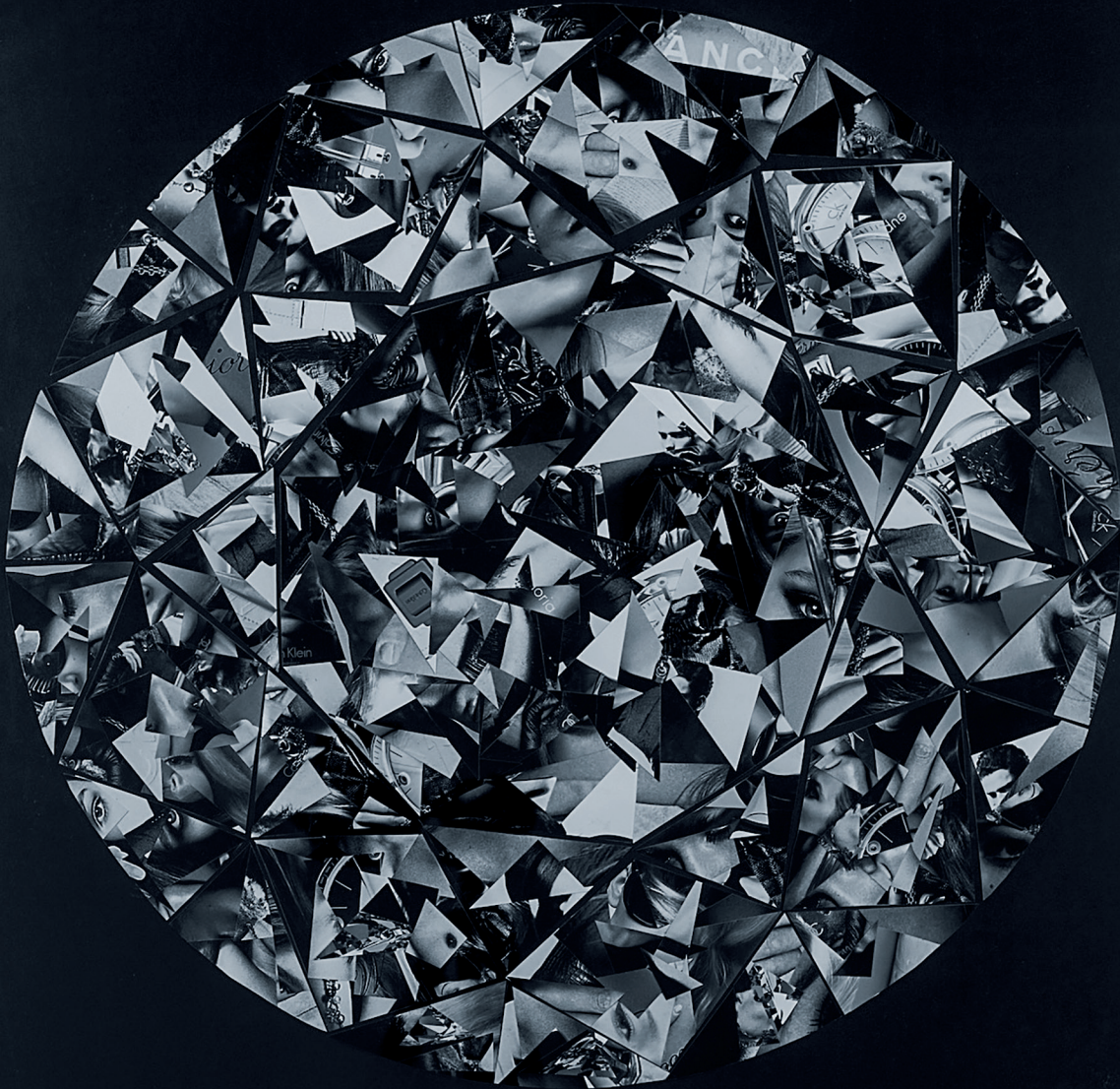




Guest directory

INTRODUCTION 3
HOTEL HISTORY 4
ART 8

SERVICES 12
F&B OUTLETS 15
EXPLORE WITH
A LOCAL 16



ADRIATIC FOR ADRIATIC

Acknowledging the rising threat of marine plastic pollution and what it represents to marine biodiversity, Hotel Adriatic chooses to take direct responsibility for preserving the environment by replacing the disposable plastic items with available alternatives. This makes Hotel Adriatic the first hotel in Croatia that promotes a plastic-free business and holiday environment.

