design Guide

THE BEST PLACES TO SHOP IN ZAGREB

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50	THE BEST OF DESIGN,	
	GIFTS, SOUVENIRS, ARTS & CRAFTS, JEWELRY,	
	SCENTS, NATURE'S BEST, SWEET & SAVORY	
	DELICUTS	
	FASHION 8 MORE	
2		FEATURING
0		A NEW TAKE
3-0	8	ITEMS
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CITY CENTER MAP INCLUDED!

NOVEMBER 2017 - JANUARY 2018

your personal copy



OYSTER PERPETUAL



FILANE PETRICA 7 HR-10000 ZAGREB T +385 1 487 0700 INFO®MAMIC.COM.HR WWW.MAMIC.COM.HR

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INSIDE THE GUIDE

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12 A NEW TAKE ON EVERYDAY ITEMS Interview with Croatian designer Sanja Ris for Like a Map and Željka Harić & Iva Mišković, the creative duo behind Elderice

15-32

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THE BEST OF DESIGN, GIFTS, SOUVENIRS, ARTS & CRAFTS, STUNNING JEWELRY, IRRESISTIBLE SCENTS, NATURE'S BEST, SWEET & SAVORY DELIGHTS, FASHION & MORE

design GUIDE

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COVER STORY

The cover pattern presents a motif which can be found on the official attire of the Honorary Croatian Guard. The Honorary Guard is dressed in a formal historical costume conceived as the original creation, based on the solemnly knit costumes of the Croatian great men and virile men from the 19th century.

After a 17-year break, starting from May this year, you can see the ceremony of shift of the Honorary Guard for special occasions on St. Marko's square. The entire ceremony lasts 15 minutes, it includes 29 soldiers and a music escort. The ceremony itself is a concept of renowned Croatian choreographers, artists and professionals from the Croatian National Theater, and as such it is an original work of art.

LEGEND

- ADDRESS
- LOCATION ON MAP
- 🕻 TELEPHONE
- ✓ WEB SITE
- INSTAGRAM
- f facebook
- WORKING HOURS
- PRICE RANGE
 - \$ cheap
 - \$\$ affordable
 - \$\$\$ mid-high
 - \$\$\$\$ high

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EDITOR'S LETTER

DEAR TRAVELER

The festive time of the year is again at our doorsteps. This year, as every year, we are spoiled by a plentiful choice of products from around the world. But, this year you might do something a little different than the others; rather than buying something mass-produced, go and hunt for the special items made in your area, at home or on vacation. It is those items that further enrich your experiences and leave you with a good feeling.

In this issue, we give you an insight into two very creative collaborations through our interviews with Sanja Ris from Like a Map, as well as željka Harić and Iva Mišković from Elderice. Like a Map is a quite uncommon collaboration of a cartographer and a designer creating unique bags with the map of Zagreb and Hvar. On the other hand, Elderice takes traditional patterns and applies them on textiles such as kitchen rags among others.

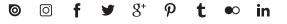
It is individuals like this that enable local culture to flourish and develop further, enriching the locals' as well as the visitors' experience. Take your time and meet all the individuals that complement this experience, because life is nothing but a collection of experiences that make us who we are. In other words, keep an open mind and use the chance to interact with all individuals that create those experiences and enhance yourself further.

So, make use of your personal copy and discover the special experiences you can only find here.

Sincerely,

Insight Design Guide Team

INSIGHTDESIGNGUIDE.COM



WELCOME TO ZAGREB

Welcome to Zagreb, the best Christmas market in Europe for 2017! This festive and jolly time of the year overflows the city with music, vivid decorations, original gifts and unusual souvenirs. Enjoy a beautiful winter stroll through our charming wonderland, and for an easier decision-making process on which gifts to buy, luckily, you have the Insight Design Guide!

ELDERICE Sold at Galerija link, Take me home



BITE ART Sold at Take me home, From designers with love



LIKE A MAP Sold at Take me home, Market



ARTS, CRAFTS & PRODUCT DESIGN

For handcrafted & personalized gifts visit LE PRASE (Radićeva 5, courtyard) and if you are looking for a handmade umbrella with a 100-year-old tradition – CEROVEČKI (Ilica 49) is the place to go. FLOWER SALON N (Ilica 49) is an alluring artisan flower shop with beautiful scented holiday bouquets. JASMINA I LUTKICE (Petrinjska 40) is the only store with artisan dolls for little ones and grown-ups, too. Hand-printed textile products by **ELDERICE** are a perfect decoration for your Christmas table, while GLOOPY home decor & kids' toys will bring the childish fun back to your life. The book by August Šenoa THE **GOLDSMITH'S TREASURE** is a perfect cultural souvenir and a great present for your loved ones. BITE ART brings you arty pepper cookies and LIKE A MAP products will relive city's streets & squares with designed map prints of Zagreb. EKOTEKA 100% recycled notebooks are a perfect business present.

DESIGN SHOPS

TAKE ME HOME (Tomićeva 4) and GALERIJA LINK (Radićeva 27) offer the best of Croatian design, while MARKET concept store (F. Petrića 3) has an interesting selection of Croatian design, as well as an international one. KLOTO (Masarykova 14, courtyard) offers accessories with a fresh and interesting twist. FORM DESIGNERS WITH LOVE

is a perfect first or a last stop for shopping Croatian design items located at the Zagreb Airport.

Enjoy your stay & save money with



Card 72 Zagreb Card offers you unlimited travel on public transport, free entrance to 6 city attractions, reduced prices at many restaurants, shops and much more...

Available in 24h and 72h version



CROATA Ilica 5 (Oktogon passage)



IVANA BAČURA Radićeva 20



KVAZIMODA Radićeva 20

DELICACIES

For a premium selection of Croatian sweet and savory bites, visit KREDENCA (Radićeva 13).

KUTJEVO winery brings you rich wine assortment available in numerous restaurants, bars and convenience stores or you can simply visit their wine shop for an extensive wine offer (located at the Jarun market - Pakoštanska 5).

If you are a beer fan, then you have to try Zagreb's famous beer OŽUJSKO.

SCENTS

For exclusive niche fragrances visit **TOP** perfumery (Tomićeva 4), and for a special scent for your home – **NOTES OF ZAGREB** (Skalinska 2) is a home fragrance shop inspired by the city of Zagreb.

