



# INSIGHT design GUIDE

THE BEST PLACES TO SHOP IN ZAGREB

FEATURING  
LOVELY  
GOLDEN  
CRAFTS

PRESENTING

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

CITY CENTER MAP INCLUDED!

FEBRUARY - APRIL 2016

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**CROATIA**

ZAGREB TOURIST BOARD

**Zagreb**  
CROATIA

# INSIDE THE GUIDE

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- 11 LOVELY GOLDEN CRAFTS**  
Interview with Dora Rubić,  
Jozef Gjoni & Andrija Pečarić

# PRE- SENT- ING

**16–28**

**THE BEST OF DESIGN,  
GIFTS, SOUVENIRS,  
SWEET & SAVORY  
DELIGHTS, 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](mailto:INFO@INSIGHTDESIGNGUIDE.COM), OR CALL US AT +385 (0)1 4833 109.

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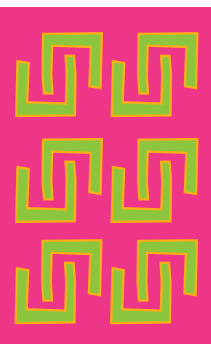
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## COVER STORY

The cover pattern presents Lenuzzi's famous horseshoe, also known as the Green horseshoe – a natural gift right in the center of Zagreb. Zagreb's urbanist Milan Lenuzzi, inspired by French and English gardens, created this beautiful green oasis in the city center in a shape of a horseshoe – connecting squares and parks by greenery, flowers, cultural and historical monuments. Starting from Ban Josip Jelačić Square, down Praška Street through Zrinjevac, all the way to the Central Railway Station, continuing further to the Botanical garden and the Maršal Tito Square. This particular Green horseshoe is one of the nicest paths to see Downtown Zagreb, lined by alluring architecture and monuments.

## LEGEND

🏠 ADDRESS	💎 PRICE RANGE
📍 LOCATION ON MAP	\$ - cheap
☎ TELEPHONE	\$\$ - affordable
🌐 WEB SITE	\$\$\$ - mid-high
📘 FACEBOOK	\$\$\$\$ - high
🕒 WORKING HOURS	

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# EDITOR'S LETTER

## DEAR TRAVELER

Either way if you have come to Zagreb for business or leisure, travelling always creates memories. Is it a particular dish, a special smell or just that little item you found while on your journey, all are experienced memories that make travelling so special. Last year over a million visitors travelled to Zagreb to feel its particular atmosphere giving Zagreb a second spring. Thank you for choosing Zagreb and enjoy being part of this new and exciting development.

In this issue, we will tell you a story, which is a true Zagreb original called "The Goldsmith's Treasure", and the impact it had on today's gold crafts. In this issue's interview you can find out how Jozef Gioni's jewelry was an essential part to the Game of Thrones look, you learned to love. Further, you will have a chance to meet Dora Rubić, a unique coat designer whose shop is situated right in the center of the novel's turn of events. It is those stories of individuals which makes a city live and breathe, giving it their identity. Wherever your journey takes you it is always worth discovering a city's individuality, which may be much more than the traditional tourist experience.

Therefore, this spring go explore this beautiful town and return with worthwhile memories; however they may look like.

Sincerely,

Insight Design Guide Team

INSIGHTDESIGNGUIDE.COM





MARINSKI HEARTMADES



LANA'S DUCKASS

# WELCOME TO ZAGREB



Zagreb, inviting and charming all year around, but in springtime the city is blooming in a very special way. The weather is well tempered, parks are in full bloom, streets are lively but not overcrowded, its citizens are cheerful and the city's green oases are perfect places to relax. While in Zagreb, use your chance to meet all the magnificent people that run local businesses giving the city its character and bringing it to live.

At the famous Zrinjevac Square, you can pay a visit to **ARCHAEOLOGICAL MUSEUM** and only a couple of minutes away, in Petrinjska Street 40 you will have a chance to enter a wonderland by **JASMINA KOSANOVIĆ**. In Jasmina's doll store, chicken and foxes are best friends and alluring fairies remind us of childhood memories.

In Jurišićeva Street number 10, pay a visit to the goldsmith **JOZEF**

**GJONI**, whose antique jewelry is featured in the famous Game of Thrones. Continuing to number 16, hidden in a beautiful courtyard **ULIČNI ORMAR** offers vintage, retro and second hand clothing, but above all a friendly atmosphere and great vibes.

Further, next to the popular Funicular you will find **TAKE ME HOME** – a cute little Croatian design shop, where you can choose from numerous souvenirs all made by Croatian designers, artists and companies – such as **MARINA MARINSKI**, **GLOOPY** or **LANA'S DUCKASS** products. Straight next to Take me home, proudly stands **TOP** a niche perfumery, which offers over thirty exquisite perfume brands to choose from, such as Byredo, Eight & Bob or Xerjoff.

