

# mcm

maistra  
company  
magazine

Broj / Issue 1 | Ožujak / March 2008 | Godina / Year 1

TEMA BROJA | ISSUE THEME

## Hoteli Monte Mulini i Lone Crtež putovanja koje će se tek dogoditi

Hotels Monte Mulini and Lone

A Sketch of a Journey That is Yet to Happen



ISSN 1846-8101

ARHITEKTURA BUDUĆNOSTI ARCHITECTURE OF THE FUTURE

PHOTODAYS - ROVINJ, 6. - 8.6.2008.

GLJIVA CIJENJENA POPUT ZLATA A MUSHROOM VALUED AS MUCH AS GOLD

# sadržaj

table of contents

- 02 Tema broja | Issue Theme**  
Crtež putovanja koje će se tek dogoditi  
A Sketch of a Journey That is Yet to Happen
- 08 Arhitektura | Architecture**  
Arhitektura budućnosti | Architecture of the Future
- 14 Novosti | News**
- 19 Photo by**  
Renco Kosinožić
- 30 Iz moga kuta | Point of View**  
Ivan Ljubičić
- 34 Događanja | Events**  
34 PhotoDays – Rovinj  
37 Ostala događanja u Rovinju & Vrsaru | Other Events
- 38 Maistrine ponude | Special Offers from Maistra**  
Ovjekovječena ljepota | Immortalized Beauty
- 40 Rovinj & Vrsar zanimljivosti  
Places of Interest in Rovinj & Vrsar**  
40 Vecia Batana  
44 Umjetnost u kamenu | Art in Stone
- 46 Travel industrija | Travel Industry**
- 48 Lifestyle**  
48 Stjecište likovne ljepote | A Meeting Point of Artistic Beauty  
50 Kći mora | Daughter of the Sea
- 54 Boje, mirisi i okusi | Colours, Smells and Tastes**  
54 Kreator gastronomskoga raja | Creator of a Gastronomic Paradise  
56 Gljiva cijenjena poput zlata | A Mushroom Valued as Much as Gold  
58 Malvazija Alba Matošević 2006
- 60 Gastro preporuka | Gastronomic Ideas**  
Restoran "Lanterna"
- 64 Zdrav život | Healthy Living**  
64 Dva kotača za zadovoljstvo | Two Wheels for Pleasure  
68 Ljepota koja traje | Lasting Beauty
- 72 Ekologija | Ecology**  
Kad Plava zastava vijori | When the Blue Flag Flies
- 76 Croatica**  
Faust Vrančić
- 78 Kontakti | Contacts**

## Maistra Company Magazin

proljeće/ljeto 2008

spring/summer 2008

## impresum

### Glavni urednik / Editor-in-chief::

Tomislav Rukavina

### Voditelj projekta / Project Manager:

Ivica Vrkić

### Koordinator projekta / Project Coordinator:

Vanja Mohorović

### Izdavač / Publisher:

MAISTRA d.d.

52210 Rovinj, V. Nazora 6

Tel. +385 52 800 300

### Za izdavača uredili / For the Publisher Edited by:

Astoria d.o.o.

51000 Rijeka, Zanonova 1

Tel. +385 51 214 036

### Novinari / Journalists:

Barbara Grabušić

Marko Čule

Ljiljana Mamić Pandža

Barbara Udovičić

Marc Sebastian

Maja Gulin

Marko Herak

Jelena Petković

Viljam Cvek

Emil Perdec

### Prevoditelji i lektori / Translators & Proof readers:

Ninja Bakarčić,

Martina Piškor, Ivana Vežnaver, Sarah Czerny

Martin Mayhew

### Dizajn i grafička priprema / Design & Prepress:

Astoria PromoLab

51000 Rijeka, Zanonova 1

Tel. +385 51 214 036

### Fotografija / Photography:

Maistra arhiva

Astoria arhiva

Damir Fabijanić

Renco Kosinožić

Jozica Krnić

### Tisak / Print:

Radin repro i roto d.o.o.

10000 Zagreb, Zagrebačka 194

Naklada: 50.000

# uvodnik

introduction

Već godinama, zajedno s našim gostima, stvaramo nezaboravne trenutke u visokokvalitetnim hotelima, apartmanskim naseljima i kampovima smještenim na prestižnim lokacijama Rovinja i Vrsara, dvaju prekrasnih istarskih turističkih središta. Kreirajući ponudu Maistre vodili smo se željom da našu viziju odmora iz snova učinimo vašom stvarnošću. Vrhunska usluga i izvanredni sadržaji savršeno se stapaju s jedinstvenim prirodnim okruženjem i bogatim kulturno-povijesnim naslijeđem mjesta, pretvarajući naše hotele i resorte u idealan izbor za slobodno vrijeme, kratak odmor, aktivan odmor, wellness & spa ili posao.

Stremeći k stvaranju destinacije koje odražava iznimnu harmoniju prirodne ljepote, romantične baštine i luksuza, vidljivu u svakom detalju, ove smo godine usmjerili naše investicije u izgradnju prestižnoga turističkoga kompleksa – zone Monte Mulini. Boutique hotel Monte Mulini, najluksuzniji hotel unutar zone, otvorit će se na ljeto ove godine, a otvorenje Hotela Lone najavljujemo za 2009.

U prvom broju Maistra Company Magazinea želimo vam riječima i slikom prenijeti barem djelić onoga što čini Maistru, njezine ljude, vrijednosti, destinaciju, a na vama je da ostatak istražite i doživite sami.

Ako ovo čitate u jednom od naših objekata, želim vam ugodan boravak. A ako niste s nama, nadam se da će vas ovaj časopis potaknuti na to da nas ubrzo posjetite i učinite vaš odmor nezaboravnim užitkom!

Dobro došli!

Kristian Šustar, direktor

For years we have been creating, together with our guests, unforgettable experiences and moments in deluxe hotels, apartment settlements and campsites situated on prestigious locations in Rovinj and Vrsar, two marvelous Istrian tourist centers. When creating Maistra's tourist facilities we were prompted by the desire to transform our vision of a dream holiday into your reality today. First rate services, exceptional programs and facilities blend perfectly with the unique natural environment and rich cultural-historic heritage of this destination, transforming our hotels and resorts into a perfect choice for leisure, short and active holidays, Wellness & Spa or business.

Seeking to create holiday resorts that will reflect the extraordinary harmony of natural beauty, romantic heritage and luxury that is expressed in every detail, this year we directed our investments to the construction of a prestigious tourist complex – the Monte Mulini zone. The Boutique Hotel Monte Mulini, the most luxurious hotel in the zone, will open this summer and we announce the opening of Hotel Lone for 2009.

In the first issue of the Maistra Company Magazine we wish to convey in words and images at least part of what Maistra is made of: its staff, values, destinations and it is up to you to explore and experience the rest for yourself.

If you are reading this in one of our facilities we wish you a pleasant stay. If you are not with us, I hope that this magazine will encourage you to visit us soon and experience an unforgettable and pleasant holiday here!

Welcome!

Kristian Šustar, C.E.O.

Hotel Monte Mulini i hotel Lone dva su luksuzna, stilski i funkcionalno zasebna hotela s 5 zvjezdica čije je otvorenje planirano za 2008. odnosno 2009. godinu, a inovacija nije samo njihova ponuda već i način njihove promocije

Hotel Monte Mulini and Hotel Lone are both luxurious 5 star hotels, but different in style and functionality. Their opening is planned for 2008 and 2009, with innovation being not only their offer but a way of promotion



## Crtež putovanja koje će se tek dogoditi

### A Sketch of a Journey That is Yet to Happen

Ploveći na svom novom Ferrettiju oduševila se pogledom na Rovinj i fantastičnim hotelom djelomice skrivenim u zelenilu. Jahtu su vezali u marini jer su jednu večer odlučili provesti u hotelu Monte Mulini. Dok je nosač nosio njihove Louis Vuitton putne torbe i njegov set golf palica, divila se pogledu na zvonik Sv. Eufemije i mediteranskim mirisima. Nakon što se osvježila prošetala je do hotelskoga boutiquea gdje je probala par dizajnerskih naušnica izrađenih od crvenoga hrvatskog koralja. Te naušnice dragi joj je nešto kasnije poklonio uz večeru koja je završila degustacijom vina u vinskom podrumu hotela i dogovorom za proslavu njezinoga rođendana sutradan. Svu organizaciju prepustila je hotelskom osoblju, a nakon Mojita uz bazen za večerašnju zabavu pripremila se u hotelskom wellnessu. Dok je gasila svijeće na rođendanskoj torti, poklonu menadžera hotela, zaželjela je svim svojim prijateljima da se osjećaju uvijek kao ona sada u hotelu Monte Mulini.

Sailing on her new Ferretti, she was thrilled with the view of Rovinj and a fantastic hotel, partially hidden amongst the greenery. They tied up the yacht in the marina as they had decided to spend a night at the hotel Monte Mulini. While the bellhop carried their Louis Vuitton luggage and his set of golf-clubs, she admired the view of the St. Euphemia tower and enjoyed the Mediterranean scent. After refreshing, she walked to a hotel boutique where she tried a couple of designer earrings made from the Croatian red coral. Later that evening, her loved one gave her those earrings at dinner which, ended with wine tasting in the hotel's wine cellar and making arrangements for her birthday party for the next day. The organization was completely handed over to the hotel personnel, and after having a Mojito by the pool, she prepared herself in the hotel wellness for the evening party. While blowing out candles on her birthday cake, a gift from the hotel manager, she made a wish for all her friends to always feel the way she was feeling right now at the hotel Monte Mulini.



### Hotel Lone

S druge strane grada svojim kabrioletom Aston Martin na konferenciju u Rovinj stigle su njih dvije. Predavši ključeve auta popile su piće dobrodošlice u lounge baru modernoga hotela Lone. Oduševljene pogledom iz sobe odlučile su večerom dostojno ispratiti zalazak sunca u more. Večer prije konferencije provele su uz miris cigara, konjaka i jazza u hotelskom jazz baru, baš kao u New Orleansu. Konferencija je počela s iznenađenjem. Tko bi rekao da onaj plesač kojega su upoznale zna tako zanimljivo govoriti. Kraj napornoga radnoga dana bilo je najbolje završiti tajlandskom masažom kako bi bile odmorne za sutra kada će na plaži pripremiti svoju prezentaciju. Pored svih zvijezda, dobrog vina i nouvelle cousine samo jedan detalj nedostaje za apsolutno savršenstvo, ali izgleda kako i on stiže po još jedan ples. Sljedeća konferencija, naravno, ponovo hotel Lone i Rovinj.

### Stilizirani sjaj Rovinja

Ovo nisu bile bajke, već skora budućnost posjetitelja još neizgrađenih hotela turističke kompanije Maistre i sadržaji vjerojatno najljepših brošura u hrvatskoj turističkoj povijesti. Želeći predstaviti svoja dva nova hotela Maistra se odlučila na hrabar i prekrasan potez te je predstavila ilustriranu "pre opening" brošuru svjetskih autora namijenjenu svjetskim putnicima. Pulska

### Hotel Lone

On the other side of Rovinj, two ladies arrived at the conference in their Aston Martin convertible. When they handed over the car keys, they had a welcome drink at the modern lounge bar of the hotel Lone. Thrilled with the view from their room, they decided to watch the sun setting into the sea during dinner. They had spent the night before the conference with the smell of cigar smoke, brandy and jazz in the hotel bar, just like in New Orleans. The conference began with a surprise. Who would have thought that the dancer, who they had met, could make such an interesting speech. A Thai massage is the best way to end a hard working day, so they would be fresh for tomorrow when they would prepare their presentation on the beach. Next to all those celebrities, good wine and nouvelle cuisine, there was only one thing missing to make it perfect, but apparently he was coming for another dance. For the next conference, of course, the hotel Lone and Rovinj.

### The stylized glow of Rovinj

This was no fairy-tale, but the near future for the guests of the hotels, which are about to be built by the tourist company Maistre, and the contents of probably the most beautiful brochures in Croatian tourist history. Wishing to present its two new hotels, Maistra has decided to take a brave and wonderful



dizajnerska agencija "18+" angažirala je ilustratora Jasona Brooksa, kaligrafinju Jill Bell i ilustratoricu Carmen Garcia Huertu, koji su svoja iskustva prije Maistre stjecali radeći za British Airways, Coca-Colu, Blue Note i Capitol Records, Microsoft ili pak za razne svjetske modne magazine. Boutique hotel Monte Mulini i veći, dizajnom moderniji hotel Lone nemoguće je fotografirati jer još nisu dovršeni, ali ipak brošurama je prenesen sjaj svake od 5 zvjezdica. Stiliziranim ilustracijama prikazani su lijepi ljudi, širokih bademastih očiju, punih usana i raskošne kose, koji obavljaju svoje poslove ili samo uživaju u ambijentu u kojem će od 2008. i 2009. uživati i gosti Rovinja. Ti će vam nacrtani likovi dočarati neodoljivu privlačnost putovanja koje će se tek dogoditi.

step, and present an illustrated "pre opening" brochure designed by world famous authors for world travelers. The designer agency from Pula "18+" engaged illustrator Jason Brooks, calligrapher Jill Bell and illustrator Carmen Garcia Huerta, who had gained their experience, before Maistre, by working for British Airways, Coca-cola, Blue note and Capitol records, Microsoft and worldwide fashion magazines. As it is impossible to photograph the boutique hotel Monte Mulini and the larger, more modern Hotel Lone, because they have not been built yet, their 5 star glow has been presented with these brochures. Stylized illustrations show beautiful people with wide almond eyes, full lips and gorgeous hair who are working or simply enjoying the ambient, which the guests of Rovinj will also be able to enjoy from 2008. and 2009. These characters will evoke the magical journey that is yet to happen.



# Arhitektura budućnosti

## Architecture of the Future



U proteklih šest desetljeća WATG (Wimberly Allison Tong & Goo) je postao vodeći svjetski konzultant za dizajn u području hotelijerstva, zabavljačke industrije i sadržaja vezanih uz organizaciju slobodnoga vremena. Niti jedna druga kompanija na svijetu ne može se po broju hotela i odmorišta na čijem je dizajnu radila, uspoređivati s WATG-om. Mnogi od njihovih projekata su postali internacionalna obilježja, poznati ne samo po svojem dizajnu i smislu za prostor već i po krajnjem uspjehu. Stvaranje uspješnih destinacija nije samo njihova najjača točka, već je i misija, razlog zbog kojega postoje. O njihovu angažmanu u Hrvatskoj i gradnji hotela za tvrtku Maistra razgovarali smo sa starijom suradnicom Nicole Hammond i potpredsjednikom tvrtke Jeremyjem Heyesom.

**Maistra Company Magazine: Radili ste u 157 zemalja na šest kontinenata. Mnogi od vaših projekata su postali međunarodno priznati i renomirani. Je li i Hotel Monte Mulini potencijalno hit–odredište na europskoj, možda čak i svjetskoj turističkoj mapi?**

Nicole Hammond: Mi smo veoma uzbuđeni zbog tog hotela. Vjerujemo da će uspjeti na lokalnoj razini, a i šire jer je to prvi internacionalni hotel s pet zvjezdica u regiji. Mi smo svjesno pokušavali stil hotela učiniti svezvremenskim što će, nadamo se, hotel održati na turističkom

In the past six decades WATG (Wimberly Allison Tong & Goo) has become the world leading consultant for design in the sphere of hotel industry, entertainment and leisure organization programs. No other company in the world has been engaged for the design of so many hotels and rest areas as WATG. Many of their projects have become international brands, known both for their design, sense of space, and for the final result, too. The creation of successful destinations is not only their forte, but also a mission, the reason for which they exist. We talked about their engagement in Croatia and in the building of hotels for the firm Maistra with senior adviser, Nicole Hammond, and the firm's vice-president, Jeremy Heyes.

**Maistra Company Magazine: You have worked in 157 countries on six continents. Many of your projects have an international reputation and have won international recognition. Is Hotel Monte Mulini a potential hit destination on the European, perhaps even on the global tourist map?**

Nicole Hammond: We are very excited about this hotel. We believe in its success and not only at the local level, but also because of the fact that this is the first five-star hotel in the region. We have deliberately tried to make the hotel's style timeless, which will, hopefully, help the hotel to maintain its position on the tourist market. There are many

tržištu u vremenu koje nam predstoji. Mnogo je hotela koji se u nekoliko godina "potroše" i da kažem "izgledaju kao prošlogodišnji hit". Mi se iskreno nadamo da će se naš trud isplatiti te će Hotel Monte Mullini uspješno prkositi vremenu. Kao rezultat toga stil je čist i suvremen u kombinaciji s "toplim" detaljima. Primjerice, veliki kamin u predvorju i posebna pozornost dana detaljima u dizajnu interijera koji bez sumnje pružaju dobrodošlicu i gostoprimstvo bez pribjegavanja klišeima.

**MCM: Kako ste arhitektonski uredili Monte Mulini?**

Jeremy Heyes: Hotel je smješten u pošumljenom parku malo izvan Rovinja. To nam je omogućilo da se odmaknemo korak od klasične lokalne mediteranske arhitekture i istražimo suvremeniju gradnju, koristeći se istodobno lokalnim kamenom i drvenim elementima koji naglašavaju poziciju u šumi.

hotels that "consume themselves" in just a couple of years and I would say "look like last year's hit". We sincerely hope that our efforts will pay off and that Hotel Monte Mulini will successfully defy time. Consequently, its style is pure and simple, modern, combined with "warm" details such as a big fireplace in the entrance hall. Special attention has been paid to details in its interior design, which without resorting to clichés, will no doubt welcome and offer hospitality to guests.

