

INSIGHT design GUIDE

THE BEST PLACES TO SHOP IN ZAGREB

**ACCESSORIES
FOR YOU
& YOUR HOME**

MADE IN CROATIA

**THE
ENCHANTING
WINTER TIME**

FESTIVE ZAGREB

CITY CENTER MAP INCLUDED!

NOVEMBER 2014 - JANUARY 2015
your personal copy

ZAGREB FROM A DIFFERENT ANGLE

Explore, share and win with Zagreb Be There free app!

Go off the beaten path and claim rewards as you explore the city.



<http://betherezagreb.com>

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PRE- SENT- ING

18–30

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

INSIGHT design GUIDE

INSIGHT DESIGN GUIDE TEAM IS AVAILABLE FOR ALL ADDITIONAL QUESTIONS, COMMENTS AND SUGGESTIONS. PLEASE, FEEL FREE TO CONTACT US BY E-MAIL AT INFO@INSIGHTDESIGNGUIDE.COM, OR CALL US AT +385 (0)1 4833 109 FROM MONDAY TO FRIDAY, FROM 9 AM TO 5 PM.

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COVER STORY

The cover motif presents a pattern that can be found on the Šestine umbrella, a known symbol of Zagreb. It is an integral part of the national costume, which was frequently worn till 1960 and since then is slowly disappearing from everyday life. Today it is mainly worn at various folklore events and festivals.

LEGEND

📍 ADDRESS

📍 LOCATION ON MAP

☎ TELEPHONE

🌐 WEB SITE

📘 FACEBOOK

🕒 WORKING HOURS

💎 PRICE RANGE

\$ - cheap

\$\$ - affordable

\$\$\$ - mid-high

\$\$\$\$ - high

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EDITOR'S LETTER

DEAR TRAVELER,

FIRST, WE WANT TO THANK YOU FOR TAKING THE TIME TO READ THIS GUIDE. AGAIN, JUST AS EVERY YEAR, THE TIME HAS COME WHERE WE ARE PRESENTED WITH A WIDE BARRAGE OF STANDARDIZED OFFERS FOR THE HOLIDAY SEASON. THE GUIDE YOU ARE CURRENTLY HOLDING IN YOUR HANDS TRIES TO TAKE A DIFFERENT APPROACH. WE WANT TO EMPHASIZE THAT THERE ARE OTHER ALTERNATIVES OUT THERE OTHER THAN THE MASS-MARKET PRODUCTS FREQUENTLY SEEN ON POPULAR MEDIA. IN FACT, THERE IS A NEW WAVE OF RESILIENT ARTISANS AND SHOPS COUNTERWEIGHTING THIS TREND (STARTING FROM PAGE NO.18).

This issue's theme (page No.11) presents Accessories for you & your home made in Croatia by Filip Gordon Frank who is an upcoming contemporary product designer with a bright future. Also, if you are a "shoenatic" you should not miss the opportunity to make your own dream shoe designs come to life by stopping by at Nataša Trinajstić. She is an artisan shoemaker in the third generation and loves to work upon designs given by her clients. Finally, yet importantly, we are introducing Lapidarium by Mario Nokaj, a small unique goldsmith that excites connoisseurs for the last 25 years. It is individuals like them and their creativity that we cherish and want to present to you.

So when going out and getting something for your loved ones this holiday season, consider getting something truly unique. Something that was made with love by individuals truly dedicated to their profession. Something tailor-made to your personality. Something that gives you a lasting memory. Be an explorer, discover new shopping experiences this season and dare to be different.

We hope that you treasure the work and dedication we put into this guide and that it will be a reliable companion during your stay.

Happy Holidays!

INSIGHTDESIGNGUIDE.COM



WELCOME TO ZAGREB

INTERESTING FACTS ABOUT ZAGREB

During the year, on special occasions, you can see the changing of the guard of honor in Zagreb – **THE CRAVAT REGIMENT**. The ceremony starts on the Upper Town and involves an entire formation of 12 soldiers and horsemen, after which they separate and head for St. Mark's Square, Ban Josip Jelačić Square and Kaptol. They are accompanied by armorers, trumpeters, drummers, standard bearers and the commander. Dressed in replica uniforms of Croatian soldiers from the Thirty Years War in the 17th century, they recreate historical beginnings of ties, which is a unique contribution from Croatians to the world's cultural heritage.

If you take a stroll down Tkalčićeva Street, make a stop by the interesting statue of **MARIJA JURIĆ ZAGORKA** – the most read and the most popular female author in Croatia. She was the first Croatian female journalist and founder of the first newspaper for women, feminist and author of numerous novels. The greatest fame was brought to her by "Grička vještica" (The Witch of Grič), a cycle of seven romance and historical novels in which the main motives were witches, their persecution and burning. The novels symbolized the call to women to rebel. She lived at the Dolac Market and today her place is a museum-apartment, something you do not want to miss.





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 hour

CLIMATE Zagreb has a continental climate with an annual average temperature of 11°C (51.8°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

CROATIA AIRLINES 072 500 505/
+385 1 6676 555

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)



CCE-Zagreb Chamber

CROATIAN CHAMBER OF ECONOMY

ZAGREB CHAMBER

🏠 Draškovićeva 45 📍 1 📞 +385 1 4606 777
🌐 zg.hgk.hr 📺 yes 🕒 Mon-Fri 8am-4:30pm

Croatian Chamber of Economy – The Zagreb Chamber is a professional business organization of all legal entities in the City of Zagreb and Zagreb County. Their purpose is the promotion of businesses and protection of 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.

TRANSPORTATION AROUND THE TOWN

TRAMS AND BUSES

ZET-ZAGREB MUNICIPAL TRANSIT SYSTEM

SINGLE TICKET 10-15 kn

DAILY TICKET 1 day-30 kn

FUNICULAR (CABLE CAR)

Ticket price 4 kn (one way)

TAXI SERVICE

RADIO TAXI ZAGREB

+385 1 1717

10 kn start, plus 6 kn/km

EKO TAXI

+385 1 1414

8,80 kn start, plus 5,50 kn/km

TAXI CAMMEO

+385 1 1212

15 kn start (first 2 km included),
plus 6 kn/km

BIKE SHARING SYSTEM

Available all over town.