Funicular rides take only 56 seconds after which you will find yourself in the Upper Town – the historical part of the city, perfectly described in **THE GOLDSMITH'S TREASURE** book by August Šenoa, its English version you can find in Take me home and Galerija Link. In the Upper Town, you can find two



TOMKIĆ

special gems – artisan fashion salon **DORA** straight next to the Stone Gate, internationally renowned for their coats, and **KOZA** in Basaričekova 18 – a family owned shop that produces leather bags, wallets and belts.

From the Upper Town, walk down Radićeva Street and make sure to stop by **GALERIJA LINK** on number 27- which is presenting a plethora of Croatian designers (Gloopy, Lana's Duckass, The Goldsmith Treasure) where its lovely staff stands at your disposal

for any question or interesting story about every item presented. Further strolling down Radićeva you will find **PHYTO CREAM** on number 14 – a worldwide recognized company producing natural cosmetic. **KREDENCA** on number 13 – a Croatian delicacy store offering all Made in Croatia sweet & savory bites, souvenirs, cosmetics as well as liqueurs and last but not least on number 10 – **LAPIDARIUM** a jewelry store which offers contemporary jewelry and the traditional Licitar heart.

This historical stroll includes the Bloody Bridge – where on number 1 you can find **STORY OF CROATIA** – a souvenir shop whose offer includes traditional toys, handmade linen and rugs, as well as kitchen items made from Brač stone; the same white stone the White House is constructed from. On the same number **TOMKIĆ** jewelry store – is well known for its engagement rings, as well as filigree jewelry. If you prefer exclusive enamel jewelry go to Preradovićevo 2

XD XENIA DESIGN

MODUS

KREDENCA







PHYTO CREAM



BASHOTA

(next to the Flower Square) where you can find the **FREYWILLE** boutique.

**NOTES OF ZAGREB** in Skalinska 2 – is a perfect place for unconventional souvenirs – home fragrances inspired by the City of Zagreb, a scent-full reminder. Only a couple of minutes away is **MODUS DESIGN SHOP** – a paradise for all design fanatics – from Croatian and Dutch to Scandinavian design – the choice is yours!

Nevertheless, you cannot leave Zagreb without visiting **CROATA** in the Oktogon passage (Ilica 5) for your very own tie or a silk scarf. **CEROVEČKI** umbrella artisan store in Ilica 49 – where you can find the Šestina umbrella, one of the symbols of Zagreb or **BASHOTA** jewelry in Ilica 37 and 69 – this family produces jewelry since 1924 and for a traditional pendant or bracelet with the symbols of Zagreb, it is the perfect choice.

**XD XENIA DESIGN** is a Croatian fashion designer (Gundulićeva 5)

worth visiting for a timeless clothing that fits every style, and if you are looking for foreign brands go to **TOMMY HILFIGER** in Varšavska 6 or **SEVENTY** in Kaptol Center.



KOZA



STORY OF CROATIA

## 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.



# 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

On 27.3.2016. at 2 am clocks will be turned one hour forward.

**CLIMATE** Zagreb has a continental climate with an annual average temperature of 11°C (52°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**

27.3. Easter

28.3. 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)



CCE-Zagreb Chamber

## 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 30 kn

FUNICULAR (CABLE CAR)

Ticket price 4 kn (one way)

### TAXI SERVICES

Includes different taxi providers at reasonable 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.

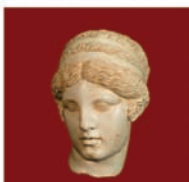


## ARCHAEOLOGICAL MUSEUM IN ZAGREB

Trg Nikole Šubića Zrinskog 19  
tel. 01 / 4873 000, 4873 101  
[www.amz.hr](http://www.amz.hr) [amz@amz.hr](mailto:amz@amz.hr)



ARHEOLOŠKI MUZEJ U ZAGREBU



MUSEUM



SHOP



### RADNO VRIJEME

utorkom, srijedom, petkom  
i subotom 10 - 18 h  
četvrtkom 10 - 20 h  
nedjeljom 10 - 13 h  
Muzej je zatvoren  
ponedjeljkom, blagdanima  
i državnim praznicima.

### OPENING HOURS

Tuesday, Wednesday, Friday  
and Saturday 10am - 6pm  
Thursday 10am - 8pm  
Sunday 10am - 1pm  
The Museum is closed on  
Monday and on holidays.



# LOVELY GOLDEN CRAFTS

During this interview we had the opportunity to talk to Dora Rubić from the fashion salon Dora, goldsmith Jozef Gjoni and Andrija Pečarić the name behind the first English translation of the historic novel by August Šenoa – The Goldsmith's Treasure – a tale which combines love, crafts and of course gold, just like all our participants of this interview.