**MCM: How did you arrange Monte Mulini architecturally?**

Jeremy Heyes: The hotel is situated in a wooded park, just outside Rovinj. This has enabled us to somewhat detach ourselves from classical Mediterranean architecture and embark on a more modern construction, but at the same time use local stone and wooden elements that emphasize its position



Jeremy Heyes



Nicole Hammond

Rovinj je veoma popularno turističko odredište i sam hotel neće narušavati kompoziciju ostalih modernih i “hip” hotela. S obzirom na to da je zemljište na drugom kraju zaljeva prirodni rezervat na kojem se neće graditi u budućnosti, maksimalno smo povećali pogled na njega. Hotel je dizajniran tako da ima pogled na zaljev, more ili stari grad sa svih javnih površina, apartmana ili soba – niti jedna soba nema pogled na zaleđe hotela. Odmah smo prepoznali posebnost same lokacije. Kako je hotel morao biti s pet zvjezdica, važno je da je otvoren cijele godine. Inkorporirali smo ljetne i zimske elemente u dizajn; glavna karakteristika hotela je prostrani stakleni zid s pogledom na zaljev iz predvorja preko tri razine s barovima, lounge kafićima i restoranima. Spektakularan zaobljen krov je pozicioniran tako da tijekom ljeta zatamni staklenu površinu minimalizirajući svjetlost. Velike terase s udobnim naslonjačima u sjeni pružaju komforni ambijent za vrijeme ljetne sezone dok je otvoreni atrij sa svojim prijatnim kaminima i tradicionalnim istarskim restoranom te vinskim podrumom izvrsno i toplo rješenje za zimske mjesec.

Nicole Hammond: Vremenska prognoza je jedan od aspekata godišnjega odmora na koje ne možemo utjecati. Središte hotela je četverokatni visoki unutarnji prostor s javnim površinama i neometanim pogledom na Jadran. Samo je nekolicina hotela koji mogu jamčiti uživanje u pogledu na more s bilo koje lokacije u hotelu bez obzira na vremenske nepogode.

**MCM: U kolikoj mjeri Monte Mulini prati suvremene ekološke trendove u zaštiti okoliša?**

Jeremy Heye: Poznato je da su hoteli zahtjevniji s obzirom na ekološki prihvatljiv dizajn. No, mi smo se pobrinuli za iskorištavanje lokalnoga materijala gdje god je to bilo moguće, s proizvodima izričito hrvatskoga ili talijanskoga podrijetla. Sama građevina je dizajnirana na način da iskoristi prednosti prirodne svjetlosti, iako smo proveli

in the wood. Rovinj is a very popular tourist destination and the hotel itself is not going to disrupt the composition of other modern and “hip” hotels. Given the fact that the land on the other side of the bay is a nature reserve on which there will be no construction in the future, we have enlarged the view on it to the maximum. The hotel has been designed with views of the bay, the sea or the old town from all public areas, suites or rooms – none of the rooms have a view on the back of the hotel. We recognized the uniqueness of the location right away. In the first place, being a five-star hotel, it has to work all the year round. We incorporated both summer and winter elements in the design. The hotel’s main feature is its wide glass wall that has a view of the bay from the entrance–hall, over three levels with bars, lounge cafés and restaurants. The spectacular rounded roof is positioned in a way so as to darken the glass surface in summer, minimizing the incoming light. The big terraces with cozy armchairs in the shade provide a comfortable outdoor environment in the summer, while the open atrium with its pleasant fireplaces, traditional Istrian restaurant, and wine cellar is an excellent and warm solution for the winter months.

Nicole Hammond: The weather forecast is one of the aspects of a holiday where we have no influence. The hotel’s centre–point is an internal space that is four–floors high and has public areas and an undisturbed view of the Adriatic. There are only a few hotels that can guarantee an enjoyable view of the sea from any position, irrespective of the weather conditions.

**MCM: To what extent does Monte Mulini follow current ecological trends in terms of environmental protection?**

Jeremy Heye: It is normal for hotels to be rather demanding when it comes to an ecologically acceptable design. However, we made sure we used local materials wherever possible, using products of explicitly Croatian





i studiju o pozicijama hlad i sjene tijekom različitih godišnjih doba, osiguravši na taj način istodobno hlad na glavnoj staklenoj fasadi, ali ne i gubitak solarne koristi.

**MCM: Kako je došlo do vaše suradnje s Maistrom?**

Nicole Hammond: Radili smo u regiji i brzo doznali za besprijekornu reputaciju kompanije koja vrijedi i za hotele i za njihov način poslovanja. Dakle, bili smo jako zainteresirani za suradnju s Maistrom.

**MCM: S obzirom na činjenicu da ste izgradili hotele diljem svijeta i imate iznimno veliko iskustvo iza sebe, koliki je zapravo bio izazov izgraditi turistički objekt u Hrvatskoj?**

Jeremy Heyes: Naravno, tu je bilo mnogo izazova, primjerice u razumijevanju lokalne planske gradnje te zemljišnih pravila i procedura. No, svi procesi oko izgradnje su tekli bez teškoća jer je pismeni sažetak, koji je pripremila kompanija Maistra, bio jedan od najiscrpnijih koji je ikada došao u naše ruke. Uz to s našega stajališta izvrstan arhitektonski studio iz Zagreba – ATP, koji je bio odgovoran za projekt od samih početaka, umnogome je potpomogao nesmetanom i lakšem odvijanju cjelokupnoga procesa.

or Italian origin. The building itself has been designed so as to exploit the advantages of natural light, although we also made a study on the position of shade and shadow in various periods of the year. This ensures that there is shade on the main glass façade, and at the same time avoids any loss of the solar advantage.

**MCM: How did your collaboration with Maistra come about?**

Nicole Hammond: Whilst working in the region we soon learned about the Company's faultless reputation, both in the sphere of hotels and in its performance. So, we were very interested in working with Maistra.

**MCM: Considering the fact that you have built hotels all over the world and that you have great experience in this field, how much of a challenge has it been for you to build a tourist facility in Croatia?**

Jeremy Heyes: There have been many challenges, of course, for instance gaining an understanding of local planning permission and land registry regulations and procedures. However, all the building procedures unfolded without difficulty, owing to a written summary prepared by Maistra, which is one of the most comprehensive summaries that has ever come into our hands. Moreover, ATP, which in our opinion is an excellent architectural firm from Zagreb and was in charge of the project from the very beginning, has contributed a lot to the undisturbed and smooth development of the whole process.







Carmen Garcia Huerta i Jason Brooks

## BRITANSKI MEDIJI ODUŠEVljeni NASTUPOM MAISTRE U LONDONU

**Maistra je u utorak, 12. veljače, u londonskom mondenom restoranu "Gordon Ramsay at Claridge's" predstavila svoje nove luksuzne hotele Monte Mulini i Lone kao i ekskluzivne najavne brošure za njihovo otvorenje na ljeto ove godine, odnosno 2009.**

Menadžment Maistre – Kristian Šustar, direktor, te direktor marketinga i prodaje Ninoslav Vidović i rukovoditelj marketinga Ivica Vrkić – brošure su predstavili zajedno sa svjetski poznatim ilustratorima Jasonom Brooksom i Carmen Garciom Huertom zaslužnima za ilustracije u brošurama. Na događanju su bili i predstavnici londonskoga arhitektonskog studija WATG (Wimberly Allison Tong & Goo), koji su osmislili dizajn i izgled hotela Monte Mulini, a promociju su, među ostalim, medijski popratili The Sunday Times Style, Design Week, Wallpaper, Travel Trade Gazette, Hotel Management International, ABTA, Marie Claire, Harpers Bazaar, The Times, The Telegraph, The Guardian, Daily Mirror...

Kada u Londonu, kozmopolitskoj metropoli, uspijete svojom pričom zaintrigirati medije, znači da je vaš projekt zaista izniman. A upravo to uspjela je Maistra, vodeća hrvatska hotelijerska kompanija. Promocija dvaju luksuznih hotela Monte Mulini i Lone putem ekskluzivnih najavnih brošura u hrvatskim turističkim vodama svakako predstavlja hvalevrijedan novitet, što dodatno potvrđuje i interes britanskih medija. Organiziravši medijsko predstavljanje u Londonu, Maistra je krenula u osvajanje europskoga tržišta, a prvi rezultati odaziva međunarodnih medija opravdavaju uloženi trud. Maistra je u izradi brošura postavila

## MAISTRA PRESENTATION IN LONDON THRILLED BRITISH MEDIA

Tuesday, 12th February in a trendy restaurant "Gordon Ramsay at Claridge's" in London, Maistra presented its new luxury hotels the Monte Mulini and Lone, as well as the exclusive promotional brochures for their opening this summer and 2009.

Maistra's management – Kristian Šustar, C.E.O., Ninoslav Vidović, marketing and sales manager and Ivica Vrkić, the head of marketing – presented the brochures together with the world famous illustrators Jason Brooks and Carmen Garcia Huerta, the authors of the illustrations in the brochures. The event was attended by the representatives of the London architectural studio WATG (Wimberly Allison Tong & Goo) who designed the look of the Monte Mulini, and the promotion was, among other media, followed by The Sunday Times Life & Style, The Design Week, Wallpaper, The Travel Trade Gazette, Hotel Management International, ABTA, Marie Claire, Harpers Bazaar, The Times, The Telegraph, The Guardian and The Daily Mirror.

When your story manages to intrigue the media in London, a cosmopolitan city of the first order, it means your project is really extraordinary. This is exactly what Maistra, the leading Croatian hotel company, has managed to do. The promotion of two luxury hotels the Monte Mulini and the Lone through exclusive promotional brochures definitely represents a commendable novelty in the realm of Croatian tourism, which additionally confirms the interest shown by the British media. Maistra aimed to corner the European market with the organization of the media presentation in London, and the first results of the feedback by the international media prove that the effort was well worthwhile. Maistra set new standards for the brochure design by engaging the best world artists – the Englishman Jason Brooks, the Spanish woman Carmen Garcia Huerta and the American Jill Bell. Well-known names on the international designer scene attracted the most influential media publications specialized in design and architecture such as Wallpaper – the cult designer magazine or World Architecture News, but the prestigious fashion magazines such as Harpers Bazaar and Marie Claire did not miss it either. Despite the tremendous competition of media events in the British capital, the promotion was followed by high-circulation British daily newspapers such as The

nove standarde koristeći usluge najboljih svjetskih umjetnika – Engleza Jasona Brooksa, Španjolke Carmen Garcia Huerte te Amerikanke Jill Bell. Imena koja su dobro poznata na međunarodnoj dizajnerskoj sceni, privukla su i najutjecajnije medijske publikacije specijalizirane za dizajn i arhitekturu kao što su Wallpaper – kulturni dizajnerski časopis ili World Architecture News, a nisu izostali ni Harpers Bazaar ili Marie Claire prestižni modni časopisi. Unatoč iznimnoj medijskoj konkurenciji u britanskoj prijestolnici, promociju su popratili i najtiražniji britanski dnevnik kao što su The Times, The Telegraph, The Guardian i Daily Mirror, čime je Maistra, a samim time i Hrvatska, dobila značajan medijski prostor i potvrdila suvremenost i originalnost ovoga projekta.



## MAISTRA DOBILA CERTIFIKAT ISO 9001:2000

**Nakon uspješno položenoga certifikacijskog audita, Hrvatska je ove godine dobila prvu tvrtku iz hotelijerske djelatnosti koja je zadovoljila visoke standarde certifikata ISO 9001 : 2000.**

Ovu međunarodnu normu, koja opisuje sustav upravljanja kvalitetom, uvela je Međunarodna organizacija za standardizaciju (ISO) radi uspostave internacionalnih normi za sustave upravljanja kvalitetom. Najvažnije odrednice ovoga certifikata, koji izdaju neovisne ovlaštene certifikacijske kuće, jesu sustav upravljanja kvalitetom, kontroliran sustav odgovornosti na svim razinama društva, standardizacija upravljanja sredstvima, procedure za realizaciju, mjerenje, analizu i poboljšanje proizvoda te usluga.

Strateška usmjerenja Maistre su kvaliteta i modeli upravljanja koji prate standarde vodećih svjetskih turističkih kompanija. Sukladno tomu Maistra već niz godina radi na stvaranju efikasnoga sustava upravljanja kvalitetom, zbog čega je tako formirala i poseban odjel isključivo za uspostavljanje, održavanje i neprekidno poboljšanje sustava upravljanja kvalitetom unutar tvrtke. Rezultat rada ovog odjela je i certifikat koji

Times, The Telegraph, The Guardian and The Daily Mirror, by which Maistra, and also Croatia, gained considerable media visibility, further confirming the modernity and originality of this project.

## ISO 9001:2000 CERTIFICATE TO MAISTRA

After successfully passing the certification audit, this company was the first in Croatian hotel management to satisfy the high standards of the ISO 9001:2000 certificate.

This international norm which describes the system of quality management was introduced by the International Standardization Organization (ISO) with the goal of establishing international norms for quality management systems. The most important guidelines of this certificate, issued by authorized independent certification houses, are quality management system, controlled system of responsibility on all society levels, means management standardization, procedures for realization, measurement, analysis and improvement of products and services.

Maistra is strategically oriented towards quality and the management models of the leading world tourist companies. In accordance with that, for a number of years Maistra has been creating an efficient quality management system, due to which a special department was formed just to establish, maintain and continually improve the quality management system in the company. The result of the work of this department is the certificate confirmed by the certification house SGS Adriatica d.o.o. based on the established quality system for offering the services of accommodation, food and drinks, wellness, sports, entertainment and the organization of events and conferences in

je potvrdila certifikacijska kuća SGS Adriatica d.o.o. na temelju uspostavljenoga sustava kvalitete za pružanje usluga smještaja, hrane i pića, wellnessa, sporta, zabave i organizacije događaja i kongresa u hotelima, naseljima i kampovima. Pored ovog certifikata Maistra je nedavno pokrenula i proces za dobivanje još jednog prestižnog priznanja, certifikata za upravljanje okolišem.

Važno je istaknuti da norma ISO 9001:2000 predstavlja kontinuiran proces i ne završava dobivanjem certifikata, već zahtijeva kontinuirano praćenje i usklađivanje svih procesa unutar poduzeća. Tako će Maistra i dalje veliki naglasak davati redovitim internim i eksternim auditima kojima će nadzirati trajno ispunjavanje svih zahtjeva certifikata, što ujedno znači poboljšanje sustava upravljanja kvalitetom. Time će se približiti ostvarenju svoga osnovnog cilja, a to je postati vodeći brand hrvatskoga turizma.

#### MAISTRINE OBJEKTE NAGRADILI EUROPSKI TUOPERATORI

**Svojoj bogatoj zbirci nagrada Maistra je pridružila još tri prestižne nagrade dobivene od vodećih europskih turoperatora: Thomsona Holidaysa i Neckermanna.**

Najveća potvrda kvalitete hotela svakako su zadovoljni gosti, ali pored njihovih pohvala važne su i one poslovnih partnera. Maistra se ove godine još jednom istaknula među mnogobrojnom konkurencijom te potvrdila svoju kvalitetu i prepoznatljivost osvojivši čak tri prestižne nagrade vodećih europskih turoperatora Thomsona Holidaysa i Neckermanna.

Britanski turoperator Thomson Holidays, koji je dio jedne od vodećih turističkih kompanija u svijetu – TUI Grupe, i ove je godine na temelju zadovoljstva svojih putnika Maistrinim objektima u Rovinju dodijelio Gold Medal Awards 2007. u dvije različite kategorije. Nagrada u kategoriji 4T Best Thomson Summer Accommodation deveti je put dodijeljena Hotelu Eden, dok je Hotel

hotels, villages and camps. Apart from this certificate, Maistra has recently initiated the process for obtaining another prestigious certificate – the certificate for environment management.

It should be pointed out that the ISO 9001:2000 norm represents a continuous process which does not end with obtaining the certificate, but requires continuous monitoring and harmonization of all the processes within the company. In accordance with that, Maistra will continue to emphasize regular internal and external audits, which will ensure the constant coordination with the demands of the certificate, meaning the quality management system will be improving constantly and thus Maistra will get closer to its basic goal, which is to become the leading brand in Croatian tourism.

#### MAISTRA'S FACILITIES AWARDED BY EUROPEAN TOUR-OPERATORS

**Maistra's rich collection of awards has recently been expanded by a further three prestigious awards received from leading European tour operators Thomson Holidays and Neckermann.**

Satisfied customers are definitely the best confirmation of the hotel's quality, but besides their praise, the commendations by business partners are also quite significant. This year Maistra has once again stood out among staunch competition and thus confirmed its quality and recognition by winning as many as three prestigious awards by the leading European tour operators Thomson Holidays and Neckermann.

This year the British tour operator Thompson Holidays, which is a part of one of the leading tourist companies in the world, the TUI Group, has awarded the Gold Medal Awards 2007 to Maistra's facilities in Rovinj in two different categories on the basis of the satisfaction of its customers. The award in the category 4T Best Thomson Summer Accommodation has

Park četiri put zaredom dobio ovu nagradu u kategoriji 3T Best Thomson Summer Accommodation. Maistrino je turističko naselje Belvedere jedini objekt u Hrvatskoj koji je dobio Neckermannovu nagradu Neckermann Primo Award 2007., što ga ujedno i svrstava među TOP 100 najboljih i najpopularnijih objekata prema mišljenju gostiju. Ova nagrada od posebne je važnosti jer pokazuje uspjeh prošlogodišnje investicije u rekonstrukciju naselja u visini od 13 milijuna eura.