ACCESSORIES

For the ultimate luxury watches and accessories, visit MAMIĆ (Gajeva 4), an exclusive Rolex & Tudor retailer for Croatia, and for silk ties or scarfs, there is CROATA (Ilica 5 – Oktogon passage); while in HAVANA cigar shop (Frankopanska 22, courtyard), you can treat yourself to premium cigars.

JEWELRY

For contemporary hand-made jewelry, visit LAPIDARIUM (Radićeva 10), where you can also find ZLATNI LICITAR (traditional jewelry) and ADRIATIC CORAL jewelry. IVANA BAČURA offers extraordinary handmade silver jewelry (Radićeva 20). For antique jewelry and jewelry inspired by the Croatian tradition, JOZEF GJONI (Jurišićeva 10) or BASHOTA (Ilica 39) goldsmith family are the perfect choice. For very special enamel jewelry, FREYWILLE grand boutique (Preradovićeva 2) awaits you.

FASHION

If you are interested in Croatian fashion brands, visit XD XENIA DESIGN (Gundulićeva 5) for exclusive arty fashion, while HYSTERIA (Teslina 9, courtyard) is an original place where artists and designers come together to share their creations. MIHAELA MARKOVIĆ (Ilica 5 – Oktogon passage) is your choice for delicate hand-knit items, and



ESCAPE ART

EXCITING ESCAPE ROOMS

If you're looking for an adventure during your stay in Zagreb, this is the place to visit! Only 5 minutes by foot away from the main square, you can escape reality and be immersed into a completely different world.

Escape Art escape room is a reallife atmospheric adventure game where the goal is to escape from a mysterious room. You're the hero of the day and, with the help of your team, you have 60 minutes to defeat various challenges to get out of a locked room.

Find hidden objects, solve unusual puzzles, crack ciphers and codes, open the locks and escape before the time runs out! Excellent for friends, families and team building.

KVAZIMODA (Radićeva 20) for timeless clothing. NATAŠA JELETIĆ (Radićeva 21) offers colorful female fashion. #PETRINJSKA7 (Petrinjska 7) has a selection of Croatian and international fashion brands, while GARDEROBA (Martićeva 17) is famous for Scandinavian aesthetics combined with Croatian design. DORA (Kamenita 2) is an artisan fashion salon



specialized in handcrafted coats. When in search of leather bags, KOZA (Basaričekova 18) workshop & store is the place to see, while MUTLIRATIONAL. CO designs contemporary bags made out of top quality materials. ULIČNI ORMAR (Jurišićeva 16, courtyard) cherishes vintage clothing, while GALEB stores (Jurišićeva 9) offer quality cotton underwear and outerwear.

MIHAELA MARKOVIĆ Ilica 5 (Oktogon passage)



HYSTERIA Teslina 9 (courtyard)



DORA Kamenita 2



GENERAL FACTS

LOCATION 45°10'N, 15°30'E Zagreb is situated 122 m above sea level.

SURFACE AREA 650 sq. km

POPULATION 792.875 (2011)

TIME Central-European time (CET) UTC/GMT + 1 hours

CLIMATE Zagreb has a continental climate with an annual average temperature of 11°C (52°F). In the winter time records indicate temperatures by day reaching to 4.2°C (39.6°F) on average and falling to -0.7°C (30.8°F) overnight.

ELECTRICITY 220V; 50 Hz

TAP WATER is perfectly safe to drink.

IMPORTANT TELEPHONE NUMBER CALL 112!!! For Ambulance, Police, Fire Department, Mountain Rescue Service

COUNTRY CODE NUMBER +385

Non-Croatian number - dial 00385 (e.g. 00385 1 4833 109)

PUBLIC HOLIDAYS

25.12. Christmas Day 26.12. St. Stephen's Day 1.1. New Year's Day 6.1. Epiphany

GENERAL INFORMATION NUMBER 18981

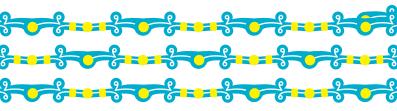
ROADSIDE VEHICLE ASSISTANCE 1987/ +385 1 1987

ZAGREB AIRPORT 060 320 320/ +385 1 4562 170

ZAGREB BUS STATION 060 313 333/ +385 1 6112 789

CENTRAL RAILWAY STATION 060 333 444 / +385 1 3782 583

CROATIAN POST 072 303 304 Jurišićeva 13, +385 1 6626 452 (Mon-Fri 7am-8pm, Sat 7am-1pm) Branimirova 4, +385 1 4981 550 (Mon-Sun 7am-midnight)



CROATIAN CHAMBER OF ECONOMY

ZAGREB CHAMBER

- 🏦 Draškovićeva 45 📞 +385 1 4606 777
- 🛪 zg.hgk.hr 🕇 👁 Mon-Fri 8am-4.30pm

Croatian Chamber of Economy – The Zagreb Chamber is a professional business organization for all legal entities in the City of Zagreb and Zagreb County. Their purpose is to promote businesses and protect their members' common interests.

The Chamber is also in charge of operating international integration and the development of economic relations with foreign countries and businesses.



CCE-Zagreb Chamber



A NEW TAKE ON EVERYDAY ITEMS

IN THIS INTERVIEW WE PRESENT SANJA RIS FOR LIKE A MAP BRAND AND ŽELJKA HARIĆ & IVA MIŠKOVIĆ FOR ELDERICE TEXTILE DESIGN STUDIO

LIKE A MAP, SANJA RIS

LIKE A MAP PRODUCTS WERE A RESULT OF AN INTERESTING COLLABORATION BETWEEN YOU AS A DESIGNER AND A CARTOGRAPHER. HOW DID YOU COME TO AN IDEA TO APPLY MAP PRINTS TO EVERYDAY PRODUCTS?

Personally, I find forms of city ground planes very interesting in a clear graphical view. If we look at any map print only in



this way, without street names, geographic toponyms, and other thematic content, we can see a very impressive graphic design, which is also the unique identity of each city. To work on illustration and design on this subject is very creative. Thanks to my husband's profession of cartography, I have come closer to this interesting topic. Applying map prints to everyday items is not an innovation, but an intent to make these items an original reminder of beautiful memories from a particular city.

WHAT CAN WE FIND IN YOUR PRODUCT PORTFOLIO?

In the Like a Map collection, you can find original notebooks



and canvas bags with the map prints of the cities of Zagreb and Hvar, available in two colors. Those are actually everyday items, which we all use. So, we find it interesting that with your everyday bag, you also carry the memories of your trip to Zagreb - it is almost as if you were on vacation all the time! We are continuously expanding our offer with new items, so you can expect more products to come.

