša glavna preokupacija bila standardna soba, tako da možemo reći da svaka smještajna jedinica ima izrazito visok nivo oblikovanja i kvalitete opreme” – objašnjava Radeljković.

Svjetski i domaći proizvođači

Uvijek na tragu istog koncepta i s ciljem postizanja neposredne prepoznatljivosti interijera, dizajneri su “slagali” pojedine elemente pomno birajući svaki od njih. Ističe se fotelja Satyr, koja je vjerojatno njihov najpoznatiji proizvod u sferi namještaja (dobila je nagradu Wallpaper award za najbolju sof u svijetu 2007.). Proizvođač Satyra je njemački “Classicon”, a naslonjači Transform su proizvodi dizajnerski najznačajnije tvrtke za proizvodnju ojastućenog namještaja, “Morosa” iz Italije. “Zbog dugog perioda potrebnog za razvoj novog proizvoda, nismo razvijali jednu kolekciju namještaja koja bi pokrila sve pozicije u hotelu. Zbog toga nam je u većini situacija odgovarala estetika naših proizvoda, ali i neki drugi objekti od kojih je vrijedno izdvojiti konferencijsku stolicu GF 40/4 Davida Rowlandara. Ta je stolica, bez

preoccupation was a standard room, so we might say that each accommodating unit has an extremely high level of design and quality of equipment”, explained Radeljković.

Global and Local Manufacturers

Always on the trace of the same concept and with the goal of achieving direct identifiability of the interior, the designers arranged certain elements carefully choosing each of them, starting with the Satyr armchair, probably their most famous product in the area of furniture (it was awarded with the Wallpaper Award for the best sofa in the world in 2007). The manufacturer of the Satyr armchair is the German “Classicon”, whilst the Transform easy chairs are the products of the most significant company in designer area in the production of padded furniture Moroso from Italy. “As the development of a new product requires a longer period of time, we did not develop other furniture collections which would cover all the locations in the hotel. Due to that, we found the esthetics of our products suitable in most situations, including some other items, among which we should single

obzira na činjenicu da je projektirana prije više od 40 godina, najveće postignuće i nedostignuti primjer konferencijske stolice” – kaže Nikola Radeljković.

Atmosfera

S druge strane, sobne lampe su posebno projektirane za Lone i izrađene su od hrastova furnira kao i obloge, a proizvodi ih “Dekor” iz Zaboka. Dok su ugašene sjenilo lampi stapa se s pozadinom i jedino se ističe “crtež” konstrukcije nosača lampe na hrastovoj pozadini. Kad se upali svjetlo situacija se u potpunosti mijenja zbog prozirnosti furniranog sjenila. Taj trenutak iznenađenja u kombinaciji s blagom nostalgijom forme bitno doprinosi kućnoj, ugodnoj i toploj atmosferi sobe što je izrazito bitno u takvim prostorima, a čemu doprinose i drveni hrastovi stolovi koje proizvodi “Element” iz Zagreba. U NUMEN-u žele spomenuti i tvrtku “Artisan” iz Tešnja (Bosna i Hercegovina), koja se pozicionirala kao regionalni lider u proizvodnji inovativnih proizvoda od masivnog drva, a koja je za Lone proizvela posebne sklopive naslonjače za terase hotela i ležaljke s integriranim suncobranom. “Svi proizvodi koji su kreirani za hotel Lone naći će se kasnije na tržištu, ali će njihova prva aplikacija biti upravo hotel Lone.

out the GF 40/4 conference chair by David Rowland. Regardless of the fact that it was designed 40 years ago, this chair is the greatest achievement and an unequalled example of a conference chair”, said Nikola Radeljković.

Atmosphere

On the other hand, the lamps have been specially designed for the Hotel Lone. They are made by “Dekor” from Zabok, from oak veneer, just as the panels. When they are turned off, the lampshade merges with the background and the only thing that is prominent is the outline of the construction of the lamp holder on the oak background. When the light is turned on, the situation changes completely owing to the transparency of the paneled shade. This moment of surprise combined with the mild nostalgia of the form contributes significantly to the home-like, pleasant and warm atmosphere of the room, which is very important. This atmosphere is complemented by wooden oak tables, manufactured by “Element” from Zagreb. The NUMEN team would also like to mention the “Artisan” company from Tešanj (in Bosnia and Herzegovina), which has established itself as the regional leader in the production of innovative products from massive wood, and for the Hotel Lone it manufactured special fold-up chairs for the hotel’s terraces and deckchairs with integrated sunshade. All products for the Hotel Lone will be available on the market later, but their first application will be just in the Hotel Lone.

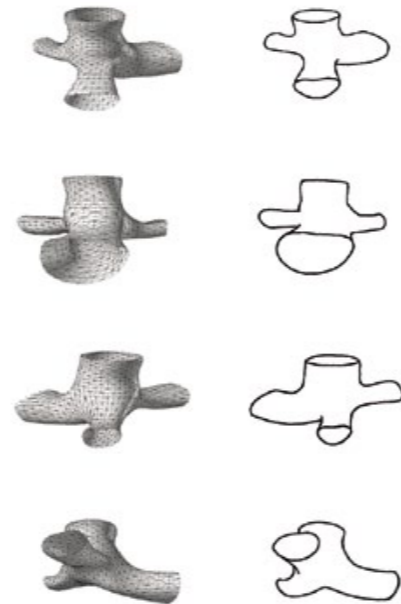
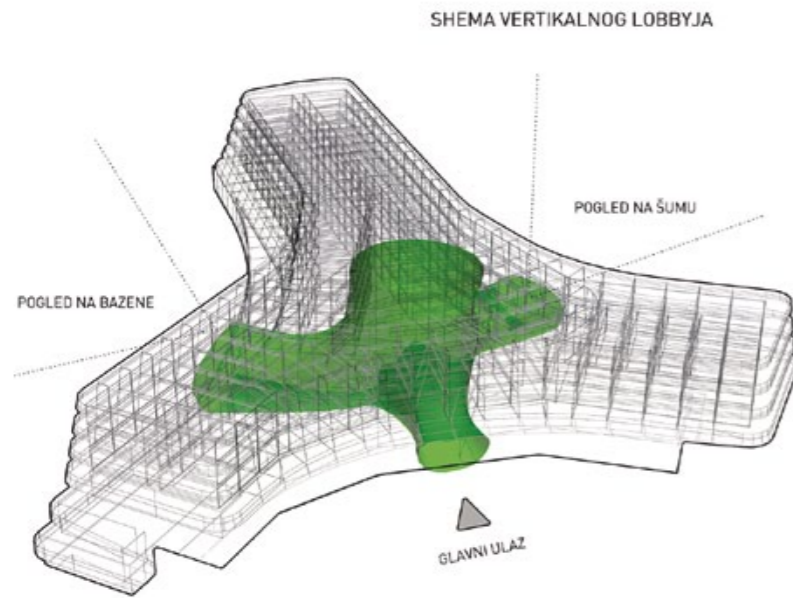


Vizualni identitet hotela Lone potpisuje jedna od najuspješnijih hrvatskih marketinških agencija “Bruketa&Žinić OM”

One of the most successful Croatian marketing agencies “Bruketa & ŽinićOM” is the author of the visual identity of the hotel Lone

To je Lone

This is Lone



Osnovna ideja vizualnog identiteta / The basic visual identity concept

Bez imalo straha da ćemo pogriješiti, možemo reći kako je 2011. godine otvoreni Hotel Lone u Rovinju, najveći projekt u hrvatskom turizmu posljednjih godina. Ne samo po činjenici da se radi o hotelu visoke kategorije, ne ni samo zato što je uvršten u popis dizajnerskih hotela, ne ni po veličini, ljepoti, konceptu... Zapravo po svemu tome zajedno – hotel Lone je najveći. No, ono što ga čini najvećim projektom činjenica je da su se na njegovoj gradnji našla najveća imena hrvatske arhitekture, dizajna i industrijskog dizajna.

O vizualnom identitetu Hotela Lone razgovaramo s Davorom Bruketom, kreativnim direktorom agencije Bruketa&Žinić OM čiji je tim projektirao vizualni identitet Hotela Lone. U odabiru elemenata koji će predstavljati osnovu za gradnju vizualnog identiteta agencija je krenula najprije klasičnim putem, kaže nam Bruketa, a onda se pred njima otvorilo “srce” hotela.

Beyond any doubt whatsoever, we can say that the “Lone” Hotel in Rovinj, which opened in 2011, is the biggest project of Croatian tourism in the last several years, not only because of the fact that this is a high-category hotel, or just because it has been enlisted in the designer hotel list, and not only because of its size, beauty or concept. Actually, by all these standards – the Lone hotel is the biggest. What makes it the biggest tourism project is the fact that the top names of Croatian architecture, design and industrial design came together during its construction.

We met Davor Bruketa, the creative director of the Bruketa&Žinić OM agency whose team designed the visual identity of the Lone Hotel, to talk to him about the visual identity of the hotel. In choosing the elements which will be the basis for the construction of the hotel’s visual identity, the agency first decided on a classical way, said Bruketa, and then the “heart” of the hotel opened up in front of them.





Davor Bruketa

Agencija Bruketa&Žinić OM dobitnik je mnogih hrvatskih i međunarodnih priznanja i nagrada za oblikovanje

The Agency Bruketa&Žinić OM is the winner of many Croatian, as well as international awards and acknowledgements for design

“Najdojmljiviji dio projekta je “srce” zgrade, fantastičan hol koji se proteže cijelom visinom zgrade, u jednom dijelu apsorbira okolnu prirodu u interijer, ishodište je za pristup svim sadržajima i u njemu se nalaze velike prostorne intervencije Ivane Franke i Silvija Vujičića. Svi koji dođu u taj hotel pamtit će ga upravo po tome. Zato smo to “srce” odabrali kao simbol ovog hotela. Lone je postao izlog kreativnih industrija ovog dijela svijeta” – objašnjava Davor Bruketa.

Pred kreatorima se potom postavilo pitanje kako “visoku klasu” hotela iščitati već iz vizualnog identiteta? Bilo bi puno lakše, kaže nam Bruketa, da je Hotel Lone “samo” hotel visoke klase. Međutim, hotel Lone je okrenut prema nekoliko različitih ciljnih skupina, između ostalog i prema ljudima koje zanima dizajn i dizajn hotela. Radi se o maloj, ali vrlo zahtjevnoj grupi gostiju koji vrlo dobro znaju prepoznati vrhunski dizajn i koji nisu sramežljivi u svojim komentarima. Zato Bruketa ističe kako je originalnost ideje, relevantnost poruke i vrhunska izrada jedino što “igra” u ovom slučaju.

Grupa koja je kreirala vizualni identitet hotela Lone koristila je bijelu crnu i boju hrasta kao temeljne boje ali se u njihovim vizualnim rješenjima pojavljuju i akcenti “zemljano–crvene” boje.

“U projektiranju pojedinih aplikacija fokusirali smo se na pozicioniranje hotela, praktičnost upotrebe i racionalno trošenje resursa. Danas po hotelskim sobama pronalazimo potpuno iracionalne buntove različitih tiskanica s vrlo niskim stupnjem praktične upotrebe. Pokušat ćemo pronaći bolja rješenja, iako smo djelomično ograničeni propisima. Nadam se da će u nekoj fazi izaći iPad i iPhone aplikacije koje će biti neki oblik praktičnog vodiča po hotelu i destinaciji, gledano iz perspektive korisnika dizajn hotela.

Arhitektura Hotela Lone inspirira se uspješnim prethodnicima iz sedamdesetih godina u Hrvatskoj. Mada i suvremeni hrvatski dizajn vuče korijene iz raznih tradicija, a jedna od najsnažnijih upravo se odnosi na to razdoblje. Kreatori vizualnog identiteta nisu se pretjerano vezivali uz tradicionalna rješenja. Poštivali su suvremene tehnologije, digitalizaciju koja otvara potpuno novi spektar mogućnosti u projektiranju identiteta. Bruketa ističe kako baš zato vizualni identitet hotela Lone više nije do te mjere fiksiran, kao što su bili identiteti iz ranijih vremena.

“Osim toga, sama narav subjekta nam je dopustila da otvorimo vrata raznim interpretacijama identiteta što će se jasno vidjeti i kroz aplikacije. Ukratko, vizualni identitet Lonea će imati bezbroj lica, ali će se sva prepoznavati kao dizajn hotel Lone” – zaključuje Bruketa.

“The most impressive part of the project is the “heart” of the building, a fantastic hall, stretching through the building in all its height, absorbing the surrounding nature into its interior, the starting point for reaching all the hotel contents. It is adorned with large spatial interventions of Ivana Franke and Silvija Vujičić. All the visitors will remember the hotel by this, and this is why this “heart” was chosen to symbolize this hotel. The Lone became the showcase for creative industries in this part of the world,” explained Davor Bruketa.

The designers were asked how one can read a hotel’s “high class” from its visual identity. It would be much easier if the Lone Hotel was “just” a high class hotel, commented Bruketa. However, it speaks to several different target groups; among others, to people who are interested in design and designer hotels. This is a small, but very demanding group of guests who can recognize top-notch design and who do not hesitate when making comments. An original idea, a relevant message and supreme workmanship are the only things that play any part here.

The group that designed the visual identity of the Lone used white, black and oak as the basic colours, but their solutions also include earth-red colours as means of accentuation.

“In designing certain applications, we focused on the positioning of the hotel, the practicality of its use and rational resource spending. Today’s hotel rooms often offer completely irrational volumes of various printed material and the possibilities for their practical use are extremely limited. We will try to find better solutions, although regulations are partially limiting. I hope that, in a certain phase, we will publish iPad and iPhone applications to serve as a kind of a practical guide around the hotel and the destination, as seen from the perspective of the clients of the designer hotel.

Lone Hotel’s architecture was inspired by its successful predecessors from Croatia’s seventies. Even though modern Croatian design draws from various traditions, and one of the strongest traditions comes from that very period, the designers did not cling to traditional solutions. They took into consideration contemporary technologies and digitalisation, which opens a completely new spectre of possibilities in designing identity. Bruketa points out that this is the very reason why the visual identity of the Lone hotel is no longer fixed like identities from earlier times were.

“Besides, the very nature of the subject lets us open the way for various interpretations of identity, which will be clearly seen in applications, too. In a word, the visual identity of the Lone will have a million faces, but all of them will be easily recognizable as part of the Lone Hotel design,” concludes Bruketa.





Photo by:

Cat Vinton

Rad Cat Vinton strukturiran je oko putovanja, života i kretanja; njezini se projekti bave temama slobode, prostora i duha, kroz mnoge lokacije i kulture diljem svijeta.

Cat Vinton u potrazi je za preostalim nomadskim dušama na svijetu; ona vizualno dokumentira način života koji nestaje prije nego što ga "moderno društvo" u potpunosti ne apsorbira.

Nomadске narode okružuje nedostatak stalnog boravišta, prijenosno vlasništvo, činjenica da se bogatstvo mjeri količinom stoke, te bezobziran osjećaj samodostatnosti. Njihova izdržljivost i iskustvo odgojili su čvrste gostoljubive ljude sa strastvenim duhom slobode.

Mada nisu nomadi, upravo takve ljude koji nude toplo gostoprimstvo i gaje strastveni duh slobode Cat je našla i u Rovinju. Cat je fotografirala hotel Monte Mulini a sada i hotel Lone prepoznajući u njima upravo ono što ju fascinira u njenu cjelokupnu opusu: slobodu, povezanost s prirodom, gostoljubivost. Ono što Cat u svojim rovinjskim izletima posebno apostrofirala činjenica je vidljiva i na hotelu Lone da moderno i luksuzno ne mora biti i otuđeno od prirode, štoviše, razloženim dizajnerskim rješenjima može se postići potpuni sklad i stapanje.

Vjerujemo da ćete na fotografijama hotela Lone s potpisom Cat Vinton uočiti upravo te elemente povezanosti modernoga s prirodnim u jedinstvenu ljepotu do čega nam je posebno stalo.

Cat's work is structured around journeys, life and movement; her projects address themes of freedom, space and spirit, across many locations and cultures around the world.

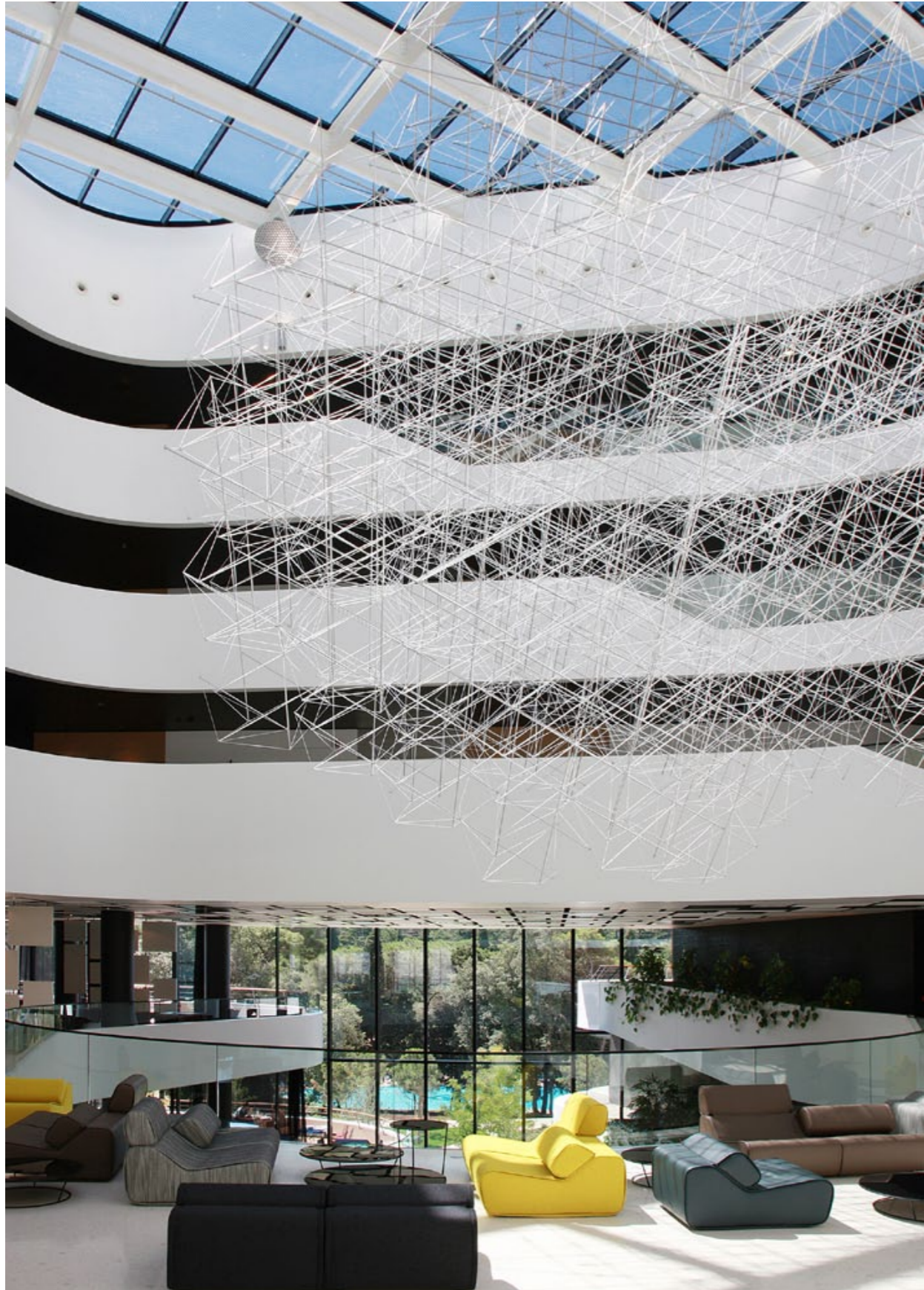
Cat Vinton is in search of the worlds remaining nomadic souls, she is visually documenting a disappearing way of life before it has been totally absorbed by "modern society".