Sve tri dobivene nagrade temelje se na anketama što su ih u razdoblju od godinu dana ispunili gosti koji su preko ovih turoperatora boravili u Maistrinim hotelima. Samo ocjenjivanje obuhvatilo je nekoliko važnih čimbenika kao što su lokacija, kvaliteta usluge, čistoća objekta, komfor soba, kvaliteta hrane, ponuda aktivnosti, odnos cijene i kvalitete te općenito zadovoljstvo gosta s odmorom i sl.

#### NAGRADA "TURISTIČKI CVIJET"

**Osvajanjem prestižnih priznanja i nagrada "Turistički cvijet – kvaliteta za Hrvatsku 2007.", Maistra je još jednom dokazala svoju kvalitetu i prepoznatljivost u turističkoj industriji.**

U organizaciji Hrvatske radiotelevizije i Hrvatske gospodarske komore 24. i 25. rujna u Hotelu Elaphusa u Bolu na Braču održan je jedanaesti "Turistički cvijet – kvaliteta za Hrvatsku 2007.". Ovo se tradicionalno okupljanje hrvatskih turističkih djelatnika održava radi dodjele nagrada i priznanja za kvalitetu hrvatskim turističkim odredištima, a poticaj je hrvatskoj turističkoj ponudi da postane sve konkurentnijom, zadržavajući pritom svoju autohtonost i prepoznatljivost.

for the ninth time been awarded to the Hotel Eden, while the Hotel Park has been awarded for the fourth time in a row with the award in the category 3T Best Thomson Summer Accommodation.

Maistra's Belvedere tourist village was the only complex in Croatia to be awarded with the Neckermann Primo Award 2007 by the German tour operator Neckermann, which also includes it among the TOP 100 best and the most popular projects according to the opinions of the guests. This award is especially important because it proves the success of last year's 13,000,000 Euro investment into the village's reconstruction.

All three prizes are based on polls which were compiled during the interval of one year by the guests who stayed in Maistra's hotels under these operators organization. The evaluation itself included a few important factors, such as location, the quality of service, facility cleanliness, room comfort, the quality of food, the offer of activities, the relationship between price and quality and guest's general satisfaction with their holiday.

#### "TOURIST FLOWER" AWARD

**By winning prestigious prizes and awards of the "Tourist Flower – Quality for Croatia 2007", Maistra has once again proved its quality and recognition in the tourist industry.**

The 11th "Tourist Flower – Quality for Croatia 2007" was held on the 24th and 25th September in the Hotel Elaphusa in the town Bol on the island of Brač and was organized by Croatian Radio Television and the Croatian Chamber of Commerce. This traditional gathering of Croatian tourist workers is held for the presentation of awards and prizes within the activities of evaluating the quality of Croatian tourist destinations, with the goal to make the Croatian tourist offer more competitive, but at the same time retaining its characteristics and recognition.



Maistra se ove godine još jednom istaknula među velikom konkurencijom te potvrdila svoju kvalitetu i prepoznatljivost osvojivši prestižne nagrade i priznanja. Prema rezultatima ocjenjivačkoga suda kao najbolji hotel godine hrvatskoga Jadrana u kategoriji tri zvjezdice ocijenjen je Hotel Park dok je Hotel Eden, nakon prošlogodišnjega priznanja za hotel s najboljim doručkom u Hrvatskoj, dobitnik nagrade u kategoriji hotela na Jadranu s četiri zvjezdice. Posebno priznanje za poticaj i razvoj wellness programa dobio je Hotel Istra koji je prošle godine, otvaranjem jednoga od najvećih i najbolje opremljenih wellness centara u Hrvatskoj, predstavio sasvim nove standarde kulture zdravoga življenja. Dobivena su priznanja potvrda ispravnosti puta kojim je Maistra krenula i poticaj da već sutra, kada budu izgrađeni novi Hoteli Lone i Monte Mulini, krene u borbu za najviša priznanja u kategoriji objekta s pet zvjezdica.



#### MAISTRA DODIJELILA STIPENDIJE UČENICIMA STRUKOVNE ŠKOLE EUGENA KUMIČIĆA

**Maistra je u suradnji sa Strukovnom školom Eugena Kumičića pokrenula program dodjele stipendija najboljim učenicima za zanimanja kuhar, slastičar, konobar i recepcionar kako bi potaknula mlade za izbor zanimanja u području turističke industrije.**

Ove je godine, prema preporuci profesora, dodijeljeno ukupno sedam stipendija koje će perspektivnim učenicima predstavljati dodatnu motivaciju za uspjeh. To su učenici koji su za vrijeme svoga školovanja postigli iznimne rezultate na raznim natjecanjima, tijekom stručne prakse i u poznavanju teorije, a njima će uz mjesečne novčane iznose biti omogućena i stručna srednjoškolska praksa uz kvalitetan sustav mentorstva te mogućnost sezonskoga i stalnog zaposlenja nakon završenoga školovanja u prestižnim Maistrinim turističkim objektima u Rovinju i Vrsaru.

Maistra has once again distinguished itself among tremendous competition and confirmed its quality and recognition by winning prestigious prizes and awards. According to the results of the prize-awarding committee, the Hotel Park was proclaimed the best hotel of the year on the Croatian Adriatic in the three-star category, while the Hotel Eden, after the last year's award for the hotel with the best breakfast in Croatia, won the award in the category of four-star hotel on the Adriatic. A special award for the stimulation and development of wellness programs was presented to the Hotel Istra, which opened one of the largest and best equipped wellness centers in Croatia last year and thus presented completely new standards in the healthier life culture. These awards confirm that Maistra has set on the right track and stimulate it to continue to compete for the highest awards in the five-star hotel category when the new Lone and Monte Mulini hotels are built.

#### MAISTRA AWARDED SCHOLARSHIPS TO THE STUDENTS OF THE "EUGEN KUMIČIĆ" VOCATIONAL SCHOOL

**In cooperation with the "Eugen Kumičić" Vocational High School, Maistra has started a program of scholarships for the best students in the careers of chefs, pastry cooks, waiters and receptionists.**

With the goal of stimulating the young generation to choose a profession in the tourist industry, in cooperation with the "Eugen Kumičić" Vocational High School from Rovinj, a program of scholarships to the best students for the professions of a chef, pastry cook, waiter and receptionist has been established. This year, on the recommendation of the teachers, a total of seven scholarships were awarded to promising students, which will stimulate them for further progress towards success. These are the students who have achieved extraordinary results during their schooling at competitions, in professional practice and in theoretical knowledge, and besides the monthly financial amounts, they will also have the opportunity to expert high-school courses with a quality mentorship system and the possibility of seasonal and permanent employment after school in Maistra's prestigious tourist facilities in Rovinj and Vrsar.

## Renco Kosinožić

Renco Kosinožić je jedan od najboljih hrvatskih fotografa, osobito poznat onima s područja istarskoga poluotoka, gdje umjetnik živi i radi. Ljubav prema kraju u kojem živi i stvara značajna je komponenta Kosinožićevoga fotografskog stvaralaštva, često i osnovni lajtmotiv. Upravo su fotografije snimljene u Istri one koje najvjernije iskazuju autorsku prepoznatljivost. Uživajte u Vrsaru kroz objektiv Renca Kosinožića.

Renco Kosinožić is absolutely one of the best Croatian photographers, especially known to the inhabitants of Istrian peninsula, where he lives and works. His love towards the land in which he lives and creates is a significant part of Kosinožić's photography, and often the basic leitmotiv. The photographs shot in Istria are precisely the ones which most faithfully show the author's identity. Enjoy Vrsar as seen through the lens of Renco Kosinožić.

Photo by: Milivoj Mjrošek



VRSAR







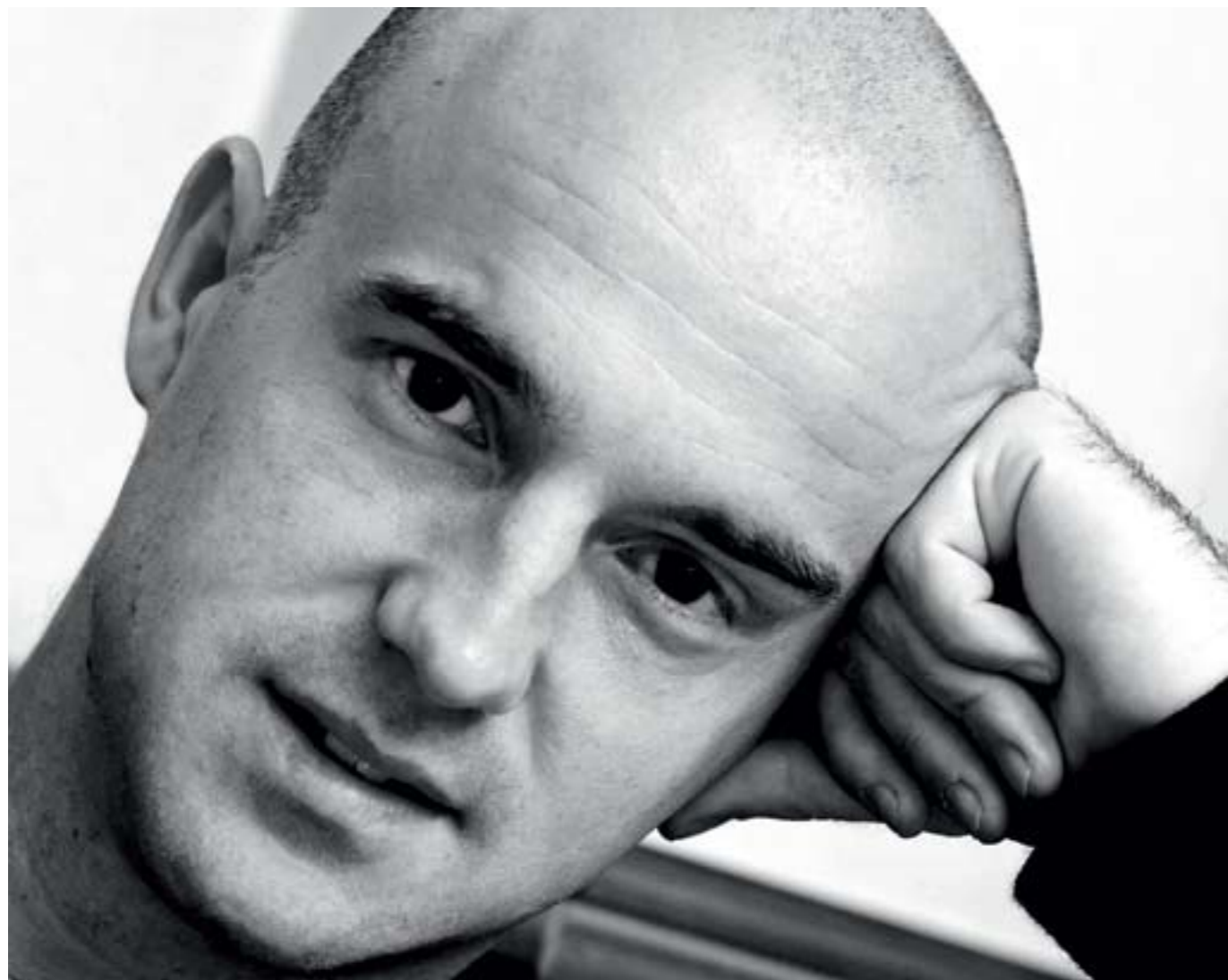






Ivan Ljubičić vrhunski je tenisač i često, gotovo svakodnevno, boravi u hotelima diljem svijeta. Poslovno je vezan i za turizam, stoga je zanimljivo doznati što on misli o kvaliteti hotelske ponude te u kojem smjeru bi trebao ići hrvatski turizam

Ivan Ljubičić is a top tennis player who frequently - almost daily - stays in hotels all over the world. He is also linked to tourism in business so it will be interesting to hear his opinion on the quality of hotel services and about the course Croatian tourism should take



# Ivan Ljubičić

**Maistra Company Magazine: Tri stvari koje boravak u hotelu čine ugodnim.**

To su, redom: usluga, čistoća i lokacija.

**MCM: Najbolji hotel u kojem ste odsjeli?**

Hotel Palace u Gstaadu. Odsjedao sam zbilja u mnogim hotelima najviših kategorija, no ovaj je hotel apsolutno najbolji! Ne zbog svoga neospornoga luksuza, već zbog razine usluge koju nudi. Većina personala u hotelu radi više od 10 godina, prepoznaju stare goste, pamte navike i trude se da se u hotelu gost osjeća kao kod svoje kuće. Cijelu godinu selim iz hotela u hotel, mnogi od njih se ponavljaju, ali ovo je jedino mjesto na svijetu gdje se uvijek veselim doći.

**MCM: Provjeren hotelski lanac ili manji boutique hotel?**

Ovisi, i jedno i drugo ima svoje prednosti. Kod lanaca nema upitnika, zna se što nude i što možete očekivati. Kod boutique hotela uvijek postoji element iznenađenja, ali imaju intimniji ambijent.

**MCM: S obzirom na mnogobrojna poslovna putovanja tijekom godine, posjećujete li, uopće, pojedina odredišta isključivo turistički?**

Doista rijetko, točnije jednom godišnje, a kako sam strastveni ronilac, najčešće biram odredište prema kriteriju kvalitete urona. Naravno da se uz navedeno mora nuditi i prvoklasan smještaj, a već imam dovoljno iskustva i informacija da, na većini mjesta koja su meni zanimljiva, znam koji su hoteli upravo takvi.

**MCM: Odnedavno ste i suvlasnik jednoga hotela u Opatiji. Kako ste se našli i snašli u hotelskom poslu?**

Najiskrenije, u to sam se upustio sasvim slučajno!

**Maistra Company Magazine: Name three things that make your stay in a hotel pleasant.**

These are, in due order, service, cleanliness and location.

**MCM: Which is the best hotel you have stayed in?**

Hotel Palace in Gstaad. I really have stayed at many top-category hotels, but this is definitely the best! Not so much for its undeniable luxury, but for the level of services provided. Most of the staff has been working in the hotel for more than 10 years, they recognize old guests, memorize their habits and strive to make the guests feel at home. I move from hotel to hotel the whole year round, frequently returning to many hotels, but this is the only place I always look forward to.

**MCM: Established hotel chain or small boutique hotel?**

It depends, they both have their own advantages. There are no question marks in hotel chains, one knows what they offer and what can be expected. In boutique hotels there is always that element of surprise, but they are more intimate.

**MCM: Considering your numerous business trips in the course of the year, do you ever visit some destination exclusively as a tourist?**

Very rarely indeed, to be precise once a year, and being a passionate diver I usually choose my destinations according to immersion quality criteria. It goes without saying that this must be matched by first-class accommodation, and I already have sufficient experience to know which are those hotels in the localities I am interested in.



Brzo sam shvatio da je ljepota i težina hotelskoga posla upravo u tome da on nikada ne staje, živi 24 sata dnevno i nikada ne prestaje tražiti od vlasnika bolje i više. Trudimo se gostima ponuditi što više, čak i nadmašiti njihova očekivanja. No, posebno nam je drago što nam pohvale redovno stižu na račun upravo onoga što smatramo dušom hotela, a to je osoblje i razina usluge koju ono nudi.

**MCM: Mogući pravci razvoja hrvatskoga turizma?**

S obzirom na to da sam zbilja često putovao, mislim da nisam subjektivan kada kažem da Hrvatska još uvijek ima potencijal postati središtem elitnoga turizma. Iako nam je ta opcija već opasno sužena, nadam se da će odgovorni ljudi u tom sektoru znati prepoznati ogroman kapacitet koji imaju u Hrvatskoj te znati sačuvati naše komparativne prednosti, a to su svakako prekrasna priroda, čisto more, autohtona kuhinja... Ukratko, sve ono čemu prijjeti opasnost ako krenemo u smjeru tzv. masovnoga turizma.

**MCM: You have recently become co-owner of a hotel in Opatija. How do you cope with hotel business?**

To be honest, I got involved in this completely by chance! I soon realized that the beauty and the high demands of hotel business lie in the fact that it never stops, that it lives 24 hours a day and never ceases to demand more and more from the hotel owner. We exert ourselves to offer the best to our guests, to go even beyond their expectations. We are particularly pleased by the fact that we regularly receive praise for what we consider to be the life and soul of a hotel, precisely for the staff and the level of services they provide.

**MCM: The likely course of development of Croatian tourism?**

Given the fact that I have really travelled a lot, I do not think that I am subjective in saying that Croatia still has the potential to become an elite tourist center. Although this option has already been dangerously restricted, I hope that the persons in charge of this sector will manage to recognize Croatia's huge potential and will know how to preserve our comparative advantages, i.e. our wonderful nature, clean sea, local cuisine... in short, all the things that could be jeopardized if we take the path of the – so called – mass tourism.

*Where the moment lasts*



## Hotel Katarina

Elegance, romance and history are words that most closely describe this wonderful hotel situated on the Saint Katharine Island, just a swim stroke away from the old town of Rovinj. Its various contents and 120 comfortable rooms will ensure you have a wonderful stay but what makes this hotel experience special are the 19<sup>th</sup> century nature park, beautiful beaches, an exquisite small chardonnay vineyard, its rich history dating from the Austro-Hungarian time and much more...