YOUR PRODUCTS ARE COMPLETELY MADE IN CROATIA. CAN YOU DESCRIBE TO US A PROCESS FROM AN IDEA TO THE FINALIZED PRODUCT?

After the conceptual process, the production process is extremely important for achieving premium quality of the final product. For this reason, we are glad that we can do all the production and the development in Croatia. We are involved in the entire process - pointing corrections, tracking the process in the making, and when we finally get the products which are of the highest standards, we know that our buyers will be delighted and have a long lasting reminder of our beautiful cities.

ELDERICE, ŽELJKA HARIĆ & IVA MIŠKOVIĆ

HOW DID ELDERICE START? HOW DID YOU COME TO AN IDEA TO DO THIS KIND OF TEXTILE PRODUCTS?

Elderice is a screen-printing textile studio located in Zagreb that makes small runs of hand screen-printed fabrics. We started it in 2010 as a project which would show our creative process. Željka was always interested in visual arts and graphic design, and Iva in sewing and pattern making. Hand-printed fabrics seemed as a perfect platform to bring our ideas and interests to life. At first our techniques included stamping and hand painting the fabrics, but later on we started working on hand screen-printing techniques which we use today as our standard production process.

CAN YOU DESCRIBE YOUR PROCESS OF PRODUCTION?

It all starts with sketches and drawings which later become prototypes for graphics, patterns and final products. We don't necessarily use those ideas immediately — sometimes they need to rest for a while. After we decide which pattern will be turned into silk screen graphic, we move on to the next step,

which is screen printing fabrics by hand. The fabrics need to be completely dry before we start cutting and tailoring them for sewing and turning them into final products. Each fabric has its own unique print and signature. That's the beauty of the process, because it

reflects the specific conditions in which the print was made.

WHERE DOES YOUR INSPIRATION COME FROM?

Inspiration comes from our surroundings, mostly nature and architecture. Everything in nature is an inspiration movement of branches, shapes like twigs, plants, herbs, pine needles, shadows, raw mountain landscapes, but also repetitive manmade landscape and architecture. The point is to find visual balance in fluid natural shapes and sharp geometrical forms.

WHAT CAN WE FIND IN YOUR ASSORTMENT WHICH IS PERFECT FOR THE UPCOMING HOLIDAY SEASON?

For the holiday season we have a brand-new graphic called Animal forest, inspired by a beautiful Croatian fairy tale "Hedgehog's home". The graphic is perfect for cold winter days as it evokes warmth and comfort of carefree childhood days. Our assortment for holidays includes enamel mugs, ceramic cups, and fabric baskets which are an ideal holiday gift because of their versatile use in living or working space. We also have a variety of pillow covers, tea towels and table runners. Our nature and urban inspired prints will easily blend into any living space and make for an original holiday gift.



A GUIDE FOR HAPPY SHOPPING

EVERYTHING YOU NEED TO KNOW WHEN YOU ARE SHOPPING IN ZAGREB!

CROATIAN CURRENCY IS THE CROATIAN KUNA (HRK)

In stores, bars, restaurants you can pay ONLY in Kuna. 1 euro = approx. 7.5 kuna; 1 US dollar = approx. 6.4 kuna

CROATIAN VAT (PDV) is 25% and is included in retail price.

CREDIT CARDS are accepted in all stores presented in the guide.

WORKING HOURS Most stores work shorter on Saturdays and many stores are closed on Sundays and national holidays.

ATM MACHINES can be found all around city center. The limit you can withdraw in one transaction may vary from 1600 kn to 5000 kn.

EXCHANGE OFFICES & BANKS The exchange rates in banks and exchange offices may vary. Exchange offices usually offer better rates than banks.

WEB SHOPS/SHIPPING Certain brands and stores offer online and catalogue orders. Please keep in mind that every web shop has individual terms & conditions, as well as shipping policies.

RECEIPTS, TAXES AND RETURNS For every purchased item you should get a receipt (keep it, especially if you want to return or exchange purchased items). Return policies may vary, so feel free to ask any questions you may have. Some stores have no cash refund policies, but offer the option of exchanging the purchased items for other products in the store.

SHOPPING TIPS & TRICKS

All items in stores should have clearly displayed prices, with VAT (PDV) included, and if the item is on sale it should be marked as such.

We are not a culture of bargaining, but some shops offer a discount on cash payments.

Keep in mind that sales assistants in Zagreb are not overly assertive in approaching the customer, so do not be shy to ask for any information about the item you are interested in. They will be more than happy to assist you.

Do not forget to exchange your money from Monday to Saturday, because banks and exchange offices are closed on Sundays and national holidays.

TAKE ME HOME

CROATIAN DESIGN SHOP

▲ Tomićeva 4
 ♀ 1
 ९ +385 1 7987 632
 ✓ takemehome.hr
 ☑ f
 ⊕ \$\$
 ④ Mon-Fri 9:30am-8pm, Sat 10am-3pm

Cutest little shop just under Zagreb's funicular offers a fresh take on gifts and souvenirs to take home from your trip.

Handmade, locally produced items that connect tradition with contemporary design are chosen with care to satisfy different tastes and fit in your travel bag.

Great choice of original jewelry, ties, t-shirts, bags, natural cosmetics, homeware, notebooks, illustrations, awarded design toys and much more!











LIKE A MAP

CROATIAN PRODUCT DESIGN

爺 Sold at Take me home, Market
♀ 1, 3 ≠ likeamap.com f ♥ \$

Like a Map products are proudly designed and produced in Croatia in a creative family collaboration of a designer and a cartographer. Notebooks and tote bags with design map prints of Zagreb are original & loving items that will bring the most beautiful memories form this trip by reliving the city's streets and squares throughout the time.

EKOTEKA

FULLY RECYCLED PRODUCT

▲ Sold at Take me home
 ↓ +385 98 1816 259
 ✓ ekoteka.hr
 ☑ f ⊕ \$

Ekoteka are fully recycled and award-winning notebooks made in Croatia. They are combined of waste textiles, cardboard, recycled paper and eco paint with packaging made from corrugated cardboard, which serves as picture frame. When purchasing a notebook you will receive spruce seeds ready for planting. Contribute! Plant a spruce!

