



INSIGHT design GUIDE

THE BEST PLACES TO SHOP IN ZAGREB



EXCEPTIONAL
PRODUCT
DESIGN

WOMEN TAKE CHARGE

NATURAL OASIS
IN ZAGREB

GO GREEN!

CITY CENTER MAP INCLUDED!

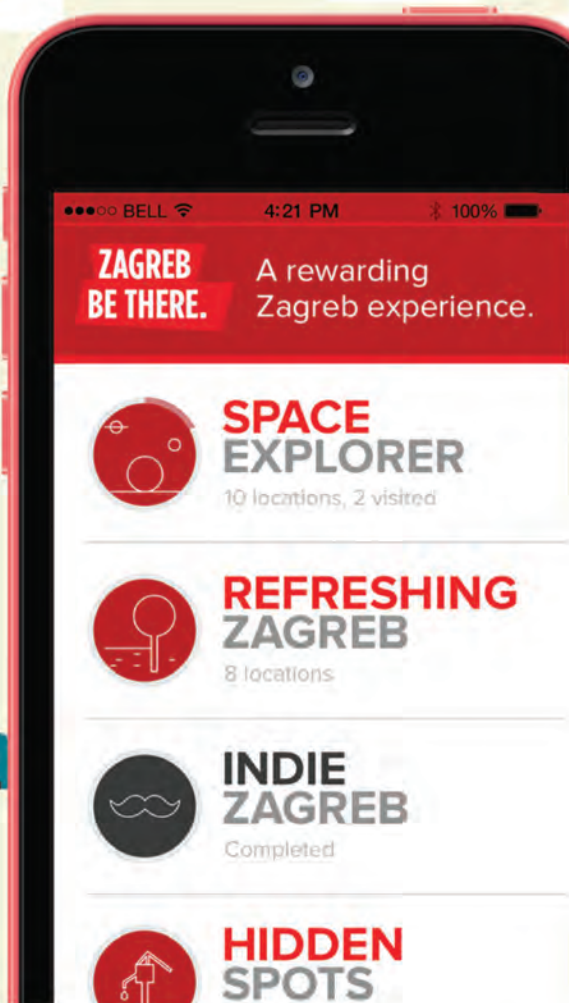
FEBRUARY - APRIL 2015 *your personal copy*



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>

INSIDE THE GUIDE

STANDARDS

- 4 IMPRESSUM
- 5 EDITOR'S LETTER
- 6 WELCOME TO ZAGREB
Interesting facts about Zagreb
- 10 GENERAL FACTS
- 11 TRANSPORTATION
General info about transportation around town
- 15 SHARE YOUR MEMORIES WITH US
Get connected with IDG and fellow travellers
- 16 A GUIDE FOR HAPPY SHOPPING
Tips and tricks when shopping in Zagreb
- 29 DISTRIBUTION PARTNERS
Find out where to pick up your personal copy of IDG
- 30 STORE LISTING & MAP
For simple navigation and easy store search

PRE- SENT- ING

FEATURES

- 8 NATURAL OASIS IN ZAGREB
Go green!
- 12 EXCEPTIONAL PRODUCT DESIGN
Women take charge

17–28

THE BEST OF DESIGN,
GIFTS, SOUVENIRS,
ARTS & CRAFTS,
STUNNING JEWELRY,
IRRÉSISTIBLE 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.

EDITOR IN CHIEF

Silvija Tadić

EDITORIAL BOARD

Christian Petersen

Silvija Tadić

SALES & MARKETING

Mirna Rešković

Silvija Tadić

ADVERTORIALS

Mirna Rešković

Silvija Tadić

Contributors

DESIGN, LAYOUT & MAP

The Agency

www.3vtheagency.hr

PHOTOGRAPHY

Zagreb Tourist Board, Photos by Marko Vrdoljak

Ownership of contractors

IMPRESSUM

ISSUE NUMBER 4

PUBLISHED QUARTERLY

PUBLISHER

TRES MEDIA d.o.o.

Božidara Adžije 22/1

HR – 10000 Zagreb

T - +385 (0)1 4833 109

F - +385 (0)1 4833 109








www.insightdesignguide.com

info@insightdesignguide.com

COVER STORY

The cover motif presents an ornament that can be found on a traditional Croatian gingerbread hart, known as the Licitar Heart (Licitarско srce). It presents a part of Croatia's cultural heritage and it is considered to be one of the symbols of Zagreb. Made of sweet honey dough and dyed in bright colors, usually in the shape of a heart, it is a very popular Valentine's Day present and often used as a Christmas tree decoration.

LEGEND

 ADDRESS	 PRICE RANGE
 LOCATION ON MAP	\$ - cheap
 TELEPHONE	\$\$ - affordable
 WEB SITE	\$\$\$ - mid-high
 FACEBOOK	\$\$\$\$ - high
 WORKING HOURS	

COPYRIGHT NOTICE Insight Design Guide is published quarterly by Tres Media Ltd., Zagreb. All rights reserved. No part of this publication may be reproduced in any form without permission from the publisher and copyright owner. The publisher is not responsible for any changes after the publication.

