

# mcm

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# Guest Net



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STRAST KREATIVNOSTI THE PASSION OF CREATIVITY  
MAISTRINA GASTRO ŠKOLA MAISTRA'S GASTRO SCHOOL  
RAZGOVOR: RADE ŠERBEDŽIJA INTERVIEW: RADE ŠERBEDŽIJA

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Svibanj / May 2010

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# uvodnik

introduction

Biti izvrstan hotelijer znači uvijek biti na raspolaganju gostu. Iako je ova formula jednostavna, njena realizacija predstavlja osobit izazov. Ona iziskuje potpunu predanost i iznimno puno znanja i sposobnosti. Ono što je u tom izazovu najzahtjevnije, a ujedno predstavlja i najljepši dio našeg posla, osobni je kontakt u kojem je čovjek ključan dio doživljaja, a na koncu i uspjeha, bilo kojeg hotela ili resorta.

Međutim, paradoksalno je da istovremeno s ovim temeljnim postulatima hotelijerstva, razvoj informatičke tehnologije komunikaciju sve više depersonalizira. Internet postaje temeljni komunikacijski medij za razmjenu bilo osobnih, poslovnih, edukativnih, bilo kojih drugih informacija što naravno ima ogroman utjecaj i na turizam. Promijenjene navike gostiju od nas kao hotelijera zahtijevaju prilagodbu. Na našim internetskim stranicama prije dolaska možete pronaći sve potrebne informacije o sadržajima naših objekata i destinaciji, a one vam omogućuju i da na elegantan način rezervirate vaš boravak iz udobnosti vlastitog doma. U trenutku kad dođete u naše objekte, informacije o našim uslugama i događanjima u destinaciji vam i dalje moraju biti stalno dostupne. Maistra Company Magazin je jedan od medija s kojim to omogućujemo, ali u kontekstu "internetizacije" njegova se kvaliteta mora nadopuniti i nečim novim.

Upravo zato smo u Maistri u 2010. godini pokrenuli GuestNet projekt. Ova nas interaktivna komunikacijska platforma na novi način približava našim gostima, a kako se radi o pionirskom projektu u hrvatskom turizmu, izabrali smo ga kao temu ovog broja.

Ovo nas vraća na početak priče, izvrsnost znači uvijek biti na raspolaganju gostu.

Dobrodošli!

Kristian Šustar, direktor



Being an excellent hotelier means being at the guest's disposal at all times. Although this formula is simple, its realization presents an exceptional challenge. It takes absolute devotion and outstanding knowledge and competence. The most demanding and the most beautiful part of our business is personal contact, in which the person is the key to the experience, as well as to the success, of any hotel or resort.

On the other hand, these basic premises of hotel trade are followed by the development of information technology that depersonalizes communication. The Internet is becoming the basic communication medium for the exchange of personal, business, education or any other information and, of course, it has a great influence on tourism. The changed habits of guests demand the hotelier's adaptation. Even before your arrival you can find all the needed information about the amenities in our hotels and about the destination on our web sites and, finally, they enable you to elegantly book your stay from the comfort of your own home. At the moment when you arrive at our hotels the information about our services and the events at the destination still have to be constantly available. The Maistra Company Magazine is one of the media that we use to make this possible. However, in the context of "internetization", its quality has to be completed with something new.

This is why we launched the GuestNet Project in Maistra in 2010. This interactive communication platform brings us closer to our guests in a new way and, since it is a pioneering project in Croatian tourism, we choose it as the topic of this issue.

This brings us to the beginning of our story, excellence means being at the guest's disposal at all times.

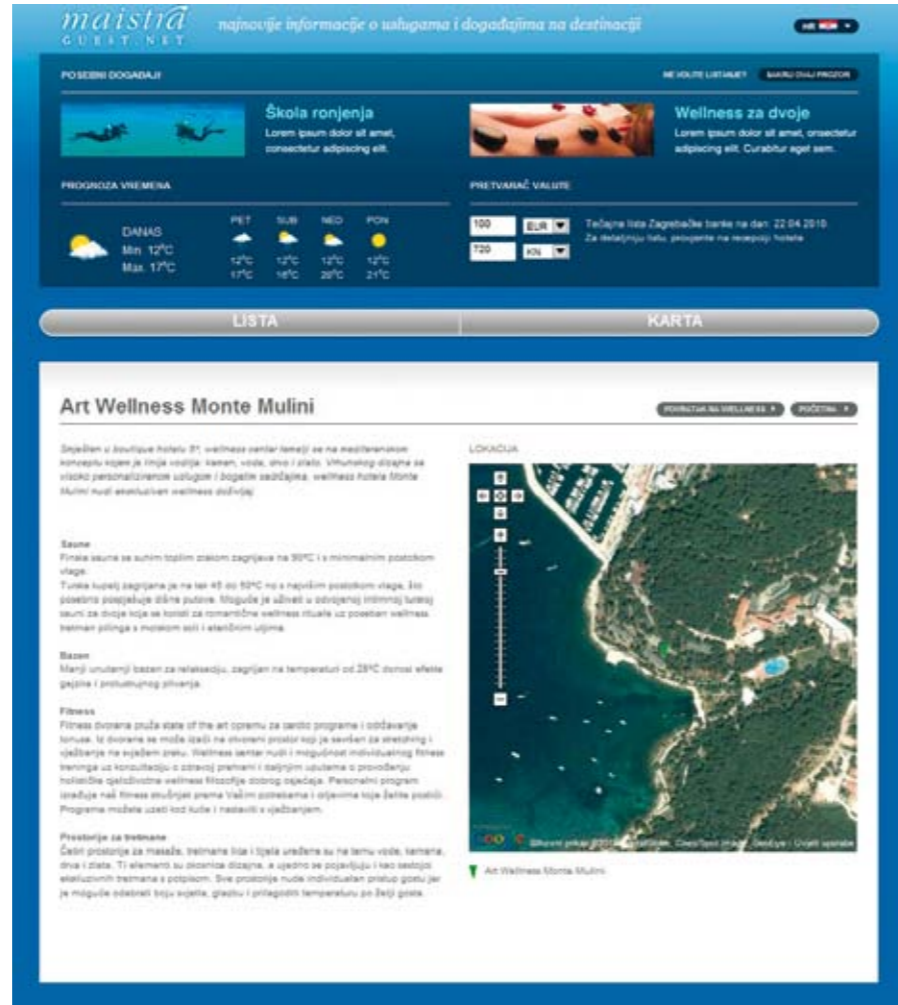
Welcome!

Kristian Šustar, CEO



Novi iskorak Maistre:  
virtualni vodič  
nadohvat ruke

A new move for Maistra:  
a Virtual Guide within  
Easy Reach



Razvoj sustava povjeren je softverskoj tvrtki Multilink / The development of the system was entrusted to the software company Multilink

# Guest Net

Čim se gost spoji na internet, Guest net će mu pružiti informacije o objektu u kojem se nalazi, uslugama i događanjima u neposrednom okruženju, ali i na području cijele Istre

Obogaćivanje destinacija novim sadržajima i povećavanje zadovoljstva gostiju trajni su izazovi modernog hotelijerstva. Maistra na te izazove odgovara stalnom nadogradnjom svojih usluga, a najnoviji među njima je projekt Guest net. Riječ je o internetskoj stranici kojom će gostima u svakom od objekata Maistre biti dostupne informacije o

As soon as a guest connects to the Internet, Guest Net will offer them information about the place where they are staying, the services and events in the immediate surroundings, but also of the entire area of Istria

Enriching the destinations with new programs and increasing the guests' satisfaction are permanent challenges in modern hotel tourism. Maistra meets those challenges by constantly upgrading its services, and the latest among those services is Guest Net. This is a web site which will

najnovijim događanjima i uslugama u njihovu neposrednom okruženju. Razvoj sustava povjeren je softverskoj tvrtki Multilink, u kojoj ističu da će Guest net za svakoga gosta biti svojevrsan prozor u svijet Maistre.

## Brza i cjelovita informacija

Čim se gost spoji na internet, bilo putem svoga prijenosnog računala bežičnom mrežom u objektima Maistre, bilo putem računala u internet kornerima u Maistrinim objektima, ili putem info point mjesta, otvorit će se stranica Guest neta s nizom za goste korisnih informacija. Sustav će, štoviše, prepoznavati mjesto odakle se gost spaja te će se početne informacije odnositi upravo na objekt u kojem se nalazi te usluge i događanja u tom objektu. Daljnjim „surfanjem“ po stranici gosti će doznati informacije o događanjima i uslugama u drugim

provide the guests in every Maistra facility with information about the latest events and services in their immediate surroundings. The development of the system was entrusted to the software company Multilink, in which they emphasize that Guest Net will be a sort of window into Maistra's world for every guest.

## Fast and Complete Information

As soon as the guest connects to the Internet, whether on his personal computer by wireless connection in Maistra's facilities, on computers at Internet corners in Maistra's buildings, or at info points, and after establishing a connection the Guest Net site will appear with a series of useful information for the guests. Moreover, the system will be able to recognize the place from which the guest connects, so the first information will relate exactly to that facility where they are

objektima Maistre, unutar destinacije na kojoj se nalaze, pa čak i na području cijele Istre.

Maistra će Guest netom promovirati sadržaje iz vlastite ponude kao i događanja koja organizira u svojim objektima. Uz to, budući da Maistra kao društveno odgovorna kompanija, sudjeluje u nizu projekata u destinacijama u kojima posluje, putem Guest neta promovirat će se i ona događanja u koja je Maistra uključena kao suorganizator ili sponzor u suradnji s Turističkim zajednicama ili Gradom Rovinjem. Putem Guest neta gostima Maistrinih objekata bit će dostupne i najnovije informacije o najznačajnijim događanjima na području Istre koji bi ih mogli zanimati.

“Za razliku od klasičnih internetskih stranica kojima je prvenstvena namjena predstavljanja Maistre i njene ponude s ciljem privlačenja gostiju, Guest net je namijenjen onim gostima koji već borave u objektima Maistre. Želja nam je da boravak naših gostiju podignemo na višu razinu. U Maistri i inače organiziramo niz sadržaja, događanja i usluga, a o njima ćemo sada moći još učinkovitije informirati goste. Štoviše, oni će sami moći tražiti, birati i informirati se o uslugama i događanjima koji ih zanimaju. Cilj ovoga projekta je obogatiti boravak gostiju dodatnim sadržajima jer vjerujemo da ćemo time postići da se gosti naših objekata osjećaju još ugodnije i još zadovoljnije” – kažu u Maistri.

#### Četiri glavna područja

Sustav Guest neta u početku će funkcionirati preko interneta, ali ubrzo će se prilagoditi i za prikazivanje putem mobilnih telefona, kao i putem kanala interne televizije u svim sobama Maistrinih objekata. Info point mjesta u hotelima također će omogućavati pristup korisnim sadržajima Guest neta, a razmatra se i mogućnost postavljanja takvih informativnih točaka s touchscreenovima na frekventnim lokacijama.

Poruke koje će se plasirati putem Guest neta bit će podijeljene u četiri glavna područja interesa. Prvo je područje „događanja“, unutar kojeg će biti predstavljena sva kulturno-zabavna događanja u objektima Maistre, ali i šire. Slijede potom „restorani i barovi“, gdje će se predstavljati usluga u restoranima i barovima Maistre, područje „sport“, u kojem će biti predstavljena ponuda sporta i rekreacije te na kraju „wellness“ ` područje kroz koje će se predstavljati specifična wellness ponuda Maistre.

Kroz ta četiri područja bit će dostupne sve relevantne informacije koje mogu biti zanimljive gostima Maistre. Svako događanje i usluga bit će predstavljeni multimedijalno, sa svim detaljima, te na četiri jezika. Uz hrvatski, gosti će se moći informirati na engleskom, njemačkom i talijanskom jeziku.

and the services and events in that facility. By further surfing the site, the guests will be able to find out about the events and services in other Maistra facilities, in the destination where they are located, and even over the entire area of Istria.

Through Guest Net Maistra will promote the features from its own attractions, as well as events organized within its facilities. Besides that, Maistra, as a socially responsible company, participates in a series of projects in the destinations where it does business and through Guest Net it will also promote those events in which Maistra participates as co-organizer or sponsor in cooperation with Tourist Boards or the City of Rovinj. Guest Net will provide the guests of Maistra's facilities with the latest information about the most significant events in the area of Istria, which may be of interest.

“As opposed to classic web sites, whose primary purpose is to present Maistra and its offers in order to attract guests, Guest Net is intended for the guests who are already staying in its facilities. We would like to raise the stay of our guests to a higher level. We in Maistra often organize a series of programs, events and services, and now we will be able to inform our guests more efficiently about them. Moreover, they will be able to search, choose and inform themselves about services and events which interest them the most. Our goal with this project is to enrich the stay of our guests with additional programs, because through this we believe that our guests will feel more comfortable and more satisfied” – they say in Maistra.

#### Four Main Areas

At the beginning the Guest Net's system will function over the Internet, but it will soon be adjusted for display on mobile phones, as well as on the internal television channel in all rooms of Maistra's facilities. Info points in hotels will also enable the access to the useful content of Guest Net, while the possibility of setting such information points with touch screens at frequent locations is still being considered.

The messages launched through Guest Net will be grouped into four main areas of interest. The first area is “Events” which will show all cultural entertaining events in Maistra's facilities, and beyond. This is followed by “Restaurants and Bars” which will present the service in Maistra's restaurants and bars, the area of “Sports”, which will show the offer of sports and recreation, and at the end, “Wellness”, the area which will present specific Maistra wellness features .

These four areas will provide virtually all relevant information, which may interest Maistra's guests. Each event and service will be presented in multimedia manner, with all details in four languages. Besides Croatian, the guests can read in English, German and Italian.

Maistrin sustav Guest net prvi je takve vrste u Hrvatskoj, što Maistru i na tom području čini pionirima u stvaranju uvjeta za sadržajan i ugodan boravak zadovoljnih gostiju.

Maistra's Guest Net system is the first of its kind in Croatia, which makes Maistra a pioneer in the area of creating conditions for a meaningful and pleasant stay for its satisfied guests.





### Interaktivni servis

No, tu nije kraj: Guest net će nuditi i niz servisnih informacija, povezanih s interaktivnom kartom. Gost će tako vrlo lako moći pronaći najbližu benzinsku crpku, bankomat, put do nekog Maistrinog restorana, plaže, lokaciju pošte i niz drugih detalja koji svakom turistu mogu biti zanimljivi ili potrebni.

Uvođenjem programa Guest net, Maistra unosi novu kvalitetu u komunikaciju sa svojim gostima. Uz postojeće oblike informiranja – od MCM magazina koji držite u rukama do info ploča i ljubaznog osoblja na recepcijama – gosti dobivaju i dodatnu mogućnost pristupa brzim, sveobuhvatnim, multimedijalno uobličanim informacijama s nizom popratnih sadržaja, i to kontinuirano, 24 sata na dan, sedam dana u tjednu. Informacije će stalno biti nadohvat ruke: kad gost poželi otići u neki drugi restoran, na drugi wellness tretman, rekreirati se u nekom sportskom parku, opustiti se u ugodnom ambijentu nekoga bara ili doživjeti uzbudljive trenutke na nekoj zabavnoj priredbi.

Kaže se da se dobar domaćin prepoznaje po tome koliko se brine da njegov gost bude zadovoljan i da vrijeme provodi sadržajno na ugodnim mjestima. Maistra je kompanija koju se prepoznaje po sustavnoj brizi za ugodan boravak gostiju u Rovinju i objektima Maistre. Uvođenje programa Guest net još je jedan, značajan korak prema još zadovoljnijem gostu.

### Interactive Service

But this is not the end: Guest Net will offer a series of service information, connected via an interactive map. Guests will very easily be able to find the closest gas station, ATM, the way to a Maistra restaurant, a beach, the location of a post office and a series of other details, which may interest or be necessary for every tourist.

By introducing the Guest Net program, Maistra brings a new quality to communication with its guests. Besides the existing forms of providing information – from the MCM Magazine which you are holding in your hands to info boards and its kind staff at reception desks – the guests have an additional possibility to access fast, comprehensive, multimedia information with a series of accompanying programs, continuously, 24 hours a day, seven days a week. The information will constantly be within reach: when a guest wants to go to another restaurant, another wellness treatment, to enjoy a sports park, to relax in pleasant surroundings of a bar or to experience exciting moments at an entertaining event.

It is said that a good host is recognized by ensuring that his guest is satisfied and that he spends his time meaningfully in pleasant places. Maistra is a company recognized by its systematic care for a comfortable stay of guests in Rovinj and Maistra's facilities. Introduction of the Guest Net program is another significant step towards a more satisfied guest.



## Wine Vault Restaurant

The enogastronomic jewel of Croatia in a perfect ambience of the luxury boutique hotel Monte Mulini.

The Wine Vault Restaurant offers its guests an enologically focused, gastronomic experience that blends the traditional French cuisine with an abundant wine list containing more than 550 different brands from Croatia and the world. Experience the culinary adventure and the beauty of a small master-piece on your plate in the ambience perfect for hedonistic relaxation, in a fine-dining restaurant that with good reason aspires to become the icon of the Croatian gourmet scene.

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*maistra*  
ROVINJ - VRSAR



## Strast kreativnosti The Passion of Creativity

Hotel Lone, čije je otvorenje u Rovinju planirano 2011. godine, već je uvršten u prestižnu međunarodnu kolekciju Design Hotels AG te je time postao prvi hrvatski hotel unutar ovog svjetski poznatog branda.

Terminom “dizajn hoteli” koristi se kako bi se izdvojili pokušaji vlasnika da se njihovi hoteli razlikuju od uniformiranih lanaca i svjetskih franšiza. Osoba koja je predvidjela ovakav razvoj situacije i činjenicu da će inovativna arhitektura i jedinstven dizajn privlačiti mnogobrojne “lifestyle” putnike, jest Claus Sendlinger, idejni začetnik kompanije Design Hotels koja danas okuplja 186 uistinu najljepših i jedinstvenih hotela diljem svijeta. Svaki hotel kojemu je odobreno članstvo, pruža jedinstveno iskustvo i odražava viziju nezavisnih hotelijera. To su originali napravljeni sa strašću i kreativnošću te nesvakidašnjim, konceptualnim dizajnom.

The Lone Hotel, scheduled to open in Rovinj in 2011, has already been listed in the prestigious international Design Hotels AG collection and has become the first Croatian hotel to be included in this worldwide recognized brand.

The term “design hotels” is used in an attempt to separate the owners’ efforts for their projects to differ from uniformed chains and world franchises. The fact remains that innovative architecture and unique design will attract numerous “lifestyle” passengers. The person who anticipated this course of events is Claus Sendlinger, the conceptual founder of the Design Hotels company, which today gathers 186 of the most truly beautiful and unique hotels around the globe. Every hotel that is a member offers a unique experience and reflects a vision of independent hoteliers. We are talking about original concepts, made with passion and creativity

Maistrin hotel  
Lone - prvi  
hrvatski hotel  
u prestižnoj  
kolekciji “Design  
Hotels“

Maistra Lone  
Hotel – the first  
Croatian hotel in  
the prestigious  
Design Hotels  
collection

Današnji “Design Hotels” procvao je u globalni “lifestyle” brand, sinonim za inovativnu arhitekturu i dizajn interijera koji vješto balansiraju s funkcionalnosti i iznimnom uslugom. Koliko je teško osigurati članstvo, dovoljno govori podatak da na godinu uredi, koje tvrtka ima u Berlinu, Barceloni, Londonu, New Yorku, Singapuru, Baliju, Tokiju i Perthu, prime više od 400 zamolbi hotela, a samo ih tridesetak zadovolji kriterije. Hoteli članovi, odnosno hotelijerske kompanije, moraju ustrajati na jedinstvenosti svoga hotela, naprednoj arhitekturi i dizajnu, konceptu održivosti te skladnoj povezanosti s lokacijom ili prisutnom baštinom.

### Kruzer usidren u šumi

Hotel Lone će, zajedno s hotelom Monte Mulini u Rovinju, biti dio ekskluzivne zone Monte Mulini. Ovom investicijom od oko 40 milijuna eura, Maistra, jedna od vodećih hrvatskih hotelijerskih kompanija, zaokružuje prvi dio svog opsežnog plana razvoja.

and unconventional conceptual design. Today’s Design Hotels have blossomed into a global lifestyle brand that is a synonym of innovative architecture and interior design, skillfully balancing between functionality and exquisite service. The unquestionable challenge of securing membership is proved by the fact that the company offices in Berlin, Barcelona, London, New York, Singapore, Bali, Tokyo and Perth annually receive more than 400 hotel requests, and only about thirty of them meet the criteria. Member hotels or hotel companies must continue mission to be unique in terms of advanced architecture and design, as well as the concept of sustainability and harmonious relation with the location and present heritage.

