

# Sinfo 09

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The latest from Slovenia



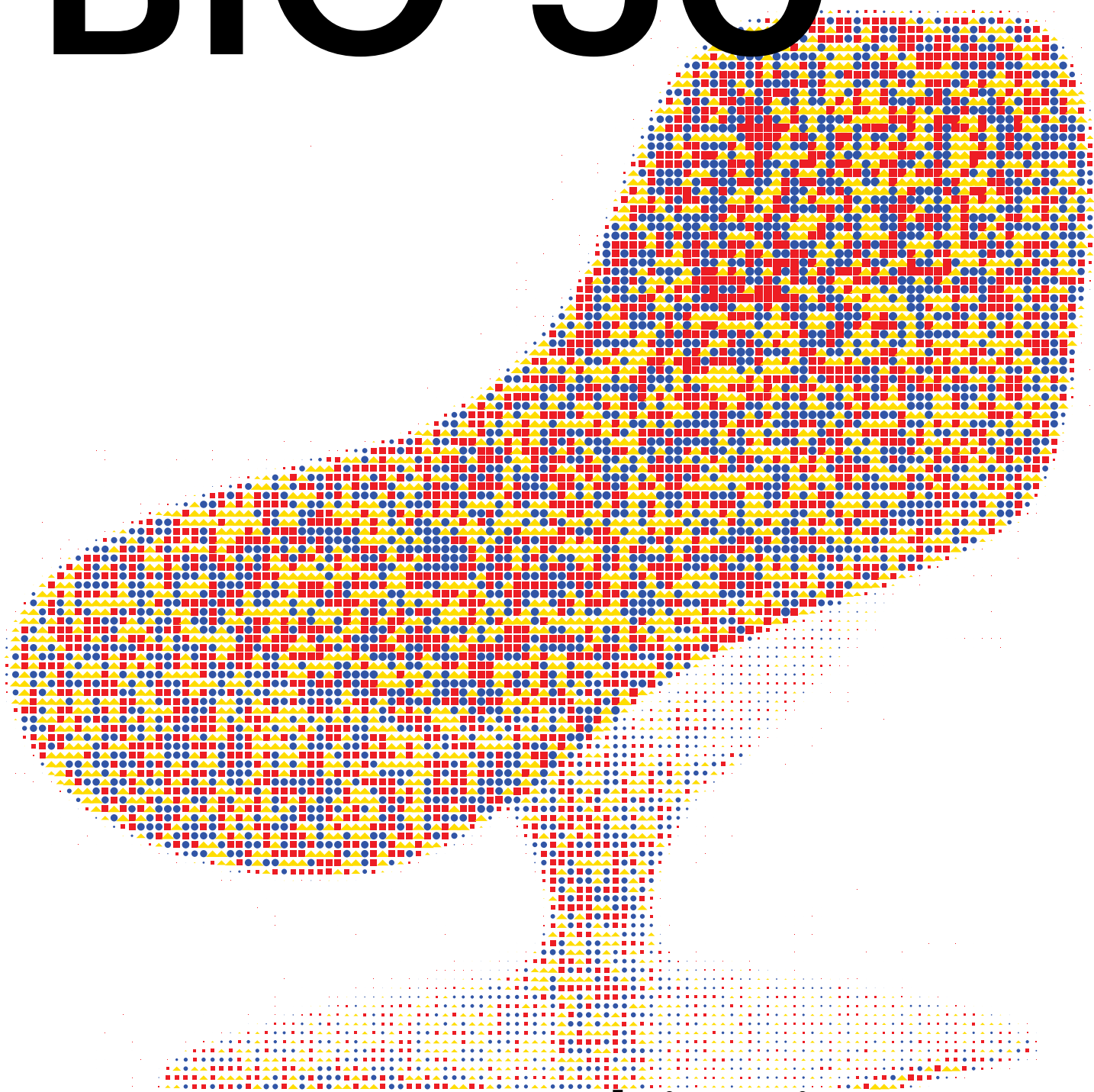
**IN FOCUS:** Experience the Roman Emona  
**HERITAGE:** Find your youth over the bridges of Ljubljana  
**SPORTS:** 2014 Basketball World Cup

I FEEL  
SLOVENIA

24th Biennial of Design  
Ljubljana, Slovenija

18. 9.—7. 12. 2014

# BIO 50



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MUZEJ ZA ARHITEKTURO  
IN OBLIKOVANJE  
MUSEUM OF  
ARCHITECTURE AND DESIGN

Oskar Kogoj, Gondola, rest chair, 1970–73  
Meblo, Nova Gorica

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- RRALUR
- ROKE

## IN FOCUS 8

Experience the Roman Emona

**Put on a Roman attire and take a tour of the mysterious streets of Emona**

Photo: M. Pavček



## HERITAGE 33

Bridges of Ljubljana

**Find your youth over the bridges of Ljubljana**

Photo: Dunja Wedlam



## SPORTS 45

2014 Basketball World Cup

**Slovenia's path to victory halted only by Americans**

Photo: Nebojša Tejić/STA

**SINFO – SLOVENIAN INFORMATION**

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In the photo: Ave, Emona! event, Ljubljana, summer 2014.

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Photo: Bruno Toič

Tanja Glogovčan, executive editor

## Ljubljana is a city with an interesting past and a promising future

This year, Ljubljana celebrates the anniversary of the foundation of the Roman province of Emona. In the beginning of the 1st century, the Romans set up their colony Julia Emona on the grounds of today's Ljubljana city centre, along the left bank of the Ljubljanica River. More about this should remain a secret for now because in this issue of the magazine a lot has been written about Emona and the celebration of this anniversary.

Ljubljana has been experiencing its development as a lively political and cultural centre of an empire, and now of a state, for at least 2,000 years. Today, Ljubljana is the capital, a modern city, and according to Lonely Planet, a destination worth seeing. It is true, numerous events take place in the city and one of the most interesting ones, besides the stories about the Romans, was again this year, the Ljubljana Festival which ended on 1 September with the exceptional Royal Concertgebouw Orchestra of Amsterdam. Visitors and residents of Ljubljana appreciate the city's comfort, security and homeliness. More and more, Ljubljana is also becoming a green city, that is why it is not surprising that due to its green vision, the Slovenian capital was awarded the title of European Green Capital 2016. Yes, in Ljubljana you can still breathe in and feel the green!

Slovenians have written numerous songs about their capital. One of the most famous ones is the song about Cobblers' Bridge, one of the most beautiful bridges in Ljubljana, and we will be presenting these in more detail in this issue because they are not just a combination of concrete and iron but also the living room of the residents of Ljubljana. The project My streets reveals everything about what went on in Ljubljana in the past. This project presents stories about where the best ice cream was once sold, why the people of Ljubljana did not want to use taxis and who in town was the biggest hotshot on a Vespa. We are all authors of the city's stories. Maybe those of us listening to them today will be telling them tomorrow. For instance, stories about how every Friday the people of Ljubljana would go for a meal at the food Market called Odrpta kuhna, how pancakes with cottage cheese and tarragon always have been and always will be the revered treat of Ljubljana, or how one day the Scouts visited Ljubljana in such great numbers that the streets were packed with them. Never heard of these stories? Then it is time for you to turn the page.



Photo: Staniko Gruden/STA

## Salvete, grati nobis Emonam venitis Hello and welcome to Emona

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The increasing number of tourists that visit Ljubljana, the capital of Slovenia, could strike upon some very unusually dressed people on the city streets this summer. Roman soldiers, centurions, and other people dressed in Roman attires are roaming the streets of Ljubljana. No, they are not filming a continuation of Ben Hur, nor is Slovenia celebrating Halloween in the middle of summer. People are dressed like Romans to celebrate an important anniversary. 2,000 years ago, in 14 AD, the Roman colony Julia Emona (Colonia Iulia Aemona) was founded on the site of the present-day city centre of Ljubljana. This is evidenced by an inscription about a donation that the city of Emona received from the emperors Augustus and Tiberius. Due to its geographical position, Emona played an important role in the Roman Empire's system of defence and flourished from the 1st to the 5th century AD. It was built on a Roman model and was governed in accordance with Roman political and religious principles. It is believed to have been inhabited by around 5,000 colonists, whose occupations were agriculture, trade, and crafts. The visitors were greeted with the following words written also at the beginning of this article: "Salvete, grati nobis Emonam venitis" (Hello and welcome to Emona). Remains of the ancient Emona can still be found in Ljubljana's streets and squares. Many of them are visible, and many more are buried under the slabs. Numerous exhibits are on display in the city museums and apart from two archaeological parks, which are very interesting and popular among tourists, visitors can also admire part of the former city wall in Mirje, an interactive presentation called iEmona and a number of other small monuments.

Ljubljana celebrates the anniversary of its ancient predecessor with various events that visitors can enjoy in the capital of Slovenia. If you want to get dressed in a Roman attire and walk around town in a company of a legionary, prepare food according to ancient recipes or try your skills in ancient crafts, you have the opportunity to do so in Ljubljana. You can read more about this in the following pages of this magazine. Tourist workers are well prepared for the anniversary and offer visitors a truly exciting program, which is reflected in the improving statistics on tourism in Ljubljana. The number of tourists has increased every year, and Ljubljana became a high-ranking spot

according to reputable foreign media and publications. The famous publishing house Lonely Planet has, for example, ranked Ljubljana second among the top European destinations, and the charm of the Slovenian capital was praised also by other renowned and influential media such as Rough Guide, Travel Weekly, Food and Travel and Travel Mob, to name but a few.

In the first five months of this year, Ljubljana was visited by more than 140 journalists from all over the world, which also contributed to an increase in the number of visitors. Ljubljana might hit a new record this year, as in the first half of the year, the number of overnight stays in Ljubljana increased by 7 percent. The Travel Convention 2014, the annual congress of the largest British tourist association (ABTA - Association of British Travel Agents), will undoubtedly contribute to the visibility and promotion of Ljubljana and Slovenia. The Congress, which takes place in a different tourist destination every year, is considered to be one of the biggest events of the British tourism industry.

It should be noted that Slovenian tourism has much more to offer besides Ljubljana - I focused my attention to it, because this year Ljubljana marks the anniversary of its ancient history. Slovenian tourism has been waking up in recent years and its share in gross domestic product has also been increasing, currently standing at 5 percent. Experts agree that it has many unexploited reserves, and describe Slovenia as a Sleeping Beauty, waiting to be awakened. The author of an extensive reportage about Slovenia, which was published in the New York Times, made a similar conclusion: "Vipava valley is a hidden pearl, and its local wines like Zelen and Pinela are becoming more and more recognized by the connoisseurs."

"But the main draw, I found, is the region's drowsy, dream-stricken ethos. Relentlessly verdant and creased with numerous rivers and springs, the Vipava Valley is a natural haven for low-intensity pleasure seeking," wrote the reporter.

And believe me, there are many more valleys similar to Vipava Valley in Slovenia. You are kindly invited to pay a visit and see for yourself.

## Emona 2000

### Did you know...



#### ... that the Greek mythological hero, Jason, was the first resident of Ljubljana?

The Ljubljana dragon, the symbol of the capital, was supposedly a monster which, the legend says, was defeated and killed by Jason. After he had stolen the Golden Fleece from King Aetes, Jason and his crew made their escape on the ship named the Argo, sailing from the Black Sea, via the Danube and the Sava River all the way to the Ljubljanica River. They had to pass the winter here, and Jason allegedly named the town Emona after his homeland Thessaly which at the time was also called Emonia. The Argonauts dismantled the ship, carried it as far as the Adriatic Sea and sailed back to Greece.

#### ... that Emona was the first Roman town in the territory of Slovenia?

It was built in the south-west of present-day Ljubljana, following a model of typical Roman towns of rectangular shape and fortified with strong stone walls. It was built at a time of the Roman Empire collapse, and power over the Empire was cunningly seized by Caesar Augustus, who conquered new territories and established numerous colonies. Emona served as a centre and strategic point for this part of the Roman Empire, in part due to a good road network and water connections via the Ljubljanica River. By Roman standards, it was a rich city, as it had all the necessary infrastructure; the streets were paved and the houses were brick built, painted with murals and equipped with public sewage and central heating systems.

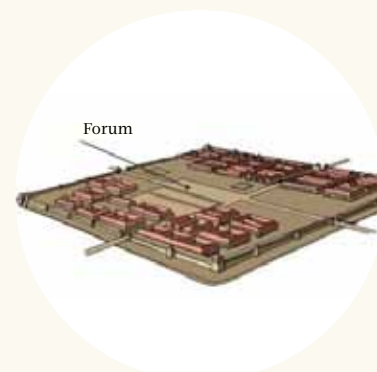


#### ... that Emona is celebrating 2000 years since its emergence, which is evidenced by two stone fragments with imperial construction inscriptions, the first one dating back to the time of Augustus' death on 19 August in 14 CE, while the second is from the time after 10 March in 15 CE?

Ljubljana is celebrating 2000 years since Emona entered the map of the 60-million-strong ancient Roman Empire. This is evidence that exactly 2000 years ago, Emona was already here and that Caesar Augustus and Tiberius gave a large donation, probably for the wall. Roman Emona was the first urban predecessor of the current Ljubljana, which is special due to the fact that its Roman heritage still remains in the centre of the town in its initial environment.

#### ... that the forum for such a small town (up to 6,000 inhabitants) exceeded the usual size?

The forum hosted public gatherings, performances and athletic competitions, which is confirmed by the grave of an athlete in the northern cemetery from 1AD. The Roman forum area, i.e. the Ferant Garden, survived almost in its entirety until the construction of the Ferant garden apartment complex in 1970, which was designed by the architect Edvard Ravnikar – a student of Plečnik's – who designed a modern neighbourhood complex, which with its convex facade in Slovenska Street indicated the archaeological site of the Emona basilica.





**... that the traces of Emona are preserved in the present-day road and street network?**

Present-day Rimska cesta (Roman Street) still fully follows the thoroughfare of the main decumanus of Emona. The roads in Ljubljana also match the Emona entry roads into the city: Slovenska and Dunajska streets match the road from the direction of Celeia, Tržaška (Trieste) Street matches the road from the direction of Italy, Levstik and Gornji squares and part of Karlovška Street match the road coming from Pannonia. This old route is still clearly visible in Pieroni's plan of Ljubljana from 1659.

**... that the sewage system in Emona was built so solidly that a part of the system could still be used in the 20th century?**

The standard of residential culture in Emona was at a high level; the dwellings had an underfloor heating system and its sewage and water supply networks were very well designed. A part of the cloaca with a stone lid is kept on the north-western corner of the Central Technical School in Aškerčeva street.



**... that the famous architect Jože Plečnik protected and arranged the environment of the most preserved southern part of the Emona wall, known as the Roman wall?**

In the Emona side city gate, he created a lapidarium displaying architectural elements that were found in the vicinity of Emona houses and set up a pyramid. In this way, he integrated the ancient history with his vision of Ljubljana as a New Athens. He used to say: "I will not destroy what our ancestors built well."

**... that the Emona city walls were less than 2 kilometres long?**

Due to its favourable position at a crossing from the Italian peninsula to the Danube region, Emona was an important link in the Roman defensive chain of towns. As a strategic stronghold, it was fortified with a strong defensive wall, part of which is still preserved today and is a popular recreational point: "Shall we go to the Roman wall?" For Ljubljana residents and students it is quite obvious that this is an invitation to practice free climbing.



**... that Ljubljana received the prestigious gubbio architectural award for renovated archaeological parks?**

This involves the Roman wall, Emona House and Early Christianity Centre as well as the iEmona information point in Congress Square. The 2000th anniversary also marks the opening of the circular Emona path, where you can dress in togas with a guide by day – or by night with torches – to discover the lives of Romans.