The lack of a fixed abode, the portability of possessions, the fact that wealth is calculated in the amount of livestock, and a reckless sense of self-sufficiency, surrounds nomadic people. Their endurance and experience has fostered a hardy hospitable people with a passionate spirit of freedom.

Although they are not nomads, Cat has found precisely that kind of people in Rovinj, offering warm hospitality and fostering a passionate spirit of freedom. Cat has photographed the hotel Monte Mulini, and now the hotel Lone, recognizing precisely the thing that has fascinated her throughout her entire opus: freedom, connection with nature, hospitality. The thing that Cat especially emphasizes in her tour of Rovinj is a fact obvious on the hotel Lone - that the modern and the luxurious do not have to be alienated from nature, moreover, complete harmony and blending may be achieved by reasonable designer solutions.

We believe that you will notice precisely those elements of the connection of the modern and the natural into a unique beauty on the photographs of the hotel Lone, signed by Cat Vinton, which is particularly important to us.









Tomislav Popović

TOMISLAV POPOVIĆ – NOVI PREDsjedNIK UPRAVE MAISTRE

U ožujku 2011. godine na čelno mjesto Maistre došao je Tomislav Popović, dosadašnji predsjednik Uprave agencije Atlas koja posluje u sastavu Adriatica.net grupe.

Tomislav Popović karijeru je započeo u zagrebačkom hotelu Sheraton, potom radi u Institutu za turizam, a zatim i kao direktor umaškog hotela Kristal. Karijeru nastavlja na izvršnim funkcijama u Rivieri Poreč. Popović je i bivši direktor ureda Turističke zajednice Istarske županije.

S novim predsjednikom Uprave, Maistra, koja posluje u sastavu Adris grupe, nastavlja svoj investicijski ciklus vrijedan više od 2 milijarde kuna, s namjerom stvaranja prepoznatljive destinacije u visokom segmentu ponude. Nakon otvaranja Monte Mulinija, prvoga istarskog hotela s pet zvjezdica, Maistra ove godine otvara i drugi hotel s pet zvjezdica – Lone. Hotel Lone, vrijedan više od 300 milijuna kuna, zapošljavać će 150 radnika i najveća je ovogodišnja investicija u hrvatskom turizmu.

FUTURE NOW, VOL. I. U HOTELU MONTE MULINI

Vizija novog doba umjetnosti oblikovanja i inovacija predstavljena je na ekskluzivnom događanju Future Now, Vol. I. u hotelu Monte Mulini 4. i 5. rujna 2010. godine.

Upoznavanje šire javnosti sa stvarnim značajem dizajna, kulture i kreativnosti te podizanje svijesti o tome kako globalno važne osobe mogu udruženim snagama pozitivno utjecati na sliku Hrvatske u svijetu bile su temeljne namjere Future Now, Vol. I.

Tijekom dva dana sudionici su imali prilike zaroniti u čarobni svijet inovacija, dizajna,

TOMISLAV POPOVIĆ THE NEW PRESIDENT OF THE BOARD OF MAISTRA

In March 2011 Tomislav Popović became the head of Maistra, the former president of the board of the Atlas agency, operating within the framework of the "Adriatica.net Group".

Tomislav Popović started his career in the Hotel Sheraton in Zagreb, he then worked at the Institute of Tourism, and after that as the director of the Hotel Kristal in Umag. He continued his career with executive positions at Riviera Poreč. Popović is also a former director of the office of the Istrian County Tourist Board.

With a new board president, Maistra, operating within the Adris Group, continues with its investment plans, worth more than 2 billion kunas, with the intention of creating a high profile destination at the top end of the market. After opening of the Monte Mulini, the first five-star hotel in Istria, this year Maistra will open another five-star hotel – the Lone. The Hotel Lone, worth more than 300 million kunas, will employ 150 staff and represents the greatest investment in Croatian tourism this year.

FUTURE NOW, VOL. I AT THE HOTEL MONTE MULINI

A vision of the new age of art design and innovation was presented at the exclusive event Future Now, Vol. I at the Hotel Monte Mulini, held on the 4th and 5th September 2010

The basic intention of Future Now, Vol. I was to familiarize the wider public with the true meaning of design, culture and creativity, as well as to raise the awareness of how globally influential persons working together can have a positive effect on the image of Croatia in the world.



znanosti, tehnologije, edukacije, glazbene umjetnosti i, naravno, dobrih nakana kroz predstavljanje radova svjetski poznatog i nagrađivanog industrijskog dizajnera Rossa Lovegrovea.

Prvog dana organizirana je dobrotvorna VIP Moet Chandon večera s glavnim chefom hotela Monte Mulini Tomislavom Gretićem. Sredstva prikupljena na dobrotvornoj večeri donirana su u cijelosti aktivnostima Znanstveno edukacijskog centra Zvezdarnice Višnjan, za kupnju mobilnoga kontejnerskog laboratorija za učenike i gostujuće profesore mentore. Večeru je uveličala Bizetova "Carmen" u izvedbi slavne mezzosopranistice Dragane del Monaco i u produkciji Clare Gisele Pastor iz Beča.

Uzvanicima se kroz multimedijalnu projekciju svojih radova, koji potiču duboku promjenu svijeta, predstavio slavni dizajner i vizionar Ross Lovegrove.

Ross Lovegrove dobitnik je mnogobrojnih prestižnih međunarodnih nagrada, a njegovi radovi su objavljeni i izloženi diljem svijeta, uključujući Muzej moderne umjetnosti u New Yorku, Axis Centar u Tokiju, pariški Centar Pompidou, londonski Muzej dizajna. Inspiriran logikom i ljepotom prirode, svoj dizajn zasniva na "Svetom Trojstvu" tehnologije, znanosti o materijalima i inteligentne organske forme zbog čega mnogi u njemu prepoznaju estetsku ekspresiju 21. stoljeća

Over two days, the participants had the opportunity to dive into the magic world of innovations, design, science, technology, education, the art of music, and of course, good intentions, through the presentations of the works of world famous and award-winning industrial designer Ross Lovegrove.

On the first day, there was a Moet Chandon VIP charity dinner with the main chef of the Hotel Monte Mulini, Tomislav Gretić. The funds collected at the charity dinner were entirely donated to the activities of the scientific educational center of the Višnjan Observatory, for the purchase of a mobile laboratory for students and guest professors-mentors. The dinner was enhanced with a performance of Bizet's "Carmen" by the famous mezzo-soprano Dragana del Monaco, which was produced by Clara Giselle Pastor from Vienna.

The famous designer and visionary Ross Lovegrove presented himself to the guests through a multimedia projection of his works, stimulating a deep change in the world.

Ross Lovegrove is the winner of many prestigious international awards, and his works have been published and exhibited throughout the world, including the Museum of Contemporary Art in New York, the Axis Center in Tokyo, the Pompidou Center in Paris, and the London Museum of Design. Inspired by logic and the beauty of nature, he bases his design on the holy trinity of technology, science of materials and intelligent organic forms, which is why his vision is recognized as an esthetic expression of the 21st century.

Ross Lovegrove





Rovinj: 20. – 22. listopada 2010.

DANI HRVATSKOG TURIZMA

Maistra i Rovinj su bili domaćini najveće hrvatske turističke manifestacije – Dana hrvatskog turizma.

Od 2008. godine, u zajedničkoj organizaciji Ministarstva turizma, Hrvatske turističke zajednice, Hrvatske gospodarske komore i Hrvatske radiotelevizije, održavaju se Dani hrvatskog turizma. Tijekom posljednjeg izdanja, održanog u Rovinju 2010. godine, okupio se ukupni turistički sektor Hrvatske predstavljen s gotovo 1,500 sudionika. Riječ je o najvećem skupu hrvatskih turističkih djelatnika na kojem je cjelokupna struka imala prigodu analizirati učinke protekle sezone i najaviti aktivnosti za sljedeću turističku godinu. Dani hrvatskog turizma održali su se u jedinstvenom prostoru stare Tvornice duhana u Rovinju.

U sklopu Dana hrvatskog turizma održan je i niz foruma, okruglih stolova i sastanaka na kojima su sudjelovali hrvatski turistički čelnici i djelatnici. Vrhunac manifestacije bila je dodjela nagrada predstavnicima tvrtki, turističkim odredištima i pojedincima u akcijama “Plavi cvijet”, “Zeleni cvijet” te “Djelatnik godine Hrvatske turističke zajednice” i “Turistički cvijet – kvaliteta za Hrvatsku 2010”.

Uz službeni program manifestacije, domaćini, Turistička zajednica Grada Rovinja i Maistra, pripremili su bogat program popratnih zabavnih sadržaja i izleta za sve sudionike priredbe.

Rovinj: 20th – 21st October 2010

DAYS OF CROATIAN TOURISM

Maistra and Rovinj were the hosts of the largest Croatian tourist event – the Days of Croatian Tourism

Since 2008 the Days of Croatian Tourism event has been organized jointly by the Ministry of Tourism, the Croatian Tourist Board, the Croatian Chamber of Commerce and Croatian Radio–Television. The last event, in 2010, held in Rovinj, brought together all Croatian tourist sectors, represented by almost 1,500 participants. That was the largest meeting of Croatian tourist operators, at which the entire profession had the opportunity to analyze the effects of the past season and announce the activities for the following tourist season. The Days of Croatian Tourism event was held in the unique area of the old Tobacco Factory in Rovinj.

As a part of the Days of Croatian Tourism event, there was a series of forums, roundtable discussions and meetings, which included Croatian tourist leaders and operators. The height of the event was the award-giving ceremony to the representatives of companies, tourist destinations and individuals in the “Blue Flower” and “Green Flower” activities, and “The Croatian Tourist Board Employee of the Year”, as well as “The Tourist Flower – Quality for Croatia 2010”.

Besides the event’s official program, the hosts, the Tourist Board of the City of Rovinj and Maistra, prepared an abundant program of accompanying entertaining activities and excursions for all participants of the events.



AVANTGARDE JAZZ FESTIVAL

Od svibnja do srpnja Rovinj je bio domaćin prvog Avantgarde Jazz Festivala u sklopu kojeg je ugostio neka od najpoznatijih, ali i najiščekivanijih jazz imena današnjice, kao što su Julian Lage Group, Anat Cohen Quartet, Dr. Lonnie Smith Trio, New Gary Burton Quartet, George Benson i Return to Forever IV.

Avantgarde Jazz Festival, čiji je Maistra generalni sponzor, ove je sezone okupio neka od najznačajnijih imena svjetske jazz scene te na taj način ponudio publici niz glazbenih poslastica na prestižnim rovinjskim lokacijama. Nakon Juliana Lagea koji je otvorio ovogodišnji festival, 27. je svibnja na pozornici Monte nastupio Anat Cohen Quartet, predvođen izraelskom multiinstrumentalisticom i jednom od ponajboljih klarinetistica na svijetu, dok je 10. lipnja u hotelu Monte Mulini sa svojim triom nastupio priznati orguljaš i klavijaturist Dr. Lonnie Smith. U srpnju publiku su dočekala čak tri vrhunska jazz koncerta. Prvi je od njih, 1. srpnja, u hotelu Monte Mulini održao New Gary Burton Quartet, na čelu s Garyjem Burtonom, glazbenikom koji je predstavio svijetu stil sviranja vibrafona s četiri palice i popularizirao format dueta u jazzu. Tjedan dana nakon New Gary Burton Quarteta, 8. srpnja, u bivšoj Tvornici duhana Rovinj uslijedio je koncert jednog od najpoznatijih pop i R&B pjevača, ujedno i vrhunskog jazz gitariste te višestrukog dobitnika Grammyja, Georgea Bensona, dok je Return to Forever IV, vodeća skupina pokreta jazz fusion iz 1970-ih predvođena Chick Coreom, nastupila 17. srpnja također u prostorima bivše tvornice duhana.

AVANTGARDE JAZZ FESTIVAL

From May to July, Rovinj hosted the first Avantgarde Jazz Festival which featured performances by some of the most famous, but also the most anticipated contemporary jazz names, such as the Julian Lage Group, the Anat Cohen Quartet, the Dr. Lonnie Smith Trio, the New Gary Burton Quartet, George Benson and Return to Forever IV.

The Avantgarde Jazz Festival, with Maistra as its main sponsor, has gathered together some of the most important names on the world jazz scene this season and offered the audience a series of musical treats at prestigious locations in Rovinj. After Julian Lage, the Anat Cohen Quartet, led by Israeli multi-instrumentalist and one of the best clarinetists in the world, performed on the Monte stage on 27 May, while on 10 June, Dr. Lonnie Smith, an acknowledged organist and keyboardist performed with his trio at the Hotel Monte Mulini. In July, audiences enjoyed three top jazz concerts. The first of them took place on 1 July at the Hotel Monte Mulini with the New Gary Burton Quartet, led by Gary Burton, the musician who introduced to the world the style of playing vibraphone with four sticks and popularized the duet format in jazz. A week after the New Gary Burton Quartet, on 8 July, in the former Tobacco Factory Rovinj, a concert was held by one of the best-known pop and R & B singers, who is also a superior jazz guitarist and a multiple Grammy Award winner, George Benson. The festival ended with Return to Forever IV, a leading group from the 1970s’ jazz fusion movement, led by Chick Corea, and they performed on the Eden’s lawn on 17 July.

Razgovor: Rino Gropuzzo - fotograf
An interview: Rino Gropuzzo - the photographer

Nenametljiva klasa

Unobtrusive Class



Rino Gropuzzo

Ime Rina Gropuzza, fotografa iz Rijeke mnogi će odmah prepoznati. Riječ je o fotografu koji je među prvima krenuo iz Hrvatske u Milano, svjetski centar mode pa, sukladno tome, i fotografije. Prisjetit će se njegovih prvih radova u svojedobno kulturnom magazinu "Start", ali i recentnijih reklamnih kampanja u kojima je sudjelovao. Osobito su zapaženi njegovi aktovi u prirodi, u slobodnom prostoru, ali i na neuobičajenim mjestima (riječka tržnica primjerice, ili napuštena istarska sela – kakvih je danas sve manje, srećom). Kao fotograf, ali još i prije kao student, Rino je mnogo putovao, upoznao mnoge kulture, običaje, turističku ponudu...

Rino Gropuzzo – Počeo sam putovati još kao klinac s roditeljima. Otac je bio posebno aktivan u planiranju putovanja pa smo s njim još daleke 1969. godine iz tada socijalističke Jugoslavije otišli na putovanje u Francovu Španjolsku. Nije bilo lako premostiti granične barijere, ali – upornost se isplatila. Kako imam dosta obitelji "razbacane" po svijetu koristio sam i tu mogućnost pa sam duže boravio u Parizu, Kanadi... Kako je tata bio fotoamater tako sam i ja počeo svoja putovanja bilježiti fotoaparatom. Kao student putovao sam bez nekog plana – sjeo bih u auto (u kojem sam ponekad i spavao) i krenuo – kud me put vodi. Obično bih tako neplanirano naletio na potpuno otkačena mjesta, vidio nešto što su drugi propustili...

Many people will immediately recognize the name of Rino Gropuzzo, the photographer from Rijeka. This photographer was among the first to set out from Croatia to Milan, the world center of fashion, and consequently photography. Many people will recollect his first works in the former cult magazine "Start", but also the more recent advertising campaigns in which he took part. His nudes in nature, open spaces, but also in unusual areas (such as the market in Rijeka, or abandoned Istrian villages – which are, fortunately today, few) have been quite well-received. As a photographer, and even before as a student, Rino travelled a lot, getting to know many cultures, customs and tourist attractions.

Rino Gropuzzo: I started to travel as a child with my parents. My father was particularly active in planning journeys, so as far back as 1969 we went with him from socialist Yugoslavia to Franco's Spain. It was not easy to cross the border barriers, but persistence paid off. As I have many relatives "scattered" around the world, I also took advantage of that opportunity and stayed for periods in Paris and Canada. As my father was an amateur photographer, I also started to record my journeys with a camera. When I was a student, I used to travel without any particular plan – I would sit in my car (in which I also slept), and took off – wherever the road led me. Thus I would usually end up in the strangest places and see some things that other people would miss.



MCM – Kad su putovanja postala dio fotografskog posla?

R.G. – Dogodilo se to kad sam kupio jedan “Nikon” koji nije bio obična mala kamera. Tad sam se počeo osjećati fotografom – a putovao sam Njemačkom i počeo sam stvari promatrati kao fotograf. Tu je počelo ozbiljnije bavljenje fotografijom. Otišao sam potom kod tetke u Kanadu i autobusom prošao cijelu zemlju od istoka do zapada. Bio sam i u lovu na bakalare – ta mi je reportaža objavljena u “Startu”. A onda sam počeo snimati hrvatsku obalu, poneku turističku fotografiju, ponešto aktova – i ponešto od svega toga jednostavno jednoga dana odnio u Milano u agenciju “Marka”. Bilo je očito i dobrih fotki jer su mi ponudili suradnju...

MCM – Nekako je u to vrijeme nastala i serija aktova u istarskom pejzažu. Uopće, dosta ste snimali po Istri.

R.G. – Da, u Istri me fascinira ta neka divlja mirnoća, energija koja te ispunjava svojim mirom. Znao sam s curama, modelima, dolaziti u napuštena mjesta i ostati fasciniran činjenicom da je u tim sada pustim selima, gradićima nekada cvjetao bogat život, što se vidjelo po palačama, velikim crkvama i slično. Ta silna energija koju su na tom mjestu stvorili ljudi odjedanput je postala sama, napuštena i imao sam osjećaj – davala se svakom tko je bio spreman stati, okrenuti se i upiti je u sebe. Možda se nešto od toga osjeća i na fotografijama koje su nastajale u tom ambijentu. Istra je doista magična, malo manja i malo

MCM: When did traveling become a part of your job as a photographer?

RG: It happened when I bought a Nikon which was no ordinary small camera. Then I started to feel like a photographer – I travelled through Germany and I began observing things as a photographer. That is when I started dealing with photography more seriously. Then I went to my aunt's in Canada and I travelled through the country from east to west by bus. I also went cod fishing – that story was published in “Start”. And then I started shooting the Croatian coast, a few tourist photographs, a couple of nudes – and one day, I simply took some of them to Milan, to the agency “Marka”. There were obviously some good ones, because they offered me a cooperation deal.

MCM: It was about that time that you made a series of nudes in the Istrian landscape. In general, you have made a lot of shoots in Istria.

RG: Yes, I am fascinated by Istria and its wild calmness, the energy that fills you with its tranquility. I used to come with girls, models, to abandoned villages and I was fascinated by the fact that those deserted places used to thrive with life, which was clear from the palaces, large churches and such like. That immense energy created by people has all of a sudden been left alone, abandoned, and it seemed to me – it was offering itself to anyone who was willing to stop, turn around and absorb it. Some of that feeling might be picked

up from the photographs taken in those surroundings. Istria is truly magical, a little bit smaller and a bit wilder than Tuscany with numerous layers of civilization.

MCM – Otkrili ste, zapravo, najprije unutrašnju Istru, a tek potom onu obalnu.

R.G. – Pa, moglo bi se tako reći, ali uz jednu opasku. To ne vrijedi za Rovinj. Naime, imao sam tetu u Rovinju, sa stanom u starom dijelu grada kod koje sam redovito dolazio. I sada jako često svraćam u taj stan. Tako da je za mene Rovinj oduvijek bio pojam istarske obale, najljepši grad na obali Istre. Zato me ostali turistički dio Istre i nije previše zanimao. Rovinj me opčinio ne toliko starom gradskom jezgrom na poluotoku, toplinom ljudi, činjenicom da gdje god uroniš u more ono je kristalno čisto – Rovinj me zapravo opčinjava svo ovo vrijeme svojim parkovima, prekrasnim borovim šumama koje se nalaze odmah uz grad... Unatoč velikom broju turista, u Rovinju uvijek možeš naći miran kutak u nekom parku ili uz more, samo za sebe.