### A Cruiser Anchored in the Forest

Lone hotel, along with The Monte Mulini Hotel in Rovinj, will be a part of the exclusive Monte Mulini Zone. With this investment of around 40 million euros,



I, upravo je za hotel Lone procijenjeno da predstavlja savršen primjer poštivanja prirodnoga krajolika. Smješten u park šumi Zlatni rt, ovaj luxury business hotel s 240 soba, 9 luksuznih apartmana i jednim predsjedničkim, karakterističnog je 'Y' oblika, a izvana podsjeća na veliki, luksuzni kruzer usidren u šumi.

Arhitektura hotela Lone povjerena je zagrebačkom arhitektonskom studiju 3LHD, a u stvaranju identiteta hotela sudjelovali su mladi hrvatski dizajneri i umjetnici: grupa produkt dizajnera Numen/ForUse, modne dizajnerice iz studija I-Gle, te konceptualni umjetnici Ivana Franke, Silvio Vujičić, koji su radili na interijeru, osmislili namještaj i rasvjetna tijela, dekorativne tkanine i prostorne instalacije.

### Eksterijer pretvoren u interijer

Gotovo nevjerovatno zvuči kada se istakne da su najvažniji likovni element interijera hotela zapravo njegov eksterijer i prirodno okruženje. Naime, naizmjenično su na bočne zidove soba postavljena zrcala koja reflektiraju svjetlo i sliku mediteranskog raslinja, dovodeći ih u dubinu interijera, ispunjavajući unutrašnjost okruženjem.

Uz ovaj zanimljiv i inovativan detalj, valja spomenuti da je cijeli dizajn hotela baziran na temi kontrasta s tkaninom kao poveznim elementom, koja varira od fluidne tanke koprene u restoranu preko funkcionalne, ali dinamične obloge zida u sobama do bogatoga dekorativnog murala u predvorju.

Maistra, one of the leading Croatian hotel companies, completes the first part of its extensive strategic development plan. The Lone Hotel is described as the perfect example of respecting the natural landscape. Situated in the Zlatni rt (Golden Cape) park forest, this luxury business hotel with 240 rooms, 9 luxury suites and a president suite, is formed in a characteristic Y-shape, and reminds us of a large, luxurious cruiser anchored in the forest.

The hotel's architecture is the trusted work of the Zagreb architecture studio 3LHD, together with young Croatian designers and artists who participated in the creation of the hotel identity. These young designers and artists include a group of product designers called Numen/ForUse, fashion designers from the I-gle studio, and conceptual artists Ivana Franke and Silvio Vujičić, who worked on the interior, arranged the furniture and illumination, decorative fabrics and space installations.

### Exterior Transformed into Interior

It sounds almost incredible when we say the most important visual art element of the interior is, in fact, its exterior and its natural environment. Namely, mirrors mounted on the side walls in order to reflect the light and the image of the Mediterranean vegetation, bringing them into the depth of the interior, filling the interior with the surroundings.

.....  
*Gotovo nevjerovatno zvuči kada se istakne da su najvažniji likovni element interijera hotela zapravo njegov eksterijer i prirodno okruženje.*  
 .....

.....  
*It sounds almost incredible when we say the most important visual art element of the interior is, in fact, its exterior and its natural environment.*  
 .....

Svijetli i otvoreni prostori predvorja, bijele kamene površine, bež zlatni tonovi tkanina, ovalne linije ograda i oblika namještaja naglašavaju fluidni karakter prostora i u kontrastu su s intimnim, prigušenim tonovima soba i apartmana, u kojima je atmosfera mirnija, materijali topliji; drvo i tepih, a tonovi tamniji i osvijetljenje prigušenije.

### Funkcionalnost uz suvremenu arhitekturu i dizajn

Kako se ne bismo samo zadržali na dizajnu, u ovom jedinstvenom hotelu koji u svojem središtu ima prostrani vertikalni lobby što se proteže kroz 6 etaža, svi sadržaji smješteni su tako da su snalaženje i komunikacija u hotelu iznimno jednostavni. Ovo je važno napomenuti s obzirom na to da će hotel Lone nuditi mnoge vrhunske sadržaje, od wellness i spa centra, beauty centra te sportskog i fitness centra, restorana i barova. U sklopu hotela Lone nalazit će se jedna od najvećih kongresnih dvorana u regiji, kapaciteta 700 mjesta, te nekoliko manjih dvorana za sastanke. Sve dvorane bit će opremljene najsuremenijom tehnikom koja će omogućavati besprijekorno održavanje najzahtjevnijih poslovnih događanja. Preostaje nam s nestrpljenjem čekati otvorenje!

Along with this interesting and innovative detail, it should be mentioned that the entire hotel design is based on the theme of contrast with fabric as a connective element, which varies from a fluid thin veil in the restaurant, through functional, still dynamic, wall facing in the rooms, to a rich decorative mural in the lobby.

Light and spacious lobby areas, white stone surfaces, beige golden shades of the fabrics, oval lines of the barriers and furniture shapes emphasize the fluid character of the space. This contrasts the intimate, subtle shades of the rooms and suites, where the atmosphere is more peaceful and the materials are somewhat warmer using wood and carpet. The colors are darker and the lightning is subtler.

### Functionality and Contemporary Architecture and Design

Moving away from design, all the amenities are located so that orientation and communication in this unique hotel, which has a spacious central vertical lobby extending through 6 floors, is very simple. It is important to mention this since the Lone Hotel will offer numerous high-quality facilities, from a wellness to a Spa centre, a beauty centre and sports and fitness centre, restaurant and bars. The Lone hotel will impressively include one of the largest conference halls in the region, with a capacity of 700 people and several smaller conference rooms. All the halls will be equipped with state-of-the-art technology that will enable flawless organization of the most demanding business events. There is only one thing left to do – eagerly await for the opening!





## AIRTOURSOVI AGENTI U MONTE MULINIJU

Krajem 2009. godine, od 20. do 23. studenog njemački turoperator airtours, za svojih je 150 najboljih prodajnih agenata organizirao studijsko putovanje u Istru. Maistrin hotel Monte Mulini bio je jedan od mjesta u kojem su gosti, uz ekskluzivan program te bogatu ponudu, imali priliku iskusiti luksuznu stranu istarskog turizma.

“Posljednjih godina Istra je dokazala da ima potencijal postati jedna od top destinacija u Europi. Ponosni smo da je hotel Monte Mulini prvi hrvatski hotel koji je ušao u ponudu ovog turoperatora i veselimo se intenziviranju naše suradnje u nadolazećoj sezoni“, rekao je Kristian Šustar, direktor Maistre.

Odluka airtoursa da svojim najboljim agentima za prodaju organizira studijsko putovanje u Istru, potvrđuje da destinacija ima puno više za ponuditi osim sunca i mora, te da je postala pravo mjesto za goste željne luksuza koji traže i znaju prepoznati vrhunsku uslugu.

## AIRTOURS AGENTS AT MONTE MULINI

Towards the end of 2009, between 20 –23 November, German tour operator airtours, organized a study tour to Istria for 150 of its best sale agents. Maistra’s Monte Mulini hotel acted as one of the hosts providing guests the opportunity of experiencing the luxury side of Istrian tourism, accompanied by an exclusive rich programme.

“In recent years, Istria has proved that we hold the potential to become one of the top destinations in Europe. We are proud that the Monte Mulini hotel is the first Croatian hotel that has entered this tour operator’s range of hotels and we are looking forward to intensifying our cooperation in the forthcoming season“, Kristian Šustar, CEO of Maistra underlined. The decision of airtours to organize a study tour in Istria for its strongest agents confirms that the destination has a lot more to offer than simply the sun and sea, and that it has become the right place for the guests longing for luxury, who seek and recognize high-quality service.



## MAISTRIN INTERNETSKI PORTAL NA JAPANSKOM, KINESKOM I KOREJSKOM JEZIKU

Prilagodivši svoje internetske stranice tržištima Dalekog istoka, Maistra se još jednom dokazala kao predvodnik promjena u hrvatskom turizmu – vodeća hotelijerska kompanija u Hrvatskoj, predstavila je svoje internetske stranice na tri azijska jezika – japanskom, kineskom i korejskom te tako postala prva hrvatska tvrtka s internetskim stranicama na spomenutim jezicima.

Predstavljanje novih jezičnih verzija dio je strategije otvaranja novih tržišta Dalekog istoka, među kojima Japan, Kina i Koreja kao globalne ekonomske velesile i tržišta s ogromnim emitivnim turističkim potencijalom imaju najveći značaj. Potrebu za pokretanjem zasebnih domena za ova područja dokazuje činjenica da se u posljednje dvije godine u Hrvatskoj povećao priljev gostiju istočnoazijskih zemalja za 78 posto.

## MAISTRA’S WEB SITE IN JAPANESE, CHINESE AND KOREAN

By localizing its web pages to the markets of the Far East, Maistra has once again proved itself as the leader of change within Croatian tourism – the leading hospitality company in Croatia presents its web pages in three Asian languages – Japanese, Chinese and Korean. Therefore, it has uniquely become the first Croatian company with web pages in these languages.

The presentation of new language versions is a part of the strategy of opening new markets from the Far East, among which Japan, China and Korea, as global superpowers and markets with huge emitting tourist potential, have the greatest significance. The need to initiate separate domains for these areas is proved by the fact that in the last two years the inflow of guests from East-Asian countries in Croatia has increased by 78 percent.





#### ROVINJ I MAISTRA DOMAĆINI MICROSOFT WINDAYS

Rovinj je od 19. do 23. travnja bio domaćin desetih jubilarnih Microsoft WinDaysa. Ponudom jedinstvenog konferencijskog prostora u prostorijama bivše Tvornice duhana u samom centru grada nakon Weekend Media Festivala, najvećeg regionalnog okupljanja stručnjaka komunikacijske industrije, Maistra je u Rovinj dovela najznačajniju poslovno – tehnološku konferenciju u Hrvatskoj.

Ovogodišnji deseti, jubilarni WinDaysi bili su podijeljeni na tehnološki i poslovni dio: WinDays10 Technology – konferencija posvećena tehnološkim dostignućima kao najavama novosti iz svijeta tehnologije održala se od 19. do 22. travnja, te WinDays10 Business – poslovna konferencija koju su organizirali Microsoft i Jutarnji održala se 22. i 23. travnja. WinDaysi su kroz prethodnih 10 godina izrasli u najveću i prepoznatljivu poslovno–tehnološku konferenciju godine u regiji, pa se tako u Rovinju ove godine okupilo više od 1500 IT stručnjaka, razvojnih inženjera, web profesionalaca i vodećih ljudi hrvatske poslovne scene.

#### ROVINJ AND MAISTRA AS THE HOSTS OF MICROSOFT WINDAYS

From 19th till 23rd April Rovinj was the host of the tenth jubilee of Microsoft WinDays. Owing to its offer of a unique conference space in the rooms of the former Tobacco Factory in the very center of the city, after the Weekend Media Festival, the largest regional gathering of communication industry experts, Maistra brought the most significant business–technological conference in Croatia to Rovinj.

This year's tenth jubilean WinDays was divided into a technological and a business section: WinDays10 Technology – a conference dedicated to technological achievements as announcements of the news from the world of technology was held from 19th till 22nd April, and WinDays10 Business – a business conference organized by Microsoft and the Jutarnji was held on 22nd and 23rd April. During the past 10 years the WinDays have evolved into the largest and the most renowned business–technological conference of the year in the region, therefore, more than 1500 IT experts, development engineers, web professionals and leading people of the Croatian business scene gathered in Rovinj.

#### TAJANSTVENE VEČERE U HOTELU ADRIATIC

Tajanstvene večere svojevrsan su oblik gastro–scenskog događaja koji se već niz godina vrlo uspješno organiziraju u svijetu. U Hrvatskoj je ovaj projekt zaživio zahvaljujući suradnji Maistre i Umjetničke akademije u Osijeku. Na taj način su gosti i građani Rovinja od 12. do 14. veljače, u restoranu hotela Adriatic u Rovinju, imali priliku biti dio prve tajanstvene večere pod nazivom “Svilena tajna Adriatica”. Riječ je o kriminalističkoj predstavi s intrigantnom pričom koja završava ubojstvom, a čije je vrijeme i mjesto radnje smješteno u trenutku i mjestu same izvedbe istodobno kombinirajući segmente Valentinova i karnevala.

Cilj ovog projekta je pružiti jedinstven i ekskluzivan događaj koji će biti zanimljiv stanovništvu i gostima Rovinja u razdoblju rane predsezona, te koji će pozicionirati Maistru kao predvodnika svjetskih trendova u Hrvatskoj. Također, projektom se potiče i suradnja sa stručnim institucijama za edukaciju kadrova u turizmu što također pridonosi stvaranju novih doživljaja koji prelaze granice klasičnih turističkih animacijskih programa.

#### MYSTERY DINNERS AT THE HOTEL ADRIATIC

Mystery dinners is a kind of a gastro–scenic event that has been successfully organized worldwide. This project has now arrived in Croatia, due to the cooperation between Maistra and the Art Academy in Osijek providing guests and citizens of Rovinj a chance to be part of the first mystery dinner entitled “The Silk Secret of the Adriatic”. This is a “crime show” set within an intriguing story that concludes with murder, whose time and place are situated at the moment and place of the performance combining simultaneous segments of Valentine's Day and the Carnival.

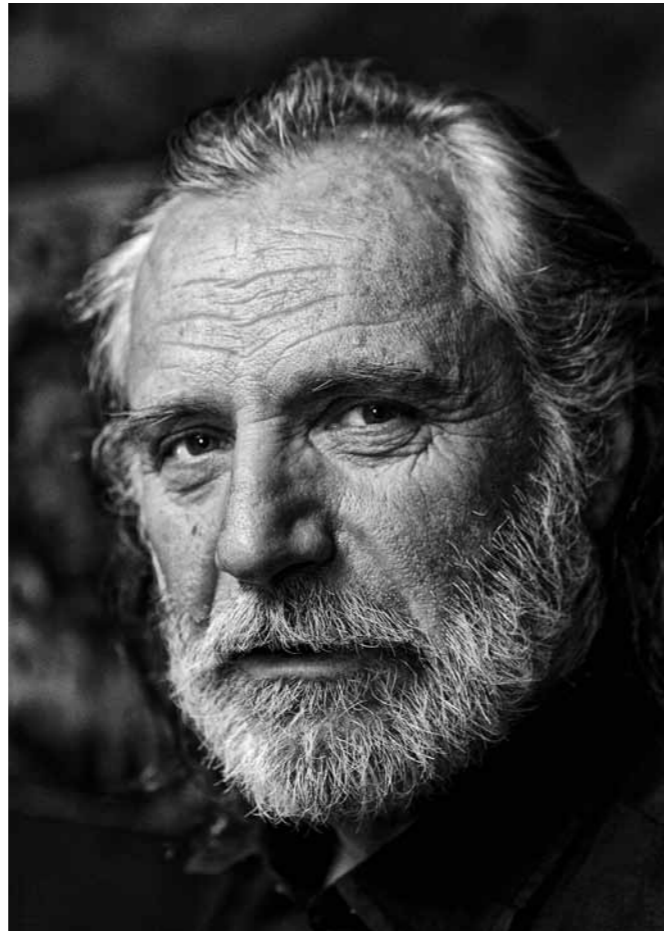
The aim of this project is to offer a unique and interesting exclusive event for the inhabitants and guests of Rovinj in the period of early pre-season, which will position Maistra as a leader in world trends in Croatia. In addition, the project boosts cooperation with professional educational institutions of human resources in tourism. All of this contributes to the creation of new experiences that go beyond the boundaries of classic hotel entertainment.



Razgovor: Rade Šerbedžija  
An interview: Rade Šerbedžija

# Istarska lakoća življenja

## Istrian Lightness of Living



Kazališni i filmski glumac, redatelj, pisac, pjesnik i glazbenik, stanovnik Los Angelesa, prvi hrvatski glumac s bogatom holivudskom karijerom, ravnatelj jednog od najeminentnijih kazališta u Hrvatskoj i strastveni zaljubljenik u Istru. Naravno, odmah je jasno kako je riječ o Rade Šerbedžiji, čovjeku s neiscrpnom energijom, za kojeg je dugačak uvodni tekst intervjua posve nepotreban.

S Radom smo razgovarali početkom ožujka, netom nakon završetka snimanja najnovijeg filma o Harryju Potteru. Pokušao nam je objasniti otkud tolika privrženost Istri, pričao nam je o svojim dragim prijateljima, o planovima za budućnost teatra Ulysses, ali i svojim osobnim – zašto se umorio kazališta, ali i zašto nikada neće u potpunosti prestati raditi.

**Upravo ste završili sa snimanjem sedmog nastavka Harryja Pottera, kakvu ste ulogu imali?**

Igrao sam Gregorovicha. To je neki majstor i čudotvorac koji izrađuje čarobne štapiće. Uloga je mala, ali je bilo zanimljivo raditi s Ralphom Fiennesom. Mi smo i inače dobri prijatelji, a sada smo prvi put zajedno

A stage and film actor, director, writer, poet and musician, inhabitant of Los Angeles, the first Croatian actor with a rich Hollywood career, manager of one of the most eminent theatres in Croatia and a passionate devotee of Istria. Of course, it is clear who we are talking about – Rade Šerbedžija, a man with inexhaustible energy, for whom a long introduction would be unnecessary expenditure of space on this page.

We spoke to Rade at the beginning of March, just after he had finished shooting the latest Harry Potter film. He tried to explain the origins of his devotion to Istria, talked about dear friends, about future plans for the Ulysses Theater, as well as his own plans – the reason why he became tired of the theatre and why he will never cease to completely stop working.

**You have just finished shooting the seventh Harry Potter sequel, what role did you play?**

I played Gregorovich. He is a master and a miracle-maker who manufactures magical wands. The role is small, but it was interesting





igrali na filmu. On je sjajan glumac i sjajan čovjek. Inače, što reći o Harryju Potteru? To zasigurno nije vrsta filma koju ja volim, ali on ima svoju poetiku, i publiku.

**Uz to što glumite, poznato je da pišete prozu i poeziju, pjevate... Svojedobno ste snimili album i s Liviom Morosinom. Otkud zanimanje za istarski melos?**

Kada sam upoznao Livija Morosina, otkrio sam svu ljepotu istarskog melosa i pjesama. Zapravo sam ih otkrio kroz Livijeve pjesme i njegov talent. Družeci se, odlučili smo jednoga dana i nešto snimiti zajednički, i tako je nastao jedan zanimljiv album "Orihi Orihi".

**Rođeni ste u Lici, odrasli u Vinkovcima, a dugo živjeli u inozemstvu, no volite istarsku glazbu, kazalište Ulysses ste osnovali upravo na Brijunima. Što vas u Istri toliko privlači, što mislite zašto se čak i strancima toliko sviđa te su mnogi odlučili kupiti kuću, pa i vi, u okolici Barbarige?**

to work with Ralph Fiennes. We are friends in real life, and this was the first time that we have played in the same film. He is an excellent actor and a great man. What can I say about Harry Potter? It is definitely not the kind of film that I prefer, but it has its poetics. And its public.

**In addition to acting, you write prose and poetry and you sing... Once in the past you recorded an album with Livio Morosin. Where does this interest for the Istrian melodic expression come from?**

When I met Livio Morosin, I discovered the beauty of the Istrian melodic expression and songs. In fact, I discovered them through Livio's songs and his talent. While we were spending time together, we decided to record something together one day, that's how an interesting album called "Orihi, Orihi" was created.

Istra je sama po sebi čudesno lijepa. Ima neku svoju divljinu, a opet podsjeća i na najljepše dijelove Provanse. Kroz Istru pušu neki dobri i blagi vjetrovi. Puše i bura divlje i opojno, i čini od Istre tako posebnu čistinu i bistrinu. A i ljudi su u Istri nekako posebni. Stoljećima su se tu miješale kulture Hrvatske, Italije i Austrije, tako da je Istra sama po sebi multikulturalna pokrajina, a to joj daje neku posebnu Iakoću življenja – bez grčeva i suvišnih emocija...

**U Los Angelesu živite zadnjih nekoliko godina. Osjećate li se tamo još kao stranac ili ste kozmopolit pa vam je cijeli svijet "dom"?**

U Los Angelesu živim sa svojom obitelji već sedam godina. Prije toga smo 10 godina živjeli u Londonu... Sve u svemu, dovoljno za jednu posebnu biografiju. Naravno da mi nedostaje Hrvatska i moji prijatelji koji tu žive, ali ja sam se "naučio" biti stranac, tako da mi nije teško biti sam. Ali, dosta sam se privikao na život u Los Angelesu. Najviše me fascinira klima – bolje gotovo da nema u svijetu. Tamo je "vječno proljeće", jedino ljeta znaju biti prevruća. Ali, ja ionako svako ljeto provodim u Istri i uživam u najljepšem moru na svijetu. U Los Angelesu mi nedostaje "grad" sa svim onim osobinama koje gradovi imaju – umjetničke galerije, teatri, veliki i osvjetljeni trgovi...