## FASHION SALON DORA, DORA RUBIĆ



**SITUATED STRAIGHT BY THE STONE GATE, FASHION SALON DORA IS AN ARTISAN TAILOR WITH 30 YEARS OF EXPERIENCE. CAN YOU TELL US A BIT MORE ABOUT THE HISTORY OF YOUR SALON?**

Salon Dora this year celebrates its 30<sup>th</sup> birthday. It was opened by my mother, Mirjana Rubić, while she was pregnant with me. The salon is named after Dora Krupić (fictional character from the book The Goldsmith's Treasure), whose sculpture is located opposite, and then I was named after the salon. It seems that already then it was clear what would be my path later in life! From the very beginning attention was paid to every detail; timeless design and tailoring, exquisite craftsmanship, the finest materials, interior decoration, pleasant atmosphere ...and so it been till today. A few years ago I took over the complete administration of the salon from my mother, but we still work together. Her experience and my ideas, makes for a perfect business combination.

## **WHAT DOES BEING AN ARTISAN MEANS TO YOU?**

In traditional crafts it is very important to progress, follow the needs of the market, be up to date with new technologies and always retain your own distinctive signature. As an artisan, the sense lays in the approach, the quality, and the pride of the craftsmen itself that really stand behind their work. Therefore, we personally guarantee the quality of each and every of our products.

## **WHAT DO YOU CONSIDER YOUR SPECIALTY?**

Although we also create all kind of female fashion, with time our coats have become a specialty. From winter coats, made from super warm alpaca, to airy summer trench coats made from pure silk. From elegant, gala and shining ones, which can make your dress and jewelry, become irrelevant, to classic, simple, yet beautiful cuts. Most of our coats are actually unique in its nature. Materials, which we commonly use, are natural: wool, cashmere, alpaca, mohair, angora and silk.

## **HOW LONG DOES IT TAKE TO MAKE ONE COAT? DO YOU AS WELL CREATE TAILOR-MADE ONES?**

Yes, of course. If someone, likes a model, but wants the same in a different color or size, we have the possibility to custom make one. It takes 3 to 14 days, depending on the model that is ordered, and we ship it worldwide. Since most of our coats are unique, we "cannot" make an identical coat. So if you see one that you really like, better do not think too long! ;)

# GOLDSMITH JOZEF GJONI, JOZEF GJONI

**FOR YEARS, YOU ARE PRESENT ON THE ZAGREB JEWELRY SCENE. HOW DO YOU DESCRIBE YOUR WORK AND THE GOLDSMITHS' WORK IN GENERAL?**

As in many other professions, a good jeweler requires talent, a skillful hand, well developed hand-eye coordination and an esthetic sense, since a goldsmith's profession is as well way of art. Further, a minimum of three years of education and years of practice in various fields of the artisan goldsmith's profession are required. Personally, I have educated myself throughout my life in different fields of this craft, including diamond processing while I was in Antwerp (Belgium).



**LATELY CROATIAN TRADITIONAL JEWELRY IS EXTREMELY POPULAR. YOU CREATE DIFFERENT TYPES OF TRADITIONAL JEWELRY. CAN YOU TELL US A BIT MORE ABOUT THE HISTORY OF CROATIAN JEWELRY IN PARTICULAR?**

Very popular for this area is the Licitar heart - which is made, based on colorfully decorated gingerbread hearts, whose

history begins in the Middle Ages. Traditionally in Croatia a boy gives a Licitar heart to a girl in order to express his loyalty and love, which is one of the reasons why it is a very suitable gift for Valentine's Day. Additionally comes to mind the very beautiful Šibenik Buttons, once part of men's traditional costumes, while today its motif is used for female jewelry.

The Croatian National Tourist Board declared in 2007 that the Šibenik Button is a most original Croatian souvenir. On the other hand, Peružine originate from a motive of jewelry that was historically made in Dalmatia, especially in Dubrovnik and Split. Its technique is filigree and very challenging, hours and hours of continuous precise work are required to manufacture this particular jewelry. A fun and interesting fact is that our antique jewelry is often used for shooting various films and series, such as the world renowned Game of Thrones, which filled us with pride to have our jewelry on the set of such a marvelous production.

To see the pictures, refer to [insightdesignguide.com](http://insightdesignguide.com)

**YOUR ENTIRE FAMILY IS INVOLVED IN THIS WORK. WHAT DOES IT MEAN FOR YOU TODAY TO BE A CRAFTSMAN?**

For many years, my family is involved in the goldsmith trade making it a significant part of us. Unfortunately, times have changed and the commercial production and sale of jewelry has somehow pushed the craftsman into the background. Nevertheless, people recognize artisan work and an individual approach, which on the other hand encourages us to do our job with love and happiness. Our customers appreciate our craftsmanship and whatever they may choose from our offer, they can be certain that they will have a piece of jewelry of long lasting value.

# THE GOLDSMITH'S TREASURE, ANDRIJA PEĆARIĆ

## HOW DID YOU COME UP TO THE IDEA TO PUBLISH THE NOVEL "THE GOLDSMITH'S TREASURE" BY AUGUST ŠENOVA ON ENGLISH?

When it comes to the idea, I "blame" a burning candle at the Stone Gate. It came to my mind after I lit a candle and saw a group of tourists who were being photographed beside the statue of the Goldsmith's Treasure, or better said the statue of Dora Krupić (the goldsmith's daughter in the book). I wondered if this group knew anything about the statue they were being photographed with. During my research, I realized that "The Goldsmith's Treasure" is almost 150 years old and that it was never translated into English. It had been translated into numerous foreign languages, but the English translation never came to existence. This particular anecdote led me to publish this very special book in English.