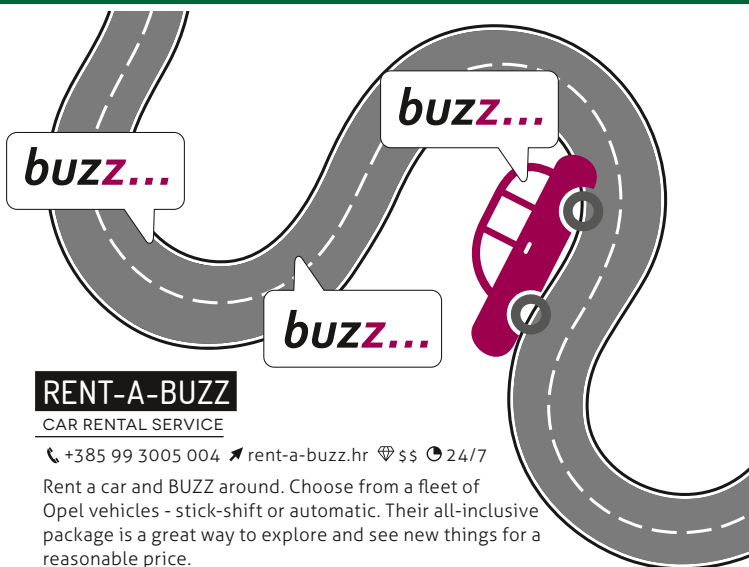
PARKING

STREET PARKING

You can pay parking with m-parking (mobile parking payment option) if you have a Croatian mobile phone number, or at the parking ticket machine. The ticket must be displayed on your dashboard. Street parking is checked regularly, so do not try to avoid paying.

GUARDED PARKING

There are many guarded parking lots in Zagreb. Depending on location and ownership (city or private parking), prices vary from 4 kn/h up to 12 kn/h.



RENT-A-BUZZ

CAR RENTAL SERVICE

☎ +385 99 3005 004 📍 rent-a-buzz.hr 💎 \$\$ 🕒 24/7

Rent a car and BUZZ around. Choose from a fleet of Opel vehicles - stick-shift or automatic. Their all-inclusive package is a great way to explore and see new things for a reasonable price.

The all – inclusive package includes full car rental insurance, free delivery and pick up. Order online or call for additional information, they are available 24/7.

Happy buzzing!

ZAGREB, AKA THE CITY OF MUSEUMS

Throughout history people that lived in Zagreb for more than a few generations were called 'Purgeri'. They were considered to be refined, cultivated and sophisticated. This is why it is no wonder that culture was a very important factor for the City's everyday life.

Today, Zagreb has been portrayed as one of the cities with the most museums in the world. On the Zagreb Tourist Board's website you can find 127 listed museums, galleries and art collections in Zagreb and its surrounding area, from classical to really quirky and interactive. Also, at the end

of January 2015, visit the 10th annual 'Night of Museums', when the museums are open until midnight and the entrance is free of charge.

For an interesting experience visit the Technical Museum where you can get 'electrocuted' or get to know the great inventor Nikola Tesla. At the Archaeological Museum you can have a conversation with Nesi-hensu, a 'naturalized citizen' of Zagreb - the Egyptian mummy, but don't expect for her to answer you back because she is a bit tied up. Whichever you choose, you will have a great time.

ZAGREB

ARHEOLOŠKI MUZEJ U ZAGREBU

Trg Nikole Šubića Zrinskog 19

tel. 01 / 4873 000, 4873 101

www.amz.hr amz@amz.hr



OPENING HOURS

Tuesday, Wednesday, Friday
and Saturday: 10 am - 6 pm

Thursday: 10 am - 8 pm

Sunday: 10 am - 1 pm

Closed on Mondays & Holidays

TICKET PRICES

Adults 20 kn

Children, pupils,
students and pensioners 10 kn

Family ticket 30 kn

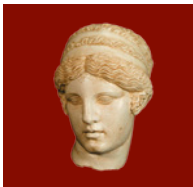
Free entrance every 1st Sunday of the month

PROFESSIONAL GUIDANCE

In English 100 kn

Complimentary Museum tours

Saturdays at 3 pm



ARCHAEOLOGICAL MUSEUM IN

ACCESSORIES FOR YOU & YOUR HOME MADE IN CROATIA!!!

WHO SAYS THAT ALL GOOD THINGS ARE GONE?! UNDISCOVERED AND HIDDEN – YES, BUT GONE – NO. BEHIND ALL GOOD THINGS, THERE ARE THE NAMES YOU WILL WANT TO KNOW AND ONCE YOU KNOW THEM, YOU WILL REMEMBER THEM FOR SURE! CREATING SOMETHING DOES NOT COME FROM NOTHING – THERE IS A PROCESS WHICH STARTS FROM AN IDEA OR VISION, REQUIRES TIME, EXPERT WORK, QUALITY MATERIALS AND LOVE.

Presented artisans and entrepreneurs are creating beautiful and fashionable items for you and your home. In this interview we present Mario Nokaj the artisan who creates distinct traditional and modern jewelry, Nataša Trinajstić the name behind the third generation of Zagreb's shoemaker family and Filip Gordon Frank contemporary product designer whose products can light up every space and face.



LAPIDARIUM, MARIO NOKAJ

IN YOUR STORES – LAPIDARIUM AND ZLATARNA MARIO, THERE IS A COMPLETE SPECTRUM OF TRADITIONAL TO CONTEMPORARY JEWELRY. WHAT IS YOUR FUNDAMENTAL IDEA WHEN STARTING A DESIGN FOR A NEW PIECE?

I think that the design should be of service to people in every aspect, even in jewelry. This is the guiding light I follow when starting the creation process. On the other hand, emotions are the real creators of the final design because our jewelry symbolizes love and affection. The best example is our 'Licitarsko srce' collection.

WHAT IS THE 'LICITARSKO SRCE' (HEART OF LICITAR)?

'Licitarsko srce' is a traditional and integrated part of our culture and heritage. We took the meaning and what it represents and gave it a fresh and modern expression.

YOUR COLLECTION OF CONTEMPORARY JEWELRY IS EXQUISITE. WHERE DO YOU DRAW YOUR INSPIRATION FROM?

Inspiration starts with the person I am creating for and the symbolism of motifs, colors and materials gives the design its true meaning.

HOW MUCH TIME AND EFFORT DOES IT TAKE FOR THE PRODUCTION OF JUST ONE PIECE OF JEWELRY?