EDITOR'S LETTER

WELCOME TO CROATIA! WELCOME TO ZAGREB!
CROATIAS' CAPITAL, WE ARE PROUD TO SAY, HAS BEEN
ABSOLUTELY FLOURISHING FOR THE LAST FEW YEARS.
PERCIVED AS CULTURAL BUT SHY AND ASLEEP, ZAGREB IS
FINALLY SHOWING ITS PLAYFULL, SPIRITED AND WELCOMING
SIDE. OFF COURSE, WE ARE THRILLED BY IT, AND WE BELIEVE
THAT YOU WILL BE TOO.

Nothing happens overnight. To get the good and quality products, often time and persistence are crucial. The two ladies we interviewed for this issue (page No.12) are indeed persistent and they made time play in their favor. Together with love towards design, constant inspiration, personal questioning and an impeccable feeling for aesthetic we can declare Nina Fiolčić and Maja Mesić in charge of exceptional product design. Maja Mesić is a young product designer, awarded and recognized even outside of Croatia with her innovative product – Boya crayons. Nina Fiolčić is constantly bringing outstanding cosmopolitan product design to Croatia while, at the same time, supporting Croatian product designers. The development of long lasting cooperation's and interesting projects result in one of a kind product designs always available in Nina's design shop - Modus. In the interview, Maja Mesić made a well-founded point in stating that product design is finally being discovered in Croatia and good ideas are getting their chance. Now it is on the designers to decide their path and finally have their limelight! We suggest for you to give a chance to Croatian product design, for it is '4 I' - innovative, intelligent, interesting and imaginative.

In this issue you will find the best places to shop in Zagreb (pages No.17-28) starting from souvenir shops, design stores and local artisans to food products, natural cosmetics, unique clothing and accessories. We are confident that you will find a lovely Valentine's Day present or nice little goodies during Easter holidays that will last a long long time, always reminding you on your travel.

Zagreb is cheerful in the spring time and its green natural oasis are inviting and relaxing. Try to find the time to enjoy green Zagreb. Walk through Zrinjevac Park in the center, hike on Medvednica Mountain or exercise at Zagreb's lakes – Jarun and Budek (page No.8).

Insight Design Guide Team wishes you a fun and wondrous time.

INSIGHTDESIGNGUIDE.COM



WELCOME TO ZAGREB



INTERESTING FACTS ABOUT ZAGREB

If you enjoy nature, take a hike on Sljeme's trails and visit **MEDVEDGRAD**. A small medieval fortified town located on the south slopes of Medvednica Mountain, constructed after the Tatar invasion in the 13th century. Recently, Medvedgrad was partly restored and offers a beautiful

panoramic view of the city and its surroundings. Below the main tower of the castle is the Oltar Domovine (Altar of the Homeland) which is dedicated to Croatian soldiers killed in the Croatian War of Independence.

To Medvedgrad are tied numerous legends and one of them includes **THE BLACK QUEEN** – cruel and mystical ruler of Medvedgrad. Allegedly there are unexplored underground corridors with the queen's treasures still inside; even today these corridors connect



Zagreb Tourist Board, Photo by Marko Vrdoljak

Medvedgrad with St. Mark's Church in the Upper town. The legend says that queen herself is trapped within those corridors, turned into a serpent queen because she was cursed by the Devil, whom she wanted to cheat.

To find more about the legend, go to insightdesignguide.com.

Until the beginning of April, Medvedgrad is closed for the public, but you can get your own, private guided tour of the Medieval 'Burg', which is definitely a unique experience.

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 including Insight Design Guide and flyers with information about Zagreb.

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

Natural oasis in Zagreb

GO GREEN!

THE CITY OF ZAGREB IS OVER 900 YEARS OLD! BESIDES GREAT HISTORICAL AND INTERESTING SIGHTS, THERE IS ANOTHER SIDE OF THE CITY – NATURE FILLED GREEN ZAGREB!

If you want to get out of the city center, there are many places you can go to experience nature and greenery – Maksimir Park known as the 'lungs of the city', the Jarun Lake aka the 'Zagreb sea', the Medvednica Mountain,

and of course the Lake Bundek where all the floral shows take place as soon as the weather becomes a bit warmer. The best thing is that all of these places are just a few tram stations away from the Ban Josip Jelačić Square. But first let us take a stroll in the heart of the Capital. During the 19th and early 20th century the urbanistic plans of the Habsburg Monarchy gave the city the much appreciated and beloved – **LENUZZI HORSESHOE** or 'the green





Zagreb Tourist Board, Photo by Marko Vrdoljak

horseshoe' as most locals like to call it. In the shape of the letter U, the greenery surrounds 3 city blocks. This unique combination of 7 squares, containing parks and cultural institutions situated in the very center of Zagreb give the city a different beat than most cities in Europe. At any given day of the year you will find people just walking around the horseshoe and enjoying the fresh air.

MAKSIMIR PARK is one of the first public parks in the world, situated just across Maksimir Stadium or the Dinamo football clubs' official stadium (note for all football (soccer) fans). It spreads over 316 ha and is significant because of a hundred-year-old oak forests as well as being the home to the endangered species - middle spotted woodpecker. With

many gravel roads, meadows, lakes and the forest, Maksimir Park is one of the most popular points in Zagreb, especially on Sunday's.