MCM – Kao fotograf proputovali ste podosta, boravili u najluksuznijim hotelima. Što je za vas glavna značajka dobrog hotela?

R.G. – Pa ono što je po mom mišljenju najbitnije jest da kad je neki hotel stvarno dobar onda to zapravo ne trebaš primijetiti. Volim kad je klasa nenametljiva, kad ne osjećaš na svakome koraku da se hotel trudi da dokaže tu visoku klasu. U hotelu visoke klase sve mora biti logično, u vrijeme koje treba, na mjestu gdje se očekuje – gost ne smije osjećati da se netko trudi oko njega – sve što se događa oko njega treba biti spontano, podrazumijevati se samo po sebi. To je onda vrhunski hotel.

MCM – Ipak, postoji li neki detalj koji Vam je ipak vrlo bitan, osim nenametljive klase?

R.G. – Da, postoji. Doručak! Hotele najviše klase procjenjujem prema doručku. Sliku doručka u hotelu “Danieli” u Veneciji ne možeš zaboraviti, izbrisati iz memorije. Ogroman buffe stol s delicijama koje samo možeš poželjati s jedne i prekrasan pogled na cijelu lagunu s druge strane, golubovi... Naravno, sve je u tom hotelu vrhunsko: sobe,

up from the photographs taken in those surroundings. Istria is truly magical, a little bit smaller and a bit wilder than Tuscany with numerous layers of civilization.

MCM: You actually discovered central Istria first, and then its coastal area.

RG: Well, you might say that, but with one remark. It does not relate to Rovinj. To be more specific, I had an aunt in Rovinj, she had an apartment in the old part of the city, and I often used to go there. Even now I go to that apartment quite a lot. So, to me, Rovinj has always been the image of the Istrian coast, the most beautiful city on the Istrian shore. That is why I was not very interested in the other, touristic parts of Istria. Rovinj fascinates me not so much as an old city on the peninsula, the warm people, but the fact that wherever you dive the sea is crystal clear – Rovinj has also always fascinated me with its parks, beautiful pine forests in the immediate vicinity of the city. Despite the large number of tourists in Rovinj, you can always find a peaceful corner in a park or by the sea, just for yourself.

MCM: As a photographer, you have done quite a lot of travelling, and stayed at the finest hotels. What is the most important feature of a good hotel?

RG: In my opinion, the most important feature in the best hotels is when you do not even notice it. I like it when the class is unobtrusive, when you do not feel at every corner that the hotel is trying to prove to be the best. In a high-class hotel everything must be logical, at the right time, at the right place – the guest must not feel that somebody is going to great trouble because of him – everything that goes on must be spontaneous, go without saying. Then it can be a top hotel.

MCM: Still, is there any detail that you find particularly important, besides the unobtrusive class?

RG: Yes, there is. Breakfast! I evaluate the best hotels according to their breakfast. I



.....
Tijekom svog rada u Milanu Gropuzzo se sreo s mnogim poznatim ličnostima, od Brooke Shields do trajnog prijateljstva s poznatim Missonijem...

.....
During his work in Milan, Gropuzzo met many famous persons, from Brooke Shields to a long-lasting friendship with the renowned Missoni...



U pustinji Mojave / In the Mojave Desert



posluga, gastronomija, ali – doručak sa svim delicijama i pogled na lagunu tijekom doručka sve to nadmašuje.

MCM – Kad smo već uspoređivali Istru i Toscanu, možemo li povući paralelu i s nekim istarskim hotelima?

R.G. – Dapače, prošao sam dosta hotela po Istri i moram reći da je dojam najviše klase na mene ostavio Monte Mulini. Profesionalno sam deformiran, recimo to tako, da zapažam detalje, a u Monte Muliniju su svi oni na mjestu. Prostor, okoliš, ponuda, osoblje koje je doista nenametljivo, ali uvijek tu kad treba biti... sve što i inače cijenim nalazim i u Monte Muliniju. Oduševljava me još jedan hotel – zapravo otok. Crveni otok je sav čaroban, na njemu sam i noćio kada smo imali jedno snimanje i doista sam se osjećao vrhunski. Ugodan hotel, odličan ambijent i puno dobre energije...

Ali, sjećam se još i hotela Eden koji je svojevremeno, kad je napravljen, bio top hotel na cijeloj jadranskoj obali... Eto, to sve govori da je Rovinj, otkad znam, bio u vrhu jadranske hotelske ponude i kvalitete. Kako sam i sâm često ovdje pa se pomalo osjećam u Rovinju “kao doma” to mi je jako draga spoznaja.

cannot forget or wipe from my memory the image of the breakfast from the Hotel Danieli in Venice. A vast buffet table with delicacies one can only imagine on the one side, and on the other, a wonderful view of the entire lagoon, pigeons. Of course, everything in the hotel is exquisite: rooms, service, gastronomy, but breakfast with all the delicacies and a view of the lagoon exceeds all that.

MCM: As we have compared Istria with Tuscany, can we draw a parallel with some other Istrian hotels?

RG: Certainly, I have stayed in many hotels in Istria, and I have to say that the Monte Mulini has impressed me as a high class hotel. Let us say that I am professionally inclined and I see details, and in the Monte Mulini they are all properly arranged. The space, the surroundings, the service, the staff who are really unobtrusive, but there when you need them... all the things I usually appreciate, I can find in the Monte Mulini. I am also delighted by another hotel, actually an island. The entire island of Crveni Otok (Red Island) is magical, I spent a night there when we had a shoot, and I felt terrific. A lovely hotel, fantastic surroundings and a lot of positive energy. I also remember the Hotel Eden which in its time was the best hotel on the entire Adriatic coast. All of this proves that Rovinj has, as long as I can remember, been at the top of the list of the Adriatic regarding its hotels' services and quality. This makes me quite happy, because I myself spend a lot of time here, and in Rovinj I feel at home.

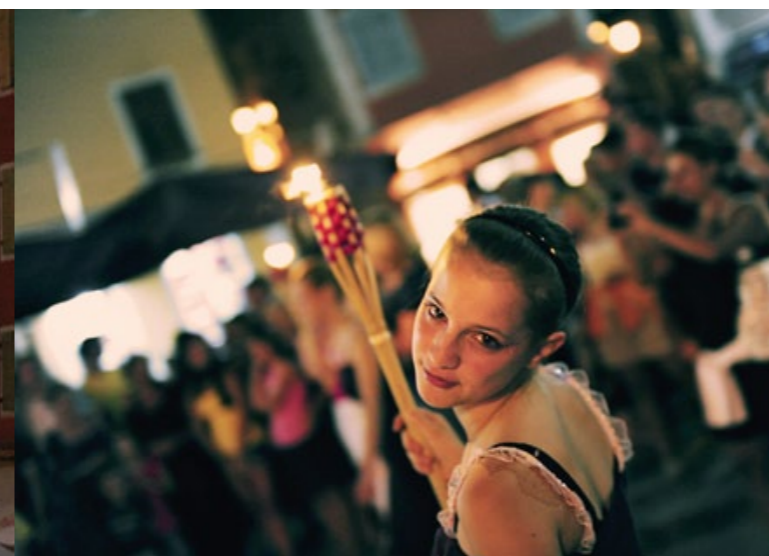


Noć sv. Lovre - najromantičnija noć ljeta

St Lawrence's night - the most romantic night of the summer

Romantični Mediteran u srcu Rovinja

Romantic Mediterranean in the Heart of Rovinj



U noći svetoga Lovre, kada se nebo okiti milijunima zvijezda koje padaju, fenomen koji se milenijima ponavlja uvijek istog dana, 12. kolovoza svake godine, Rovinj živi posebne doživljaje. Nebeski događaj poznat u narodu pod imenom "Suze sv. Lovre" Rovinj pretvara u najromantičniji grad na Mediteranu.

S trgova i ulica dopire glazba – prsti što prebiru po gitari, etno napjev, vječne melodije vrhunskih interpretata što podcrtavaju romantiku noći prepune romantike... Topla ljetna noć Mediterana pretvara se u veličanstveni spektakl zvijezda, svjetla, zvuka i ljubavi...

Sveti Lovro živio je u 3. stoljeću u Rimu i bio je jedan od sedmorice uglednih rimskih đakona. Crkveno blago koje mu je bilo povjereno na čuvanje podijelio je siromasima, pa ga je rimski imperator Valerijan dao uhititi, mučiti i spaliti na roštilju. To se dogodilo 10. kolovoza 258. godine.

Meteorska kiša Perzeida događa se upravo u dane mučeništva svetog Lovre, pa su ljudi toj pojavi dali ovo neobično, ali prekrasno ime. Meteorska kiša najljepše se vidi u noći maksimuma i to pred zoru između dva sata ujutro i izlaska Sunca. Najbolje je otići na neko nenaseljeno mjesto, gdje je potpuni mrak i naravno uz dobro društvo.

Rovinj nam 12. kolovoza otvara svoje toplo srce prepuno romantične ljubavi i spremno nas vodi u noć kada zvijezde padaju i kada je sve moguće... Čak i da se ostvare najskrivenije želje, zapisane u zvijezdama.



In St Lawrence's night, when millions of shooting stars adorn the skies due to a phenomenon which has been repeating for millennia, each year on the same day, on 12 August, Rovinj hosts special events. This celestial event, known by the locals as "St Lawrence's tears", turns Rovinj into the most romantic town in the Mediterranean.

Here and there, you will hear music coming from the squares and alleys – the sounds of fingers plucking the strings of the guitar, ethno tunes, eternal melodies of superior performers that highlight the romance of this romantic night... The warm Mediterranean summer night becomes a magnificent spectacle of stars, light, sounds and love...

Saint Lawrence lived in the 3rd century in Rome and was one of seven prominent Roman deacons. The Church's treasure, which he was entrusted, he gave to the poor, and the Roman Emperor Valerian had him arrested, tortured and burned on the grill. This happened on the 10th of August 258 AD.

Meteor Rain Perseids occurs precisely on the days of martyrdom of St. Lawrence, therefore people gave this unusual phenomenon a wonderful name. Meteor Rain is best seen during the night of maximum: pre-dawn, between 2 a.m. and sunrise. It is best to go to some uninhabited place, where there is nothing but complete darkness, but of course with good company.

On August 12, Rovinj will open up its warm heart, a heart full of romantic love, and readily lead us into the night of shooting stars when anything is possible, even that the most hidden of wishes, written in the stars, come true.

Izložba Grisja / The Grisja Exhibition



izdvojena događanja
selected events

mjesto
place

datum
date

Ljetni festival Rovinj – festival ozbiljne glazbe / Rovinj Summer Festival – Classical Music Festival	Rovinj	srpanj – rujan July – September
More i gitare – Ljetni festival gitarista / The Sea and Guitars – Summer Guitar Festival	Vrsar	srpanj – kolovoz July – August
Blues serenade – Zozophonica orchestra	Vrsar	31.07.
Arnold Janssen Gymnasiums Bigband – Rovinj UNICEF tour	Rovinj	02.08.
Noć Sv. Lovre / St. Lawrence Night Kad se sva svjetla Rovinja pogase i kad se poviše grada upale milijuni zvijezda i krijesnice meteora što rovinjsko nebo pretvore u veliki poligon ljubavi i dobrih želja... Cultural and entertainment event. When all the lights of Rovinj are turned off and when millions of stars and fireflies of meteorites come on and turn the sky above Rovinj into a proving ground of love and good wishes...	Rovinj	12.08.
Izložba Grisja / The Grisja Exhibition Tradicionalna izložba slika i umjetnina na otvorenom u istoimenoj rovinjskoj ulici Traditional open-air exhibition of paintings and works of art in the Rovinj street of the same name	Rovinj	14.08.
Rovinjska noć / Rovinj Night Tradicionalna kulturno-zabavna manifestacija / Traditional cultural and entertainment event	Rovinj	27.08.

Salsa Festival



izdvojena događanja
selected events

mjesto
place

datum
date

Weekend Media Festival / bivša Tvornica duhana Rovinj / Former tobacco factory	Rovinj	Rujan
Eurotreff – Natjecanje u tenisu, stolnom tenisu i odbojci na pijesku Eurotreff – Tennis, table tennis and beach volleyball competition	Rovinj	10.–17.09.
“Bijeli Lav” / “White Lion” / MMC i otok sv. Andrije / MMC and the island of St. Andrew Festival podvodnog filma i fotografije / Festival of underwater film and photography	Rovinj	14. – 18.09.
Dan Sv. Eufemije / St. Euphemia's Day Obilježavanje dana grada Rovinja. Pučka i tradicionalna fešta popraćena bogatim kulturno zabavnim programom i gastronomskom ponudom Marking the day of Rovinj, there will be a folk and traditional festival accompanied by rich cultural and entertaining programs, and cuisines	Rovinj	16.09.
Susret istoka i zapada / Meeting of East and West Događanje koje slavi susret istočnjačkih i zapadnih kultura na Mediteranu u Rovinju an event that celebrates the meeting of Eastern and Western cultures in the Mediterranean in Rovinj	Rovinj	01.10.
Festival argentinskog tanga / Festival of Argentinian Tango	Rovinj	06. – 09.10.
Fešta sv. Martina / St. Martin's Day	Rovinj	11.11.

Kongresi, susreti, konferencije...

Congresses, Meetings, Conferences...



Kongresni turizam jedna je od ključnih karika za cjelogodišnje poslovanje Maistrinih hotela

Conference tourism is one of the key links for the year-round business of Maistra hotels

Kongresni turizam i općenito poslovno uvjetovana putovanja, prema službenim podacima Svjetske turističke organizacije za 2009. godinu, čine 15 posto svih svjetskih međunarodnih dolazaka, a po financijskom učinku premašuju tu brojku. Značaj kongresne turističke industrije je tim veći kada se u obzir uzme činjenica da se radi o putovanjima mahom vezanima za periode niske sezone leisure putovanja, što znači da su ona ključna za cjelogodišnje turističko poslovanje. Upravo stoga, Maistra u svojoj poslovnoj strategiji razvoju MICE turizma (Meetings, Incentives, Conferences, Events – skraćenica koja u turističkoj industriji obuhvaća kongrese i poslovna putovanja) daje iznimno velik značaj. Potvrđuje se to i intenzivnim investicijama u razvoj vrhunskih hotelskih kapaciteta te snažnim prodajnim i marketinškim aktivnostima usmjerenima na taj tržišni segment.

Ulaganja

Intenzivno ulaganje u marketinške i prodajne aktivnosti u segmentu MICE turizma podrazumijeva kontinuirane nastupe na specijaliziranim radionicama i sajmovima u svijetu, suradnju s međunarodnim konzorcijima i organizacijama (Naseba, GHOTW), oglašavanje u vodećim svjetskim direktorijima MICE ponude te akvizicijske posjete i prezentacije u zemlji i inozemstvu.

Zbog važnosti kojeg MICE segment zauzima u cjelokupnom Maistrinom turističkom portfelju, velik dio investicijskih sredstava usmjeren je upravo na razvoj vrhunskih hotela i komplementarnih sadržaja i to posebice onih koji su izravno i posredno vezani za MICE segment. Upravo zbog toga, Maistra je zadnjih godina preuzela ulogu vodećeg investitora u hrvatskom turizmu s 1,7 milijarda kuna investicija realiziranih do

Conference tourism and official travel generally, according to the World Tourism Organization, provided 15 percent of the world's international arrivals in 2009, and their financial performance exceeds this figure. The importance of the conference tourism industry is even bigger when we take into account the fact that these trips are mostly related to periods of low season leisure trips, which means they are essential for year-round tourist business. That is why Maistra gives extreme importance to MICE tourism (Meetings, Incentives, Conferences, Events – an acronym that covers conferences and business trips in the travel industry) in its business development strategy. This is also confirmed by intensive investment in the development of top quality hotel facilities and strong sales and marketing activities aimed at this market segment.

Investments

Intensive investment in marketing and sales activities in the MICE tourism segment includes continuous performances in specialized workshops and exhibitions around the world, cooperation with international organizations and consortia (Naseba, GHOTW), advertising in leading international directories of the MICE offer, as well as acquisition-related visits and presentations at home and abroad.

Due to the importance of the MICE segment in the entire Maistra tourism portfolio, a large part of investment funds is focused precisely on the development of top hotels and complementary facilities, particularly those which are directly and indirectly related to the MICE segment. Consequently, last year Maistra assumed the role of the lead investor in Croatian tourism with 1.7 billion kunas investment



Maistra je do kraja 2009. godine investirala 1,7 milijarda kuna u razvoj sadržaja koji su izravno i posredno vezani uz kongresni turizam

kraja 2011. godine. Već realizirani investicijski zahvati u hotelu Istra i Eden su značajno podigli kvalitetu kongresnih kapaciteta Maistre koja pored ova dva hotela raspolaže i vrlo atraktivnim kongresnim kapacitetima u hotelu Park. Međutim, ključni će se korak za razvoj Maistrine MICE ponude dogoditi dovršenjem investicija u zoni Monte Mulini.

Kongresna zona Monte Mulini

Kongresna je zona Monte Mulini središnji Maistrin MICE produkt i najopremljenija kongresna zona u regiji. Po dovršetku, sastojat će se od četiri hotela – hotel Lone, hotel Monte Mulini, hotel Eden i

By the end of 2009 Maistra invested 1.7 billion kunas in the development of facilities that are directly and indirectly related to conference tourism.

realized by the end of 2011. Already completed investment operations in Hotel Eden and Hotel Istra have significantly raised the quality of Maistra's conference capacity that, in addition to these two hotels, offers very attractive conference facilities at Hotel Park. However, a key step in the development of Maistra's MICE offer will come about with the completion of investments within the Monte Mulini zone.

Monte Mulini Conference Zone

Monte Mulini Conference Zone is Maistra's central MICE product and the best-equipped convention zone in the region. Eventually it will consist of 4 hotels – Hotel Lone, Hotel Monte Mulini, Hotel

hotel Park. Otvorenjem hotela Lone (u 2011. godini), koji je ujedno i središnji hotel kongresnog centra, cjelokupna kongresna zona nudit će 30 dvorana, od kojih će najveća moći primiti 600 ljudi. Ukupni kapacitet svih dvorana iznositi će gotovo 2.000 mjesta. Široki raspon polivalentnih dvorana različitih veličina, u kombinaciji s vrhunskom uslugom i najsuvremenijom opremom osiguravaju uvjete za besprijekornu organizaciju i najzahtjevnijih kongresa i konferencija.

Izložbeni prostori bivše tvornice

Dodatnu kvalitetu kongresnoj ponudi Maistre, pored hotela u zoni Monte Mulini, daju i ostali Maistrini hoteli koji raspolažu s kongresnim sadržajima – hotel Istra u Rovinju i hotel Pineta u Vrsaru. U vrlo funkcionalan prostor koji se može koristiti u kongresne svrhe, ali i za organizaciju cijeloga niza drugih događanja, prometnuo se prostor nekadašnje tvornice duhana u središtu Rovinja. Cijeli kompleks raspolaže s cijelim nizom izložbenih prostora i višenamjenskih dvorana od kojih najveća ima kapacitet 1.800 sjedećih mjesta.

Znajući sve ovo ne čudi da je Maistra do sada ugostila cijeli niz velikih i značajnih manifestacija. Kongres s najvećim brojem sudionika (više od 2.500) u 2010. godini bio je Weekend Media Festival, a slijedi Microsoft WinDays, najvažnija poslovno-tehnološka konferencija u regiji, s gotovo 1.300 sudionika. Najveći broj kongresa organiziranih u Maistri su iz područja medicine, telekomunikacija, IT tehnologije, prirodnih znanosti i financija.