**... that ladies in Emona were kept abreast of the latest fashion hairstyles through coins with the image of the Emperor's face, each time displaying a different hairstyle?**

At the time of Emona, a bridge was already in place at today's location of the Triple Bridge, with a functioning customs office. Emona was a lively city at the crossroads of many routes. The inflow of coins to the province was substantial, the coins bearing the image of the Emperor, who in this way communicated with people and remained present in their consciousness. The coins often had an image of the Emperor, and since there were no magazines at the time, the ladies received fashion information in a variety of ways, including through coins; the latest fashion news was brought to Emona by newcomers and merchants offering the latest fashion goods.

**... that the article entitled "2000 years of Emona" and published in the May 2014 issue of National Geographic Slovenia received a "Best Edit Award"?**

The article was accompanied by photographs taken by Arne Hodalič, Matevž Paternoster and Tomaž Lauk, and was written by journalist Meta Krese. According to reviews made by the editorial board of local editions of National Geographic in Washington, it meets the highest standards set by National Geographic and serves as a model for the creation of articles with similar archaeological topics.



**... that many Slovenian trademarks drew from ancient history?**

Archaeological research of Emona in the 1960s and 70s had a strong impact on other areas of life. The ancient name of Emona and other antiquity-related names, such as Mercator, Merkur, Viator and Emporium have been used as a trademark in commerce, business and education – Emona karate club, the Emona folklore group, the Emonska klet restaurant and so on.

**... that the greatest Slovenian poet, Dr. France Prešeren, included Emona in his poetry?**

In his Elegy to his Countrymen, Prešeren wrote: "What voice to honour our fathers / as none there are in ancient poems, / what of the tales of today / wherein no glory of its sons? / On the seven hills dwelled / wolf and sharp-sighted hawk, / when Nauportus already lapped / for centuries at the walls of Emona." (Ljubljana is 471 years older than Rome, and wild animals grazed on Rome's seven hills when Emona was already standing).



**... that under the present-day Ljubljana there are many unrevealed stories of the past?**

## Experience the Roman Emona Put on a Roman attire and take a tour of the mysterious streets of Emona

Join us for a special guided tour in the company of a tour guide dressed as a Roman and a Roman legionary and discover the 2000-year history of Ljubljana.



Photo: M. Pavček

The visitors admire the urban design of Emona and how the ancient city looked like.

In short, this is a unique tour which pleasantly surprises the visitors. Ljubljana Tourism kindly invites you to join one of their exciting guided tours.

In celebration of the 2000th anniversary of Emona, Ljubljana Tourism offers thematic guided tours of Emona, where visitors can walk the streets of Ljubljana under expert guidance and discover its history. Visitors are welcomed by guides wearing a Roman attire, who first provide the basic information on the Roman clothing culture. Afterwards, it is time for the visitors to put on their Roman clothes and transform themselves into real citizens of Emona. In the company of a Roman legionary, they embark on a journey to discover the attractions of Roman Emona. They first visit iEmona, where they get information on the urban design of Emona and how the ancient city

looked like. They can admire the northern gate, walk past the Roman fountain and remnants of the city wall, and discover other secrets of Emona. The tour continues to the City Museum of Ljubljana, which displays the remains of a Roman road and the ancient sewage system. In order to become an actual citizen of Emona, one has to be acquainted with the living culture and everyday life in that period, which is why visitors are guided to the Emonian House archaeological park. The tour continues to Mirje with a well-preserved southern side of Emona city wall, which was partially upgraded by Jože Plečnik. You will be even more enchanted by Emona, once you see a presen-

tation of the everyday life prepared by the Ana Monroe theatre. Maybe the actors will invite you to participate in one of the ceremonies presented by them.

### **MULSUM AND DULCIA DOMESTICA**

You will also have the opportunity to visit the Roman city centre, which is located in the area of the former Emona forum, an administrative centre of the city, which was thriving at the time. It was a place where the citizens of Emona could shop, socialize and attend school. This is followed by the most enjoyable part of the tour and the Roman Emona experience - a visit to a nearby restaurant, where you





can explore the savour of *mulsum* and taste *dulcia domestica*. It is an ancient Roman house-made dessert consisting of dates stuffed with honey, which is served warm. *Mulsum* or “sweet potion” is wine, sweetened with honey that goes well with dates. A truly genuine experience is guaranteed by the fact that drinks and desserts are served in replicas of clay vessels that were found in the area of Emona. The next stop of the tour is the Early Christian Centre archaeological park, featuring a well-preserved complex of the Christian temple with a baptistery and mosaics. From here, visitors are directed back to Kongresni trg and the statue of the Citizen of Emona. Turizem Ljubljana also offers a somewhat different “Experience of the Roman Emona”. Would you like to experience

an evening tour of the streets, squares, and houses and unveil the history of Ljubljana? Join us on our torch-lit evening tour. You will receive torches at the Tourist Information Centre, which will illuminate your way and offer you an unforgettable experience. And do not be surprised if you will be greeted by an Emona citizen from some dark alley: “*Salvete, grati nobis Emonam venitis*” (Hello and welcome to Emona).

#### **TURIZEM LJUBLJANA**

Turizem Ljubljana said that interest in the tour of the Roman Emona has been increasing and that it grew significantly compared to last year when the tours were introduced. The largest share of visitors is represented by locals, as well as

school groups in the spring and autumn. During the summer months, a lot of tourist groups from abroad visit Ljubljana, eager to explore the Roman city of Emona. The visitors are excited that the guides are dressed in a Roman attire, that the guide introduces himself in a Roman way and that they get an impression of having travelled back in time. They also enjoy the presence of a Roman legionary and tasting of wines and desserts. In short, this is a unique tour which pleasantly surprises the visitors. Ljubljana Tourism kindly invites you to join one of their exciting guided tours. More on the program related to the celebration of the 2000th anniversary of Emona is available at [visitljubljana.com](http://visitljubljana.com).

The visitors will be even more enchanted by Emona, once they see a presentation of the everyday life.

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Visitors are welcomed by guides wearing a Roman attire, who first provide the basic information on the Roman clothing culture. Afterwards, it is time for the visitors to put on their Roman clothes and transform themselves into real citizens of Emona.

# Events celebrating Emona's 2000th anniversary

## Travelling into the past

At the end of August, the centre of Ljubljana went back in time. Roman legionaries, urban dwellers in Roman clothing, beautiful vestal virgins, gladiators and barbarians showed visitors life in Roman Emona and invited them to put on helmets themselves, try the delicious Emona flat cake and house wine, and to dance and play some old instruments.



Photo: Dušan Zidar/Mosphoto

Roman legionaries

The climax of the outdoor celebrations is definitely the 3-day event "Ave, Emona!", which Ljubljana Tourism hopes will begin a tradition. In the centre of Ljubljana, Kongresni Trg and Park Zvezda were transformed into a Roman camp and market and captured the Roman spirit.

### AVE, EMONA!

The City of Ljubljana, Ljubljana Tourism, the City Museum, the National Museum and Ljubljana Castle are already marking Emona's 2000th anniversary with many exhibitions and events. The climax of the outdoor celebrations is definitely the 3-day event "Ave, Emona!", which Ljubljana Tourism hopes will begin a tradition. In the centre of Ljubljana, Kongresni Trg and Park Zvezda were transformed into a Roman camp and market and captured the Roman spirit.

Slovenian and Italian associations presented the various social classes of a Roman city. The

Slovenian participants included members of the Cultural Association Vespesjan, the initiators of these celebrations, and members of the Poetovio LXIX association - the Ptuj Association of Roman History and Culture. About 100 participants also came from Italy. These included members of the Legio Prima Italica Association, which regularly takes part in historical festivals around Europe. They gave a tour of a Roman fort. In addition to tents and tool and accessory makers, they brought siege weapons with them, including a catapult. They also presented a variety of crafts and skills, from the playing musical instruments and writing to games of chance. On all three days, a Roman pro-

cession passed through the city centre.

### WARRIORS, MUSICIANS, DANCERS, CRAFTSMEN...

Younger visitors were also provided for. Boys could make their own helmets, shields and swords, and learn how to move like a true Roman legionary, while girls were more interested in making jewellery and playing old instruments. There was also a lesson dedicated to the young Romans about ancient Emona, organised by the Slovenian School Museum. The children learned how to count in Latin, to recognise basic Latin letters, to read off of blackboards and to write on wax plates with sharp-

ened sticks. They also learned about Roman mythology and the names of their gods, and of course we must also mention that they were clothed in full Roman attire to give them a fuller feeling of the past.

Visitors could also see the slave trade and gladiator games in action, or admire the graceful dance of the priestesses of the goddess Vesta. They could also stop by weapon makers, potters, sellers of herbs and herbal products, or leather salesman, while being exposed to the scent of food of course. Roman pancakes, meatballs, various spreads, desserts... The sweet and salty Emona flat cakes were a real success, although there was only enough for tasting. Visitors weren't able to buy it, but diligent housekeepers were asking about the recipe, so probably even today the aroma of Emona flat cakes fills the air somewhere. Visitors could also get refreshed with house wine in a Roman tavern, drinking to

Emona's 2000 years.

#### **EMONA PROMENADE**

The 3-day international Emona Promenade street festival, organised by the House of Children and Art association with the help of KUD France Prešeren, once again made sure that the last few days of summer would be a lot of fun. For its 14th year, the festival moved from Emonska Street to Karunova Street and the KUD France Prešeren courtyard. Despite the change of location, the festival was a success, and the president of the House of Children and Art association, Irena Rajh Kunaver, says that they are more than happy with the course and turnout of the festival. All events were free and the sunny weather attracted many visitors eager for some fun. The organisers estimate that over 2500 visitors attended the 3-day Emona Promenade.

The programme, which offered various genres, was of high

quality and catered to families, attracted a lot of attention. Children had fun, enjoying the puppet, music and dance performances, while the youth and even some adults were inspired by the top-quality artistic, theatre and musical events. This year's Emona Promenade programme featured 8 foreign and 11 Slovenian performers or groups, who organised 25 different events over 3 days.

The performances on the main stage attracted a lot of attention, especially the Juri Muri in Africa dances of the Dance Theatre Ljubljana, the Italian Gambe in Spalla Teatro's Bubble Show and the Circus Buffetto for fans of circus and artistic shows. The puppet shows for adults were also very successful, showing that puppets are not just for children. Pavliha (the Slovenian Punch), a great hero of traditional hand puppet theatre, returned to the Emona Promenade in a performance by Teatro Matito, accompanied by

Visitors could also see the slave trade and gladiator games in action, or admire the graceful dance of the priestesses of the goddess Vesta. They could also stop by weapon makers, potters, sellers of herbs and herbal products, or leather salesman, while being exposed to the scent of food of course. Roman pancakes, meatballs, various spreads, desserts...

Roman food

Photo: Nebojša Tejić/STA





Photo: Gorazd Rajh

Emona trail - Experiential journey throughout ancient Emona from Emonska Cesta to Mirje

Pinhas, a traditional Israeli puppet, handled by the puppeteer Ariel. People also enjoyed the excellent performance of the Three Little Pigs fairy tale by the Hungarian puppet group Hepp.

This year the organisers, together with the society Humanitas and the institute Global, gave special attention to intercultural dialogue and the recognition of world cultural traditions. Thus the theatre programme was complemented by numerous creative workshops of the House of Children and Art, as well as playground equipment made from recycled materials of the Catalonian group Guixot de 8, which regularly participates in the Emona Promenade and has become one of the festival's trademarks. "Younger and older people alike were playing and solving puzzles and riddles for hours," said Ms. Rajh Kunaver. This year's novelty at the Emona

Promenade were the evening musical events, including ethnic concerts with performers from India, Sweden, Austria and Estonia. We must not forget also the Rozinteaater's renowned theatre play Unclogging, which concluded this year's diverse set of Trnovo events.

"We truly hope that, despite being a little curtailed and at a new location, the festival will remain a part of the cultural offering of the capital in the future. In the end we get visitors from all over Slovenia, and tourists with children are also visiting in great numbers," said Ms. Rajh Kunaver, sharing with us her wish regarding the European Promenade.

**EMONA TRAIL**

The House of Children and Art association, in collaboration with the City Museum of Lju-

bljana, also organised an experiential journey throughout ancient Emona from Emonska Cesta to Mirje for groups of children. At the end of the walk, they could see a theatre performance of Menaechmi, of the Roman playwright Plautus, at the Emonan House.

"While listening to the music of the muse Euterpe and the directions of Clio, the muse of history, we become Roman investigators and try to solve the mysteries of ancient Roman legends. We discover old traces and notes on parchment scrolls, research the writings on mosaic tiles and meet with Emona residents under the Roman wall in order to try to find answers and the right path," says the association invitation to curious youngsters to take them on a journey 2000 years into the past.

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We truly hope that, despite being a little curtailed and at a new location, the festival will remain a part of the cultural offering of the capital in the future.

# Ljubljana is a popular tourist destination

This year, many tourists visited Ljubljana, especially during the summer months. Many foreign tourists are impressed by the charming Slovenian capital. The leading tourist guide Lonely Planet, almost certainly had something to do with this, having ranked Ljubljana second on the list of 'Best in Europe' 2014 in its American web edition.

Photo: Dušan Zidar/Mostphotos



On the Lonely Planet list, which included ten European destinations considered by the editorial team as being the most worth visiting, Ljubljana ranked as 'one of Europe's greenest and most liveable cities'. The city is characterised by 'a vibrant cultural, café, and nightlife scene, that gives it the feel of a perpetual street party.'

The writers at Lonely Planet probably had in mind the lively embankments of the Ljubljanica River, which are a popular meeting place for all generations. As a resident of Ljubljana, one of 280 thousand inhabitants of this white city, I am constantly impressed anew by the character of my city and the quality of life it offers me. Numerous cultural events satisfy a wide range of tastes, the options for sporting activities are limitless, at the same time my home is an excellent base for trips to the

Alps and for mountaineering, for cycling along the Dolenjska hills or for making a trip to the Adriatic coast, which is only an hour's drive away, for a day of swimming. An excellent public transport system, including "Bicikelj" city bike hire, enables easy accessibility to all parts of the city. And yes, I am impressed with my city every time I walk along the embankments of the Ljubljanica River, through the green of Tivoli Park or along the paths of the former Roman Emona.

The latter was also featured by Lonely Planet. This year Ljubljana is celebrating the 2,000th Anniversary of the Roman city of Emona, with a range of 'quirky Roman-themed events and exhibitions which will take place throughout the year and the showpiece event "Ave, Emona", which transported Ljubljana's Kongresni trg (Congress

Square) back in time." At Lonely Planet in justifying their choice of Ljubljana, they added that because of the city's strategic location and its offering of inexpensive bus travel it is also an ideal base for uncovering other parts of Slovenia, which is 'as picture perfect as Switzerland but much easier on the wallet'.

The Ljubljana Tourism tourist organisation is of course very pleased with the selection. The high ranking achieved by Ljubljana clearly indicates the city's tourism potential on the American market, which based on the enthusiastic reactions of American guests, has been recognised by Ljubljana Tourism for the last few years. Ljubljana Tourism is convinced that this also creates an excellent opportunity for the promotion of Slovenia's capital city and for its breakthrough and increased interest in this market.

Art Market

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The city is characterised by 'a vibrant cultural, café, and nightlife scene, that gives it the feel of a perpetual street party.'



Lonely Planet's 'Best of Europe' ranking, aimed mainly at the American market, was prepared for the second consecutive year. On the list the editorial team ranks destinations which have seen growing interest in the USA, as well as those which have always been popular with Americans and have in the past year been distinguished by some important new feature or interesting event. This year first place in the rankings went to Greece, followed by Ljubljana, in third place was Southwest England, UK, in fourth place Italy, and in fifth place Denmark with emphasis on its Viking tradition.

# Ljubljana to hold the title of European Green Capital for 2016

## **Our mission is to strengthen the green idea and values in Central and South-Eastern Europe**

In the future, Ljubljana will become even greener. Such is the vision of the Ljubljana municipal authorities. The urban planning of Ljubljana is a project already in progress and one which has received a warm response from the European Commission. At a ceremony in Copenhagen at the end of June, the capital of Slovenia was awarded the coveted title of European Green Capital for 2016. The city of Ljubljana thus still has two years to go even greener. And this is something that all Slovenians are looking forward to.