LAKE JARUN is part of the sports recreational center that spreads over 240 ha and is the second home to all rowers, kayakers and canoeists. You can enjoy all kinds of different sports or just simply take a walk around the lake which is, for the non-sporty types, an intensive exercise by itself.

Last but not least is the **LAKE BUNDEK**. Situated between the old city and Novi Zagreb (the New Zagreb), the lake provides a great green shelter and boundary. For years, it is the prime place for all flower fairs that take place in Zagreb and a great spot for an easy relaxing stroll.

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

On 29.3.2015. at 2am clocks will be turned one hour forward.

CLIMATE Zagreb has a continental climate with an annual average temperature of 11°C (51.8°F). In the spring time records indicate temperatures by day reaching to 16°C (61°F) on average and falling to 8°C (46°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

- 5.4. Easter
- 6.4. Easter Monday
- 1.5. Labour Day

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)



CROATIAN CHAMBER OF ECONOMY

ZAGREB CHAMBER

🏠 Draškovićeve 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 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.



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

Includes different taxi
providers at acceptable prices.

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.



ZAGREB

ARHEOLOŠKI MUZEJ U ZAGREBU

Trg Nikole Šubića Zrinskog 19

tel. 01 / 4873 000, 4873 101

www.amz.hr amz@amz.hr



ARCHAEOLOGICAL MUSEUM IN

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

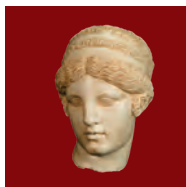
Free entrance every 1st Sunday of the month

PROFESSIONAL GUIDANCE

In English 100 kn

Complimentary Museum tours

Saturdays at 3 pm



EXCEPTIONAL PRODUCT DESIGN

WOMEN TAKE CHARGE

IN THIS INTERVIEW WE HAPPILY PRESENT – MAJA MESIĆ YOUNG AND AWARDED CROATIAN PRODUCT DESIGNER AS WELL AS NINA FIOLIĆ THE NAME BEHIND FAMOUS PRODUCT DESIGN STORE IN ZAGREB – MODUS DESIGN SHOP.



BOYA, MAJA MESIĆ

BOYA CRAYONS ARE THE PROUD HOLDER OF A RED DOT AWARD. WALK US THROUGH THE PROCESS FROM IDEA TO REALIZATION.

In my third year at School of Design on the Faculty of Architecture, I started playing with the idea after an open tender for redesign of fountain pens and propelling pencils by a local company. As an educated designer, it seemed to me a bit redundant to make just cosmetic modifications on already existing products. After identifying the needs and the problems of available products, a vision came to me for a model of a new crayon design. Luckily, the tender got canceled so I got to play with my vision and design for additional 10 years before placing it on the market. The driving force was to materialize my own vision, to make it tangible and to test something I myself have created.

WHY ARE BOYA CRAYONS BENEFICIAL FOR A CHILD'S DEVELOPMENT?

The development of creativity in children is immensely important in the process of growing up and finding their emotional

expression that has a great impact later in a child's life. Allowing children to be creative evokes exploration, curiosity, out-of-the-box thinking and results in confidence. The unusual shape of Boya crayons is specially designed to enable exactly that – the curiosity and freedom of a child. Boya is also suitable to children with special needs as it has no sharp edges and is safe to use. A special mixture of dry and wax crayons of Boya results in color on paper and non on the hands. Also, they last longer and are harder to break.



FOR WHOM ARE BOYA CRAYONS MEANT FOR AND WHERE CAN THEY BE FOUND?

The ergonomic design of Boya crayons meets the needs of draftsmen, amateur artists and children. They are fully functional drawing tools. The functionality of the shape is best demonstrated while drawing on large scale formats. The ergonomic shape allows stable and energetic movements of the hand. Additionally it allows absolute adaptation to each author's functional form. Boya crayons make shading and drawing of lines much easier and provide a freer and safer movement when creating artistic expressions. You can find Boya in specialized designer stores in Zagreb such as Take me home and Croatian Design Superstore, as well as Galerija Link, Izum and Museum of Broken Relationships.

MODUS, NINA FIOLIĆ

MODUS STORE HAS ACQUIRED A CERTAIN REPUTATION AS BEING MORE THAN JUST A DESIGN STORE BUT RATHER AN INSTITUTION FOR DESIGN. HOW DID YOU OBTAIN SUCH A STATUS?

This year, Modus store is celebrating a milestone - 20 years of existence. Modus started as a product of passion for design. In this jubilee year it is still full of energy, potential and plans, and will continue to live and exist in that manner.

Our guiding light always seemed to be a constant - establishing our relationship to objects; the search for something intangible, added value and quality; experience of the subject as a magical object that can cause emotions, stimulate the imagination... In this sense, Modus serves as a communicator of these stories, experiences and cognition.

WHAT DOES THE DOGMA OF DESIGN MEAN TO YOU? AND WHO DO YOU PERCEIVE AS THE FOREMOST LEADERS IN DESIGN?