Bogatstvo dodatnih sadržaja

U kontekstu kongresnog turizma Maistra nudi čitav niz komplementarnih sadržaja i usluga. Tematski mediteranski wellness centri opremljeni su najsuvremenijom opremom i pažljivo uređeni do posljednjeg detalja. U gastronomskoj ponudi Maistra je učinila veliki

Eden and Hotel Park. With the opening of Hotel Lone (in 2011), which is the central hotel in the conference centre, the entire convention zone will offer 30 halls, and the largest hall will be able to accommodate 600 participants. All halls shall have the total capacity of nearly 2000 seats. A wide range of multi-purpose halls of different sizes, combined with excellent service and modern equipment, provide with conditions for even the most perfect organization of congresses and conferences.

Exhibition Area of a Former Factory

In addition to the quality of the Maistra conference centre, except the hotel in the zone of Monte Mulini, other Maistra hotels provide convention facilities – Hotel Istra in Rovinj and Hotel Pineta in Vrsar bring additional quality to Maistra's conference offer. In the heart of Rovinj, the premises of the former tobacco factory was transformed into an extremely functional space that can be used for congressional purposes, but also for organizing other various events. The entire complex has a range of exhibitions and multi-purpose halls, of which the largest has a capacity of over 1,800 seats.

Bearing all of this in mind, it is not surprising that Maistra has so far hosted a number of large and significant events. The conference with the largest number of participants (more than 2500) in 2010 was the Weekend Media Festival, followed by the Microsoft WinDays, the most important business and technology conference in the region, with almost 1300 participants. The largest number of conferences in Maistra have been organized in the field of medicine, telecommunications, IT technology, natural science and finance.

The Wealth of Optional Activities

In the context of congress tourism, Maistra offers a wide range of complementary



WinDays 2010

kvalitativni i konceptijski iskorak stvarivši jedinstveni sustav gastronomske ponude s 80 ugostiteljskih objekata maksimalno valorizirajući gastronomske tradicije istarske, hrvatske i, u širem smislu, mediteranske kuhinje. Dodatnu vrijednost poslovnom događanju daje i široka ponuda sportskih aktivnosti te mogućnosti organizacije izleta u suradnji sa specijalističkim partnerskim agencijama. Sudionicima kongresa i drugih sličnih manifestacija Maistra je u mogućnosti organizirati različite svečanosti i događanja po želji, čime se dodatno kreativno upotpunjuje osmišljavanje slobodnog vremena gostiju.

Rovinj, povezanost

Pored kvalitete turističkih objekata i usluge, neke od ključnih konkurentnih prednosti Maistre su i grad Rovinj i njegov geografski položaj. Rovinj plijeni svojim vizurama, idealno je mjesto za opuštenu šetnju, bilo nekim od parkova u kojima su smješteni hoteli ili pak uskim ulicama stare gradske jezgre koje

facilities and services. Themed wellness centers are equipped with modern equipment and designed to the last detail. Maistra has accomplished qualitative and great conceptual breakthroughs in cuisine, creating a single system gastronomy with 80 restaurants that completely valorize gastronomic tradition of Istria, Croatian, and in a broader sense, the Mediterranean cuisine. Additionally, Maistra provides benefits to business events such as a wide range of sporting activities and the possibility of organizing trips in cooperation with specialist partner agencies. Maistra is able to organize various festivities and events catering to the desires of participants of congresses and other similar events. Doing so, Maistra further creatively designs the recreational activities for each guest.

Rovinj - Connections

In addition to the quality of tourist facilities and services, some of the key competitive advantages of Maistra are featured in the town of Rovinj and its

Weekend Media Festival



Najznačajniji kongresi u 2011. godini:

- Microsoft WinDays 11
- 4. Weekend Media Festival
- XI. Kongres Hrvatskog Društva obiteljskih doktora
- III. Hrvatski kongres o nuspojavama psihofarmaka
- 6. Hrvatski kongres osteoporoze
- 2. zajednički kongres Hrvatskog društva za ultrazvuk u medicini i biologiji HLZ i Slovenskoga združenja za raboo ultrazvoka v medicini
- Savjetovanje farmaceuta 2011.
- XXI konferencija Zagrebačke burze

šetnja ispunjavaju svojom jednostavnom neposrednošću i toplinom. U geografskom smislu Rovinj je jedna od najbližih mediteranskih kongresnih destinacija za zemlje srednje i zapadne Europe. Kvalitetna cestovna povezanost sa svim europskim odredištima te blizina pet međunarodnih zračnih luka dodatni su aduti Rovinja kao kongresne destinacije .

The most important conferences in 2011:

- Microsoft WinDays 11
- 4th Weekend Media Festival
- 11th Congress of Croatian Association of Family Medicine
- 3rd Congress on Psychopharmacological Side Effects
- 6th Croatian Congress of Osteoporosis
- 2nd joint Congress of the Croatian Society for Ultrasound in Medicine and Biology and the Slovenian Society for Ultrasound in Medicine
- Consultation of Pharmacists 2011
- XXI conference of the Zagreb stock exchange

geographical position. Rovinj captures us all with its views, ideal for a relaxed walk through the parks where the hotels are located, or along the narrow streets of the old town, which fill walkers with their simple directness and warmth. As for geography, Rovinj is one of the closest Mediterranean conference destinations for Central and Western European countries. High quality road connections to all European destinations and proximity to five international airports are additional advantages of Rovinj as a conference destination.

Oni koji traže mir i odmor, daleko od gradske vreve, od profesionalnog i društvenog života, sigurno će rado doći na “Cap Aureo”, na sunčanu istarsku obalu, na “Costa del Sole”.

Wien - Beč, ožujak 1908.

Those who seek peace and relaxation, far from the city bustle and a professional and social way of life will surely be delighted to come to “Cap Aureo”, to the sunny coast of Istria, the “Costa del Sole”.

Wien - Vienna, March 1908



Počeci rovinjskog turizma

The Early Beginnings of Tourism in Rovinj

Razvoj turizma kao društveno-ekonomskog fenomena vezan je uz smirivanje političke situacije u prvoj polovici 19. stoljeća nakon Napoleonovih ratova, te uz modernizaciju prometnih sredstava kojima su se olakšala putovanja na duže relacije, u prvom redu razvoj željeznice. Ekspanzija turizma i njegov masovni karakter omogućili su stvaranje poznatih rivijera, zimovališno-balneoloških centara, a naročito klimatskih lječilišta i kupališta.

Rovinjški počeci

Kao službeni početak rovinjskog turizma može se uzeti 1888. godina kada je otvoreno dječje morsko klimatsko lječilište Maria Theresia Seehospiz. Ovo su lječilište posjećivala najčešće djeca s područja Austro-Ugarske, ali i iz Njemačke, Rusije i drugih zemalja. U sklopu ovog lječilišta započela su i prva meteorološka mjerenja temperature zraka, koja su uspoređivana s bečkim vrijednostima.

U istom razdoblju, 1890. godine Georg Hütterott, poduzetnik iz Trsta, oduševljen rovinjskim arhipelagom, kupuje četiri otoka: Sv. Andriju, Maškin, Šturag i Sv. Ivana na pučini. Zbog prilične devastacije uzrokovane postrojenjima nekadašnje tvornice cementa i vapna, otok Sv. Andrija je trebalo u potpunosti preurediti. Preuredio je Hütterott najprije samostansku zgradu u rezidenciju, nanesena je zemlja, doveo vodu, kasnije i energetiku, te započeo sa sadnjom odabranih mediteranskih biljaka, čime je ubrzo stvoren pravi park.

U sljedećim godinama do 1900. Hütterott kupuje posjede na kopnu, i to u predjelima rta Muntravo, Punta Corrente, Škarabe, Monvia i Monte Mulina. Područje je uređeno u pravi park prirode, čime je Hütterottov posjed dobio novo turističko-rezidencijalno obilježje.

Svoj je posjed od nekih 117,50 ha Hütterott obujmio visokim suhozidom dugim 900 metara. Inače, Hütterott je bio i veliki ljubitelj morskih prostranstava, posjedovao je jedrilicu “Nippon”, jahtu “Tornato”, a od 1894. i parnu škunu “Suzume”, a zajedno s nadvojvodom Karlom Stefanom postaje preteča športskog jedrenja u Rovinju.

Development of tourism as a socio-economic phenomenon is related to the cooling of the political situation in the first half of the 19th century after the Napoleonic wars, and the modernization of means of transportation which facilitated travel for long distances, primarily railway development. The expansion of tourism and its mass character have enabled the creation of the famous rivieras, winter-balneological centres, and in particular climate health resorts and spas.

The Beginnings of Rovinj

The official beginning of tourism in Rovinj could be considered in 1888 when the children’s health resort Maria Theresia Seehospi opened its doors. This health resort was visited most often by children from the Austro-Hungarian Empire, as well as young visitors from Germany, Russia and other countries. The first meteorological measurements of air temperature were made in the resort, compared with values in Vienna.

In the same period, in 1890, Georg Hütterott, an entrepreneur from Trieste and a Rovinj archipelago enthusiast, bought a quartet of islands: St. Andrew, Maškin, Šturag and St. John at Sea. Owing to considerable devastation caused by plants of the former cement and limestone factory, the island of St. Andrew was in need of complete reconstruction. Hütterott first transformed the monastery building into a residence; soil was brought, as well as water and later energy, and began planting selected Mediterranean plants, which quickly created a genuine park.

In the following years to 1900, Hütterott bought land on the mainland, in the parts of Cape Muntravo, Punta Corrente, Škaraba, Monvi and Monte Mulini. The area was then transformed in a true park of nature, so Hütterott’s estate obtained a fresh tourism-residential character.

Hütterott wrapped a high stone wall, 900 metres-long, around his estate of some 117.50 hectares. Hütterott was also a huge fan of marine realms, owning a boat named “Nippon”, the yacht “Tornato” and since 1894 a steam schooner “Suzume”, and along with Archduke Carl Stefan he proudly became the forerunner of sports sailing in Rovinj.



Uvala Lone i Zlatni rt / The Bay Lone and the headland Zlatni Rt

.....
Područje park-šume Punta Corrente do kraja 19. st. bilo je uglavnom prekriveno stablastom makijom, ali i poljoprivrednim terenima ograđenim suhozidima na kojima su se uzgajale masline, vinova loza, lješnjaci, smokve i sl...

.....
Until the end of 19th century the area of the park-forest Punta Corrente was largely covered with macchia, but also with agricultural fields enclosed by dry stone walls in which they grew olives, grapes, hazelnuts, figs, etc.

Kako napreduju njegovi posjedi oko Rovinja, napreduje i njegova politička i gospodarska karijera pa se oko Georga Hütterotta vežu mnoga poznata i cijjenjena imena tadašnjeg poslovnog i političkog svijeta. Od same kupovine otoka na njegov posjed dolaze ugledni gosti, o čemu svjedoče potpisi u spomen-knjizi "Cissa Insel" i kameni natpisi duž staza na otoku urezani u vapnenačke stijene. Na popisu iz spomen-knjige nalazimo princezu Stefanie von Habsburg, nadvojvodu Karla Stefana Habsburškog s obitelji, nadvojvodu Ludwiga Salvatora, veliku vojvotkinju Mariju Jozefu od Sachsen, princezu Mariju Theresiju od Bavarske, princa i princezu Coburg Gotha, princa Hohenlohe s obitelji, princa Johanna Lichtensteina, te mnoge druge pripadnike europskog plemstva, cijeli niz admirala i časnika Austrougarske mornarice iz Pule, poduzetnike Arthura Kruppa, Carla Eschera, Paula Schoellera, E. Skode, Curt Netta,

As his properties around Rovinj progressed, his political and economic career grew as well, with many well-known and respected names in the former business and political world being connected with Georg Hütterott. Since the purchase of the island, distinguished guests arrived on his estate, as evidenced by the signatures in the memorial book "Cissa Insel" and the stone inscriptions along the path on the island carved into limestone cliffs. The list of memorial books contains Princess Stefanie von Habsburg, Archduke Karl Stefan Habsburg with his family, Archduke Ludwig Salvatore, Grand Duchess Maria Josef of Saxony, Princess Maria Theresa of Bavaria, Prince and Princess Coburg Goth, Prince of Hohenlohe with his family, Prince Johann Lichtenstein and many other members of the European nobility. In addition, it also features a number of admirals and officers of the Austro-Hungarian Navy in Pula, entrepreneurs

znanstvenike R. Virchowa, R. Burkhardta i mnoge druge. Otok je 1910. posjetio i prijestolonasljednik Franjo Ferdinand. Gosti su se sve češće i sve duže zadržavali na otoku, tako da se iz izletničkog ubrzano razvio i stacionarni turizam.

Vizija

Zbog značajnog poslovnog uspjeha, car Franjo Josip dodijelio je 1898. Georgu Hütterottu titulu viteza za zasluge u industriji, a 1905. postaje članom Senata Carskog savjeta, čime je ugled obitelji dosegno vrhunac. Zanesen ljepotama prirode ovog kraja, a poznavajući zapažen uspjeh nekih turističkih odredišta na Jadranu, ponajprije Opatije i Brijuna, započeo je s planovima stvaranja pravog turističkog odredišta.

U brošuri koju izdaje 1908. "Klimatischer Kurort Cap Aureo bei Rovigno – Istrien. Ein Projekt", izlaže ideju gradnje klimatskog lječilišta po uzoru na slične objekte duž istarske obale. Trebalo je biti osnovano društvo s ograničenom odgovornošću čija je zadaća bila brinuti se za financiranje radova. Projektom su obuhvaćeni predjeli Monte Mulini, Montauro i Punta Corrente, gdje su već bili uređeni puteljci, aleje stabala, livade i parkovi koji su zadovoljavali tadašnje hortikulturalne tendencije i potrebe visokog društva. U parku je zasađen veći broj

Arthur Krupp, Carla Escher, Paul Schoeller, E. Skoda and Curt Netta, scientists R. Virchow, R. Burkhardt, and many others. In 1910, Crown Prince Franz Ferdinand visited the island. The guests started prolonging their ever more frequent stay on the island, so stationary tourism started developing quickly from excursion tourism.

Vision

Due to significant business success, Emperor Franz Joseph awarded George Hutterott a knighthood for services in the industry in 1898, and in 1905 he became a member of the Senate of the Imperial Council, which was the peak of the family reputation. Lost in the beauty of nature in this region, and being aware of the remarkable success of some tourist resorts on the Adriatic Sea, especially Opatija and Brijuni, he began with plans to create a real tourist destination.

In a brochure issued in 1908 under the title "Klimatischer Kurort Cap Aureo bei Rovigno – Istrien. Ein Projekt", he presents the idea of building a health resort modelled on similar facilities along the Istrian coast. An incorporated company with limited liability that was to provide for the financing of works had to be founded. The project covered landscapes of Monte Mulini, Montauro and Punta Corrente,



“Dvorac” na Crvenom otoku / “Castle” on the Red Island

različitih rijetkih i egzotičnih vrsta čempresa kao što su Cypressus arizonica, Cypressus governiana iz Sjeverne Amerike, Cypressus lusitanica iz Južne Amerike, te Cypressus torulosa iz Tibeta, stabla Gingko bilobe i dr. Glavne staze unutar parka prate aleje impresivnih borova Pinus pinea.

Uz to, posjed je bio ograđen dvometarskim suhozidom, koji se protezao od željeznih vrata na ulazu parka u uvali Lone do mora na Škarabi. Na samom rtu Punta Correnta nalazi se vrtni paviljon čija je loža u rokoko stilu 1908. kupljena u Trstu, te donijeta kamen po kamen i ugrađena u sam paviljon. Planirana je izgradnja športskih terena, 3 hotela te kupališta na mjestu starog kupališta u uvali Lone. Prvi hotel bio je predviđen na zadnjem zavoju ceste koja vodi prema parku, dok bi se drugi nalazio u samom parku, na raskrižju puteva prema Puntici Corrente i Montauru. Treći je, pak, trebao niknuti na samom rtu uz more. Uz to, niz vila trebao je pratiti cijeli glavni put. Rovinj je ovim projektom trebao postati draguljem onoga što je Hütterott zvao “La costa del sole” – Sunčana obala.

Ostvarenje

Prerana smrt Georga Hütterotta 1910. zaustavila je većinu radova, ali je taj projekt potaknuo razmišljanja i dao impuls razvoju turizma u



where there were already paths, avenues of trees, meadows and parks that satisfied the then horticultural trends and needs of high society. The park contained a number of different rare and exotic species such as cypress Cypressus arizonica, Cypressus governiana from North America, Cypressus lusitanica from South America and Cypressus torulosa from Tibet, and Gingko biloba trees, etc. The main trails in the park are accompanied by an impressive avenue of Pinus pinea pines.

In addition to this, the property was surrounded by a two-metre stone wall, which stretched from the iron gate at the entrance to the park in the Lone bay to the sea at Škaraba. At the very tip of Punta Corrente there is a garden pavilion with a lounge in Rococo style that was purchased in Trieste in 1908, and was brought stone by stone and built into the pavilion. The construction of sports facilities, three hotels, and beaches where the old beach in the Lone bay was located was planned. The first hotel was scheduled on the last bend of the road leading to the park, while the other was to be in the park, at the crossroads of Punta Corrente and Montauru. The third was supposed to shoot up on the cape by the sea. In addition to this, a number of villas were to be built along the main road. With this project, Rovinj was destined to become the jewel of what Hütterott referred to as “La costa del sole” – the Sunshine Coast.

pravom smislu kada je 1911. usvojen Statut konzorcija gostioničara, vlasnika kavana, prodavača likera i hotelijera. Uz pomoć udovice Hütterott, 1913. otvoren je prvi pravi hotel “Adriatico” i postavljeni su temelji modernog turizma, promijenivši tradicionalne aktivnosti obrta i poljoprivrede u ugostiteljstvo, što će kasnije postati i jedna od najvažnijih gospodarskih djelatnosti Rovinja.

Hütterottova vizija živi i danas i, rekli bismo, ostvaruje se u modernim uvjetima. Hoteli Monte Mulini, najnoviji Lone i najstariji među njima Eden predstavljaju ostvarenje te vizije, a da ne govorimo o Hotelu Istra i cijelom Sv. Andriji – Crvenom otoku koji i dandanas u punoj mjeri živi životom koji mu je namijenio Georg Hütterott.

Realization

The untimely death of George Hütterott in 1910 stopped most of the work, but the project encouraged thinking and gave impetus to the development of tourism in a true sense, when in 1911 the Statute of the Consortium of the innkeepers, coffee shop owners, liquor dealers and hoteliers was adopted. Addressing widow Hütterott for help resulted in the fact that in 1913 the first real hotel “Adriatic” was opened and the foundations of modern tourism were laid, which changed the traditional crafts and agricultural activities and turned them into catering industry, which would later become one of the most important economic activities of Rovinj.

Hütterott’s vision lives on today and we might say that, it is being realized in modern conditions. Hotel Monte Mulini, the latest hotel Lone and the oldest among them, Eden, represent the realization of this vision. Not to mention hotel Istria and the entire St. Andrew – Red Island that even today fully lives the life that Georg Hütterott intended.



Obitelj Hütterott / The family Hütterott

Koversada - 50 godina nudističkog turizma

Koversada - 50 Years of Naked Tourism



Jedan od najvećih nudističkih kampova na svijetu slavi pola stoljeća postojanja...

One of the greatest nudist camps in the world is celebrating half a century of existence...

Kada je poznati ljubavnik i pustolov Giacomo Casanova zbog svojih "nepodopština" morao bježati iz Venecije sklonište mu je osigurao porečki biskup koji ga je smjestio na biskupijsko imanje u Vrsaru. Dio tog imanja, osim velike palače i maslinika, bio je i otočić Koversada, na ulazu u Limski kanal. Kakve veze je porečki biskup mogao imati s Casanovom ovoga nas trenutka manje zanima od legende koja kaže da je Casanova bio prvi naturist koji se gol golcat kupao na Koversadi.

When the famous lover and adventurer Giacomo Casanova had to flee from Venice due to his improprieties, the bishop of Poreč provided him with refuge by placing him at the bishop's estate in Vrsar. A part of that estate, besides a large palace and an olive grove, was the isle of Koversada at the entrance to the Limski Channel. What was the relation between the bishop of Poreč and Casanova is at this moment less important than the legend which says that Casanova was the first naturist who bathed stark naked on Koversada.