Photo: J. Skok



Space is one of the key factors for the building of both individual and national identities. Since Slovenia gained independence, its capital has been becoming increasingly greener and more cosmopolitan. However, it is an interesting fact that the residents of Ljubljana, and apparently also foreign residents, in particular appreciate the city's safety, comfort and homeliness rather than focusing attention on its cosmopolitan nature as is the case, for example, in Paris, London, Berlin or New York.

### **VISION 2025**

The jury was particularly impressed with Ljubljana's implementation of the city's sustainability strategy, "Vision 2025", which follows an integrated approach to environmental management. According to the jury, Ljubljana has made significant progress in the area of green procurement policies and dramatically changed its transportation to eco-friendly alternatives. Last year, the city modified its traffic flow to limit motorised traffic

and give priority to pedestrians, cyclists and public transport. The number of cyclists using the "BicikeLJ" bike-sharing system is also increasing. Ljubljana has also shown progress in the field of waste and wastewater treatment and committed to the goal of "Zero Waste" status. In addition, the jury drew attention to Ljubljana's efforts in sharing its experience and solutions in the area of disaster relief, which was recently demonstrated by the aid provided to the Balkan region during the recent floods.

Ljubljana was among the five finalists for the title, the others being Essen (Germany), Nijmegen (The Netherlands), Oslo (Norway) and Umea (Sweden). The award was presented at a ceremony in Copenhagen by the EU's Environment Commissioner, Janez Potočnik, who is himself a resident of Ljubljana.



Photo: Dunja Medam

Tivoli Park is the largest part in the capital and is also widely considered the most beautiful. The park stretches over five square kilometres right into the city centre and below the slopes of the hills of Rožnik and Šiška. It was designed in 1813 by the French engineer Jean Blanchard and later re-worked by the architect Jože Plečnik.

According to the jury, Ljubljana has made significant progress in the area of green procurement policies and dramatically changed its transportation to eco-friendly alternatives.

**AS RESIDENTS OF THE CAPITAL, WE ENJOY THE PARKS AND GREENERY**

Slovenians cannot live without nature, not even in the city centre. Parks and other green areas offer the residents of Ljubljana space to enjoy walks, recreation, games and, most important, relaxation away from the hustle and bustle of the city. The most beautiful green oases in Ljubljana are Tivoli Park, Zvezda Park, the University Botanical Gardens, the former Špica swimming area along the River Ljubljanica, the Navje Memorial Park, and the Koseze Pond with its surrounding parkland. In short, nature is present at every step, which much enhances wellbeing in the city. There are also forests in view no matter which direction you turn, and this is something the residents of Ljubljana are proud of. On the other hand, I have not heard anyone from Ljubljana proudly say, “I grew up in a city surrounded by asphalt.” No, it seems we’re just not that keen on asphalt in Ljubljana. The

most recent example of good practice, in June this year, was the opening of a park by the southern section of the Ljubljana ring road which connects the city with a previously neglected area of the Ljubljansko Barje Landscape Park. Here the municipality removed 300 tonnes of construction and 15 tonnes of asbestos waste and planted some 90 trees.

Tending allotments is also quite a big thing in Ljubljana, providing afternoon relaxation for many a Ljubljana resident. These enthusiasts have been called vrtičkarji (allotment gardeners). Not long ago, allotments were just small plots with a variety of individual solutions. Today, on the other hand, many allotment areas are neatly laid out and feature small terraced huts. These somewhat resemble Russian dachas, serving as miniature weekend houses for many Ljubljana residents. Tending allotments has indeed become something of a symbol of Ljubljana, and there is even a TV Slovenia sitcom centred on this aspect of city life.

**SEEING THE FUTURE THROUGH GREEN-TINTED SPECTACLES**

In the coming years, the municipal authority of Ljubljana will continue to pursue the implementation of adopted strategies and operational plans for all green areas. Among other things, the Regional Waste Management Centre will soon be upgraded and the construction of the third phase of the Ljubljana central treatment plant and the connecting channel has reached the final stage. The municipality also plans to modernise the fleet of the Ljubljana public transport company, LPP, expand the area for tending allotments and extend the BicikeLJ self-service bicycle hire scheme. Furthermore, next year the municipality will devote much attention to the energy retrofit of the city, to expanding the network of the wastewater treatment system, to reducing water loss in the pipeline network, and to protecting water resources and maintaining a high quality of drinking water without prior treatment, which is an important competitive advantage of Ljubljana.





Winning the title of European Green Capital firmly puts Ljubljana on the European green map. As the municipality points out, “The wave of interest from abroad is growing stronger week by week, which proves that we are more visible and that we are successfully strengthening the city brand and boosting its value abroad. In 2016, the voice of Ljubljana will spread considerably further than it would have otherwise, and we would like to make the most of it for the ben-

efit of both the inhabitants and the city itself.”

**THE CAPITAL OF SLOVENIA IS THE FIRST GREEN CAPITAL IN THE REGION**

In 2016, Ljubljana will be the centre of green Europe. In co-operation with the European Commission, Ljubljana will host three events: the opening ceremony, the event announcing the winning European Green Capital for 2018 and the clos-

ing ceremony presenting the green title award to the successor of Ljubljana. In this regard, the Ljubljana city authorities commented, “By becoming the first Green Capital in Central and South-Eastern Europe, we are also expected to successfully spread and enhance the idea and values of the Green Capital in this part of the world and encourage other cities aspiring to be sustainable and green to participate.”

The Bicike(LJ) self-service bike - hire system in Ljubljana is particularly popular.

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Winning the title of European Green Capital firmly puts Ljubljana on the European green map.

With many improvements made in recent years, Ljubljana is becoming a cycling-friendly city, and it is therefore not surprising that the number of trips made by bike is showing a strong increase. Since the introduction of the Bicike(LJ) scheme in 2011, more than two million journeys made by citybike have been registered. In the first year alone, the municipality recorded more than 611,000 bike rentals. This means that Ljubljana’s residents have circled the Equator some 57 times and reduced CO2 emissions by some 500 tonnes. By changing the traffic regime in the city centre and further extension of the city’s restricted traffic zone, the pedestrian area increased by more than 600 percent. The international circles have commended the introduction of free-of-charge electric-powered vehicles, referred to as Kavalirs (Gentle Helpers), as one Ljubljana’s examples of good practice.

Prof Dr Jernej Turk

## Agri-Food and rural innovations for healthier societies

In August the Congress of the European Association of Agricultural Economists (EAAE) was held in Ljubljana. During the Congress, Agricultural Economists focused on themes and topics such as competitiveness of agri-food, the economics of biodiversity, the impacts of climate change, risk management, food security and health, the market and pricing, sustainable development, farm management and agricultural policy. More than two hundred and fifty scientific contributions on the issues in this field were also presented.

The fact that this, the 14th Congress, was hosted in Slovenia, is a great honour and excellent promotion of the Slovenian agricultural economic profession and Slovenian science in general. The Congress was attended by over 700 participants from 48 countries. We talked to Prof Dr Jernej Turk, Head of the Department of Agricultural Economics and Rural Development at the Faculty of Agriculture and Life Sciences, University of Maribor. Dr Turk is also the President of the Association of Agricultural Economists in Slovenia (DAES), which was also the main organiser of the Congress in Ljubljana.



Photo: Nebojša Tejić/STA

**Congress participants spoke, among other things, about sustainable development and the impact of international trade on food security. What were the main highlights?**

Among topics discussed, I would like to highlight as of particular importance, increasing competitiveness in agriculture and the agri-food chain, policies for food security, rural development, the application of a wide range of econometric and non-parametric models for the requirements of agricultural policy, the challenges of the Common Agricultural Policy (CAP) on the current economic crisis, a study of the impacts of climate change on agricultural production, biodiversity, etc.

**What is the impact of an open trading system on agriculture in Slovenia?**

Commitment toward greater agricultural competitiveness is supported by the new CAP concept, where the content of its second pillar is especially of strategic importance for Slovenia. The Rural Development Policy program focuses on greater competitiveness in the market, which can be achieved primarily by encouraging investment in new technologies, by the transfer of research and innovation to agriculture in practice and an increase in knowledge, as one of its most important measures. The second question of course is what 'open trade' would mean for Slovenian agricultural production at any given time. The natural conditions and consequently the poorer agrarian structure lead indirectly to lower productivity, poorer economic efficiency and a lower competitive ability of family farms in Slovenia, which is not a particularly encouraging starting point for entrance to the open market.

**How is this inter-relationship different abroad, if in fact it is?**

There is no straightforward answer. Even within the EU there are considerable differences be-

tween Member States, where for example we are, on average, dealing with the high competitive ability of agriculture in, let's say, The Netherlands, and on the other hand we have, for example, the Mediterranean countries, where we can also include Slovenia, with an unacceptably low level of agricultural competitiveness.

**Surely in Slovenia we also have an example of good practice which confirms that it is possible to make agri-food more competitive?**

One such positive example here in recent times is undoubtedly dairy products producer Mlekarna Planika, which with its adept business operations, especially in the initial stages, found success with its quality and wide variety of dairy products at the local level, and later with its creative marketing approach substantially increased its market share in the Slovenian dairy products market, even though the prices for their products are on average higher when compared with the competition's.

**What was discussed at the Congress in relation to the economics of biodiversity?**

Within the framework of the conference, a special session was devoted to the economics of biodiversity, where the speakers highlighted the ever growing awareness of the European consumer with regard to the conservation of biodiversity. Certainly an interesting fact to note is, that dominating among the speakers were colleagues from the Scandinavian countries, where the awareness of the problem of biodiversity and its consequent impact, also on the quality of life and health of people, is obviously very high.

**The Congress also considered adverse weather conditions. In Slovenia rime destroyed a massive amount of the forest, elsewhere this year there has been extensive flooding. What can be done to**

**avoid such extremes?**

There is no simple answer, and it wasn't uncovered at the Congress either, there is however an objective - it is necessary to ensure greater environmental responsibility.

**Many topics were covered at the Congress. Would you single out any one?**

During the course of the Congress more than 550 papers on a variety of levels were presented. The common denominator in a large percentage of the scientific contributions was the use of more or less sophisticated methodology for the evaluation of one kind or another phenomenon or law of nature.

**The basic unit in agriculture is of course the family farm?**

We could say, that the common thread during discussions on this topic was the need for the continued strengthening of the status and position of the family farm within a European framework, in which, those of the profession believe there should be even closer attention, than there has been up until now, given to increasing the competitiveness of the European farmer, which is one of the basic conditions for ensuring food security on the whole European continent. In doing so it is necessary to make the best use possible of the available resources.

**Which of the scientific projects presented at the Congress did you find most interesting?**

For Slovenians the most relevant was undoubtedly the presentation of the project, which covered the development of agriculture and agrarian policy in the Western Balkan countries. One of the most interesting findings was definitely, that the concept of management of agricultural policy in the countries studied (Bosnia and Herzegovina, Macedonia and Serbia) in principle, deviate considerably from the current European Union Common Agricultural Policy, where, ultimately, these three countries also hope to be included in the near future.

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The Rural Development Policy program focuses on greater competitiveness in the market, which can be achieved primarily by encouraging investment in new technologies, by the transfer of research and innovation to agriculture in practice and an increase in knowledge, as one of its most important measures.

Brane Krajnik, The Slovenia Times

## Let's create a competitive investment environment!

The expectations of foreign and domestic investors are very high this year, especially because we have a new government. This is why our programme will tackle current issues which will be presented by the major players, who are shaping the Slovenian business environment, during the international business conference “Foreign Direct Investment Summit Slovenia” ([www.fdi.si](http://www.fdi.si)) which will take place on 22 October.

Brane Krajnik is the director and owner of The Slovenia Times, a business magazine in English which offers the international public an insight into the background of the key events in Slovenia and presents the stories of business success in a positive light. Its content helps to form the international public opinion of our country. Its distribution network ensures that every issue of the magazine reaches the opinion leaders, diplomats and international business public. It focuses on communicating business opportunities.



**The upcoming conference is certainly one of them.**

Of course. Every year, this conference, which has been organised since 2008 with the help of our partners (Faculty of Economics, Ljubljana), effectively connects the potential investors, state sector entities, the ministries, national companies, professional and educational institutions, private companies with domestic or foreign ownership, international corporations and financial institutions. With widespread communications support and emphasis on the examples of good practice we highly contributed to the fact that the Slovenian public no longer considers foreign investments and the arrival of strategic partners as an ideological, but as an important economic and development issue.

The key focus is that the politicians hear the opinion of the public which is a potential investor. We want to turn this event into a platform where these issues could be solved transparently. This is the only way to create a competitive investment environment.

**Does this mean that our environment is not competitive enough when it comes to investments?**

No, it is not and, unfortunately, this undercuts the prices. In Slovenia, there is no list of investment projects which we want to communicate internationally. We strive to make this happen and achieve complete transparency which will help the investors to learn about the conditions for their investments. Unfortunately, the country does not have a strategy in this field. We need to be aware of the

conditions for investments and then we can form the strategy by ourselves. The country needs to clear up its position on investments of strategic importance, such as the Port of Koper. The Chinese are highly interested in investing in the Port of Koper.

**Over the last years, the conference grew into the biggest and the main international professional event in Slovenia which treats the issue of investments, their movement under the changing economic conditions and their impact on forming Slovenia's new development strategy.**

The strategic investment conference analyses the issue of investment environment in Slovenia in a transparent manner and gives the domestic and foreign investors an opportunity to share their experience and expectations with the representatives of current Slovenian authorities. Regardless of their composition, the representatives of former governments have always responded to the dialogue with investors. It has been proved that Slovenians are declaratively in favour of foreign investors as well as very critical and full of ideas for improvements of the investment environment. Yet the implementation of such measures is extremely ineffective. Of course, we need to ask ourselves who is responsible for this in Slovenia. The economists can be critical towards the business environment, but the "homework" of implementing measures for better investment environment must be done by government services and public administration.

**What do the investors reproach the most?**

Regardless of the origin of the capital (foreign, domestic), the investment process faces extreme tax burden on income, the legislation impeding the workforce flexibility, and bureaucratic burdens in acquiring various permissions. The entire system is unstimulating for new investments.

**And what do they praise?**

The experience of foreign investors shows that our country has an excellent geostrategic position, high-quality workforce, quality local providers, but an inefficient public administration and bureaucracy where systemic corruption is present during procurement procedures.

**You drew attention to the fact that Slovenia's weak point is its promotion abroad.**

I said it was scattered. We change our image too often, for example, the outfits of our teams in competitions, the images and logos. Why did we have to change the suits of our athletes for the Olympic Games in Sochi if everyone said it was great? I ascribe the weakness of international promotion of business opportunities in Slovenia to the process of privatisation. Since our independence, we have been involved in privatisation stories where the common denominator was the national interest which we could not define and, consequently, we could not carry them out strategically. This is why from all the topics we write about, a speaker on transparent selling of state property is the most difficult to find. In the last couple of

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The Slovenia Times, which is published four times a year, has been a part of the Slovenian media sphere for more than a decade. The specificity of the language of communication makes it a primary source of information for foreigners. Their articles are published in paper and on a digital platform. They communicate the internationalisation of the Slovenian economy while hoping to become the common denominator of all international appearances of the country and its economy on foreign markets. The magazine has a modern design and an updated online media platform [www.sloveniatimes.com](http://www.sloveniatimes.com).

Every day, their web page offers up-to-date general and business information on the events in Slovenia and its wider region. There are more than 100,000 visitors of the page per month (the majority being the foreign business public from Slovenia, USA, Scandinavia, China, EU and the Balkan region).



At the FDI Summit Slovenia 2013.

The Slovenian media is generally against foreign investors, as it sees more negative aspects as necessary. Lek is a very good example. At first, the media presented its story as negative which proved to be wrong. The global public knows that it was a story of success. We need to understand that the Slovenian business environment is investment-friendly and bring it into effect as such.

years the international reputation of Slovenia is worse than ever, and we will have to strive hard to improve it.