The concept of design is ever solving, improving, changing, communicating force and in fact has no limit in function. Therefore, for me, sculpture, design and art are a part of the same family. The most important leaders and my favorite teachers still remain Bruno Munari and Enzo Mari. I also follow the Dutch scene in which there is an abundance of interesting authors, such as



Ontwerpdoo and the exciting Droog which are presented in Modus store and spirit.

I can say that I cultivate special fondness and respect for the Scandinavian designers and their work that, like Japanese authors also, repeatedly impress me and amaze.

MODUS OFFER CONSISTS PARTLY OF CROATIAN DESIGNER ITEMS, AND SOME OF THESE PRODUCTS ARE MADE EXCLUSIVELY FOR MODUS. HOW WOULD YOU DESCRIBE THE CROATIAN PRODUCT DESIGN?

We find that the especially important segment of Modus life and experience is the cooperation with the local designers. Through exhibitions, creative meetings and introductions, we establish new relationships and set the foundations for the future and new opportunities. Modus's cooperation with the Grupa, Ivan Levak, Filip G. Frank, Dušan Ratković and the Gooma has proven just that. Products that were several years ago designed for Modus are still here and have grown in popularity.

WHAT ARE PLANS FOR THE FUTURE OF MODUS?

For this year, we will try to develop a new story and give the design a new chance. We hope that in this way we will make a contribution to the vibrancy and development of our designer reality.



UHPA

udruženje hrvatskih putničkih agencija
association of croatian travel agencies

CROATIA



SUPERFAST seaplane connections

➤ *Discover Croatia*
from an entirely new PERSPECTIVE



- | | | |
|----------------------|------------------|---------------------------------|
| - Ancona | - Mali Lošinj | - Sali |
| - Bol | - Milna | ➤ Split <i>term. sea</i> |
| - Brijuni | - Novalja | - Split |
| - Cres | - Opatija | - Šibenik |
| - Dubrovnik | - Polače (Mljet) | ➤ Ubli |
| - Hvar | - Poreč | - Vela Luka |
| ➤ Jelsa, Hvar | ➤ Pula | - Venezia |
| - Korčula | ➤ Rab | - Vis |
| - Krk | ➤ Rijeka | - Zadar |
| ➤ Lastovo | - Rovinj | - Zagreb |

➤ *connected* - *coming soon*

www.ec-air.eu Book online and **save up to 20%**



a Put Divulja 7, 21217 Kaštel Štafilić,
Split Airport, Croatia
t +385 21 444 888 **e** sales@ec-air.eu



SHARE YOUR MEMORIES WITH

INSIGHT DESIGN GUIDE



TELL US WHAT YOU LIKE • ASK US QUESTIONS
• TWEET ABOUT WHAT YOU FOUND • READ
US ONLINE • ALWAYS BE UP TO DATE ABOUT
CURRENT OFFERS, DISCOUNTS AND SALES •
SHARE YOUR PICTURES WITH US

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. 6,8 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 SUPERSTORE

SHOWCASE & POP-UP SHOPS

🏠 Fra Grge Martića 4 📍 2 📄 yes 💎 \$\$
✈️ croatiandesignsuperstore.com,
croatiandesignsuperstore@gmail.com

A hybrid of a designer exhibition and a pop-up shop, with a stunning flagship store in Zagreb, proudly presents over a hundred Croatian designers. The store offers items from fashion, gastronomy, kitchen & tableware, decoration, jewelry, lighting and furniture. It is also an excellent place to find unusual gifts and original souvenirs guaranteeing the quality of products made in Croatia.

Enjoy its mind-opening vibe, relax in a coffee corner and get your hands on outstanding designer items that will always remind you of your trip to Zagreb.





JASMINA I LUTKICE

ARTISAN DOLL SHOP

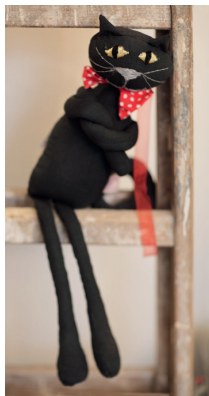
🏠 Petrinjska 40 📍 3 📞 +385 98 795 773

🌐 jasminakosanovic.com 📱 yes 💎 \$\$

🕒 Mon-Fri noon-8pm, Sat & Holidays 10am-3pm

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 wonderland store will take you on a stroll down memory lane and bring out your inner child. Every doll is protected by copyright.



GLOOPY

PRODUCT DESIGN

🏠 Sold at Take me home, Top 📍 4, 13

📞 +385 91 3010 308 🌐 gloopy.com.hr 📱 yes 💎 \$\$

Gloopy's products are specially designed to bring the childish yet stylish fun back into your life. HotHotHot Pot wooden trivets in various animal shapes will make every meal a game, while owl shaped coasters, perfectly fit to every glass. Wardrobe Creatures are contemporary designed souvenir bags filled with 100 percent organic lavender with a secret mission to brighten up every closet and repeat unwanted guests. Each creature has its own personality and a background story. Taking it one step further, Gloopy designers create wooden Shadow Puppet toys for the ever fun shadow theater and colorful pillows in different animal shapes which will bring a new feeling into your home.