Prvi naturisti

Legenda je postala aktualna 1960. godine kada je u Vrsar došao njemački učitelj plivanja i vlasnik turističke agencije "Miramare" iz Münchena Rudolf Halbig. Halbig je bio oduševljen Vrsarom i netaknutom prirodom otočića Koversada koji je "nudio" i točno jedan kilometar obale, koliko je opseg otoka. Ubrzo se dogovorio s Vrsaranima (tada je u Vrsaru već postojalo turističko poduzeće "Lim") i naredne godine, 1961. na Koversadu su stigli prvi naturisti. "Golaći" kako su ih zvali domaći ljudi.

The First Naturists

The legend came to life in 1960, when a German swimming instructor and the owner of the Miramare tourist agency from Munich, Rudolf Halbig, came to Vrsar. Halbig was thrilled with Vrsar and the intact nature of the isle of Koversada, which offered exactly one kilometer of coastline – which is its entire circumference. He soon made an agreement with the people of Vrsar (the Lim tourist company already existed in Vrsar) and in the following year, 1961, the first naturists came to Koversada. "Golaći" as the local people used to call them.

"Golaći" su spavali u Vrsaru, po kojem bi navečer šetali u grupama, a tijekom dana bi boravili na Koversadi gdje bi ih dovozili brodicama. Tako je počeo naturizam u Hrvatskoj i na Jadranu. Već 1962. godine na Koversadu dolaze i članovi ANITA-e (Asociazione Naturrista Italiana). Počinju se podizati prvi šatori. Koversada postaje sve poznatija, objavljuju se brojne reportaže, a broj naturista iz godine u godinu sve je veći.

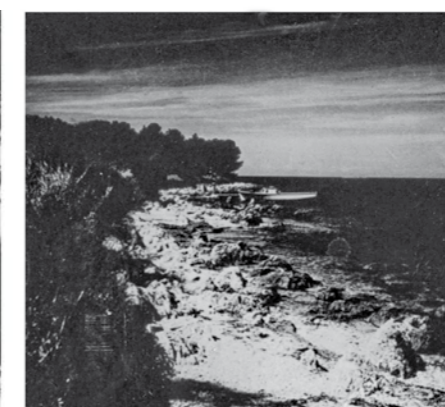
The nudists slept in Vrsar, where they used to go for walks in the evenings, and during the day, they would stay on Koversada, where they would arrive in boats. That is how naturism started in Croatia on the Adriatic. The members of ANITA (Asociazione Naturista Italiana) came to Koversada as early as 1962. The first tents were put up. Koversada became increasingly famous, there were numerous stories published about it, and the number of naturists kept increasing year after year.

Broj jedan

Kamp se uskoro organizira na kopnu, otočić se povezuje s kopnom stotinjak metara dugačkim mostom, turističko društvo u Vrsaru mijenja ime u "Anita" – i sve to doprinosi tome da Vrsar jako dobro živi od "golaća". Nakon dvadesetak godina, 1976. godine Koversada postaje najveći naturistički kamp na Mediteranu koji u jednom danu može ugostiti do

Number One

A camp was soon established on the coast, the island was connected with the land by a hundred meter long bridge, the tourist company in Vrsar changed its name



10 000 naturista. Riječ je o cijelom jednom gradu punom “golaća”, u kojem samo zaposleno osoblje nije nago. Koversada je tada postala središte naturističkog pokreta Europe i broj jedan europskog naturizma. Tih se godina uhodava i tradicionalni izbor ljepotice kampa na kojem sudjeluju brojne djevojke – gošće u kampu. Naravno, Miss Koversade bira se – gola. Izbor se održava svake godine prvu subotu u kolovozu.

Puni komfor

Ipak, u Koversadu danas ne dolazi 10 000 naturista; dnevno ih u vrijeme ljetne špice boravi oko 6000. Međutim, komfor gostiju kampa znatno je poboljšan. Uz šatore i kamp kućice, u kampu se može boraviti i u luksuznim bungalovima i apartmanima. Nekoliko je restorana, bifea na plaži, više trgovina, sportski tereni i zabavni centar. Svakodnevno se tijekom ljeta organiziraju zabavne večeri uz glazbu, sportske igre na plaži...

into Anita – Vrsar lived very well on nudists. About twenty years later, in 1976, Koversada became the greatest naturist camp on the Mediterranean, which could host up to 10,000 naturists in one day. This was an entire city of nudists, in which only the working staff were not naked. At the time, Koversada was the center of the naturist movement in Europe, number one in European naturism. During that time, the traditional camp beauty pageant was settling in, with the participation of numerous girls – camp guests. Of course, a Miss Koversada was selected – naked. The pageant is held every year the first Saturday of August.

Full Comfort

Today, there are no longer 10,000 naturists on Koversada, during the peak season in the summer there are as many as 6,000 in one day. However, there is a lot more comfort. Besides tents and campers, you can also stay in luxurious bungalows and suites. There are a few restaurants, buffets on the beach, several

“Doista, mnogo ulažemo u udobnost naših gostiju. Imamo parcele do kojih su dovedeni i voda i struja, ali i kanalizacija, gostima nudimo niz rekreativnih i zabavnih sadržaja, restorani su dobro opremljeni i pružaju vrhunsku uslugu. Po mnogim segmentima kamping turizma, Koversada je u samom vrhu”, – kaže nam mladi direktor Koversade Nenad Škuflić.

A da je Koversada u vrhu usluge potvrđuju i mnogi gosti koji ovdje dolaze već desetljećima. Danas u Koversadu dolaze i djeca prvih naturista, a nekoliko je obitelji koje dolaze svih 50 godina postojanja kampa. Koversada je i danas važno središte europskog naturističkog pokreta.

stores, sports fields and an entertainment center. During the summer, there are entertainment evenings with music, sports activities on the beach. “We pay a lot of attention to the convenience of our guests, indeed. There are plots with water and electricity, as well as sanitation, we offer a series of recreational and entertaining programs to our guests and the restaurants are well-equipped and provide an excellent service. According to many segments of camping tourism, Koversada is at the top”, said the young director of Koversada.

The fact that it is at the top is confirmed by many guests who have been coming here for decades. Nowadays, even the children of the first naturists come here, and there are a few families who have been coming here every year for the last 50 years of the camp’s existence. Even today, Koversada is an important center of the European naturist movement.

Nenad Škuflić, današnji direktor Koversade, još nije bio ni rođen kada je mali otočić pokraj Vrsara, nekadašnje biskupsko imanje postao središtem nudizma u cijeloj Europi...

Nenad Škuflid, today’s manager of Koversada, was not even born when the small isle near Vrsar, a former bishop’s estate, became the center of nudism in the entire Europe...

Slijedim prijatelje

Following my Friends



Jedna slika vrijedi tisuću riječi, a fotografije prijatelja s ljetovanja na Facebook stranicama najbolja su reklama

A picture is worth a thousand words, and the vacation photographs of your friends on Facebook are the best promotion

Facebook ne samo da pomaže ljudima da ostanu u kontaktu nego ih nadahnjuje za putovanja, otkrio je nedavno Skyscanner. Dakle, više uopće ne treba postavljati pitanje trebate li ili ne napraviti profil na društvenim mrežama – naravno da trebate (ako ga još nemate)! Jednostavno zato jer se na Facebooku sve “dogada”, i svi su “online” – od učenika i studenata, vlasnika firmi, direktora i njihovih zaposlenika, do domaćica i umirovljenika. A mnogi od njih, naravno, putuju pa tako značajan broj turista svoju inspiraciju za putovanja pronalaze upravo na Facebooku.

Ova najpopularnija društvena mreža ima više od 1.300.000 aktivnih korisnika u Hrvatskoj i više od 500 milijuna u svijetu! Ignorirajte te brojeke ako ste toliko hrabri.

Facebook odavno nije samo mjesto gdje ljudi “gube vrijeme” i “lajkaju” statuse. To je mjesto gdje se ljudi druže, donose odluke, pa čak i organiziraju revolucije! I zaista, prema istraživanju Skyscannera, čak se 52 posto ljudi pod utjecajem fotografija svojih prijatelja na Facebooku, odlučuje za bukiranje svog putovanja, čak 88 posto korisnika voli “njuškati” po fotkama svojih prijatelja kako bi vidjeli gdje su bili i što su radili, njih 46 posto je odgovorilo da upravo putem Facebooka planiraju svoje putovanje s drugima, a 45 posto ispitanika smatra da ih upravo Facebook ohrabruje da posjete svoje prijatelje u inozemstvu.

Pa sada vi recite da moderne tehnologije otuđuju ljude! Ulogirajte se, provjerite tko je gdje bio, pa možda i vi dobijete inspiraciju za svoje sljedeće putovanje.

I svakako uploadajte svoje fotografije iz Rovinja.

Facebook not only helps people remain in contact, but also inspires them to travel, Skyscanner’s study recently showed. Therefore, you can stop asking yourself whether you should create a profile on one of the social networks, because the answer is – of course you should (if you have not created one yet)! The reason is simple – on Facebook, everything is “on” and everyone is online – high school and university students, company owners, directors and their employees, as well as company owners and retirees. Many of them, of course, travel, so there is a significant number of tourists that find inspiration for travelling on Facebook. This popular social network has more than 1,300,000 users in Croatia and more than 500 million active users in the world! Try and ignore the numbers if you are brave enough.

It is long since Facebook has been a place where people “waste their time” and “like” other people’s statuses. This is the place where people hang out, make decisions, and even organize revolutions! Skyscanner’s research has shown that as much as 52 per cent of people decide to book a trip under the influence of their Facebook friends, and as much as 88 per cent of Facebook users like to browse the photos of their friends in order to see where they have been and what they did. Forty-six per cent said that they are using Facebook to plan trips with their friends, and 45 per cent think that Facebook entices them to visit their friends abroad.

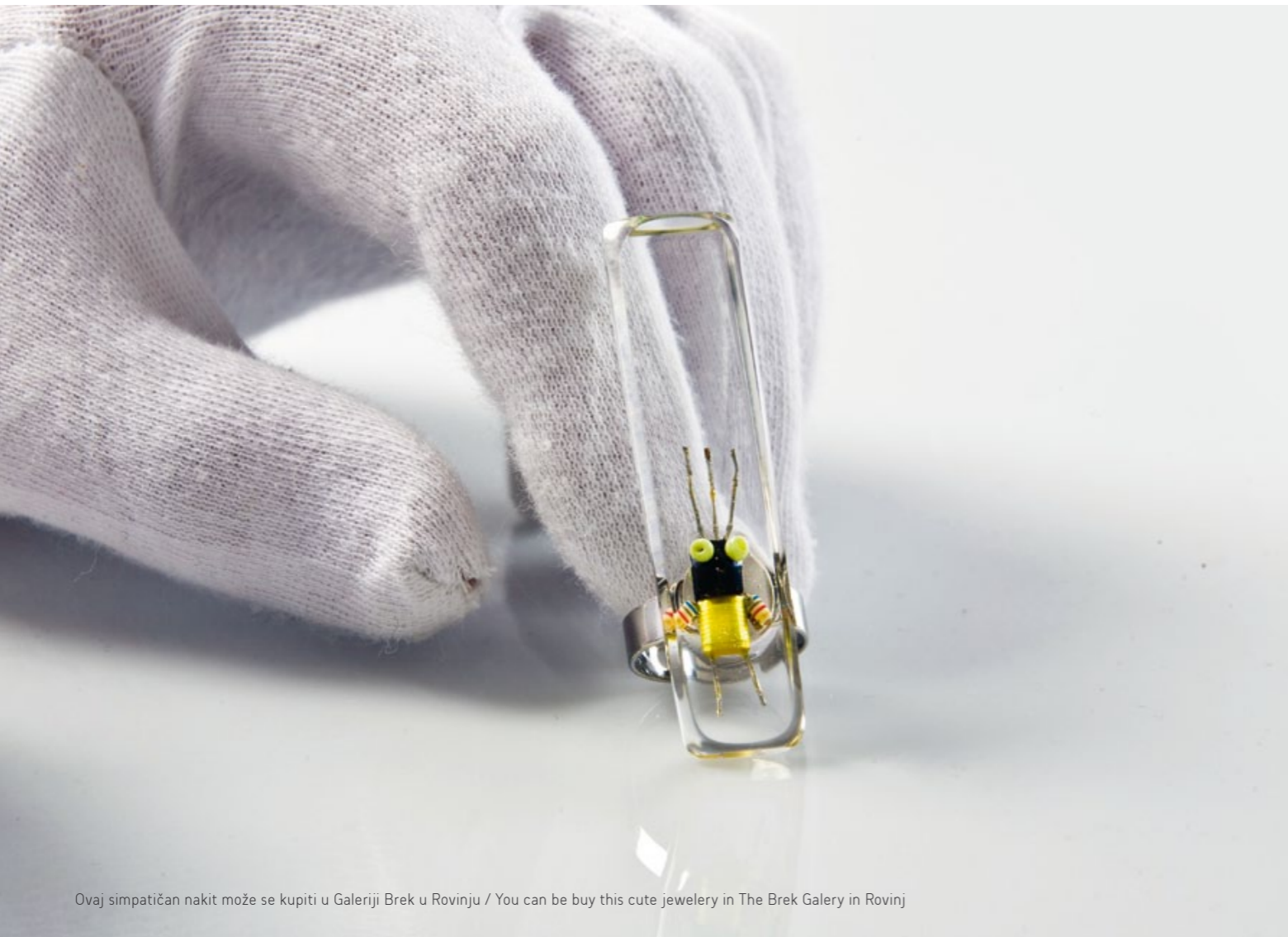
Go ahead and dare to say that modern technologies estrange people! Log in, check who has been where, and get inspiration for your next trip.

Make sure you upload the photos you took in Rovinj!

Sve što nam u jednom trenutku ne treba ne znači da se mora odbaciti kao potpuno neupotrebljivo. Uz malo mašte gotovo da nema “otpada” koji ne može postati koristan

Something not needed at any given moment, does not mean it should be discarded as completely useless. With a touch of imagination, there is almost no “trash” which cannot be put to good use

Reciklirana umjetnost - umjetnost recikliranja Recycled Art - The Art of Recycling



Ovaj simpatičan nakit može se kupiti u Galeriji Brek u Rovinju / You can buy this cute jewelry in The Brek Gallery in Rovinj

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“Zovem se Tomislav Zidar i volim se igrati kućanskim aparatima tako da ih rastavljam, čupam im dijelove i igram se s njima kao s lego kockicama. Tako nastaju robotoliki stvorovi koji se pretvaraju u nosivi nakit. U početku su roboti bili veliki i nespreni, ali onda sam otkrio epoksidnu smolu i uspio učvrstiti i najmanje skulpture. Cijeli projekt je procvjetao kad sam uz usmjerenje moje bolje polovice počeo raditi prstenje, bedževe, ogrlice, narukvice... Tako su nastali jobotichi.”

.....
“My name is Tomislav Zidar and I love to play with appliances, in a way that I decompose them, tear them apart and play with them like Legos. This is how I make robot-like creatures, which turn into wearable jewellery. In the beginning, the robots were large and awkward, but then I found epoxy resin and I managed to fasten even the smallest figurines. The entire project flourished when, guided by my better half, I started making rings, badges, necklaces and bracelets. That is how jobotichs were made.”

Mnogi pri pomisli na ekologiju pomisle na najcrnja predviđanja za našu planetu. I dok su danas klimatske promjene ozbiljan problem, velik broj umjetnika, arhitekata i dizajnera radi na “zelenim projektima” koji u manjoj mjeri pozitivno utječu na okoliš, ali su zato značajna tema i povod za raznorazne diskusije i kritike, kako prenosi WebUrbanist. Iako je malo stvarnih izravnih utjecaja na okoliš bilo kojeg takvog umjetničkog djela, ukupni rezultat njihovih nastojanja je opipljiv i raste sa svakim većim kreativnim i održivim dizajnom ili projektom. Također, izniman je njihov utjecaj na formiranje našeg odnosa prema “otpadu” koji to zapravo ne mora biti. Na taj se način neće spasiti planet, ali se može izgraditi odgovornija svijest prema onome što nas okružuje i što koristimo.

The notion of ecology reminds many people about the dark predictions for our planet. And while nowadays climatic changes represent a serious problem, a large number of artists, architects and designers are working on “green projects”, which to a lesser extent have a positive influence on the environment. Yet, on the other hand, they are a significant subject and a valid reason for various discussions and critics, according to WebUrbanist. Although any such art work has little real direct effect on the environment, the overall result of their effort is tangible and grows with each larger creative and sustainable design or project, without even mentioning their influence on our view of “trash”, which actually does not have to be trash at all. Although, this will not save the planet, it can develop a more responsible attitude towards the things that surround us and the things we use.

Umjetnost otpada

Jeste li ikad u trgovini htjeli kupiti materijale kako biste od njih napravili neko kreativno djelo? Ako jeste, znate da je to prilično skupo. Zbog toga (ali i drugih razloga), mnogi umjetnici za izradu svojih djela koriste otpad. Neki time pokušavaju izravno osvijestiti javnost o vrsti otpada u našem društvu, dok drugi upotrebljavaju reciklirane materijale jednostavno da bi ljude naveli na promišljanje o običnim i starim stvarima koje se na kreativan način mogu preoblikovati u nešto sasvim novo i drugačije. Dok se neki od radova nastalih korištenjem predmeta koje smo odbacili mogu smatrati kičem, ipak, neki nisu samo upotrebljivi već su i estetski primamljivi. Umjesto potrage za ultramodernim namještajem, zašto ne probati nešto što je možda malo drugačije od uobičajenog, a istovremeno je dobro za okoliš?

The Art of Trash

Have you ever wanted to buy materials in a shop in order to use them in a creative piece of work? If so, you know it costs a lot of money. Owing to that (and some other reasons), many artists use trash to produce some of their work. In that way, some are trying to raise public awareness about the type of trash, while others use recycled materials simply to encourage people to think about ordinary old things which can be transformed in a creative way into something completely new and different. While some of the works made from discarded objects may be considered as tacky, still some are considered not only useful, but also aesthetically attractive. Instead of searching for ultra-modern furniture, why not try something that may be slightly out of the ordinary, and at the same time environmentally friendly?

Prenamjena arhitekture

Ipak, recikliranje otpada i stvaranje umjetnosti ili namještaja jedan je način prenamjene “otpada”, a zgrade su nešto potpuno drugačije. No, gigantske strukture i masivna vozila mogu se reciklirati čak u urede, domove ili rekreacijske centre. Neke adaptacije su konvencionalne, no neke su prilično neobične, jedinstvene i hrabre. Što učiniti, recimo, s teretnim kontejnerom kad postane prestar da bi služio svojoj svrsi

The Conversion of Architecture

Recycling trash into art or furniture is one thing, but buildings are something completely different. Still, gigantic structures and massive vehicles can be recycled even into offices, homes or recreation

Dizajnerica Svjetlana Despot kaže: “Čarape s kojima se mi žene svakodnevno susrećemo i u rukama su nam svaki dan okretala sam jednom u rukama, rastezala i shvatila da imaju izvrsnu podatnost, sjaj, lom svjetlosti ako se isprepletu. Nemaju šavova, to je tuba u jednom komadu od koje mogu raditi što hoću: plesti, tkati, natezati nit do niti različitih debljina. Sve u svemu – izvrstan materijal. Inače, to nisu nošene čarape, nego čisti upotrebljivi otpad koji u tvornici nije prošao kontrolu. Dakle veliki zagađivač, a podatan materijala za upotrebu. Fantastičan za oblikovanje.”