To make just one particular piece of jewelry sometimes requires months of work or more. It all depends on the complexity of the piece, the number of elements involved, as well as materials and techniques that are used. If a design is highly demanding it can involve several experts in the entire process.



ZVONIMIR CIPELE, NATAŠA TRINAJSTIĆ

THE ZVONIMIR SHOEMAKING BUSINESS HAS A LONG TRADITION IN ZAGREB. FOR 40 YEARS NOW, YOUR FAMILY HAS BEEN MAKING HANDMADE WOMEN'S SHOES. WHAT DOES THE SHOEMAKING BUSINESS MEAN TO YOU?

Both of my grandfathers, my grandmother, mother and father were educated shoemakers, so I grew up in the family workshop. I remember using the workshop as a playground, where I would cut out, glue and saw my own visions out of leather. Through this, under the supervision and guidance of my family, I have learned all there is to know about the craft of shoemaking. 15 years ago my father passed the business down to me and I cannot imagine doing anything else.



MAKING SHOES BY HAND IS HARD AND LABORIOUS WORK. WHAT IS THE PROCESS AND HOW LONG DOES IT TAKE FOR YOU TO MANIPULATE THE MATERIAL INTO A SHOE?

Shoemaking is a very complex craft. There are four basic operations. The first is obviously taking measurements, creating the design and the model, after which comes the cutting and tailoring. The third step is the technological process of preparation, merging and sewing. In the end you have to put all pieces of the puzzle together in a pre-designed mold that the customer has envisioned. This simplified explanation can give



you just a peek at what it takes to make just one shoe. So to make a pair of shoes by hand takes at least 3 days.

WHO ARE YOUR CUSTOMERS AND HOW DO YOU MANAGE TO KEEP THE TRADITION OF HANDCRAFTED SHOES ALIVE?

We use the personal approach. Each shoe we make has the signature of its owner and is made just for them. We do produce pre-designed shoes, but in a limited series only. Most of our work is for individual customers who are not your typical buyers. Our customers value the hard work that we put into the production and the quality of handcrafted unique items. We have generations of loyal clients – mothers and daughters, and their daughters and so on. We can certainly say that we are their families' shoemakers. Lately, the demand for handmade ladies shoes has expended because there is a shortage of good quality shoes in today's market.

TRANSMUTING VISIONS INTO A PRODUCT – HOW CAN A CUSTOMER ORDER CUSTOM-MADE SHOES?

A customer comes into the workshop with their design/ vision or chooses one of ours; decides on the material – the type and the color of the leather, the shape of the mold and the height of the heel. Then we take all the necessary measurements and get to work. Depending on the workload, it can take 7 to 14 days for the finished product. We have the option for customers that are not able to come pick them up, to be sent to their address.



FILIP GORDON FRANK, PRODUCT DESIGNER

WHERE DO YOU FIND INSPIRATION FOR YOUR PRODUCTS AND WHAT MOTIVATED YOU TO CREATE AN ASHTRAY NAMED 'ASHLEY'?

I design products, often regardless of the client because it leaves me a great deal of creative freedom and work without pressure. The ideas usually impose themselves on me and are a result of some sort of need or simply a solution to a problem. Ashtray 'Ashley' was created in a similar manner. I thought about the fact that all existing ashtrays have the same solution for the cigarette slots. 'Ashley' ashtray in my vision is a kind of a sculpture that does not have the exclusive function of the ashtray and can be used as a container for paper clips, coins and similar items. Therefore it can be interesting to a much broader audience, not just smokers.

CAN YOU DESCRIBE THE PROCESS FROM IDEA TO REALIZATION OF YOUR PRODUCTS?

I am the practical type and I react very quickly when an idea emerges. After the first sketch I go into the actual creation of the model. Sketching is more in the form of noting down ideas so that I would not forget them. An idea for a solution to a perceived problem is often brewing in my mind almost subconsciously and comes suddenly as a result of experience and earlier deliberations. If the product proves interesting and somewhat commercially viable, I will go into making a test series with the purpose of market placement.

IS THERE A DIFFERENCE IN PERCEPTION OF YOUR PRODUCTS ON CROATIAN MARKET AND THE FOREIGN ONES, AND WHAT ARE YOUR PLANS FOR THE FUTURE?

There is no specific difference, except the fact that the Croatian market is quite small compared to



some other countries. A fair share of the local public does not truly understand what designer products actually are. There is a wrong perception that designer products are and should be expensive and reserved for the elite. This is just the opposite. A good product (designer product) should be available to and for everyone. On the other hand, designer products in Croatia are expensive as a result of non-existing industrial production. So the outcome of the production is small and in a limited series, which of course increases the price of products. By the end of the year I plan on opening my own showroom and web shop to make my products more available locally and abroad.

WHAT IS YOUR CREED AS A PRODUCT DESIGNER?

My motto is that products, like people, have to have their own character – that is what makes them more appealing. If a product can make people smile and bring joy to their lives, I have done my job. This is exactly why I try to make charming and affordable products that enrich and embellish every home, office and any other space, and to make people's lives more pleasant and comfortable.





Zagreb Tourist Board, Photo by Marko Vrdoljak

The enchanted winter time

FESTIVE ZAGREB

ZAGREB IS COLORFUL AND FUN IN THE WINTER TIME. IT OFFERS GREAT AMOUNT OF FAIRS, MEMORABLE FESTIVE PROGRAMS AND SPECIAL EVENTS.

Enjoy walking through the vibrant streets and squares, try our mulled wine and traditional sausages on popular food stands, buy locally produced holiday gifts and revel in the sweet notes of classical music **CONCERTS** floating through the cold wintery

air from **SELECTED BALCONIES** around town.

ADVENT ON THE MAIN SQUARE - November 29th - December 24th; weekday's music programs last from 4 pm to 9 pm and on the weekends from 11 am to 1 pm. On the main square you can rejoice in a variety of events starting from concerts and children's performances to art and cultural happenings.

ADVENT ON ZRINJEVAC - November 29th - January 1st; weekday's music program lasts from 6 pm to 10 pm and



on weekends from 11 am to 1 pm, and then continues again from 8 pm till 10 pm. In the Christmas fairy tale setup you can enjoy in carefully selected music programs for ladies and gentlemen.

ICE SKATING AT KING TOMISLAV SQUARE -

November 30th - January 18th; open every day from 10 am to 11 pm. In one of the most beautiful parks of Zagreb, a holiday ice skating rink awaits you. What a fun way to enjoy a festive time with family!