**On the other hand, we have a very vital part of economy which is one of the world's leading for its level of exports.**

True, there are also examples of Slovenian companies "with foreign ownership" (for example, BSH Nazarje) which are among the best within their global networks. Slovenians have exceptional individuals in the field of economy, culture and sports, such as Olympic medallists. We are proud of the numerous medals and individual successes. I am convinced that in the following years we can build a successful story as a society and business environment, as only those with a story can leave marks, while those who do not have one, are forgotten.

**What are the main issues covered at this year's conference?**

The summit is advertised as a strategic platform for investments to open questions of strategic importance for the investment environment. We have to make clear what is the aim of our process of state property privatisation, the functioning and the strategy of the Slovenian State Holding as well as its plan, and what we did with the

bad bank. The strategic questions will arise. The guests will familiarise with points of view and opinions. We will give them an opportunity to tell us what they expect from us. The representatives of the government should face this, and then we will seek solutions together. We expect a strategy from the government in order to adopt a more systematic approach towards investment projects as a country.

**How many agreements from last year have been realised?**

The former prime minister gave some suggestions which have been realised.

**It has been proved that Slovenians are declaratively in favour of foreign investors as well as very critical and full of ideas for improvements of the investment environment. Yet the implementation of such measures is extremely ineffective. Of course, we need to ask ourselves who in Slovenia is responsible for this.**

This is certainly a challenge which needs to be transformed. The story must be set differently, whereas a part of the negative opinion is also given by the media. The Slovenian media is generally against foreign investors, as it sees more negative aspects as necessary. Lek is a very good example. At first, the me-

dia presented its story as negative which proved to be wrong. The global public knows that it was a story of success. We need to understand that the Slovenian business environment is investment-friendly and bring it into effect as such. The government's task is to ensure the conditions for all investors in order to find an adequate work environment. An important task is to clearly set the projects, which will be transparent and open to investments, and realise them. We need to ensure suitable conditions for investments and realise them! Why don't we offer a number of bankrupt companies and present them as an opportunity for foreign investment? If the Kanin ski resort is declared bankrupt, let's give an opportunity to someone who is willing to turn it into a successful project. We need simple communication. We all need to tell the same story. We need to know which story will become international. But the key players do not know how to unite and tell the same story. I am not differentiating between foreign and domestic investors; I am merely talking about one investment environment which needs clear orientation. We will be successful when our projects are clearly defined. I sincerely hope this will happen soon.

## New ideas for Forest Management

# Students from the University of St. Gallen Come Top

In the July/August issue of this magazine, we wrote about Slovenia's forest bounty and we mentioned forest management as a safe choice for the Slovenian government to secure conservative but stable returns and finance its budget for long-term infrastructure projects.

Photo: BSF archive



At the end of August, the Young Bled Strategic Forum included the business case competition, and the competitors were tasked with finding the most suitable business model for Slovenia's forest management and present a five-year business plan. A state-owned company capable of stabilising the timber market, increasing return on assets and supporting the industry, as well as education and industry was proposed by agriculture minister Dejan Židan earlier in the year, following a devastating ice storm that damaged 40% of Slovenia's woodlands.

The winners of the competition

were students from the University of St. Gallen.

### **TEAM HSG, UNIVERSITY OF ST. GALLEN**

Slovenia Forest Limited would provide a holistic approach to forest management by setting up a reverse concessions model in which the company would sign concessions with small forest owners and hire private companies to manage the estates. Thus the company would increase utilisation of land owned by small landowners while boosting the return per hectare. In turn, the profits could be invested in Slovinicon

Valley, a science and technology park. The initial cost of the project would be EUR 3,000,000 to purchase a warehouse, redesign the structure and purchase equipment.

The other six teams also proposed very interesting solutions as to how to address the issue:

### **TEAM GELBO, COPENHAGEN BUSINESS SCHOOL**

Slovenian Forests Limited would increase efficiency and productivity and tap into the demand for biomass. It would be a state-owned stock company, managing state-owned forests, and it

Team HSG from the University of St. Gallen receiving the award from the chairman of the Judging Panel Dr Peter Kraljič

The winners of the competition were students from the University of St. Gallen.

At the end of August, the Young Bled Strategic Forum included the business case competition, and the competitors were tasked with finding the most suitable business model for Slovenia's forest management and present a five-year business plan.

More details about the competition can be found at [www.bledstrategicforum.org](http://www.bledstrategicforum.org).

would introduce a new system to scrap the existing concessions scheme in order to boost transparency. The company would outsource operations to contractors and retain the right to all profits from the timber sold. The team moreover recommends hiring Austrian consultants and initiating cooperatives of small forest owners to address the issue of fragmentation. The proposed model would require only a EUR 500,000 initial investment and would provide 5-times than returns and increase revenue streams for the fund by EUR 26.8 million.

**IEDC, IEDC BLEED SCHOOL OF MANAGEMENT**

The team analysed three different models, pointing out that option one – prolonging existing concession contracts – would not be a step forward and that option two – Slovenian Forests Limited – was not a good idea due to lack of experience and corruption risks, ultimately advising the state to go with option three – awarding of concessions under new conditions. Awarding concessions to new concessionaires would bring new experience, increase efficiency and reduce corruption risk. The team would also reduce the number of concessionaires from the current 13 to 1-3. The model would have to be supported by debt financing of EUR 60 million.

**TEAM TSUNAMI, THE UNIVERSITY OF TOKYO**

Slovenia Forestry Limited would introduce modern forestry, improve management quality and concentrate small forests. The company would boost profitability of public forests, setting an example for small landowners. The company would also aim to acquire small forests or manage them and develop a high value-added brand attractive to consumers abroad, especially in Asia. This would include an up-scale and sustainability-oriented brand dubbed "Lifestyle with Forests".

**KYLIN, CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL**

Slovenian Forestry Limited would acquire the assets of the existing concessionaires so as to reap the benefits of forest harvest and eliminate corruption risks and to allow optimal timing for timber sales. Moreover, the company would introduce a collective ownership plan for the small forest owners so as to improve forestry capacity and utilisation and achieve synergy through consolidation of operations, sales and branding. The firm would also boost vertical integration via a forestry fund tasked with buying stock in industry-related businesses. The proposed solution would require EUR 70 million in initial investments with a five-year plan to IPO the SFL at Euronext when government would earn return on its investment.

**EXCELLENCE WARRIORS, INDIAN SCHOOL OF BUSINESS**

The group proposes a public sector entity outsourcing operation. There would be a tender system in place to find the best service providers and the business model would not demand any large investments in machinery or human resources. The entity could also buy small forests in order to consolidate operations and improve utilisation in both public and private forests. The entity would in turn improve export volume, increase capital by leveraging pension funds and create a stable consumer base. The highest NPV would in a 5-year plan be earned by outsourcing publicly owned entity with the value of over EUR 161 million.

**ULTEAM, AMCHAM SLOVENIA**

The team proposed a holistic approach to forestry and the establishment of a Slovenian Wood Valley brand. Slovenia must make wood its number one resource and the brand would create 10,000 new jobs by 2020. The wood chain, using a holistic cooperation approach, would raise added value per employee by 50% by 2020 and the management would become fully digitalised by 2018. Slovenian Forest Limited would be established with the merger of the Slovenian Forest Service, the Farmland and Forest Fund and the thirteen existing concessionaires.



Photo: UKOM archive



## The Puhar Code

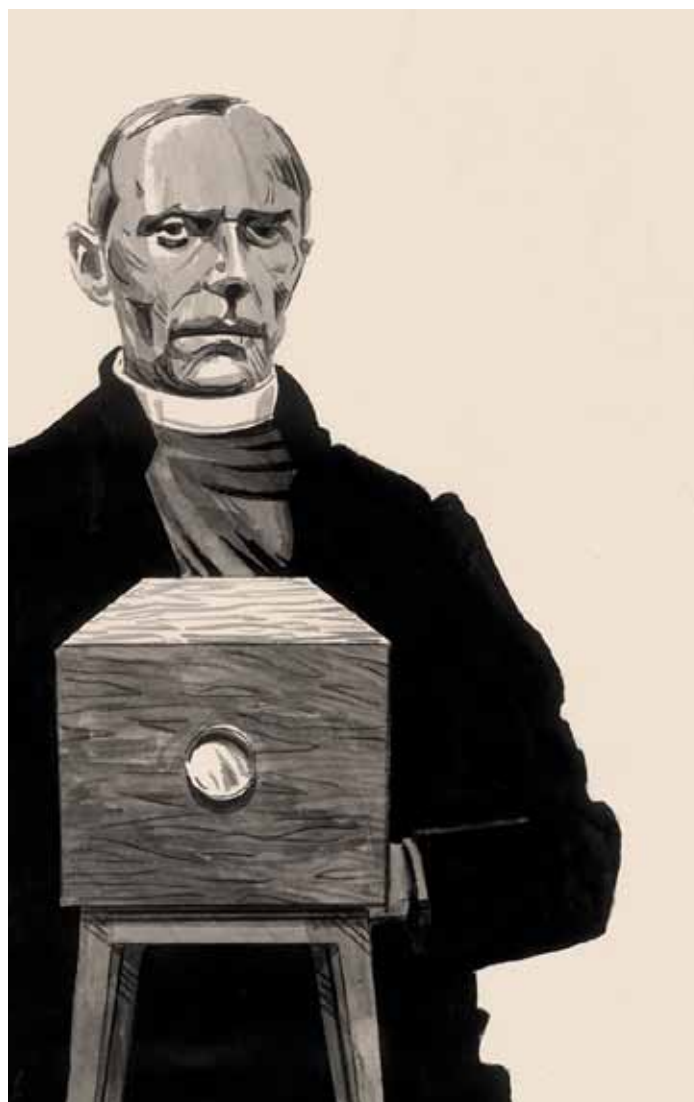
# The Enigmatic Invention of the First Slovenian Photographer

In 1839, only three years after Daguerre's invention of photography, Janez Puhar, the ingenious Carniolian countryman, invented a unique process and with the invention of glass plate photography in 1842 put Kranj and Slovenia on the world map of the photography development. Therefore in 2014, when on 26 August it passed 200 years from Puhar's birth, it is time to pay tribute to his greatness.

Janez Puhar was the first experimenter, who fixed his photos on a glass plate even before the French pioneers of the medium. The exhibition devoted to the 200th anniversary of his birth, presents the inventor and shows his mysterious, yet to be fully explained invention – “light writing” – and his modest, but preciously preserved oeuvre – his own important contribution to the world history of photography.

As it is written in the catalogue, Janez Avguštin Puhar (1814-1864) was a pioneer of “light writing” as he called it or “svetlopis” in Slovenian – a photo on glass. Photography as a new artistic technique was created in the 1920s and 1930s. Mainly French and English experimenters fascinated the world with their inventions. They used similar procedures, which differed considerably in certain steps, and already in the pioneer period various photographic techniques were introduced, which were named after the inventors (daguerreotype, niepsotype, talbotype). The news about Puhar's achievement came to Carniola with a ten-year delay, and Karel Dežman, a naturalist from Ljubljana, introduced the term puharotype already in 1852.

Puhar built his experiments upon the daguerreotype process, the invention which was presented in 1839 in Paris, and his report was published in Carniola newspapers two years later. However, since his modest rural income prevented Puhar from experimenting with expensive materials, he used glass instead of metal as his medium for “light writing”. He achieved brilliant results and even improved some of the limitations shown by the Daguerre technique. On the eve of the 200th anniversary of his



Selfportrait of Janez Avguštin Puhar

birth, a tombstone was unveiled in Kranj, and a solemn academy was organized, followed by a demonstration of old photographic techniques. An exhibition tour entitled “from Kranj to Dovje”, which is travelling throughout Slovenia, presenting an overview of the inventor's life, talents and achievements as well as his heritage, will visit 12 places where Puhar served as a chaplain.

### CHARM OF THE HANDMADE PHOTO

Borut Peterlin, a renowned Slovenian photographer, uses the procedures that were applied between 1850 and 1890 – times when a photographer had to prepare materials for the photo by himself using basic ingredients. It was a pioneering time of photography, prior to industrial



Borut Peterlin, a renowned Slovenian photographer.

mass production and standardization. In his view photographs from the 19th century in many ways surpass today's photographs.

Borut Peterlin is also one of the world's greatest masters of old photographic techniques. These photographs are completely different from those we are accustomed to today, with endless details, depth and charm that cannot be achieved by any digital camera.

What drove him to using new techniques? In London, he saw an exhibition of the famous Sally Mann: "This was the first time I saw the pioneering photographic techniques from 1851 used in contemporary art. I was amazed by the uniqueness of photographs where all the technical errors were no longer considered as errors but as ornaments! Already at the exhibition I decided that I want to learn this technique. It took me one and a half year to find the master Mišo Keskenović in Serbia. Very often I host fellow photography enthusiasts from all over Europe, and I also organize workshops

abroad, recently in Berlin."

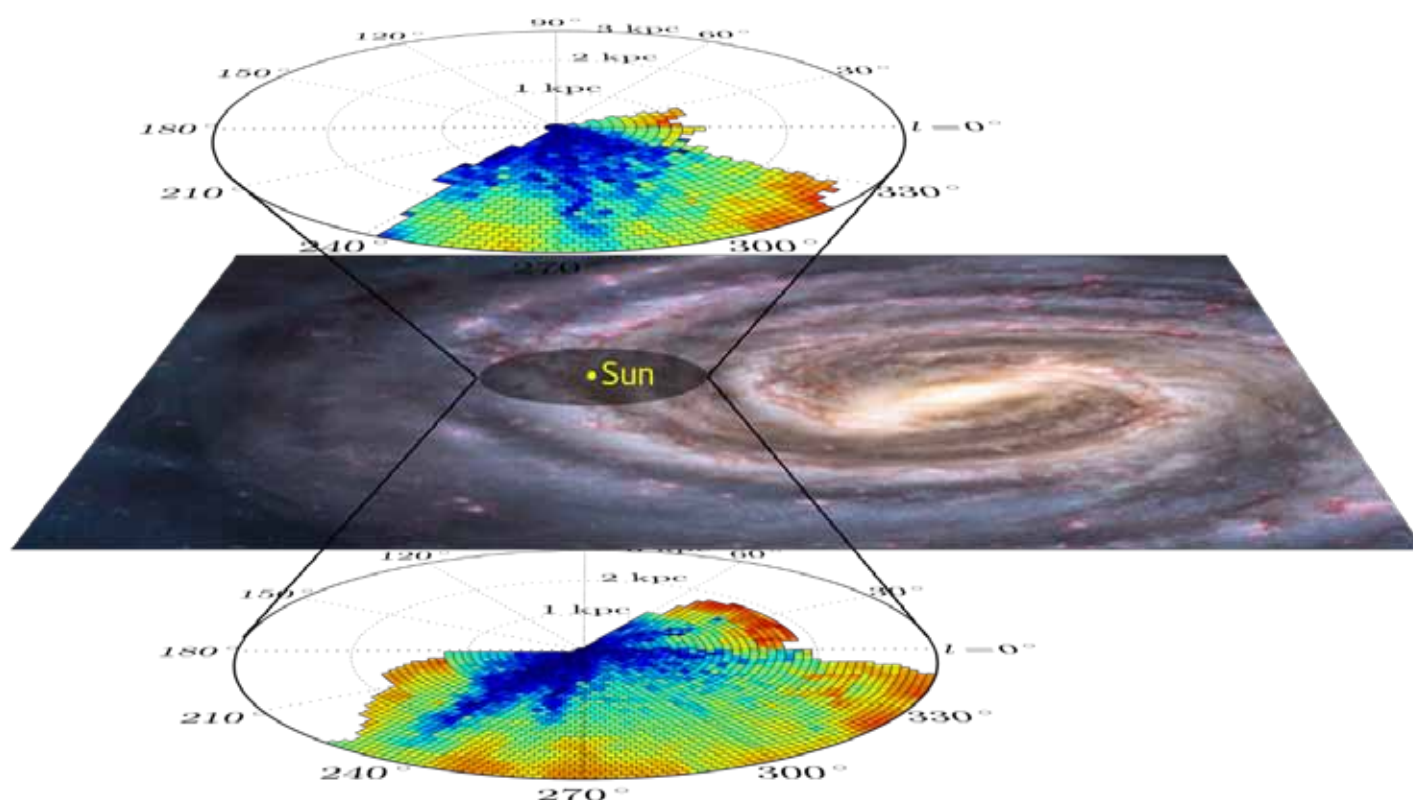
And what is the difference between creating photographs in a modern way and in the old fashioned way? "In modern times, when everything is standardized and automated, I have a feeling that even photography aesthetics are standardized and generic. Just think, today, everybody is first and foremost a consumer. Even the headlamp bulb in our car can no longer be replaced by ourselves. Today, everybody is so specialized, being a small piece of a large structure, that we have lost the bigger picture of what we do. The photography technique that I use is called wet collodion on glass and was very popular around 1860. At the time, the photographer also had to carry out joinery work, have some knowledge of chemistry, optics, and he had to sell his knowledge. I also have to learn a lot of new things, make repairs and patch old bellows. Fortunately, I have access to modern purified chemicals, so I am aware that work is far easier for me than it was in the pioneer times, but today it is still much more challenging to make

a photograph using the old techniques than it is to make a digital photograph."