**Što teatar Ulysses, koji je s vremenom postao jak brand i vrlo važan za kulturno-turističku ponudu Istre, priprema ove sezone?**

Ove sezone planiramo veliki koncert kojim ćemo obilježiti deset godina postojanja kazališta, te svakako jedan novi naslov na repertoaru. Premijera je predviđena za 22. srpnja i igrat će se sve skupa 10 predstava. Također, repriziramo i neke od naših starih predstava. Na primjer, "Kralja Leara", s kojim smo i otvorili naš teatar, igrat ćemo već desetu godinu zaredom. Igrat ćemo još i "Pijanu noć 1918." i Moliereova "Don Juana", kojeg je prošlog ljeta postavio Paolo Magelli. Naš teatar je postao pravo i relevantno umjetničko mjesto u Istri i naši gledatelji nam redovito dolaze i čuvaju svoj teatar.

**You were born in Lika, you grew up in Vinkovci and you've lived abroad for a long time, but you like Istrian music, you founded the Ulysses Theater on Brijuni. What attracts you to Istria and why do you think foreigners like it so much that they decide on buying property here, as you did, in the Barbariga area?**

Istria is astoundingly beautiful. It has its wilderness and still it reminds us of the most beautiful parts of Provence. Some good and mild winds blow through Istria. The Bora (north-eastern wind) blows wildly and intoxicatingly as well, making Istria so clean and clear. And Istrian people are special. For centuries, Croatian, Italian and Austrian cultures have combined together here, which has made Istria a multicultural province. All of this endows it with a special lightness of living – without spasms and redundant emotions...

**You have been living in L.A. for the last few years. Do you still feel like a foreigner there or are you a cosmopolitan and feel that the whole world is your "home"?**

I have been living in Los Angeles with my family for seven years. Before that we spent 10 years in London. All together, it is enough for a special biography. Of course I miss Croatia and my friends who live here, but I have "learned" to be a foreigner, so it's not hard for me to be alone. Anyway, I have really got used to living in Los Angeles. I am really fascinated with the climate – there doesn't seem to be a better climate in the world. It's eternal spring there, only summers are sometimes too hot. But, I spend every summer in Istria and enjoy the most beautiful sea in the world. I miss "the city" in Los Angeles, with all the characteristics that cities have – art galleries, theaters, large and illuminated squares...

**What is the Ulysses Theater, which has become a powerful brand, very important for Istria's cultural-tourism, preparing for this season?**



*Naravno da mi nedostaje Hrvatska i moji prijatelji koji tu žive, ali ja sam se "naučio" biti stranac, tako da mi nije teško biti sam. Ali, dosta sam se privikao na život u Los Angelesu.*

*Of course I miss Croatia and my friends who live here, but I have "learned" to be a foreigner, so it's not hard for me to be alone. Anyway, I have really got used to living in Los Angeles.*

**Možemo li očekivati da će netko od vaših prijatelja glumaca iz inozemstva posjetiti predstave Ulyssesa, odnosno Hrvatsku?**

Svake godine neki poznati filmski i kazališni umjetnici iz svijeta dolaze na naše predstave. Ove godine očekujemo Annette Bening, s kojom je moja Lenka prošle godine napravila divnu predstavu "Medea" na Međunarodnom festivalu teatra u Los Angelesu, u produkciji s UCLA Liveom.

**Često putujete. Gdje vi najradije volite odsjesti? Imate li neki najdraži hotel na svijetu?**

Ja uistinu mnogo putujem po svijetu i obično odsjedam u dobrim hotelima, ali ni jedan ne pamtim po nečem sasvim izuzetnom. Uglavnom su to mjesta samoće. Međutim, ima u tome i nekakve poetike. Primjerice, sjediti sam za nekim mahagonijskim šankom u nepoznatom gradu i piti dobro crno vino...

**Jednom ste izjavili kako vam je dosta kazališta i da sada uživate u filmu. Što vam je trenutačno najveći izazov?**

Pa, ja sam se uistinu zasitio teatra. A, ako ćemo pošteno, igrao sam u njemu dovoljno. I previše. Nisam se ja samo umorio od teatra, umorio se i teatar sam po sebi. Film je mnogo mlađa i življa umjetnost i ja na neki način više naginjem tom mediju...

**Što privatno volite čitati, koju glazbu doma slušate, kakve filmove/ predstave volite gledati?**

Volim (još uvijek) najviše esejistiku... I poeziju koja nalikuje na pjesme Danijela Dragojevića...

This year we are planning a big concert in which we will mark the 10 year anniversary of the theater, and definitely one new show title on the repertoire. The premiere is planned on July 22, featuring 10 performances. In addition to this, we will replay some of our old performances. For example, "King Lear", the opening play of our theatre, will be performed for the tenth year in a row.

We will also play "Drunk Night in 1918" and Moliere's "Don Juan", which was staged last summer by Paolo Magelli. Our theater has become a real and relevant part of the art scene in Istria and our spectators regularly come and support their theatre.

**Can we expect some of your actor friends from abroad will visit the Ulysses performances and Croatia?**

Every year some famous film and theater artists from around the world come to see our performances. This year we are expecting Annette Bening, with whom my Lenka made a wonderful play "Medea" at the International Theatre Festival in Los Angeles last year, in the UCLA Live production.

**You often travel. Where do you like staying most? Do you have a favorite hotel in the world?**

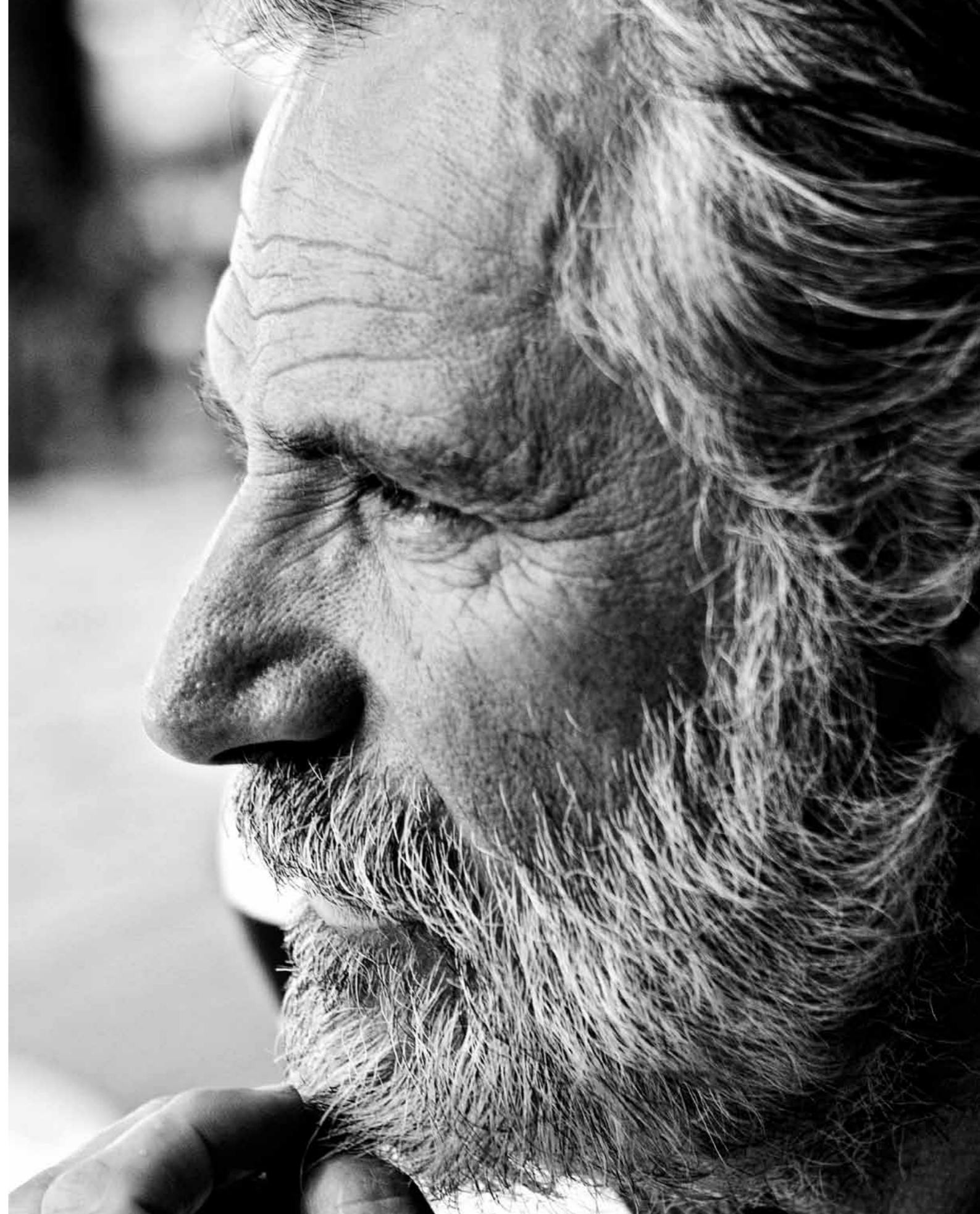
I really travel a lot and I usually stay at good hotels, but I can't remember anything remarkable about any of them. Mostly they are places of solitude. However, there is poetics about it, too. For example, sitting at a mahogany bar in an unknown town, drinking good red wine...

**You said that you were tired of theater and that you are enjoying film right now. What's your greatest challenge at the moment?**

Well, I'm really fed up with theater. And, to be fair, I've played enough on stage, more than enough. It's not only that I became tired of theater, but theater got tired of itself. Film is a much younger and livelier art and I have simply been more inclined to that medium...

**What do you like reading, what kind of music do you listen to at home, what kinds of films/performances do you like watching?**

I (still) prefer the essay genre... And poetry that resembles Danijel Dragojević's songs...



## 6. salsa festival The 6th Salsa Festival

# Kad Rovinj postane Havana When Rovinj Becomes Havana



Sunce, more i mnoštvo tijela koja se njišu u zamannim salsa ritmovima – možemo li zamisliti bolji početak turističke sezone? Upravo tako vrata visokoj sezoni u Rovinju otvara Salsa festival, šesti put, i to od 22. do 27. lipnja.

S obzirom na to da su prošlogodišnji koncept produženja festivala s četiri na šest dana izvrsno prihvatili sudionici, ali i turisti, organizatori ovoga jedinstvenog plesnog događaja, Plesni klub "Los

The sun, the sea and a great number of bodies swinging to the entrancing salsa rhythm – can you think of a better way to start the tourist season? That's exactly the way that the Salsa Festival will open high season in Rovinj for the sixth time, from June 22 to June 27 this year.

Considering that last-year's concept of prolonging the festival from four to six days was fabulously accepted by the participants, as well as tourists, the organizers of this unique dance event, the "Los Mamberos"

Mamberos" i tvrtka Salsa Adria Produkcije d.o.o., odlučili su se za produženi festival.

Tih nekoliko dana potkraj lipnja svi posjetitelji Rovinja mogu zaplesati na gradskom trgu uz DJ-a i plesnu animaciju, a u dva predfestivalna dana, otvorene su i dodatne radionice vrhunskih internacionalnih salsa instruktora i artista. Prema riječima glasnogovornice tvrtke Salsa Adria Produkcije d.o.o., Daniele Trtinjak, ideja je cijeli grad pretvoriti u plesni podij.

### Cijeli Rovinj pleše

Glavni dio festivala je razdoblje od četvrtka do nedjelje kada se tijekom dana održavaju plesne radionice (od početnih do najnaprednijih), a plešu se različiti stilovi salse u hotelima Park, Eden, Istra, Katarina te u dvorani Multimedijalnoga centra. Velika fešta održava se u petak, 25. lipnja na glavnom rovinjskom trgu uz kubanski bend uživo, dok je posebnost hrvatskog salsa festivala veliki pool party koji se održava u nedjelju 27. lipnja u Hotelu Istra na Crvenom otoku.

Festival se organizira od 2005. godine, nakon što je jedan od osnivača zagrebačkog salsa kluba "Los Mamberos" i direktor tvrtke Salsa Adria Produkcije d.o.o., Vladimir Semenčić, posjetio sličan festival u Pragu. Nakon oduševljenja viđenim odlučio se takav veliki festival napraviti i u Hrvatskoj s članovima svog kluba jer je uvidio da je festival potreban hrvatskoj plesnoj sceni, gdje se salsa plesala samo po klubovima i nije bilo događaja koji bi sve zaljubljenike u ovaj kubanski ples okupio na jednom mjestu, omogućio im druženje, učenje i rekreaciju uz ples. "Smatramo da smo uz pomoć naših partnera uspjeli stvoriti veliki i prepoznatljiv događaj koji je prije svega društveno koristan i propagira pozitivne životne vrijednosti kao što su aktivnost, druženje i putovanja. Istovremeno smo, gledajući s poslovne strane, stvorili drugačiji proizvod od postojećih, ne samo u Rovinju i Hrvatskoj, već i u regiji", objašnjava Semenčić.

dancing club and Salsa Adria Produkcija Ltd. chose to repeat the prolonged festival.

Within the last few days of June, all the visitors to Rovinj can dance in the town square with a DJ and dance entertainers, and in the two pre-festival days, additional workshops which are scheduled, are led by eminent international salsa instructors and artists. According to the words of the spokesperson of Salsa Adria Produkcija Ltd., Daniela Trtinjak, the idea is to turn the whole town into one entire dance floor.

### The Whole Rovinj Is Dancing

The main part of the festival takes place from Thursday to Sunday when there are dance workshops during the day ranging from beginner to advanced level. You can move our body to different salsa styles in hotels Park, Eden, Istra, Katarina and in the Multimedia Center hall. The main celebration is organized on Friday, June 25, in the main Rovinj square with a live Cuban band, while a flamboyant pool party, a special feature of the Croatian salsa festival, is held on Sunday June 27, at the Istra Hotel on Crveni otok (the Red Island).

The festival was organized for the first time in 2005, after one of the founders of the "Los Mamberos" salsa club from Zagreb and the director of Salsa Adria Produkcija Ltd, Vladimir Semenčić, visited a similar festival in Prague. After becoming enthusiastic about what he had seen, he took the decision to create such a concept in Croatia, together with the members of his club, since he realized that the festival would be in demand on the Croatian dance scene, where salsa was danced only at the clubs with no events that would gather all devotees of this Cuban dance in one place, and make it possible for them to socialize, learn and have fun accompanied by dance. "We feel that, with the help of our partners, we have managed to create a big and recognizable event that is, above all, socially beneficial and promotes positive values in life such as activity,

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*Međunarodni ljetni salsa festival jedinstveni je plesni događaj u Europi koji potkraj lipnja u Rovinj privlači više od 1000 posjetitelja i ljubitelja latino ritmova. Na festivalu gostuju vrhunski svjetski salsa instruktori, bendovi i DJ-i. Polaznike podučava više od 30 svjetski priznatih instruktora s Kube, Europe i SAD-a. Pleše se 6 dana na 4 razine učenja, danju u 7 plesnih dvorana te navečer na plesnim večerima u gradu na otvorenom i u luksuznim hotelima. Sve informacije pratite na [www.crosalsafestival.com](http://www.crosalsafestival.com).*

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*The international salsa festival is a unique dance event in Europe that attracts more than 1000 visitors and devotees of Latino rhythm to Rovinj at the end of June every year. The festival hosts excellent world salsa instructors, bands and DJs and the participants are taught by more than 30 worldwide recognized instructors from Cuba, Europe and the USA. 6 days of dance across 4 learning levels, in 7 dancing halls during the daytime, and during the evening, dancing in the center of the town, in the open-air and in luxury hotels. Find all the information at [www.crosalsafestival.com](http://www.crosalsafestival.com).*



### Salsa i toplina Mediterana

Ono što je još bitnije, mnogobrojne su pozitivne implikacije festivala koji dodatno obogaćuje turističku ponudu Istre. Od samog početka održavanja festivala u organizaciju su se uključili Grad Rovinj i Turistička zajednica Grada Rovinja te hotelijersko-turistička tvrtka Maistra d.d. "Ples se izvrsno uklapa u sliku Rovinja kao romantičnog utočišta, a festivalom se uspješno promovira i kvalitetan životni stil uz aktivnost i druženje. U prošlih pet godina festival se brojkom polaznika gotovo učestvostručio pa s tadašnjih 250 govorimo već o 900 polaznika iz cijele Europe koji su prošlu godinu uživali u rovinjskim ljepotama. Naravno, plesače iz cijelog svijeta ne privlači samo ljepota plesa, već i pozitivan duh festivala, jedinstvena mediteranska lokacija Rovinja, njegovih trgova i hotela, te godišnji odmor uz ples i zabavu", smatra Daniela Trtinjak.

A za one koji preferiraju pasivan odmor, Rovinj je ponovno prava destinacija posljednjih dana lipnja jer, kako će se mnogi složiti, salsa je pravi doživljaj ne samo za sudjelovanje već i za gledanje. Naime, uz glazbu na svakom koraku očekuju se i vrhunski scenski nastupi svjetski poznatih instruktora i koreografa. Što drugo reći, nego – dođite i zaplešite!

socializing and traveling. At the same time, on the business side, we have created a product that differs from the existing similar products, not only in Rovinj and Croatia, but also within the whole region", explains Semenčić.

### Salsa and the Mediterranean Warmth

More importantly, there are numerous positive implications of the festival that additionally enrich tourism in Istria. The town of Rovinj, the Tourist Board of Rovinj and Maistra Inc., a hotel-tourist company, have been involved in the organization of the festival from the very beginning. "Dance excellently dovetails the image of Rovinj as a romantic sanctuary, and the festival is a great way of promoting a quality lifestyle with activity and socializing. During the last five years, the festival has almost quadrupled in the number of participants, and has grown from 250 to 900 participants who enjoyed the beauty of Rovinj last year, coming from the whole of Europe. Of course, dancers from around the world are not only drawn by the beauty of dance, but also by the positive festival spirit, Rovinj's unique Mediterranean location, its squares and hotels, and a holiday with dancing and entertainment", Daniela Trtinjak says.

And for all those who prefer a passive holiday, Rovinj is again the right destination in the last days of June because many would agree that salsa is not only a real sensation as a participant, but equally as a spectator. You can expect music at every step, with excellent scene performances of worldly recognized instructors and choreographers. What else can we say – come and dance!





Rovinj Photodays

izdvojena događanja  
selected events

mjesto  
place

datum  
date

<b>Splash Line – Spring Break Europe 2010, Koncert David Guetta / David Guetta Concert</b>	Rovinj	21.–24.5.
<b>Apnea Academy</b> Sportsko događanje posvećeno ronjenju na dah uz ekskluzivnu suradnju s Umberto Pelizzarijem. A sports event dedicated to freediving, featuring the exclusive collaboration of Umberto Pelizzari.	Rovinj TN Villas Rubin	29.5.–2.6.
<b>Photo Days</b> Veliki festival fotografije koji okuplja najbolje fotografe iz Hrvatske i Europe. A large festival of photography that gathers the finest photographers from Croatia and Europe.	Rovinj	4.–6.6.
<b>Maistra predstavlja najbolje iz Istre / Maistra Presents the Best of Istria</b> Vrtna zabava uz najbolje istarske vinare i male autohtone zalogaje, te koncert etno glazbe. A garden party with Istria's finest winemakers, bites of local food and ethno music concerts.	Rovinj livada hotela Eden The Hotel Eden's lawn	12.6.
<b>Baromus – festival komorne glazbe / Festival of Chamber Music</b>	Rovinj	22.06–13.07.
<b>6. Ljetni Salsa Festival / The 6th Summer Salsa Festival</b> Plesne radionice i party-i salse pod vodstvom svjetskih instruktora. Dance workshops, parties and salsa under the guidance of globally-acclaimed teachers.	Rovinj	22.–27.6.
<b>VIII International Festival "Sea &amp; Guitars"</b>	Vrsar	24.6.–2.9.
<b>Casanova Fest</b> Podsjećanje na boravak velikog zavodnika u Vrsaru. / A reminder of Casanova's stay in Vrsar.	Vrsar	srpanj / July
<b>Festival lavande / The Lavander Festival</b>	Rovinj	20.7.–3.8.