FOOLING AROUND BY THE FUNICULAR – November 29th – January 1st on Tomićeva Street.

This is a fun and innovative cultural and gastronomic event. In this tiny street you will find an offer of good quality foods (traditional and modern) and most importantly a positive vibe!

KAPULICA & CHINESE LANTERNS –

December 22nd, the Dolac Market from 6 pm.

A memorable performance of releasing Chinese lanterns into the air, started by the painter and artist Krešimir Tadija Kapulica. His wish is that through releasing lanterns people will believe in their dreams and fight for them. Be a part of this performance and release your own Chinese lantern into the blue skies of Zagreb.

TOURIST INFORMATION CENTRES

Centres will provide you with all the information you need to know about the city. In their offices you can find numerous prospects, guides and flyers with information about Zagreb.

There are five centers in total, three at arrival points (airport, bus station, train station), Lotrščak Tower and on the main square – Ban Josip Jelačić Square 11.

For additional information go to zagreb-touristinfo.hr

SHARE YOUR MEMORIES WITH

INSIGHT DESIGN GUIDE



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. 7,7 kuna; 1 US dollar = approx. 6 kuna

CREDIT CARDS In most stores you can pay with all major credit cards. Nevertheless we recommend checking the means of payment at each location.

ATM MACHINES In the center you will find numerous ATM machines. 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 receive 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 for returned products do not return money, but offer the option of exchanging your product for something else in the store.

CROATIAN VAT (PDV) is 25% and it is included in the displayed price.

SHOPPING TIPS & TRICKS

In stores every item should have prices clearly indicated, 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 it never hurts to ask for a discount!

Keep in mind that our salespeople are not assertive in their sales tactics, 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 not opened on Sundays and national holidays.

**CROATIAN
DESIGN
SUPER
STORE.**



POPPING UP IN ZAGREB SOON!
Find out our new location:
www.facebook.com/croatiandesignsuperstore
www.croatiandesignsuperstore.com

TAKE ME HOME

CROATIAN DESIGN SHOP

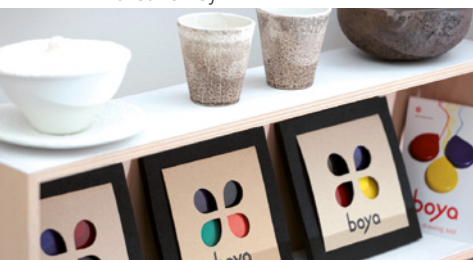
🏠 Tomičeva 4 📍 2 ☎ +385 1 7987 632

🔗 takemehome.hr 📱 yes 💎 \$\$

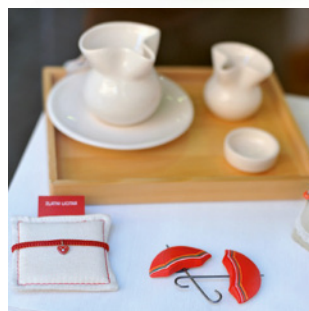
🕒 Mon-Fri 10am-8pm, Sat 10am-3pm

Croatian design shop with a fresh take on gifts and souvenirs to take home from your trip. Located under the funicular station to the Upper Town, this cute little shop sells original jewelry, bags, ties, t-shirts, homeware, fresh handmade soaps and balms as well as award-winning children's toys.

Most items are handmade or locally manufactured, connecting tradition with contemporary design in a unique and innovative way.



Žarko Bašić/PIXSELL



Nina Đurđević/PIXSELL

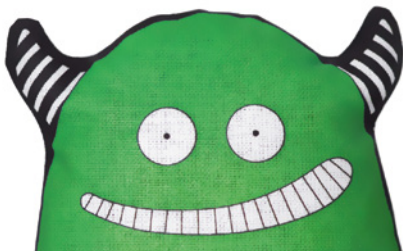
GLOOPY

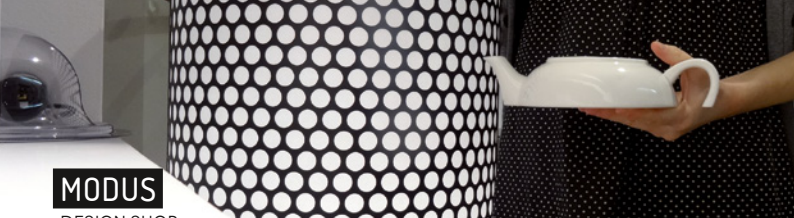
PRODUCT DESIGN

🏠 Sold at Take me home, Dizajnholik, Galerija Link, Top, ArtOmat Xmas Market
📍 2, 4, 6, 16, 27 ☎ +385 91 3010 308
🔗 gloopy.com.hr 📱 yes 💎 \$\$

Gloopy's products are specially designed to bring back the childish yet stylish fun to your life. HotHotHot Pot Trivets in various animal shapes will make every meal a game. Wardrobe creatures are contemporarily designed bags stuffed with lavender with their own personality and a background story.

To name one, there's the 'Traveling Božo', who will be your best traveling bud and protect your clothes no matter where you go. You simply cannot go wrong with a Gloopy for yourself or as a gift.





MODUS

DESIGN SHOP

🏠 Tkalčićeva 48 📍 3 📞 +385 1 4813 489 🌐 modusdesignshop.com 📱 yes
💎 \$\$\$ 🕒 Mon-Fri 9.30am-8pm, Sat 9.30am-2.30pm

Modus is a prime design spot in Zagreb and an imperative for curious design fanatics. In this vibrant store you can find world famous designs from Scandinavia to Japan, including items by Croatian designers. It is a place for fulfilment of personal desires, offering a wide selection of impressive gifts for business associates and dear friends.

DIZAJNHOLIK

DESIGN SHOP

🏠 Ilica 11 📍 4 📞 +385 1 4100 094
🌐 dizajnholik.hr 📱 yes 💎 \$\$
🕒 Mon-Fri 11am-7pm, Sat 10.30am-2.30pm

In this shop it is all about design! Loose yourself in an atmosphere where only designers live and get your hands on great designs from Scandinavia to Croatia. Play with your imagination and explore products with interesting twists, unique designs and lovely sculptures.