TAKE ME HOME

CROATIAN DESIGN SHOP

🏠 Tomičeva 4 📍 4 ☎ +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 creams as well as award-winning children's toys.



BOYA

AWARD-WINNING DRAWING TOOL

🏠 Sold at Croatian Design Superstore,

Take me home 📍 2, 4 📱 yes 💎 \$

☎ +385 1 2311 777 🔗 boya.hr



Boya crayons are an innovative and fun drawing tool which will boost your creativity. The crayon's special shape allows you to position your hand as you wish in order to produce precise thin lines and colored surfaces in sync with the movements of the wrist. Its unique substance does not leave any traces on your hands while drawing. Clever and amusing tool for adults and for children!

CEROVEČKI

ARTISAN UMBRELLAS

🏠 Ilica 49 📍 5

☎ +385 1 4847 417

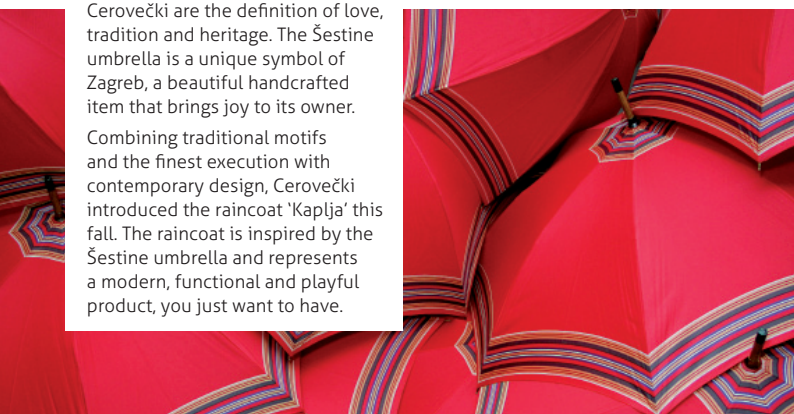
🔗 kisobranci-cerovecki.hr

📱 yes 💎 \$\$\$

🕒 Mon-Fri 8.30am-8pm,
Sat 8.30am-2.30pm

Cerovečki is a special artisan shop that has a great reputation around the world and a 100-year-old tradition. Handmade with extreme 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' this fall. The raincoat is inspired by the Šestine umbrella and represents a modern, functional and playful product, you just want to have.





MODUS

DESIGN SHOP

🏠 Tkalčičeva 48 📍 6 📞 +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. Their large and versatile selection will satisfy the most refined tastes and fulfill your personal desires.

ARCHAEOLOGICAL MUSEUM

GENUINE CROATIAN SOUVENIRS

🏠 Nikola Šubić Zrinski Square 19 📍 7

📞 +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.



LAV

ART GALLERY AND COFFEE SHOP

🏠 Opatička 2 📍 8 📞 +385 1 4922 108

🌐 facebook.com/pages/Caffe-galerija-Lav/215196198499776

💎 \$\$ 🕒 Mon-Sat 8am-11pm, Sun 10am-3pm

Gallery Lav is situated in the historical center of the Old Town, right next to the famous Stone Gate. The unique combination of an exquisite art gallery and divergent coffee shop is what has made Lav the most eclectic meeting point in Zagreb – from government officials to artists and fashionistas. This art gallery is simply inviting for locals as well as tourists to enjoy art, find that perfect art souvenir and to experience the Zagreb coffee shop culture.

ZLATNI LICITAR

TRADITIONAL JEWELRY

🏠 Sold at Take me home,
Lapidarium, Zlatarna Mario

📍 4, 20 🗺️ zlatni-licitar.com 💎 \$\$

Charming and affordable 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 and a long lasting souvenir.



GLIGORA

AWARD-WINNING CHEESE

🏠 The Dolac Market – Dolac 2

📍 9 📞 +385 1 5801 284

🗺️ gligora.com 📺 yes 💎 \$\$

🕒 Mon 8am-1pm, Tue-Sat 7am-2pm

Dedication, love, tradition and respect for nature make the Gligora family's products an ultimate must. Dairy Gligora is one of the most awarded cheese makers in the world, with recently winning a gold medal at the World Championship Cheese Contest for their famous Pag cheese (Paški sir). Also available on Jarun Market.



HARISSA

SPICES FROM ALL OVER THE WORLD

🏠 Masarykova 3 📍 10

📞 +385 1 7794 836 🗺️ harissa.hr 📺 yes

💎 \$\$ 🕒 Mon-Fri 9am-9pm, Sat 9am-4pm

Enter the magical world of spices and transform your meals into a feast. Food is more than just what you eat, more than just a meal; it's a way of living. Enrich your life with delicious teas and spices from all over the world and create your own anti-stress therapies of aromas and tastes.

HOLYPLANT

CROATIAN NATURAL COSMETICS BY ADRIALAB

🏠 Pharmacy Pablo, Pod zidom 10 📍 11 📞 +385 1 4816 921

🌐 adrialab.hr 📱 yes 💎 \$ 🕒 Mon-Fri 7am-8pm, Sat 7.30am-8pm, Sun 8am-1pm

Holyplant natural cosmetics line of traditional products for body and face is specially designed for sensitive, dry and aging skin. Using a modern approach with ancestral pharmacist recipes and high-quality ingredients, ensures their efficacy and safety.