*maistra*  
ROVINJ - VRŠAR

Maistra d.d., Obala V. Nazora 6, 52210 Rovinj, Croatia  
tel: +385 (0)52 800 250, fax: +385 (0)52 800 215  
www.maistra.hr, e-mail: info@maistra.hr

Maistra d.d. is a member of **ADRIS**  
grupa

# Photodays

Rovinj, 6. - 8.6.2008.



Kao što postoji Grammy u glazbi, Festo u oglašavanju, postoji i Photodays na polju fotografije. Ambiciozan projekt, koji će se održati u Rovinju, stručni je skup na kojem će se dodijeliti priznanja autorima najboljih fotografija nastalih tijekom 2007. godine. Namjera Maistre i LivingStone magazina, organizatora ovoga događaja, jest da Photodays postane godišnji susret fotografa iz Hrvatske i inozemstva radi razmjene iskustva i znanja. Njihove radove ocjenjivat će stručni žiri sastavljen od devet članova, vrhunskih stručnjaka iz područja fotografije, kustosa muzeja, vlasnika galerija... Završni dio natjecanja, okupljanje najboljih fotografa i svih ljubitelja fotografije na megaspektaku u Rovinju, održat će se od šestoga do osmoga

Just like the Grammy Awards in music, Festo in advertising, there is also Photodays in the field of photography. This ambitious project that will be held in Rovinj is a photographic event where recognitions will be awarded to the authors of the best photographs created in the course of 2007. The intention of Maistra and LivingStone magazines, organizers of the event, is to make Photodays an annual meeting of photographers from Croatia and from abroad, aimed at the exchange of experience and knowledge. Their works will be evaluated by a jury of experts consisting of nine members, top-class experts from the sphere of photography, museum curators, gallery owners etc. The final part of the competition – the gathering of the



lipnja. Ondje će se uz stručne seminare, radionice, multimedijalne prezentacije nominiranih autora i fotografija, fotospektakle te zanimljive goste i sudionike održati i svečano proglašenje pobjednika. Rovinj će ta tri dana, vjerojatno, biti najfotografiraniji grad na svijetu. Svoju zadovoljštinu profesionalni fotografi naći će u sudjelovanju na stručnim skupovima te u dobivanju priznanja. Vi se, pak, možete dobro zabaviti uz fotospektakle, modna događanja, nautiku, automoto, sport... Ne zaboravite ponijeti svoj fotoaparatus. Tko zna, možda i vaše viđenje Rovinja zasluži biti uvršteno među radove vrhunskih profesionalaca, a ako ne, barem ćete imati sjajnu uspomenu.

best photographers and of all fans of photography at the mega spectacle in Rovinj – will be held from 6th to 8th June. There, in addition to technical seminars, workshops, multimedia presentations by the nominated authors and photographs, photographic spectacles and the presence of interesting guests and participants, the official award ceremony will also be held. Over the course of these three days Rovinj will probably be the most photographed town in the world. Professional photographers will be pleased by participating in the work of workshops and receiving acknowledgements. You, on the other hand, can have fun at photo spectacles, fashion events, sailing, motor sports, and other sports. Do not forget your camera. Who knows, maybe your image of Rovinj will deserve to be included amongst the works of the top professionals, if not you can always keep it as a splendid memento of the event.



dogaćanje  
event

mjesto  
place

datum  
date

Istarski sajam umjetnina Artexchange   Istrian Art Fair Artexchange	Rovinj	07.-11.05.
Maistra predstavlja najbolje u Istri   Maistra Presents the Best of Istria	Rovinj	17.05.
Rovinski festival delicija   Festival of Delicacies in Rovinj	Rovinj	24.05.
Apnea Academy	Rovinj	29.05.-02.06.
Rovinj Photodays	Rovinj	06.-08.06.
Regata brodica s oglavnim jedrom   Regatta of Boats with Mainsail	Rovinj	15.06.
Festival More i gitare   Sea and Guitars Festival	Vrsar	lipanj/kolovoz   June/August
Sunset Beach Party	Rovinj/Vrsar	srpanj/kolovoz   July/August
4.ljetni salsa festival   Fourth Summer Salsa Festival	Rovinj	03.-06.07.
Grisia	Rovinj	10.08.
Noć Sv. Lovre   Night of Sv. Lovro	Rovinj	12.08.
Koncert Ronald Braus i gosti   Ronald Braus & Guests Concert	Rovinj	15.08.
Kultfest	Rovinj	22.-23.08.
Gostovanje kazališta Ulysses   Guest Performance of Ulysses Theater	Rovinj	27.08.
Rovinska noć   Rovinj Night	Rovinj	29.-30.08.
Montraker	Vrsar	01.09. - 15.09.
Black & White nights	Rovinj	05.09.
Maistra Event Expo	Rovinj	24.-26.09.
Festival argentinskog tanga   Argentinian Tango Festival	Rovinj	10.-12.10.
Kruha, maslinova ulja, ribe, vina i ....igara!   Bread, Olive Oil, Fish, Wine and....Circuses!	Rovinj	25.10.

Odmor u Rovinju ili Vrsaru iskoristite za pohađanje slikarskoga tečaja

Take the Opportunity of a Holiday in Rovinj or Vrsar to Attend a Painting Course

# Ovjekovječena ljepota

## Immortalized Beauty

Desetljećima je Rovinj grad koji vole mnogobrojni umjetnici, grad galerija i atelijera, grad kao stvoren za goste kojima nisu dovoljni samo sunce i more. Svim gostima, stoga, nudi se jedinstveni sadržaj – slikarski tečaj. Po uzoru na Toskanu i slijedeći primjer britanskih specijalističkih agencija, koje su radi sadržajnijega aktivnog odmora svojih sunarodnjaka u Rovinj dovodile i slikare, Maistra od 3. do 10. svibnja te od 27. rujna do 4. listopada ove godine gostima pruža mogućnost pohađanja slikarskoga tečaja kod uvaženoga i brojnim priznanjima ovjenčanog akademskog slikara Radovana Rajka Svilara.

### Trenutak postaje vječnost

Izvrstan komunikator, poliglot i igri sklon umjetnik tečaj je zamislio kao edukativni šestodnevni grupni rad, uz angažman hotelskoga animatora koji će pratiti goste tijekom toga programa i planiranih izleta. Polaznici su obvezni pribaviti boje i slikarski pribor, a prostor i stalke osigurava domaćin. Za pohađanje tečaja nije nužno biti nadaren, dovoljno je biti zainteresiran za takav oblik odmora, jer primarni cilj ovoga programa nije stvoriti umjetnika, nego potaknuti stvaralaštvo te intenzivirati i upotpuniti doživljaj gosta tijekom odmora. Tako će gosti, među ostalim, upoznati i kulturu te tradiciju grada domaćina i njegove okolice. Opće je poznato kako bavljenje slikarstvom i drugim kreativnim aktivnostima, posebice u prirodnom okruženju, pomaže u očuvanju čovjekova zdravlja u sve užurbanijem načinu života. Stoga vaš

For decades Rovinj has been a town much loved by numerous artists, a town of galleries and ateliers, ideal for guests to whom sun and sea are not enough. All guests are, therefore, offered a unique opportunity – to attend a painting course. On the model of Tuscany and following the example of British specialized agencies, that in order to offer attractive active holidays to their fellow countrymen brought also painters to Rovinj. From 3rd to 10th May and from 27th September to 4th October this year Maistra will provide for its guests the opportunity to attend a painting course run by the esteemed academic painter Radovan Rajko Svilar, who has received numerous awards and acknowledgements.

### A Moment Becomes Eternity

As excellent communicator, polyglot and playful artist, he devised the course as an educative six-day group work, with the engagement of a hotel animator to accompany the guests through the program and the planned trips. The attendants must provide the colors and the painting kit, while space and easels shall be provided by the host. One does not necessarily need to be talented to attend the course, it is sufficient to be interested in such a type of holiday. The primary objective of the program being not to create artists, but rather to encourage creativity, thus enhancing and completing the guests' holiday experiences. In this way, among other things, they will get to know the culture and tradition of the host town and

Kontakt | Contact

Ured za rezervacije  
Booking Office

MAISTRA – CRS

52210 Rovinj, V. Nazora 6  
Tel. +385 52 800 250  
Fax: +385 52 800 215

info@maistra.hr



domaćin, u suradnji s renomiranim umjetnicima, planira organizirati i tečaj modelarstva i oblikovanja gline te posjete njihovim atelijerima i galerijama. Uostalom, tko zna, možda baš na ovim tečajevima netko u sebi otkrije umjetnika za kojeg nije znao da postoji.

its surroundings. It is generally acknowledged that painting and other creative activities, especially if practiced in a natural environment, are very beneficial to man's health, especially in our increasingly hurried way of life. For this reason your host, in cooperation with famous artists, plans also to organize courses for model-building and clay modeling, as well as visits to ateliers and galleries. After all, who knows: maybe through these courses some will discover the artist they are carrying inside but have been unable to recognize.

### PROGRAMI SPECIJALNIH INTERESA

- ~ **Pješačenje** – Uzmite štapove, ponesite naprtnjaču, obujte udobnu obuću i krenut ćemo zajedno na put u prirodu...
- ~ **Ronjenje** – Zaronite! Iznenadit ćete se tajnama koje krije jadransko podmorje...
- ~ **Multiactivity** – Izazov, pustolovina, istraživanje novih prirodnih predjela Vaši su pokretači?
- ~ **Vožnja biciklom** – Uzmite bicikl, vodimo Vas na put u neistraženu prirodu, puteljima koje samo domaćini znaju...
- ~ **Istražujemo prirodu** – Otkrijte najljepše prirodne predjele, oslušnite mir i tišinu te neki novi ptičji pjev!
- ~ **Batana – umjetnost – obrt** – Venecija ima gondolu, a Rovinj s ponosom predstavlja svoju batanu
- ~ **Kuharski tečaj – tartufi** – Upoznajte "njegovo veličanstvo" tartuf u "Maistrinoj školi gastro doživljaja"
- ~ **Kuharski tečaj – riblja jela** – Okusite tradicionalne riblje specijalitete u "Maistrinoj školi gastro doživljaja"

### PROGRAMS OF SPECIAL INTEREST

- ~ **Hiking** – Take your walking stick, backpack, put comfortable shoes on and let's head for nature together...
- ~ **Diving** – Dive! You'll be surprised by the secrets hidden in the Adriatic submarine world...
- ~ **Multiactivity** – Are challenge, adventure, exploration of new natural areas your prime driving force?
- ~ **Bicycle Ride** – Mount your bike, we are taking you to unexplored nature, through paths that only the local population knows...
- ~ **Exploring nature** – Discover the most beautiful natural areas, listen for a moment to peace, silence or some new bird song!
- ~ **Batana – art – craft** – Venice has its gondola and Rovinj is proud to present its batana
- ~ **Culinary Course – truffles** – Meet "His Majesty" the truffle in "Maistra's school of gastronomic experiences"
- ~ **Culinary Course – seafood dishes** – Taste traditional fish specialties in "Maistra's school of gastronomic experiences"

Kuća o batani prvi je hrvatski ekomuzej posvećen tradicionalnom plovilu rovinjskih ribara

The Batana House is the first eco-museum in Croatia, a modern museum dedicated to the batana - the traditional vessel of Rovinj fishermen



## Viecia batana

Riječ batana ne može se pronaći u rječniku ni hrvatskoga jezika ni stranih riječi, no svaki pravi Istrijan reći će vam da je to naziv autohtone rovinjske drvene ribarske brodice, veličine oko pet i pol metara, koja je kadra ići ususret otvorenomu moru. I danas kao i prije nekoliko stoljeća Rovinjani batanu opisuju uzrečicom “Bone da bati mar!” / “Dobre da pobijede more!”. “Kuća o batani/ Casa della batana” prvi je ekomuzej u Hrvatskoj posvećen istoimenoj ribarskoj brodici, simbolu lokalne zajednice, te jedini hrvatski muzej koji je ušao u najuži izbor na natjecanju za najbolji europski muzej (EMYA) 2006. godine, a 2007. svrstao se među 20 najinventivnijih novih europskih muzeja.

### Velika slava male brodice

Batana je najrasprostranjenije tradicionalno polovilo u Rovinju, do danas je u registru lučke kapetanije evidentirana 241, i svjedok je pomorske i ribarske baštine. Tako je jedna od glavnih zadaća muzeja pokazati

Although the word batana cannot be found in a Croatian or a foreign language dictionary, every true Istrian will tell you that this is the name of Rovinj’s traditional wooden fishing vessel, which is about five and a half meters long and can be sailed on the open seas. Today the inhabitants of Rovinj describe the batana with the saying “Bone da bati mar!” / Able to beat the sea, just as they did several centuries ago. “The Batana House” is the first eco-museum in Croatia dedicated to the fishing boat that shares the same name, which is a symbol of the local community. In 2006, it was the only Croatian museum shortlisted for the prestigious European Museum of the Year Award (EMYA), and in 2007 ranked among the 20 most inventive modern European museums.

### Great glory of the small vessel

The batana is the most wide-spread traditional vessel in Rovinj, and up to now 241 batanas have been recorded in the Port Authority’s Register,





batanu kao živu nositeljicu pomorske tradicije. Muzej u nevelikom prostoru na dva kata nudi povijest, ali i sadašnjost ovoga drvenog plovila. Na ulazu u muzej su, uz suvenirnicu, i neke od najuspješnijih maketa batane s jedrima. Predstavljena je i slavna tradicija rovinjske male brodogradnje te brodograditelja koji su gradili batane. Mogu se pogledati i dokumentarni filmovi o rekonstrukciji najstarije batane "Risorta" / "Uskrsnula" iz 1914. godine, koju je njezin vlasnik Franco Diritti, posljednji gradski ribar koji isključivo živi od parangala, darovao muzeju, a restaurirao ju Mladen Takač. Tu je i film o gradnji batane "Oun rigno". U donjoj etaži postavljena je edukativna izložba o ribarstvu, a posjetitelji mogu uz projekcije filmova o moru i ribarima pogledati prvi pronađeni film o Rovinju iz 1930. godine.

### Susret povijesti i budućnosti

U mjesecu kolovozu ispred ekomuzeja, a u sklopu projekta "Batana", može se pogledati građenje batane na tradicionalni način, ali i uživati u bogatom kulturno-umjetničkom programu te kulinarskim specijalitetima. Svrha je ovoga događaja zabava, ali i vraćanje batane u lučicu odakle su je istisnuli moderni i plastični brodovi. Ako kojim slučajem ne stignete razgledati hrvatski ekomuzej, onda svakako posjetite njihovu web stranicu [www.batana.org](http://www.batana.org) koja se kiti nacionalnom internet nagradom Vidi Web Top 100 u kategoriji Znanost, obrazovanje i kultura te nagradom WSA (World Summit Award) za najbolju hrvatsku web stranicu iz kulture.

which gives evidence of the local nautical and fishing history. One of the museum's main tasks is to display the batana as a living example of nautical tradition. In quite a small area that covers two floors, the museum displays both the past and the present of this wooden vessel. Standing next to the souvenir shop at the museum's entrance, there are some of the most successful scale models of batanas with sails. There is also a presentation of Rovinj's celebrated small shipbuilding tradition and the local naval carpenters and caulkers who constructed these vessels. There are documentary films about the reconstruction of the oldest batana "Risorta" (Resurrected) from 1914, which her owner Franco Diritti who is the last fisherman in the town to live exclusively off long-line fishing, donated to the museum and which was renovated by Mladen Takač. Among the other numerous displays, there is also a film about the construction of the batana "Oun rigno", an educational exhibition about fishing on the lower floor, and in addition to films about the sea and fishermen, visitors can also watch a projection of the earliest discovered film about Rovinj, from the year 1930.

### Meeting of history and future

In August, as a part of the "Batana" project, many events are held in front of the eco-museum, such as the construction of batanas in the traditional way, but there are also cultural and artistic programs and a rich offer of culinary specialties. These events are held not only for entertainment purposes, but also in order to return batanas back to the port from which they were pushed out by modern and plastic boats. In case you don't make it to the Croatian eco museum, do not miss the chance to visit their web site [www.batana.org](http://www.batana.org), which is adorned by the national Internet award, Vidi Web Top 100 in the category Science, Education and Culture, and the WSA (World Summit Award) for the best Croatian web site on culture.



## Maistra Campsites - a true discovery

The deep blue sea and the vibrant colors of Mediterranean vegetation offer a real treat for those who seek to spend their summer surrounded by nature on unique locations of Rovinj and Vrsar. We have supplemented the preserved nature, a mild climate and indented coast with various sports facilities, activities, entertainment and cultural events that along with exceptional restaurants set together the stage for a unique camping experience.