BELLA FORMA

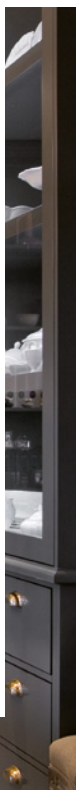
HOME DECOR CONCEPT STORE

🏠 Trg žrtava fašizma 3 📍 5
📞 +385 1 4614 463
🌐 bellaforma.hr 📱 yes 💎 \$\$
🕒 Mon-Fri 9am-8pm,
Sat 9am-2pm

Kitchen is the heart of the home. Make yours functional and, in a sense, interactive. Every product from Bella Forma you touch will remind you on your trip to Zagreb and the good time you had.

At Bell Forma you can find world-class brand dishes, unique china, household appliances and beautiful utensils. Try out their wonderful offer of teas from around the world, Italian spices and indigenous Croatian olive oils. You will have a great time in this store.

Participate in their famous workshops and test the quality of the products for yourself.



FILIP GORDON FRANK

PRODUCT DESIGN

🏠 Sold at Take me home and Modus

📍 2, 3 ☎ +385 98 229 790

🔗 filipgordonfrank.com 📱 yes 💎 \$\$

Filip Gordon Frank's unique contemporary products are versatile, timeless, elegant and fun. Intelligent, useful and perfectly complementing every space, these distinct products are a must. Also available in his own Showroom (Dežmanova 4) from December.



GALERIJA LINK & DATA BY DESPOT

CROATIAN DESIGN SHOP

🏠 Radićeva 27 📍 6 ☎ +385 1 4813 294

🔗 facebook.com/GalerijaLink 💎 \$\$

🕒 Mon-Fri 10am-7pm, Sat 10am-8pm

It is impossible to miss this beautiful space, located in the very heart of Zagreb, presenting plethora of contemporary Croatian designers of the younger generation such as Data by Despot, as well as mesmerizing jewelry, or useful kitchen objects and products exclusively made for Link.



JASMINA I LUTKICE

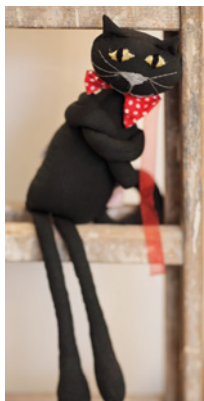
ARTISAN DOLL SHOP

🏠 Petrinjska 40 📍 7 ☎ +385 98 795 773

🔗 jasinakosanovic.com 📱 yes 💎 \$\$

🕒 Mon-Fri 10am-8pm, Sat 10am-7pm,
Sun 10am-noon, 5pm-10pm

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





PRICA O SOLI

NIN SALT SHOP-MUSEUM

🏠 Gajeva 8 📍 8 📞 +385 1 4876 765
 ➦ solananin.hr 📱 yes 💎 \$

🕒 Mon-Fri noon-8pm, Sat 9am-3pm

Take a step into the miraculous world of salt and experience a journey into the past to discover how salt used to be made. Treat yourself with unique souvenirs made from salt & Flower of Salt such as chocolates, natural therapeutic cosmetics and olive oils.

ARCHAEOLOGICAL MUSEUM

GENUINE CROATIAN SOUVENIRS

🏠 Nikola Šubić Zrinski Square 19 📍 9
 📞 +385 1 4873 000 ➦ amz.hr 📱 yes 💎 \$\$
 🕒 Tue, Wed, Fri, Sat 10am - 6pm,
 Thu 10am-8pm, Sun 10am-1pm

Discover genuine Croatian souvenirs handmade in the museum's workshop. Replicas and jewelry are crafted with care using traditional skills and techniques combining rich cultural heritage, traditional motives and fine quality.

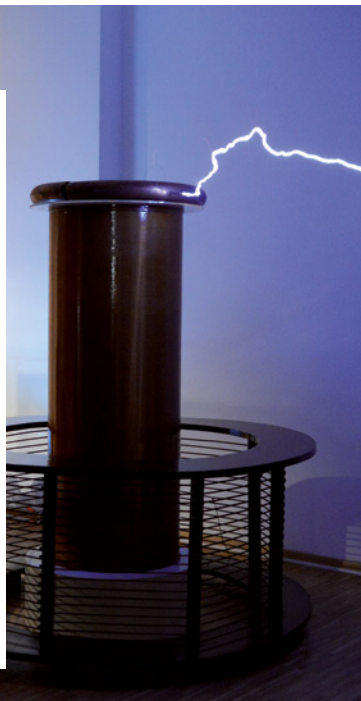


TECHNICAL MUSEUM

MUSEUM GIFT SHOP

🏠 Savska cesta 18 📍 10
 📞 +385 1 4844 050
 ➦ tehnicki-muzej.hr 📱 yes 💎 \$
 🕒 Tue-Fri 9am-5pm, Sat-Sun 9am-1pm

Stop by this educational Museum shop where you can find numerous books and souvenirs that will remind you of the great technical discoveries of Croatian and world inventors. Learn more about Nikola Tesla, encourage the inventor inside yourself and get inspired by extraordinary accomplishments of amazing innovators. This interactive Museum gives you the opportunity to participate in experiments which Tesla himself performed a hundred years ago. Take a look if the stars are in your favor in the amazing Planetarium, or simply enjoy a ride in an authentic tram from 1924.



ZLATNI LICITAR

TRADITIONAL JEWELRY

🏠 Sold at Take me home,
Lapidarium, Zlatarna Mario,
Museum of Arts and Crafts
📍 2, 23 🗺️ zlatni-licitar.com 💎 \$\$

Charming and affordable gold and silver jewelry inspired by Croatian tradition and history, makes a perfect gift and a long lasting souvenir.



CEROVEČKI

ARTISAN UMBRELLAS

🏠 Illica 49 📍 11 📞 +385 1 4847 417
🗺️ kisobrani-cerovecki.hr 📱 yes
💎 \$\$\$ 🕒 Mon-Fri 8.30am-8pm,
Sat 8.30am-2.30pm

To give a one-of-a-kind gift with a 100-year-old tradition symbolizes true love and dedication. Handmade with extreme precision umbrellas and parasols by Cerovečki are the definition of love, tradition and heritage. Umbrellas from Cerovečki are more than that; they are a symbol of Zagreb! Umbrella 'Šestine' is a unique, traditional and beautiful handcrafted item that brings joy to its owner.