Did you know that annually about 8 million tons of plastic waste ends up in the sea? Join us on this journey.

#adriaticforadriatic

žžić / kožul

Caleidoscope /detail/

C-type print

40 × 30 cm, 2015

Image courtesy of Nomad organization

Welcome!

Roll together contemporary art, a centennial history and prime food and – ta da: welcome to Hotel Adriatic!

Our boutique retreat in Rovinj's historic heart is not just somewhere to rest your head; it's where days turn into dreams. A place of poetry and art, the intimate hideaway is where fantasy and local fabric create a beautiful blend.

Stay in one of our 18 deluxe guestrooms and you'll soon be romanced by seaside charms of Rovinj. With a little help from our passionate team, you will experience Istria like a local. Sure, you'll take in the landmarks – St. Euphemia church and the Pula amphitheatre – but we'll also provide insider insights your travel-savvy friends will envy. Taste Istria's award-winning olive oils, stomp grapes during harvest season, chat with fishermen over a glass of local malvazija wine, cycle hidden bike trails and explore hilltop towns of Istria's hinterland.

At Hotel Adriatic we connect you to people and places of Istria on a deeper, more meaningful level. The hotel isn't just about art – although the art is striking – it's about the art of living.

HOTEL ADRIATIC

adriatic@maistra.hr
www.maistra.com

T +385 / 0 / 52 803 510
F +385 / 0 / 52 803 511

Obala Pina Budicina 16
HR — 52210 Rovinj

BRASSERIE + CAFFÈ ADRIATIC

ah.brasserie@maistra.hr
www.maistra.com

T +385 / 0 / 52 803 520
F +385 / 0 / 52 803 511

Obala Pina Budicina 16
HR — 52210 Rovinj

New beginnings...

HOTEL HISTORY

Hotel Adriatic has stood at the heart of Rovinj for centuries, its history full of exciting twists and turns. The building has had many guises since 1892 – first as a coffeeshop, then a pied-à-terre... In the early 20th century, Baron Georg von Hütterott, the owner of Sv Andrija (St Andrew) island just offshore, decided to open a hotel here. But he never saw his project come alive – stricken by financial troubles, the Baron committed suicide in 1910. The hotel did open a couple of years later, spearheaded by a couple from Vienna – Maria and Louis Löffler. Unveiled in 1913, it quickly became a vivacious meeting point. The locals weren't so thrilled at first, as the hotel disrupted the regular rhythms of their quiet fishing village. Today it's the opposite – Rovinjers are immensely proud of Hotel Adriatic, which has become a much-loved landmark.

Throughout its turbulent history, Hotel Adriatic has had several incarnations. In 1943, after the withdrawal of Italian troops, it was the German command center. In 1952, Rovinj's first tourists slowly started to trickle in, and the 45-bed hotel became part of Jadran, the city-run hospitality company. Two years later, Jadran was restructured and the hotel building became home to its headquarters, where they remained until the late 1970s.

So the beginnings of tourism in Rovinj are directly tied to Hotel Adriatic, which up until today remains the only hotel in the heart of town, starring incredible views of Sv Katarina island. In the 1980s it was the gathering spot of painters, writers and other artists who flocked to Rovinj for a break from daily life and a dose of inspiration. Throughout the years, the hotel's coffeeshop has been the central rendezvous point for Rovinj locals, a place to catch up on going-ons over coffee.





...for Rovinj's oldest hotel

FOR ITS 102ND BIRTHDAY, HOTEL ADRIATIC GETS A MAKEOVER

On its 102nd anniversary, Hotel Adriatic gets a makeover, with Studio 3LHD at the helm. The award-winning architecture firm is also the author of the hotel's creative concept and together with Studio Franić / Šekoranja responsible for the interior design.