Montraker Live Music Festival

izdvojena događanja  
selected events

mjesto  
place

datum  
date

<b>Montraker Live Music Festival</b>	Vrsar	21.–23.07.
<b>Koncert Maksima Mrvice / Maksim Mrvica Concert</b>	Rovinj, Otok Sv. Andrije St. Andrew's Island	27.7.
<b>Izložba Grisia / The Grisia Exhibition</b>	Rovinj	08.08.
<b>Noć Sv. Lovre / St. Lawrence Night</b> Kulturno zabavna manifestacija. 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... An event that merges culture and entertainment, when all the lights of Rovinj go out and millions of stars and the glow worms of meteors light up above the town, turning it into a great polygon of love and good wishes...	Rovinj	12.08.
<b>Rovinjska noć / Rovinj Night</b> Tradicionalna kulturno zabavna manifestacija. / A traditional event of entertainment and culture.	Rovinj	27.–28.08.
<b>Međunarodna kiparska škola Montraker / Internatioal Montraker Sculpture School</b>	Vrsar	30.8.–12.9.
<b>Obilježavanje dana grada Rovinja – Sv. Eufemije / The Celebration of the Day of Rovinj – St Euphemia</b>	Rovinj	13.–16.09.
<b>Susret istoka i zapada – event u čast japanskoj kulturi u Rovinju i Hrvatskoj The East and West Meet – an event in honour of Japanese culture in Rovinj and in Croatia</b>	Rovinj, Otok Sv. Andrije St. Andrew's Island	09.10.
<b>Festival argentinskog tanga / Festival of Argentinian Tango</b> Vrući ples za vruće noći kojima se ulazi u zimsku sezonu. A hot dance for the hot nights before the winter season.	Rovinj	14.–17.10.



Hotel Monte Mulini u svom wellness centru nudi jedinstvenu sintezu ljekovitih svojstava zlata, najmodernijih dostignuća u njezi kože i božanstvenog užitka za tijelo i duh

In its wellness centre, the hotel Monte Mulini offers a unique synthesis of the healing properties of gold, the newest achievements in skincare and divine pleasures for both body and soul

## Veličanstveni dodir zlata

### The Magnificent Touch of Gold

“Zlato i lijepe ljude može učiniti ljepšima”, parafrazirajmo Jean-Baptiste Poquelina (poznatiji pod svojim umjetničkim imenom Moliere) u komediji “Umišljeni rogonja”. U tim se riječima sasvim nemetaforički krije duga tradicija uporabe ovog plemenitog metala na način koji je nama, naviknutima na njegov materijalistički aspekt, uvelike stran – njegova uporaba u očuvanju ljepote i zdravlja, te općenito blagostanja i ravnoteže duha.

“Gold will make pretty people more beautiful”, paraphrasing Jean-Baptiste Poquelin (much better known by his stage name of Moliere) in his comedy “The Imaginary Cuckold”. These words completely unmetaphorically conceal the long historical tradition of the use of this noble metal in a fashion that to us today, used to its materialistic side, is largely foreign – its use in the preservation of both beauty and health, in balancing the spirit and maintaining general well-being.

#### Jedinstvena “Zlatna riznica” i “Zlatna raskoš”

Blagotvorni učinci ovog plemenitog metala na tijelo i duh bili su poznati prije 6000 godina u carskoj Kini, drevni Rimljani su se služili zlatnim oblozima u liječenju kožnih bolesti, za kraljicu Kleopatru se govorilo da svake noći liježe sa zlatnom maskom kako bi održala svoju čuvenu ljepotu. U srednjem vijeku zlato se također iznimno cijeno i koristilo, budući da se smatralo da nešto što je tako rijetko i lijepo jednostavno mora biti i – zdravo.

#### A Unique “Golden Treasure” and “Golden Luxury”

The beneficial effects of this noble metal were already known in ancient China, 6000 years ago, the Romans used golden wraps in healing skin diseases, while queen Cleopatra is said to have slept with a gold mask in order to preserve her famed beauty. Gold was also highly valued in Medieval times, as it was believed that something so beautiful and rare also had to be – healthy.

Danas, wellness centar rovinjskog hotela Monte Mulini nudi jedinstvenu sintezu drevnih saznanja o ljekovitim svojstvima ovog dragocjenog metala i najmodernijih dostignuća u njezi kože i čistog užitka tijela i duha. U ponudi je ekskluzivni program njege lica i tijela s najfinijim česticama čistog 24-karatnog zlata, linija Ceremony of Gold, u kojoj su sadržani kraljevski tretman tijela Golden Treasure i detoksikacijski anti-aging tretman lica Golden Luxury.

Today, wellness centre of the Rovinj hotel Monte Mulini offers a unique synthesis of ancient knowledge on the healing properties of this noble metal, the newest achievements in skincare and pure pleasure of both body and spirit with its exclusive programme of skin and body care with superfine particles of pure 24-carat gold – the line Ceremony of Gold, which includes the royal body treatment Golden Treasure and the detoxifying anti-aging face treatment Golden Luxury.





Kako odbiti tu zamamnu ponudu osjećaja čistog luksuza na vlastitoj koži? Kako odoljeti prisnom dodiru s tim moćnim predmetom žudnje u kojem su samo one odabrane, kraljice i plemkinje mogle uživati? Zašto ne otkriti kako zlato pristaje mojem licu i tijelu kojem će vratiti izgublenu energiju?

### Ceremonija od 24 karata

Tragom Kleopatrinih stopa, i sama sam se odlučila zaputiti “zlatnom stazom” i otkriti što se točno krije iza primamljivog obećanja ovog sasvim novog tretmana ljepote i zdravlja koji rabi najnovije otkriće iz medicinskih laboratorija. Tijekom tretmana meki listići najkvalitetnijeg, 24-karatnog zlata se umasiraju u kožu, nakon čega je ona pročišćena, zategnuta i blista zlatnim sjajem. Ovaj tretman koži daje blistavu svježinu, a ujedno je i štiti od štetnih vanjskih utjecaja te jača imunološki sustav. Osim najfinijeg zlata, linija rabi i niz dodatnih sastojaka s kojima se pojačava učinak poput jojobe, sojinog ulja, glikolne kiseline, chitosana, lecitina te hijaluronske kiseline. Upravo potonja je sve prisutnija u kozmetici zbog svoje iznimne sposobnosti vezivanja vlage u koži, pri čemu se bore popunjavaju te koža izgleda čvršće i elastičnije.

Nakon što je toplina zlatnih listića pomoću nježne masaže upijena, koža je dubinski revitalizirana i diše “punim plućima”, lice zrači mladolikom svježinom i poprima privlačan i zdrav sjaj. Koži lica i tijela,

How to resist this enticing offer of feeling pure luxury on one’s own skin, intimate contact with this powerful object of desire that only the select few, queens and noblewomen of yore, could enjoy to the fullest? Why not discover how gold suits my face, and how it will return the lost energy to my body?

### A 24-Carat Ceremony

Following Cleopatra’s footsteps, I decided to embark on the “golden path” myself and discover what it exactly is that hides behind the tempting offer of this brand new health and beauty treatment, one that utilises the newest revelation from medical labs – the use of soft sheets of top-quality 24-carat gold which is massaged into the skin. After this, the skin is thoroughly cleansed, tautened and shines with a luminous golden glow which, in addition to bestowing a glimmering freshness upon the skin, also protects from harmful external effects and strengthens the skin’s immune system. Apart from superfine gold, the line uses additional ingredients which amplify the effect, for example jojoba, soy oil, glycolic acid, chitosan, lecithin and hyaluronic acid, a chemical compound that is becoming increasingly used in cosmetics due to its exceptional ability to hold moisture within the skin, filling out wrinkles and making skin firmer and more elastic.

After the warmth of the golden sheets is absorbed through gentle massage, the skin is thoroughly revitalised and breathes deeply, the

svjetlacavi dodir zlata daje sunčevu blistavost, zračenje koje gotovo da se može i fizički osjetiti. Istovremeno, moć zlata se ne zadržava samo na površini, na koži, već seže i dublje i svojim energetski nabojem stimulira životnu energiju te ima balansirajući učinak na tjelesne funkcije.

### Božanstveni osjećaj potpune opuštenosti

Nakon što koža preuzme aktivne sastojke ovog plemenitog metala, osjećaj je božanstven – tijelom se počinju širiti valovi ponovno uspostavljene ravnoteže, a duh prelazi u stanje blaženstva i potpune opuštenosti. Zaista, osjećaj vrijedan kraljice!

Dobrobit zlata zasigurno ne bismo znali pravilno cijeliti da možemo, poput Kralja Mide, u njega pretvoriti sve što dodirnemo (ali, svi znamo kako je on završio), no prepuštanjem jedinstvenom luksuzu linije Ceremony of Gold možemo iskusiti sve njegove blagodati dopuštajući da, na jedan čaroban, izniman trenutak, ono dodirne nas.

face is radiant with youthful freshness and attains an attractive, healthy glow. Whether on the face or on the body, the glistening touch of gold bestows upon the skin a sunny brilliance, a radiance that can almost be physically sensed, however, the power of gold does not stop at the surface and reaches deeper – through its energy charge, it stimulates life energy and has a balancing effect on the body’s electrical functions.

### A Divine Feeling of Total Relaxation

After the skin imbibes the active ingredients of this noble metal, the feeling is divine – waves of restored balance begin to spread around the body, taking the spirit into a state of utter bliss and relaxation. Indeed, a sensation worthy of a queen!

Quite certainly, we wouldn’t be able to properly appreciate the benefits of gold if we could, like king Midas, turn all that we touch into it (and we all know how he ended up) but, by indulging in the unique luxury of the Ceremony of Gold line we can experience all its merits by allowing it, for one magical, exceptional moment, to touch us.





Škola istarske kuhinje u pratnji vrhunskih majstora gastronomije.

The school of Istrian cuisine accompanied by top chefs of gastronomy

# Maistrina gastro škola

## Maistra's Gastro School

Istarska je gastronomija sva u znaku Mediterana i jedna je od značajnih sastavnica mediteranske kuhinje za koju kažu da je najprirodnija i najzdravija. Svakako, zadovoljstvo je kušati mediteranske specijalitete koje spravlja vrhunski majstori kuhinje, ali kakav li je tek užitak sudjelovati u pripremi takvih jela pod sigurnim vodstvom jednog od najboljih europskih glavnih kuhara, voditelja Maistrinog gastro tima Viljama Cveka!

Uz Maistrin tim možete uroniti u mirise i okuse Istre, naći se na početku gastro priče – pri odabiru namirnica, njihovom sortiranju, branju... Osjetiti vezu s prirodom, izvornom nevinošću istarskih autohtonih proizvoda i potom pratiti put od pripreme do serviranja najukusnijih jela na stolu. I naravno, kušati ih na kraju. Bit će to vrhunsko zadovoljstvo!

Upravo tu priču, taj doživljaj vrhunske gastronomije u čijoj kreaciji i sami možete sudjelovati nudi "Maistrina gastro škola". Pogledajte поблише što vas očekuje.

### Tartufi

Istra je jedna od rijetkih regija na svijetu u kojoj se pronalaze vrhunski bijeli i crni tartufi. Najveći bijeli tartuf na svijetu pronađen je upravo u Istri!

Istrian gastronomy is all characterized by the Mediterranean, and it is also one of the main constituent parts of Mediterranean cuisine, which is said to be the most natural and the healthiest. It is certainly a pleasure to taste Mediterranean specialties made by top masters of the cuisine, but, what a pleasure it is to participate in the preparation of such food under the confident guidance of one of the best European chefs, the head of Maistra's gastro team, Viljam Cvek.

Diving into the smells and tastes of Istria, finding oneself at the beginning of a gastro tale – at the selection of ingredients, their sorting, picking... feeling the connection with nature, the genuine innocence of Istrian autochthonous products and then follow the path from the preparation through to the serving of the most delicious dishes on the table. And, of course, the tasting at the end. What a pleasure!

This story, this experience of excellent gastronomy, the creation of which you also take part in, is precisely what Maistra's Gastro School is offering. Let us take a closer look at what you can expect.

### Truffles

Istria is one of the rare regions in the world where first class white and black truffles can be found. The world's largest white truffle was found right here in Istria!

Maistrin program počinje u petak, upoznavanjem s Viljmom Cvekom i "Maistrinim gastro timom" uz piće dobrodošlice. Kratko će vas upoznati s programom i tartufima kao glavnim objektom vašeg trodnevnog bavljenja gastronomijom. Prve večeri ćete naučiti i kako se čiste tartufi te kako se pripremaju jela s tartufima. Naravno, tijekom večere neka ćete od tih jela i kušati.

U subotu se ide u prirodu, podno drevnoga gradića Motovuna, u Motovunsku šumu. Upoznat ćete na jednom mjestu povijest Istre, običaje Istrana, a sudjelovat ćete i u branju tartufa u društvu iskusnih tartufara i njihovih posebno uvježbanih pasa. Nakon potrage za tartufima kušat ćete lokalne specijalitete, a moći ćete i kupiti neke autohtone proizvode ili proizvode od tartufa.

Nakon branja, razgledat ćete Motovun s brojnim zanimljivim arhitektonskim elementima, gradskim vratima, bedemima, starom gradskom palačom, crkvom na vrhu grada s čijeg ćete zvonika razgledati cijelu okolicu. Navečer, po povratku, ponovo će vas vaši gastro učitelji uputiti u neke gastro tajne i vještine, a tijekom večeri bit će zanimljivo naučiti koja vina sljubiti s određenim jelima od tartufa.

U nedjelju vas čeka razgledavanje Rovinja i posjet brojnim umjetničkim galerijama u staroj gradskoj jezgri. Potom će vas brod odvesti na kratku vožnju do otoka Sv. Andrija gdje ćete uživati u degustaciji vrhunskih istarskih maslinovih ulja. Tijekom ručka u ambijentu nekadašnjeg benediktinskog samostana svim će sudionicima biti uručene diplome "Maistrine gastro škole", prigodni gastro pokloni i knjiga recepata majstora Viljama Cveka.



The event starts on Friday, with meeting Viljam Cvek and Maistra's Gastro Team with a welcoming drink. They will introduce you briefly to the schedule and truffles as the main object of your three-day practice of gastronomy. On the first evening, you will learn about cleaning truffles and preparing dishes with truffles. Of course, some of those dishes you will be able to taste during dinner.

On Saturday, you will go out into the wild, just under the ancient town of Motovun, in Motovun's forest. So, you will become acquainted with the history of Istria and the customs of the Istrian people all in one place, while you also participate in picking truffles accompanied by experienced truffle pickers and their specially trained dogs. After the search for truffles, you will taste local specialties, and you will also be able to buy some local products or products made of truffles.

After picking, you will visit Motovun with its numerous interesting architectural elements, town gates, walls, old town palaces, and the church on the top of the town from the bell tower of which we can see the entire surrounding area. In the evening, after you come back, your gastro teachers will again show you some other gastro secrets and skills, and during the evening you will learn how to combine certain, interesting sorts of wine with certain truffle dishes.

On Sunday you will see Rovinj and visit numerous art galleries in the old city center. Then you will go for a short boat ride to the island of Sv. Andrija (St. Andrew) where you will enjoy tasting excellent Istrian olive oils. During lunch near the former Benedictine monastery all the participants will receive their diplomas from Maistra's Gastro School, suitable gastro gifts and a recipe book by the master Viljam Cvek.





## Riba

Protokol održavanja škole isti je kao i kod tartufa. Nakon predstavljanja i pića dobrodošlice, nastavit će se kušanjem vrhunskih maslinovih ulja i razgovorom s njihovim proizvođačima. Nakon toga slijedi upoznavanje s ribljim jelima Istre, posebnostima i značajkama.

U subotu vas čeka pravi ribolov ribarskim brodom. Nakon ulova sortirat ćete ribu i kušati je s grila koji se priprema na brodu. Sve je začinjeno pjevanjem poznatih pjesama rovinjskih ribara.

Nakon cijelog dana provedenog na moru ispred Rovinja, slijedi zasluženi kratki odmor u hotelu. U nastavku stoji spravljanje jela za večeru i odabir, sljubljivanje vina uz svako od ponuđenih jela. Upravo ovdje će biti ostvarena poznata mediteranska izreka koja kaže da riba mora plivati najprije u moru, zatim u ulju i na kraju u vinu.

Nedjeljni program donosi razgled Rovinja, posjet galerijama i Muzeju batane, autohtone rovinjske brodice. Članovi Udruge batana potom će vas njihovim brodicama na vesla iz rovinjske luke odvesti u tipičnu rovinjsku konobu "spacio" gdje su se nekada okupljali rovinjski ribari i težaci. Tu program završava zajedničkim ručkom, podjelom diploma, poklona i knjige recepata.

## Aromatično bilje

Nakon što se upoznate u petak poslijepodne s vašim domaćinima, slijedi kratka prezentacija aromatičnog i ljekovitog bilja Istre. Upravo tim biljem Istra je iznimno bogata. Potom slijedi zajednička priprema autohtonih jela uz uporabu začinskog i aromatičnog bilja.

## Fish

The protocol of the school is the same as with truffles. After the meeting and a welcoming drink, you will continue the olive oil tasting and conversations with manufacturers, followed by acquainting yourself with Istrian fish dishes, their particularities and characteristics.

On Saturday, you will go on a fishing trip aboard a real fishing boat. After fishing, you will sort the fish and try grilled fish prepared on the boat. It will all be spiced up with famous songs by Rovinj's fishermen.

The entire day spent at sea around Rovinj will be followed by a well-deserved short break at the hotel. And then on with the preparation of food for dinner and the selection, combination of wines to go with every offered dish. There is an interesting story drawing on the famous Mediterranean proverb which says that a fish must first swim in the sea, then in oil, and then finally in wine.

The Sunday schedule consists of a tour of Rovinj, visits to their galleries, and to the Museum of the Batana Boat, which is the autochthon boat of Rovinj. Afterwards, the members of the Batana association will take you on their vesseled boats from the port of Rovinj to a classic tavern in Rovinj called "spacio" where fishermen and countrymen once gathered. The entire program ends here, with a group lunch and passing out diplomas, gifts and recipe books.

## Aromatic Herbs

After meeting your hosts on Friday afternoon, there will be a short presentation about the aromatic and medicinal herbs of Istria. Istria



U subotu nakon doručka odlazi se na izlet u obližnje mjesto Sv. Petar u šumi u kojem ćete posjetiti samostan Pavlina koji su bili poznati upravo po uzgoju ljekovitih trava za svoje farmaceutske pripravke. Nakon samostana, odlazi se u branje samoniklog jestivog bilja u obližnjim šumama. Nakon branja slijedi okupljanje na seoskom imanju na kojem se proizvodi aromatično bilje. Oslobođeni stresa i detoksificirani, možete se posvetiti razgovoru s vašim domaćinima koji će vas uputiti u sve tajne pripreme autohtonih jela s aromatičnim mediteranskim biljkama i receptima koji sežu daleko u povijest. Kušat ćete zanimljiv ručak i piti čaj od ljekovitog bilja.

Navečer, ponovo slijedi okupljanje u kulinarskoj školi, pripremanje jela od divljeg i aromatičnog bilja, ali i kušanje vrlo zanimljivih paleta istarskih rakija, te ćete saznati ponešto o tome kako se one proizvode. U nedjelju još jedno ugodno iznenađenje. Terenskim automobilima posjetiti ćete prethistorijsko naselje Monkodonjo u okolici Rovinja. Tu ćete saznati kako su se proizvodili prethistorijski alati i što se i kako pripremalo za jelo. Naravno da ćete i kušati neka od tih jela na zajedničkom ručku i u veseloj i opuštenoj atmosferi primiti naše diplome, poklone aromatičnog bilja i naravno – knjigu recepata. "Maistrina gastro škola" vrhunski je doživljaj, vikend ispunjen zanimljivim sadržajima kroz koje ćete se opustiti, naučiti vještine kojima možete zadiviti vaše prijatelje, upoznati zanimljive ljude, običaje i biti bogatiji za izvanredno iskustvo. Vrijedi probati.



is extremely rich in such herbs. This will be followed by a joint preparation of autochthonous dishes with the use of spices and aromatic herbs.

On Saturday after breakfast, you will go on an excursion to the nearby town of Sveti Petar u Šumi, where you will visit the Paulist's monastery, who were famous for growing medicinal herbs for their pharmaceutical preparations. After the monastery, you will pick wild edible herbs in the nearby forests. After picking, you will all gather on the farm which produces aromatic herbs. Stress-free and detoxified, you can talk to your hosts who will show you the secrets of preparing autochthonous food with aromatic Mediterranean plants – the recipes which go far back into the past. You will then have an interesting lunch and drink herbal tea.

In the evening, you will again gather in the culinary school, and once again prepare food with wild and aromatic herbs, but you will also try an interesting range of Istrian brandies and find out a thing or two about their production. On Sunday, another pleasant surprise. You will go with off-roaders to the prehistoric settlement of Monkodonjo in the area of Rovinj. There you will find out about the production of pre-historical tools, the food and its preparation. Of course, you will try some of those dishes for your lunch and in a relaxed and pleasant atmosphere receive your diplomas, gifts of aromatic herbs and of course – the recipe book. Maistra's Gastro School is a first-class event, a weekend filled with interesting experiences through which you can relax, learn some skills which will impress your friends, meet interesting people and their customs and be enriched with an extraordinary experience. Worth a try!

Grisia: 43. velika izložba na otvorenome, kolovoz 2010.