Rovinj: Amarin, Polari, Veštar

Vrsar: Valkanela, Porto Sole, Naturist park Koversada

**maistra**  
ROVINJ - VRSAR

Maistra d.d, Obala V. Nazora 6, 52210 Rovinj, Croatia  
tel: +385 (0)52 800 200, fax: +385 (0)52 800 215  
[www.maistra.hr](http://www.maistra.hr), e-mail: [info@maistra.hr](mailto:info@maistra.hr)

Maistra d.d. is a member of **ADRIS**  
grupa

Park skulptura u Vrsaru prostor je na kojem se susreću čarolije božanskoga i umijeća čovječje ruke

The sculpture park in Vrsar is a space where the magic of the divine, and skilled hands meet one another



## Umjetnost u kamenu

### Art in Stone

U srednjovjekovnom gradiću Vrsaru na zapadnoj istarskoj obali, smještenom na brežuljku s kojeg se pruža pogled na jedan od najljepših arhipelaga Mediterana, nalazi se i zaštićeni spomenički kompleks kuće i Parka skulptura najvećega živućeg hrvatskog i europskog suvremenog kipara Dušana Džamonje, čije su skulpture izložene u najeminentnijim muzejima svijeta. Uvaženi svjetski kritičari za Džamonju su kazali kako je razvio nov način upotrebe tradicionalnih materijala, pomirio krutost metala s organskom fluidnošću prirode. Upravo to očituje se u njegovom Parku skulptura gdje je od 1970. umjetnikova privatna galerija kiparskih radova, grafita i crteža. Roger Pierre Turine zapisao je kako u Vrsaru Džamonjine skulpture vladaju slobodno pod suncem, pored

In the medieval town Vrsar, on the western coast of Istria, located on a hill where a marvelous view extends onto one of the most beautiful Mediterranean archipelagos, stands the landmark complex, the house and Sculpture park of Dušan Džamonja. He is Croatia's greatest living sculptor and a renowned European contemporary sculptor, whose works are exhibited in the most distinguished world museums. Esteemed world critics said that Džamonja has developed a new way of using traditional material, conciliating the rigidity of metal with the organic fluidity of nature. This has been reflected in his Sculpture park; the artist's private exhibition of sculptures, graffiti and drawings since 1970. Roger Pierre Turine wrote that in Vrsar Džamonja's sculptures



mora; čarolija su i ukazuju poštovanje samoj prirodi stvari. To je živi prostor gdje se čovječja ruka čarolijom svoga umijeća pridružuje božanskom umijeću koje je uredilo svijet.

dominate freely under the sun, near the seaside; they are magic and show respect to the nature of things itself. This is a living space where man's hand, led by its magical skill, combines with the divine art that created the world.

### Kamen nadahnut dušom

Dokaz da ime "kiparski grad" Vrsar s ponosom nosi je i Montraker, ljetna kiparska škola koja se od 1991. godine tu održava u zadnjem tjednu rujna. Skulpture koje nastaju mogu se vidjeti na vrsarskim plažama, autokampovima, na rivi i u gradskim parkovima. Skulpture mladih kipara pričaju priču po kojoj se znamenitostima Vrsara trebaju pribrojiti i stari kamenolomi. U njima se kamen kontinuirano vadi od rimskih vremena do naših dana. U Vrsar su od pamtivijeka navraćali europski kipari i graditelji; oni koji su poput Dušana Džamonje u svojim skulpturama voljeli i mogli izreći ono ljudsko, moć ruku. Ta vrsarska tradicija pretače se uvijek iznova u originalnu i svježiju umjetnost. Na otvorenom prostoru kiparska klesarska škola pod vodstvom mentora kipara pruža turistima jedinstveni uvid u obradu kamena koji iz bezličnih blokova, u tri tjedna, postaju neobične forme – kamen nadahnut dušom.

### Stone with a soul

One of the proofs that Vrsar may proudly bear the name "sculptors' town" is Montraker, the summer sculpture school that has been held there every year, in the last week of September, since 1991. The sculptures that are created there can be seen on Vrsar beaches, motor-camps, on the quayside, and in town parks. Owing to the young artists' sculptures, old stone quarries have also been added to the significant Vrsar sights. Stone has been continually extracted from these pits since Roman times. European sculptors and architects have visited Vrsar from times immemorial; those who, like Dušan Džamonja, wished and could express those humane sensations – the power of hands – through their sculptures. The Vrsar tradition repeatedly translates into original and fresh art. In the open, under the leadership of sculptor supervisors, the stone-mason's school offers to the tourists a unique insight in stone dressing whereby, in three weeks, stone gets transformed from a featureless block into unusual forms – into stone with a soul.



# On-line organizacija putovanja

## On-line Travel Organization



Mogućnost da putnik on-line ponudom sam prema svojim željama kreira vlastito putovanje, postala je stvarnost. U tome dosta pomaže i on-line ponuda niskobudžetnih zrakoplovnih prijevoznika koji vrlo često lete jeftino prema najvećim turističkim odredištima. To putnicima omogućava da sami kombiniraju hotelski smještaj s kupnjom zrakoplovne karte i otputuju u željeno odredište – bez vodiča i pratnje, naravno ako im takav način putovanja odgovara. Mnoge se turističke agencije u svom poslovanju sve više okreću tim trendovima i tako prilagođavaju svoju ponudu. Starija populacija za sada zaobilazi ovaj način organizacije odmora, njima je sigurnije i jednostavnije “klasično putovanje”. Dinamičko paketiranje omiljenije je među mlađom populacijom. Valja svakako istaknuti da su se zbog razvoja situacije na tržištu i postojeće redovne zrakoplovne linije cijenom približile niskotarifnim, naročito oko blagdana. Stoga ne čude brojni letovi zrakoplova koji u blagdansko vrijeme dovode inozemne goste u Hrvatsku ili hrvatske turiste prevoze prema turističkim odredištima poput Egipta, Sicilije, Tunisa, Portugala, Španjolske ili Finske, i to po cijenama kojih se ne bi “posramio” čak niti Ryanair.

The possibility for travelers to create their tours according to their own wishes by means of “on line” services has now become a reality. This is also helped by on-line services of “low-budget” air carriers flying frequently, at low prices, to major tourist destinations. This enables travelers to combine hotel accommodation with the purchase of plane tickets and to depart to the desired destination – with no guide, naturally if that way of traveling suits them. Many tourist agencies are increasingly turning to these trends and adjusting their services accordingly. For the time being, the older population has been avoiding such types of holiday arrangements, “classical traveling” being safer and simpler for them. The younger population prefers dynamic package arrangements. It has to be emphasized that, due to such market developments, existing regular air lines have lowered their prices to meet the low-tariff ones, especially around holiday times. Therefore the numerous air flights that, at holiday time, bring foreign guests to Croatia or take Croatian tourists to destinations such as Egypt, Sicily, Tunis, Portugal, Spain or Finland, and this at prices that would do credit even to Ryanair, come as no surprise.

# Turistički trendovi u 2008

## Tourist trends in 2008.



- ~ Kraća, ali češća putovanja obilježiti će turističko tržište u 2008. godini. Na godišnji odmor odlazi se i do tri puta, a ne više, kao do sada, jednom na tri tjedna.
- ~ Produženi vikendi u europskim metropolama koje danonoćno žive, bit će omiljen način razonode svjetskih putnika.
- ~ Wellness je apsolutno “pobjedio” sve druge oblike odmora i relaksacije ili terapije – niti jedan hotel bez iole ozbiljnijega wellness centra ne može više računati na povećanje prometa i broja gostiju. Uživanje u wellness ponudi i “regeneracija organizma” izvrsna su priprema za nove radne napore.
- ~ Krstarenja i ploveći hoteli postali su dio turističke industrije koji se iznimno snažno razvija omogućujući gostima vrhunsku ugodu na brodu i posjet zanimljivim odredištima.
- ~ Hrvatska je i ove godine mjesto koje se jednostavno mora vidjeti, ali povratak gostiju očekuje se i na odredišta Dalekog istoka. Tajland, Indonezija, Kambodža, Vijetnam nakon nekoliko “loših” godina doživljavaju novu turističku renesansu. Svakako treba spomenuti Kinu koja ne krije nastojanja da u sljedećih nekoliko godina postane prava turistička velesila.

- ~ Shorter but more frequent journeys will characterize the tourist market in 2008. Nowadays people go on three holidays a year, no longer once and for three weeks as they have done so far.
- ~ Long weekends in European capitals that live night and day are going to become the globe trotters’ favorite leisure.
- ~ Wellness has been the absolute “winner” over all other forms of holiday and relaxation or therapy – and hotels without adequate wellness facilities cannot count on increased turnover and number of guests any longer. Enjoying in the wellness service and in “body regeneration” is an excellent preparation for new work efforts.
- ~ Cruises and floating hotels have become an exceptionally developed part of the tourist industry offering the guest first-rate pleasure on board as well as the opportunity to visit numerous interesting destinations.
- ~ This year Croatia will again be an unavoidable destination for travellers, but Far East destinations also anticipate the return of guests. After several “bad” years, Thailand, Indonesia, Cambodia, Vietnam, are experiencing a new tourist renaissance. We must certainly mention China, which is not hiding its aspirations to become a real tourist superpower n the next few years.

Galerija Adris produkt je suradnje kulture i gospodarstva

The Adris Gallery is the product of cultural and economic cooperation

# Stjecište likovne ljepote

## A Meeting Point of Artistic Beauty



U samo nekoliko godina rovinjska Galerija Adris ugostila je mnogobrojne velikane kista i poteza, čija je djela vidjelo više od 200.000 posjetitelja. Atraktivan prostor otvoren u svibnju 2001. godine na Obali Vladimira Nazora arhitektonski je osmislio prof. dr. Marijan Hrčić, a veliki hrvatski umjetnik Edo Murtić pobrinuo se da njegov keramički zid trajno svjedoči o gospodarskom uspjehu Adris grupe, ali i da postane činjenicom ljepote, a kultura saveznicom industrije. Edo Murtić javnosti je tom prigodom predstavio svoja, do tada neizlagana djela. Bila je to točka na "i" u radu slikara koji je za života ostvario stotinu i pedeset samostalnih i tristotinjak skupnih izložbi na svim kontinentima. Njegova su djela prisutna u privatnim i javnim kolekcijama diljem svijeta.

### Komunikacijska činjenica

Uz Murtića te mnoge druge koji su do sada izlagali u ovom prostoru, kao što su Bukovac, Medović, Crnčić, Vidović, Dulčić, Meštrović, Kuliš, Šohaj, Gliha, Babić, Kraljević, Junek, Račić, Becić, Uzelac, Šimunović, Šulentić, Šebalj, Kulmer, Ivančić..., na neki način zaokružen je koloplet umjetnika koji su obilježili hrvatsku umjetnost prošloga stoljeća. Poslovstvo Adris grupe time je ujedno dokazalo da je uspješno ostvaren prvotni cilj. Galerija je postala nezaobilazna adresa, ali i svjedočanstvo da je ova grupacija privržena europskim poslovnim trendovima u kojima je kultura odavno postala važnom komunikacijskom činjenicom. Adris grupa ostvaruje svoje želje, te je nedvojbeno kako će i njezina poslovna budućnost proteći u savezništvu kulture i gospodarstva. Preostaje vam samo da im se pridružite na tom putu i tijekom svoga boravka u Vrsaru ili Rovinju posjetite Galeriju Adris, stjecište likovne ljepote.

In just a few years the Adris Gallery of Rovinj has hosted numerous brush and stroke masters, whose works have been examined by more than 200.000 visitors. This attractive location, opened in May 2001 on the seaside, on Obala Vladimira Nazora, owes its architectural design to Prof. Marijan Hrčić, Ph.D. while the ceramic wall, created by the great Croatian artist Edo Murtić, is not just the permanent testimony of the Adris Group economic success, but also a testimony of beauty, showing the alliance between culture and industry. On that occasion Edo Murtić presented his – never before exhibited – works to the public. This was the finishing touch to the work of the painter who, in the course of his life, had organized one hundred and fifty one-man exhibitions and some three hundred group ones, on all the continents. His works are exhibited in private and public collections all over the world.

### Communication fact

Together with Murtić and many others who have so far exhibited their works in this space, such as Bukovac, Medović, Crnčić, Vidović, Dulčić, Meštrović, Kuliš, Šohaj, Gliha, Babić, Kraljević, Junek, Račić, Becić, Uzelac, Šimunović, Šulentić, Šebalj, Kulmer, Ivančić..., in a way the circle of artists who have marked Croatian art in the past century has been completed. At the same time the Adris group management thus proved that the original goal had been successfully achieved. Not only has the Gallery become an unavoidable address, but it is also the evidence that this group is committed to European business trends in which culture has long become an important communication fact. The Adris Group is achieving its goals, and no doubt its business future will also unfold in an alliance between culture and economy. It remains for you to join them on their course and, during your stay in Vrsar and Rovinj visit the Adris Gallery, the meeting-point of artistic beauty.



Hrvatski koraljari nakit još izrađuju na tradicionalni način, sporo ali prepoznatljivo lijepo

Croatian coral producers still manufacture their jewelry in a slow, but recognizably beautiful, traditional way



## Kći mora

### Daughter of the Sea

On je istodobno biljka, životinja i mineral. Prema nekim vjerovanjima on je zaštita od uroka, od krvarenja i udara gromova. Crveno blago podmorja. Koralj. Naziv mu dolazi od grčke riječi koralion, a znači "kći mora". I danas se ljubomorno čuvaju tajne morskih dubina i "pozicija" s kojih marni ronici mukotrpno love grane koralja. Tradicija lova na koralje u Jadranu traje više stoljeća, a tijekom svih tih godina zadržala se manufakturna obrada. Iako taj način proizvodnje ne može u poslovnom smislu konkurirati razvijenim industrijskim pogonima za brušenje koralja, do danas je ručno izrađen nakit od koralja s hrvatskoga dijela Jadrana ostao prepoznatljiv po svojoj ljepoti.

It is plant, animal and mineral at the same time. According to some beliefs it protects us from spells, bleeding and lightening. A red treasure of the deep. Coral. The name is derived from the Greek word koralion, which means "daughter of the sea". Keen divers still jealously guard the secrets of the deep and the sites where they painstakingly search for coral branches. The coral-searching tradition in the Adriatic is several centuries old, and hand processing has been preserved throughout this time. Although this type of production cannot compete commercially with the developed industrial coral-cutting plants, hand made coral jewelry from the Croatian Adriatic coast is well known for its beauty.





### Ljepota iz ruku koraljara

Koralj se obrađuje na onaj stari, gotovo već zaboravljeni način. Na stolu je brus, u plastičnim posudama sirovi koralji, crveni i bijeli, "pel" i posebni svileni konac, zatim drvena pila, a njome se, uz pomoć igle i vode koja lagano curi iz drvene posude, buše rupice na obrađenom koralju. Ako se kuglice buše električnom bušilicom, mogu popucati. Sve se radi ručno i traje dugo. Svaki se komadić koralja ručno polira, a to traje i po dva dana. I kada se u bubanj stave komadi na poliranje, i to jako dugo traje. A kada se niže ogrlica od već obrađenih komada, onda se prvo niže na ribarski konac i dobro pazi da sve bude lijepo posloženo. Pa se onda još jednom, ispočetka, ogrlicu niže na posebni svileni konac. Samo za nizanje ogrlice potroši se najmanje četiri sata, dok cijeli postupak izrade jedne ogrlice od 60-ak kuglica traje nekoliko dana.

Da bi u morskom plavetnilu narastao jedan koraljni grm, potrebno je 100 do 200 godina. Tijekom vađenja cijele grane koralja iz mora, neke se grančice polome, ali se ni one ne bacaju. U malim radionicama hrvatskih koraljara i najmanje će grančice biti s ljubavlju umetnute u ogrlice i narukvice.

### Beauty from the hands of coral producers

Corals are processed in the old, almost forgotten way. The whetstone is on the table, raw corals, red and white, are in plastic containers, also nylon and special silk thread; then a wooden saw is used together with a needle and water dripping slowly from a wooden container, to make holes in the coral. Namely, if the pearls get drilled by electric drill they may crack. Everything is done by hand and takes a lot of time. Every piece of coral gets polished manually and this can last up to two days. Even when the pieces are polished in the drum, this can also be quite time-consuming. And when a necklace is strung from processed pieces, they are first strung onto a fishing thread, taking care to put all pieces properly together. Then the necklace is put together all over again, this time on special silk thread. The stringing up of a necklace takes at least four hours while the entire operation of making a 60 bead necklace can last for several days.

It takes from 100 to 200 years for a coral bush to grow in the deep, blue sea. While extracting coral from the sea, the branches sometimes break, but they are not discarded. In the small workshops of Croatian coral producers, even the smallest of branches will be lovingly inserted in necklaces and bracelets.

*Where the moment lasts*



*Printed in the sand and in your memory ...  
The trail of romance will follow you forever.  
Express your emotions in the best possible way ...  
Allow us to prepare You and play a part in one  
of the most important steps You will ever take.*



The extensive offer of Maistra's premium hotels includes planning your wedding in the most romantic locations of the unique destinations of Rovinj and Vrsar. Carefully combining services of specialist agencies and our own experience, we give you moments that you will treasure forever.

**maistra**  
ROVINJ - VRSAR

Maistra d.d, Obala V. Nazora 6, 52210 Rovinj, Croatia  
tel: +385 (0)52 800 250, fax: +385 (0)52 800 215  
www.maistra.hr, e-mail: info@maistra.hr

Maistra d.d. is a member of **ADRIS**  
grupa

Tomislav Gretić novi je šef  
kuhinje hotela Monte Mulini

Tomislav Gretić, the new Chef  
at hotel Monte Mulini

## Kreator gastronomskoga raja

### Creator of a Gastronomic Paradise



Atraktivni gastronomski projekt, koji će nedvojbeno iz temelja uzdrmati hrvatsku hotelsku ponudu, privukao je Tomislava Gretića da u budućem rovinjskom hotelu s pet zvjezdica "Monte Mulini" postane šef kuhinje. "Unutrašnjost Istre nudi široku paletu proizvoda visoke kakvoće, što ću maksimalno iskoristiti kako bih ovdje napravio najbolji hrvatski restoran", najavio je Tomislav Gretić. Tomislavov je uzor najmlađi engleski kuhar s osvojene tri Michelinove zvjezdice, Marco Pierre White. Najprivrženiji je francuskoj kuhinji, kao i tehnikama oca modernoga kuharstva Augustea Escoffiera. Ostale ideje crpi iz mnogobrojnih izvora, među kojima je Internet najznačajniji.