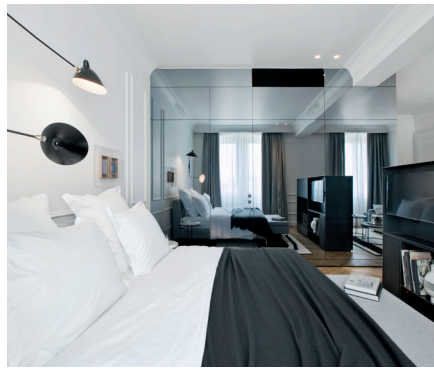
The refurbishment began in January 2015 and has been done meticulously to preserve the original detail and spirit of the old hotel, resulting in a fresh fusion of vintage and up-to-the-minute elements. The facade has been retained to pay respects to the hotel's heritage, while the interior interventions made each of the 18 luxurious rooms and suites more spacious, giving them a contemporary and cosmopolitan edge.

A premier destination for art aficionados, the hotel doubles as a gallery. Both the rooms and the public spaces showcase site-specific installations by prominent local and regional artists. The art collection, featuring more than a hundred museum-worthy pieces throughout the hotel, was expertly selected by curator Vanja Žanko.

Internationally acclaimed graphic designer Lana Cavar is behind the visual identity, assisted by her talented team Marino Krstačić-Furić and Ana Tomić, which pays tribute to the hotel's eclectic character. Studio I-GLE, Croatia's leading fashion label, designed the unique staff uniforms, a blend of classic and contemporary styles.

In its new guise, Hotel Adriatic isn't just another boutique hotel. It has been transformed from a place for sleeping to a place for daydreaming, from a temporary residence to an art-filled hideaway. Hotel Adriatic is now an intimate meeting place for curious travelers, with artworks inspired by the hotel's illustrious past. It's a unique retreat where reality and fantasy intersect – and make you want to stay.





Art at Adriatic

UNIQUE CURATORIAL APPROACH



Hotel Adriatic isn't a hotel that happens to have artwork; it's a hotel where art happens. The artworks on display are not just an afterthought. In fact, we took a unique approach and commissioned Croatia's prominent curator Vanja Žanko to invite leading contemporary artists to present their work at the hotel. She selected authors who are shaping today's art world across Europe and the globe. Each artist was tasked with creating site-specific works inspired by the heritage of this historical landmark and its surroundings.

Taking span over many months, the collaborative effort between the curator, the artists and the space itself created a challenge that involved constant fine-tuning and dialogue. Each in-situ installation is organically tied to the building itself — the ideas and the space behind the art blend seamlessly. As our guest, you now have an opportunity to stay in a space filled with works of art that are both commissioned for and inspired by the hotel.

ARTWORKS ON DISPLAY



Abdelkader Benchamma

With elegant strokes of pencil, coal and China ink on the hotel rooms' static wall surface, French artist **Abdelkader Benchamma** mixes various media to create imaginary worlds that appear tangible and dynamic, with a life of their own. His work has been exhibited at distinguished institutions like Palais de Tokyo in Paris, Boghossian Foundation in Brussels, Louis Vuitton Foundation in Paris and the Drawing Art Center in New York. He collaborates with Gallery Isabelle van den Eynde in Dubai, Spazio 22 in Milan, Galerie du jour agnès b. in Paris, ADN Galería in Barcelona and Galerie Chantiers Boîte Noire in Montpellier.



Jasmina Cibic

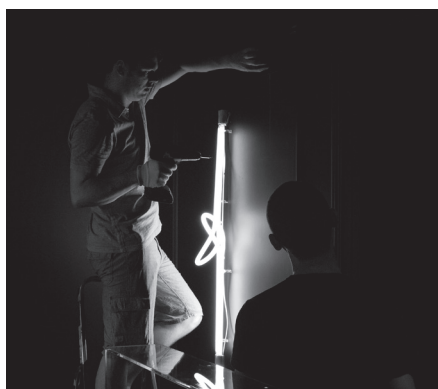
Inspired by the relationship between art and space, Slovenia-born London-based **Jasmina Cibic** attempts to stop the passage of time with her installation of taxidermy owls in flight — a symbol of moving between an illustrious past and an unknown future. Winner of several prestigious awards, including England's Catlin Commission Award, the artist has had group and solo exhibitions at

the Venice Biennale, the Ludwig Museum of Contemporary Art in Budapest, the Museum of Contemporary Art Ljubljana and Luxembourg's Musée d'Histoire et d'Art National.