All Holyplant skincare products contain cold pressed almond oil which has been known for its beneficial effects since the ancient time of Greece and Egypt. Silky smooth, nourished and flawless looking skin is a result of quality natural products that provide your skin with all that is necessary to clean and regenerate it to its natural and healthy glow.

The complete line of Holyplant natural products includes balsams, cosmetics and teas.

Available in all pharmacies and drugstores.



OPTIKA KRALJEVIĆ

OPTICS CENTER

🏠 Gajeva 19, Varšavska 1 📍 12 ☎ +385 1 4825 071
✈ optikakraljevic.hr 📱 yes 💎 \$\$\$ 🕒 Mon-Fri 8am-8pm,
Sat 9am-2pm

Kraljević optics is a supreme choice with thirty-years of experience in ophthalmology and optics. Equipped with the latest technology and many designer sunglasses and frames, contact lenses and solution to choose from, Kraljević optics will fulfill all your optical needs. Do not miss the opportunity to get your eyes checked quickly, efficiently and completely free at Optika Kraljević.



SHARE YOUR MEMORIES WITH #INSIGHTDESIGNGUIDE



TOP

NICHE PERFUMERY

🏠 Tomičeva 4 📍 13 ☎ +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, next to the popular Funicular, Top offers over twenty exquisite perfume brands to choose from.

Pamper yourself with JFK's favorite, limited production, perfume Eight & Bob available in original book 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 and Cire Trudon candles produced by the oldest wax manufacturer in the world. Smells good?!



XD XENIA DESIGN

FASHION DESIGN STUDIO

🏠 Gundulićeva 5, Petrinjska 31

📍 14 ☎ +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.



A'MARIE

CROATIAN FASHION BRAND

🏠 Gundulićeva 19 📍 15 ☎ +385 1 4873 524

✈ amarie-fashion.com 📱 yes 💎 \$\$\$

🕒 Mon-Fri 10am-8pm, Sat 9am-3pm

Anamarija Brkić is a distinguished Croatian designer who brings us joy with every collection she creates. High-quality materials and superb design accentuates the sensual, timeless, elegant and functional clothing line by A'Marie. Truly it is - *Clothes made of dreams!*



LEI LOU BY ALEX

FASHION DESIGNER

🏠 Frankopanska 6 📍 16

☎ +385 1 4846 080

✈ leiloubyalex.com 📱 yes

💎 \$\$\$ 🕒 Mon-Fri 9am-8pm

Sat 9am-3pm

Aleksandra Dojčinović's collection perfectly accents the female body. A fashion brand known for its unique, elegant and clean cut design made for real every-day woman.

Dresses are designed to put an emphasis on simple elegance while remaining casual and head-turning, made out of soft and comfortable materials, will make every woman feel graceful and feminine.

You can find Lei Lou by Alex in Split, Marmontova 2 and in Stuttgart Germany, Parlerstraße 1.



MARIA

CONCEPT STORE

🏠 Masarykova 8

📍 17 ☎ +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.

This concept store aims to bring sophisticated collections from Saint Laurent, Givenchy, Lanvin, Celine, StellaMcCartney and many more. With the impeccable service and exclusivity of the store, it is no wonder why it has been presented in the top fashion magazines around the world. You can also visit Maria Outlet in Centar Kaptol, Nova Ves 17, to discover previous collections at discounted prices!

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



ULIČNI ORMAR

VINTAGE CLOTHING & ACCESSORIES

🏠 Jurišićeva 16 📍 18

☎ +385 1 4926 500

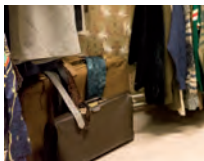
📌 facebook.com/UlicniOrmar 💎 \$\$

🕒 Mon-Fri 10am-8pm, Sat 11am-4pm

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, enjoy the beautiful interior of this shop and a pleasant company of the hosts.

Pet friendly. People friendly. :)



MARAS

LUGGAGE & TRAVEL

ACCESSORIES

🏠 Bogovićeve 1b 📍 19

☎ +385 1 4810 972 📌 maras.hr

👍 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

LAPIDARIUM

AUTHOR JEWELRY

🏠 Radičeva 10 📍 20

☎ +385 1 5530 649

🔗 lapidarium.eu 📱 yes 💎 \$\$\$

🕒 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. Exclusive and individualized style governs each 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.

In Lapidarium, you can also find traditional jewelry such as Zlatni licitar (golden gingerbread heart) which is definitely a souvenir must.



GHETALDUS

OPHTHALMIC OPTICAL CENTER

🏠 Ghetaldus kontaktološki centar,
Ban Centar, Augusta Cesarca 4

📍 21 ☎ +385 1 5510 803

🔗 ghetaldus.hr 📱 yes 💎 \$\$\$

🕒 Mon-Fri 8am-8pm, Sat 8am-3pm

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.

SPECIAL OFFER – bring your copy of Insight Design Guide and get 10% off on the complete in store offer at Ghetaldus store in Ban Centar.