STAKLIĆ/VITRAJI DOMINIQUE

STAINED GLASS GALLERY

🏠 Voćarska 25 📍 12 📞 +385 1 4662 072
🗺️ vitrajidominique.com 📱 yes 💎 \$\$
🕒 Mon-Fri 8am-3pm, 5pm-7pm,
Sat 9am-noon

The art glass atelier Staklić is the only place in town where you can visit a permanent exhibition of stained glass and find original and handmade souvenirs created by academic artist Dominique Jurić. You will be charmed by lovely Christmas and Zagreb motifs made from glass, which are a perfect artistic gift made with love.



MERALYS

JADRAN GALENSKI LABORATORIJ

🏠 Ljekarna Pablo, Pod zidom 10 📍 13
☎ +385 1 4816 921 ✈ jgl.hr f yes
💎 \$ 🕒 Mon-Fri 7am-8pm,
Sat 7.30am-8pm, Sun 8am-1pm

Don't let a runny nose bother you while exploring Zagreb during the cold season! Treat yourself with Meralys, a unique combination of sea water from the Adriatic – known for its unique content of mycroelements that soothe the inside of your nose and an active ingredient that will decongest it. Clean your nose, breathe easier, smell all the winter spices Zagreb has to offer at the festive year-end!

Meralys works for up to 10 hours and does not contain preservatives – that makes it even friendlier for you and your children. It is manufactured in Jadran Galenski Laboratorij, a Croatian company and global No.1 manufacturer of nasal saline products. Meralys 0,05% (kids) and 0,1% (adults) sprays are available at all pharmacies.



MARAS

LUGGAGE & TRAVEL
ACCESSORIES

🏠 Bogovićeve 1b 📍 14
☎ +385 1 4810 972
✈ maras.hr f yes 💎 \$\$\$
🕒 Mon-Fri 9am-8pm,
Sat 9am-3pm

Traveling can be stressful if you do not have the right suitcase. Maras store will help you avoid stress and travel with ease. Their exclusive in-store offer will provide you with all that you need when traveling, from suitcases, exclusive designer handbags, travel accessories to kids backpacks.

Maras is the authorized distributor for worldwide brands, such as Samsonite, Rimowa, Piquadro and others, which is proof of high level customer service and reputation they have achieved over the years. Maras stores are available all over town.

Samsonite
BY YOUR SIDE



GHETALDUS

OPHTHALMIC OPTICAL CENTER

🏠 Ghetaldus kontaktološki centar,
Ban Centar, Augusta Cesarca 4

📍 15 📞 +385 1 5510 803

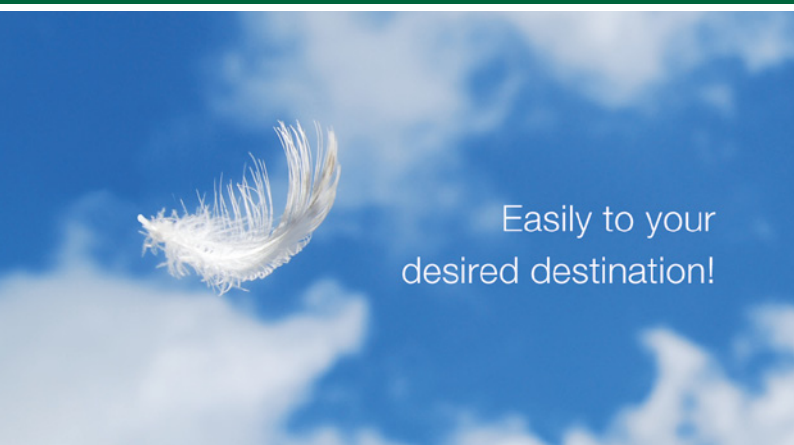
✈️ ghetaldus.hr 📱 yes 💎 \$\$\$

🕒 Mon-Fri 8am-8pm, Sat 8am-3pm

Choosing the right glasses is not as easy as you might think. You have to take in to consideration your hair color and face shape to find the ones that will compliment your beauty, style and even your sex appeal!

At Ghetaldus store and optical center you can choose exclusive brands of sunglasses and eyeglasses, with the emphasize on world renowned brands such as Gucci, Christian Dior, Tom Ford, Cutler and Gross, Thierry Lasry, Dita Von Teese, Victoria Beckham and Mykita.

Ghetaldus doctors, specialist ophthalmologists, are at your disposal every day and will ensure that you get the service and attention you deserve.



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TOP

NICHE PERFUMERY

🏠 Tomičeva 4 📍 16
 ☎ +385 1 7980 969 ✈ top.hr
 📱 yes 💎 \$\$\$
 🕒 Mon-Fri 11am-8pm,
 Sat 10am-3pm

For a perfectly scented trip, visit Top and get a wonderful olfactory experience through personalized fragrance shopping in the best niche perfumery in Zagreb! Located in the city center, right next to the popular Funicular, this perfumery offers over twenty exquisite perfume brands to choose from.

Pamper yourself with JFK's favorite, limited production, perfume Eight & Bob available in luxurious packaging. Smell cool thanks to the Swedish brand Byredo. Try one of the most luxurious Italian brands Xerjoff, or enjoy a magnificent selection of oriental Ouds. For your home, Top offers Ladurée scented candles based on their best-selling sweet deserts, or Cire Trudon candles produced by the oldest wax manufacturer in the world. Smells good?!



NEBO

FASHION HOUSE

🏠 Radićeva 17 📍 17
 ☎ +385 1 4811 355
 ✈ nebo.hr 📱 yes 💎 \$\$\$
 🕒 Mon-Fri 9am-8pm,
 Sat 9am-3pm

This Croatian fashion brand reaches out to the women of modern and timeless style who are not under the thumb of ever-changing trends. Nebo's collection emphasizes a woman's elegance and sensuality with an imperative in using premium fabric and exquisite craftsmanship.

Visit Nebo and see it for yourself!



MARIA

CONCEPT STORE

🏠 Masarykova 8

📍 18 ☎ +385 1 4811 011

🔗 mariastore.hr 📱 yes 💎 \$\$\$\$

🕒 Mon-Fri 10am-8pm,

Sat 10am-3pm

A cloud 9 for all fashion lovers! This designer multibrand concept store will guide you through the collections of the world's most prestigious fashion houses and brands for women. In the exquisite interior of luxury minimalism you will find all that you need to look your best. This concept store aims to bring sophisticated collections from Saint Laurent, Givenchy, Lanvin, Balenciaga, Celine, Chloe and Stella McCartney. With impeccable service and exclusivity of the store, it is no wonder why it has been presented in the top fashion magazines around the world.