Peterlin is attached to hand-made photography, to feelings that overwhelm him while waiting for his photograph to appear and wondering if it will be at least somewhat similar to what he imagined. Today, at the height of the digital revolution, he believes that it is time for contra revolution of the hand-craft art, and he is definitely achieving great success in this narrow niche. Despite the fact that he uses digital photography only when he makes reproductions of the glass plates, he feels very comfortable in the digital world. He uses social networks on a daily basis, which serves as his springboard into the world. YouTube and Facebook have published a short film on the production of two photographic prints, which were later put on the eBay auction starting from \$ 0.99. When the auction closed, he sold the prints in the United States for a total price of \$ 755 plus postage.

## Slovenians with the first 3D-maps of interstellar absorption bands

He is well aware of how deep the sky is. Tomaž Zwitter, a professor at the Ljubljana Faculty of Mathematics and Physics, has introduced a new spectroscopic method of determining the distance to the stars, which provides a spatial picture of the stars' positions and movements in the past and in the present. This is just one of the latest achievements introduced in astrophysics.



Zwitter became a scientific director and the second man of an international project called RAVE (Radial Velocity Experiment). The project involves 60 people from ten countries and institutes from Heidelberg, Potsdam, Strasbourg, Oxford, Cambridge, Australia, Canada and USA.

They have been achieving great success. Under the leadership of Tomaž Zwitter, an international team of astronomers with the assistance of Janez Kos produced the first three-dimensional map of interstellar absorption bands in the world.

The article on this achievement was published on 15 August in *Science*, a renowned American scientific journal. Maps will be used in further examinations of the composition of bands, which absorb certain colours of starlight and have been confusing the astronomers for almost a hundred years.

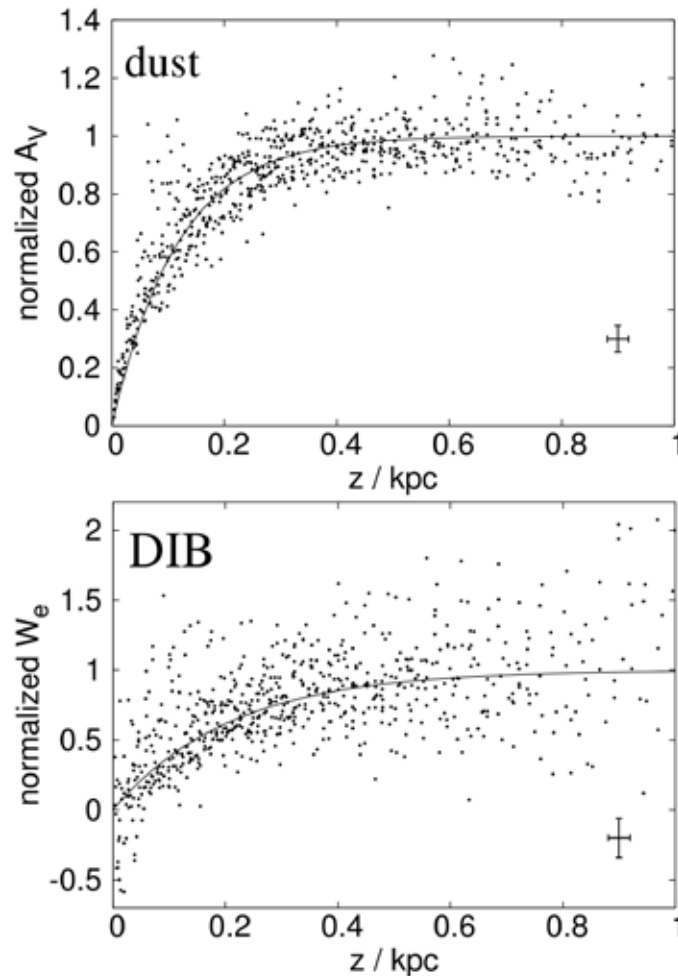
“The space between the stars is not completely empty - it contains a few tens of atoms per cubic centimeter. These atoms also include large macromolecules, which are probably responsible for the absorption of light or the occurrence of absorption bands,

and whose composition is yet to be discovered. Our research opens up a new approach with a precise examination of the light emitted by hundreds of thousands of stars, which is, while it travels to Earth, partially absorbed by these macromolecules, which enables us to determine the spatial arrangement of these molecules. The spatial arrangement enables to determine the physical properties of these macromolecules, namely their weight, size, and electrical charge,” said Zwitter.

Rave project data have been used in the research and this

Maps of the measured absorption of macromolecules, placed in the part of our galaxy which they cover.

They have been achieving great success. Under the leadership of Tomaž Zwitter, an international team of astronomers with the assistance of Janez Kos produced the first three-dimensional map of interstellar absorption bands in the world.



As a child, he used to enjoy watching the stars. When he was a Boy Scout, he would lay down on the floor, listen to twigs crackling and wind blowing, and watched the sky above him. Today, when he became a world-renowned scientist with more than 2,000 citations, he still preserved his children's sense of wonder over the depth and breadth of the sky above us. "Nothing is more beautiful than to lie down on the ground in a beautiful, clear - and preferably not too cold - night and watch the sky above you moving slowly," he said. He is fascinated by the fact that "the probability of finding the Earth's duplicate is getting higher every day". And we are not talking about a few thousands of such planets, but of a few billion. He was recently awarded the Zois Award for his significant achievements in astronomy and astrophysics. "His most outstanding achievements include the measurements of escape velocity from our galaxy for stars in our solar neighbourhood, which are a new direct proof of the existence of dark matter in the outer halo of the Milky Way. Escape velocity measurements enabled the most accurate determination of the mass of our galaxy," says the award justification. "Slovenians often like to complain how bad the situation is, but the fact is that it is actually not as bad. We do not have bad students, nor bad universities. Students achieve excellent results also abroad. It is time for the general public to acknowledge that."

We are proud that it is already the fourth publication in the last 12 months in Nature and Science journals which has been co-authored by astronomers from the Faculty of Mathematics and Physics of the University of Ljubljana.

project is considered the largest spectroscopic survey of stars in our galaxy so far. Hopefully, new projects will provide even more accurate data, which will enable to observe the movement of these macromolecules and find out where they come from.

"Maybe we will be able to find out where and when a supernova exploded in our part of

the galaxy, which ejected these macromolecules and which appeared in the sky as a second sun in the times of our ancient ancestors. And finally, after almost a hundred years of research, it would be nice to finally be able to identify these large macromolecules, which can be classified somewhere between the miniature atoms and the much larger dust grains."

**Prof. Tomaž Zwitter:** »Research achievements are very important for our students at the Faculty of Mathematics and Physics, because the quality of studies is directly related to a vibrant research environment. Our teaching staff and students are doing active research in many forefront research collaborations worldwide. The last result is a notable research achievement which will be further developed in the near future. We are proud that it is already the fourth publication in the last 12 months in Nature and Science journals which has been co-authored by astronomers from the Faculty of Mathematics and Physics of the University of Ljubljana.«

## My streets

# Memories and stories should not be allowed to disappear

What was life like in Ljubljana back in the days, when it was all still black and white, when you couldn't even buy a banana at the local market? When the first sidewalks were built in Ljubljana, people refused to use them, because they were not accustomed to them. Traffic lights were introduced very late and when the first one was installed, many people ignored it completely. Ljubljana was also at that time full of exciting cultural, social, and sporting life.

Photo: Roman Šipić



Tina Popovič, the head of Divja misel institute.

For the sixth consecutive year, the past and future of Ljubljana have been interwoven under My Streets project, organized by Tina Popovič along with her colleagues Katja Preša and Špela Frlic. A unique, alternative history of the city was created by collecting and editing personal memories of the oldest inhabitants of the city of Ljubljana. The City Museum and galleries of Ljubljana are partners in the project, and from this summer onwards, My streets show came to life on Val 202 radio station. Before that, edited stories have been aired for two years in My Streets show on Radio Študent. The project is produced by Divja Misel Institute, Rdeči oblak co-

operates in processing and editing the stories, and the collected memories are kept in the archives of the National Museum and the galleries of Ljubljana. Ms Popovič said the following about the project: "The essence is in the processing, shortening of long stories and choosing the good stories that are generally interesting. The stories that we encounter are varied, revealing many less known details from Ljubljana's past. Different people often tell similar stories about the same events, while sometimes their stories are told from completely different angles, which is very interesting. We are discovering the picture of the city's past described by

people who have been living in it for almost a century. When listening to these stories, we genuinely get the feeling that the streets have spoken."

The creators of My Streets project have collected a lot of stories. And there is no end to the stories of Ljubljana. Let's walk through them.

### **EVERYTHING STARTS WITH FOOD...**

A bakery was once located opposite the Ljubljana Drama Theatre. People could bring their own dough with their name on it to the bakery, and bread was baked for them. Many stories

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Photo: Museum and galleries of Ljubljana archives

On summer vacation to the seaside and to Vrsar (Croatia) by bus in 1959

Of course, looks were very important at the promenade. People had to be familiar with fashion trends, which were well respected among locals.

also speak of Ljubljana restaurants. Katrca served the best roasted goat, and Čad restaurant was famous for its cocoa with whipped cream. It was once nothing unusual for locals to bring their own jars with them when they went shopping for pickles and the salesperson would give them four, five, or six pickles in their jar. Mustard was sold in tablespoons. And, of course, there was no beautiful packaging as we know it today. All products were wrapped in brown paper. At the beginning of last century, there were no food markets, and vegetables were sold by women displaying their goods on their trolleys.

#### **WEDNESDAY'S WOMEN AND ROBIN HOOD**

There is actually no connection between these two stories other than the fact that they are both quite unusual. If your history teacher asked you who were Wednesday's women (or "sredarce" in Slovenian) and who was Ljubljana's Robin Hood you would probably have no idea.

Wednesday's women? Wednesday's women were women who met every Wednesday in Slon hotel. Four most beautiful women from Ljubljana supposedly belonged to this group. In addition to beautiful women, who are praised in a famous Slovenian evergreen song "Ljubljančanke", Ljubljana had once also its own Robin Hood. This was the name given to Hace, the most infamous brigand in Ljubljana. Hace supposedly stole from the rich and gave to the poor. Once a very unusual burglary took place in the passage of Nebotičnik (once the highest building in Ljubljana). It was investigated by a police detective called "Old Bag" (or "Stari vrečar" in Slovenian). When he investigated the crime scene, he supposedly said: "This was done by Hace." And people standing by asked him: "How can you be sure?" And he answered: "In the whole of Slovenia there is only one man who is strong enough to lift such an iron construction with his bare hands." Well, this story is very similar to the story about the Slovenian superhero

Martin Krpan who could lift a mare and who was also famous for being very brave and strong. But he did not live in Ljubljana, whereas Hace did.

#### **ON THE DANCE FLOOR**

The premises of today's National Gallery were once used as Slovenian cultural centre (Narodni dom) where dance lessons were organized for young locals. They danced to piano music and some of them who were talented, also sang along. Young people who were gathering there, sometimes organized picnics. The girls would bake something and the boys would bring wine. They also went camping together. There were also other places where people could dance, besides Narodni dom. The name Jenko is also associated with dancing in Ljubljana. Master Adolf Jenko was called "Doli" by his friends and "dance engineer" by the journalists. Based on his idea that dance should be accessible to everyone, not only to the elite in urban centres, Slovenian Dance Associa-



tion was founded in 1954. One of its presidents was also Mihael Verbič, master Jenko's student. He taught his students the quadrille at his dance school located at Petkovškovo nabrežje 35 in Ljubljana. The quadrille was an opportunity for young people to put on their best clothes. Everybody bought comfortable dancing shoes and a tie especially for this occasion. Girls would wear taffeta skirts and white blouses for their school couples dance competitions. The boys would admire girl's beautiful legs and nice shoes, and they say that Ljubljana women were famous for being great dancers. In addition to dance lessons, master Jenko taught people of all ages a special dance of life - the etiquette. The basic purpose of all this was to refine the Slovenian youth. People didn't pay much attention to the etiquette during the four-year war. Young people received some guidance on how to behave properly at home and in the church, but there were no specific educational methods and techniques. At that time, when people were organized

in youth work brigades after World War II, learning about the etiquette was much needed, especially attitudes towards the elderly and girls, and interpersonal relationships. When talking about dancing in Ljubljana, it should also be noted that dance was banned after World War II, including "boogie woogie". If it was discovered that someone dared to organize such a vicious dance, police would come immediately and the debauchees were split up.

#### FASHION MANIA

Promenade in Ljubljana used to be very popular among local people, specially during the two World Wars. Why? It allowed people to show themselves off, of course. There were some people who made fun of this, but this did not prevent them from walking on the promenade. They only pretended to be there accidentally. Students supposedly went to the promenade immediately after school. The main promenade in Ljubljana stretched from Ljubljana



hill past the Town Hall, across Plečnik's Three Bridges, along Čop street to Cankar street and along Jakopič promenade to Tivoli Castle. People walked down the promenade in pairs or in groups: pupils, students, friends, relatives and families. Everybody was well familiar with every day promenade. It took place in the afternoon and was mainly attended by young people and students. The Sunday promenade took place in the mornings, mainly attended by families and groups of friends. Of course, looks were very important at the promenade. People had to be familiar with fashion trends, which were well respected among locals. Ladies in Ljubljana used to wear special scarves called "šerpa" instead of kerchiefs. "Šerpa" was a long scarf worn tied under the chin. Kerchiefs were worn by girls and women from the countryside, whereas "šerpas" were worn by city girls. Women belonging to the higher class wore hats. And every spring for Easter, women had to buy a new hat. Those who could not afford to buy it,

Left: Ladies and a girl at the Sunday Ljubljana Promenade.  
Right: Ljubljana Market

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Memories should be cherished, serving as an inspiration for generations to come, even when storytellers will be long gone. Unlike people, stories life forever.

The King Alexander monument at Kongresni trg (Congress Square) in Ljubljana, 1941



Photo: Museum and galleries of Ljubljana archive

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The people of Ljubljana considered a taxi as something that should not be used in everyday life. They considered it as a necessary evil, and would only use it in cases of death or when they were in danger of dying.

brought their old hat to a milliner to redesign it. But anyway, the old hat had to at least look like it was new. When the promenades became just an archival clip in the memory of Ljubljana, a special coat called “marsovec” (or Martian in English) became the most popular fashion trend in Ljubljana. Martians were not those strange creatures that visit our planet in their UFOs every once and a while. Martians or duffel coats were a sensational fashion phenomenon in the sixties. They had toggle buttons and a hood. This Ljubljana fashion mania was supposedly caused by the movie *Third Man* directed by Carol Reed, where Trevor Howard wore such a coat. At the peak of their popularity, it was very difficult to buy such a coat. You had to have an uncle in America or an aunt in Italy who would “smuggle” it across border. There was no way to buy it in Yugoslavia. And jeans, oh jeans! Blue jeans were not just a piece of clothing, they represented a view of life. You simply had to have them. If they were too tight, people would do anything to put them on, even rip them apart. Some were even prepared to sell their soul to get them. If they actually did, it was not recorded in any Ljubljana Chronicle.