Designer Svjetlana Despot says: “Once I was twisting and stretching pairs of stockings, familiar to women which are handled daily, in my hands, and realized that they are fantastically elastic, glowing and reflective when they are intertwined. They do not have any stitches; they are tubes in one piece which I can form into anything I want: knit, weave, stretch threads of various thicknesses one next to another. All in all, a fantastic material. Anyway, these are not used stockings, but pure usable waste which did not pass the control in the factory. Therefore, a great polluter, and at the same time a flexible material for use. Fantastic material for shaping.”



Nekada prijevozno sredstvo, a danas hotel u Costa Rici / Once an airplane, and today a hotel in Costa Rica

ili se oštetiti? Transportni kontejneri pružaju osnovu strukturalnim okvirima koji se mogu koristiti za mnoga domišljata arhitektonska rješenja. Postoji mnogo primjera kuća, ureda, škola, muzeja, vikendica te ostalih stambenih, poslovnih i industrijskih zgrada za čiju su gradnju korišteni transportni kontejneri kao baza za kreativni i jedinstveni nacrt.

Reciklirani materijali korišteni u arhitekturi i građevinarstvu

Ako se koriste za namještaj, čini se da nema razloga da se reciklirani materijali ne koriste i na drugi, mnogo smjeliji način. Bilo da počnete s običnim bocama, limenkama ili starim papirom, postoji mnogo načina da pretvorite obične, stare i pokvarene predmete u potpuno nove i inventivne umjetničke ili čak arhitektonske kreacije. Kad pomislite samo na tržište nekretnina i cijene kvadrata stana – ove ideje se i ne čine toliko ludima...

centres. Some of these adaptations are conventional, but some of the creations are quite uncommon, unique and daring. What should we do with, let's say, a cargo container once it is too old to serve its purpose or gets damaged? Transport containers offer a basis for structural frames which can be used for many ingenious architectural solutions. There are many examples where transport containers were used as a basis for a more creative and unique design in the construction of houses, offices, schools, museums, cottages and other residential, business and industrial buildings.

Recycled Materials Used in Architecture and Civil Engineering

If they are used for making furniture, it seems there is no reason not to use recycled materials in some other far more courageous way. Whether you start with ordinary bottles, cans, or old paper, there are many ways to convert ordinary, old and broken objects into completely new and inventive artistic or even architectural creations. When you think about the prices in the real-estate market – these ideas may not seem so crazy after all...





Pretvorite svoje uspomene u umjetnost

Turn your memories into art

Kutija suvenirira

Box of souvenirs

We are all sometimes prone to storing objects that remind us of some nice things from the past – the places that we have visited, the experiences that we have had. We generally keep such dear subjects in improvised boxes of memories – some keep postcards in them, as well as other souvenirs, and some write diaries to keep them in. But why hide memories between the pages of a diary or a scrapbook, keep them in a corner or on a shelf where they collect dust or shut them in a box, when you can present all of these objects as art?

So, instead of “hiding” memories, we suggest that you “reveal” them. And you can reveal a lot: classical souvenirs from trips – shells, pebbles from the beach, leaves, postcards, as well as other items to which you are sentimentally attached like airline tickets, cinema or museum tickets that you bought and used during your trip; your photographs from the Eiffel Tower, Trafalgar Square or the beach in Rovinj. Ideas and possibilities are truly endless, and you can edit them all in a three-dimensional view that you can enjoy – every day.

Svi smo ponekad skloni čuvanju predmeta koji nas podsjećaju na neke lijepe trenutke iz prošlosti – mjesta koja smo posjetili, doživljaje koje smo doživjeli... Takve, drage nam predmete, uglavnom držimo u improviziranim kutijicama uspomena – neki u njima čuvaju razglednice, ali i druge suvenire, a neki zbog toga pišu dnevnik. No, zašto sakriti uspomene među stranice dnevnika ili spomenara, držati ih u nekom kutu i polici na kojoj skupljaju prašinu, ili ih pak zatvoriti u kutiju – kada sve te predmete možete izložiti kao umjetnost?

Umjesto “sakrivanja” uspomena, predlažemo vam da ih “otkrijete”. A otkriti možete doista puno toga: klasične suvenire s putovanja – školjke, kamenčiće s plaže, lišće, razglednice, ali i druge predmete uz koje ste sentimentalno vezani poput avionske karte, ulaznice za kino ili muzej koji ste posjetili tijekom putovanja; vaše fotografije s Eiffelova tornja, Trafalgar Squarea ili plaže u Rovinju... Ideja i mogućnosti je zaista bezbroj, a sve ih možete urediti u trodimenzionalni prikaz u kojem onda možete uživati – svakodnevno. Najbolji pristup za izradu

kutije uspomena je da jednostavno počnete promatrati svijet očima djeteta.

Uživajte u uspomenama

Uređivanje predmeta koje ste sačuvali s putovanja za njihovo prikazivanje i slaganje u kutiju uspomena može biti jednako zabavno kao i samo prikupljanje suvenirira. A potom, kad god poželite možete se na jednostavan način prisjetiti lijepih trenutaka i iznova proživjeti uzbudljive dane koje ste proveli istražujući novi grad ili odmarajući na nekoj egzotičnoj plaži. Na taj način svi će vas ti mali predmeti s velikim sentimentalnim značenjem na jednostavan, brz, ali i na kreativan i vizualno atraktivan način podsjetiti na te posebne dane. Okvir za uspomene možete vrlo jednostavno izraditi i sami – prilagodite okvir za sliku ili običnu kartonsku kutiju prenamijenite za tu svrhu. Sljedeće upute će vam pokazati kako. Predlažemo da se ovoga posla uhvatite jednog “lijenog” poslijepodneva kada se osjećate nostalgично, ali i kreativno.

Kako napraviti kutiju za suvenire?

1. Za suvenire koje je bolje izložiti u uspravnom položaju nego visećem, počnite s drvenom kutijom koja ima klizni pokrov. Zamijenite pokrov staklom (izrežite na prikladnu veličinu pomoću rezača stakla).
2. Kako biste napravili policu, upotrijebite nož za rezanje drva na željenu duljinu police, ali malo manju širinu od kutije (kako ne bi dodirivala staklo). Namažite rubove koji će dodirivati ljepilo za drvo, te postavite kutiju. Pustite da se osuši.
3. Obojite vanjski dio i rub kutije. Pustite da se osuši prema uputama. Unutrašnjost kutije obojite svjetlijom bojom. Pustite da se osuši.
4. Postavite kutiju te s ljepilom, voskom ili pribadačama postavite suvenire unutra. Stavite stakleni pokrov.

Alati i materijali koji su vam potrebni za izradu

- › Drvena kutija s kliznim pokrovom
- › Staklo odrezano na veličinu kutije
- › Nož
- › Drvo
- › Mali kistovi
- › Ljepilo za drvo
- › Tekuća akrilna boja
- › Ljepilo, muzejski vosak ili pribadače

The best approach for making boxes of memories is to simply start observing the world through the eyes of a child.

Enjoy Your Memories

Editing items that you have saved from a trip for their display and storage in a box of memories can be just as fun as collecting souvenirs. Also, whenever you wish, you can easily remember the nice things once again and relive the exciting days that you spent while exploring a new city or relaxing on an exotic beach. That way all these small objects with great sentimental meaning will recall these special days in a simple, swift, creative and visually appealing way.

You can make yourself the frame for memories very easily – you can adjust a picture frame or transform a plain cardboard box for this purpose. The following instructions will show you how. We suggest that you do this in a “lazy” afternoon when you feel nostalgic, but also creative.

How to make a box for souvenirs?

1. For souvenirs that can be exposed in a better way in the upright position than in a hanging position, start with a wooden box with a sliding cover. Replace the cover with glass (cut to appropriate size using a glass cutter).
2. To create a shelf, use a utility knife to cut balsa wood to the desired length of the shelf, but a little smaller than the width of the box (not to touch the glass). Glue the edges which will adjoin the box. Allow to dry.
3. Paint the outside part and the edge of the box. Allow to dry according to instructions. Paint the inside of the box with a lighter color. Allow to dry.
4. Set the box, and attach souvenirs inside with glue, wax or pins. Place the glass cover.

Tools and materials you need

- › Wooden box with sliding cover
- › Glass cut to the box size
- › Utility knife
- › Balsa wood
- › Small brushes
- › Wood glue
- › Liquid acrylic paint
- › Craft glue, museum wax or pins

Čari istarske kuhinje
The magic of Istrian cuisine

U suradnji s prirodom In Cooperation with Nature

Na civilizacijskom raskrižju, u kraju gdje se već više tisućljeća isprepliću nasljeđa evropskih kultura i miješaju klimatski uvjeti, razvila se jednostavna, ali bogata i osebujna istarska kuhinja utemeljena na tradicionalnim jelima koja pružaju neponovljiv doživljaj. Na ovom geografsko malenom prostoru ispreplele su se razne tradicije u nizu jela u kojima se osjećaju tragovi talijanske, srednjoeuropske i slavenske kuhinje. Posebnost istarske kuhinje upravo je u njenom obilatim korištenju sezonskih darova prirode, što čini gastronomski doživljaj Istre u svako doba godine drugačijim.

Maneštre, palenta, srdele, školjke

Istarske maneštre, pripremljene na više načina (od bobiči, koromača i sl.), bile su i ostale odlična okrjepa, posebice u hladnim danima. Maneštre su guste juhe iz središnje Istre, koje se kuhaju od raznih namirnica. U maneštri od bobiči, po nekima i najukusnijoj, koja se nekad pripravljalala samo u vrijeme dozrijevanja truginje – frmentuna (kukuruz), danas se može, zahvaljujući prehrambenoj industriji, uživati tijekom cijele godine. Generacije malih Istrana odrasle su i na palenti, pljukancima i njokima.

Prvi zapisi o palenti datiraju još u 15. stoljeće. Palenta je tradicionalno talijansko jelo koje se sprema od grubo mljevenoga kukuruznog brašna kuhanog u vodi.

Za palentu kažu da je jelo s tisuću lica jer postoji i toliko recepata. Ona je udomaćeno

At the crossroads of civilization, the region where for thousands of years the heritage of European cultures have intertwined and climatic conditions mixed, is the place where a simple, but rich and specific Istrian gastronomy has developed, leaning on traditional meals which offer a unique experience. In this geographically small area, various traditions have been combined in a series of dishes with traces of Italian, middle European and Slavic cuisine. The particularity of Istrian cuisine is precisely the abundant use of seasonal gifts of nature, which gives variety to the gastronomical experience of Istria in the contrasting seasons of the year.

Thick Vegetable Soups, Polenta, Pilchards and Clams

Istrian thick soups, prepared in several ways (beans, fennel, etc) were and still to this day, are excellent refreshment, especially during cold weather. These are, in fact, thick soups of central Istria which were made using various ingredients. Bean soup, the tastiest according to some, could have been enjoyed only at the time of the maturation of corn, but nowadays, thanks to the food industry, this is possible throughout the year. Generations of Istrian children have been raised on polenta, pljukanci (a kind of home-made pasta) and gnocchi.

Since the 15th century, polenta has been a traditional Italian dish made of roughly ground corn flour boiled in water.



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Rimljani su zbog školjaka ratovali, a Grci su njihovu ljušturu koristili kao glasački listić, a kasnije ih usitnjavali u prah te ga služili kao afrodizijak. Zar mislite da je slučajnost što je Casanova navraćao u Istru (Vrsar)?
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The Romans waged wars owing to clams, while the Greeks used their shells as voting slips and later ground them into a powder used as an aphrodisiac. Is it just coincidence that Casanova frequently returned to Istria (Vrsar)?

jelo naših predaka koje se koristi u bezbroj kombinacija: uz meso, ribu, ili kao zamjena za kruh.

Bogatstvo riba, rakova i školjkaša u istarskome akvatoriju ogleda se u istarskoj kuhinji kroz velik broj jela koja se svakodnevno pripremaju. Među njima su jela poput friganih girica ili srdela, ribljih juha, brudeta s palentom, jela od dagnji i rakovica pa sve do svježih ribe na gradelama ili školjki kao hrane bogova.

Srdela je jedna od rijetkih namirnica za koje ne vrijedi pravilo – što skuplje to bolje. To je najjeftinija riba, ali spravljena na niz načina može biti vrhunska delikatesa. Usto, srdela je i vrlo je zdrava. Ona, naime, pripada plavoj ribi koja je nutritivno najvrjednija jer je bogata

Polenta is said to be a dish with a thousand faces because there are so many recipes. It is a traditional meal of our ancestors used in a number of combinations: meat, fish, or perhaps as a substitute for bread.

The abundance of fish, crabs and clams in the Istrian local waters is reflected in Istrian cuisine in a large number of dishes which used to be prepared daily. From the simplest ones, such as fried picarels and pilchards, to fish soups, fish stews with polenta, dishes made of mussels, sea-spiders to grilled fresh fish or clams as the food of the gods.

The pilchard is one of the rare ingredients to which the rule – the more expensive, the better – does not apply. This is the cheapest

omega-3 masnim kiselinama. Želite li ostati ili postati mladi i zdravi koristite je barem dva puta tjedno u vašoj ishrani.

Mediterranski pečat

Istarska kuhinja je sastavni dio mediteranske prehrane koja predstavlja opće prihvaćeni standard pravilne prehrane. Uvriježena definicija mediteranske prehrane kaže: "Osnovne karakteristike mediteranske prehrane su umjerena upotreba mesa, mlijeka, sira, visok unos složenih ugljikohidrata (krumpir, palenta, tijesto, riža), svježeg voća i povrća, redovito konzumiranje ribe i upotreba masti koja je gotovo sva sadržana u obliku maslinovog ulja."

Maslinovo ulje je nezaobilazan sastojak istarske kuhinje. U Istri raste tridesetak sorti maslina. Neke su se sorte kroz povijest udomaćile na istarskom području i u takvom obliku ne rastu nigdje drugdje, pa ih se s pravom naziva autohtonim istarskim sortama. Budući da su preživjele godine vrlo niskih temperatura, kojih je kroz povijest bilo više, i iz tog aspekta su interesantne za buduće širenje. Istarska maslinova ulja su među najcjenjenijima u Europi.

Pršut, sir, skuta

Nezaobilazan je i istarski pršut koji je, zbog specifičnosti pripreme i klimatskih uvjeta, jedinstven proizvod u ovom dijelu Mediterana. Istarski je pršut zaštićen geografskim podrijetlom po najstrožim kriterijima i nitko ga ne može proizvoditi bez potpunog zadovoljavanja ovih kriterija. Pod geografskim podrijetlom potrebno je naglasiti da je riječ o središnjoj Istri (barem 12 kilometara udaljenoj od obale).

Nakon obrade, začinjavanja, držanja pod teretom i dimljenja na dimu od lovora, prva faza zrenja čini sušenje na zraku (oko 5 mjeseci), dok je druga faza daljnje sušenje u tamnoj prostoriji uz slabiji protok zraka (minimum trajanja 6–8 mjeseci), iako nije rijetkost da "zrenje" traje i 2 godine. Pršut se suši isključivo na buri, hladnom sjeveroistočnom vjetru. Nudi se kao predjelo, mada se može jesti i kao glavni obrok.

Tradicija i običaji nalažu da se uz pršut služe ovčji sir i masline. Posebno je kvalitetan ovčji sir od mlijeka autohtone istarske ovce pramenke.

variety of fish, which prepared in a number of ways can actually be a delicacy. It is also very healthy, as oily fish has extremely valuable nutritious substances, such as omega-3 fatty acids. If you want to remain or become young and healthy, use it at least twice a week as a part of your diet.

Mediterranean Imprint

Istrian cuisine is a part of the Mediterranean diet which represents a generally accepted standard of healthy eating. The conventional definition of Mediterranean diet says: "The basic aspect of a Mediterranean diet is the moderate use of meat, milk and cheese, a high amount of complex carbohydrates (potato, polenta, pastry, and rice), fresh fruit and vegetables, regular consumption of fish and the use of fats mostly in the form of olive oil".

Yes, an unavoidable ingredient of Istrian cuisine is definitely olive oil. There are about thirty varieties of olives in Istria. Some have domesticated themselves in the Istrian region through history, and as such cannot be found anywhere else in the world, therefore, they are rightfully called the autochthonous Istrian variety. As they have survived many years at low temperatures, which has happened often through history, they are of interest in terms of future propagation. Istrian olive oils are among the most appreciated in Europe.

Prosciutto, Cheese and Ricotta

Istrian prosciutto is also unavoidable, with its specific preparation and climatic conditions, it is a unique product in this part of the Mediterranean. Istrian prosciutto is protected with its geographical origin by the strictest criteria and nobody is allowed to produce it without completely satisfying these criteria. When it comes to geographical origin, it should be emphasized that we are talking about central Istria (at least 12 kilometers inland from the coast).

After treatment, spicing, holding under weight and smoking on laurel smoke, the first phase of maturing is drying in fresh air (about 5 months), the second phase is further drying in a dark room with scarce flow of air (minimally 6–8 months), although it is not rare for the maturation to last up to 2 years. It is then dried exclusively on bora, a cold north-eastern wind. It is offered as an hors-d'oeuvre, although alternatively, can be eaten as a main course.



Treba istaći i posebnu vrstu sira koja se u Istri proizvodi – skutu – svježim kravljji i ovčji sir. Jede se obično s kruhom, ali se može jesti i sa svježim smokvama, kao što je bio običaj u prošlosti. Nekad se skuta sušila te se na taj način dobivao sir vrlo pikantnog okusa i posebne arome.

Tartufi, šparoge

Istra doista ima dugogodišnju tradiciju pripremanja raznih vrsta namirnica što je danas čini zanimljivom destinacijom za gurmane. Usto, poseban pečat daju neke samonikle biljke koje se obilno koriste u istarskoj kuhinji. Na prvom su mjestu za Istru nezaobilazni tartufi, posebno cijenjene gljive kojima je Istra jedno od glavnih staništa u Europi (kako bijelom tako i crnom tartufu). Uz tartufe dolaze i šparoge. Koriste se samo mladi izdanci. Šparoge rastu samoniklo na livadama, proplancima, uz puteve i živice i na kamenjaru u primorskim krajevima. Izdanci kultivirane samonikle šparoge vrlo su ukusno i delikatesno povrće. U Istri se šparoge spravljaaju na desetke načina, te sve više postaju nezaobilazan sastojak visoke, kreativne kuhinje, baš kao i tartufi.



Tradition and customs say that prosciutto is usually served with ewe's cheese and olives. Ewe's cheese made from autochthonous Istrian sheep pramenka has special quality. We should also point out a special kind of cheese made in Istria, called ricotta – fresh cow's and ewe's cheese. It is usually eaten with bread, but it can also be eaten with fresh figs, as in the past. There was a time when ricotta used to be dried in order to produce cheese of a very sharp taste with a particular aroma.

Truffles, Asparagus

Istria truly has a long tradition of preparing various ingredients, which today makes it a very intriguing gourmet destination. Additionally, some wild plants abundantly used in Istrian cuisine give it a special imprint. Firstly, there are the unavoidable Istrian truffles, highly esteemed mushrooms with one of their main habitats in Istria (the highly valued white truffle, as well as the black truffle). Asparagus come with truffles. Only the young white shoots are used. They grow wildly on meadows, clearings, alongside paths and hedges and on rocky ground in coastal areas. The shoots of cultivated wild asparagus are a very tasty and delicious vegetable. In Istria asparagus are made in a number of ways, and they are becoming an unavoidable ingredient of haut creative cuisine, just like the truffles.



Ostvarena vizija The Vision Came True

U početku bijaše vizija. Restoran visoke francuske, mediteranske kuhinje u kojem će se tradicija i moderan pristup sljubiti u jedinstven doživljaj okusa, praćen poezijom savršeno odabranoga vina.

Vizija mladog kuhara koji se otisnuo u svijet u potragu za znanjem, vještinom, istomišljenicima, učiteljima od kojih će upijati iskustvo... susrela se, nakon nekog vremena s još jednom vizijom. Vizijom luksuznog boutique hotela koji će vrhunskom elegancijom buditi maštu i plijeniti pozornost.