## THIS BOOK WAS WRITTEN BY FAMOUS CROATIAN WRITER AUGUST ŠENOVA AND YOU SAY THAT IT IS A GENUINE TALE OF ZAGREB. WHY, IF I MAY ASK?

Because it really is! It is the first historical and artistic Croatian novel. A novel, which is based on historical facts. It tells us a tale about the forbidden love of Dora Krupić and Pavao Gregorijanec, members of different social classes. The novel shows the differences between social classes, their conflicts, reflects the habits of the powerful members of society and shows Zagreb's history and its path of becoming a free city. The plot revisits the most famous sites of Zagreb; therefore, this novel invites all travelers to visit these streets and squares; stroll down the Bloody Bridge, visit the

Stone Gate, or just to stop at St. Mark's Square. This novel makes for a perfect way to meet the city; our book becomes more than just a unique souvenir: it is better said a blend of past and present, connecting literature and tourism in a very special and forgotten way.



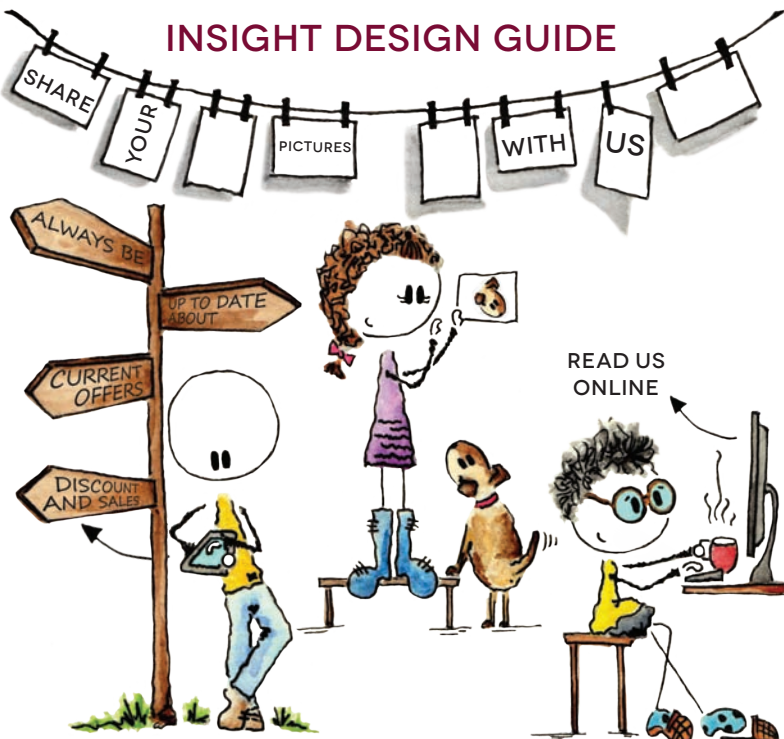
## WE USUALLY SAY THAT YOU SHOULD NOT JUDGE A BOOK, ONLY BY ITS COVER. BUT THIS EDITION HAS A VERY SPECIAL ONE! CAN YOU TELL US MORE ABOUT THE DESIGN OF THE BOOK?

In addition to translating this book to English bringing it closer to a foreign audience, I wanted this book to be a new dimension, not only a novel that is read and passed on, but rather a subject worth your attention, a monument to Croatian literary heritage, and a true picture of Croatian design. That is why I entrusted every aspect of the design to Ivana Vučić and Tomislav Jurica-Kačunić, award-winning Croatian designers whose proposal got us all thrilled and excited. The Goldsmith's Treasure is already a symbol of the city and its history, but its arty design as well as the in-text explanations and comments, add additional value and elevate this book to new level of cultural souvenirs of the city of Zagreb.



# 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. 7,0 kuna

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

**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.

## **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 some shops offer a discount on cash payments!

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 open on Sundays and national holidays.



## TAKE ME HOME

CROATIAN DESIGN SHOP

🏠 Tomičeva 4 📍 2

☎ +385 1 7987 632

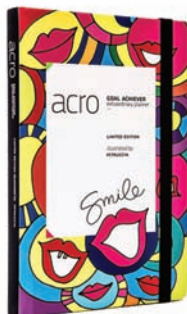
📌 takemehome.hr 📱 yes 💎 \$\$

🕒 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!



Igor Kralj/PIXSELL



## GLOOPY

PRODUCT DESIGN

🏠 Sold at Take me home,  
Galerija Link, Top 📍 2, 3, 21

☎ +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. Wardrobe Creatures are original souvenir bags filled with 100% organic lavender with a secret mission to brighten up every closet. HotHotPot wooden trivets and happily shaped coaster will make every meal a game and perfectly fit to every pot or glass.

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.