GALERIJA LINK

CROATIAN DESIGN STORE

▲ Radićeva 27
 ♥ 2
 ♥ +385 1 4813 294
 ♥ f/GalerijaLink
 ♥ \$\$
 ♥ Mon-Sun 10am-8pm

This lovely store is your LINK to Croatian Design such as: Gloopy, Boya, Walligami, Krtz, Data by Despot, R-dizajn, Borovo-Startas tennis shoes; author Jasmina Vrljić; ceramics by Lidia Boševski, Orjenka Mirjan, Mala Arta; bags by: A+, Grriva, Mura Pehnec, V. Gamulin, Branka Donassy, KJ Design, Baggiz and many more.





ELDERICE

TEXTILE DESIGN STUDIO

Sold at Take me home, Galerija Link
91, 2 ≠ elderice.com
f ♥ \$

Elderice design & produce fabric storage bins, tea towels, tablecloths, pillow covers, scarves and bags in their home studio in Zagreb. They are inspired by geometry, urban landscapes and nature. By using traditional hand printing techniques on natural fabrics, they achieve a light and organic texture of the final product enhanced by vibrant shades of water-based colors.

MARKET

CONCEPTIORE

爺 Frane Petrića 3 ♀ 3 \$ +385 1 4828 621
⑤ f/MarketConceptStoreZagreb
♥ \$\$ ● Mon-Fri 10am-8pm, Sat 10am-3pm

Market Concept Store is a unique shopping place with a collection of carefully curated and interesting products of well-known design houses from all around the world including Croatian designers. In this charming place, you will find plenty of little "treasures" that will bring joy to you and your loved ones.





MULTIRATIONAL.CO

CROATIAN PRODUCT DESIGN

✿ Sold at Galerija Link, Market
♀ 2, 3 \$ +385 91 957 2445
ƒ/multirationalco ♥ \$\$\$

Multirational Company is a creative studio from Zagreb working passionately to create quality handcrafted products made in synergy between traditional artistry and contemporary aesthetics. Produced in limited series, their practical & stylish bags, backpacks & items successfully combine function and simplicity in design.



 A Sold at Take me home, Galerija Link, From designers with love, Top ♀ 1, 2, 4, 25
 +385 91 3010 308 ≠ gloopy.hr ◎f ♥ \$\$

Gloopy's products are specially designed to bring the childish fun back into your life. Playful home decor products, such as wooden trivets & coasters will make every meal a game. Shadow puppet toys are a perfect present for young ones, while Wardrobe Creatures – original souvenir bags filled with organic lavender will brighten up every closet and repel any unwanted guests.



BITE ART

EDIBLE ART PROJECT

 A Sold at Take me home, From designers with love ♥ 1, 4 \$ +385 91 448 3251
 ✓ biteart.hr ◎ f ♥ \$\$

Traditional Croatian pepper cookies are enriched with edible artwork reproductions of renowned Croatian contemporary artists as well as venerable art masters. After eating these super tasty cookies, the package turns into a picture frame making this original souvenir and corporate gift a lasting memory. Bite art!



FROM DESIGNERS WITH LOVE

CROATIAN DESIGN SHOP

▲ Franjo Tuđman Airport Zagreb – Rudolfa Fizira 1 ♀4
 ✓ fdwl.hr ⊕ \$\$\$
 ● Mon-sun 6am-9pm

Located at the Franjo Tuđman Airport's main entrance hall (next to the check-in area) and as a pop-up shop in the international departures area, this shop is your first- or last-minute stop for shopping! It offers carefully curated products from over fifty Croatia's designers and artists, from fashion, accessories and jewelry to toys, souvenirs, tableware, kitchenware and small furniture, ranging from every-day and affordable items to upscale designs.

SPECIAL OFFER – bring your copy of Insight Design Guide with you and get 5% off on all in store offer.





CROATIAN GIFT SHOP

A Radićeva 13 ♀ 5
S +385 91 5447 294 ★ kredenca.com f ♥ ss ♥ Mon-Sun 9am-9pm
A perfect place for unique goodies and the sweetest souvenirs! All products in the store originate from small Croatian manufacturers, guaranteeing the highest quality. Kredenca offers sweet delicacies like handmade chocolates, homemade jams, honey, dried fig products, premium quality Istrian olive oil, different types of truffles, cheeses, spices and spreads. You can taste over 30 liqueurs and brandies in order to help you decide which to buy, or choose among different gift packages. Natural cosmetics, fashion accessories and ceramics are carefully selected for the best presents possible.

SPECIAL OFFER – bring your copy of Insight Design Guide with you and get 5% off on all in store offer and Tax Free refund.



LE PRASE

PERSONALIZED GIFT SHOP

Le Prase is an artisan family shop, situated in a courtyard in Radićeva Street. For all the lovers of unique and handcrafted items, with a very special story and design, this is a true little paradise!

You can choose from variety of original gifts and souvenirs, starting from eco-friendly and personalized piggy banks, or jewelry and accessories featuring an illustrated girl named Mašenka, as well as mugs, t-shirts and bags with motifs from Zagreb's history and lifestyle. Friendly staff, lively vibe and an exceptional offer will make the souvenir buying experience joyful and fun.





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croatiaairlines.com m.croatiaairlines.com

A STAR ALLIANCE MEMBER

CROATIA AIRLINES



IVANA BAČURA

HANDMADE SILVER JEWELRY

常 Radićeva 20 ♥8
 \$+385 91 5431 321
 ✓ ivanabacura.com
 ♥ \$\$
 ♥ Mon-Fri 11am-7pm, Sat 11am-5pm

Locally handcrafted high-quality silver jewelry by Croatian designer Ivana Bačura is widely recognized for its extraordinary design. Its natural shape and clear lines are complemented by colorful details giving this jewelry a touch of extravagancy in a refined and everlasting style.

KLOTO

CONCEPT STORE

- 🎢 Masarykova 14 (courtyard) 💡 7
- **\$** +385 1 4872 659
- 🛪 udrugakloto.hr 🖾 f 🕀 \$
- Mon-Fri 10am-7pm, Sat 10am-2pm

This magical little shop, located in the courtyard of the Masarykova Street, is a creative zone for all members of this non-profit organization. Everything they offer is hand-made and unique, created in different styles with a fresh and interesting twist.



Kutjevo -785 years of winemaking passion

KUTJEVO is one of the oldest wine cellars in South-Eastern Europe; built in 1232, it stands for passion and knowledge developed through centuries of dedicated work at the Kutjevo wine estate. It is this longlasting tradition that enabled the creation of famous wines such as Graševina, which is one of the cornerstones of the Croatian wine culture today.