#### Pomicanje granica

Na zadovoljstvo mnogih gurmana ljubav prema kuhači prevladala je u odabiru zanimanja 36-godišnjega Zagrepčanina. U tome je, kaže, presudilo majčino kulinarstvo umijeće i brojne večere što ih je s njom za prijatelje pripremao od ranoga djetinjstva. Dokazavši se u nekolicini hotela, Tomislav je s 23 godine, ali kao "mali od kužine", pozvan u zagrebački Sheraton, gdje je, potkraj

The possibility of an attractive gastronomic project, that is undoubtedly going to shake the very foundations of Croatian hotel services, has attracted Tomislav Gretić to become the chef in the future, Rovinj five star hotel "Monte Mulini". Tomislav's model is the youngest English cook Marco Pierre White, winner of three Michelin stars. He is most committed to French cuisine, and to the techniques of Auguste Escoffier, father of modern culinary skills. He draws other ideas from numerous sources, primarily Internet. "Inland Istria offers a wide range of high-grade products, and I wish to make the most of these in order to create the best Croatian restaurant here" – Tomislav Gretić announced.

#### Moving the boundaries

To the delight of many gourmets, his love for cooking became the occupation of this 36-year old from Zagreb. What prevailed, he says, was his mother's culinary skill and the numerous dinners he used to prepare with her for friends since his early childhood. At the age of 23, having achieved recognition at several hotels, Tomislav was invited – as "kitchen boy" – to the Zagreb Sheraton hotel



1996. godine, donio i ključnu životnu odluku. Tada je, naime, prihvatio ponudu istoimene hotelske tvrtke, ali u dalekom Dubaiju. "Shvatio sam da sam dobio priliku oprobati se u svjetskom kulinarstvu i postati uspješan, ili se pak nakon tri mjeseca vratiti podvijena repa. Tamo sam ostao tri godine i dogurao do šefa kuhinje", kazao je Tomislav. U Dubaiju je otvorio i restoran "Asia de Cuba" koji se ubraja među tamošnja prva tri. U ulozi šefa banketa, mladi hrvatski kuhar potom se preselio u atraktivni Dolder Grand Hotel u Zürichu. Za boravka u Švicarskoj kuhao je za mnoge poznate osobe, među kojima i za Bona Voxa i U2, Santanu, dečke iz Red Hot Chili Peppersa, Tinu Turner, grupu Depeche Mode, političare i državnike. Tu ga je zatekla ponuda novootvorenoga dubrovačkog hotela Palace, a kako je njegova supruga silno željela naučiti hrvatski, Tomislav se odlučio vratiti u domovinu. Na krajnjem hrvatskom jugu njegove su specijalitete iskušali John Malkovich, Michael Palin, Nick Nolte, Roger Moore te mnogobrojni državnici i poznate osobe iz zemlje i svijeta. Nakon osvajanja tri turistička Oscara kojima se taj hotel okrunio zahvaljujući, među ostalim, i njegovim sposobnostima, Tomislav je krenuo dalje, u Rovinj, kako bi pomaknuo granice još jednom. Želite li se uvjeriti u istinitost ove tvrdnje, poručit ćemo vam samo jedno: "Dobar tek!"

where, by the end of 1996, he made his life decision. He accepted the invitation of the Sheraton hotel enterprise, but in distant Dubai. "I realized I had been given the opportunity to try out on the world culinary scene and become successful, or return with my tail between my legs, three months later. I remained there for three years and advanced to the post of kitchen chef" – said Tomislav. He opened a restaurant in Dubai, "Asia de Cuba", that ranks among the top three restaurants there. As banquet chef, the young Croatian cook then moved to the attractive Dolder Grand Hotel in Zürich. During his stay in Switzerland he cooked for numerous famous people, including Bono Vox and U2, Santana, the boys from Red Hot Chili Peppers, Tina Turner, the group Depeche Mode, politicians and statesmen. There he received an invitation to work for the newly-opened hotel Palace in Dubrovnik, and since his wife was keen to learn Croatian, Tomislav finally decided to return to his homeland. There, in the extreme south of Croatia, his specialties were tasted by John Malkovich, Michael Palin, Nick Nolte, Roger Moore, and many statesmen and personalities both from this country and abroad. After the hotel was awarded three tourist Oscars, owing – among other things – also to his culinary skills, Tomislav made a new departure, to Rovinj, to move the boundaries once again. If you wish to confirm the verity of these allegations all we can say is – enjoy and "bon appétit"!

Bijeli tartuf brzo je osvojio kuhinje najpoznatijih svjetskih restorana

The white truffle has quickly taken by storm kitchens of the worlds most famous restaurants

## Gljiva cijenjena poput zlata

### A Mushroom Valued as Much as Gold



Ušao je u najfinije restorane svih kontinenata. Njegova višestruka primjena te sposobnost da svako jelo obogati na poseban način pridonijele su njegovoj slavi. Mnogi kulinarski recepti nastali su zahvaljujući činjenici da s tek nekoliko grama može obogatiti jelo koje se priprema. Tijekom protekloga stoljeća Tuber magnatum postao je svjetski poznat. Bijeli tartuf najbolje se degustira sirov, svježe narezan (s posebnim nožem za tartufe), uz jela neutralnoga okusa koja najbolje ističu njegov artikuliran, jak i zanosan miris.

#### Capuccino juha od škampa i bijeloga tartufa

Ova juha svoju premijeru je imala 1999. godine na Croatia food festivalu u New Yorku i bila poslužena u Ujedinjenim narodima kao posebna delicija hrvatskoga gastronomskog tima.

It entered into the finest restaurants on all continents. Its versatility and ability to enrich every dish in a very special way have contributed to its reputation. Many culinary recipes have been created thanks to the fact that with just few grams a dish that is being prepared can be transformed. During the last century Tuber Magnatum became world famous. The White truffle is best tasted raw, freshly sliced (with special knife for truffles), with neutrally flavored dishes, which emphasize its articulate, strong, delightful bouquet.

#### Scampi and white truffle cappuccino soup

This soup had its debut in 1999 at the Croatian food Festival in New York and was served at the United Nations as a special delicacy of the Croatian gastronomic team.

#### Potrebne namirnice:

- ~ 12 škampa
- ~ 10 dkg korijena celera
- ~ 10 dkg mrkve
- ~ peršinov list
- ~ 2 režnja češnjaka
- ~ glavica luka
- ~ 5 dkg bijeloga dijela poriluka
- ~ maslinovo ulje
- ~ sol
- ~ papar
- ~ limunov sok
- ~ 10 dkg šampinjona
- ~ 1 dl slatkoga vrhnja
- ~ 0,5 dl mlijeka
- ~ 5 dkg bijeloga tartufa

#### Priprema:

Ova količina namirnica predviđena je za četiri osobe. Škampe očistite, a od glava, korjenastoga povrća i začina prigotovite temeljac. Iz temeljca izvadite glave škampi, a temeljac pasirajte. Na maslinovom ulju popržite repove škampi i šampinjone narezane na listiće. Podlijte pasiranim temeljcem. Dodajte slatko vrhnje, nakratko kuhajte, po potrebi začinite i servirajte u veliku šalicu za cappuccino. Na juhu stavite malo pjene od mlijeka, naribajte bijeli tartuf, pospite sjeckanim peršinom i poslužite. Uz juhu možete poslužiti slani kreker ili grissine. Za pripremu ovoga jela potrebno je oko 50 minuta.

#### Ingredients required:

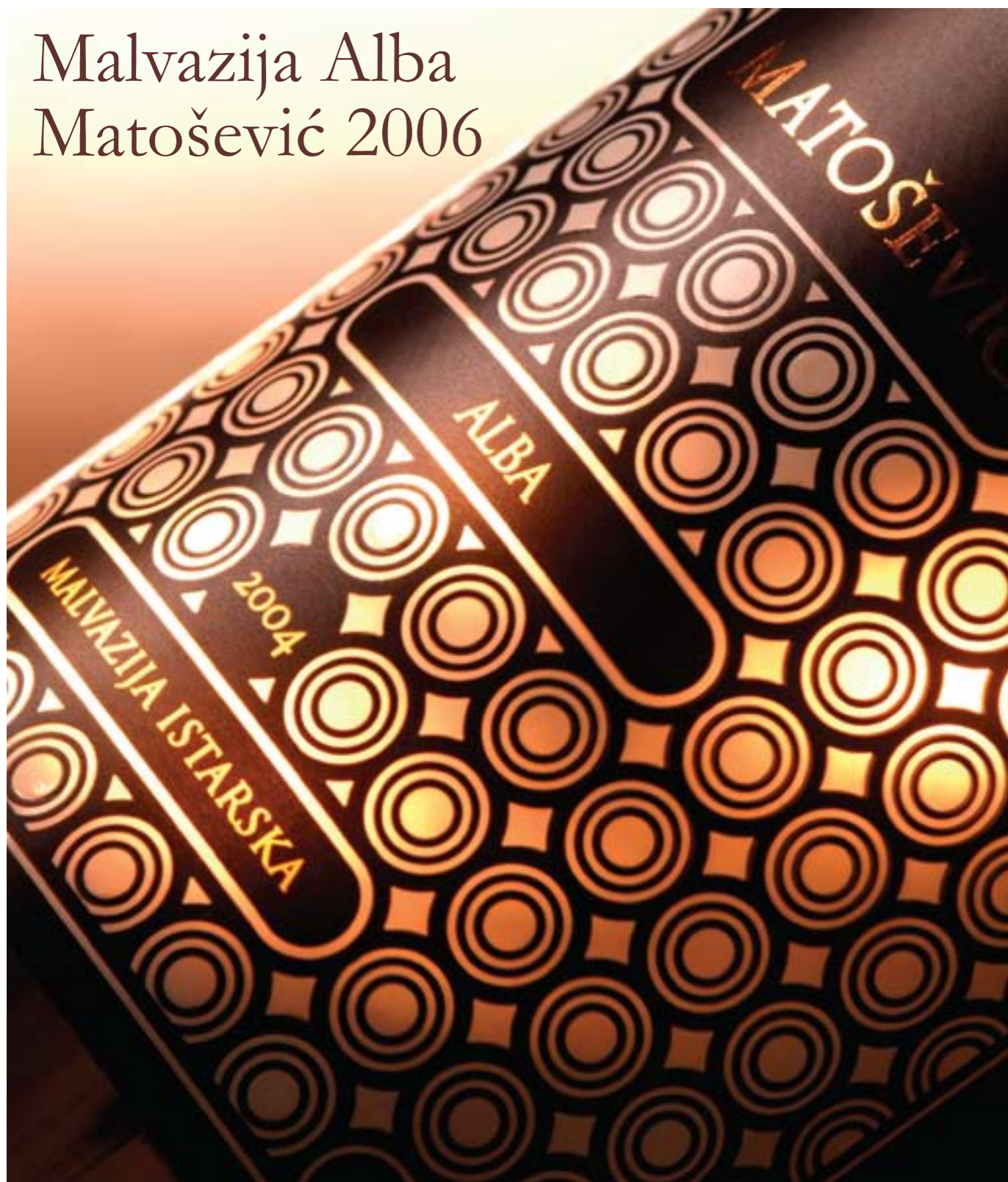
- ~ 12 scampi
- ~ 100g head of celery
- ~ 100g carrots
- ~ flatleaf parsley
- ~ 2 cloves of garlic
- ~ one onion
- ~ 50g leek whites
- ~ olive oil
- ~ salt
- ~ pepper
- ~ juice of a lemon
- ~ 100g button mushrooms
- ~ 1 dl double cream
- ~ 0.5 dl milk
- ~ 50g white truffles

#### Preparation:

This quantity of ingredients is sufficient for 4 persons. Clean scampi; make stock from scampi heads, root vegetables and spices. Remove scampi heads from the stock and puree the remaining stock. Fry scampi tails and sliced button mushrooms in olive oil. Pour in pureed stock. Add double cream, cook shortly season and pour into the large cappuccino cup. Spoon a little bit of milk froth on the soup, grate white truffle onto the froth and sprinkle with finely cut parsley and serve. You may serve the soup with salty crackers or bread sticks. Preparation and cooking time for this dish is approximately 50 minutes.



# Malvazija Alba Matošević 2006



Alba je ime malvazije, vina koje proizvodi poznati hrvatski vinar Ivica Matošević, i to od grožđa uzgojenoga u vlastitom vinogradu na prekrasnim padinama pokraj mjesta Grimalda u središnjoj Istri. Istarska malvazija u posljednjih je deset godina jedno od najomiljenijih hrvatskih sorti bijeloga grožđa od kojega se proizvodi vrhunsko vino. Matošević je na tom vinskom tržištu osebujnim pristupom poslu stvarao i naposljetku stvorio svoj prepoznatljiv stil. Velike zasluge za izvrsna vina iz njegova vinskog podruma u Krunčićima ima i talentirani hrvatski enolog Saša Topolovec, koji svojim istančanim osjetilima pomaže u stvaranju izvrsne Malvazije istarske. Alba 2006 je izvrstan primjer prave, školovane, svježe malvazije koja svojim lijepim mirisom bagremova cvijeta, elegantnom linijom u okusu, uravnoteženošću između svježine i tijela daje fini sklad. Malvaziju Alba možemo preporučiti uz plodove mora te lagane ljetne tjestenine uz koje će to vino pružiti svoj maksimum.

Alba is the name of one Malvazija wine, produced by the famous Croatian vintner Ivica Matošević, from grapes cultivated in his own vineyard, situated on the beautiful slopes near the locality Grimalda, in central Istria. For the past ten years Istrian Malvazija has been one of the favorite Croatian sorts of white grapes used to produce top-grade wine. With his distinctive approach Matošević strived to create, and has finally managed to create his own, recognizable style on the wine market. Great merits for the excellent wines produced in his wine cellar in Krunčići also go to the gifted Croatian wine expert Saša Topolovec, who, with his subtle sensitivity contributes to the creation of the excellent Istrian Malvazija. Alba 2006 is an excellent example of true, ripened fresh Malvazija, that with its pleasant fragrance of acacia flowers, elegant taste, balance between freshness and fullness results in exquisite harmony. Malvazija Alba can be recommended with seafood and light summer pasta which will enhance all the qualities of this excellent wine.

Autohtoni specijaliteti, vrhunska domaća vina i neponovljivi ugođaj Crvenoga otoka, treba li išta više za dobar provod

Authentic dishes, top local wines and the unique atmosphere of Crveni otok (Red Island), what else do you need to have a good time

## Restaurant “Lanterna”



Pepeljuga koja je napokon postala princeza ili vrelo romantike rovinjskoga arhipelaga, tako bi slikovito mogli opisati Crveni otok, turističko odredište iz snova, otok zanimljive povijesti i autentične gastronomske ponude kojoj je teško odoljeti. Tomu pridonosi i ribarski restoran “Lanterna”, najbolji restoran Hotela Istra, smješten u nekadašnjem benediktinskom samostanu što ga je obitelj prvotnoga vlasnika otoka, bankara i poduzetnika Johanna Georga von Hütterotta, preuredila u obiteljski ljetnikovac.

### Spoj povijesti, romantike i gastronomije

Restoran “Lanterna” priznanje je istarskoj ribarskoj tradiciji. Slane srdele, namaz od bakalara, salata od mekušaca, istarski pršut i sir od tartufa – samo su neka od hladnih predjela koje treba probati.

Cinderella has finally become a princess, the spring of romanticism on the Rovinj archipelago, this is how we could picturesquely describe Crveni otok, a tourist dream destination, an island of interesting history and authentic gastronomic specialties which are hard to resist. All this is enriched by the seafood restaurant “Lanterna”, the best restaurant of Hotel Istra, located in a former Benedictine monastery, transformed into a family residence by the family of the banker and entrepreneur Johann Georg von Hutterott, original owner of the island.

### Combination of history, romanticism and gastronomy

Restaurant “Lanterna” is a tribute to the Istrian fishing tradition. Salted anchovies, cod spread, octopus salad, Istrian smoked ham and truffle







Kontakt | Contact

Ured za rezervacije  
Booking Office

MAISTRA – CRS

52210 Rovinj, V. Nazora 6  
Tel. +385 52 800 250  
Fax: +385 52 800 215

info@maistra.hr

Za toplo predjelo najčešće se nude razni rižoti i tjestenine s plodovima mora, jota, ili fritaja s tartufima, rigom, šparogama. Svježa morska riba, škampi na razne načine, školjke iz Limskoga kanala, specijalitete su koji, među ostalim, jamče povratak gosta na otok udaljen od Rovinja samo nekoliko minuta vožnje brodom. Vrsno istarsko vino i jela pripravljena po starim receptima, mirisna od lokalnih aromatičnih trava i začinskoga bilja, pojačavaju osjet ljepote okruženja i trenutka. No "Lanterna" je puno više od mjesta gastronomskih užitaka. Ona je najbolji spoj povijesti, kulture i tradicije; izvor romantike na kojemu će i sam plamen svijeće, orkestar cvrčaka i neodoljivi mediteranski mirisi pričati svoju priču; priču koju svakako trebate čuti. Priču koja seže u 6. stoljeće, a u kojoj je svoje mjesto pronašla europska aristokracija. Iako ljepota nije čudo, ona ipak čini čudesa.


cheese are only some of the cold hors-d'oeuvre that must be tasted. Hot hors-d'oeuvre consist mainly of various seafood risottos and pasta, jota (soup with pickled cabbage), or scrambled eggs with truffles, radish or asparagus. Fresh fish, "scampi", shells from the Lim canal, specialties that, among other things, guarantee that guests will return to the island which is only a short boat-ride from Rovinj. Excellent Istrian wine with food prepared from old recipes, filled with the aroma of herbs and spices, enhance both the beauty of the environment and the sensations experienced there. But "Lanterna" is much more than just the venue of gastronomic pleasure. It is the optimal combination of history, culture and tradition; the source of romanticism where the very candle flame, the crickets' orchestra and enchanting Mediterranean fragrances tell their own story, a story you must hear. A story dating from the sixth century, in which European aristocracy carved their niche. Beauty is no miracle and yet it can perform miracles.