## MARINSKI HEARTMADES

HAND MADE CERAMICS & JEWELRY

🏠 Sold at Take me home 📍 2

☎ +385 92 1888 320

🔗 [marinamarinski.com](http://marinamarinski.com) 📱 yes 💎 \$\$

Marina Marinski creates dreamy, fairytale-like serving bowls, cups, honey containers, planters and jewelry. Inspired by nature and good childhood memories, every ceramic item is handmade with love and heartwarming artistic expressions in a family studio using traditional materials and techniques.



## LANA'S DUCKASS

ILLUSTRATED PRODUCTS BY LANA HUDINA

🏠 Sold at Take me home, Galerija Link

📍 2, 3 🔗 [duckass.net](http://duckass.net) 📱 yes 💎 \$

The product designer Lana Hudina creates individual, playful, hand drawn illustrations which will bring a smile to your face and make your days brighter. Drawings of Croatian inventions and Zagreb sights are applied on different products such as coffee mugs or coasters that include a short description. Perfect lively souvenirs with a story and childlike twist.

## THE GOLDSMITH'S TREASURE BY AUGUST ŠENOVA

A GENUINE TALE OF ZAGREB

🏠 Sold at Take me home,

Galerija Link 📍 2, 3

☎ +385 91 30 10 456

🔗 [spiritoso.hr](http://spiritoso.hr) 📱 yes 💎 \$

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 16<sup>th</sup> century Zagreb, represents a true cultural souvenir.

Love and passion, plots and intrigue, nobles, commoners, tricksters, murderers... A patchwork of colorful characters is bound to leave you breathless! The town lies before you. In the words of Šenoa himself: "below the mountain, a jewel most precious to us glimmers in the sun, strong like a mighty hero... the town of Zagreb".

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.





## GALERIJA LINK

CROATIAN DESIGN STORE

🏠 Radićeva 27 📍 3 📞 +385 1 4813 294

📱 facebook.com/GalerijaLink 💎 \$\$

🕒 Mon-Fri 9am-7pm, Sat 10am-8pm,  
Sun 10am-4pm

This lovely store is your LINK to Croatian Design such as: Gloopy (page 16), Boya, Walligami, Krtz, Data by Despot, R-dizajn, Kamen dizajn; ceramics by Lidia Boševski,

Orjenka Mirjan, Marina Badurina, Mala Arta; bags by: A+, Grriva, Mura Pehnc, V. Gamulin, Baggiz and many more.



## KREDENCA

CROATIAN GIFT SHOP

🏠 Radićeva 13 📍 4 📞 +385 91 5447 294

📱 kredenca.com 📱 yes 💎 \$\$

🕒 Mon-Sat 9am-9pm, Sun 10am-6pm

A perfect place for unique goodies and the sweetest souvenirs! Kredenca offers present packages, tasting possibility, jams, honey, truffles, olive oils, wines, liqueurs, as well as natural cosmetics, ceramics and fashion accessories - all Made in Croatia.

**SPECIAL OFFER** – bring your copy of Insight Design Guide with you and get 10% off on all in store offer.

## NOTES OF ZAGREB

HOME FRAGRANCE GIFT SHOP

🏠 Skalinska 2 📍 5

📞 +385 1 4873 460

📱 notesofzagreb.com 📱 yes 💎 \$\$

🕒 Mon-Fri 10am-8pm,  
Sat 10am-6pm

If you are looking for unconventional souvenirs, pay a visit to Notes of Zagreb. This cozy and stylish shop will offer you something different and original – home fragrances inspired by the scents of Zagreb and named after different attractions of the city, such as The Witch of Grich, Secret of the Bloody Bridge, The Well of Life, Upper Town or Madonna of the Stone Gate.

With its unique scents, quality and elegant design these fragrances will bring a breath of freshness and comforting atmosphere into your home, and always remind you of your trip to Zagreb.



## MODUS

DESIGN SHOP

🏠 Tkalčičeva 48 📍 6  
☎ +385 1 4813 470  
🌐 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.



Where to buy? You can buy Phyto cream in our "Phyto cream shop"  
in Radićeva street 14, Zagreb.

구매처? Radićeva street 14, Zagreb에 위치한 "피토크림 숍  
(Phyto cream shop)"에서 피토크림을 구매하실 수 있습니다.

### Contact / 연락처

shop / 숍 주소: Radićeva street 14, Zagreb  
tel/phone/휴대전화: 00385 1 798 8575  
info@phytocream.hr

### Working hours / 영업 시간

monday-saturday 10 a.m. - 8 p.m.  
월 - 토, 오전 10시 - 오후 8시

[www.phytocream.hr](http://www.phytocream.hr)

## 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.







## CROATA

(K)NOT JUST A TIE!

🏠 Ilica 5 (Oktagon passage) 📍 8  
 ☎ +385 1 6457 052 🌐 croata.hr 📱 yes  
 💎 \$\$\$ 🕒 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 centuries-old 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.