#### CYCLING YES, TAXI NEVER

Today, it is not unusual to use a taxi to get around Ljubljana. It is same as anywhere else in the world. The taxi prices are relatively accessible and there are a lot of different taxi companies. In the past, there were only three taxi companies in Ljubljana. However, even these companies struggled with low demand. The people of Ljubljana considered a taxi as something that should not be used in everyday life. They considered it as a necessary evil, and would only use it in cases of death or when they were in danger of dying. Those were the only cases when people of Ljubljana would use a taxi, and in other cases no one even thought of taking one. In the old days, there were only a few cars in Ljubljana. One company car was used by the ban, one by the mayor and one by the garrison commander. The fourth company car used in Ljubljana was owned by Ljubljana Road Administration. There were almost no privately owned cars in Ljubljana. Bicycles were very popular, even so that they were assigned their own number. Bicycles had to be registered and then a number was assigned to them, similar to today’s system

of car registration. But if you owned a Vespa, you were considered to be a real hotshot. Everybody in Ljubljana knew who owned a Vespa. After the World War there were supposedly seven Vespas in Ljubljana. The first one was owned by a promenade hotshot called “the Martian”. The second one was owned by a local shooter called “Monkey on Springs”, and another one by Jani Sever, a radio host. Afterwards, Dani Roškar, a waiter at Turist Hotel, also bought one, as well as Matija Barl, an actor in *Kekec*, a popular Slovenian youth film. Trams used to run in Ljubljana, but only one of them is preserved. It was turned into a snack bar where you can buy a pizza or a hot dog. Older locals say that Ljubljana trams were very noisy and that accidents were very common.

Every town has its own memories and as Tina Popovič says, it would be a shame not to record and share them. Memories should be cherished, serving as an inspiration for generations to come, even when storytellers will be long gone. Unlike people, stories live forever. We should do our best to preserve them.



# Find your youth over the bridges of Ljubljana

In Ljubljana, by Ljubljana, you'll find what you are looking for... Over the Cobbler's bridge, over the Cobbler's bridge...

Photo: M. Budnar



This is part of the Slovenian song “Šušterski most” (or Cobbler’s bridge) that every citizen of Ljubljana and every Slovenian knows. It is the Slovenian version of Jason Crest’s “Waterloo Road”. Bridges are thus part of the nostalgic and youthful atmosphere of the Slovenian capital. The Ljubljanica river gives a special character to Ljubljana with its interesting bridges and picturesque embankments in the old city centre. The Ljubljanica river, extending from the Ljubljana marshes all the way to its outflow into the Sava river, features as many as 35 bridges. It is believed that the first bridge over the Ljubljanica river was built in the Roman period. The bridges are divided into three groups: the first group includes bridges over the Ljubljanica river from Špica to its confluence (18 bridges). The second group consists of the bridges from the confluence of the Ljubljanica river and the Gruber Canal to

the confluence with the Sava river and the Kamniška bistrice river (8 bridges), while the third group consists of bridges and footbridges over the Gruber Canal (9 bridges). The new Fish Footbridge represents the latest acquisition of Ljubljana.

The architectural appearance of Ljubljana was decisively influenced by the architect Jože Plečnik when he planned the river banks in the old city centre and designed the walking paths shaded with trees planted along them. Even today Trnovski pristan embankment is adorned with weeping willows, and you can enjoy a walk down the cascading walkways along the Ljubljanica river. Plečnik also initiated the reconstruction of bridges over the Ljubljanica river and its tributaries: from Trnovo and Cobbler’s Bridge to the central Triple Bridge, which contribute to the today’s unique architecture of Ljubljana.

## PLEČNIK’S TRIPLE BRIDGE - THE KING OF BRIDGES

Ljubljana has a wide variety of bridges. Some of them are intended for railway use and others for pedestrians and motor vehicles. Plečnik’s Triple Bridge is considered to be the king of the bridges of Ljubljana. Dragon Bridge and Cobbler’s Bridge are also very enchanting. These three bridges, which are also very appealing to tourists, are located in the city centre. And what do these three most famous bridges in Ljubljana look like? The central bridge of the Triple Bridge, which is made of stone, was built in 1842 and stands on the site of a former strategically important medieval wooden bridge connecting the North-Western European countries with South-Eastern Europe and the Balkans. Between 1929 and 1932, the side bridges, intended for pedestrians, were added to the original stone bridge to a

Cobbler’s bridge

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The Ljubljanica river, extending from the Ljubljana marshes all the way to its outflow into the Sava river, features as many as 35 bridges. It is believed that the first bridge over the Ljubljanica river was built in the Roman period.



Photo: Dunja Medam

Triple Bridge

Plečnik’s Triple Bridge is considered to be the king of the bridges of Ljubljana. Dragon Bridge and Cobbler’s Bridge are also very enchanting. These three bridges, which are also very appealing to tourists, are located in the city centre.

design by the Slovenian architect Jože Plečnik, who thus created a unique architectural gem of Ljubljana. The Triple Bridge has a key position on the crossing of Plečnik’s two urban axes, the river axis and the axis running between the Rožnik and castle hills. The Dragon Bridge was built to replace the former wooden bridge called the Butcher’s Bridge, which was built in 1819. Built in the years between 1900 and 1901, the Dragon Bridge was Slovenia’s first bridge with an asphalt paving. It is one of Ljubljana’s most representative examples of Art Nouveau architecture, the city’s first reinforced concrete bridge, and one of the first bridges of the kind in Europe. The medieval Ljubljana boasted a bridge called the New Bridge, which was located at the site of the present

Cobbler’s Bridge. This bridge represented one of the main city hubs. In 1867, the former bridge, which provided space for cobbler’s workshops, was replaced by one of cast-iron.

**THE PEOPLE OF LJUBLJANA LOVE THEIR BRIDGES**

As it is evident from the lyrics of the Slovenian song “Over the Cobbler’s Bridge”, there are many things to do on the bridges of Ljubljana. Tourists can meet young people chatting there, artists who perform their mini performances, and even women selling flowers. Bridges and their embankments are also the perfect place for a first date, and therefore a place of eternal memories of youth. The Ljubljana river embankments are regarded to be the “living room

of the city”. Tourist boats offer an opportunity to experience the old town with its famous bridges, picturesque façades and embankments from a different perspective.

Any new bridge is a great asset for Ljubljana. It should therefore be noted that a new Fish Footbridge was built in Ljubljana recently, connecting Hribar embankment and the Fish square. Its special feature is a steel-glass construction, which replaced the wooden construction. The story of the Fish Footbridge has just begun. Maybe a song will be written about it once, similar to the above-mentioned song about the Cobbler’s Bridge. The lyrics might go something like this: “over the Fish Footbridge, over the Fish Footbridge...”

Butcher’s Bridge



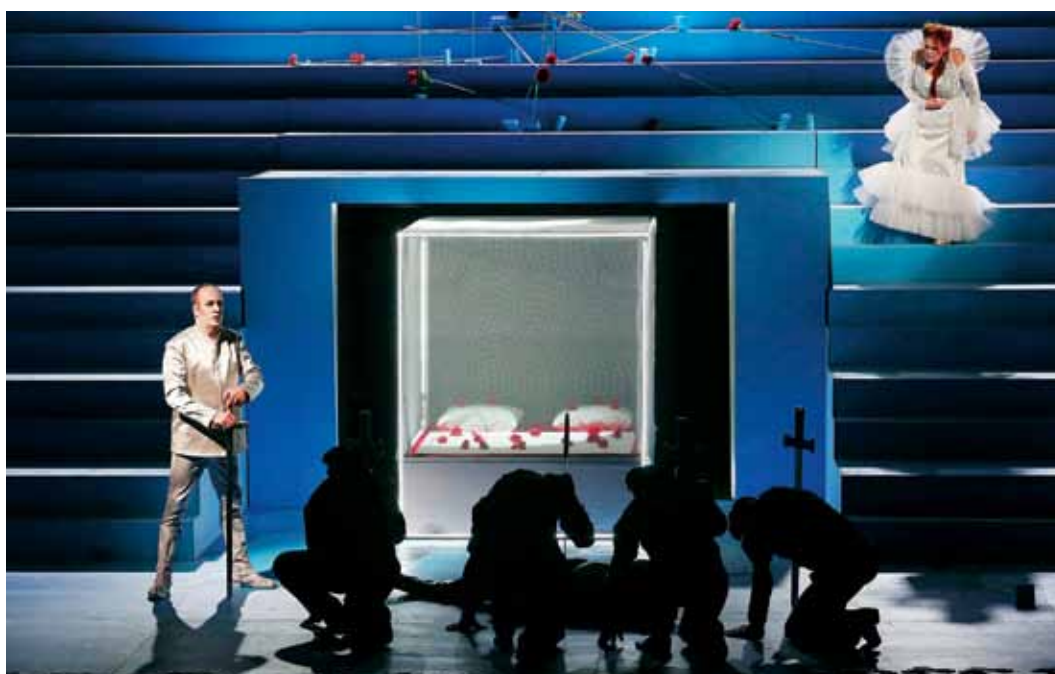
Photo: Dunja Medam

# The Ljubljana Festival

## Two months of superior artistic events

We cannot imagine Ljubljana without its two-month-long summer festival, which every year, draws us into the magic world of the arts. This year, the festival once again brought the names of prominent conductors, soloists, choreographers and directors to our capital city, offered an even more diverse and rich program, catering to various tastes, and generations, ensured further benefits and discounts and introduced a new venue at Kongresni trg. The aim of the organisers of the Ljubljana Festival is to bring the arts, of the highest quality, closer to the people.

Photo: Saša Cetković



Richard Wagner's opera Lohengrin.

The Ljubljana summer festival, this year for the 62nd year running, has over the years developed, changed, grown and had an important influence on cultural life in Slovenia. Its beginnings go back to the year 1952 when the Tourist Society of Ljubljana organised the first Tourist Week, and in 1953 the first Festival of Ljubljana was organised with cultural, business, folkloric, tourist and sports events. Since 1977, it is a member of the respected international organisation, European Festivals Association, which for more than 60 years has brought together 111 festivals, national festival associations and the cultural networks of 40 countries. The Festival has become an essential part of Ljubljana's summer scene and a way for inhabitants of the capital, as well as regular visitors from other parts of Slovenia and other countries near and far, to spend the hot summer months.

From the very beginning the organisers of the Ljubljana Festival have strived to offer a carefully selected program with exceptional artists and artistic productions from all over the world, whose motto is excellence, creativity, with the aim of giving the audience the best artistic experience possible. Within the scope of a variety of projects the Ljubljana Festival hosts around 4000 artists from at least 50 countries each year. Contributing to the extensive program, also young talented musicians and artists have an opportunity to perform for a wider audience. Slovenian Music Days are also regularly held, which are a true celebration of Slovenian music, reflecting Slovenian creativity, and important for the national music identity. Festival Ljubljana, with the assistance and leadership of recognised professionals, also organises workshops for children and teenagers of

different ages and from various socio-economic backgrounds, paying particular attention to those from socially disadvantaged families or other at-risk environments.

### VENUES FOR UNFORGETTABLE EXPERIENCES

The magnificent Križanke complex has, since the beginnings of the festival, provided the perfect ambience for wonderful performances and concerts, with the architecture of Jože Plečnik creating a special charm, ensuring an even more authentic encounter and true artistic experience. The festival also unwinds at other venues such as Cankarjev dom, the Slovenian Philharmonic, SNG Opera in Balet Ljubljana, Moderna galerija and other smaller venues, with Kongresni trg being added to the list this year. With this new location

The Festival has become an essential part of Ljubljana's summer scene and a way for inhabitants of the capital, as well as regular visitors from other parts of Slovenia and other countries near and far, to spend the hot summer months.

The festival was officially closed on 1 September with a performance by the exceptional Royal Concertgebouw Orchestra of Amsterdam conducted by Mariss Jansons and with pianist Jean-Yves Thibaudet, who is considered to be the best in the world.

the organisers wanted to provide the widest possible audience the opportunity to see outstanding performances, as well as to help make the centre of Ljubljana even more lively and inviting for tourists, craving summertime cultural events. With the introduction of standing room, free for children, discounts for students and lower prices of tickets, the Festival Ljubljana organisers have really made superior artistic events even more accessible to the public.

The festival's audience is growing ever wider and General and Artistic Director, Darko Brlek, at the helm of Festival Ljubljana for more than twenty years, considers the younger audience which visits the festival, as the best assurance that Festival Ljubljana will be able to continue organising such events for some time to come.

**CULTURAL INDULGENCE**

Carl Orff's cantata Carmina Burana with more than 300 musicians, which opened the festival at Kongresni trg, and Verdi's Requiem with Riccardo Muti, which for the event united musicians from Italy, Slovenia and elsewhere, both enjoyed excellent attendance. In the sold-out Gallus Hall, opera lovers were taken over by the silken voice of outstanding Latvian mezzo-soprano Elina Garanča, at Križanke Spanish flamenco dancer María

Pagés excited as did the Gala evening of ballet's world class stars and the evening of tango with Stefan Milenković and Mark Hatlak. Visitors were also greatly impressed by the performance of the neobaroque ballet Dangerous liaisons, which was created and based on themes from the novel of the same name. Guitarist Vlatko Stefanovski and saxophonist and flautist Vasko Atanasovski, performed together with the Slovene Philharmonic String Chamber Orchestra, showing once again that they are extraordinary, legendary musicians. The traditional Vlado Kreslin concert is also great entertainment every year. And this year, accompanied on stage by Wind Orchestra Big Band NOVA, was no different.

A standing ovation followed the performance of the musical Evita from London's West End, with whom Festival Ljubljana regularly collaborates. There was also great interest in the Moscow soloists, which is undoubtedly one of the best chamber orchestras in the world, with the accomplished and charismatic violinist Yuri Bashmet and young violinist Lana Trotovsšek. Among the highlights of this year's festival we must not forget the Philharmonic theatre of Teatro Regio Torino with an extremely interesting and distinctive program, as well as the Qingdao Symphony Orchestra which performed pieces creatively combining western music with traditional Chinese folk music, which to

gether has a unique and somewhat unusual sound.

**SUCCESSFUL STAGING OF THE EVENT**

The festival was officially closed on 1 September with a performance by the exceptional Royal Concertgebouw Orchestra of Amsterdam conducted by Mariss Jansons and with pianist Jean-Yves Thibaudet, who is considered to be the best in the world. Festival Ljubljana's General and Artistic Director, Darko Brlek, upon the closing of the festival said that they had reached the end of a challenging summer, having had less resources than the previous year, but that they were very pleased with what had been achieved. "All events were staged, the number of visitors was very good, even a bit better than last year and we were lucky with the weather. Perhaps there would have been even more visitors, if the weather had been better during the day," speculated the festival's Director. Interest in this year's events on the Festival Ljubljana web site increased 100 percent, which can of course be attributed to the excellent festival program and the effort put in by the organisers. The festival's Director also added that the number of foreigners in Ljubljana had increased and consequently, so too had the number of festival visitors.

In the future, organisers will continue to strive to prepare a festival of the highest artistic quality. "It is difficult, given the situation we are in at the moment, to plan far in advance, which is however vital for a quality program. At this time we cannot yet forecast what events Festival Ljubljana will have in 2015. Of course discussions are ongoing, but things can change, as they did this year," said Director Brlek of future plans. The Ljubljana Festival is a major and extremely important festival, which with its cultural and artistic spirit contributes to the increased pulse of our beautiful capital, and as Director Brlek points out: "We can be very proud of what has been achieved."

Concert, dedicated to the 10th year of Uroš Perić's performing career and 10th anniversary of Ray Charles' death.