Igor Eskinja

Croatian artist **Igor Eskinja** produces abstract shapes in a shade of cyan-blue, experimenting with cyanotype and rediscovering this century-old technique of photography achieved through a chemical reaction that blends natural sunlight and emulsion. One of Croatia's top artists of international repute, he has exhibited in renowned institutions like Casino Luxembourg, MAC/VAL in Vitry-sur-Seine and Kunstforum Wien in Vienna. Eskinja's work is represented in collections such as the MAXXI in Rome and the Museum of Modern and Contemporary Art in Rijeka. He collaborates with Spazio 22 in Milan, ADN Galería in Barcelona, Galerie Alberta Pane in Paris and Scaramouche Gallery in New York.



Chris Goennawein

Known for his genre-bending experiments, up-and-coming German artist **Chris Goennawein** remains faithful to his signature style with carefully conceptualized sculptures that evoke different associations, such as his light installation shaped like a nautical node. Represented by the Galerie Clemens Gunzer in Zurich, his work is also in the collections of J&A Dammers in Germany, Rock Collection Vienna in Austria, NK Collection and UBS Collection in Switzerland and the Hotel Widder Collection in Zurich.



Kristina Lenard

Inspired by the concept of twisting reality, Croatian artist **Kristina Lenard** reached out to a painting tool from the late 18th century, the black mirror, which allowed her to create symmetrical photographs of artificial landscapes that she carefully structured of miniature trees and moss. She has exhibited in eminent art institutions of Croatia, such as the Croatian Association of Artists, the Croatian Academy Glyptothek and the Lauba House in Zagreb.

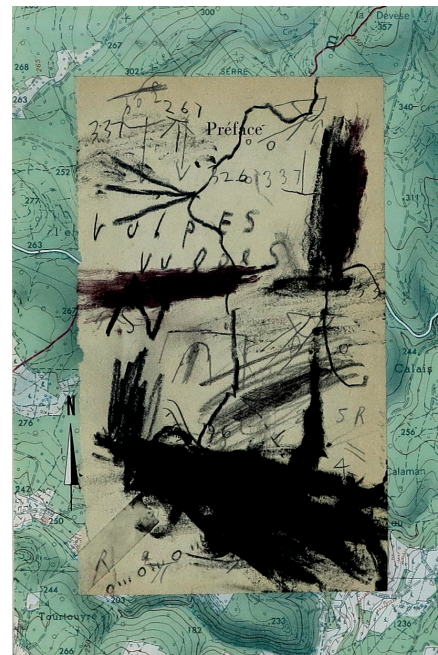


Federico Luger

With his minimalist collage technique of blending colorful lines, multitalented Italy-based artist and gallery owner **Federico Luger** calls out the diversity of contemporary popular culture, from comic books to street art. His interest lies beyond the artwork itself; he has established a group of artists that he promotes in his gallery in Milan and through international projects. His famous curatorial project **The Immigrants** was featured in Venice during the Venice Biennale and in London during Pinta London.

Charles Munka

French artist based in China, **Charles Munka** is an explorer, nomad and multitalented author whose works bring



a fresh breath of adventure to a cartographic surface. Each marks the places the author traveled through with abstract shapes echoing his own memories. Munka's work has been featured in the Joyce Showroom in Hong Kong, HVW8 Gallery in Los Angeles and Opera Gallery in Singapore. He collaborates with Galerie Clemens Gunzer in Zurich and Cat Street Gallery in Hong Kong.



Goran Petercol

It was steps away from Hotel Adriatic that **Goran Petercol**, one of Croatia's foremost conceptual artists, had the very experiences that gave rise to his work on display in the corridors and the restaurant – photographs of Rovinj he took as an up-and-coming artist and drawings inspired by the Italian master of avant-garde Piero Manzoni's encounter with Rovinj. Petercol's work is exhibited in the Museum of Contemporary Art Zagreb, the ZKM in Karlsruhe and Sala Umberto Boccioni in Milan. His works are in collections of the Watermill Collection in New York, the Ludwig Museum of Contemporary Art in Budapest, the Museum of Modern Art in Ljubljana and MUMOK in Vienna. He collaborates with Galerija Gregor Podnar in Berlin.