Grisia: the 43rd main open-air exhibition, August 2010



## Doživljaj umjetnosti

### The Experience of Art

Boja! Razigrana, mediteranski bistra i prpošna, gusta, punoga intenziteta, bez srama naglašena... Boja je jedna od glavnih značajki Rovinja koji se ne plaši svoje zgrade odjenuti u snažno crvenu, žutu, mediteranski sveprisutnu plavu... Boja što nam nesvjesno "podvaljuje" dobro raspoloženje. Rovinj je sav u boji, okupan suncem u jutarnjim buđenjima ili zavijen purpustom najljepših zalazaka na Jadranu. I nota rovinjske pjesme pretvara se u boju gradske ulice...

Color! Exuberant, Mediterranean clear and pert, thick, in full intensity, emphasized without shame... Color is one of the main characteristics of Rovinj, the town that does not fear dressing its buildings in energetic red, yellow or Mediterranean omnipresent blue... Color subconsciously puts us in a good mood. Rovinj is completely colored, sunbathed in the morning awakenings or wrapped up in crimson by the most beautiful sunsets found along the Adriatic. And a note of a Rovinj song turns into the color of a town's street...



A onda se jednom u godini, u najživljem od svih mjeseci, boja razlije, razleprša, razbukti u jednoj od najljepših rovinjskih ulica – Grisiji. I kao što cijela ulica stremlje prema vrhu rovinjske akropole, tako i boja poleti zrakom i dotakne svakoga tko se približi...

Veličanstveni festival boje, oblika, vizije, ideje pretvara se u najveću hrvatsku izložbu na otvorenom, punu atmosfere i opuštenu uživanja u lijepome. Grisija je postala sinonim za likovno događanje na otvorenom. Spomenuti njezino ime, znači predložiti stotine umjetnika sa svojim radovima od kojih mnogi nastaju upravo tog trenutka, tisuće posjetitelja što obilaze izložke na klupama, na kamenu podu ulice, na kamenim zidovima, na štafelajima te svim vrstama priručnih pomagala i podmetača... Spomenuti Grisiju znači osjetiti u zraku onu kolektivnu ekstazu, stopiti se u jednom dahu s iskonskim duhom Mediterana gdje se život oduvijek u svoj njegovoj punoći zbivao na ulici, bio dio javnoga... Grisija je Mediteran u intenzivnom umjetničkom izdanju...

### Magija spontane umjetnosti

Svake godine, od 1967., druge nedjelje u kolovozu u Grisiju dođu umjetnici. Akademski slikari, kipari, dizajneri primijenjene umjetnosti, nadareni amateri, profesionalci i oni koji to nisu – demokratski u punoj slobodi, okupljaju se već u sedam ujutro i izlažu svoja djela. Jedina obveza – svaki autor mora biti uz svoja djela. Umjetnost, primijenjena umjetnost, rukotvorina... do 250 izlagača, tisuće izložaka i desetci tisuća posjetitelja – sve u jednom danu na jednom mjestu u jednom jedinstvenom ushitu ljepote i umjetnosti što nadilje njezina staroga, a opet tako mladoga Rovinja.

Performerer svih smjerova, slikari klasične tehnike do najavangardnijih ideja, svi na jednom mjestu u slavljenju umjetnosti.

Grisija je veličanstvena u svojoj jednostavnosti, spontanosti, (sve je i počelo spontanom okupljanjem), nepretencioznosti kojom osvaja i iz koje se iznjedruju vrhunski rezultati. Nakon cijeloga dana izlaganja, druženja, priče pa i trgovine, zašto ne, predvečer, u rovinjskom sutonu oglasi se žiri i proglasi najbolje. Simboličnim nagradama pršutom i sirom počaste se potom mnogi.

And then, once a year, during the liveliest of all months, the color spills, flutters and stirs up in one of the most beautiful streets of Rovinj – Grisija. Just like the whole street pursues the top of the acropolis in Rovinj, the color flies up in the air and touches everybody that approaches it...

A magnificent festival of color, shape, vision and ideas turns into the largest Croatian open-air exhibition, full of atmosphere and relaxed in the enjoyment of beauty. Grisija has become the synonym for open-air visual arts events. Mentioning “Grisia” means visualizing hundreds of artists with their works, many of which establish themselves that very moment, thousands of visitors who observe the exhibits placed on benches, on the cobbled stone street, on the stone walls, on easels and all kinds of manual tools and pads... Mentioning “Grisia” means feeling the collective sense of ecstasy in the air, in one breath merging with the primordial spirit of the Mediterranean where life in its fullness has always happened in the street, being a part of society... Grisija is the intense artistic edition of the Mediterranean.

### The Magic of Spontaneous Art

Every year, held on the second Sunday in August, since 1967, artists have come to Grisija. Academic painters, sculptors, designers of applied arts, gifted amateurs, professionals and those who are not – democratically, fully free, all gather at 7 a.m. and exhibit their works. The only obligation – every author has to remain by his or her works. Art, applied art, artifacts... up to 250 exhibitors, thousands of exhibits and tens of thousands of visitors – all in one day in one place in the unique rapture of beauty and art that inflates the bosom of old, but still young Rovinj.

Performers of all styles, painters of the classical technique, to the most avant-garde ideas; they all unite in one place celebrating art.

Grisija is magnificent in its simplicity, spontaneity (it all started with a spontaneous gathering), unpretentiousness that enchants and that provides excellent results. After a whole day of exhibiting, socializing, talking and trading, why not, in the evening, in the Rovinj sunset, the jury votes for the best. After that, many are treated to symbolic awards, smoked ham and cheese.



Ove će godine Grisija 43. put svojom magijom začarati Rovinj i njegove goste. A skrivene konce iza scene držat će u rukama Dario Sošić, viši kustos Zavičajnoga muzeja grada Rovinja, koji Grisiju vodi 28 godina. “Sve te godine”, kaže nam Sošić, “pitanje je bilo treba li napraviti prethodnu selekciju i svake je godine odgovor isti – spontano događanje umjetnosti treba ostati spontano – dolazak mnogo ljudi prednost je, ne mana Grisije.”

Rekli su o ovom festivalu umjetnosti mnoge mudrosti povjesničari umjetnosti, kritičari, novinari, sociolozi... I svi su bili blizu, ali točnoga odgovora što je zapravo Grisija, nitko još nije u potpunosti dokučio. Jer, zapravo, to je i nemoguće. Grisiju ne treba shvatiti, pa čak ni pretjerano razumjeti – Grisiju treba doživjeti, jer jedino se tako može spoznati njezina punoća. Grisija je doživljaj.

This year Grisija will, for the 43rd time in succession, enchant Rovinj and its guests with its magic. And the hidden strings behind the scenes will be pulled by Dario Šošić, the senior curator of the County Museum of Rovinj, who has been managing Grisija for 28 years. After all these years, Šošić says, the question remains the same, if there should be a previous selection of works, but every year the answer is the same – a spontaneous art event should remain spontaneous – the arrival of many people is an advantage rather than a drawback of Grisija.

Art historians, critics, journalists, sociologists... they all spoken wise words about this festival. And they were all close, but there still hasn't been a precise answer to the question; What really is Grisija? In fact, it is impossible to find an answer. Grisija is not meant to be understood – it is meant to be experienced because it is the only way of realizing its completeness. Grisija is an experience.

Vrsar: Montraker Live Music Festival 2010.

# Rimski kamenolom pun glazbe

## A Roman Stone-Pit Full of Music



Mali primorski, istarski gradić već je godinama omiljena destinacija sve većem broju turista, što i ne čudi s obzirom na to da su kulturno-zabavni sadržaji grada iz godine u godinu sve brojniji, ali i kvalitetniji. Jedna od takvih vrsarskih atrakcija postao je i Montraker Festival koji se ove godine održava drugi put na prostoru javne plaže, vrsarske zone zabave i rekreacije – Montraker, iznimno atraktivnom dijelu zapadne obale Istre.

Festival koji se održava na idealnom koncertnom prostoru, na samom ulazu u kamenolom Montraker, već je u svom prvom izdanju privukao mnogo veći broj posjetitelja od očekivanog. U tri dana srpnja nastupili su renomirani domaći i strani glazbenici jazz, etno, blues i gospel glazbenog izričaja. Organizirano je ukupno 6 koncerata (svaki dan po dva), i to po receptu – najprije nešto mirnija, akustična glazba, da bi potom atmosferu dodatno zagrijali nešto energičniji,

Vrsar, a small Istrian town, has been the favorite destination among a growing number of tourists, which is not surprising considering the fact that the cultural and entertainment attraction of the town has been growing in quantity and in quality from one year to the next. One of Vrsar's such attractions is the Montraker Festival which is being held for the second time on a public beach, in the Vrsar zone for entertainment and recreation – Montraker, an exceptionally attractive part on the west coast of Istria.

The festival that takes place in a perfect concert space, at the very entrance to the stone-pit Montraker, had attracted a much stronger number of visitors than expected, the first time it was organized. During three days in July, there were performances of recognized Croatian musicians as well as foreign jazz, ethno, blues and gospel performers. 6 concerts were organized (2 per day) following the

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 Detalje o programu i zbivanjima na festivalu najbolje ćete pratiti na [www.montrakerlive.com](http://www.montrakerlive.com) pa ćete, uostalom, i sami, kako tvrde organizatori, moći vidjeti po čemu se to Montraker razlikuje od ostalih festivala.

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 To keep up-to-date with the program and the festival events, visit: [www.montrakerlive.com](http://www.montrakerlive.com) and see for yourself what distinguishes, as the organizers claim, Montraker from other festivals.



jači i električni ritmovi. Izgleda da se takav koncept iznimno dopao mnogobrojnoj publici pa se svakog dana tražilo mjesto više. Koncert su otvorili pulsko-zagrebački tandem Tamara Obrovac – Matija Dedić, a nakon toga nastupili su vrhunski talijanski gitaristi različitih stilskih odrednica, okupljeni u all-stars skupini Guitarland, a čijim su umijećem i bogatstvom melodijskih i ritmičkih oblika posjetitelji bili oduševljeni.

### 2010. – ritmovi Kube, blues i “sav taj jazz”

Ovim događajem organizatori – Općina Vrsar i Turistička zajednica općine Vrsar uspjeli su u nakani da uspješno promoviraju Vrsar, a naročito područje Montrakera kao turističku destinaciju okrenutu uživanju u blagodatima ljeta, kupanju i sunčanju, ali i kulturi, zabavi i rekreaciji. “Ovaj glazbeni događaj, uz to što obogaćuje kulturno-

intended recipe – at first, more peaceful, acoustic music, only to additionally heat up the atmosphere with somewhat more energetic, more powerful, electronic rhythms. It seems that the huge audience absorbed this concept to the extent that the festival was filled to capacity every day. The concert was opened by Tamara Obrovac and Matija Dedić, from Pula and Zagreb. They were followed by excellent Italian guitarists, playing a range of different styles, gathered in the all-stars band “guitarland”, which fired up the visitors with their talent and richness of melodic and rhythmic forms.

### 2010 - Cuban Rhythm, Blues and “All That Jazz”

With this event, the organizers, the Municipality of Vrsar and the Tourist Board of Vrsar, succeeded in their intention to promote Vrsar, especially Montraker, as a tourist destination associated not only with



zabavnu ponudu tijekom sezone, ujedno je i prilika da što više ljudi dozna za lokaciju Montrakera koji je pravi biser vrsarske obale“, objašnjava Marin Grgeta, organizacijski direktor festivala.

A što reći o Montrakeru 2010? “Svi ljubitelji jazza definitivno bi trebali u razdoblju od 21. do 23. srpnja posjetiti Vrsar jer će imati prigodu provjeriti što se događa na kubanskoj sceni, bluesa će biti u izobilju i bit će žestok, a početak će biti rezerviran za “njegovo visočanstvo”, naravno, jazz, poručuje Svetozar Rackov, umjetnički direktor festivala.

enjoying the summer, sunbathing and swimming, but equally, with culture, entertainment and recreation. “This musical event enriches the cultural and entertainment attraction in high-season and, at the same time, it is a chance to make more people familiar with the location of Montraker, which is a true pearl of the Vrsar coast”, Marin Grgeta, the organization director of the festival, explains.

What can be said about Montraker 2010? “All jazz fans should undoubtedly visit Vrsar between July 21 and July 23 as they will have a chance to hear what is happening on the Cuban scene. It will be intense with a lot of blues with the beginning reserved for “its highness”, of course, jazz”, Svetozar Rackov, the art director of the festival, informs us.

Virgin Galactic:  
projekt svemirskog turizma

Virgin Galactic:  
Space Tourism Project

## Mali korak za čovječanstvo, velik za običnog turista

A Small Step for Human Kind, But a Giant Leap For the Regular Tourist



Ako vam je dosta mora i planina, aktivnog i pasivnoga godišnjeg odmora, a jedni ste od onih koji su oduvijek sanjali da će jednoga dana istraživati svemir, baš onako kako to rade u SF filmovima, evo nečega što bi vas moglo zaintrigirati. Letovi u svemir najprije su bili rezervirani samo za astronaute, pa onda za multimilijardere, a ubrzo bi mogli biti dostupni svima koji uspiju odvojiti "sitnih" milijun kuna za svemirsku avanturu. Kažemo "sitnih" jer je to ravno 100 puta manje nego li je dosad bilo potrebno izdvojiti za uživanje u svemirskim puteštvijama.

A tko bi se sjetio otvoriti prvu svjetsku svemirsku turističku agenciju, nego onaj hiperaktivni britanski svestrani poduzetnik kojeg svi znamo – Richard Branson, jedan od najvećih poslovnih vizionara današnjice s nepresušnim vrelom svakojakih ideja. Jedna od takvih, isprva luckastih zamisli, jest da svatko može za 200.000 dolara otputovati u visine do 100 kilometara od Zemlje, tamo provesti 2,5 sata, a od toga oko četiri minute u bestežinskom stanju.

### Ubrzo letimo!

Ideja je počela poprimati realne konture kada je Sir Branson 2004. godine u sklopu svoje Virgin grupe osnovao i Virgin Galactic – kompaniju koja je potkraj prošle godine objavila da 2010. godine započinju eksperimentalni, a 2011. komercijalni letovi u svemir. Sve je počelo još 1996. kada je raspisana nagrada u iznosu od 10 milijuna dolara za projekt koji će omogućiti komercijalne letove u svemir. A 2004. godine nagradu osvaja, pogađate, Virginov svemirski brod SpaceShipOne, koji je dostigao visinu od 110 kilometara. Na temelju iskustava s prvom letjelicom, usavršava se SpaceShipTwo koji će do orbite ponijeti šest putnika i dvoje pilota. Trenutačno su spremne dvije letjelice za prijevoz svemirskih putnika. Glavna

If you are tired of the sea and the mountains, active and passive holidays, and you are one of those people who have always dreamed of exploring the universe one day, just like they do in Sci-Fi movies, here is something that might just interest you. Space flights were initially reserved only for the astronauts, then for the multimillionaires, and very soon they may be available to everyone who can set aside a "measly" 140.000 euros for a space flight adventure. We say measly because it is precisely 100 times less than it has been so far, necessary for space travel enjoyment.

And who would think of opening the first space tourist agency in the world than the hyperactive British versatile entrepreneur we all know so well – Sir Richard Branson, one of the greatest business visionaries of our time with an inexhaustible source of ideas. One of which, though at first glance may seem ridiculous, is that anyone, for 200,000 dollars can travel up to 100 km above the Earth, spending a total of two and a half hours in space, four minutes of which in weightlessness.

### Flying Soon!

The idea started to become a reality in 2004 when Branson founded Virgin Galactic within his Virgin Group – a company which announced at the end of the last year that it would start with experimental space travel in 2010, while commercial space travel would be launched in 2011. It all began in 1996 when a 10 million dollar prize was offered for a project that would enable commercial travel into space. In 2004 the award went to, as you could probably guess – Virgin space ship SpaceShipOne, which reached the height of 110 kilometers. Based on the experience with the first space ship, they are in the process of developing SpaceShipTwo which will boost six





Izgradnja letjelice / The construction of the aircraft

zračna luka Virgin Galactica nalazi se u New Mexico, a u planu je izgradnja još dvije: u Škotskoj, te u švedskom gradu Kiruni koja bi cijeloj avanturi donijela još jednu atraktivnost – promatranje polarne svjetlosti.

Iako Bransona mnogi stručnjaci i bivši astronauti podupiru, ipak je puno veći broj onih koji ga kritiziraju i to zbog sigurnosnih razloga. Naime, profesionalni astronauti prolaze zahtjevnu vojnu obuku i duge pripreme, dok Virgin obuka traje samo 3 dana. No, stručnjaci koji su dizajnirali Virgin letjelice, čvrsto stoje iza stajališta da se putovanje njihovim svemirskim letjelicama ne razlikuje previše od putovanja vlakom ili zrakoplovom te da ga je u stanju podnijeti svaka osoba koja nema neki ozbiljniji zdravstveni problem.

passengers and two pilots into the orbit. Currently, two space ships are ready to be launched, with space travelers aboard. The main Virgin Galactica launch area is situated in New Mexico, and a further two are going to be built: in Scotland and in the Swedish city of Kiruni, which would add another attraction to the whole adventure owing to the possibility of the view of aurora borealis.

Although Branson has the support of many experts and ex-astronauts, there are still a large number of skeptics who show criticism due to safety reasons. Specifically, professional astronauts must go endure demanding military training and extensive preparation, while Virgin training lasts only 3 days. However, the experts who designed Virgin space ships stand firmly behind their opinion that traveling in their space ships is no different than traveling by train or plane, and that any person who does not have a serious health problem would be able to bear it.

*Uz Virgin Galactic na svijetu postoji još samo jedna kompanija (Space Adventures Ltd.), sa sjedištem u SAD-u i uredom u Moskvi, koja omogućuje ostvarivanje lunarnih misija za svakoga tko je voljan platiti 100 milijuna dolara. Možda ipak preveliki korak za čovjeka, osobito za malog, običnog čovjeka. No, Amerikanac Dennis Tito izdvojio je taj iznos te tako postao prvi svemirski turista koji je u travnju 2001. osam dana svoga godišnjeg odmora proveo ni manje ni više nego u Međunarodnoj svemirskoj postaji.*

### Hrvatska agencija za svemirski turizam

A ono što bi nama moglo biti zanimljivo, jest da je nakon potpisivanja ugovora s Virgin Galacticom, u travnju ove godine, Ulix d.o.o. iz Zagreba postala prva i jedina hrvatska agencija koja nudi svemirske letove. Akreditirani svemirski agenti Anđelko Čalušić i Slaven Bonković nazočili su i predstavljanju svemirskog broda SpaceShip Enterprise u kalifornijskoj pustinji Mojave. Jedini Hrvat koji se do sada predbilježio za pohod u svemir je splitski poduzetnik Juroslav Buljubašić. On je potpisao ugovor izravno s Virgin Galacticom te tako započeo ostvarenje svog dugogodišnjeg sna koji bi se trebao ostvariti do kraja 2012. godine. A imate li i vi slične snove te, naravno, nešto novčića sa strane, svoje mjesto u letjelici možete već sada rezervirati na: [www.ulixtravel.com](http://www.ulixtravel.com) ili direktno na: [www.virgingalactic.com](http://www.virgingalactic.com).

*Besides Virgin Galactica, there is only one other company in the world (Space Adventures Ltd.) with headquarters in New York and an office in Moscow, which enables the realization of lunar missions for anyone willing to pay 100 million dollars. It might be too much of a large a step for a man, especially the little man. However, the American Dennis Tito set this amount aside and thus became the first space tourist who spent no less than eight days of his holiday in April 2001 at the International Space Station.*

### Croatian Agency For Space Tourism

An interesting fact is that after signing the contract with Virgin Galactica in April this year, Ulix Ltd. from Zagreb became the first and the only Croatian agency to offer space travel. Accredited space agents Anđelko Čalušić and Slaven Bonković were present at the presentation of the spacecraft SpaceShip Enterprise in the Californian Mojave desert. The one and only Croat to sign up for space travel so far is an entrepreneur from Split Juroslav Buljubašić who signed on the dotted line directly with Virgin Galactica and thus started to fulfill his age-long dream which should become a reality by the end of 2012. And if you happen to have similar dreams, and of course a little money set aside, you can already book your seat in a space ship at [www.ulixtravel.com](http://www.ulixtravel.com) or directly at [www.virgingalactic.com](http://www.virgingalactic.com).