## Tastes, colours and scents of Istria

Relax and enjoy the hospitality, courteousness and professionalism with which Maistra leads you through a gastronomic experience of Istria – a unique blend of the authentic Mediterranean and rich bounty of the tame interior, our interpretation of the best traditions of European and world cuisine. Superior quality and diversity of our restaurants blended with the beautiful ambience of Rovinj and Vrsar gives you the opportunity to enter the magical world of tastes, colours and scents of Istria.

maistra  
ROVINJ - VRSAR

Maistra d.d, Obala V. Nazora 6, 52210 Rovinj, Croatia  
tel: +385 (0)52 800 250, fax: +385 (0)52 800 215  
www.maistra.hr, e-mail: info@maistra.hr

Maistra d.d. is a member of  ADRIS  
grupa

Uzmite bicikl, vodimo vas na put u neistraženu prirodu, puteljima koje samo domaćini znaju

Mount your bike, we are taking you to unexplored nature, along paths that only the local people know

## Dva kotača za zadovoljstvo

Two wheels for pleasure



Nije baš jednostavno povjerovati kako nakon svih napredaka i tehničkih revolucija, u doba automobila, motora, Segwaya i helikoptera, dobar stari bicikl može pružiti najviše zadovoljstva. Možda u nekom velikom gradu i nije tako, ali u Vrsaru i oko Vrsara bicikl je, zasigurno, kralj ljepote i zabave. Eko bike staza nadomak Vrsara biciklistima nudi tri varijante vožnje: kratku i najlakšu stazu, srednje dugu stazu za malo naprednije i onu najdužu stazu koja otkriva gotovo sve čari Istre i Mediterana. Na svom putu, koji počinje na 0 metara nadmorske visine, uz samo more, biciklisti će proći pokraj nalazišta keramike iz brončanoga doba na Glavanovu vrhu, pored Parka skulptura svjetski priznatoga umjetnika, kipara Dušana Džamonje te će doći do sportskoga aerodroma Crljenka. Za one koji žele vidjeti više, na raspolaganju su sportski avioni kojima se može panoramski obletjeti cijeli istarski poluotok.

It is not easy to believe that after all our progress and technical revolutions, in the age of cars, subways and helicopters, the good old bike can still give the most pleasure. Perhaps not in a big town, but in Vrsar and its surroundings, the bicycle is no doubt the queen of beauty and amusement. The bike eco ride around Vrsar offers three riding options to the cyclists. The short and least demanding path, the medium-length path for more advanced cyclists and the longest ride, disclosing the charms of Istria and the Mediterranean. Starting from an altitude of 0 meters, by the sea, the cyclists will ride by the pottery site from the Bronze Age at Glavanov Vrh, pass near the sculpture Park of the world renowned artist, sculptor Dušan Džamonja, and reach the sports airport Crljenka. For those who wish to see more, sports airplanes are available for panoramic flights around the whole Istrian peninsula.





### Vožnja uz fjord

Pogled na najdublji rez Istre, fjord Limski kanal, ubrzat će srce svima, pa i najnaprednijim biciklistima. Pokraj vidikovca na Limskom kanalu nalazi se Spilja sv. Romualda u kojoj ćete pronaći utjecaj paleolitske kulture, ali i modernih vremena – mjesta za odmor i osvježenje. Vozeći se Eko bike stazom, proći ćete pokraj netaknutih hrastovih i borovih šuma, vinograda i maslinika koji će vas mirisima, okusima i zvukom podsjetiti na neka davna vremena, na život kakav rijetko gdje još postoji. Priroda je oko Vrsara, uz malu pomoć ljudi, stotinama, tisućama godina stvarala scenografiju za Eko bike stazu prirode, kulture i povijesti o kojoj ćete pričati svim svojim prijateljima i s njima se vratiti na još jedan krug.

### Ride along the fjord

Everyone's heart, even of the most enduring cyclists, beats faster at the sight of the deepest cut into the Istrian peninsula, the Lim canal fjord. Near the Lim belvedere stands St. Romuald's cave, where, in addition to the influence of Paleolithic culture, you will also find modern facilities for resting and refreshment. Riding along the bike eco path you will pass by untouched oak and pine forests, vineyards and olive-groves that, with their fragrances, taste and sound will remind you of ancient times, of life that can only rarely be encountered nowadays. With very little human help, the nature around Vrsar has been building up for hundreds, even thousands of years the scenography of the bike eco ride of nature, culture and history. A ride that you will certainly talk about with your friends and return with them, for another lap.

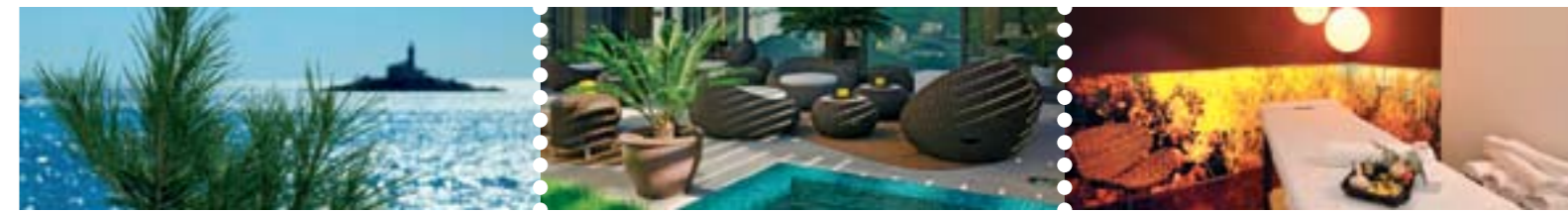
Kontakt | Contact

Ured za rezervacije  
Booking Office

MAISTRA – CRS

52210 Rovinj, V. Nazora 6  
Tel. +385 52 800 250  
Fax: +385 52 800 215

info@maistra.hr




## Wellness Island

Maistra d.d., a prestigious Croatian Hotel Company is presenting an impressive wellness centre in Hotel Istra, a four star hotel on the Island of St. Andrew, just a short distance away from the vibrant lifestyle of the Town of Rovinj. Long time ago, the quiet island on which it is located was home to the self-denying monks, later becoming a romantic hideaway for noblemen, while today, it is a unique setting for a vacation that offers more: complete rejuvenation of the body and the soul.

maistra  
ROVINJ - VRSAR

Maistra d.d., Obala V. Nazora 6, 52210 Rovinj, Croatia  
tel: +385 (0)52 823 153, fax: +385 (0)52 800 215  
www.maistra.hr, e-mail: info@maistra.hr

Maistra d.d. is a member of  **ADRIS**  
grupa

Kozmetička linija “Esensa Mediterana”

The “Esensa Mediterana” line of cosmetics  
(Essence of the Mediterranean)

# Ljepota koja traje

## Lasting Beauty



Mediteran je oduvijek bio kolijevka velikih civilizacija, ali i oaza zdravoga načina života u kojoj raste pregršt biljaka što upijaju snagu sunca i tla te nam tako daruju energiju prirode. Koristeći te blagodati, hrvatska tvrtka Dermoestetik pokrenula je proizvodnju novih kozmetičkih proizvoda “Esensa Mediterana”. Proizvode prve hrvatske profesionalne kozmetičke linije može se pronaći u vrhunskim salonima ljepote, kao i Maistrinim wellness centrima. U proizvodnji kozmetike “Esensa Mediterana” koristi se autohtonim biljkama poput kadulje, lavande, ružmarina, bora..., a jedno od osnovnih baznih ulja je hrvatsko maslinovo ulje koje blagotvorno djeluje na kožu. “Radeći u inozemstvu i surađujući s prestižnim svjetskim kozmetičkim kućama u Francuskoj i Italiji, stekli smo mnoga poznanstva, dobili vrijedne informacije te ostvarili suradnju s vrhunskim laboratorijima”, kazala je vlasnica Dermestetika Ivana Legović.

The Mediterranean has always been the cradle of great civilizations, but it is also an oasis for healthy living due to the huge range of plants that grow there, which absorb the power of the sun and the soil and in return give off nature’s energy. Taking advantage of these amenities, the Croatian firm Dermoestetik has started with the production of a new cosmetic products line, “Esensa Mediterana”. The products of the first Croatian professional line of cosmetics can be found in top beauty centers as well as in Maistrin wellness centers. Autochthonous plants such as sage, lavender, rosemary, and pine are used for the production of “Esensa Mediterana” cosmetic products....and one of the base oils is Croatian olive oil, with its beneficial effect on the skin. “By working abroad and cooperating with globally renowned cosmetic houses in France and Italy, we have made many acquaintances, gathered precious information, and formed collaborations with first-rate laboratories” Ivana Legović, owner of Dermoestetik, said.





### Izvor ljepote

Voda je izvor ljepote jer dehidrirana koža prebrzo stari i tako prerano formira bore. Takvo stanje moguće je izbjeći samo kontinuiranom 24-satnom njegom, odnosno hidratacijom, što je, pak, preduvjet za bilo koji daljnji tretman ljepote. Unatoč toj spoznaji mnogi su opet u dilemi kako, u širokoj paleti kozmetičkih proizvoda koje nam tržište nudi, odabrati upravo onaj koji najviše odgovara njihovom tipu kože? Stručnjaci Dermoestetika nude pravi odgovor bez obzira na to o kakvom je tipu kože riječ i kakvo je njezino trenutačno stanje. Profesionalni tretmani "Esense Mediterana" u salonima ljepote imaju višestruke ciljeve: redefiniranje linije tijela (mršavljenje), detoksikaciju, remineralizaciju, tonifikaciju te anticelulitno djelovanje. Samo sveobuhvatnim pristupom uz izradu individualiziranoga programa mogu se postići dobri rezultati. Standardi koje su pred sebe postavili kreatori linije kozmetičkih proizvoda "Esensa Mediterana", zadovoljit će vaše potrebe i kreirati ljepotu koja traje.

### Source of beauty

Water is the source of beauty, since dehydrated skin tends to age too quickly, with the appearance of premature wrinkles. This condition can only be avoided by continued, 24 hour care, i.e. moisturization, which in turn is the prerequisite for any further beauty treatment. Despite these notions and the wide range of cosmetic products available on the market, many are faced with the dilemma of how to choose the type of product that best suits a specific skin type. Dermoestetik experts offer the right answer for every type of skin and every skin condition. Professional "Esensa Mediterana" treatments in the beauty centers have multiple objectives: figure reshaping (weight loss), detoxification, remineralization, tonification and anti-cellulite effects. Successful results can only be achieved through a comprehensive approach and a customized program. The standards set by the creators of the "Esensa Mediterana" line of cosmetics will satisfy your needs and create long-lasting beauty.



Plava zastava predstavlja svojevrsnu ekskluzivnu internacionalnu ekomarkicu koja upućuje na čiste, sigurne i dobro održavane plaže

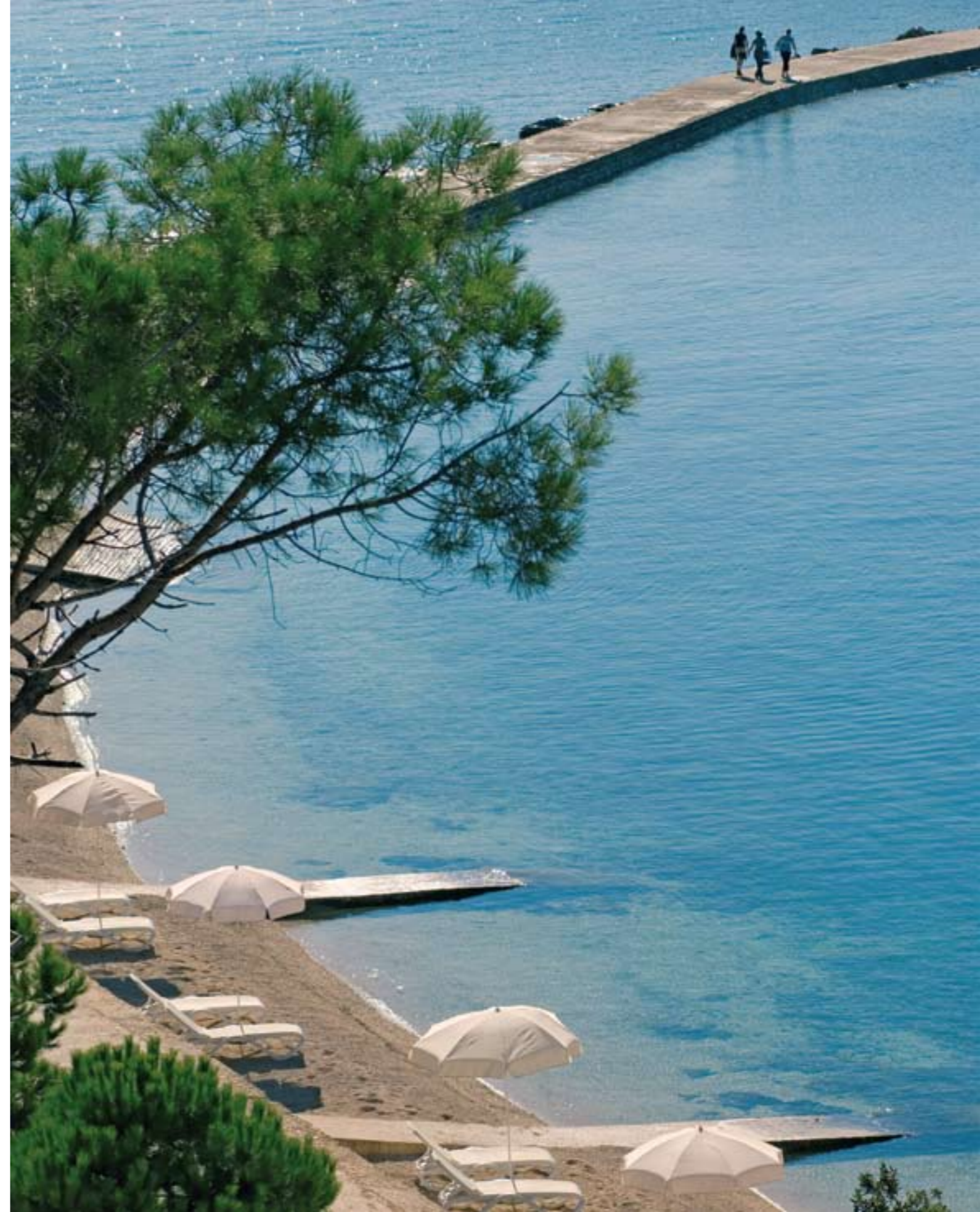
The blue flag represents a sort of exclusive international eco label indicating clean, safe and well maintained beaches

## Kad Plava zastava vijori

### When the Blue Flag Flies

Hotel Istra smješten je na otoku Sveti Andrija. Savršeno uklopljen u okruženje otoka svojim sadržajima nadopunjuje ljepotu prirode i kulturno-povijesnu baštinu. Primjer je to hotela koji odgovara na sve zahtjevnije potrebe suvremena čovjeka, a istodobno razvija svijest o ekologiji. Stoga ne čudi da je opremljen najmodernijim uređajima koji se koriste obnavljajućim izvorima energije. Tu su uređaj za obradu otpadnih voda koje ne odlaze u more, nego se njima koristi za navodnjavanje zelenih površina, te uređaj za reciklažu kuhinjskoga otpada. On filtrira otpad na veličinu od 3 mikrona i sprema ga u brikete. Tako se količina organskoga otpada smanjuje za 85 posto. Mnogo se ulaže i u uređenje plaža imajući na umu želje gosta kojemu puno znači kvaliteta i čistoća mora. Rezultat uloženoga truda je Plava zastava što se vijori na plaži Hotela Istra, a predstavlja svojevrsnu ekskluzivnu internacionalnu ekomarkicu koja jamči čiste, sigurne i dobro održavane plaže.

Hotel Istra is situated on St. Andrew's Island. It blends perfectly with the island's environment, and with its facilities it complements the beauty of nature and the cultural – historic heritage. It is a hotel that meets the demanding needs of modern man, yet has developed an ecological consciousness at the same time. No surprise therefore that it is equipped with state-of-the-art devices that use regenerating sources of energy. There is a treatment plant for waste waters that are not discharged into the sea but are used to irrigate green areas, there is also a device for kitchen-waste recycling. It filtrates the waste to a size of 3 microns and stores it in briquettes. Thus the quantity of organic waste gets reduced by 85 percent. A lot of attention is paid to the development of beaches, taking into account sea quality and cleanliness, this is highly appreciated by the guests. All these efforts have resulted in the Blue flag – a sort of exclusive international eco label indicating clean, safe and well maintained beaches – flying on the beach of Hotel Istra.