Valentin Ruhry

The focal point of the hotel's original stairway, the light installation by Austrian artist **Valentin Ruhry** frames the contemporary technological era with the spirit of a century-old hotel, drawing inspiration from the ornamented stairway's steel fence. Ruhry's work is exhibited in MAK, Museums Quartier and Franz Josefs Kai 3 in Vienna, KM in Graz, the Lentos Art Museum in Linz and ZKM in Karlsruhe. He collaborates with Galerie Clemens Gunzer in Zurich and Christine König Galerie in Vienna.



SofijaSilvia

Having roamed the wild spaces of Rovinj archipelago's gardens shaded by age-old pine trees, Croatian artist **SofijaSilvia** became intimate witness to this environment, capturing it through analogue photography on display in the restaurant. Graduate of the London Central Saint Martins School of Art, she had her work featured in exhibitions all over Europe, including the Museum of Modern and Contemporary Art in Rijeka, the Art Pavilion in Zagreb and Camera Austria in Graz.

Saša Šekoranja

Led by a designer's instinct to fill a space with details, Croatian artist and designer **Saša Šekoranja** brings a dose of surprise to his abstract acrylic canvases, drawing up a theatrical ambience that allows the visitor to get lost for a moment in the ornamented multitude of shapes inspired by Rovinj and its arboretum. **Šekoranja** has had group and solo exhibitions at the Museum of Arts and Crafts in Zagreb, the Museum of Contemporary Art Zagreb and Le Loft in Paris, among others. He has made set designs for the Croatian National Theater, the Zagreb Youth Theater and the Gavella Drama Theater in Zagreb.



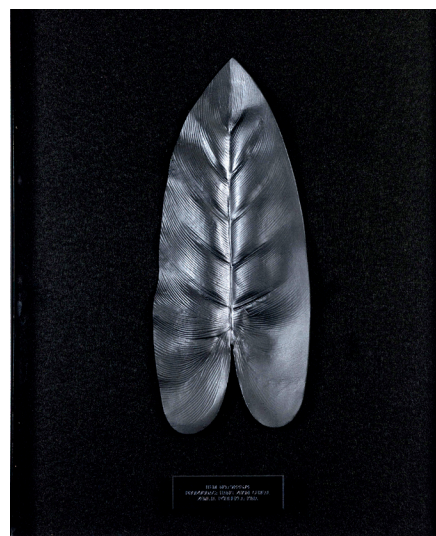
Massimo Uberti

With his elegant approach to a subtle neon line (in the hotel's corridors), Italian artist **Massimo Uberti** draws up a scene-like structure inside the space we inhabit, inspiring the viewer to peek behind the doors of light and discover another space, that of imagination. Uberti has had his work in exhibitions at important Italian institutions such as MACRO in Rome and Università Bocconi in Milan. His light installation is the first commissioned artwork for the Bentley Elements. He collaborates with Spazioborgogno in Milan and Brothers' Art Gallery in Lugano.



Zlatan Vehabović

Intent on mastering the traditional technique of oil on canvas and exploring its storytelling potential, Croatian artist **Zlatan Vehabović** combines classic and contemporary values in his massive paintings probing the technological peaks of the 21st century. Winner of an award by the International Association of Art Critics, Vehabović has had group and solo exhibitions at the Essl Museum in Klosterneuburg, the Hudson Valley Center for Contemporary Art in New York and the Museum of Contemporary Art Zagreb; his work is represented in the European Parliament Collection. He collaborates with Marc Straus Gallery in New York.



Žižić/Kožul

Combining photography and sculpture in the rooms and the corridors, the Croatian tandem **Žižić/Kožul** create a series of motifs evoking basic human desires that mark our everyday escape into utopia, and they make the viewer wonder what it is we really need in order to be happy. The works by this duo have been selected for exhibitions at the Croatian Association of Artists, Lauba House and the Museum of Contemporary Art Zagreb as well as the Museum of Modern and Contemporary Art in Rijeka. It's represented in the Filip Trade Collection and the Museum of Contemporary Art Zagreb.



Services

Car-free bliss

Among the perks of staying in a car-free zone is the fact you can drive up to Rovinj, let us know you're here and we'll take care of your car, until you're ready to hit the road again.

Come & go

On the day of your arrival, we're ready to welcome you from 3 PM on. We'll be sad to see you go but we need to make the room ready for the next guest so kindly leave the room by 11 AM on the day you're set to leave.