Prvi probni let uspješno je izveden 22. ožujka, a trajao je 2 sata i 54 minute dosegavši visinu od 13.716 metara  
The first test flight was done on March 22 – it lasted for two hours and 54 minutes and reached the height of 13,716 meters

Arhitektonska baština u Europi je odavno našla novu namjenu, u Hrvatskoj tek čeka novi život

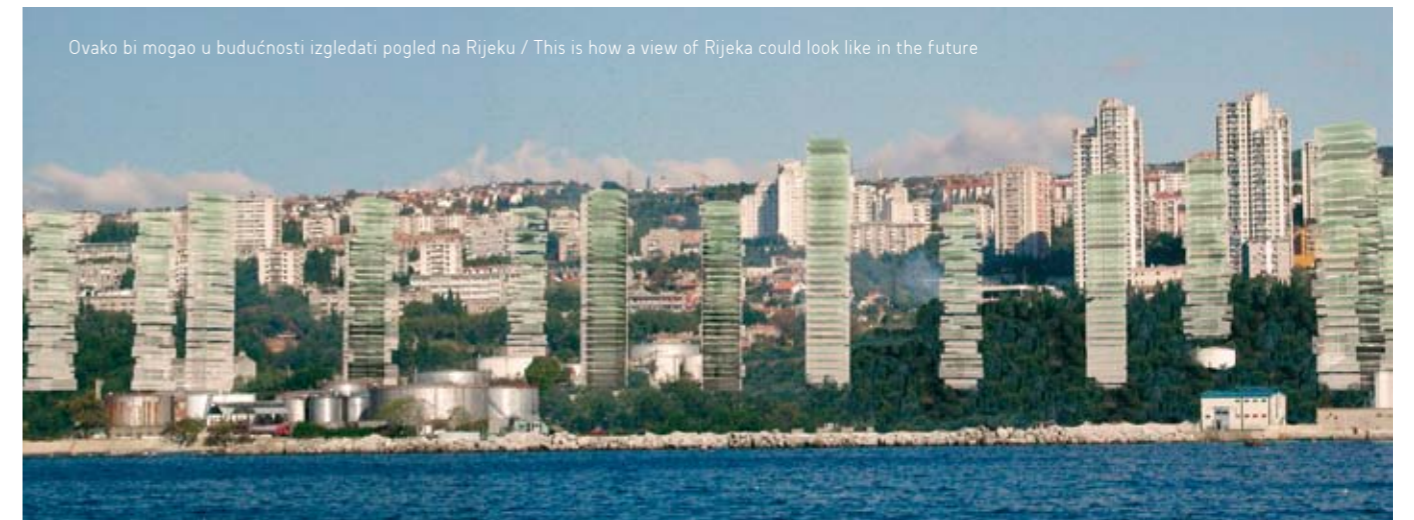
Architectural heritage in Europe found its purpose a long time ago, while in Croatia it is still waiting for a new life

# Novi život svjedoka prošlosti

## A New Life Is a Witness of the Past



Tate Modern, London



Ovako bi mogao u budućnosti izgledati pogled na Rijeku / This is how a view of Rijeka could look like in the future

U postindustrijsko doba prerađuje se voda, energija, papir ili plastika. Prerađuju se i zgrade. Primjera je bezbroj jer je mijenjanje funkcija arhitektonskih zdanja kroz povijest jedino nepromjenjivo.

In the post-industrial era, water, energy, paper and plastics are being recycled. So are buildings. There are numerous examples, because the change in the functions of architectural edifices is the only thing that has not changed through history.

U Hrvatskoj je prenamjena baštine industrijske arhitekture, kao i u većini tranzicijskih zemalja, tek na početku. U zapadnoj Europi takvi su procesi već gotovo završeni.

In Croatia the conversion of our industrial architectural heritage, just like in most 'transitional' countries, is just starting. In western Europe such processes are almost over.

„Vjerojatno najznačajniji i najimpresivniji primjer jest prenamjena bivše termoelektrane Bankside nasuprot Londona u muzej moderne i suvremene umjetnosti Tate Modern, rad švicarskih arhitekata Herzoga i de Meurona. Nadam se da će i grad Rijeka dobiti svoj pandan toj izvanrednoj kombinaciji tradicionalnog i novog u budućem prostoru riječkog MMSU-a u „T-zgradi“ u sklopu kompleksa „Rikard Benčić“, projektu arhitekata Saše Randića i Idisa Turata“, kaže poznati teoretičar arhitekture Maroje Mrduljaš.

“Probably the most significant and the most impressive example is the conversion of the former thermal electric power plant Bankside in London into the museum of modern and contemporary art, the Tate Modern, the work of Swiss architects Herzog and de Meuron. I hope that city of Rijeka will get its counterpart to this extraordinary combination of traditional and new in the new future site of Rijeka’s Museum of Modern and Contemporary Art, the “T-building”, within the ex factory Rikard Benčić complex, as a result of the project by architects Saša Randić and Idis Turato”, as the famous theoretician of architecture Maroje Mrduljaš, has said.

Rijeka u Hrvatskoj prednjači po broju arhitektonski vrijednih, uglavnom napuštenih, industrijskih kompleksa i objekata. Od kompleksa bivše Tvornice papira (popularna „Hartera“), kompleksa tvornice „Torpedo“ i torpedne lansirne rampe do lučkih skladišta i željezničke remize. Zagreb ima, spomenimo, kompleks nekadašnjeg Paromlina i bivšu Gradsku klaonicu kao jedne od najatraktivnijih i najkvalitetnijih gradskih prostora.

In Croatia city of Rijeka is at the forefront according to the number of architecturally valuable, mostly abandoned industrial complexes and buildings, from the former Paper Mill complex, the Torpedo factory complex and torpedo launch ramp, to port warehouses and the railway depot. Just by way of a mention, Zagreb has the former Paromlin complex, and the

.....  
 Prostor stare tvornice duhana u Rovinju je odličan primjer prenamjene industrijskog prostora – nekadašnja tvornica je danas mjesto gdje se nalazi galerija Adris i gdje se održavaju prestižne konferencije i skupovi – WinDays, Weekend Media Festival, Licensing Factory...

.....  
 The location of the old tobacco factory in Rovinj is an excellent example of the conversion of industrial space – the former factory is now a place where the Adris Gallery is situated and where there are organized some of the most prestigious conferences and events – WinDays, Weekend Media Festival, Licensing Factory...



Arsenal u Zadru / The Arsenal in Zadar

### Hrvatski primjeri

Svi su ti prostori u velikoj mjeri u opasnosti od potpunog uništenja. Baština je to koja čeka svoje baštinike.

„U Hrvatskoj ima nekoliko pojedinačnih primjera korektno prenamjene industrijske arhitekture poput Arsenala u Zadru arhitekta Ante Androvića ili manje vidljivog, ali ipak zanimljivog uključivanja postojećeg industrijskog objekta u kompleks Centra Kaptol u Zagrebu. Valja podsjetiti da je i bivši kompleks Kožare u Medvedgradskoj ulici u Zagrebu još 1940. primio kolekciju Gipsoteke nastalu na inicijativu Antuna Bauera koja je danas Gliptoteka HAZU sa stalnim postavom više zbirki, prostorima za povremene izložbe i radionicama. Taj kompleks je s kulturnog i urbanističkog aspekta zasigurno najznačajnija prenamjena jer je upravo u svojoj koncepciji idealna intervencija: sačuvan je čitav industrijski kompleks u središtu Zagreba koji je namijenjen kulturnim sadržajima”, ističe Mrduljaš.

### Sadržaj - ključ oživljavanja

Preobražaji i regeneracija industrijske arhitektonske baštine uglavnom smještene unutar urbanog prostora, kao što je to slučaj i kod Rijeke i kod Zagreba, izniman

former City Meat Packaging Plant as one of the most attractive city spaces.

### Croatian Examples

All these sites are in great danger of being totally ruined. This heritage is waiting for its heirs.

“There are a few individual examples of good conversion of industrial architecture in Croatia, such as the Arsenal in Zadar, by the architect Ante Andrović or the less obvious, but still interesting integration of the existing industrial building into the Kaptol Center complex in Zagreb. It should be mentioned that as early as 1940 the former Leather-Works complex in Medvedgradska Street in Zagreb received the Plaster-Cast Gallery collection on the initiative of Antun Bauer, and nowadays exists as the Museum of Sculpture of the Croatian Academy of Arts and Sciences, with a permanent exhibition of many collections, as well as areas for occasional exhibitions and workshops. From the point of view of cultural and urban development, this complex is certainly the most significant conversion, because it represents an ideal intervention in conception; the entire industrial complex in the center of Zagreb, intended for cultural programs, has been preserved”, said Mrduljaš.



Prenamjena lučkih skladišta u Rijeci, projekt arhitekata Saše Randića i Idisa Turata  
The conversion of port warehouses in Rijeka, a project by architects Saša Randić and Idis Turato

je potencijal koji razvijena Europa nije prepustila slučaju. “Kriteriji vrednovanja prenamjene su u prvom redu programski gdje je potrebno pažljivo procijeniti koji su sadržaji prikladni za određenu lokaciju i za određenu arhitekturu. Slijede konceptualno-oblikovni kriteriji koji se odnose na kreativna povezivanja izvornog identiteta industrijske arhitekture s novim intervencijama. Nije nužno, a uglavnom niti dobro, štititi postojeće objekte kao potpuno intaktne, ali je važno da se sačuva njihova prepoznatljivost i izvorni karakter”, ističe Mrduljaš.

Arhitekti i teoretičari se slažu kako je izbor sadržaja za velike napuštene komplekse ključan uvjet njihova oživljavanja. Najprimjerenije su kombinacije različitih sadržaja. Bivši je kompleks za proizvodnju ugljena Zeche Zollverein kod njemačkog Essena upisan u popis svjetske baštine UNESCO-a. Danas je to europsko dizajnersko središte s atraktivnim muzejem. Uspješnih prenamjena industrijskog naslijeđa u Europi ima

### Program – the Key to Revival

The conversion and regeneration of an industrial architectural heritage situated mostly within an urban area, as is the case with Rijeka and Zagreb, shows an extraordinary potential, which developed Europe did not just take for granted. “The criteria for the evaluation of the conversion are first of all programmatic, in which case it is necessary to carefully evaluate the kinds of subjects appropriate for a certain location and certain architecture. This is followed by conceptual and forming criteria, referring to a creative connection between the original identity of the industrial architecture and new interventions. It is not necessary, and in most cases it is not good, to preserve existing buildings completely intact, but it is important to keep their recognizability and original character”, said Mrduljaš.

Architects and theoreticians agree that the right choice of plan for the large abandoned sites is the key

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*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.*

mного, u Hrvatskoj malo. Pozitivna je ipak činjenica da je svijest javnosti o nužnosti njezine zaštite kao dijela zajedničkoga europskoga kulturnog identiteta probuđena, barem kad su mladi u pitanju.

U Zagrebu vrlo uspješno djeluje manifestacija “Operacija: grad” u sklopu koje se teoretski raspravlja, ali i praktično djeluje i osvaja napuštene industrijske komplekse, poput bivše tvornice Badel ili klaonice Zagrepčanka te ih se pretvara u nove javne prostore. U Rijeci najjače djeluje udruga “Klub ljubitelja buke” koja se uspješno bori za transformaciju propale tvornice Hartera u novi gradski kvart. Rezultat su glazbeni festival “Hartera”, prijedlog arhitektonskog projekta budućeg “Kulturnog centra Hartera” i više nego uspješna prezentacija Hrvatske na Bijenalu arhitekture u Veneciji.

### Sve vrijedno treba opstati

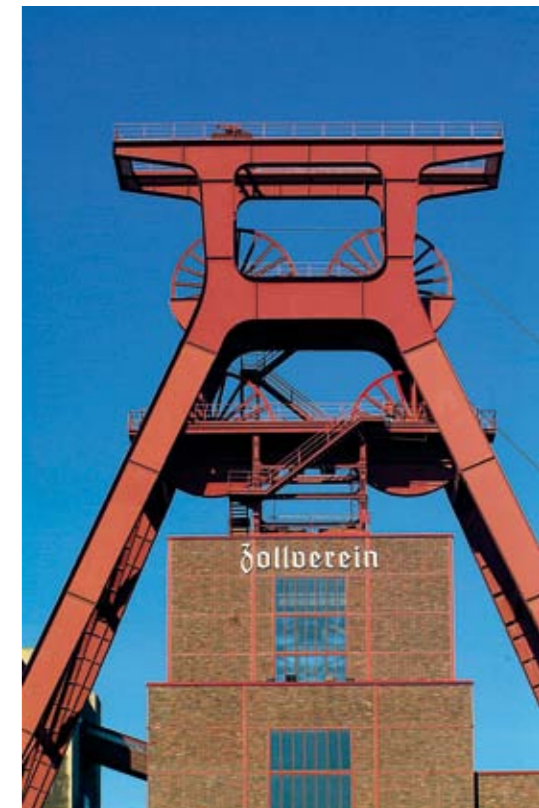
„Danas se u teoriji ističe načelo da ni jedno razdoblje nema pravo poništavati kreativna dostignuća prošlog razdoblja, a pogotovo ne s pozicije ocjenjivanja jesu li estetski stavovi tog ostvarenja jednaki aktualnim shvaćanjima. Jednostavno rečeno, svako umjetničko djelo, kao svjedok svog vremena, ima pravo na opstanak”, riječi su ravnateljice Hrvatskog muzeja arhitekture, arhitektice Dubravke Kisić, koje možda najbolje ističu važnost očuvanja arhitektonskih ostvarenja iz nekih prošlih vremena.

condition for their revival. Combinations of various programs are most appropriate. The former Zeche Zollverein coal production complex at Essen was listed as a world heritage site by UNESCO. Today it is the European designer center and houses an attractive museum. There are many successful conversions of the industrial heritage in Europe, but few in Croatia. The positive side, however, is that public awareness of the necessity for its protection as belonging to a joint European cultural identity has been raised, at least when it comes to the young.

In Zagreb a very successful form of activism is happening: “Operation: City”, within which there are theoretical debates but also practical actions, including the re-conquest of abandoned industrial sites, like the ex-Badel factory or the Zagrepčanka meat-packaging plant, which are turned into new objects. The association “Klub ljubitelja buke” (“Noise Fan Club”) is the most effective in Rijeka, and has been successful in the fight for the transformation of the ruined Hartera factory into a new city area. The results are the “Hartera” music festival, the proposed architectural project for the future “Hartera Cultural Center”, and the more than successful representation of Croatia at the Architectural Biennale in Venice.

### All Things of Value Should Survive

“Today the theory emphasizes the principle that no era has the right to annul the creative achievements of a former era, especially not from the position of evaluating whether the esthetic views of this achievement are equal to current ones. To put it simply, every work of art as a witness of its time has the right to survival”, these are the words of the principal of the Croatian Museum of Architecture, the architect Dubravka Kisić, which pin-point the importance of preserving architectural achievements from past eras.



Bivši kompleks za proizvodnju ugljena kraj Essena danas je europsko dizajnersko središte s atraktivnim muzejem

The former coal production complex at Essen, today is the European designer center with an attractive museum

Mauro Massarotto i njegov projekt “Long Live Startas!”

Mauro Massarotto and his project “Long Live Startas!”

## Oživjele Tenisice Sneakers Brought to Life



Startasice, tenisice koje su postale jedan od simbola jednakosti, dostupnosti i jednostavnosti, koje su se nekada prodavale u više od pet milijuna parova na godinu, već neko vrijeme uživaju u novostečenoj popularnosti. Nakon gotovo dva desetljeća mrtvila, u život ih je odlučio vratiti rovinjski dizajner Mauro Massarotto sa svojim kreativnim studiom Sheriff&Cherry, a kroz projekt “Long Live Startas!”. Startasice, koje su se u svom izvornom obliku pojavile još 1976. i bile namijenjene primarno stolnotenisačima, zahvaljujući redizajnu, danas su simbol neopterećenosti i svojevrsne modne odvažnosti, a njihovi poklonici sada su većinom mladi urbani ljudi s nekonvencionalnim modnim stilom.

Startas sneakers, the sneakers that became one of the symbols of equality, affordability and simplicity, that were once sold at a rate of more than five million pairs a year, have been enjoying newly acquired popularity. After almost two decades of standstill, a designer from Rovinj, Mauro Massarotto, decided to bring them back to life with his creative studio Sheriff & Cherry through the “Long Live Startas!” project Startas sneakers, which appeared in their original form way back in 1976 and were primarily intended for table-tennis players, owing to redesign, are today the symbol of being unburdened and of fashion boldness, with admirers being mostly young urban individuals with an unconventional fashion style.





### Massarotto

Idejni začetnik projekta “Long Live Startas”, ilustrator i dizajner Mauro Massarotto odrastao je ispred trgovine Borovo u rodnom Rovinju. Želja za stvaranjem umjetnosti i očit talent odveli su ga u Firencu gdje je upisao Akademiju za umjetnost i dizajn “Leonetto Cappiello”, a već s dvadeset godina osvojio je prvu značajnu nagradu, onu za vizualni identitet međunarodnih sajmova ručnih radova u Europskoj uniji.

Nakon diplome Massarotto se preselio u svjetsku modnu meku Milano gdje je počeo raditi za mnoge svjetski poznate kuće mode i dizajna. Unatoč velikim uspjesima u Italiji, na poziv draguljarske kuće Alfieri&St.John seli se 2000. godine u Barcelonu u dvije godine radi na njihovoj liniji IF. Istodobno započinje i njegova suradnja s novinama Ab, Neo2, La Vanguardia i Collezioni, ali i s popularnim modnim brendovima “ulične” mode kao što su Reef, Volcom i Bum Trust. Massarotto 2003. godine, nakon nekoliko godina suradnje, postaje kreativni direktor španjolske modne kuće Custo.

### Massarotto

The originator of the “Long Live Startas” project, illustrator and designer Mauro Massarotto, grew up in front of the Borovo shop in his hometown of Rovinj. The wish to create art and the obvious talent lead him to Florence where he enrolled in the Leonetto Cappiello Academy of Art and Design. He was twenty years old when he won his first significant award, the one for visual identity of international fairs of hand-made works in the European Union.

After graduating, Massarotto moved to the world fashion Mecca, Milan, where he started working for many renowned fashion houses and design studios. Despite great success in Italy, at the invitation of the Alfieri & St. John, jewellery house he moved to Barcelona in 2000 and worked on their line IF for period of two years. Simultaneously his cooperation with the newspapers Ab, Neo2, La Vanguardia and Collezioni begins, and equally with the popular fashion brands of “street” fashion, such as Reef, Volcom and Bum Trust. In 2003, after several years of cooperation, Massarotto became the creative director of the Spanish fashion house Custo.

Neposredno prije povratka u Hrvatsku osniva multidisciplinarni kreativni studio Sheriff&Cherry, među čijim klijentima su i Ellesse i Lacoste, te otvara prvi Sheriff&Cherry Concept Store u Rovinju. Nakon povratka, 2006. godine, otvara i trgovine u Zagrebu i Dubrovniku.

### Startasice rasprodane u Londonu

Projekt oživljavanja sportskog branda vukovarske tvornice obuće Borovo, pod imenom “Long Live Startas”, Massarotto je započeo sredinom 2007. godine, dvadeset godina nakon Univerzijade čiji je službeni sponzor bio Startas. Redizajnirane, premijerno su predstavljene u proljeće sljedeće godine na svjetskom sajmu muške mode Pitti Imagine Uomo u Firenzi i od tada šire svoje otiske i filozofiju po cijelom svijetu.

Nalaze se u izlozima trgovina čak u Japanu, Italiji, Španjolskoj, Njemačkoj, Francuskoj i SAD-u, a osobito zadovoljstvo Massarotto nalazi u činjenici kako su u Londonu rasprodane u samo dva tjedna.

Uz komercijalni uspjeh, projekt je hvaljen i od strane struke te je nagrađen Grand Prixom Hrvatskog dizajnerskog društva u sklopu Izložbe hrvatskog dizajna 07/08 gdje su istaknuti optimizam, pristupačnost, autentičnost i komercijalna samoodrživost projekta u kojem je dizajner inteligentno prepoznao tradiciju domaćeg dizajna, ali i lokalni kontekst.

### Tenisice za kreativce

Do sada su predstavljene tri serije redizajniranih Startasica. Uz jedanaest boja osnovne linije, tridesetak vrsta s printovima i desetak kožnatih modela u raznim bojama, na ulici možete pronaći bezbrojne uzorke i motive zahvaljujući dizajnu koji dopušta da, uz malo boje za tkaninu, vlasnik potpuno personalizira svoju obuću.

Nerijetko dolazi do suradnje i u nacionalnim okvirima. Primjerice, za festivale Hartera i Weekend Media Festival kreirane su posebne Startasice kao suvenir, ali i kao izvrstan promotor projekta i cijele zemlje zahvaljujući međunarodnom karakteru tih događanja. U pripremi je i suradnja s francuskom markom Kitsune, koji se povodi sličnom filozofijom nekonvencionalne estetike, te suradnja s također alternativnim brandom Cobra Snake iz Los Angelesa.

Just before returning to Croatia he founded a multidisciplinary creative studio Sheriff & Cherry, with a client list to include Ellesse and Lacoste, and opens the first Sheriff & Cherry Concept Store in Rovinj. After his return, in 2006, he launched stores in Zagreb and Dubrovnik, as well.