HATS BY KOBALI

ARTISAN HATS

🏠 Illica 5 - Oktogon 📍 22

☎ +385 1 4839 401

✈ kobali.hr 📱 yes 💎 \$\$\$

🕒 Mon-Fri 9am-8pm, Sat 9am-3pm

The Kobali hat store is considered to be a landmark and a symbol of Zagreb. For generations, the Kobalis' have been making fashion artworks and leaving a strong impact on the Croatian fashion scene with their incredible design for the true gallant and feminine style that we all admire and crave for. Hats by Kobali are handmade artisan hats created to capture the elegance of the times passed in a contemporary design.

When choosing a hat, you have to consider your hairstyle and color, your tan and your individuality, because it is an expression of your personality.

These timeless art pieces are a way to treat yourself to something special.



Easily to your
desired destination!

Choose Croatia Airlines for your travels to Croatia.

Fly to Zagreb, Split, Dubrovnik, Pula or Zadar and enjoy Croatian culture, nature, people, cuisine and much more.



072 500 505, +385 1 6676 555

croatiaairlines.com



A STAR ALLIANCE MEMBER



 CROATIA AIRLINES

OUR DISTRIBUTION & PARTNERS

HOTELS

ESPLANADE ZAGREB
HOTEL

SHERATON ZAGREB HOTEL

THE WESTIN ZAGREB
HOTEL

ARCOTEL ALLEGRA
ZAGREB HOTEL

BEST WESTERN PREMIER
HOTEL ASTORIA

HOTEL 9

HOTEL ARISTOS

HOTEL AS

HOTEL DUBROVNIK

HOTEL GARDEN

INTERNATIONAL HOTEL

PALACE HOTEL ZAGREB

PANORAMA ZAGREB
HOTEL

ZIG ZAG INTEGRATED
HOTEL

APARTHOTEL SNJEŽNA
KRALJICA

HOTEL CALYPSO

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

ART HOSTEL LIKE

FANCY HOSTEL

FAVELA HOSTEL

FUNK LOUNGE HOSTEL

HOTEL CHIC

HOTEL DAY AND NIGHT

HOTEL LAPIDARIUM

HOTEL LOVE CROATIA

HOTEL MOVING

HOTEL SHAPPY

MAJU JAYA HOSTEL

MY WAY HOSTEL

PALMERS LODGE ZAGREB

POZITIVE HOSTEL ZAGREB

RAVNICE YOUTH HOSTEL

SWANKY MINT HOSTEL

TABAN HOSTEL

THE BRIT HOSTEL

THE CHERRY HOSTEL

PRIVATE ACCOMODATION

APARTMENTS TRSJE

B&B STUDIO KAIROS

CAMERA FELICE

DESIGN STUDIOS SVI-MI

LOBAGOLA B&B