Fun beyond the hotel

Our staff will provide all the info you'll need to satisfy your desire for exploration and adventure beyond our hotel. Talk to our trusty Concierge and they'll help you with day trips, transfers, car rentals, restaurant bookings and other services.



Hit a beach

You're on a peninsula so you'll hit a beach from pretty much anywhere in Rovinj, within minutes. As our guest, you get a special perk – complimentary access to the stunning beaches on the island of St Catherine where you can enjoy swims in the crystal blue sea and the stellar selection of cocktails and snacks at the bar, as well as the use of bathrooms, shower cabins and changing rooms. The island can be reached with a regular boat service that departs from the port right in front of the hotel just make sure to secure your free boat tickets at the hotel reception before departure. The nearest town beach with stone sunbathing decks which descend into the sea is a ten-minute walk away from the hotel.

get
wired...

WI-FI
IS AVAILABLE
AND FREE
THROUGHOUT
OUR HOTEL

Hooked up

Want to enjoy your own movies, music, business presentations, games and other media content?

Each room comes with a media hub that connects your smart device with the TV set. With Bluetooth connectivity, you can listen to your music through the TV speakers, while the TV screen can display your own video.



In-room treats

After a long day of travel or a sun-soaked day on the beach, recharge and refresh with our great selection of snacks and drinks which we replenish daily. If the minibar doesn't carry what you crave, our bar staff can whip up your favorite drink.

money matters...

ALL THE IMPORTANT SERVICES ARE
A HOP AND A SKIP AWAY FROM
THE HOTEL. OUR STAFF WILL POINT
YOU TO THE NEAREST ATM, JUST
50 METERS FROM THE RECEPTION.



Munch in bed

Wake up to the smell of warm bread and fresh coffee and munch away in your bathrobe. Breakfast delivery is available from 7AM by calling our Room Service.

Stay clean

You need freshly laundered clothes to wear the same day? Just fill out the laundry form in the closet of your room by 9AM and by 6 PM the same day you'll get your clothes back, freshly washed, ironed and smelling delicious.

Smoothen up

Want to dress up but need to even out those post-travel creases in your clothes? Just ask and we'll send an iron and ironing board to your room, or we'll happily do the ironing, if you prefer.

Room stylist

Our room styling staff will make sure your room is tidy at all times. For extra styling or cleaning, just ask the reception.



Relax & unwind

Hotel guests have the amenities of the Grand Park Hotel Rovinj wellness & spa at their disposal, located a 15-minute leisurely walk along the new coastal promenade. Discover new strength and relax with unique spa treatments with medicinal algae, pressed olives and hand-picked local medicinal herbs soaked in Istrian liqueurs. Spanning more than 3800 sq. m, in addition to the indoor and outdoor pools, Albaro Wellness & Spa offers saunas, fitness center, a sunbathing area and a relaxing Mediterranean garden.



Spots to eat & drink

Rovinj has top-notch restaurants. Our Concierge is here to help you make the right choice. At several restaurants connected to Hotel Adriatic, such as Kantinon, Wine Vault, Tekka by Lone, Cap Aureo and Agli Amici. In accordance with your wishes, our experienced Concierge will make a reservation for you.

Tell us how you feel

Each room comes with an intimate diary where guests share their impressions, thoughts and sketches. Let the inspiration strike and leave yours too, for the next guest.

Wakey wakey

Ask our staff for a rise-and-shine call and then send your inner clock to sleep.



Two-wheel fun

Request one of our hotel bicycles and hop on to discover Rovinj and the surroundings on two wheels.

your mini mes...

WE WELCOME YOUR MINI MES, OF ALL AGES. FIND OUT MORE ABOUT SPECIAL CHILDREN'S ACTIVITIES FROM OUR CONCIERGE, INCLUDING THE RICH ENTERTAINMENT PROGRAMS FOR THE LITTLE ONES AT THE NEARBY HOTELS LONE, EDEN AND GRAND PARK HOTEL ROVINJ.

There for you —just call 1000

Our friendly receptionists are there for you 24 hours per day.