If the road ever takes you to the Old town of Dubrovnik, visit Maria store situated in an early Gothic monastery.



XD XENIA DESIGN

FASHION DESIGN STUDIO

🏠 Gundulićeva 5 📍 19

☎ +385 1 4830 539

📧 xenia-design.hr 📱 yes 💎 \$\$\$

🕒 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.



MAK

FASHION HOUSE

🏠 Ilica 53 📍 20 ☎ +385 1 4921 961

📧 mak-modna-kuca.hr 📱 yes 💎 \$\$\$

🕒 Mon-Fri 9am-8:30pm, Sat 9am-3pm

Mak has a quarter century tradition in distinctive fashion expression and has set an indelible mark on the Croatian urban, business and chic fashion trends. The brand celebrates the self-confident and sophisticated women in their every day and business look, always keeping in mind their sensitivity and diversity.



MARE

SPORT ELEGANCE CONCEPT STORE

🏠 Mesnička 5 📍 21 ☎ +385 1 4849 717

📧 mare.com.hr 📱 yes 💎 \$\$\$

🕒 Mon-Fri 9am-8pm, Sat 9am-3pm

In a cozy yet exclusive high-end interior setting, Mare store has managed to combine distinctive elegance, edgy glamor and impeccable design of international clothing lifestyle brands.

The store carries latest lines of Henri Lloyd, See by Chloe, M Missoni, Cycle and U.S. Polo Assn.



ZVONIMIR CIPELE

ARTISAN HANDMADE LADYS SHOES

🏠 Dalmatinska 12 📍 22 ☎ +385 91 893 8895

📧 facebook.com/Balerinke 💎 \$\$\$

🕒 Mon-Fri 9am-1pm, 5pm-7:30pm
Sat 9am-2pm

For over 40 years now, artisan shoemaker Zvonimir has been designing and producing custom made high-quality shoes with natural materials. You can even bring your vision and get your own personalized one-of-a-kind shoes.



LAPIDARIUM

AUTHOR JEWELRY

🏠 Radićeva 10 📍 23
 ☎ +385 1 5530 649
 ✈ lapidarium.eu 📺 yes 💎 \$\$\$
 🕒 Mon-Fri 9am-8pm,
 Sat 9am-3pm

Lapidarium offers a wide range of contemporary, cutting-edge and sophisticated jewelry, made from modern and traditional materials. Exclusive and individualized style govern each jewelry collection created under this brand.

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

FREYWILLE

ENAMEL JEWELRY FROM VIENNA

🏠 Preradovićeve 2 📍 24 ☎ +385 1 5532 865
 ✈ freywille.com 📺 yes 💎 on request
 🕒 Mon-Fri 9am-9pm, Sat 9am-2pm



Freywille creates modern and beautiful jewelry, with focus on artistic design and a honed jewel-enamel-technique. Precious pieces of jewelry are lovingly crafted, communicating a special attitude of life, unique in the material and individually wearable.

Freywille believes in taking interest in the studies and principals of people; exploring emotion and dedicating time to capturing these complex and delicate feelings in pieces of jewelry.



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.



BUŽA GALLERY

UNIQUE JEWELRY

🏠 Tkalčičeva 38 📍 25 ☎ +385 97 7734 050

📧 buzagallery.hr 📱 yes 💎 \$\$

🕒 Mon-Sat 10am-10pm, Sun 10am-4pm

Timeless handcrafted jewelry pieces inspired by history, nature, poetry, myths and the rustic elements of the Croatian coast. These distinctive fashion jewelry pieces are products of the strong and unflinching imagination of the designer herself.

ULIČNI ORMAR

VINTAGE CLOTHING & ACCESSORIES

🏠 Jurišićeva 16 📍 26

☎ +385 1 4926 500

📧 facebook.com/UlicniOrmar 💎 \$\$

🕒 Mon-Fri 10am-8pm, Sat 10am-3pm

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

This is a perfect place for romantic souls and true fashion enthusiasts. Take your time to get to know the hosts and enjoy their company because they really are pet friendly and people friendly.



SHARE YOUR MEMORIES WITH #INSIGHTDESIGNGUIDE



A

ARTOMAT 5

– a fair of unconventional things will take place from the 12th to the 21st of December 2014 in Zagreb's iconic round building, the Meštrović Pavilion – HDLU.

From the get-go artOmat has been more than a typical fair, but rather an open forum and a refuge for transparent dialog that involves creative people from many branches of the industries. It was the first fair in Zagreb to combine art, design, craft and education all within the space of the pavilion, which consequently generated a unique place of creative fermentation. The 5th gathering of artOmat will recall its own past to mark the highlights of previous years. The best selection of local artist, designers and craftsmen will exhibit their affordable and unique works that are just the opposite of mass-produced goods. Educational art workshops led by local artists and designers place great emphasis on DIY culture. One-night exhibitions, a variety of amazing performances, concerts and events, which involve visitor participation, richen the experience and create a unique atmosphere of inclusion and solidarity. Free entry and access to the programs - come and enjoy the uniqueness of artOmat! The grand opening is on the 12th of December from 7 pm to 10 pm.

For more info visit artomatsajam.wordpress.com or facebook.com/pages/ArtOmat/125776914148417.

VISITOR INFORMATION

December 12th – 21th 2014

Opening hours noon - 7 pm

Meštrović Pavilion – Home of Croatian art Association, Trg žrtava fašizma bb



THE DOLAC MARKET

The picturesque and vibrant beat of the market is the true meaning of everyday life in Zagreb. Out of numerous markets that can be found around the city, Dolac is the most popular and the most charming one.

Situated in the city center, just above Ban Josip Jelačić Square, Dolac is the prime trading spot for most people in Zagreb. The local producers' versatile offer of fresh fruits and vegetables, fish and meat are superb and irrefutable. There are also stands with homemade jams, quality olive oils, cheeses and liquors. Don't miss the handmade lace tablecloths and decorative items.

First thing you will want to do when you arrive at Dolac is to say hi to the statue of '**KUMICA**' – the homage to the people that grow and sell their own products at the Dolac Market.

Winter working hours are from 6:30 am to about 2 pm.