The Kutjevo **WINE CELLAR** is further renowned for its unparalleled wine archive in Croatia, with a rare example of Graševina from 1947 in its possession. Today, Kutjevo's production encompasses 1,000 ha of vineyards, extending over the southern slopes of the **GOLDEN VALLEY**.

The grape variety of

GRAŠEVINA (Welschriesling) first appeared in the Kutjevo wine hills in 1853, soon proving to be an excellent location for creating one of the best wines of the variety. In 1976 Kutjevo's Graševina was acknowledged as the first premium quality wine in continental Croatia by a committee of experts from the Institute of Viticulture.

DE GOTHO series of wines by Kutjevo contain only grapes grown in the sunniest vineyards and are harvested later, when the quality of the grapes is at



its peak. This category holds Graševina and Pinot noir which are ripened in high quality barrels made of famous Slavonian oak.

WHITE WINES with harmonious tastes are dominant, their aroma evokes memories of ripe fruits, various flowers and meadow grass, beginning with the more neutral, transitioning to stronger aromas.

Additionally, Kutjevo offers aromatic DRY WINES without sugar and SWEET WINES from the later harvests, as well as RED WINES, which with ripened tannins remind of dark fruit, strong herbs and violas, roses, vanilla and tobacco.

Kutjevo is the wine maker that won the most awards at fairs in Croatia and abroad, wining 50 prestigious **WINE AWARDS** every year: Championship awards, great golden and golden medals, from domestic to the most prestigious international competitions, like the Concours Mondial de Bruxelles, Decanter or Mundus vini.

For an extensive wine offer and premium service, visit Kutjevo wine shop at the Jarun market (Pakoštanska 5).





JASMINA I LUTKICE

ARTISAN DOLL SHOP

A Petrinjska 40
 Q 9
 \$+385 98 795 773
 ✓ jasminakosanovic.com
 I ⊕ \$\$
 O Mon-Fri 12(noon)-8pm, Sat 10am - 9pm

Enter a magical world where Jasmina, creates her own vision of beautiful dolls and brings each one alive with her artistic expression. Handmade and original dolls found only in this wonderland store will take you on a stroll down memory lane and bring out your inner child. Every doll is protected by copyright.





KOZA

HANDCRAFTED LEATHER BAGS

✿ Basaričekova 18 ♀ 10 ┗ +385 98 202 350
♥ \$\$\$ ◎ f/pages/KOZA ♥ Mon-Fri 11am-3pm,
4pm-7pm, Sat 11am-4pm

Workshop and a store in one - located in the Upper Town, Koza offers handcrafted leather bags, wallets and belts made by a brother and sister with precision, love, and minimalist aesthetics. Satchels, clutches, men's bags and colorful purses in different shapes and sizes, are accompanied by a warm welcome only true hosts can give.

MIHAELA MARKOVIĆ

KNITWEAR DESIGNER

♣ Ilica 5 (Oktogon passage) ♥ 11

\$ +385 98 1787 398

🛪 mihaelamarkovic.com 🖾 f 🕀 \$\$\$

Mon-Fri 10am-8pm, Sat 9am-3pm

This is a place of true and unique fashion, inspired by tradition and transformed into modern hand-knit creations by the young designer Mihaela. Every item is made out of organic material in a zerowaste process and is the epitome of timeless design.



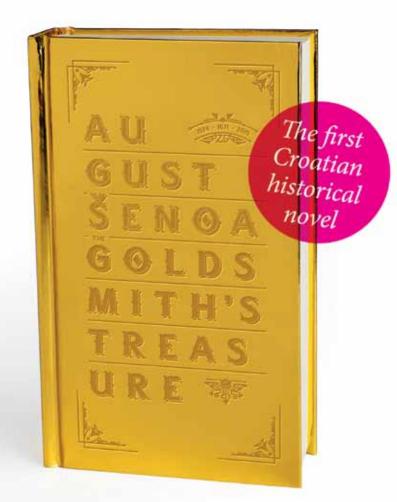


NOTES OF ZAGREB

HOME FRAGRANCE GIFT SHOP

A Skalinska 2
 ♀ 12
 ♦ +385 1 4873 460
 ✓ notesofzagreb.com
 ☑ f
 ⊕ \$\$
 ④ Mon-Fri 10am-8pm, Sat 10am-3pm

Notes of Zagreb is a cozy and stylish shop, where you can find original fragrances for your home, yourself or your dog. Every scented candle, diffusor or body mist carries a special fragrance note characteristic for the city of Zagreb and it is named after the different city's attractions.



THE GOLDSMITH'S TREASURE BY AUGUST ŠENOA

A GENUINE TALE OF ZAGREB

爺 Sold at Take me home, Galerija Link, From designers with love ♀ 1, 2, 4 \$\$\\$ +385 91 30 10 456 ≠ spiritoso.hr f ⊕ \$

Take a piece of Zagreb with you! The first Croatian historical novel, a tale of forbidden love between the daughter of a goldsmith and a nobleman's son set against the backdrop of the streets and squares of 16th century Zagreb, represents a true cultural souvenir.

Love and passion, plots and intrigue, nobles, commoners, tricksters... A patchwork of colorful characters is bound to leave you breathless!

The visual concept is the result of an attempt to combine the Renaissance plot of the novel, a Romantic literary style, and the modern interpretation of the digital-age readers, designed by Croatian designers.





BASHOTA CROATIAN JEWELRY STORE



🏦 Ilica 37, Ilica 69 🎗 13

\$ +385 1 4833 623

✓ Jab 1 4855 825
 ✓ zlatarnica-bashota.hr ◎ f ⊕ \$\$\$
 O Mon-Fri 8.30am-1pm, 4pm-8pm, Sat 9am-2pm

The Bashota goldsmith family creates remarkable modern and traditional jewelry since 1924. Along with hard work, knowledge, skill, originality and their wide range of unique models, they are able to satisfy every customers wish, even those with the most refined taste.

In their stores, you can find beautiful coral jewelry, traditional jewelry items such as Licitar hearts, as well as many other symbols of Zagreb, Croatian history and culture. Bashota is a proud holder of Croatian Creation trademark and a multiple time first prize winner at the Triennial of Zagorje Souvenir – dedicated to souvenirs associated with the protected intangible heritage of the Croatian Zagorje County.

Bashota's rich family tradition guarantees exquisite jewelry, first class service and a warm welcome to everyone.