### Startas Sneakers Sold Out in London

Massarotto started the project of reviving sports brand of the Vukovar factory of footwear Borovo under the name “Long Live Startas” around the middle of 2007, twenty years after the Universiade, which was officially sponsored by Startas. Redesigned, they were presented for the first time in spring of the following year at the Pitti Imagine Uomo World Fashion Fair for men in Florence. Since then, they have been spreading their footsteps all around the world.

You can find them in shop windows of Japan, Italy, Spain, Germany, France and the USA, and Massarotto finds special pleasure in the fact that they were sold out in London in only two weeks.

Along with the commercial success, the project was praised by design professionals, winning a Grand Prix of the Croatian Designer Association at the Exhibition of Croatian Design 07/08. Optimism, affordability, authenticity and commercial sustainability were especially emphasized about the project in which the designer intelligently recognized the tradition of Croatian design and the local context.

### Sneakers for Creative Types

So far, three series of redesigned Startas sneakers have been presented. With eleven colors of the basic line, about thirty types with prints and about a dozen leather models in various colors, you can find countless patterns and motifs in the street, thanks to a design that allows the owner to completely personalize his or her footwear with a bit of fabric color.

Cooperation is frequently realized within national boundaries, as well. For example, special Startas sneakers were designed for the Hartera festival and the Weekend Media Festival, as souvenirs and as excellent promoters of the projects and the whole country, owing to the international character of these events. Cooperation with the French brand Kitsune is also in preparation since it shares a similar philosophy of unconventional aesthetics, and there will be cooperation with the alternative brand Cobra from Los Angeles.

Istra – Terra Magica

# Istarsko sljubljivanje hrane i vina

## Istrian Eno-Gastro Combinations



Emil Perdec, somegljer hotela Monte Mulini  
Emil Perdec, somegljer of the hotel Monte Mulini

Uz dobru hranu i kvalitetnu kuhinju koja je prisutna u ovim krajevima već dugi niz godina, ljudi su uvijek pili vino. U novije vrijeme, sve se više vina sljubljuju s određenim jelima. U tom sljubljanju je važno izabrati između tradicionalnoga i modernoga principa.

Palenta je jelo na kojem su odrasli mnogi naraštaji. Od nedavno, palentu se kombinira s mnogim jelima, no najuspješnija kombinacija koju sam do sada imao prilike kušati te sljubiti s vinom, jelo je povijesna imena "KuK simfonija". Na tavi se pomiješaju repovi škampa sa šparogama, a potom se smjesa servira u elegantnu "Martini" čašu. Na smjesu se stavlja palenta, a povrh nje nasjeckani tartuf. Ovo jelo valja sljubiti s malvazijom istarskom ili sa sauvignonom bijelim.

People have always drunk wine with good food and quality cuisine, which has been in this area for a number of years. Lately wines are more and more combined with a particular food. In that process we should choose which to respect – the traditional or the modern approach.

Polenta is a meal on which many generations were raised, but nowadays it can be adapted to many foods. The best combination I have had the opportunity to taste and blend with wine is the meal with a historic name "KuK Symphony". We mix a combination of scampi tails and asparagus in a pan, and serve it in an elegant Martini glass; polenta is placed over it and chopped truffle is sprinkled on

### Svestrana malvazija

Sauvignon bijeli dobro ide uz šparoge zbog svojih zelenih nota i svježine. Usto, u zadnjih 5–6 godina malvazije istarske, dok su mlade i svježije, jako liče sauvignonu bijelome. Upravo stoga, tijekom proljeća možemo birati razne specijalitete koje ćemo sljubiti s ove dvije sorte bijeloga vina.

U istarskoj kuhinji nezaobilazna je svakako fritaja s domaćim jajima, šparogama te komadićima pršuta. Kad fritaju sljubimo sa svježom malvazijom ili pak svježim chardonnayem, postizemo pravi užitak.

Nezaobilazan dio istarske gastronomske tradicije je i istarski pršut.

Ova regija je neobično ponosna na svoj pršut i, naravno, smatra ga najboljim na svijetu. Uz istarski pršut mogu se poslužiti i tradicionalne istarske sorte, malvazija i teran. Upravo ovo je jedan od najboljih primjera regionalnoga sljubljanja.

Također, postoji i varijanta aktualna oko Uskrsa u kojoj maslinovo ulje podgrijemo na vatri, na njemu lagano okrenemo tanko izrezanu plošku pršuta te nakon toga dodamo malo malvazije. Na taj smo način isprobali sve mirise i okuse Istre: pršut, maslinovo ulje i malvaziju.

### Teran - predvodnik crvenih

Istra je poznata i po velikom broju kvalitetnih sireva, od skute do tvrdih kravljih i ovčjih sireva s kojima možemo sljubiti izvrsno maslinovo ulje, ali i odlična crna vina poput cabernet sauvignona iz Poreštine.

Jedno od tradicionalnih jela koje je odgojilo mnoge generacije u Istri je i maneštra. Uz nju se izvrsno sljubljuje odležala malvazija ili pak teran sa malim dodatkom borgonje što je česta kupaža u Istri.

Srdela je plava riba koja je u zadnje vrijeme sve zastupljenija u modernoj kuhinji, prilagođena raznim specijalitetima. Kao plava riba, traži crveno vino. U Istri je tlo izvrsno za razne crvene sorte, ne samo za teran koji je dominantan. Izvrsni cabernet sauvignon ili merlot koji su svoj teren pronašli u okolici Poreča, svakako su fantastična pratnja primjerice srdelama s gradela.

Ako imamo srdele na savor ili slane srdele, odlično nam paše i odležala malvazija istarska koja ima dovoljno alkohola da opere slanost koju nam daju ove srdele. Odležale malvazije istarske su hit među malvazijama jer predstavljaju povratak u prošlost kad su naši preci vino radili na tradicionalan način, s dužom maceracijom i odležavanjem u drvenim bačvama te bez filtriranja. Upravo takva malvazija (kakvu je radio moj otac), servirala se uz slane srdele koje smo nabavljali za izuzetne prilike.

the top. This dish should be combined with Istrian Malvasia or white Sauvignon.

### Versatile Malvasia

White Sauvignon goes nicely with asparagus, owing to its green notes and freshness, and in the last 5–6 years Istrian Malvasia, when it is young and fresh, is very reminiscent of a white Sauvignon, so in spring we can choose various specialties to combine them with these two sorts of white wine.

Scrambled eggs with asparagus and pieces of prosciutto are certainly unavoidable. So, when this meal is combined with a fresh Malvasia or a fresh Chardonnay, then we give ourselves a real treat.

A must of the Istrian gastronomical tradition is Istrian prosciutto. This region is unusually proud of its prosciutto, and of course, it is considered as the best in the world. Istrian prosciutto can be served with traditional Istrian sorts, Malvasia and Teran. This is one of the best examples in regional combinations.

There is also a variant popular during Easter, when olive oil is heated over a fire, a thin slice of prosciutto is laid lightly on it and turned, and later just a little Malvasia is added. Thus we have tried all tastes and smells of Istria... prosciutto, olive oil and Malvasia.

### Teran – The Leader of Red Wines

Istria has many good types of cheese, starting with ricotta, to hard cow's and sheep's cheeses, which are excellently combined with olive oil, as well as the fantastic red wines such as the Cabernet Sauvignon from the area of Poreč.

One of the traditional meals is a vegetable soup which raised many generations in Istria, and which excellently complements a matured Malvasia or Teran with a little Burgundy, a frequent coupage in Istria.

The pilchard is an oily fish which has lately been increasingly used in modern cuisine, adapted to various specialties. As an oily fish it requires red wine, and Istria has the perfect soil for various red sorts, not only Teran which is dominant. The excellent Cabernet Sauvignon or Merlot which have found their grounds in the area of Poreč are definitely a fantastic accompaniment to, for example, grilled pilchards.

If we have marinated or salted pilchards, then matured Istrian Malvasia with enough alcohol to wash down the saltiness of pilchards will combine excellently with it. Matured Istrian Malvasia is a hit amongst Malvasias, because it represents a return into the past, when our predecessors made wine in the traditional way, with a longer maceration and aging in wooden barrels, without filtering. It is exactly such Malvasia (as my father used to make) which was offered with salted pilchards, which were kept for special occasions.

Mlada i kreativna ekipa restorana “Maestral” ucrtala je na gastro kartu Rovinja još jedno nezaobilazno odredište

The creative young team at the Maestral restaurant introduces another unavoidable destination to the gastro map of Rovinj

## Fine dining restoran u srcu Rovinja

### Fine Dining in the Heart of Rovinj



Priska Thuring-Gretić

Poput krune koja krasi i nadopunjava venecijansku arhitekturu središnjeg trga grada Rovinja, smjestio se najstariji rovinjski hotel Adriatic.

Svojom gostoljubivošću i savršenom lokacijom privlačio je tisuće turista i posjetitelja koji su mogli uživati u idiličnom pogledu s njegovih prozora, ljubaznom osoblju i dobroj hrani. Znajući da svi lijepi i nezaboravni trenuci na kraju bivaju okrunjeni užicima kušanja dobre hrane, u hotelu Adriatic su odlučili povezati jedno i drugo. Odlučili su ponuditi svim gostima Rovinja jedinstven doživljaj uživanja u kreativnoj kuhinji uz pogled na gradsku luku, šetnicu središnjeg gradskog trga, rive... mjesta gdje se susreću sve silnice prekrasnoga Rovinja. Tako je nastao fine dining restoran “Maestral” kojeg vodi mlada, vrlo ambiciozna šefica kuhinje Priska Thuring-Gretić.

Like a crown that decorates and completes the Venetian architecture of the central square in Rovinj, stands the oldest hotel in Rovinj, The Adriatic.

Owing to its hospitality and perfect location, it has attracted thousands of tourists and visitors who have enjoyed the idyllic view from its windows, pleasant staff and good food. Fully understanding that beautiful and unforgettable moments are finally concluded with the joy of tasting good food, the Adriatic hotel staff have decided to combine these two aspects by offering all Rovinj guests the unique experience of indulging in creative cuisine with the view of the town harbor, the central square promenade and the town's quayside – the place where all the lines of force in beautiful Rovinj meet. That is how a fine dining restaurant, Maestral, managed by a young, very ambitious chef, Priska Thuring-Gretić, came to being.



### Gastronomija dio ugođaja

Odmah nakon njezina dolaska na mjesto chefa počelo se s uvođenjem promjena. Priska je željela svojim gostima dati nešto bolje, kvalitetnije i drugačije od ostalih. Nešto po čemu će njezina kuhinja biti prepoznatljiva.

“Ako se nalazimo na jednom od najljepših mjesta u gradu, onda i jela koja ćemo ponuditi, okusi i odabir namirnica moraju biti takvi. Ljudi se moraju sjetiti jela koja su ovdje kušali kao što će se sjećati ugođaja ovog mjesta.”

Tako je nastao projekt fine dining restorana u kojem se nudi kreativna kuhinja s potpisom doista posebne šefice kuhinje – mlade Švicarke koja je odrastala na očevoj farmi u Kanadi, krataći vrijeme u kuhinji

### Gastronomy as Part of the Atmosphere

Following her arrival as a Head Chef, changes started to be introduced. Priska had the urge to offer something better and different to her guests, something that would make her cuisine recognizable.

“If we are in one of the most beautiful places in the town, then the dishes that we offer, the tastes, the selection of fresh produce, have to match. People have to be able to remember the meals that they tasted here, just like they will remember the Rovinj's atmosphere.”

That is how the project of a fine dining restaurant was launched, which is heavily due to the creative cuisine signed by a truly special chef – a young Swiss woman who grew up on her father's farm in





s majkom. Možda je i taj njezin kozmopolitizam utjecao na njezinu težnju da u restoranu “Maestral” u razdoblju predsezone ponudi kreativnu kuhinju cijeloga svijeta, pa tako treću godinu zaredom ovdje organiziraju dane libanonske, kineske, japanske, austrijske, irske i ostalih kuhinja... To je restoran “Maestral” učinilo zanimljivim i izvan turističke sezone.

“Bojala sam se kako će takva novost biti prihvaćena, ali odaziv je bio jako dobar. Moji gosti su prepoznali kvalitetu. To mi potvrđuje svaki njihov ponovni dolazak.”

### Zurich, Dubrovnik i Rovinj

Vještine vrhunskog kuhara Priska Thuring–Gretić stjecala je u poznatom ciriškom hotelu Dolder Grand Hotel. Ondje je upoznala sadašnjeg supruga, Zagrepčanina Tomislava Gretića, šefa u hotelu Monte Mulini.

“On me je zadržao u ovom poslu jer znao je probuditi kreativnost i pokazati mi zanimljivu stranu kulinarstva. Jednog jutra mi je rekao da po vlastitom izboru priprelim hladno predjelo i serviram ga u velikim

Canada spending her time in the kitchen with her mother. Maybe it is her cosmopolitan spirit that has inspired her to offer such an international mix of creative cuisine at the Maestral restaurant in the pre-season. Thus, for the third year in succession, themed days promoting the dishes of Lebanon, China, Japan, Austria, Ireland and other countries has been organized. It has created interest in the Maestral restaurant both in and out of the tourist season.

“I was concerned about the response to such a novelty, but it was very positive. My guests recognize quality. It is confirmed simply by their each and every return visit.”

### Zurich, Dubrovnik and Rovinj

Priska Thuring–Gretić developed her skills as a head chef at the famous Zurich Dolder Grand Hotel. For it was here that she met her husband, Tomislav Gretić from Zagreb, a chef at the Monte Mulini hotel.

“He kept me in this job because he found a way to awaken creativity and show me the interesting side of culinary art. One morning he





staklenim čašama. Poželjela sam pobjeći! Tada mi je Tom rekao da dozvolim mašti i stečenom znanju da kreiraju nešto što volim. Ne sjećam se više što sam pripremila, ali još uvijek su mi pred očima velike staklene čaše, s kojih vise crni grozdovi ribizla, kojima gosti prilaze uzimajući ih s velikim zanimanjem, a nakon kušanja njihova sadržaja, lica im preplavljuje zadovoljstvo. Tada sam shvatila da u poslu kojeg toliko volim nema ograničenja!“

Nakon Zuricha, Priska i njezin suprug Tomislav odlaze u Dubrovnik i počinju raditi u kuhinji jednoga velikog hotela. A potom je došao poziv iz Rovinja.

“Maistra mi se odmah učinila ozbiljnom tvrtkom s visoko postavljenim standardima, kvalitetnim projektima, idejama i planovima kroz čije ću ostvarenje, moći realizirati sebe i svoje želje vezane uz svoj posao. I nisam pogriješila što sam došla ovdje“, kaže Priska.

### Mladi kreativci

Na taj način, zahvaljujući mladoj Švicarki iz Kanade koja već jako dobro govori hrvatski, restoran “Maestral” u srcu jednog od najljepših gradova na Jadranu postaje nezaobilazno gastronomsko odredište.

“Ljudi s kojima radim žele učiti, neki su i mladi od mene, ali svi su vrlo brzo osjetili ono što je meni u mojoj

told me to prepare cold hors-de-oeuvres of my own choice and serve them in large glasses. I wanted to run away! That is when Tom told me to allow my fantasy and my knowledge to create something that I love. I can't remember what I made but to this day, I can still see large glasses with clusters of currants hanging over the rim, guests approaching them with interest, tasting their content and the seeing the pleasure overflowing their faces after tasting them. I have come to realize that in this work, which I love, there are no limits!“

After Zurich, Priska and her husband Tomislav went on to Dubrovnik and began working in one of the impressive hotels. And then there was an invitation from Rovinj.

“From the very beginning, Maistra looked like a serious company with high standards, quality projects, ideas and plans whose realization would allow me to express myself and my wishes, connected to work. And coming here was certainly not a mistake.” Priska says.

### Young Creative Artists

Thanks to a young Swiss woman from Canada, who now speaks Croatian extremely well, the Maestral restaurant in the heart of one of the most beautiful towns on the Adriatic has become an unavoidable gastronomic destination.



interpretaciji kreativne kuhinje važno i doista smo dobar i uigran tim. I svi ostali u restoranu osjetili su kreativnost ovoga posla, uključili se i mogu reći da uživamo u poslu. A to je jako važno.“

Mlada šefica kuhinje “Maestrala” nije dozvolila da u zaborav padnu autohtona istarska jela pripremljena od vrhunskih domaćih namirnica. Stoga je jedan dio restorana osmislila kao launch bar u kojem se nude takve delicije. Gosti koji se odluče za ovakvu vrstu blagovanja mogu se udobno smjestiti u fotelje i, promatrajući zbivanja na središnjem trgu, prepustiti se užicima kušanja domaćeg pršuta, sira, fritaje...

“Želimo svojim gostima pružiti nešto lijepo i nezaboravno. Mjesto na kojem će se udobno smjestiti, sklad okusa kojeg će dugo pamtili i okruženje o kojem će pričati.“, ističe Priska.

I doista je tako. Opušteno blagujući vrhunski pripremljena jela od najsvježijih namirnica, gosti uživaju u ugodnom ambijentu osluškujući ljetni žamor s rive, udišući mirise mora i mediteranskog bilja kojima je preplavljen ovaj predivni mediteranski grad. Doista treba posjetiti restoran “Maestral” u Hotelu Adriatic, u Rovinju.

“The people I work with have a desire to learn, some are younger than me, and they sensed early on, what is important for me in my interpretation of creative cuisine, so we make quite a good and well-tuned team. The others at the restaurant have also sensed the creativity of this work, joined in and I can say that we are really enjoying our work. That's very important.”

The young chef at the Maestral didn't let the authentic Istrian meals, prepared from top-quality home-grown fresh produce to fall into oblivion. Therefore she separated a part of the restaurant and turned it into a lounge bar where such meals are offered. The guests who decide to order these kinds of meals can comfortably sit in armchairs and, observing the central square, lie back and relax, enjoying home-made smoked ham, cheese, fritaja...

“We want to offer something beautiful and unforgettable, a place where our guests will be comfortable, a harmony of tastes that they will be remembered for a long time and the surroundings that they will be talked about.” Priska says.

That is the way it is here; relaxed, eating supremely prepared dishes made of fresh produce. You can enjoy the pleasant atmosphere, listening to the summer ‘babble’ from the quayside, whilst inhaling the scents of the sea and the Mediterranean plants that overflow this beautiful Mediterranean town. The Maestral restaurant at the Adriatic hotel in Rovinj no doubt should be on your list of places to visit.

Photo by: Branko Juričić

# Branko Juričić

## Živim da bih fotografirao

Diplomirani ekonomist hotelijerskog fakulteta, Branko Juričić, počeo je gajiti interes prema fotografiji već u srednjoj školi, a ozbiljnije se počeo baviti fotografiranjem 2007. godine. Vrlo brzo je održao samostalnu izložbu nazvanu "Prva", a ove je godine predstavljena i druga pod nazivom "Ukradeni trenuci u 11 sekundi" postavljena sredinom travnja u Hotelu Adriatic u Rovinju.

Motivski gledano, Juričić voli fotografirati portrete, odnosno ljude u različitim situacijama i perspektivama te detalje arhitekture i pejzaža. Dok fotografira nije opterećen tehničkim pravilima, već fotoaparatom iskazuje što i kako osjeća. "Hvatam trenutak inspiracije", kaže Juričić.

Do sada je objavljivao svoje radove u Gloriji, Glasu Istre, Graziji i drugim novinama. Osim toga, radio je i omot CD-a za novi album Mirka Cetinskog te foto bookove za sarajevske glumce Miraja Grbića i Mariju Omaljev. Također, jedan je od finalista natječaja Photodays 2009. u kategoriji "Generirana fotografija".

Upute mnogih da se počne profesionalno baviti fotografijom Juričić kategorički odbija jer drži da bi profesionalizam kompromitirao ljubav koju prema fotografiji osjeća. Juričićeve riječi: "Ja živim da bih fotografirao, a ne fotografiram da bih živio" na najbolji način oslikavaju njegov odnos s fotografijom u kojem nema mjesta za obaveze nego isključivo sloboda za fotografiranje onoga što voli i osjeća.