Photo: Dejan Bulut



# Teamwork, selflessness and looking beyond differences

From 11 to 15 August 2014, the 40th World Scout Conference was held in Ljubljana, welcoming 1,200 Scout leaders from some 130 countries, making it the largest international event by number of participating countries ever to be held in independent Slovenia. Scout volunteers from the Scout Association of Slovenia have been actively preparing the event for over a year.



Scouting today unites some 40 million members, which makes it the world's largest organised youth educational movement. Its Youth Programme helps girls and boys become the principal agents of their development as committed, responsible, self-reliant and supportive individuals. And supporting young people in becoming active global citizens and future leaders is indeed a key to building a better world. The World Organization of the Scout Movement (WOSM) is a confederation of 162 National Scout Organisations. The Slovenian member is the Scout Association of Slovenia. The WOSM's gov-

erning body is the World Scout Conference, which meets every three years. It elects members to the World Scout Committee and decides on the Triennial Plan. The plan calls for more young people to be present in decision-making positions, more equal representation according to gender in leading positions and intergenerational dialogue. The movement is aiming to grow from 40 million to 100 million members by 2023.

#### LJUBLJANA FILLED WITH SCOUTS

In August, scouts could be spotted all over Ljubljana. According to the Slovene journal *Finance*,

scout guests even saved the capital city's summer tourist season. Moreover, Ljubljana proved to be an ideal location for this kind of an event: the city is easily accessible to international guests and offers one of the very best event-hosting premises, courtesy of the Exhibition and Convention Centre, and the magical promenade in Tivoli Park, which hosted the international Scout photo exhibition "Youth in Nature". The Conference was made possible through the hard work of more than 200 volunteers, who gave a great example of what is possible when people come together with a common goal: "We have demonstrated the excellence of our organisation," stated Jernej Stritih, president of the Scout Association of Slovenia, "And in doing so we have sent out a message that is different from the currently prevailing mindset in Slovenia. Slovenia can be great – if it chooses to be."

#### HIGH-PROFILE VISITS

Several distinguished guests visited Slovenia during the conference, among them Corinne Woods, Director of the UN Millennium Campaign, and Ahmad Alhendawi, the UN Secretary-General's Envoy on Youth. Lech Walesa, the Nobel Peace Prize-Winner and former President of Poland, unfortunately had to cancel his visit, but he sent a speech in which he called for greater engagement of scouts, more solidarity and the development of the Youth Programme. Borut Pahor, the President of Slovenia and a former member of the movement, also addressed the scouts, emphasising the importance of noble, traditional values that make the world a better place. In his opinion, these are teamwork, selflessness and looking beyond differences.

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Its Youth Programme helps girls and boys become the principal agents of their development as committed, responsible, self-reliant and supportive individuals. And supporting young people in becoming active global citizens and future leaders is indeed a key to building a better world.

## Would you like to taste Ljubljana?

Pancakes with cottage cheese, apple strudel, boiled beef tongue, kranjska klobasa – the Carniolan sausage (with sauerkraut) and Ljubljana Iceberg lettuce from Trnovo gardens are just some of the well-known traditional Ljubljana dishes. With the Taste Ljubljana project, Ljubljana Tourism wants to revive the noble flavours of Ljubljana, put them back on the menus and bring them closer to people.



Photo: Babo/Visit Ljubljana

Renowned Ljubljana's chefs Andrej Kuhar (Maxim), Janez Bratovž (JB) and Igor Jagodic (Strelec).

The book represents numerous culinary stories of Ljubljana and the history of the culinary offerings in Ljubljana. Visitors of Ljubljana can learn more about the culinary delights of Ljubljana in a short tourist guidebook with a few traditional recipes and a list of providers.

The professional work of the project is managed by Dr Janez Bogataj, a renowned Slovenian ethnologist, who is also a great connoisseur of traditional Slovenian gastronomy. The new gastronomic vision of Ljubljana is complemented by a new book "Taste Ljubljana, Long for its Dishes Ljubljana's been known - Sitting at the Everyday and Festive Table with People in Ljubljana", written by Dr Janez Bogataj. The book represents numerous culinary stories of Ljubljana and the history of the culinary offerings in Ljubljana. Visitors of Ljubljana can learn more about the culinary delights of Ljubljana in a short tourist guidebook with a few traditional recipes and a list of providers. This guide, which includes recipes and menus of restaurants offering traditional cuisine in Ljubljana, is a handy tool for every Ljubljana visitor who wants to (really) indulge his taste buds.

The booklet also offers some interesting facts related to dietary habits in Ljubljana. We learn that the citizens of Ljubljana were once renowned for their excessive food consumption because the gastronomic offerings were very diverse. Andrej Vidmajer, a doctor who lived at the end of 17th century, said that more people were killed in Ljubljana by their own gluttony than by a sword. After the introduction of French cuisine, the citizens of Ljubljana became more moderate and the first cookbooks and tips for a healthy diet were published. From the end of the 18th century, the citizens of Ljubljana became even more moderate and tried to eat healthier.

Ljubljana always offered a variety of fresh fruits and vegetables, which was brought to the capital and administrative centre of Slovenia from all the regions of Slovenia. Specialized markets of-

fered different types of food – in Ljubljana this included fish, fruit, vegetables, meat... Typical dishes served were various sausages (especially the still popular kranjska klobasa), and chicken legs and wings (fried, of course), that were humorously called "flying cornmeal".

And how are things today? Everybody can find something to their taste: today in Ljubljana you can find everything from street food to traditional lunches and high cuisine, offering a modern interpretation of traditional Slovenian dishes. In addition to top quality inns and restaurants, Ljubljana offers excellent local patisseries. In recent years, restaurants offering international cuisine have complemented the culinary offerings in Ljubljana. One of Ljubljana specialities is also specialized shops which offer only sausages or schnapps (šnops). Of course in "boutique" editions.



### Ljubljana-style lunch

- beef soup with noodles (“bleki”),
- roast potatoes,
- cooked oxtail or beef from the soup,
- as side dishes: horse radish with apples or cream, egg sauce with chives (“šnitlihov zos”),
- lamb’s lettuce with hard-boiled egg (in winter, sauerkraut or sour turnip),
- dessert: pancakes with cottage cheese and tarragon, or apple strudel.

The first Slovenian-language cookbook, which is quite special and reflects the period at the end of the 18th century, was written by the Slovenian poet Valentin Vodnik. The cookbook is somewhat special because it does not provide specific recipes for traditional Slovenian dishes, but provides guidance on a healthy diet and cooking. In his cookbook, Vodnik does not merely describe the food and dishes which were eaten in that period, but also gave guidelines and introduced new dishes to the modern kitchen.

Due to the diverse and abundant supply of fish in Ljubljana, two city councillors proposed the construction of Ribji trg (Fish Square) in 1524. You can still find rich culinary offerings in Fish Square.

The people of Ljubljana considered dormice to be a special delicacy, which would often be smoked or preserved in lard for winter. Another dish typically prepared in Ljubljana was frog legs, either roasted or deep-fried.

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## Open Kitchen

# A unique food market

The Open Kitchen is a unique food market where you can experience the delights of freshly cooked food prepared by caterers, restaurants, tourist farms and individual chefs wanting to present their unique dishes and promote their offerings. This year, the scent of delicious food from the Open Kitchen already began filling the streets of Ljubljana in spring. And still now you can enjoy its scent. So if you haven't visited Pogačar Square at Plečnik's Market yet, you should do so now.



Lior Kochavi

Since the Open Kitchen came to Ljubljana, it seems like it goes without saying that you spend your Fridays during spring, summer and early autumn months at the Open Kitchen food market and enjoy your lunch on the benches or on the steps of the Cathedral Church, in the company of women selling flowers.

Since the Open Kitchen came to Ljubljana, it seems like it goes without saying that you spend your Fridays during spring, summer and early autumn months at the Open Kitchen food market and enjoy your lunch on the benches or on the steps of the Cathedral Church, in the company of women selling flowers. However, this is only the second year of the Open Kitchen. Unlike many failed business ideas, this one is definitely a successful one. Both Slovenians and foreigners love it. Since there are as many as thirty to forty food stands at the market, you might have problems deciding where to start.

You can taste Slovenian food, including of course kranjska klobasa (a traditional Carniolan sausage) and potica roll cake, as well as delicious Sarajevo čevapi and pleskavica (grilled dishes from minced meat), Persian Horak morg or Horak alu, Thai curry, Yakitori chicken skewer, the Black tiger – grilled prawns, Paella, Chinese crispy duck and much more. There is no sense in listing on. It will only make you hungry.

### **THE OPEN KITCHEN WAS BROUGHT TO LJUBLJANA BY AN ISRAELI**

The project was brought to Ljubljana by an Israeli, Lior Kochavi.

Maša Pavokovič, in charge of marketing, says: "Lior Kochavi and other people involved in the project never thought that the project had to bring financial success. The Open Kitchen was created from the heart."

Lior Kochavi, the project's director, came to Ljubljana following his girlfriend and he enriched the culinary options in Ljubljana thanks to his love for food. His basic idea was that Ljubljana needs a place where you can buy food of your choice and hang out with friends. There are such places in his home country, but there was none in Ljubljana until last





year. It sounds simple, doesn't it? But based on the crowds, we have to admit that Kochavi's idea has proved to be a success.

The Open Kitchen helped transform Ljubljana into a more cosmopolitan city. When I walk among the stalls with Maša, I can hear people speaking different languages and the sounds of children crying. This shows that the Open Kitchen is visited

by different people and different generations. The fact is that the Open Kitchen is also very trendy. It is a place that you just have to visit. Sooner or later.

In addition to the various dishes offered at Pogačar Square, wine stalls and Šnops O'tecca, a famous spirits store, are also very popular among visitors. After you've indulged in a delicious lunch, treat yourself with Brkini brandy, Viljamovka

(pear-in-the-bottle brandy) or Borovničevac (blueberry brandy). Those of you who prefer juice can taste cornelian cherry juice.

Maybe I forgot something. But never mind. Next Friday I will visit Pogačar Square once again. This time I will try the food at a different stall. And maybe we will meet each other there.

A quick lunch at the Open Kitchen during lunch time will make your day.

It is a place that you just have to visit.

It smells of both home-made dishes and international specialities.



## IDENTITY

## The Eleventh Month of Design this year once again offers an international fashion project

Between 6 October and 6 November 2014, Ljubljana will host the eleventh consecutive Month of Design. This will be the second time that the event will be held at the premises of the former printing factory Mladinska knjiga on Dunajska cesta. Under the auspices of the Big Institute, the organizer of the event, one of the central events of the Month of Design is represented by the IDENTITY fashion project, which is organized for the second time this year by curators Eric Maj Potočnik and Matjaž Plošinjak.



Photo: Primož Korošec

This year's IDENTITY event fashion curators Eric Maj Potočnik and Matjaž Plošinjak, who work in EricMatyash tandem.

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The IDENTITY project moves away from the traditional fashion-related formats.

After eleven years, the Month of Design has become the leading platform for critical evaluation, promotion and identification of significant achievements in the field of design in Slovenia and in Southeastern Europe. Under the guidance of its organizer, the Big Institute, the Festival offers a diverse range of events, conferences, workshops and exhibitions in the field of creative and cultural industries. The organizer wants this event to become a focal interdisciplinary and intercultural event.

“Since its inception, the Month of Design has been recognizing good design. We want to interconnect different creative spheres and put Ljubljana on the map of creative capitals. We

want to participate in creating a space for young people who are increasingly looking for inspiration and opportunities abroad”, said Zmago Novak, the director of Big Institute before the opening of this year's event.

One of central parts of the Festival will once again be devoted to fashion design, which will this year be strongly represented within the activities organized under the IDENTITY brand by the curators Eric Maj Potočnik and Matjaž Plošinjak.

### IDENTITY COMPOSITION

IDENTITY fashion project will consist of two parts, namely the opening fashion show, which will take place on 7 October

2014, and an exhibition which will be open to festival visitors until the end of the Month of Design. The composition of exhibited designs, both in the case of the opening show on the models, as well as during the exhibition, will build upon a modern scenography, caught in a typical post-war architecture by Savin Sever. This will help transform the overall identity of the project into a real art installation.

“The IDENTITY project moves away from the traditional fashion-related formats. It is not focused on commercial fashion industry, but gives priority to exploring the freedom of expression. It is a creative experiment, where both well-established fashion brands as well as young

Photo: Vred Voršič

Lara Jensen (London, Great Britain),  
IDENTITY 2013

fashion hopes design clothes making their own design statement and using a common basic cut. Single cut/many interpretations is an independent concept, which could, with a great deal of perseverance and consistent curating throughout the years, put Ljubljana in a prominent position among European fashion events. This is the direction in which the boutique story in boutique Ljubljana should develop”,

explained Eric Maj Potočnik and Matjaž Plošinjak, IDENTITY fashion project curators, before the start of this year’s event.

IDENTITY is becoming one of key events at the Month of Design, with a vision to become one of the most influential fashion events in Southeastern Europe.

Last year, when the IDENTITY project took place for the first

time, 17 designers participated - from young talents to highly renowned artists. Among others, the following designers created and presented their own IDENTITY dress: Lara Jensen (Great Britain), Branko Popovic (Netherlands), Hemyca (Great Britain), Degenerotika (Germany), Leyre Valiente (Spain), NiOka (Slovenia), Feyrouz Ashoura (United Arab Emirates), etc. This year, the project will offer dress-

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Since its inception, the Month of Design has been recognizing good design. We want to interconnect different creative spheres and put Ljubljana on the map of creative capitals.



Photo: Vid Voršič

NiOka (Ljubljana, Slovenia), IDENTITY 2013

IDENTITY is becoming one of key events at the Month of Design, with a vision to become one of the most influential fashion events in South-eastern Europe.

es that will be created specially for this occasion by designers from around the world - from Japanese brand Divka to established European names such as Spanish designer Leandro Cano and last but not least Slovenian designer Jelena Pirkmajer, which creates under the name Cliché. At the evening event, the dresses will be complemented by United Nude shoes, which are famous

for their architectural sharpness.

#### **ERIC MATYASH**

Eric Maj Potočnik and Matjaž Plošinjak have been working in tandem since 2004, today under the name ERIC MATYASH, previously known as "MEM couture". They share a creative passion, primarily focused in fashion design. In addition, the duet, which

lives in Ljubljana, takes part in costume design and styling challenges and acts as creative director of design-related projects. Since 2013, Eric Maj Potočnik and Matjaž Plošinjak act as editors in the field of fashion design and as exhibition curators within the Month of Design festival platform.

## 2014 FIBA Basketball World Cup

### Slovenia's path to victory halted only by the Americans

As expected, Slovenia's appearance at the World Cup in Spain came to an end, following their loss to the Americans in the quarter-finals. They finished seventh in the standings. For a country with a population of only two million, such a ranking is a great achievement. As has been the case at all the major tournaments over the last ten years, there is just a hint of a bitter after-taste, as Slovenia had an even higher ranking within reach.

Photo: Nebojša Tejić/STA



After two games in the preliminary rounds the Slovenian team earned itself a high rating. Slovenia defeated Australia and Mexico with an entertaining style and fighting spirit, the tone set primarily by brothers Goran and Zoran Dragič. The two were very popular and sought after by foreign journalists on Gran Canaria island. They were asked to answer all manner of questions and they did so with poise and patience.

Goran Dragič: "We come from a modest family and for us basketball was a way into the world. As young boys we spent all our free time on the court and we always hoped to one day play basketball at a professional level."

For the older of the two, Goran (age 28), these dreams have already become a reality - since 2008 he has been playing in the best league in the world, and Zoran, who is three years younger, is determined to join his brother in the NBA. The latter's

self-confidence is inspiring. He has surprised journalists with his answers on numerous occasions. Following the game against the USA last week, in answer to the question of whether the game against the NBA stars would remain among his memories, he responded that it wouldn't. "I want to play against these stars every day, so I will continue to train hard and try to break into the NBA League." After the game against Mexico, in which he scored 22 points with

The Dragič brothers

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Although the Americans were better, they had also been feeling a certain amount of tension prior to their game against Slovenia.