FLOWER SALON N

Allica 49 ♀14 ≠ salon-cvijeca-n.hr
I ♥ \$\$ ♥ Mon-Sat 9am-1pm



This alluring flower shop is led by sisters Nataša & Ninka – the third generation in their artisan family. Their tradition continues in the making of beautiful spice arrangements for the holiday season, small bouquets and weddings bouquets, made from herbs, cloves, aniseed, cinnamon, beads and gilded wires, as well as jewelry. Besides their traditional crafts, you can also buy jewelry from selected jewelry artists, such as Nenad Roban, who has created a special floral collection only for this salon.

Despite the differences in their artistic expression, the sisters and artist Roban share the same thought: Combining the freedom of creation with a craftsmanship perfection is the goal of every artist!



ARTISAN UMBRELLAS

Cerovečki is a special artisan shop that has a great reputation around the world and a 100-year-old tradition. Handmade with utmost precision, umbrellas and parasols by Cerovečki are the definition of love, tradition and heritage. The Šestine umbrella is a unique symbol of Zagreb, a beautiful handcrafted item that brings joy to its owner.

Combining traditional motifs and the finest execution with contemporary design, Cerovečki introduced the raincoat 'Kaplja' - functional, playful product, inspired by Šestine umbrella that makes every rainy day colorful and bright!

GJONI

GOLDSMITH JOZEF GJONI

A Jurišićeva 10
 A 10
 A 1810 902
 ✓ zlatarna-jozef-gjoni.hr
 A ⊕ \$\$
 Mon-Fri 8am-8pm, Sat 8am-2pm

Jozef Gjoni, a goldsmith with passion creates great collections of handmade gold, silver, antique and traditional Croatian jewelry embedded with precious stones, pearls and corals. Their extensive offer embraces carefully crafted, ethnically significant jewelry from different regions in Croatia.

The Moretto or locally called "Morčići" is a Croatian indigenous folk anthropomorphic motif characteristic for the North West part of Croatia. Šibenik Buttons, on the other hand, once used for men's folk costumes, today the motif is used in different products such as earrings. Additionally, designs from Dubrovnik will allow a glance at the rich history and nobility of the Republic of Ragusa demonstrating the required skill to create one of the finest Croatian national jewelry.

For a traditional Zagreb motif, Licitar heart is available in silver and gold.

NATAŠA JELETIĆ

CROATIAN FASHION ATELIER

Independent artist Nataša Jeletić creates authentic and colorful clothing for women made from highquality natural materials and refined by the best stitching applications. Every items is specially constructed or deconstructed to fit all styles and personalities.

SPECIAL OFFER – bring your copy of Insight Design Guide with you and get 20% off on all in store offer.





XD XENIA DESIGN

FASHION DESIGN STUDIO

- 🕷 Gundulićeva 5, Petrinjska 31
- ♥ 18 📞 +385 1 4830 539
- 🛪 xenia-design.hr 🖸 f 🖤 \$\$\$
- 🖲 Mon-Fri 9am-8pm, Sat 9am-2pm

Exclusive fashion brand for women with an art dimension – the XD dimension. The designer Ksenija Vrbanić creates unique designs, unconventional to the classic fashion trends, uncompromisingly sticking to quality workmanship and fabric.



HYSTERIA

LITTLE STORE, GREAT IDEAS

 A Teslina 9 (courtyard)
 ♀ 19
 ♥ +385 98 586 074
 ☑ f/hysteriazagreb
 ♥ \$\$\$
 ♥ Mon-Fri 10am-2pm, 4pm-7:30pm, Sat 10am-2pm

Hysteria - little store, great ideas - an original place where artists and designers come together to share their creations. This creative oasis offers an entire range of different fashion brands, including MAKS, bi.bi, Smiljka Franjić jewelry, Greek designers Ioanna Liberta and Aumorfia, Vrecha \$ Co. and many more.

KVAZIMODA

CROATIAN FASHION BRAND

🕷 Radićeva 20 🛛 20 📞 +385 98 520 325

- 🛪 kvazimoda.hr 🖸 f 🐨 \$\$\$
- Mon-Fri 10am-8pm, Sat 10am-3pm

The designer Ivana Srzić Budić creates extremely feminine, unique and above all, timeless clothing. Her style is based on top designs, quality workmanship and 100% natural fabrics. While the cut of the clothing is often asymmetrical they are functional and wearable inside out. **SPECIAL OFFER** – bring your copy of Insight Design Guide with you and get 20% off on all in store offer.



LAPIDARIUM

Radićeva 10 💡 21

- 📞 +385 1 5530 649
- 🛪 lapidarium.eu 🖸 f 🖤 \$\$\$
- Mon-Fri 9.30am-8pm, Sat 9.30am-3pm

Lapidarium offers a wide range of contemporary, cutting-edge and sophisticated jewelry, made from modern and traditional materials in a limited and highest quality production.

More than that, it also represents a unique platform in Croatia, which brings together international and Croatian jewelry designers, in creating timeless jewelry collections.

In Lapidarium, you can aslo find Zlatni licitar – charming gold and silver jewelry inspired by Croatian tradition, also known as one of the symbols of Zagreb, which makes a perfect gift for your loved ones.



ADRIATIC CORAL BY LAPIDARIUM

CORAL JEWELRY

Sold at Lapidarium, Zlatarna Mario (Krvavi most 2)

- **9** 21 **%** +385 1 5530 649
- 🛪 lapidarium.eu 🕀 \$\$\$

Show you attachment and devotion to your loved ones with this timeless jewelry. Original and natural Adriatic coral collections are carefully crafted directly in the Lapidarium workshop. Distinctive coral necklaces, beautiful rings and elegant bracelets made only from Adriatic coral will leave you breathless.

ZLATNI LICITAR

TRADITIONAL JEWELRY

- ★ Sold at Take me home, Market, Lapidarium, Zlatarna Mario (Krvavi most 2) ♥ 1, 3, 21
- 🛪 zlatni-licitar.com 🕀 \$\$

Charming gold and silver jewelry inspired by Croatian tradition and history, also known as one of the symbols of Zagreb, makes a perfect gift for a loved one. Bracelets with little heart pendant are more than a souvenir; they are stylish, colorful, fashionable and affordable pieces of jewelry.