F&B outlets

BRASSERIE + CAFFÈ ADRIATIC



A place for dreamers and local stories, the chic but laid-back Adriatic Brasserie is Rovinj's seafront hotspot. Our menu pays homage to the hotel's heritage and rich history dating back to 1913. The Riviera-inspired fare showcases Istria's prime ingredients and unique flavors while tipping our chefs' toques to the great masters of French cuisine. Adriatic Brasserie provides a perfect pairing of fantasy and food in an authentic Istrian locale.

At the adjoining Caffè Adriatic locals have been sipping their morning macchiatos for decades, sharing the latest talk of the town. With a new guise but still in the same spot, it features a view out to the square and the seafront. The artfully curated drinks list offers Istria's largest selection of top whiskeys plus a wide range of cocktails — from Sazerac to Sidecar — and a pick of local drinks, such as mistletoe brandy and aged malvazija wine. Grab a seat and you'll soon be part of the local lore.

Explore with a local

Art, bars & views

To relax over drinks and in conversation, go to **Art Public Bar (1)** for its easy-going ambience and a great selection of beers. Thursdays are particularly fun here, as that's when young alternative bands typically perform. **Grisia (2)** is the go-to for art; this gallery-street curves uphill toward the church. Grisia Art Fair is on the second Sunday of every August; make a beeline for gorgeous handcrafted jewellery. Don't miss having a coffee on the terrace of **XL cafe-bar (3)**, surrounded by greenery and with vistas out to the sea and one little island. It's the most relaxing hideaway, and so romantic – a great spot to enjoy with your better half.



Food & wine

Don't miss a visit to **Vinarija Dobravac (4)**, a family-run wine cellar with stunning views out towards **Figarola** islet and an always warm welcome from owners Natalija & Damir; their Simfonija 2008, a harmonious Malvazija & Chardonnay cuvee, is a favourite. On early morning walks, stop by **Rovinj's market (5)** (pick up a bottle of the famous honey grappa) to stock up and then sit down at **Enoteka Grota (6)** for a glass of young Malvazija and homemade prosciutto, served with a side of local gossip.



STEP INTO OUR NEIGHBOURHOOD: WE OPEN THE DOOR TO AUTHENTIC EXPERIENCES FILLED WITH LOCAL STORIES, DELICIOUS FOOD, LAUGHTER, NATURE, AND BREATHTAKING ADVENTURES. WELCOME TO ROVINJ THAT WE FELL IN LOVE WITH!

Staying fit

The 19km-long **bike path between Valalta and Rovinjsko Selo** has gorgeous landscapes, a lovely little church en route and a viewpoint at the end, with vistas over the **Lim Channel**. To unwind and find your centre, stop by **Yoga Sadhana (7)**, a space infused with peace and well-being. Run by Sanda Burić and Om Prakash Pandey, partners in love and life calling, it offers zen yoga, vinyasa, traditional Indian massage and gong bath meditations. For more active fun, rent **jet skis (8)** in the late afternoon or early evening at **Villas Rubin** and **Amarin** and do one of two routes – from Villas Rubin, ski around Red Island and then toward San Polo and Colone, where there's a lovely bay to pause at; the second route is from Amarin toward the Lim Channel, where the seas are more still and the scenery is beautiful.



Scenic swims

Head to the **Golden Cape park (9)**, a verdant cape that lies about 1.5km south of Rovinj's centre, along the waterfront. Surrounded by age-old pine and oak trees, it's a great spot to recharge batteries and have leisurely swims in the area of the cape called **Balzamake**. To escape the hubbub of peak-time Rovinj, take an outing to **Red Island (10)**, a perfect spot to swim, relax and hang out with others who are doing the same. **Saline bay (11)**, north of Rovinj right near the **Lim Channel**, holds a special place in locals' hearts; it has beautifully clean seas with views out to open horizons and lovely spots for amateur diving.



Family fun

Moncerlongo Ranch (12) is an ideal spot for those who love horseback riding and nature. Owners Gianluca and Nataša Bottai offer horseback riding classes, as well as hippotherapy and horseshoeing, plus delicious hand-cut organic potato fries. For adrenaline-filled thrills and good laughs, go to **Glavani Park**, run by Nigel Simpson and his Croatian wife who travelled the world on a hippie bus before opening this adventure park near the scenic village of Barban. The 11-metre- high 3G swing and the Devil's Pass with zip lines and a skateboard run offer heaps of fun.