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one hundred percent accuracy, Zoran stated: “There was nothing special about my performance. I scored on open shots and helped the team win. That’s just the way I am. I’ve got so much energy and I can’t help myself.”

#### **FAITHFUL FANS ALSO SHOW INVALUABLE SUPPORT ON THE CANARY ISLANDS**

Just over 500 Slovenian fans came to Las Palmas de Gran Canaria. The vast majority of them were dressed in shirts supplied by the team’s sponsor, which made them stand out in the arena as well as in the city centre. The fans watched only the first game seated in their allotted seats. Later they united their strength and their lungs on the western tribune, and became, as the Slovenian team referred to them, their sixth player.

As has become traditional since the European Championships in

Serbia in 2005, when Slovenian fans first started attending major basketball tournaments in large numbers, there was also a Slovenian pub in Barcelona. In the city centre, or more precisely at the Port Olympic de Barcelona Marina, Slovenian visitors were entertained by comedian Denis Avdič on Saturday and Sunday.

#### **THE AMERICANS WERE BETTER BUT DIDN’T TAKE THEIR WIN FOR GRANTED**

Although the Americans were better, they had also been feeling a certain amount of tension prior to their game against Slovenia. Anthony Davis had this to say about the Dragić brothers before the game: “They are excellent players and excellent shooters. We know what Goran is capable of. We will try to make it hard for them to score points.” Kyrie Irving agreed: “I’m a big fan of Goran Dragić and I respect him. I’ve had the opportunity to play against him in the NBA League, I’m impressed with his style of play. It’s always good to compete against an excellent playmaker. You can’t completely stop anyone, so we will try to make it hard for Goran to accept the ball and force him to make tough shots.”

Although confident, the Ameri-

cans expected their game with Slovenia to be one of their more difficult games of the championship. James Harden had the following to say about this: “The game will be totally different from the friendly games. This is an elimination game. The Slovenian players are focused and are playing good basketball, just like us, so we’re in for an interesting dual.”

After the game Slovenian coach Jure Zdovc admitted: “We tried hard, for 23 minutes we were relatively close. We proved that we can match up with the Americans in the perimeter positions, but under the basket they are simply too strong. We don’t have a team that could match their game for 40 minutes. They punish every mistake and even in the last quarter when I included some of our younger players, the Americans continued to play with the same rhythm.”

Team Director Matej Avanzo is convinced the Slovenian heroes will be favourites for a medal in a year’s time. “Not long ago we were fighting for a position among the top 16 in Europe. Now we have settled in among the top eight in Europe and the world. Next time we will also win a medal.”

### **The promotion of Slovenia at the Basketball World Cup**

From 6 September, after the Slovenian basketball heroes advanced to the final stages of the World Cup, the Government Communication Office of the Republic of Slovenia prepared a diverse promotional program for fans and other visitors in the official Barcelona fan area. At Mol de la Marina the World Cup organisers – the Spanish Basketball Association, set up Basket Square, a street basketball court where the Slovenian presence could also be felt. On the basketball court, visitors could try their hand at throwing three pointers, participate in games and other activities to test their basketball knowledge, and maybe win a prize and get to know Slovenia. Members of Slovenia’s best acrobatic team, the Dunking Devils, added some excitement to the program. Prior to the Slovenian basketball team’s deciding games the preparation and warming up of the Slovenian fans was catered for, making sure they could audibly support their Slovenian heroes in the Palau Sant Jordi arena.

## The Slovenian football club is once again in good company

The Maribor Football Club, a multi-time champion of the Slovenian First Football League, is embarking on a new journey. After 15 years it will once again participate in Champions League play starting on 17 September. The Slovenian football club is in good company again, since it will play against Sporting Lisbon Football Club, the Chelsea Football Club from London and FC Schalke from Gelsenkirchen. The earnings of an average football player from the best football clubs in the league which Maribor will play against correspond to the annual budget of the Maribor Football Club.

Photo: Nebojša Tejić/STA



In such a prestigious league, the favourites are football clubs with much higher budgets from countries with longer football traditions. As a result, we can say that our small country's great football club will have an opportunity to defeat well-established favourites, such as London's Chelsea, who will at least be under pressure, since their owner, the Russian mogul Roman Abramovich, has no doubt not forgotten how Slovenia stood in Russia's way at the World Cup in Africa in 2010.

Less than a year ago, the Champions League was nothing but a very distant goal for the Maribor Football Club. It lost matches against football clubs, which are

considered second-rate in their countries, and a new ambitious approach was needed in order to create a winning mentality. Therefore a new head coach was brought on board, one who is a former football player. The new head coach is Ante Šimundža, who made his mark in club history as one of the top scorers. As a player he also scored the winning goal for the club's first win in the Champions League.

In order to achieve good results, your desire to win has to be stronger than that of your adversary. For achieving good results, it is important to look into the future and see farther than others. Only those can be the best who

are fearless, do not panic and solve impossible situations professionally with a combination of optimism and knowledge. The Maribor Football Club is proud to have two former football midfielders in the management, who were more often attacking midfielders, namely the director Zlatko Zahovič and assistant coach Saša Gajser (they were both members of the Slovenian golden football generation), as well as a head coach who used to be a striker.

Now Slovenia can only hope that the Maribor Football Club will be as successful in the Champions League as it was during the qualifications.

A Champions League qualifying match (quarter-finals, semi-finals, finals)

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## Slovenia has many excellent young athletes



The Youth Olympic Games are certainly the most important youth sporting event in the world. While almost 4,000 athletes participated in the recent games in Nanjing, China, the Olympic village hosted as many as 6,000 people. The Chinese proved once again that they excel in the organisation of sporting spectacles.

The Youth Olympic Games are a brilliant competition for young people, but we can only ask ourselves how many countries could even follow the Chinese realisation of the games. The Chinese left nothing to chance, and, as usual, wanted to show and prove to the world that China is a developed global power which can easily organise a global sporting spectacle. The indications of the games in Nanjing stood out. The posters, banners, sculptures and flower gardens in the shape of the games' emblem exceeded the Olympic Games in London and Sochi. The mascot of the games Nanjinglele could be seen at every step and people could quickly get an impression that they were at the genuine Olympic Games. A walk through the Olympic village gave the same feeling. Tall blocks of apartments, lit with led lights at night, large buildings with dining rooms and offices for the organisers, a running track, fitness and tidy interior of the village are a proof that the Chinese left nothing to chance.

The key question that arises here is whether this is the real purpose of the games and whether they grew too big and follow the Olympic Games too much. This is an issue for the organisers of the following

Olympic Games and the IOC to consider as it is hard to imagine who could gather as many as 22,000 volunteers, who were at disposal at all times, prepare the infrastructure, and carry out the games. This certainly gives a headache to organisers of the following Youth Olympic Games in Buenos Aires and the International Olympic Committee, responsible to name the host of the 2022 games.

As usual, one of the major difficulties for the Chinese was the language and the fact that they were taught not to say they do not know anything. This can cause many problems which can be solved quickly when you find someone who speaks English. The competitions where the Chinese athletes do not excel could be better attended. But this is the fact during all games.

Let's now take a look at Slovenian appearances. The Youth Olympic Games gathered the best young athletes in the world. All the countries sent their best teams to China. And so did Slovenia. Our young athletes fired us with enthusiasm, won 8 medals and proved that there is no need to worry about the future of the Slovenian sport. Not only the number of medals but also many excellent performances, personal records and fulfilled expectations are a proof that Slovenia can boast with many excellent young athletes. In two years' time, some of them will definitely participate in the Olympic Games in Rio, while others will perhaps seize their opportunity in Tokyo in six years.



## Spectacle and beach in central Ljubljana

In Slovenia, beach volleyball is popular both competitively and recreationally. It is also one of the most popular and well-recognised summer sports in the world. When we combine this sport, which was developed on sunny sandy seaside beaches, with an urban environment and city background, the only possible result is the 'Ljubljana Beach Volley Challenge' spectacle.

Photo: Studio Bomba



In the first weekend of August, twelve men's and women's pairs competed in a two-day international beach volleyball tournament, which was visited by several thousand fans as well as passers-by, tourists and residents of Ljubljana.

At Kongresni Trg in Ljubljana, which is surrounded by one of Europe's oldest philharmonic halls, the main building of the University of Ljubljana, the Ursuline Church and Zvezda Park, a beach was created with 250 tonnes of sand. The best Slovenian volleyball players battled with the international competition here.

The opening part of the tournament consisted of a qualification stage on Thursday, when the players fought for two spots in

the main tournament. The main tournament began on Friday with group matches, which featured 12 pairs in each competition. In each of the four groups, three pairs played against each other. The top two pairs earned a spot in the quarter-finals. The semifinals, third place match and finals took place on Saturday, 2 August.

### **VOLLEYBALL GLADIATORS**

The best Slovenian beach volleyball players competed in a wonderful atmosphere at Kongresni Trg with impressive pairs from the USA, Australia, Argentina, Brazil, the Czech Republic, Croatia, Estonia, Switzerland, Germany and Austria. Both categories featured four pairs from abroad, which stood in the way of the best Slovenian beach vol-

leyball players.

The first to step on the central court in Kongresni Trg were Erika and Katarina Fabjan, while the only Slovenian women to reach the semifinals were Ana Skarlovnik and Jelena Pešič. The winners in the women's competition were Dalida Vernier, who successfully represented Croatia at the qualifications for the Olympic Games in Rio de Janeiro, and the American Kelly Claes.

The main favourites in the men's competition were the Argentinian pair of Julian Azaad and Pablo Bianchi, but in the end the Slovenian pair of Nejc Zemljak and Jan Pokeršnik prevailed, despite being at the verge of defeat several times. Their success is particularly impressive when we consider the fact that the eventual

Serve em up, then slam em down

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People showed that they loved volleyball, and the accompanying entertainment program, concerts, shows, relaxing environment and socialising proved to be a clear winning combination. In fact, the only organisational problem in this first tournament was that the stands and beach were too small.



A good team can win a volleyball game when they are ahead, but only a great team can win when they are behind.

winner only trained together one week before the tournament in Ljubljana.

#### **WE ARE SMALL, YET OBVIOUSLY CAPABLE**

The tournament in Ljubljana attracted a large number of people and surpassed all expectations. Even the players from abroad were unified in saying: Outstanding, we want to come again! They were very satisfied and since some of the teams had already competed in grand slams, their enthusiasm amounts to even greater praise for the organisers. We are small, yet obviously capable, they commented.

*The Argentinian Pablo Bianchi, who was the top seed and is a regular participant in the world league tournaments, was thrilled about everything: "About the tournament, the city. And the people are exceptionally friendly. I cannot believe that the organisers managed to put on such a show in their first attempt. This venue and tournament have great potential. I hope that the world series tournament will also take place here at some point, I don't know. I just know that every player will now want to come and play in this tournament, which I have really fallen in love with."*

*"As far as the tournament goes - I have nothing but praise, I have yet to be at a better one. Everything was just as it should be, so full praise to the organisers, really. Kelly (Claes) and I absolutely must come back here next year," said the Croatian player after her victory, without hiding her enthusiasm.*

One of the winners, Nejc Zemljak, who comes from Slovenia's second largest city, concluded: "Never has someone from Maribor felt as much at home in Ljubljana as I do now. As I have already said, thank you everyone, really. These weren't spectators, but true fans. It was easier to play in such an atmosphere; such an exceptional audience gives you quite a lift. The tournament really did surpass all expectations. It wasn't just a tournament, but a true spectacle."

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#### **THE FUTURE**

There are new beach courts springing up in Slovenia every year. In Ljubljana's Črnuče district, the first indoor beach volleyball centre will soon be ready, giving our players ideal conditions for practising, even in the winter months. The Volleyball Federation of Slovenia notes the ever greater development and popularity of beach volleyball among youth as well. Over a thousand children every year are building up their skills at beach volleyball camps and schools taking place all over Slovenia.

The youth are also competing regularly in European championships and in fact, Slovenia has some top results in these categories, such as when Nejc Zemljak and Tine Urnaut became world champions at the junior competitions in France in 2005. Player development also requires strong tournaments at home and the Volleyball Federation of Slovenia and Extrem, the company which organised the tournament, are committed to making sure that this year was not a one-hit wonder.

Therefore, it looks like there is enough space now for the development of beach volleyball in Slovenia, and that good times lie ahead again for this attractive sport in Slovenia.

The best Slovenian beach volleyball players competed in a wonderful atmosphere at Kongresni Trg with impressive pairs from the USA, Australia, Argentina, Brazil, the Czech Republic, Croatia, Estonia, Switzerland, Germany and Austria.

## **The 2,000th Anniversary of the Slovenian capital Emona – a city of the great empire**

In 14 or 15 AD, the Roman colony Julia Emona was built on the grounds of what is today known as Ljubljana. With its construction emerged a phenomenon brought to our region – and to many other places in Europe – by the Romans: urbanism, life in the city. 2,000 years later, Ljubljana celebrates this important anniversary. The main exhibition marking this anniversary, Emona: A City of The Empire, is being hosted from 30 May 2014 to 31 May 2015 by the City Museum of Ljubljana.

The exhibition Emona: A City of The Empire begins with the prehistoric settlement in the area today known as Ljubljana, with finds from recent major archaeological investigations. The name Emona is pre-Roman: the great prehistoric settlement, which extended from the slopes of Ljubljana Castle to the Ljubljanica River, gave its name to the later Roman colony. Through the Celtic settlement, the increasing Roman influence can be seen, all the way through to the design and construction of the city of Emona. The exhibition focuses not only on the practical aspects of the city's construction and operation but also on the symbols and practises with which the city educated its residents into becoming Roman citizens. Both aspects are embodied in the portrait of Emperor Augustus, lent to the City Museum of Ljubljana by the Roman Musei Capitolini for this exhibition.

The exhibition presents Emona as one of the Roman cities that administered the Roman Empire. Cities were the main administrative units that had the role of managing the enormous area of the Empire. With a certain lifestyle which they enabled and demanded, they established Roman values. Part of this influence was also put forward for the first time on Slovenian soil, with the monumental architecture of the city wall and public buildings which reflected the power of Rome.

The exhibition features the forum, the main square, which is the focal point of the Roman city, where the public and political life of a Roman citizen unwinds. Also, various city residents and the customs of city life are depicted, which make the Roman city alive and contribute to the establishment of its role.

The last part of the exhibition Emona: A City of The Empire focuses on discovering Emona, mostly through archaeological excavations, from the beginning of the 20th century onwards. Memories from the time of the great researches from the 1960s and 1970s are on display, as well as objects that provide evidence of the use of Emona and antiquity as a brand: Emona folklore group, Emona karate club, Emona nylon stockings, Emona cigarettes, the Emona store, the Atlantis aqua park.

The exhibition Emona: A City of the Empire is accompanied by an extensive catalogue with articles from renowned Slovenian experts. Both the texts in the exhibition and the catalogue are also fully translated into English. Public guided tours of the exhibition take place every first Sunday of the month at 11:00 a.m. in Slovenian and at 1:00 p.m. in English, and every third Thursday at 7:00 p.m. only in Slovenian; public guided tours of the exhibition and of the Emona archaeological parks take place in September and October 2014 and in April and May 2015 every other Sunday at 10:00 a.m. in Slovenian and at 4:00 p.m. in English. In addition, there is also a rich programme of lectures, creative and cooking workshops, and other interesting events. Families can enjoy the exhibition and the archaeological parks in the company of an entertaining and educational family tour guide.

# EMONA

A CITY OF THE EMPIRE

EXHIBITION AT THE  
CITY MUSEUM OF LJUBLJANA

30.5.2014 - 31.5.2015

Being the first town in the Ljubljana Basin built according to a plan, Emona was a showcase for the Roman Empire's spectacular power which significantly changed the appearance of the world and everyday life of the people who had lived here for millennia. Welcome to Emona!