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



## TOMKIĆ

JEWELRY STORE

🏠 Krvavi most 1 📍 9 ☎ +385 1 4813 308  
 💎 \$\$ 🕒 Mon-Sat 9am-8pm

This artisan jewelry store placed in the Bloody Bridge street, offers a wide range of Croatian regional traditional jewelry from silver and gold, stunning filigree jewelry, as well as modern interpretations. Well known for their engagement and wedding jewelry, you should not miss the opportunity to get that unique piece that will make your special day even more special.



## JASMINA I LUTKICE

ARTISAN DOLL SHOP

🏠 Petrinjska 40 📍 10 ☎ +385 98 795 773  
 🌐 jasminakosanovic.com 📱 yes 💎 \$\$  
 🕒 Mon-Fri 10am-8pm, Sat&Holidays 10am-3pm

Enter a magical world of Jasmina's imagination of enchanting fairies, wandering sea captains and unique places where ravens and foxes are best friends. Jasmina, the doll designer, creates her own vision of beautiful dolls and brings each one alive through her artistic expression.

Handmade and original dolls are found only in this wonderland store and will take you on a stroll down memory lane. Find your inner child and never stop playing, never stop imagining. Every doll is protected by copyright.



## STORY OF CROATIA

### SOUVENIR SHOP

🏠 Krvavi most 1 📍 11 ☎ +385 1 4813 308  
💎 \$\$ 🕒 Mon-Sun 9am-9pm

A charming souvenir shop situated in the Bloody Bridge street, offers a wide selection of lovely souvenirs made in Croatia. Handcrafted products from wood, traditional toys, natural cosmetics and delicious sweet & savory bites are definitely worth taking home to your loved ones.

**SPECIAL OFFER** – bring your copy of Insight Design Guide with you and get 10% off on all in store offer.



## CEROVEČKI

### ARTISAN UMBRELLAS

🏠 Ilica 49 📍 12  
☎ +385 1 4847 417  
✈ kisobrani-cerovecki.hr  
f 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' which is inspired by the Šestine umbrella and represents a modern, useful and playful product, you will want to have for rainy days.



# SHARE YOUR MEMORIES WITH #INSIGHTDESIGNGUIDE





## XD XENIA DESIGN

FASHION DESIGN STUDIO

🏠 Gundulićeva 5, Petrinjska 31

📍 13 📞 +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.

## KOZA

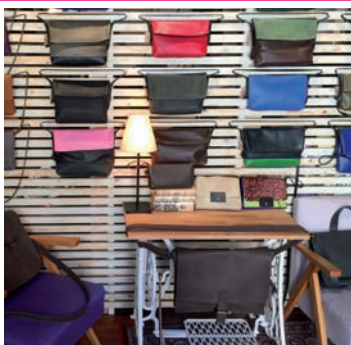
HANDCRAFTED LEATHER BAGS

🏠 Basaričekova 18 📍 14 📞 +385 98 614 033

💎 \$\$\$ 📧 facebook.com/pages/KOZA

🕒 Mon-Fri 11am-7pm, Sat 10am-2pm

Located in the Upper Town, Koza offers handcrafted leather bags, wallets and belts made by a brother and sister with love, precision and minimalist esthetics. The store is a workshop too and you can witness the process of creation while enjoying a warm welcome only true hosts can give.



## TOMMY HILFINGER

AMERICAN FASHION LABEL

🏠 Varšavska 6 (Centar Cvjetni) 📍 15 📞 +385 1 4830 232

✈️ apriori-fashion.hr 📧 yes 💎 \$\$\$ 🕒 Mon-Sun 9am-9pm

Tommy Hilfiger, as one of the world's leading premium lifestyle brands, delivers superior styling, quality and value to its customers. The brand celebrates the essence of Classic American Cool and provides a refreshing twist to classic American fashion. For everyday looks, as well as for special occasions, this label delivers casual, wearable clothing suitable for different age groups and styles with premium quality.

Tommy Hilfiger stores are also available in Avenue Mall and the accessories store is located in Center Kaptol.





## ULIČNI ORMAR

VINTAGE CLOTHING & ACCESSORIES

🏠 Jurišićeva 16 📍 16

☎ +385 1 4926 500

📘 facebook.com/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. :)



### Flight ticket purchase on mobile devices

Organize your travels no matter when or where. Purchasing process is fast and reliable, consisting of several easy steps.



[m.croatiaairlines.com](http://m.croatiaairlines.com)

 CROATIA AIRLINES

A STAR ALLIANCE MEMBER 



## GJONI

GOLDSMITH JOZEF GJONI

🏠 Jurišićeva 10 📍 13

☎ +385 1 4810 902

✈ zlatarna-jozef-gjoni.hr

👤 yes 💎 \$\$\$

🕒 Mon-Fri 8am-8pm, Sat 8am-2pm

The goldsmith Jozef Gjoni creates great collections of handmade gold, silver, antique and traditional Croatian jewelry decorated with precious and semi-precious stones, pearls and coral.