MAMIĆ

LUXURY WATCHES AND ACCESSORIES

Ĝajeva ulica 4 (Soon available at Frane Petrića 7) ♀ 22
 \$+385 1 4870 700 ≠ mamic.com.hr □ f ⊕ \$\$\$\$
 O Mon-Fri 9am-8pm, Sat 9am-5pm

Welcome to the ultimate luxury destination. Enjoy an enchanting shopping experience in the center of Zagreb at Mamić, official Rolex and Tudor retailer, also caring other watch brands and luxury accessories.



Buying a luxury piece is an emotional moment in life so treat yourself to something timeless during your travels to make the memories extra special. Whether you are a novice watch buyer or a seasoned watch collector, experienced team of sales consultants and after- sales service experts at Mamić will warmly guide and assist you on this exciting journey to make the choice that will last a lifetime.

If you are a non-EU resident, you can enjoy the tax-free shopping and get up to 17,9% refund.

FREYWILLE

ENAMEL JEWELRY FROM VIENNA

- 伦 Preradovićeva 2 💡 23
- **%** +385 1 5532 865
- shop.freywille.com/hr
- 🖸 f 🕀 on request
- 🖲 Mon-Fri 9am-9pm, Sat 9am-2pm

Freywille is the global leading company in creating artistic jewellery made of precious fire enamel and lists enormous achievements with its unique design concept. Handmade pieces of jewelry are lovingly crafted, communicating a special attitude towards life, unique in the material and individually wearable.

The grand designed Freywille boutique, with its soft colors and clear shapes, invites you to discover exclusive, unique jewellery dedicated to the most famous artists in the world and reminds us once more of the historical connections between Zagreb and Vienna.

A limited production in a manufactory at the original address in the center of Vienna, where the company was founded in 1951, guarantees the highest quality standards in design and production.





CROATA (K)NOT JUST A TIE!

🕷 Ilica 5 (Oktogon passage) 🖗 24

📞 +385 1 6457 052

🛪 croata.hr 🕇 🕀 \$\$\$

• Mon-Fri 8am-8pm, Sat 8am-3pm

All of Croata's products are created with loving attention to detail and handcrafted to perfection, thus promoting the centuriesold Croatian tradition of silk production and craftsmanship. It is this legacy from the homeland of the cravat that makes these ties and scarves a unique accessory.

Croata cravats, scarves and shawls are made from the finest silk and in exceptionally small series, with considerable attention paid to the handcrafting. Special care is paid to the design, offering a wide range of colors, patterns and motifs which are chosen from the rich treasury of Croatian and world cultural and natural heritage.

Many businessmen in the world tie Croata cravats every day, while delicate scarves are used as a perfect accessory which compliments every styling.

SPECIAL OFFER – bring your copy of Insight Design Guide with you and get 15% off on all in store offer.



NICHE PERFUMERY

❀ Tomićeva 4 9 25 \$ +385 1 7980 969 ≠ top.hr
☑ f ⊕ sşs ⊕ Mon-Fri 11am-8pm, Sat 10am-3pm

For a perfectly fragrant journey, visit Top perfumery for a wonderful olfactory adventure through personalized fragrance shopping in the best niche perfumery in Zagreb!

Located next to the popular Funicular, Top offers over thirty-five exquisite perfume brands to choose from. An outstanding scent collections of Editions de Parfums Frédéric Malle, Profvmvm Roma, Roja Parfum and Xerjoff are just some that await you.

For best skin care, choose from a range of Aesop beauty products, or select a cool scent thanks to the Swedish brand Byredo. Into art and chemistry? Escentric Molecules are just for you. How about Pope Francis' favorite scent? Or maybe a hard-tofind collection of oud scents?

Choose an exquisite home fragrance, a scented candle, a diffusor or a catalytic olfactive lamp of renowned brands (Cire Trudon,Costes, Nicolai, Baobab Collection, ...) to bring a fragrant bliss into your home.





DORA

FASHION SALON

- ₭ Kamenita 2 ♀ 26
 ★ +385 1 4851 763
 ✗ dora-zagreb.com
 ☑ f ♥ \$\$\$
 ♥ Mon-Fri 10am-6pm,
 - Sat 10am-2pm

Dora Rubić fashion salon is a 30 year old family owned artisan store in the historical part of the city, right next to the Stone

Gate. Owners and designers, a mother and daughter, create entire women's fashion lines with a special emphasis on coats.

Top quality, exclusive natural materials such as silk, cashmere or alpaca wool, feminine cuts with elegant and timeless designs make their clothing items desirable. All pieces are unique or produced in very limited series with possibility of special custom-made offer for every individual order.

Enjoy this fashion salon that oozes with elegance in the old fashion hospitality style.





HAVANA CIGAR SHOP

CIGAR SHOP

爺 Frankopanska 22 ♀27 \$ +385 1 5390 467 ≠ havana-cigar-shop.com
If ⊕ \$\$ ● Mon-Fri 9am-8pm, Sat 9:30am-2:30 pm

Havana Cigar Shop is a hedonist's paradise, a special gift shop where dreams come true. Spoil yourself with a wide selection of premium cigars, pipes, water pipes, lighters, tobacco, cigar accessories and an admirable range of exclusive alcoholic beverages.

SPECIAL OFFER – bring your copy of Insight Design Guide with you and get 10% off on cigar accessories and premium alcoholic beverages.

GARDEROBA

CONCEPT STORE

Martićeva 17
 ♀ 28
 ५ +385
 1 7701
 177
 ☞ f/garderobastore
 ⊕ \$\$\$
 ● Mon-Fri 10am-8pm, Sat 10am-4pm

Garderoba concept store nurtures Scandinavian aesthetics in combination with Croatian design. The store offers recognized Croatian designers Ivana Omazić & Silvio Vujičić, a range of Scandinavian brands, such as By Malene Birger, Baum and Pferdgarten, Rodebjer, Ganni and Designers Remix, Cornelie Webb's jewelry, Ross & Brown eyewear and Eight&Bob perfume and candles.





#PETRINJSKA7

MULTIBRAND STORE

A Petrinjska 7
 ♥ 29
 \$ +385 1 4922 813
 ♥ f/petrinjska7
 ♥ \$\$\$
 ♥ Mon-Fri 9am-8pm, Sat 9am-3pm

Spice up your wardrobe with unique Croatian fashion brands - #Petrinjska7 & younghearts.co, available only in this store! Choose from Manila Grace, Oblique or CopCopine international brands. From ultra-small to extra-large sizes, all the clothing items are feminine and wearable in different styles and occasions.