Centar za politiku zaštite okoliša američkoga sveučilišta Yale početkom veljače 2008. godine objavio je rezultate svojega prvog istraživanja u kojem se ocjenjuje posvećenost država svijeta očuvanju okoliša. Prema istraživanju Hrvatska je, među 149 zemalja obuhvaćenih istraživanjem, zauzela visoko 20. mjesto. Tom uspjehu pridonijelo je i to što je Hrvatska ratificirala Protokol iz Kyota, a vrijedi spomenuti i da je u Splitu osnovan Regionalni akcijski centar Programa prioriternih aktivnosti (PAP/RAC) Mediteranskoga akcijskog plana Programa za okoliš UN-a. Sve to pridonosi, među ostalim, i smanjenju zagađivanja okoliša sekundarnim produktima turističke industrije. Posljedice nebrige o okolišu u proteklim desetljećima vidljive su, primjerice, na španjolskoj i francuskoj obali. Hrvatska ne želi ponoviti tuđe pogreške, već se trudi ozbiljnim pristupom razvoju turizma zaštititi ono najvrjednije što ljudski rod ima, a to je biološka i krajobrazna raznolikost.

At the beginning of February 2008, the Environmental Policy Center of the American University, Yale, announced the results of its first research whereby they assessed the ecological commitment of countries all over the world. According to this Croatia occupies a good 20th position among 149 countries. This success is largely due to the fact that Croatia ratified the Kyoto Protocol, and it is worth mentioning that, in the framework of the UN Environmental Program of the Mediterranean Action Plan, a Priority Action Program Regional Activity Center (PAPRAC) has been established in Split. All these measures contribute, among others, to reducing pollution caused by secondary products of the tourist industry. The consequences of the lack of concern for the environment in the past decades have had a negative impact on, say, the Spanish and French coast. Croatia does not want to repeat others' errors but aims at cherishing – through a serious approach to tourist development – the most valuable treasure of mankind, i.e. biologic and landscape diversity.

### Usluga vrijedna pozornosti

Hotelijska tvrtka Maistra trenutačno ima najveći broj Plavih zastava na plažama u Hrvatskoj, točnije devet na plažama Rovinja i Vrsara. Te su plaže zadovoljile visoke standarde na području ekologije, sanitarnih usluga, sigurnosti, informiranja te upravljanja okolišem. Prva je Plavu zastavu dobila plaža autokampa Veštar, još 2003. godine. Prije dvije godine taj autokamp okitio se nagradom za organizaciju Projektnoga dana Plave zastave, a ove je godine nagrađen brončanom plakatom za pet godina neprekidne vjernosti međunarodnom programu Plave zastave za plaže i marine u Republici Hrvatskoj. Podignutu Plavu zastavu imaju i plaže u Maistrinim kampovima Valkanela, Porto Sole, Koversada i Polari. Od plaža turističkih naselja tu su Belvedere i Villas Rubin te plaža naselja Amarin. Gosti Rovinja i Vrsara znaju to cijiniti.

### Services deserving attention

Currently, the hotel group Maistra has the greatest number of Blue flags on Croatian beaches, precisely nine flags on Rovinj and Vrsar beaches. These beaches have met high standards in the field of ecology, sanitary services, safety, information and environmental protection. The first Blue flag was awarded to the beach of motor-camp Veštar, as far back as 2003. Two years ago this moto-camp also received the award for the organization of the Blue Flag Project Day, while this year it won the bronze plaque for five years of continuous loyalty to the international Blue Flags Program for beaches and marinas in the Republic of Croatia. Blue flags also adorn the beaches in Maistra camps Valkanela, Porto Sole, Koversada, Polari and, among tourist settlement beaches, Belvedere and Villas Rubin as well as the Amarin beach. Rovinj and Vrsar guests know how to appreciate it.

Hrvatski inovator Faust Vrančić jedan je od najvažnijih svjetskih konstruktora 16. i 17. stoljeća

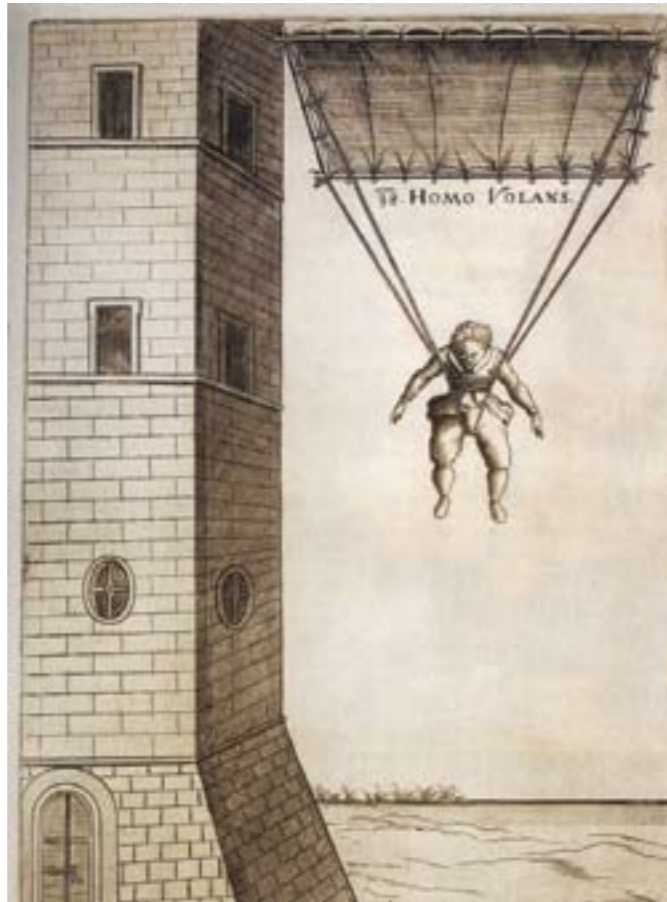
The Croatian innovator Faust Vrančić is one of the most important world designers from the 16th and 17th centuries

# Homo Volans

Faust Vrančić iznimna je osoba iz hrvatske povijesti koju se svakako može nazvati jednim od najvažnijih konstruktora s kraja 16. i početka 17. stoljeća. Rođen je u Šibeniku 1551. godine. U ranom djetinjstvu Vrančić odlazi u Ugarsku kod očeva brata, biskupa Antuna Vrančića, gdje započinje osnovno humanističko obrazovanje. Studije nastavlja u Padovi gdje studira filozofiju i pravo. 1579. godine postaje tajnikom kralja Rudolfa II te počinje proučavati i studirati tehniku i prirodne znanosti. Proučava tehničke crteže Leonarda da Vincija te 1595. godine kao kruna njegova rada nastaje knjiga *Machinae novae* u kojoj na četrdeset i devet slika opisuje na više jezika pedeset i šest raznih tehničkih naprava.

## Teoretičar, ali i praktičar

Iako sve te naprave nisu bili njegovi izumi, što je naglašavao navodeći izvorne konstruktore, Vrančić je zaslužan za njihovo unapređenje. Intenzivno se bavio proučavanjem izvora i skladištenja energije, posebice vodene. Iako se u to vrijeme voda koristila za pogon mlinova, njezina dostupnost i korištenje ovisilo je o vodostaju rijeka. Vrančić predlaže gradnju akumulacijskih jezera kako bi se vodena energija



Faust Vrančić is an extraordinary personality from Croatian history, and he may be undoubtedly considered as one of the most important designers from the end of the 16th and the beginning of the 17th century. He was born in Šibenik in 1551. In his early childhood Vrančić went to Hungary to stay with his father's brother, the bishop Antun Vrančić, where his basic liberal arts education started. He continued his studies in Padua where he studied liberal arts and law. In 1579 Vrančić became secretary to king Rudolf the II and started to research and study mechanics and natural sciences. He studied Leonardo da Vinci's technical sketches and in 1595 created the book *Machinae Novae*, as the crown of his work. In this book Vrančić described, in forty-nine pictures, in several languages, fifty six different technical devices.

## Both theoretician and practitioner

Although all these devices had not been invented by Vrančić, which he emphasized by indicating their original designers, much credit goes to him for their promotion. He studied sources and storage of energy thoroughly, water energy in particular. Although at the time water was used to run mills, its availability and utilization depended on river

sačuvala. Prvi vidi potencijal u korištenju energije mora, to jest plime i oseke za pokretanje mlinova. Najpoznatija i najčešće spominjana konstrukcija svakako je homo volans – leteći čovjek. U opisu naprave uočava neke aerodinamičke fenomene koji do tada nisu bili objašnjeni. Faust naglašava zavisnost između veličine “padobrana” i osobe koja ga koristi. Iako ideja nije izvorna, za razliku od zamisli Leonarda da Vincija, može se s velikom sigurnošću utvrditi da je Vrančić doista i iskušao svoju napravu. Engleski biskup dr. John Wilkins, jedan od prvih tajnika Royal Societyja iz Londona, pisao je upravo o ovome pothvatu. Kako Vrančić nije poznao fiziku kakvu danas poznajemo, svoje zaključke donosio je na temelju logike. Projekti njegovih naprava nisu tehnički precizni i objašnjavani su fenomenološki. Do fizikalnih i tehničkih znanja potrebnih za pojedine konstrukcije došlo se stotinjak i više godina kasnije što zorno prikazuje koliko je Vrančić svojim idejama bio ispred svoga vremena.

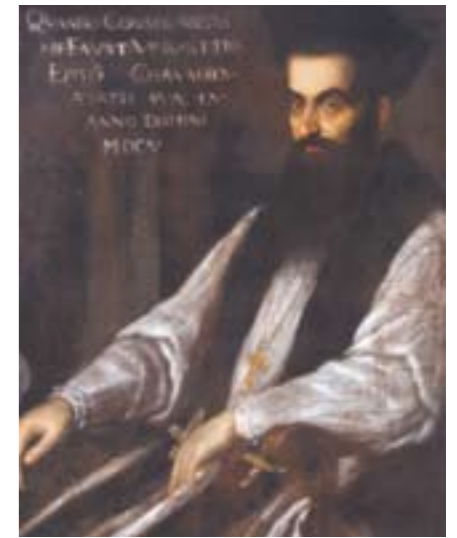
## Prvi tehnički rječnik

Iako su načinjeni vrlo stručno i precizno, bakrorezi koji su korišteni za tiskanje slika nemaju odlike tehničkih crteža što im daje određenu umjetničku vrijednost i šarm. Smatra se da ih nije napravio sam Vrančić već netko od njegovih prijatelja u skladu s njegovim uputama. *Machinae novae* nije jedini Vrančićev doprinos tehnici. Iste godine izdao je rječnik tada najuglednijih pet europskih jezika, latinskoga, talijanskoga, njemačkoga, hrvatskoga i mađarskoga, u kojemu spominje i petstotinjak tehničkih termina što je prvi takav slučaj u povijesti. Faust Vrančić preminuo je 1617. godine u Mlecima.

levels. Vrančić proposed the construction of accumulation lakes in order to save water energy. He was the first to recognize the possibility of sea energy utilization, i.e. the use of high and low tide to power the mills. His best known and most often mentioned project certainly is the “Flying man”, “Homo Volans”. Describing the device he emphasized some aerodynamic phenomena that had not been explained before. Faust stressed the interdependence between the size of the “parachute” and of the person using it. Although the idea was not original, as opposed to Leonardo da Vinci's idea, it may be concluded with great certainty that Vrančić actually tested his device. The English bishop dr. John Wilkins, one of the first secretaries of the Royal Society from London, wrote precisely about this undertaking. Since Vrančić did not know physics as we know it today, he based his conclusions on logic. The designs of his devices are not technically precise and are explained in phenomenological terms. The physical and technical knowledge required for the single devices will be available some one hundred or more years later, which illustrates how ahead of his time Vrančić was.

## First technical vocabulary

Although made very professionally and precisely, the copperplate engravings used to print pictures, do not have the characteristics of technical drawings, which gives them special artistic value and charm. It is believed that they were not made by Vrančić himself, but by some of his friends, in line with his instructions. *Machine Novae* is not the only contribution to mechanics by Vrančić. That same year he published the vocabulary of the then five most distinguished European languages: Latin, Italian, German, Croatian and Hungarian, in which he mentioned some five hundred technical terms, the first case of this kind in history. Faust Vrančić died in 1617 in Venice.







**Uprava društva  
Company Management  
Board**

MAISTRA d.d.  
52210 Rovinj, V. Nazora 6  
Tel. +385 52 800 300  
Fax: +385 52 811 540  
maistra@maistra.hr

**Marketing i prodaja  
Marketing and sales**

52210 Rovinj, V. Nazora 6  
Tel. +385 52 800 233,  
Fax: +385 52 800 244  
marketing@maistra.hr  
prodaja@maistra.hr

**Ured za rezervacije  
Booking Office**

MAISTRA – CRS  
52210 Rovinj, V. Nazora 6  
Tel. +385 52 800 250,  
Fax: +385 52 800 215  
info@maistra.hr

**HOTELI**

**HOTELS**



**EDEN – Rovinj**

+385 52 800 400, +385 52 811 349  
eden@maistra.hr



**ISTRA – Rovinj**

+385 52 802 500, +385 52 813 484  
istra@maistra.hr



**KATARINA – Rovinj**

+385 52 804 100, +385 52 804 111  
katarina@maistra.hr



**MONTE MULINI – Rovinj**

+385 52 800 400, +385 52 811 349  
monte-mulini@maistra.hr



**ADRIATIC – Rovinj**

+385 52 815 088, +385 52 813 573  
adriatic@maistra.hr



**PARK – Rovinj**

+385 52 811 077, +385 52 816 977  
park@maistra.hr



**PINETA – Vrsar**

+385 52 441 131, +385 52 441 150  
pineta@maistra.hr

**TURISTIČKA  
NASELJA**

**TOURIST  
RESORTS**



**BELVEDERE – Vrsar**

+385 52 689 100, +385 52 689 555  
belvedere@maistra.hr



**PETALON – Vrsar**

+385 52 441 198, +385 52 441 830  
petalon-portosole@maistra.hr



**AMARIN – Rovinj**

+385 52 802 000, +385 52 813 354  
tn-amarin@maistra.hr

**KAMPOVI**

**CAMPSITES**



**VILLAS RUBIN – Rovinj**

+385 52 801 400, +385 52 813 353  
villas.rubin@maistra.hr



**FUNTANA – Vrsar**

+385 52 442 700, +385 52 442 799  
funtana@maistra.hr



**RIVA – Vrsar**

+385 52 441 131, +385 52 441 150  
pineta@maistra.hr



**POLARI – Rovinj**

+385 52 801 501, +385 52 811 395  
polari@maistra.hr



**VEŠTAR – Rovinj**

+385 52 829 150, +385 52 829 151  
vestar@maistra.hr



**AMARIN – Rovinj**

+385 52 802 000, +385 52 813 354  
ac-amarin@maistra.hr



**VALKANELA – Vrsar**

+385 52 445 216, +385 52 445 394  
valkanaela@maistra.hr



**PORTO SOLE – Vrsar**

+385 52 441 198, +385 52 441 830  
petalon-portosole@maistra.hr

**NATURISTIČKI PARK**

**KOVERSADA**

**NATURIST PARK**



**KOVERSADA KAMP – Vrsar**

+385 52 441 378, +385 52 441 761  
koversada-camp@maistra.hr



**KOVERSADA VILLAS – Vrsar**

+385 52 441 114, +385 52 441 310  
koversada-villas@maistra.hr



**KOVERSADA APP – Vrsar**

+385 52 441 171, +385 52 441 323  
koversada-apartments@maistra.hr

Where the moment lasts



## Business in a special way

Enter a world of comfort, service and style in Maistra hotels, magnificently situated in the wonderful and picturesque Mediterranean towns of Rovinj and Vrsar. The outstanding services, distinctive character of Croatian hospitality and superb facilities blend with the relaxed natural and unique historical environment making our hotels an ideal venue for all your events.

New in 2008 – Congress Centre “Monte Mulini” / 35 meeting halls / main hall – 600 delegates / superb hotel facilities

**maistra**  
ROVINJ - VRSAR

Maistra d.d, Obala V. Nazora 6, 52210 Rovinj, Croatia  
tel: +385 (0)52 800 250, fax: +385 (0)52 800 215  
www.maistra.hr, e-mail: info@maistra.hr

Maistra d.d. is a member of **ADRIS**  
grupa

**A**  
**ADRIS**  
grupa

*Where the moment lasts*



## *Hotels & Resorts*

Enter a world of comfort, service and style in Maistra hotels & resorts, magnificently situated in the wonderful and picturesque Mediterranean towns of Rovinj and Vrsar. The outstanding services, distinctive character of Croatian hospitality and superb facilities blend with the relaxed natural and unique historical environment making our hotels & resorts an ideal choice for leisure, short breaks, active holidays, Wellness & Spa or business.

*maistra*  
ROVINJ - VRSAR

Maistra d.d. Obala V. Nazora 6, 52210 Rovinj, Croatia  
tel: +385 (0)52 800 250, fax: +385 (0)52 800 215  
[www.maistra.hr](http://www.maistra.hr), e-mail: [info@maistra.hr](mailto:info@maistra.hr)

Maistra d.d. is a member of 