Their wide offer includes carefully crafted jewelry from different regions in Croatia. The Moretto (Morčići) is a Croatian indigenous folk anthropomorphic motif characteristic for the North West part of Croatia. Šibenik Buttons were once used for men's folk costumes while today different one of a kind jewelry is created with this motif. Dubrovnik jewelry reminds us on the rich history and nobility of the Republic of Dubrovnik and it represents one of the nicest crafted Croatian national jewelry.

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



AQUAE  
IASAE

RECENT DISCOVERIES OF ROMAN REMAINS  
IN THE REGION OF VARAŽDINSKE TOPLICE

ARCHAEOLOGICAL MUSEUM IN ZAGREB

Exhibition open until April 23<sup>rd</sup> 2016 [www.amz.hr](http://www.amz.hr)

## BASHOTA

CROATIAN JEWELRY STORE

🏠 Ilica 37, Ilica 69 📍 18

☎ +385 1 4833 623

✈ zlatarnica-bashota.hr

📶 yes 💎 \$\$\$

🕒 Mon-Fri 8am-1pm,  
4pm-8pm, Sat 8.30am-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. In 2014 Bashota won first prize at the 13<sup>th</sup> 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.



## DORA

FASHION SALON

🏠 Kamenita 2 📍 19

☎ +385 1 4851 763

✈ dora-zagreb.com

📶 yes 💎 \$\$\$

🕒 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 her daughter, create complete female fashion with a special emphasize on coats.

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

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



## FREYWILLE

ENAMEL JEWELRY FROM VIENNA

🏠 Preradovičeva 2 📍 20 📞 +385 1 5532 865 ➦ [shop.freywille.com/hr](http://shop.freywille.com/hr)  
f yes 💎 on request 🕒 Mon-Fri 9am-9pm, Sat 9am-2pm

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

Precious pieces of jewelry are lovingly crafted, communicating a special attitude towards life, unique in material and individually wearable.

A limited production in 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.



## TOP

NICHE PERFUMERY

🏠 Tomičeva 4 📍 21  
📞 +385 1 7980 969 ➦ [top.hr](http://top.hr) f 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 next to the popular Funicular, Top offers over thirty exquisite perfume brands to choose from. Most of this niche perfumes you can find exclusively in Top which at the same time, follows world trends and brings the newest niche perfumes to its customers, such as outstanding Editions de Parfums Frédéric Malle.

For the best skin care choose from Aesop incredible beauty products, or smell cool thanks to Swedish brands Byredo. Top offers many scented candle brands: Ladurée scented candles based on their best-selling sweets, Cire Trudon produced by the oldest wax manufacturer in the world (1643), or the ultimate Parisian chic brand – Costes. Smells good?!





## LAPIDARIUM

AUTHOR JEWELRY

🏠 Radićeva 10 📍 22

☎ +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.

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 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.



## SEVENTY

FASHION BRAND

🏠 Nova Ves 17 (Centar Kaptol) &  
second location opening in March  
in Oktogon passage (Illica 5)

📍 23 ☎ +385 1 6383 220

🌐 apriori-fashion.hr 📱 yes 💎 \$\$\$

🕒 Mon-Sat 9am-9pm

Seventy is an Italian fashion brand founded by Sergio Tegen in 1970. Today, this label is recognized in the fashion world for total look collections.

The new spring summer 2016 collection is an endless fusion of different styles and matches, providing informal but classy looks. Perfect for contemporary woman who indulge in fashion while mixing modern clothing and playing with her style. Sophisticated silhouettes for daily looks, discreet elegance and simplicity are leading every garment. True Italian fashion style for the modern every day woman!

If visiting Split you can find Seventy store in Obala Hrvatskog narodnog preporoda 6.



Zagreb Tourist Board Archive,  
Photo by Marko Vrdoljak

## ZAGREB MARKETS

Zagreb has a vibrant and lively daily as well as weekly market culture. You can find grocery and flea markets all year around. Grocery markets are running every day and represent for most locals the fresh grocery store, where they can get meat, fish, veggies or fruits on a daily basis. Of course, markets are most crowded on Saturdays, which is the most common day for visiting.

Besides Dolac, you should not miss Sundays weekly Antique fair on the British Square as well as Hreljić a massive flea market in Jakuševac situated on the outskirts of the city – where you can get literally anything, is it a car, second hand clothing or used kids toys among many other curiosities.

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



Zagreb Tourist Board Archive, Photo by Marko Vrdoljak

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ESPLANADE ZAGREB  
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BEST WESTERN PREMIER  
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HOTEL  
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HOTEL PRESIDENT  
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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  
RAVNICE YOUTH HOSTEL  
SWANKY MINT HOSTEL  
TABAN HOSTEL  
THE BRIT HOSTEL  
THE CHERRY HOSTEL

## PRIVATE ACCOMODATION

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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  
SOBE ZAGREB 17

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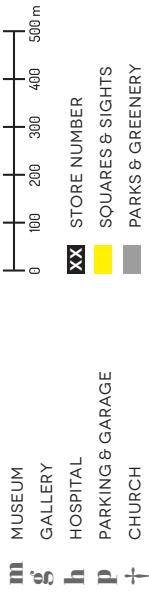