ULIČNI ORMAR

VINTAGE CLOTHING & ACCESSORIES

 ▲ Jurišićeva 16 ♀ 30
 ↓ +385 1 4926 500
 ☑ f/UlicniOrmar ♥ \$\$
 ● Mon-Fri 10am-8pm, Sat 11am-4pm

Everlasting style and a true sense of fashion is hidden away in a courtyard in the heart of the city. This inviting shop cherishes distinctive vintage pieces of clothing, footwear, home and fashion accessories that ooze with authenticity in a dreamy atmosphere of the past.

Their door is always open and you will be amazed with the amount of carefully chosen and alluring items.

For romantics, dreamers, patient seekers and for those that are looking for a pleasant company at the same time, it is a place to visit. Pet friendly. People friendly. :)

GALEB

COTTON UNDERWEAR & OUTERWEAR

A Jurišićeva 9, Ilica 69
 ♀ 31
 ↓ +385 1 4813 673 *I* galeb.hr
 ♥ \$\$
 ♥ Mon-Fri 9am-8pm, Sat 9am-2pm

Croatian brand of a 65 year old tradition in producing high quality underwear, swimwear and outerwear. Galeb is a proud holder of the Global Organic Textile Standard (GOTS) Certificate, Oeko-Tex Standard 100, the Best Buy Award, the Superbrands Award and four ISO Certificates. Carrying different brands – Galeb & Galeb kids, Adriatic and GLB, there is something for all age groups with high requirements in underwear and outerwear standards.

Galeb's offer features four programs of functional underwear, specially designed for summer and winter time, developed to maintain an optimal body temperature in different weather conditions.

Galeb stores you can find all around town – Nikole Tesle 16, Zvonimirova 7, Vlaška 95, Slavenskoga 1, B. Magovca 47, Maksimirska 14, Westgate center, Avenue Mall and outlet store in Ilica 135.



LICNI ORMAR

ISTRIBUTIOI **ARTNF**

HOTELS

ESPLANADE ZAGREB HOTEL SHERATON ZAGREB HOTEL THE WESTIN ZAGREB HOTEL

ARCOTEL ALLEGRA ZAGREB HOTEL BEST WESTERN PREMIER HOTEL ASTORIA BEST WESTERN STELLA HOTEL HOTEL 9 HOTEL ANTUNOVIĆ ZAGREB HOTEL ARISTOS HOTEL AS HOTEL DUBROVNIK HOTEL PRESIDENT PANTOVČAK INTERNATIONAL HOTEL PALACE HOTEL ZAGREB PANORAMA ZAGREB HOTEL ZIG ZAG INTEGRATED HOTEL

APARTHOTEL SNJEŽNA KRALJICA ART HOTEL LIKE HOTEL CALYPSO HOTEL DELMINIVM HOTEL GALERIJA HOTEL HOLIDAY HOTEL JADRAN ZAGREB HOTEL JARUN HOTEL LAGUNA HOTEL MAKSIMIR HOTEL MERIDIJAN 16 HOTEL PHOENIX HOTEL REBRO HOTEL RESIDENCE HOTEL TOMISLAVOV DOM HOTEL VILA TINA

HOSTELS

BUREAU HOSTEL FANCY HOSTEL FUNK LOUNGE HOSTEL HOSTEL CHIC HOSTEL DAY AND NIGHT HOSTEL LAPIDARIUM HOSTEL LOVE CROATIA HOSTEL MOVING HOSTEL SHAPPY MY WAY HOSTEL PALMERS LODGE ZAGREB POZITIV HOSTEL ZAGREB SWANKY MINT HOSTEL TABAN HOSTEL THE CHERRY HOSTEL

PRIVATE ACCOMODATION

AIR-ZAGREBART APARTMENTS ANCHOR APARTMENT ZAGREB APARTMENT CHECK IN APARTMENTS PISAC APARTMENTS KATARINA ZAGREB APARTMENTS TRSJE **B&B STUDIO KAIROS** DESIGN STUDIOS SVI-MI LOBAGOLA B&B PRAŠKA 8 APARTMENTS PUZZLE APARTMENT ZAGREB CHAMPAGNE BAR SOBE ZAGREB 17

PARTNERS & INSTITUTIONS

SAMOBOR TOURIST BOARD -INFORMATION CENTRE

ZAGREB COUNTY TOURIST BOARD - INFORMATION CENTRE

ZAGREB TOURIST BOARD

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AMERICAN CHAMBER OF COMMERCE IN CROATIA

ARCHAEOLOGICAL MUSEUM

ATELIER MEŠTROVIĆ

AUSTRIAN CULTURAL FORUM

CROATIAN CHAMBER OF FCONOMY

CCE - ZAGREB CHAMBER

CROATIAN COMPETITIVENESS CLUSTER OF CREATIVE AND CULTURAL INDUSTRIES

DOLLAR-THRIFTY RENT A CAR

EMBASSYS

EUROPE HOUSE ZAGREB

FRENCH INSTITUTE -MEDIATHEQUE

GERMAN-CROATIAN CHAMBER OF INDUSTRY AND COMMERCE

INTERNATIONAL WOMEN'S CLUB ZAGREB

ITALIAN CULTURAL INSTITUTE LAUBA HOUSE

MINISTRY OF FOREIGN AND FUROPEAN AFFAIRS MUSEUM OF ARTS AND CRAFTS

50 A BURGER & ROCKET BURGER CAFE

500 m 604 PARKS & GREENERY SQUARES & SIGHTS STORE NUMBER 300 200 00 XX PARKING & GARAGE HOSPITAL GALLERY CHURCH MUSEUM Ξ °on) 4 2

THE GOLDSMITH'S TREASURE BY AUGUST ŠENOA

MULTIRATIONAL.CO

GLOOPY

FROM DESIGNERS WITH LOVE (FRANJO TUĐMAN AIRPORT

4

MULTIRATIONAL.CO

LIKE A MAP

MARKET

ო

ZLATNI LICITAR

ZAGREB - RUDOLFA FIZIRA 1)

THE GOLDSMITH'S TREASURE

BITE ART

GLOOPY

BY AUGUST ŠENOA

KREDENCA

34	INSIGHTDESIGNGUIDE.COM		

ZLATNI LICITAR

GALERIJA LINK

2

ELDERICE

THE GOLDSMITH'S TREASURE BY AUGUST ŠENOA

TAKE ME HOME

~

LIKE A MAP

EKOTEKA ELDERICE

GLOOPY BITE ART

STORES **9**

5

.E PRASE

KLOTO