Zagreb Tourist Board, Photo by Marko Vrdoljak

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HOTEL TOMISLAVOV DOM
HOTEL VILA TINA

HOSTELS

ART HOSTEL LIKE
FANCY HOSTEL
FAVELA HOSTEL
FUNK LOUNGE HOSTEL
HOSTEL CHIC
HOSTEL DAY AND NIGHT
HOSTEL LAPIDARIUM
HOSTEL LOVE CROATIA
HOSTEL MOVING
HOSTEL SHAPPY
MAJU JAYA HOSTEL
MY WAY HOSTEL
PALMERS LODGE ZAGREB
POZITIVE HOSTEL ZAGREB
RAVNICE YOUTH HOSTEL
SWANKY MINT HOSTEL
TABAN HOSTEL
THE BRIT HOSTEL
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PRIVATE ACCOMODATION

APARTMENTS TRSJE
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DESIGN STUDIOS SVI-MI
LOBAGOLA B&B
PRAŠKA 8 APARTMENTS

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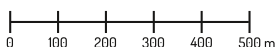
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EUROPEAN AFFAIRS
MINISTRY OF TOURISM
ERASMUS
ROCKET BURGER CAFE

SHOPS

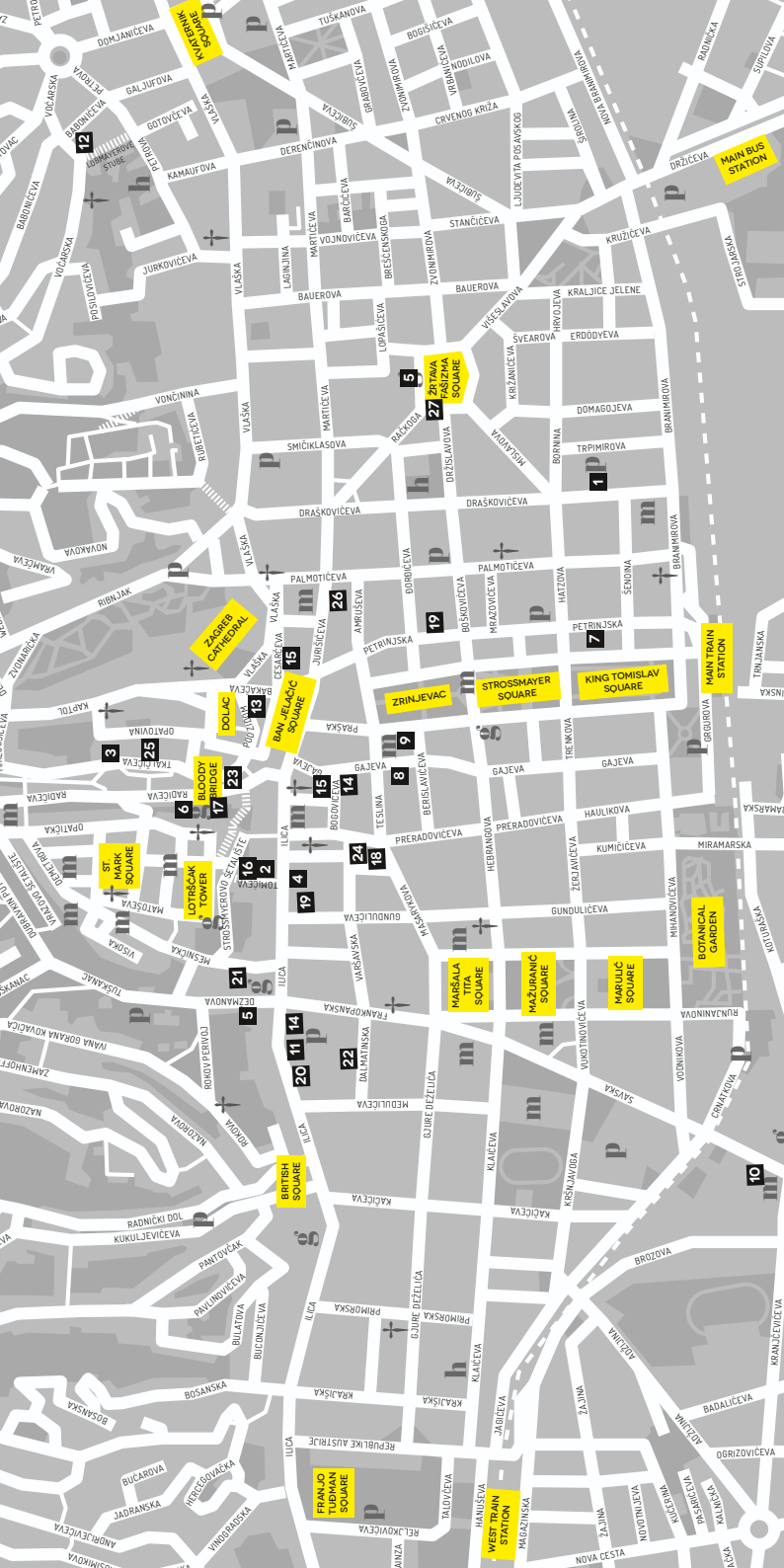
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|-----------|--|-----------|------------------------------|
| 1 | CROATIAN CHAMBER OF ECONOMY | 13 | JADRAN GALENSKI LABORATORIJ |
| 2 | TAKE ME HOME
FILIP GORDON FRANK
GLOOPY
ZLATNI LICITAR | 14 | MARAS |
| 3 | MODUS
FILIP GORDON FRANK | 15 | GHETALDUS |
| 4 | DIZAJNHOLIK
GLOOPY | 16 | TOP
GLOOPY |
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GLOOPY | 18 | MARIA |
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| | | 26 | ULIČNI ORMAR |
| | | 27 | ARTOMAT |

CITY CENTER MAP

- | | |
|----------|------------------|
| m | MUSEUM |
| g | GALLERY |
| h | HOSPITAL |
| p | PARKING & GARAGE |
| † | CHURCH |



- | | |
|-----------|------------------|
| XX | STORE NUMBER |
| | SQUARES & SIGHTS |
| | PARKS & GREENERY |



MARK
SQUARE

MAIN BUS
STATION

27
ZRYMA
FASIZMA
SQUARE

ZAGREB
CATHEDRAL

DOLAC

BAN
JELAJIC
SQUARE

ZRINJEVAC

STROSSMAYER
SQUARE

KING TOMISLAV
SQUARE

MAIN TRAIN
STATION

ST.
MARK
SQUARE

LOTRSČAK
TOWER

MARŠALA
TITA
SQUARE

MAŽURANIĆ
SQUARE

MARULIĆ
SQUARE

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