PRAŠKA 8 APARTMENTS

PARTNERS & INSTITUTIONS

SAMOBOR TOURIST BOARD –
INFORMATION CENTRE

ZAGREB COUNTY TOURIST
BOARD – INFORMATION CENTRE

ZAGREB TOURIST BOARD

ZAGREB TOURIST BOARD –
INFORMATION CENTRES

AMERICAN CHAMBER OF
COMMERCE IN CROATIA

ARCHAEOLOGICAL MUSEUM

ATELIER MEŠTROVIĆ

AUSTRIAN CULTURAL FORUM

COMMUNITY LIAISON OFFICE
U.S. EMBASSY ZAGREB

CROATIAN CHAMBER OF
ECONOMY – ZAGREB CHAMBER

EMBASSYS

ERASMUS

EUROPE HOUSE ZAGREB

FRENCH INSTITUTE –
MEDIATHEQUE

GERMAN-CROATIAN CHAMBER
OF INDUSTRY AND COMMERCE

INTERNATIONAL WOMEN'S CLUB
ZAGREB

IRANIAN CULTURE CENTER

ITALIAN CULTURAL INSTITUTE

LAUBA HOUSE

MINISTRY OF FOREIGN AND
EUROPEAN AFFAIRS

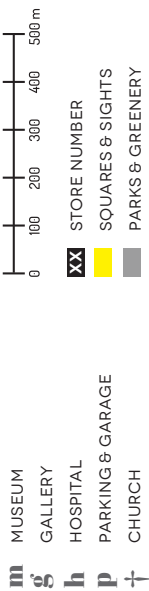
MINISTRY OF TOURISM

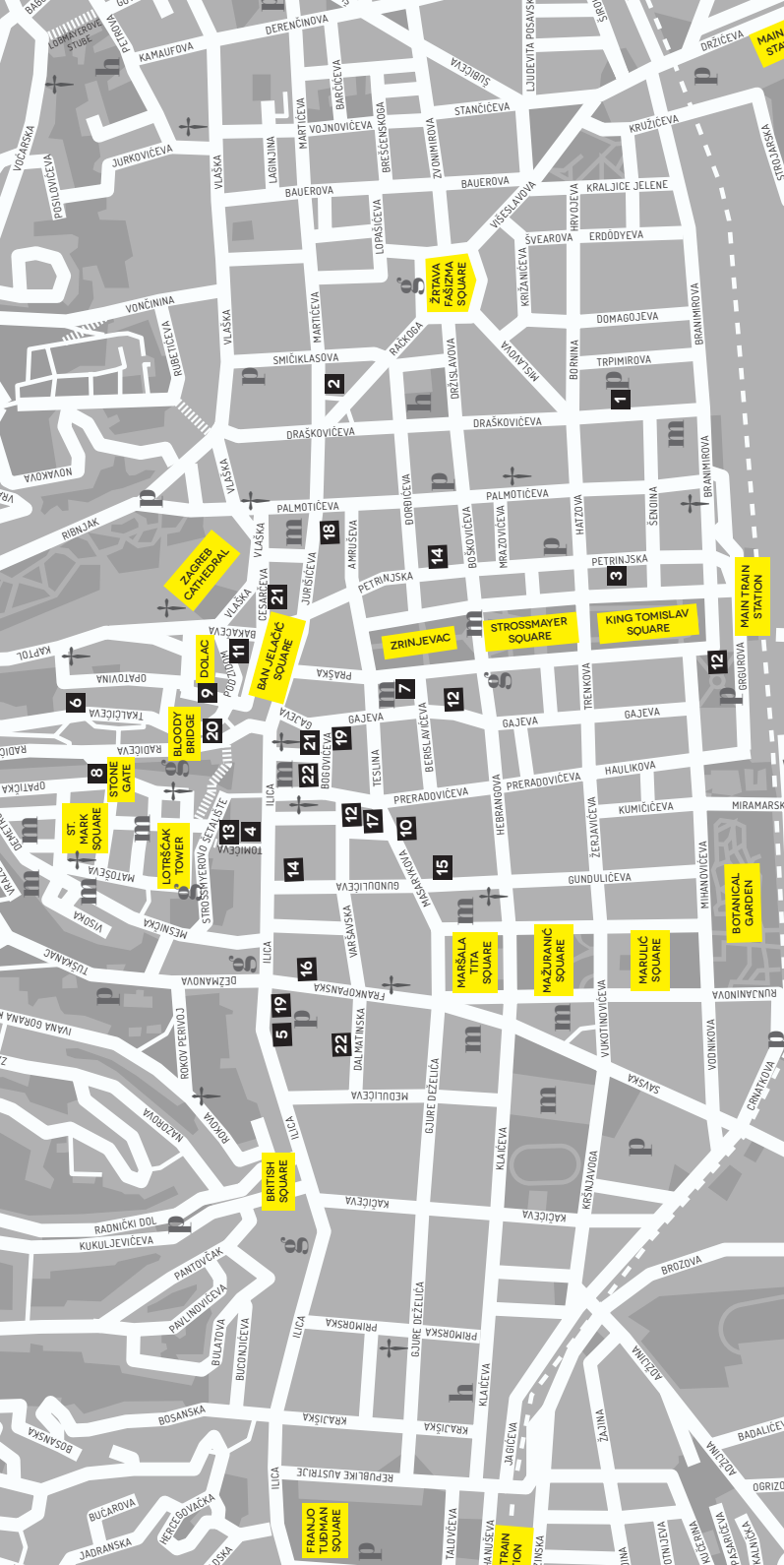
ROCKET BURGER CAFE

STORES

- 1** CROATIAN CHAMBER OF ECONOMY
- 2** CROATIAN DESIGN SUPERSTORE
- 3** BOYA
- 4** JASMINA I LUTKICE
- 5** TAKE ME HOME
- 6** GLOOPY
- 7** BOYA
- 8** ZLATNI LICITAR
- 9** CEROVEČKI
- 10** MODUS
- 11** ARCHAEOLOGICAL MUSEUM
- 12** LAV
- 13** GLIGORA
- 14** HARISSA
- 15** HOLYPLANT
- 16** OPTIKA KRALJEVIĆ
- 17** TOP
- 18** GLOOPY
- 19** XD XENIA DESIGN
- 20** A'MARIE
- 21** LEI LOU BY ALEX
- 22** MARIA
- 23** ULIČNI ORMAR
- 24** MARAS
- 25** LAPIDARIUM
- 26** ZLATNI LICITAR
- 27** GHETALDUS
- 28** HATS BY KOBALI

STORE LISTING & MAP







Samsonite

BY YOUR SIDE

COSMOLITE

WITH CURV® TECHNOLOGY

THE STRONGEST AND LIGHTEST
SAMSONITE EVER

 **maras**®

www.maras.hr

MARAS stores: **ZAGREB** Avenue Mall, Av. Dubrovnik 16 / Arena Centar, Lanište 32 / CCO West, Jankomir 33 / CCO East, Slavonska avenija 11 d / Bogovićeve 1b / Illica 47 / Vrbik 8a / Kaptol Centar, Nova Ves 17 / Westgate, Zaprešićka 2 **SPLIT** Gundulićeva 20 / Mercator Centar, Solin, Matoševa 10 / Joker, Put Brodarice 6 **ZADAR** Supernova, Ulica Akcija Maslenica 1 **RIJEKA** ZTC, Zvonimirova 3 **OSIJEK** Avenue Mall, Sv. L. B. Mandića 50a **SLAVONSKI BROD** Colosseum, Josipa Rimca 7