## I Live to Take Photographs

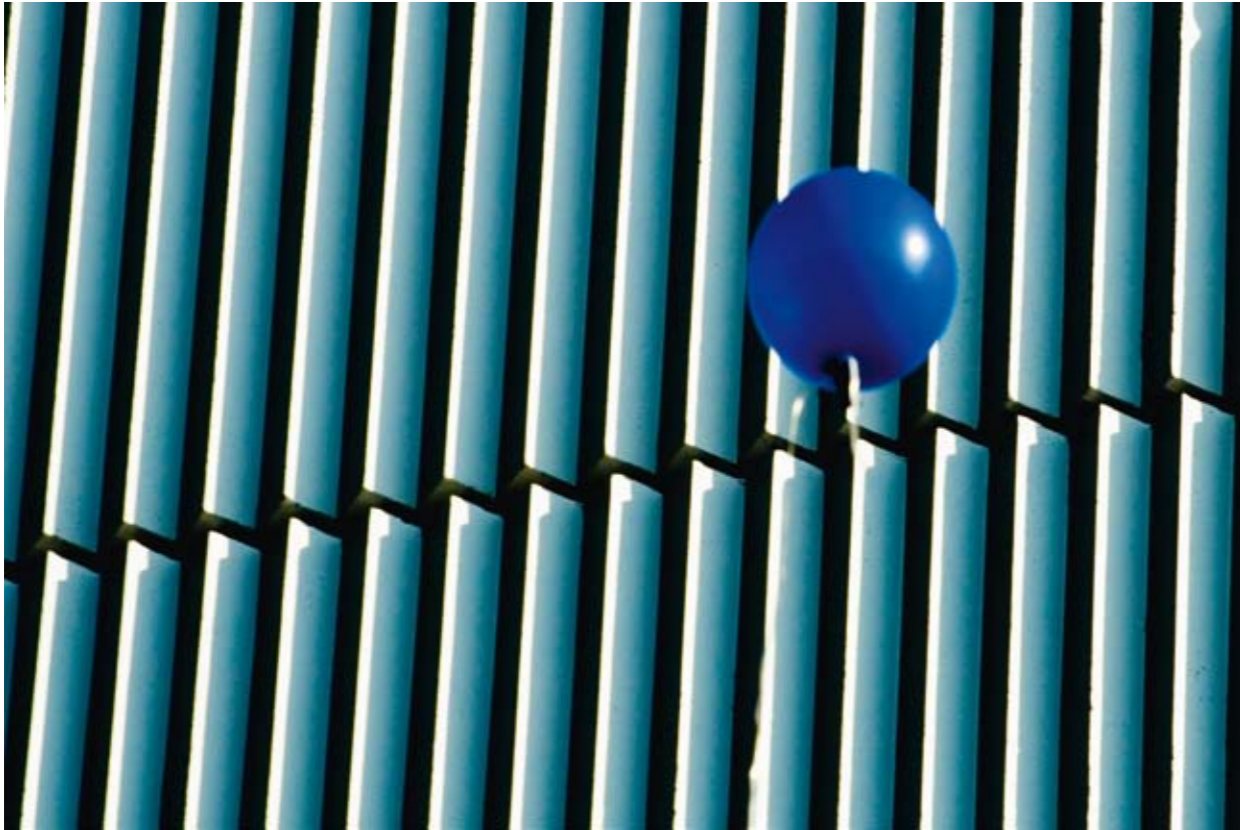
An economics graduate from the Faculty of Tourism and Hospitality Management, Branko Juričić, started developing his interest for photography whilst in secondary school and in 2007, he began to take photos more seriously. Soon after that, he held a solo exhibition under the title "The First", and this year another was presented under the title "Stolen Moments In 11 Seconds", on public display in the middle of April at the Adriatic hotel in Rovinj.

As far as motifs are concerned, Juričić loves to take photos of people's portraits or simply people in every way, as well as architecture and landscape details. When he takes photographs he is not burdened by technical rules; he takes photos depending on what and how he feels, "I catch the moment of inspiration", he says.

His photos have been published in Glorija, Glas Istre, Grazia and other magazines. Additionally, he has designed the cover of Mirko Cetinski's new album and "photo books" for actors from Sarajevo (Miraj Grbić and Marija Omaljev). Also, he is one of the finalists of the Photodays 2009 contest in the category "Generated Photography".

When somebody asks him if he intends to start working professionally with photography, he categorically says no because he feels that professionalism would compromise his love for photography. Juričić comments, "I live to take photographs but I don't take photographs to live," which ideally portrays his relationship with photography, where there is no place for obligations but there is only a freedom to photograph what he truly loves and feels.







Kad se u predvečerje popnete na vrh kamenoloma Muntrava, zalaskom sunca obojeno rovinjsko nebo ostavit će vas bez daha

When you climb to the top of the Muntrava stone-pit in early evening, the Rovinj's sunset sky will leave you breathless

# Rovinjski poligon slobodnih penjača

## The Rovinj Polygon for Free Climbers



Ako ste ljubitelj sporta u kojem vam uzbuđenje podiže adrenalin, u koji morate unijeti svu svoju psihičku i fizičku snagu kako biste dosegli cilj i pri tom sjediniti svaki atom svoga tijela s prirodom, tada je sportsko penjanje pravi izbor za vas.

Sportsko penjanje je individualni sport čiji je cilj svladavanje teških dijelova stijena bez obzira na njihove visine. Pritom, penjač se koristi samo svojim tijelom, isključujući bilo kakva tehnička pomagala, a oprema koju koristi pri usponu služi mu samo za osiguranje. Sigurnost penjača jedan je od najvažnijih faktora.

### Penjalište Muntrava

Istra je poznata širom Europe po izvrsnim penjalištima. Najpoznatija od njih su Dvigrad, Vintijan, Limski kanal, Vranjska draga dok posebno treba istaknuti penjalište Muntrava u Rovinju.

If you are a sports fanatic feeding on the excitement, increasing your adrenalin, where you have to channel all your psychological and physical strength to reach your goal and unite every atom of your body with nature in the process, then sport climbing is the right choice for you. Sport climbing is an individual sport and its goal is to overcome the challenging rocks regardless of their height. The climber uses his or her body alone, without any technical help, and the equipment he or she uses for the climb is just for security reasons as the climber's safety is one of the most important factors.

### The Muntrava Climbing Area

All around Europe, Istria has become well-known for its great climbing areas. The best known are Dvigrad, Vintijan, the Lim Channel, Vranjska draga... and Muntrava in Rovinj has its special place on the list.

U rovinjskoj park šumi Zlatni rt koja je jedna od najvećih i najljepših zaštićenih park šuma na Mediteranu, nalazi se penjalište Muntrava. Udaljeno je od središta grada pola sata hoda, a nastalo je na starom kamenolomu iz kojeg se odvezio kamen za gradnju palača u Veneciji.

Stijene se okomito uzdižu iznad mora i okružene su stoljetnim borovima i cedrovima. Blaga mediteranska klima omogućuje penjačima na Muntravu da se ovim sportom bave tijekom cijele godine.

### Prvi penjači

Među prvim penjačima na Muntravi bili su Tiziana i Doriano Perhat. Oni su, kao inicijatori slobodnog penjanja, u Rovinju još 1992. osvojili vrh Muntrave i time otvorili prvi smjer. Danas Muntrava ima 100-tinjak smjerova koji su po svojoj zahtjevnosti klasificirani od 4A do 7A čime se označava da nisu preteški, već da su pogodni za početnike i obiteljsko rekreativno penjanje.

Kako je rastao interes za ovaj sport i aktivnih penjača je bilo sve više. Stoga su Tiziana i Doriano Perhat 2001. godine oformili Sportsko-penjački klub Muntrava kako bi svim ljubiteljima ovog sporta, a i onima koji će to tek postati, omogućili što sigurnije penjanje uz profesionalnu obuku.

### Ljetna škola

Za bavljenje ovim sportom nema dobne granice, pa se njegovim izazovima prepuštaju i djeca. Tijekom ljeta organiziraju se tečajevi za školarce koji, uz budno oko instruktora, iskušavaju svoje penjačke sposobnosti na lakšim usponima. Penjački klub Muntrava organizira i penjačku školu za odrasle koju vode iskusni instruktori.

Ako je ovaj tekst imalo pobudio vaše zanimanje, ne preostaje vam ništa drugo već da uzmete opremu i uputite se na ponosno uzdignute stijene nad morem te pokušate osvojiti taj visoko postavljeni cilj – vrh Muntrave. Ukoliko uspijete, vaša nagrada će biti nezaboravna: predober osjećaj pobjede i predivan, neponovljiv pogled prema zapadu gdje se nebo i more sljubljuju u horizontalnoj crti. A odaberete li za svoj pothvat vrijeme predvečerja, zalaskom sunca obojeno nebo ostavit će vas bez daha.

In the Rovinj park forest – Zlatni rt (Golden Cape), which is one of the biggest and most beautiful protected park forests in the Mediterranean, there is the Muntrava climbing area. It is half-an-hour walk away from the town and it stands on the old stone-pit that was once used for obtaining stone to build Venetian palaces.

The rocks rise vertically above the sea, surrounded by hundred-year-old pines and cedars. The mild Mediterranean climate enables the climbers to practice this sport here throughout the year.

### The First Climbers

Some of the first climbers on Muntrava were Tiziana and Doriano Perhat. In 1992 they initiated free climbing in Rovinj and reached the top of Muntrava, thus opening the first direction. Today Muntrava has around 100 directions which are classified from 4A to 7A by complexity, which means that they are not too difficult. They are suitable for beginners and ideal for family recreational climbing.

As the interest for this sport developed, the number of active climbers grew with it. That is the reason why Tiziana and Doriano Perhat formed the Muntrava sports climbing club in 2001, to enable all the devotees of this sport, as well as potential fans, a safe climbing environment, followed with professional training.

### Summer School

This sport has no age limit so even kids take on its challenges. During the summer, courses for school-children are organized, trying out their climbing abilities on easier ascents under the watchful eye of the instructors. The Muntrava climbing club also organizes a climbing school for adults, which is managed by experienced instructors.

If this text has awaken your interest, the only thing to do is to take the equipment and aim for the rocks proudly raised above the sea and try to reach that high goal – the top of Muntrava. If you succeed, the reward is unforgettable: a great feeling of victory and the amazing, unique view to the west where the sky and the sea unite on a horizontal line. And if you choose early evening for your feat, the sunset sky will leave you breathless.

Granica između kiča i tzv. dobrog ukusa nigdje nije toliko tanka kao u suveniru. A znamo li što je točno suvenir? Ovo je svakako tema koja ulazi u značajnije područje identiteta države...

The borderline between kitsch and so called good taste is nowhere as thin as with souvenirs. But, do we know what a souvenir actually is? This is certainly a subject that enters into a more significant area of the identity of a state...

# Što je suvenir?

## What Is a Souvenir?

Suvenir je riječ koja dolazi iz francuskog jezika i u prijevodu znači uspomena. No, to je njegova suština i ništa drugo, pa zato odatle treba i krenuti. Suvenir je uglavnom fizički predmet koji može posjedovati i upotrebnu vrijednost, ali ona nije neophodna. Suština suvenira nisu ni njegova fizička struktura ni njegov oblik (mada nisu nevažni), već poruka, emocija, komunikacija, značenje, odnosno neopipljive karakteristike on koje nosi.

A souvenir is a word that derives from the French language and translated means a memory. This is its essence and nothing else, and this is the place to start. A souvenir is usually a physical object, which may have an application, but not necessarily. The essence of a souvenir is neither its physical structure nor its form (although they are not totally irrelevant), but its message, emotion, communication, meaning, or the intangible characteristics it carries.

### Vežan uz putovanje

Ako nastavimo dalje filtrirati definiciju, nameće se logično pitanje smatra li se suveniru sve ono što nosi neku emociju, na primjer, poklon koji smo dobili od drage osobe, za rođendan ili neki sličan povod? Odgovor je – ne. Razlika je u tome što je suvenir neodvojivo vezan za putovanje i samim tim nosi tu vrstu asocijacija i vrijednosti. Suvenir je svoje precizno značenje dobio korištenjem te riječi isključivo u tom kontekstu, tako da bi bilo kakva druga primjena danas bila netočna.

### Connected with Traveling

If we continue to filter the definition, the logical question arises whether this means that a souvenir is anything that carries a certain emotion, for instance, a gift that we received from a dear person, for a birthday or some other occasion? The answer is – no. The difference is that a souvenir is inseparably connected with traveling and by that, it carries those associations and values. The souvenir obtained its precise meaning by the long use of the word exclusively in this context, so any other use today would be incorrect.

Kome on može biti namijenjen? Odgovor je očigledan – ljudima koji putuju, turistima, poslovnim ljudima, ljudima koji su u tranzitu i svima njima sličnima. Važno je skrenuti pažnju na to da su danas svi ljudi (pa samim tim i oni koji putuju) informirani, obrazovani, radoznali i otvoreni kao nikad dosad. Samim time, suviše banalan i očigledan pristup onome što bi bio adekvatan suvenir za potencijalne kupce može napraviti samo suprotan efekt. U praktičnom smislu, ovo znači da nije London samo Big Ben, nije Pariz samo Eiffelov toranj, nije New York samo Kip slobode... Svi ovi gradovi su mnogo više od asocijacija, obilježja i emocija sadržanih u ovim objektima, a slijepo držanje za njih je linija manjeg otpora. Autohtoni hrvatski suvenir?

The next step is to see to whom it can be intended. The answer is logical – people who travel, tourists, businessmen, people in transit, and similar such individuals. It is important to point out that nowadays we are all (including those who travel) more informed and educated, curious and extrovert than ever before. On that basis, a too commonplace and obvious approach to that which is supposed to be a suitable souvenir for potential customers can only produce the opposite effect. In the practical sense, this means that London is not just Big Ben, Paris is far from just the Eiffel Tower, and New York is not solely the Statue of Liberty. All of these cities are much more than associations, characteristics and emotions contained in these structures and sticking to that means taking the line of least resistance.



### Autohtoni hrvatski suvenir?

U svih predmeta nije uvijek presudan dizajn; kod nekih se najviše cijeni tradicija. Ipak, dobar dizajn može pojedini predmet pretvoriti u "objekt žudnje". Od "tradicionalnih" hrvatskih suvenira valja izdvojiti rapsku tortu, lepoglavsku i pašku čipku, tkanice, ličke coklje, nalivpera Penkala i šestinske kišobrane. Traženi su i predmeti s arheoloških nalazišta, poput aplikacija Bašćanske ploče i vučedolske golubice koja je možda i najprepoznatljiviji hrvatski suvenir. S aspekta dizajna nagrađivani su i hvaljeni radovi Vanje Cuculića, dizajn studija Laboratorium te Bruketa i Žinić. Cuculić potpisuje dizajn etikete domaćeg pekmeza od svježih smokvi "Šinjinorina Smokva" koji se proizvodi prema tradicionalnoj recepturi na obiteljskom gospodarstvu Babac u Poljicima kod Zadra. "Aroma Ragusea" je zajedničko ime kolekcije suvenira iz Dubrovnika čiji vizualni identitet potpisuju višestruko nagrađivani dizajneri Laboratoriuma. Upravo oni su osvojili nagradu "Perfect 10" američkoga časopisa za vizualno oblikovanje "How" te nagradu u Moskvi za proizvode "Aroma Ragusea", kolekciju koja objedinjuje okuse, mirise – arome Dubrovnika: likere Rogač, Orahovica i Mirta, krokant, biljne čajeve i začine. Uspješni dizajnerski dvojac Bruketa i Žinić potpisuje dizajn "Paprenjaka", aromatičnog kolača koji se sastoji od meda, oraha i papra, a čija autorica Sanja Opačak smatra kako je "kao tradicionalno hrvatsko jelo uistinu proturječan, sličan cjelokupnoj hrvatskoj povijesti: slatko-papreni zalogaj za mnoge strane apetite".

### Autochthonous Croatian Souvenir?

Design is not crucial with all items; tradition is more appreciated with some of them. Still, good design can turn a certain object into an object of lust. Among the "traditional" Croatian souvenirs, we should mention the Rab cake, lace from Lepoglava and Pag, sashes, traditional shoes coklje from Lika, the Penkala pen and umbrellas from Šestine. The items from archeological sites are also in demand, such as the applications from the Inscribed Slab of Baška and the dove from Vučedol, which is one of the most recognizable Croatian souvenirs. In the field of design, the works of Vanja Cuculić, the design by the studios Laboratorium and Bruketa and Žinić are often awarded and praised. Cuculić signs the design of the label of home-made fresh fig jam "Šinjinorina Smokva", produced according to the traditional recipe from the Babac family farm in Poljice near Zadar. "Aroma Ragusae" is a group name of a collection of souvenirs from Dubrovnik whose visual identity is signed by multiple award-winning designers of Laboratorium, who won the prize "Perfect 10", awarded by the American magazine for visual design "How", and the prize in Moscow for the "Aroma Ragusae" products. This is a collection which unites tastes and smells – the aromas of Dubrovnik: liqueurs Rogač, Orahovica and Mirta, praline figure, herbal teas and spices. The successful designer duo Bruketa and Žinić signs the design of "Paprenjak", the aromatic cake made of honey, walnuts and pepper, and whose author Sanja Opačak thinks that "as a traditional Croatian dish, it is truly contradictory, similar to the entire history of Croatia: a sweet-peppery bite for many foreign appetites".



### 1. Vučedolska golubica

Vučedolska golubica je keramički model ptice koji predstavlja kultnu posudu s tri čepaste nožice pronađenu tijekom arheoloških iskopavanja 1938. godine u Vučedolu pokraj Vukovara. Upravo Vučedolska golubica je najslavniji pojedinačni arheološki nalaz iz Hrvatske.

### 1. The Dove from Vučedol

Dove from Vučedol is a ceramic model of a bird, representing a cult vessel with three cork-like legs, which was discovered during an archeological excavation in 1938 in Vučedol near Vukovar. It represents the most famous individual archeological finding in Croatia.



### 2. Paška čipka

Paška čipka je bijelo zlato grada Paga i najljepša uspomena koja se može iz njega ponijeti. To je ručno izrađen ukrasni predmet s otoka Paga, šivan iglom i tankim koncem, a moguće ju je nabaviti u čipkarica koje tijekom ljeta izrađuju čipku pred vratima svojih kuća.

### 2. The Pag lace

Pag lace is the white gold of the city of Pag and the most beautiful memory one can take away with them. This hand-made decorative item from the island of Pag, sewed with a needle and thin thread, can be bought from lace-makers who sew the lace in front of their houses during the summer months.

### 3. Kravata

Prema predaji, kravata je od davnina dio hrvatske narodne nošnje, a odatle su je prihvatili hrvatski vojnici koji su ratovali po Europi. Dio njihove odore preuzeli su Francuzi u 17. stoljeću. Pod vodstvom francuskoga "Kralja sunca" Luja XIV. postojala je postrojba konjanika, tzv. Royal cravate, čiji pripadnici su oko vrata nosili većinom crvene vrpce.

### 3. The Tie

Tradition has it that the tie has been a part of Croatian folk costume since ancient times, and later worn by Croatian soldiers heading into Europe. This part of their uniform was taken over by the French in the 17th century. Under the leadership of the French Sun King Louis XIV, there was a unit of horsemen, called Royal Cravate, who carried mostly red ribbons around their neck.



### 5. Morčić

Danas je jedan od glavnih suvenira Rijeke, a u povijesti se koristio kao dio nakita riječkih gospođa. Uz svoju estetsku i ukrasnu funkciju, ribarima i pomorcima on je simbol zaštite od zla, a kao jedinstven nakit s vremenom je postao čuvar identiteta Hrvatskog primorja.

### 5. The Maur

Today it is one of the main souvenirs from Rijeka, while in history it was used as a part of jewelry by the ladies of Rijeka. Besides its esthetic and decorative function, it symbolizes the protection from evil to fishermen and seamen, and as a favorite unique jewelry, in time it has become the keeper of the identity of Croatian Littoral.

### 6. Rapska torta

Prije stotinjak godina tu jedinstvenu rapsku slasticu radile su časne sestre u Samostanu sv. Antuna Padovanskog, a poslije i benediktinke iz Samostana sv. Andrije. Originalni i tajni recept sa svim detaljima koje treba znati za izradu te slatke delicije znale su samo poneke Rabljanke i škrto ga prenosile, tako da je danas poznat samo nekolicini njih. Rapska torta se radi u svečanim prigodama.

### 6. The Rab cake

About a hundred years ago, this unique pastry from Rab was made by the nuns in the monastery of St Antun Padovanski, and later the Benedictines from the monastery of St Andrija. The original and secret recipe with all the details one should know about the making of this sweet specialty was known only to few Rab women, who reluctantly passed it on, so today only a small number are familiar with it. It is made for formal occasions.



### 7. Kažun

Mali, neugledni, a opet tako upečatljivi – kažuni su okrugla kamena skloništa pokrivena kamenim pločama. Kažuni su od pamtvijeka pružali zaklon pastirima, težacima na zemlji, sklonište pred nevremenom, spremište za alat... U svijest Istrana kažun je urezan kao dio identiteta, jedan od simbola Istre. Napravljen od malih komada lomljenog kamena, podignut na kamenoj ploči, s klupicom ili bez nje.

### 7. Istrian kažun

Small, plain, and yet so conspicuous – kažun, the little round, stone shelters covered with stone plates. Kažun have always provided a refuge to shepherds, farms hands, a shelter from the storm, a storeroom for tools... The kažun is imprinted into the consciousness of Istrians as a part of their identity, as one of the symbols of Istria. The Istrian kažun, made of small pieced of scrap stone, constructed on a stone plate, with or without a bench.



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