Dvije vizije ostvarile su se u restoranu Wine Vault hotela Monte Mulini u kojem chef Tomislav Gretić ostvaruje svoju mladenačku viziju vrhunske kreativne kuhinje u prekrasnom ambijentu vinskoga podruma obogaćenog elementima modernog dizajna. Podruma u kojem jedan od najboljih hrvatskih sommeliera, Emil Perdec u svakom trenutku

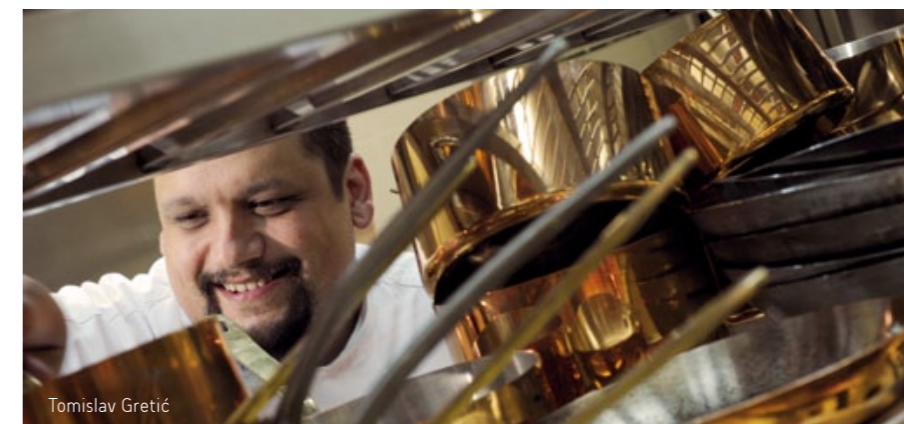
At the beginning, there was a vision. A restaurant with top French, Mediterranean cuisine, which would merge tradition and a modern approach into a unique experience of taste, accompanied by the poetry of perfectly selected wine.

The vision of a young chef who set out into the world searching for knowledge, skill, like-minded people, teachers from whom he would learn. After a while, this vision met another vision, the vision of a luxurious boutique hotel, whose excellent elegance would stir the imagination and attract attention.

Those two visions came true in the Wine Vault restaurant at the Hotel Monte Mulini, where the chef Tomislav Gretić realizes his youthful vision of excellent creative cuisine in the wonderful surroundings of a wine cellar decorated with elements of modern design. This is a cellar

[Wine Vault fine dining
restoran, hotel Monte Mulini](#)

[Wine Vault fine dining
restaurant, the Hotel Monte
Mulini](#)



može ponuditi najbolji odabir iz ponude od 600 vrhunskih vina. Sve to zajedno jamstvo je jedinstvenog doživljaja i užitaka kojima ćemo se vraćati.

Uostalom, kao što kaže Tomislav Gretić: "Ovo što imate pred sobom je moje životno djelo, ostavština ako želite..."

Kratki sažetak lutanja po svijetu u posljednjih deset godina pretočio sam na papir. Tu su svi utjecaji i okusi, svi mali skriveni znakovi... Ovaj meni sam želio spremati prije 20 godina, ali nisam imao ni znanja, ni kulinarske discipline za nešto ovakvo. Ovaj meni je rezultat mnogih neprospavanih noći i bezbroj cigareta i kava dan za danom, mjesecima, godinama.

Kad otvorite ove stranice ja vam nudim svoju dušu, kreativnost... sebe".

Točka na kojoj su se obje vizije susrele zove se vrhunska kvaliteta. Samo vrhunske namirnice od kojih se u Wine Vaultu svakoga dana kreiraju jela majstorskih kombinacija okusa. Doživljaj kojeg vrijedi ponoviti...

Uživati se može samo u ugodnom ambijentu, bez žurbe, u neobaveznom razgovoru sa sommelierom koji će vam posvetiti svoje vrijeme. Opuštena atmosfera vrhunske kvalitete plijeni. Baš tako oduševit će nas restoran Wine Vault, baš kao i cijeli Monte Mulini hotel.

where one of the best Croatian sommeliers, Emil Perdec can provide the best selection out of the selection of 600 excellent wines at any moment. All of this guarantees a unique experience and pleasure which you will gladly return to.

Anyway, as Tomislav Gretić said: "What you have in front of you is my life's work, a legacy, if you want..."

He has placed a summary of his wandering around the world for a last decade on paper. This is where we can find all influences and tastes, every little hidden sign. This is the menu I wanted to cook 20 years ago, but I didn't have the knowledge or the culinary discipline for something like this. This menu is the result of many sleepless nights and a countless number of cigarettes and coffee, day after day, month after month, year after year.

"When you open these pages, I will offer you my soul, my creativity... myself". The point where both visions met is called top quality. Only the best groceries are used in the Wine Vault to create dishes with masterly combinations of flavors. An experience which should be repeated. You can only enjoy in pleasant surroundings, without any rush, in a casual conversation with a sommelier who has time to spare. The relaxed atmosphere of top quality is attractive. And thus, we will be thrilled at the Wine Vault restaurant, and the entire Hotel Monte Mulini.



.....
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 ugodnom ambijentu, bez žurbe,
 u neobaveznom razgovoru sa
 somelierom koji će vam posvetiti
 svoje vrijeme...

.....
 You can only enjoy in pleasant
 surroundings, without any rush,
 in a casual conversation with a
 sommelier who has time to spare...

Menu:

More i pjena

- › Pečena juha od morskih plodova
- › Jakobove kapice;
- › Grdobina;
- › Vongole;
- › Kozice;
- › Krema od mora s konjakom
- › Vino: "Misal" pjenušavo vino

Brancin Pierre Gagnaire

- › Sotirani file od brancina
- › Špinat s kurkumom i bademima
- › Krema od krumpira
- › Ragu od smrčaka;
- › zelena jabuka
- › Vino: Malvazija "Sv. Jakov"

Jabuka i 5 začina

- › Confit od jabuke
- › Maslac s 5 začina
- › Kreker od oraha
- › Sladoled od cimeta i Calvadosa
- › Vino: Muškata "Benvenuti"

Menu:

Sea and Foam

- › Baked seafood soup
- › Scallops
- › Monkfish
- › Clams
- › Prawns
- › Crème of the sea with cognac
- › Wine: "Misal" sparkling wine

Sea Bass Pierre Gagnaire

- › Pan fried sea bass
- › Spinach with curcuma and almonds
- › Potato crème
- › Black morel ragout; green apple
- › Wine: "Sveti Jakov" Malvasia

Apple and Five Spices

- › Apple confit cake
- › 5 spice butter
- › Walnut cracker
- › Cinnamon Calvados ice cream
- › Wine: "Benvenuti" Muscat

Pokret hodanja sa štapovima postao je vrlo raširen rekreativni šport

The movement of pole walking has become a widespread recreational sport

Štapovima oko Rovinja

Around Rovinj with Poles



Nordijsko je hodanje, hodanje sa štapovima, predstavljeno kao zaseban rekreacijski šport prije samo 14 godina u Finskoj, a danas sa štapovima hoda, samo po Europi, više od 30 milijuna hodača. Pokret nordijskih hodača se raširio munjevito, a nakon rekreativne, dobio je i svoju športsku dimenziju, pa se već održavaju popularna natjecanja u nordijskom hodanju kao ljetni nadomjestak skijaškom trčanju. To je razumljivo jer nordijsko hodanje su i izmislili športaši u nordijskim skijaškim disciplinama kao ljetni trening bez snijega.

Nordic walking, or pole walking was presented as a separate recreational sport only 14 years ago in Finland, and now there are more than 30 million walkers with poles in Europe alone. The Nordic walkers' movement spread rapidly, and after the recreational dimension it developed a sports dimension as well, as popular competitions in Nordic walking have already been held as a summer substitute for cross-country skiing. This is understandable since Nordic walking was invented by athletes of Nordic ski disciplines as summer training without snow.

Turisti hodači

Nordijsko hodanje pokazalo se idealnim za aktivan turistički odmor. Sve je više turističkih destinacija koje u ponudi ističu mogućnost nordijskog hodanja, uređuju se posebne šetnice i staze, postoji mogućnost najma opreme (štapova). Staze za nordijsko hodanje mogu se organizirati svuda, čak i u gradovima, ali je ljepše (i zdravije) hodati kroz prirodu, kolnim putevima, kroz polja ili preko proplanaka i šumaraka...

Turistički potencijal ove rekreacije ogleda se i u činjenici da se nordijskim hodanjem može baviti baš svatko. Zahvaljujući specifičnostima hodanja uz pomoć štapova, nordijsko je hodanje pogodnije čak i od običnog hodanja za starije osobe koje imaju probleme sa zglobovima (djelomično oslanjanje na štapove smanjuje pritisak na oštećene zglobove), tako da se doista sve dobne skupine turista mogu rekreirati na ovaj način. Jasno, svatko će uzeti onoliku "dozu" hodanja koliko mu odgovara. Bitno je da pri tome svi uživaju u kretanju prirodom, udisanju čistoga zraka, boravku na otvorenom.

Zabavno i zdravo

Uz to što pruža osjećaj slobode i zabavnog stapanja s prirodom, nordijsko hodanje je i vrlo zdrava tjelesna aktivnost:

- › nordijsko hodanje je 40 do 50 posto učinkovitije od hodanja bez štapova
- › učinkovito se djeluje na popuštanje napetosti u području ramena i potiljka
- › usporava se proces starenja
- › uspostavlja se ravnoteža duha i tijela
- › poboljšava se opća i mišićna izdržljivost
- › poboljšava se pravilno držanje tijela
- › pojačava se rad vena i funkcija limfnog sustava
- › vježba se izdržljivost, snaga, gipkost, koordinacija
- › štede se koljena i zglobovi
- › smanjuju se degeneracije kukova, koljena i stopala
- › upotrebljava se 90 posto mišića i zbog toga se troši dosta energije
- › sagorijeva se do 70 posto više kalorija u odnosu na hodanje.

Ovaj je oblik rekreacije posebno pogodan za osobe s viškom kilograma jer najviše nalikuje trčanju, ali ne opterećuje organizam, posebno ne srce i zglobove kao trčanje. Evo i potvrde – kineziolozi su izračunali kako je 15 minuta hodanja sa štapovima razmjerno po

Tourist Walkers

Nordic walking has proven to be an ideal recreational activity for an active travel vacation. There is a rising number of tourist destinations that highlight the ability to offer Nordic walking, special promenades and trails are constructed and the option of renting equipment (poles). Trails for Nordic walking can be organized everywhere, even in cities, but it is better (and healthier) to walk through nature, with cart paths, through fields and across the glades and groves.

Tourism potential of this recreation is reflected in the fact that just about anyone can take up Nordic walking. Due to the specifics of pole walking, Nordic walking is even more convenient than regular walking for the elderly who have problems with joints (in part relying on the poles reduces the strain on damaged joints), so practically all age groups of tourists can recreate this way and clearly, everyone manages to take the right "dose" of the walk, according to one's needs. It is important that everyone enjoys movement through nature, breathing fresh air and equally spending time outdoors.

Fun and Healthy

In addition to providing a sense of freedom and a fun blend with nature, Nordic walking is also a very healthy physical activity.

- › Nordic walking is 40 to 50 percent more efficient than walking without poles
- › it effectively releases the tension in the shoulders and neck
- › it slows the aging process
- › it establishes a balance of body and spirit
- › it improves general and muscular stamina
- › it improves posture
- › it enhances the work of veins and the function of lymphatic system
- › it exercises endurance, strength, flexibility and coordination
- › it saves the knees and ankles
- › it reduces the degeneration of the hips, knees and feet
- › it uses 90 percent of muscles and therefore spends a lot of energy
- › it burns up to 70 percent more calories compared to walking



učinkovitosti trčanju u trajanju od 12 minuta. U odnosu na klasično hodanje, hodanje sa štapovima je znatno efikasnije pa evo još jedne usporedbe. Dok tijekom jednog sata klasičnog hodanja “skinemo” 280 kalorija, nordijskim hodanjem u isto vrijeme “izgorimo” 400 kalorija – slikovito rečeno za jedan sat nordijskog hodanja potrošimo ručak!

Pravo mjesto za hodače

Hodača sa štapovima sve je više i u Istri, a posebno u Rovinju. Grad s dugim šetnicama uz more, obiljem stoljetnih šuma pinija u kojima su se “sakrili” prekrasni hoteli, niz šetnica oko grada i niz zanimljivih tura predstavljaju pravi izazov hodačima.

Manje zahtjevni hodači ili oni koji ne mogu hodati više sati, naći će svoj hodački eldorado u šetnicama kroz borove perivoje, uz more ili bližu gradsku okolicu. Oni izdržljiviji iz rovinjskih hotela mogu krenuti na nordijske hodačke rute prema Limskom fjordu, gdje mogu posjetiti

This is a form of recreation that is particularly suitable for people with excess weight, because it resembles running but does not burden the body, especially the heart and joints. Here's the confirmation – kinesiologists have calculated that 15 minutes of walking with sticks is as efficient as running for 12 minutes. Compared with traditional walking, walking with sticks is much more efficient, so here's another comparison. While in an hour of classic walking we “take off” 280 calories, Nordic walking “burns” 400 calories at the same time – figuratively speaking in one hour of Nordic walking we burn off a whole lunch!

The Right Place for Walkers

There are more and more walkers with poles in Istria, especially in Rovinj. A city with long promenades along the sea, an abundance of centuries-old pine forests in which beautiful hotels are “hidden”, a number of walking trails around the city and a number of interesting tours are a real challenge for hikers.

i zanimljiv povijesni lokalitet – takozvanu Romualdovu pećinu u kojoj je pustinjačkim životom živio sv. Romualdo.

Ili, pak, mogu prema selu Sošići gdje se mogu popeti do brda s kamenolomom na kojem se nalaze zanimljivi pretpovijesni ostatci mediteranske kulture. Jedna od zanimljivih hodačkih tura je i u nastavku Limskoga fjorda, kopnom kroz kanal uz šumarke i obrađene njive sve do ostataka Dvigrada, napuštenoga grada čiji su se stanovnici preselili u današnji Kanfanar.

Mnogo je još šetnica za nordijske hodače oko Rovinja, red je da mnoge od njih i sami otkriju. Zapravo svaki put, svaka seoska cesta može biti prava staza. Putem će hodači naići na zanimljiv pogled, lokalnu konobu s autohtonom hranom i vinom, povijesnu crkvu ili gradinu, mjesta prikladna za kraći odmor, predah, okrepju...

Nordijski hodači kažu kako je ovaj oblik rekreacije jedan od najzanimljivijih načina boravka u prirodi. Mi bismo parafrazirali tu tvrdnju riječima: nordijsko hodanje jedan je od najboljih oblika aktivnoga turističkog odmora i jedan od najzanimljivijih načina upoznavanja Rovinja i Istre, njihova stvarnoga života, stanovnika, povijesti i kulture.

U Maistrinim objektima: hotel Eden, hotel Pineta, hotel Valdaliso, turističko naselje Villas Rubin, turističko naselje Amarin, turističko naselje Petalon i turističko naselje Belvedere mogu se iznajmiti štapovi za nordijsko hodanje te organizirati vođene pješačke ture s licenciranim “nordic walking” vodičem po vrijednim prirodnim lokalitetima.

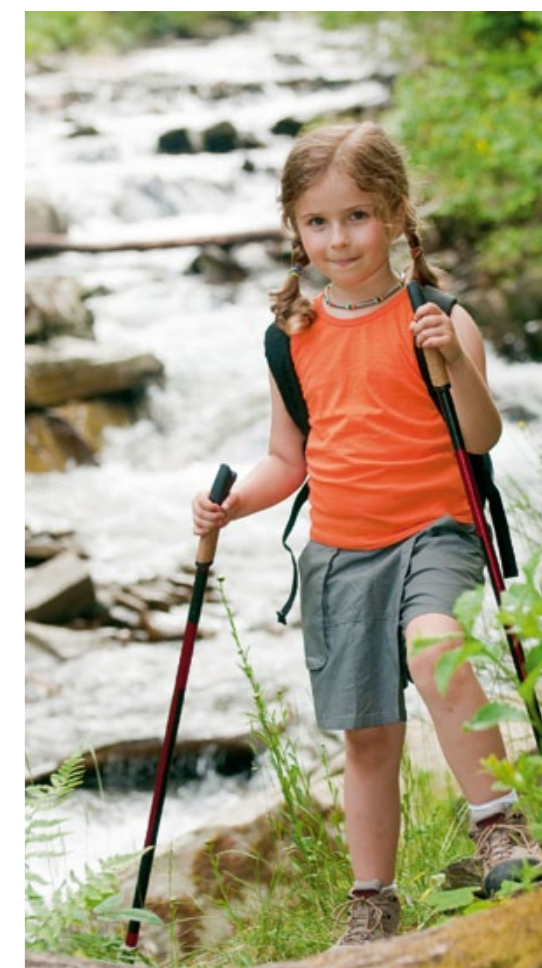
Less demanding walkers or those who cannot walk for several hours will find their walking El Dorado in promenades through the pine gardens, along the sea or closer to the urban surroundings. Those who are stronger can leave Rovinj hotels for the Nordic walking routes towards the Lim fjord where you can visit an interesting historical site – the so-called Romualdo's cave where the hermit St. Romualdo once lived.

They can also go to the Sošići village where you can climb up the hill from the quarry and see the interesting remains of the prehistoric Mediterranean culture. One of the interesting walking tours is the continuation of the Lim fjord, by mainland through the channel next to the woods and cultivated fields until you reach the residues of Dvigrad, an abandoned town whose residents moved to present Kanfanar.

There are many more paths for Nordic walkers around Rovinj, and they should discover many of them for themselves. In fact, every path, every country road can be a real trail. Along the way, walkers will come across an interesting sight, a local tavern with authentic food and wine, historic churches or fortresses, and places ideal for a short rest and refreshment.

Nordic walkers say that this form of recreation is one of the most interesting ways of spending time outdoors. We would paraphrase that argument saying that Nordic walking is one of the best forms of active rest and tourism and one of the most interesting ways of genuinely discovering Rovinj and Istria, their reality, people, history and culture.

At several Maistra facilities (Eden Hotel, Pineta, Valdaliso Hotel, Resort Villas Rubin, Amarin tourist settlement, resort and tourist village Belvedere Belvedere) it is possible to rent Nordic walking sticks and arrange guided walking tours with a licensed “Nordic walking” guide around opportune natural sites.





Otočje pozitivne energije

The Archipelago of Positive Energy

Na sjeverozapadnom izlazu iz pulske luke smješteno je otočje Brijuni koje od istarske obale dijeli samo tri kilometra širok Fažanski kanal. Skupinu Brijunskih otoka čine dva veća, Veli i Mali Brijun i 12 otočića površine 7,4 km². Veli Brijun, kao najveći otok, dijelom je kultiviran u skladni krajolik travnjaka i pejzažnih parkova, a na njemu se nalaze i iznimno vrijedni ostatci graditeljske baštine. Tu je ostvaren iznimno vrijedan sklad prirodnih elemenata i ljudskog djelovanja.

Nacionalni park otvoren turizmu

Brijuni i okolno more 1983. godine proglašeni su nacionalnim parkom (36,3 km²), a važno je napomenuti da more čini gotovo 80% zaštićenog prostora Nacionalnog parka Brijuni u kojem su sadržani gotovo svi izvorni elementi morskih ekosustava Jadrana. Od tada Brijunski otoci predstavljaju jednu od najatraktivnijih turističkih

At the north-western exit of Pula's port there is a group of islands, named Brijuni, which are separated from the Istrian coast only by the three-kilometer-wide Fažana Channel. The group of Brijuni islands consists of two bigger islands, Veli and Mali Brijun, and 12 islets with an area of 7.4 km². Veli Brijun, as the largest island in the Brijuni archipelago, is partly cultivated into a harmonious landscape of meadows and landscape parks, in addition to exceptionally valuable remnants of architectural heritage. A valuable harmony of natural elements and human activity has been accomplished within the entire impression of the landscape.