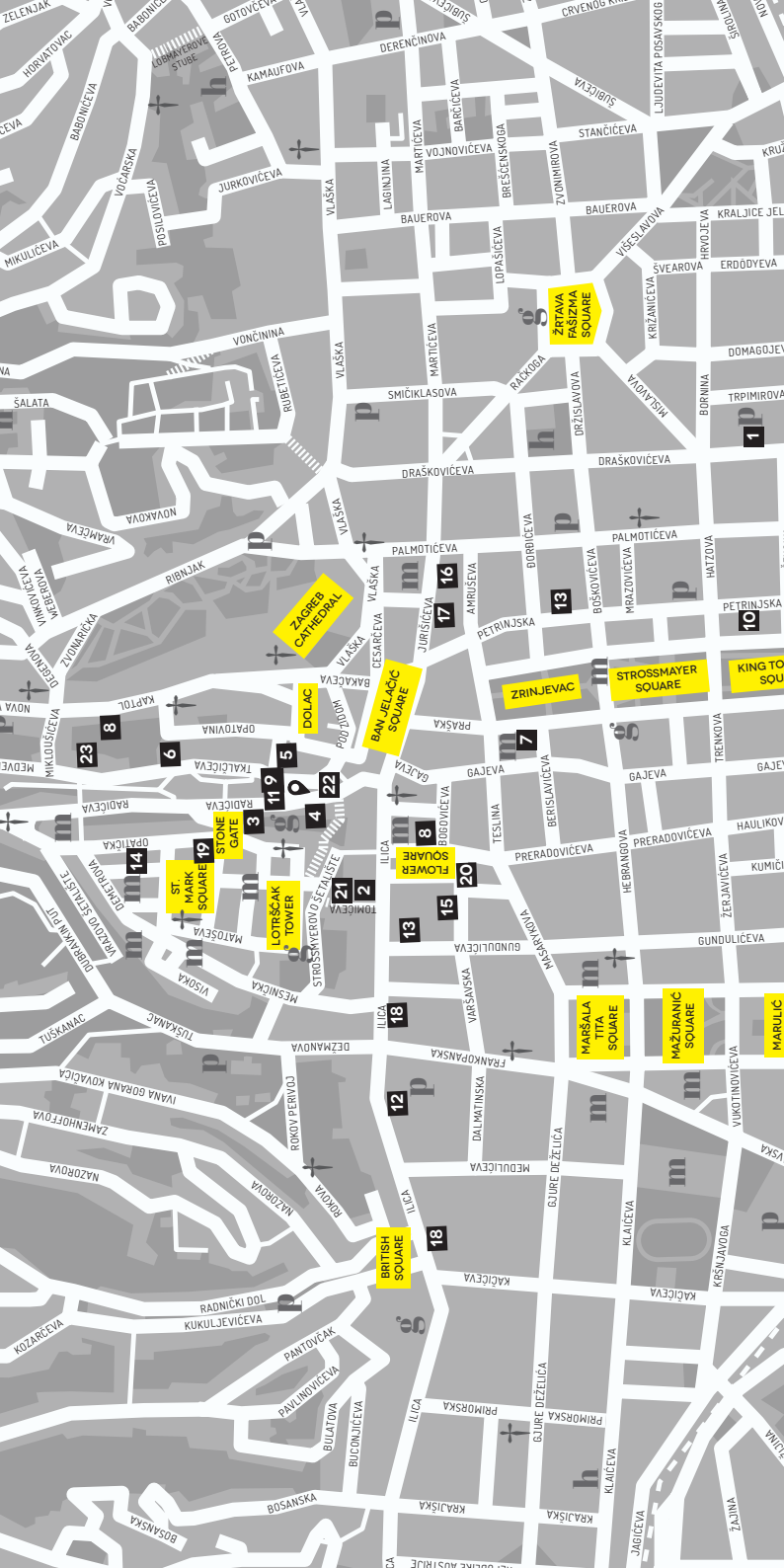
## STORES

- 1 CROATIAN CHAMBER OF ECONOMY
- 2 TAKE ME HOME
- GLOOPY
- MARINSKI HEARTMADES
- LANA'S DUCKASS
- THE GOLDSMITH'S TREASURE
- 3 GALERIJA LINK
- GLOOPY
- LANA'S DUCKASS
- THE GOLDSMITH'S TREASURE
- 4 KREDENCA
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- 15 TOMMY HILFIGER
- 16 ULIČNI ORMAR
- 17 GJONI
- 18 BASHOTA
- 19 DORA
- 20 FREYWILLE
- 21 TOP
- GLOOPY
- 22 LAPIDARIUM
- 23 SEVENTY
- PHYTO CREAM

# STORE LISTING & MAP





OŽUJSKO

Rezano

40%

dark beer Tomislav

and

60%

refreshing Žuja beer!

Perfectly  
mixed for  
everyday  
pleasure!



ŽUJA JE ZAKON!

od 1892.

RAZMISLI  
KAD PLEŠ, NE VIDI