National Park Open for Tourism

The Brijuni Islands and the surrounding waters were declared a national park (36.3 km²) in 1983, and it is important to say that

Na otočju Brijuni ljudski je utjecaj jedino vidljiv u nastojanju da se priroda maksimalno očuva u svojoj djevičanskoj izvornosti

The Brijuni archipelago reveals human influence only as an effort to preserve nature in its virgin authenticity to the fullest

destinacija u Hrvatskoj. Prekrasnu prirodu, životinje koje slobodno šeu te arheološka nalazišta posjetitelji mogu doživjeti iz perspektive jahača, vozeći se u kočiji ili jednostavno šeući prekrasnim šetnicama kojima su nekada šetali najmoćniji ljudi svijeta, u vrijeme kada su Brijuni bili rezidencija jugoslavenskog predsjednika i lidera Pokreta nesvrstanih – Josipa Broza Tita.

Sve je ovdje podređeno očuvanju prirode i zdravom životu te stvaranju boljeg okoliša. Potpisana je i Povelja o zaštiti okoliša Javne ustanove "Nacionalni park Brijuni" kojom su djelatnici i posjetitelji obvezni štititi biljni i životinjski svijet, vodu, tlo te krajobraz. Uz takvu brigu priroda na Brijunima zna uzvratiti višestruko – prekrasnim vizurama, gotovo arkadijskim susretima životinja i čovjeka u blagosti prirodna okoliša, ali i snažnim tokovima energije koja posjetitelja napuni iskonskom snagom života i čistoće.

Jadranski biser

Gotovo je nezamislivo da se praktički u srcu Europe, u jednoj od turistički najrazvijenijih regija Mediterana, nalazi takva oaza prirode, mira, opuštene atmosfere u kojoj se stada srna i jelena lopatara slobodno šeu među turistima.

Na otocima obitavaju jeleni, srne, mufloni i zečevi. Brijuni se ističu bujnom vegetacijom, a perivoji se ubrajaju među prvorazredne spomenike hortikulture. Na Velom Brijunu ima oko 600 autohtonih biljnih vrsta, većinom mediteranskog obilježja. Tu su se aklimatizirali i cedrovi, bambusi, piramidalna tisa, a na otočiću Vangi i patuljasta smreka. Vrijedno je istaknuti kako su na otočju pronađene neke vrste biljaka koje su uvrštene u skupinu posebno ugroženih vrsti u Istri (morska makovica, divlji krastavac, neke vrste trava i dr.), a one su na otočju dosta zastupljene i normalno se razvijaju. Također, ima i egzotičnog raslinja koje su osobno posadili državnici iz mnogih zemalja svijeta što su boravili na Brijunima.

the sea contributes to almost 80% of the National Park protected area containing almost all original elements of the sea eco-systems of the Adriatic. Since then, the Brijuni archipelago has been one of the most attractive tourist destinations in Croatia. Visitors can experience beautiful nature, animals freely walking around and archaeological sights. A pleasant experience from the perspective of a horse-rider, as coach passenger or simply walking along the beautiful promenades that were once strolled upon by the most powerful people in the world, during a period when the Brijuni Islands were the residence of the Yugoslavian president and the leader of the Non-Aligned Movement, Josip Broz Tito.

Everything is subordinated to nature preservation, dedication to healthy living and creation of a better environment. There is a Charter on preservation of the environment of the public institution "The Brijuni National Park", which obliges all employees and visitors to preserve the flora and fauna, water, soil and landscape. Supported by such care, nature on Brijuni reciprocates several times over – with beautiful vistas, almost Arcadian encounters of animals and humans in the mild natural surroundings, as well as with flowing powerful energy that fills the visitor with the primeval force of life and purity.

The Adriatic Pearl

It is almost unthinkable that virtually in the heart of Europe, in one of the most developed Mediterranean regions, there is such an oasis of nature, peace, relaxed atmosphere where fallow roe and deer herds freely walk among tourists. Deer, roes, mouflons and rabbits dwell the islands. Brijuni is well-known for its rich vegetation, with the gardens listed among first-class monuments of horticulture. There are about 600 indigenous, mostly Mediterranean, vegetal species on Veli Brijun. Cedars, bamboo trees, pyramidal yew, and a spruce bird's-nest on Vanga islet have all managed



Od zaštićenih morskih organizama značajna je školjka periska koja doseže i do 70 cm dužine, a u njezinim mekim dijelovima mogu se naći pravi jadranski biseri. Povremeno more oko Brijuna posjećuju kornjače i dupini, a u blizini je ponovno uspostavljeno i stanište gotovo izumrle jadranske medvjedice.

Vizionar Kupelwieser

Prvi koji je Brijune uveo na turističku kartu svijeta kao mjesto ekskluzivna doživljaja, bio je austrijski industrijalac Paul Kupelwieser koji je 1893. kupio malarične Brijune i vizionarski ih preobrazio u mondano ljetovalište i lječilište. Mauzolej obitelji Kupelwieser danas je jedno od nezaobilaznih mjesta posjeta, a treba svratiti i do najočuvanijeg od tri vidikovca Kupelwieserovih Brijuna koji su zbog svoje konstrukcije bili izlagani i na izložbama. Izrađeni su oko 1895. godine u željezari u Vitkovicama, u kojoj je do dolaska na Brijune radio Paul Kupelwieser (1843. – 1919.). Brijuni su u njegovo vrijeme postali stjecište europske i svjetske elite, a o dolascima mnogobrojnih gostiju, pripadnika aristokratske, kulturne, znanstvene, industrijske i ekonomske elite redovito su pisale otočne novine u kojima je sudjelovao i učitelj engleskog jezika na Brijunima, poznati irski pisac James Joyce. Svoj drugi uzlet kao mjesto elitnog okupljanja doživjeli su Brijuni u vrijeme Josipa Broza Tita. Danas su Brijuni dostupni



to become acclimatized here. More importantly, some vegetal species that belong to the group of particularly endangered species in Istria (marine poppy, wild cucumber, some grass species, etc.) have also been found on the archipelago and are adequately represented as they continue to grow here. In addition, there is also exotic vegetation that was planted personally by distinguished statesmen who came from many countries spanning the globe that once stayed on Brijuni.

Visionary Kupelwieser

The first person who put Brijuni on the world's tourist map representing a location with an exclusive experience was the Austrian industrialist Paul Kupelwieser, who bought the malarial Brijuni in 1893 and, in a visionary manner, transformed them into a fashionable summer resort and convalescent home. The mausoleum of the Kupelwieser family is one of the unavoidable sights today, and you should also visit the best-preserved of the three Kupelwieser's belvederes of the Brijuni, which were exposed at exhibitions owing to their construction. They were built around 1895 in the ironworks of Vitkovice, where Paul Kupelwieser (1843 – 1919) worked until he came to Brijuni. In his time, Brijuni became the meeting-place of the European and world elite, and the arrivals of numerous guests, members of the aristocratic, cultural, scientific, industrial and

svima koji uživaju u izravnom dodiru s prirodom. Među ostalim, postali su i raj za nautičare koji na otoku provedu nekoliko dana uživajući u bogatoj turističkoj ponudi. Kako bi boravak na Brijunima učinili što sadržajnijim, domaćini su pripremili nekoliko zanimljivih programa. Uz golf turnire, Histria Festival te predstave Kazališta Ulysses, jedna od zanimljivosti je i poučna staza Zelenikovac koja kroz šumu vodi do stopa dinosaura i svjedoči o ostacima geološke prošlosti ovog podneblja. Za posjeta Brijunima neizostavna lokacija koju treba posjetiti, svakako je uvala Verige s ostacima iz rimskog doba koji spadaju među bisere arheološke baštine. Riječ je o najvećoj i najreprezentativnijoj rimskoj vili iz 1. st. poslije Krista na istočnoj obali Jadrana. Neizostavan je i obrambeni objekt Bizantski kastrum, četverokutna kula iz XII. st., i Mletački kaštel.

Uz to što obiluje mnogobrojnim znamenitostima i sadržajima koji upotpunjuju turističku ponudu, Brijuni su jedna od najljepših hrvatskih oaza mira u kojoj svatko može pronaći nešto za sebe.



economic elite were regularly featured in the island's newspaper, which, among others, participated with an English teacher on Brijuni, the famous Irish writer James Joyce. Brijuni's second takeoff as a place of an elite gathering happened in the time of Josip Broz Tito. Today, Brijuni has become available for all those who enjoy an immediate touch with nature. Among other things, they became a paradise for boaters who spend several days on the island enjoying the rich tourism that Brijuni could offer. In order to make your stay on Brijuni more meaningful, the hosts have prepared several interesting programs. In addition to golf tournaments, the Histria Festival and the Ulysses Theatre performances, there is also the enlightening Zelenikovac path that leads through the forest to dinosaurs' footsteps and presents the remains of geological history of this climate. During a stay on Brijuni you should definitely visit Verige Bay with ruins from the Roman Age, pearls of archaeological heritage. This is the largest and the best representative Roman villa from the 1st century A.D. on the east coast of the Adriatic. You should also see the defensive building Byzantium Castrum, a square hill-tower from the 12th century and the Venetian castle.

In addition to experiencing the numerous sights and activities that complete Brijuni's tourism, it is fair to comment that the islands are one of the most beautiful Croatian oases of peace where each and every one of us can find something for ourselves.

Mada iza hrvatskih dizajnera ne stoji velika modna industrija, nekoliko njih napravilo je vrlo uspješne iskorake u svjetskim centrima mode

Although, behind the Croatian designers does not stand a big fashion industry, a few of them made a very successful strides in the world centers of fashion

Hrvatska moda u New Yorku, Londonu, Berlinu...

Croatian Fashion in New York, London, Berlin...



U prošlosti strogo čuvana granica pariške visoke mode, ultimativnoga elitističkog dvora, počela se tresti kada su na scenu stupili tada drski provokatori među kojima je prednjačio Yves Saint Laurent koji je žene odjenuo u muški smoking s cigaretom u ruci. Iako je Yves bio pravi Francuz iz stare poznate obitelji, trebalo je iznimno dugo vremena da pariški krugovi "oprote" Saint Laurentu to nečuveno svetogrđe. Ali to je bila samo uvertira u valove međunarodnih grupa dizajnera koji će osamdesetih godina prošlog stoljeća potpuno šokirati i pokoriti hermetični Pariz. Bez obzira na neopisivu dozu kreativnosti, moda je zapravo diskriminirajuća i isključiva. Ipak, te činjenice nisu spriječile japansku i belgijsku struju tada potpunih anonimaca koji su krenuli izlagati u Parizu.

Naravno, Japan ili Belgiju niti u jednom parametru ne možemo komparirati s Hrvatskom, ali sama esencija kreativnosti i ambicije nikada do sada nije imala putovnicu niti formalno državljanstvo. S obzirom da su Hrvati kreativan narod koji je čini se opsjednut modom, jer kako inače objasniti postojanje tri nacionalna tjedna mode u zemlji od 4 milijuna stanovnika, nameće se intrigantna tema o uspjehu hrvatskih dizajnera u suvremenom svijetu mode.

"ROBA" i "I-GLE"

U posljednjih dvadesetak godina nekoliko je imena u Hrvatskoj koja su svojim izvanrednim radom i besprijekornim vizijama uspjeli

The former strictly protected border of the Parisian haute-couture, the ultimate elitist court, started shaking unstably when the then, impudent provocateurs appeared on stage, among whom Yves Saint Laurent was the first, dressing women in a male tuxedo with a cigar in their hands. Although Yves was a true Frenchman from an old family, it took quite a long time for the "Parisian" circles to forgive him for this incredible sacrilege. However, that was just an overture into the waves of international groups of designers, who completely shocked and tamed the hermetical Paris in the 1980s. Regardless of the indescribable dose of creativity, the fashion is actually discriminating and exclusive. Still, at the time, these facts did not prevent the Japanese and Belgian stream of completely anonymous people to have reviews in Paris. Of course, Japan or Belgium cannot be compared to Croatia in any parameter, but the essence of creativity and ambition itself has never had a passport or a formal citizenship. Considering that Croats are a creative nation, which seems to be obsessed with fashion, because there is no other way to explain the existence of three national fashion weeks in a country with 4 million inhabitants, the intriguing question arises about the success of Croatian designers in the contemporary world of fashion.

"ROBA" and "GLE"

Over the past twenty years, there are a few names in Croatia who have managed to intrigue foreign clients and journalists with their



zaintrigirati inozemne kupce i novinare. Među relativno novijim naraštajem treba istaknuti uspjeh branda ROBA koji su osnovala Branka Šćepanović i Maja Šimunović. Njihove kožne kreacije osvojile su simpatije velikoga britanskog modnog diva Topshop koji ih je uvrstio u svoj pop-up asortiman na londonskom Oxford Streetu. Svoje konkretne inozemne korake poduzeo je i obožavani dvojac I-GLE koji čine Nataša Mihaljčičin i Martina Vrdoljak Ranilović. Njihov posjet londonskim buyerima naišao je na više nego pozitivnu reakciju, nakon koje je stigla globalna financijska kriza, a samim time i blokada svih novih talenata. Najveći problem hrvatskim dizajnerima predstavljaju birokratske zapreke, prvenstveno zbog činjenice što Hrvatska nije dio Europske unije. Ta karika vjerojatno je najopasnija kočnica u ambiciji svakog dizajnera, ma koliko god talentiran bio.

Branka Donassy

Svojevrsne veteranke i ikone domaćeg pret-a-portera, koje su modu oduvijek shvaćale kao ozbiljan i profesionalan posao, jesu Branka Donassy i Ksenija Vrbanić. Biti igrač na međunarodnoj modnoj sceni osim talenta zahtijeva iznimno ekonomsko znanje, logističke



extraordinary work and impeccable vision. Among the relatively newer generation, we should point out the success of the brand ROBA, founded by Branka Šćepanović and Maja Šimunović. Their leather creations have won the favour of the great British fashion giant Topshop, which enlisted them in its pop-up assortment at the London Oxford Street branch. The beloved twosome I-GLE, consisting of Nataša Mihaljčičin and Martina Vrdoljak Ranilović, have also taken their decisive steps abroad. Their visit to the London buyer was more than positive, but it was followed by a global financial crisis, and consequently a blockade of all new talent. The greatest problem of Croatian designers are the bureaucratic obstacles, first of all owing to the fact that Croatia is not a part of the European Union. This link is probably the most dangerous hindrance in every designer's ambition, however talented he may be.

Branka Donassy

The veterans and icons of the national prêt-a-porter of sorts, who understood fashion as serious and professional work are

U postindustrijsko doba prerađuje se voda, energija, papir ili plastika. Prerađuju se i zgrade. U Hrvatskoj je prenamjena baštine industrijske arhitekture tek na početku.

In the post-industrial era, water, energy, paper and plastics are being recycled. So are buildings. In Croatia the conversion of our industrial architectural heritage is just starting.

sposobnosti i bezgraničnu dozu strpljenja kada je riječ o raznim nabavama i isporukama. Branka Donassy svoja prva, konkretna iskustva u međunarodnim vodama ima od 2004. godine kada je krenula izlagati svoju pret-a-porter kolekciju u Parizu, Berlinu, New Yorku i Milanu. Vrhunac svog inozemnog uspjeha doživljava u trenutku kada ima dvadesetak stalnih butika-klijenata koji naručuju njezine modele. Svakako je zanimljiva činjenica kako najviše butika koji prodaju brand Donassy ima u Sjedinjenim Američkim Državama.

“U Americi je sve jednostavnije, ljudi su znatno komunikativniji i otvoreniji od Europljana. Jako ih zanima sve što je posebno i novo, stoga cijeli niz butika pažljivo bira desetke i desetke europskih dizajnera. S druge strane, Europljani su puno stabilniji od Amerikanaca po pitanju lojalnosti i navika pa ćete se u američkih kupaca često susresti s premišljanjima, otkazivanjima ili pak velikim narudžbama u posljednji tren”, kaže Branka Donassy.

Ksenija Vrbanić

Adrenalin “Velike Jabuke” također obožava dizajnerica Ksenija Vrbanić koja upravo u New Yorku ima veliki broj obožavatelja i kupaca svoje modne kuće XD Xenia Design. Ksenija Vrbanić je kao dizajnerica dobila i nagradu Ministarstva gospodarstva, rada i poduzetništva za poduzetnicu godine, a o prednosti rada u inozemstvu kaže: “Trebalo shvatiti da se tu radi o pravom tržištu koje funkcionira sa svim zakonitostima ponude i potražnje. U tim situacijama dobivate pravu sliku vrijednosti svog rada i to je najbitnija platforma za daljnji razvitak. Najveća nagrada svakom dizajneru je kada dobije konkretnu narudžbu buyera iz prestižnog koncept dućana jer to je jedini znak uspjeha.” Adrenalinski tempo, birokratske zavrzlake i prava borba koja vlada iz sezone u sezonu pravila su katkad okrutne poslovne igre koju je Ksenija odavno shvatila. Njezina kolekcija od sezone do sezone redovito putuje po svjetskim središtima gdje ju predstavlja na najprestižnijim modnim sajmovima i na taj način izravno komunicira sa svojim kupcima. A što mudra Ksenija Vrbanić poručuje svojim kolegama u Hrvatskoj? “Vrijeme je da se krene. Ne treba gubiti nadu jer za svakog ima mjesta, samo trebate pronaći početni kapital i krenuti u tu pustolovinu. Nije lako, ali treba biti uporan i tvrdoglav pa i ako ne uspijete, barem znate da ste dali sve od sebe i probali.”

Branka Donassy and Ksenija Vrbanić. Besides talent, playing on the international fashion scene, demands exceptional knowledge of economy, logistic skills and an immense dose of patience when it comes to various supplies and deliveries. Branka Donassy had her first significant experiences in international waters in 2004, when she started showcasing her prêt-a-porter collection in Paris, Berlin, New York and Milan. She experienced the height of her foreign success at the time when she had about twenty permanent boutique clients who were ordering her models. It is certainly an interesting fact that the greatest number of boutiques selling the Donassy brand are found in the United States of America.

“In America everything is much simpler, people are much more communicative and straightforward than the Europeans. They are interested in everything that is special and new, therefore, a whole series of boutiques carefully chooses dozens of European designers. On the other hand, Europeans are much more stable than the Americans when it comes to loyalty and habits, so American clients are indecisive, and they often cancel or make large orders at the last minute”, said Branka Donassy.

Ksenija Vrbanić

The adrenaline of the Big Apple is also adored by the designer Ksenija Vrbanić, who has a great number of fans and clients of her fashion house XD Xenia Design precisely in New York. As a designer, Ksenija Vrbanić received an award for the entrepreneur of the year by the Ministry of Economy, Work and Entrepreneurship, and referring to the advantages of working abroad, she said: “We should understand that this is a true market, operating with all the laws of supply and demand. In these situations, you get the real image of the value of your work, which is the most important platform for further development. The greatest prize for each designer is getting a strong order by a buyer from a prestigious concept shop, because that is the only sign of success.”

The adrenaline pace, the bureaucratic tangles and a real struggle, governing from one season to another, are the rules of this sometimes cruel business game, which Ksenija figured out a long time ago. Her collection regularly travels from one season to another, from one world centre to another, where it represents her at the most prestigious fashion shows, thus directly communicating with the buyers. What message did the wise Ksenija Vrbanić give to her colleagues in Croatia? “It is time to start. You should not lose hope, because there is room for everybody, you just need to find a starting capital and set out for this adventure. It is not easy, but you should be persistent and stubborn, and even if you fail, at least you know that you did your best and tried.”

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ILLUSTRATION: CARMEN HUERTA

The setting sun filled the suite with light, giving it an irresistibly warm feeling.

The tasteful decor reminded me of many of the finest hotels in the world. My favorite flowers! How on earth could they have known? I took in the scents of the mediterranean and was enchanted by the view of Rovinj's archipelago. I savored the moment.

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