

# RECIDER

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Storytelling & Experience Studio

# Portfolio

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Tourism Content Development  
Travel Agency  
Creative Writing & Design  
Promotion  
Planning  
Publishing

Selected Projects 2019-2025

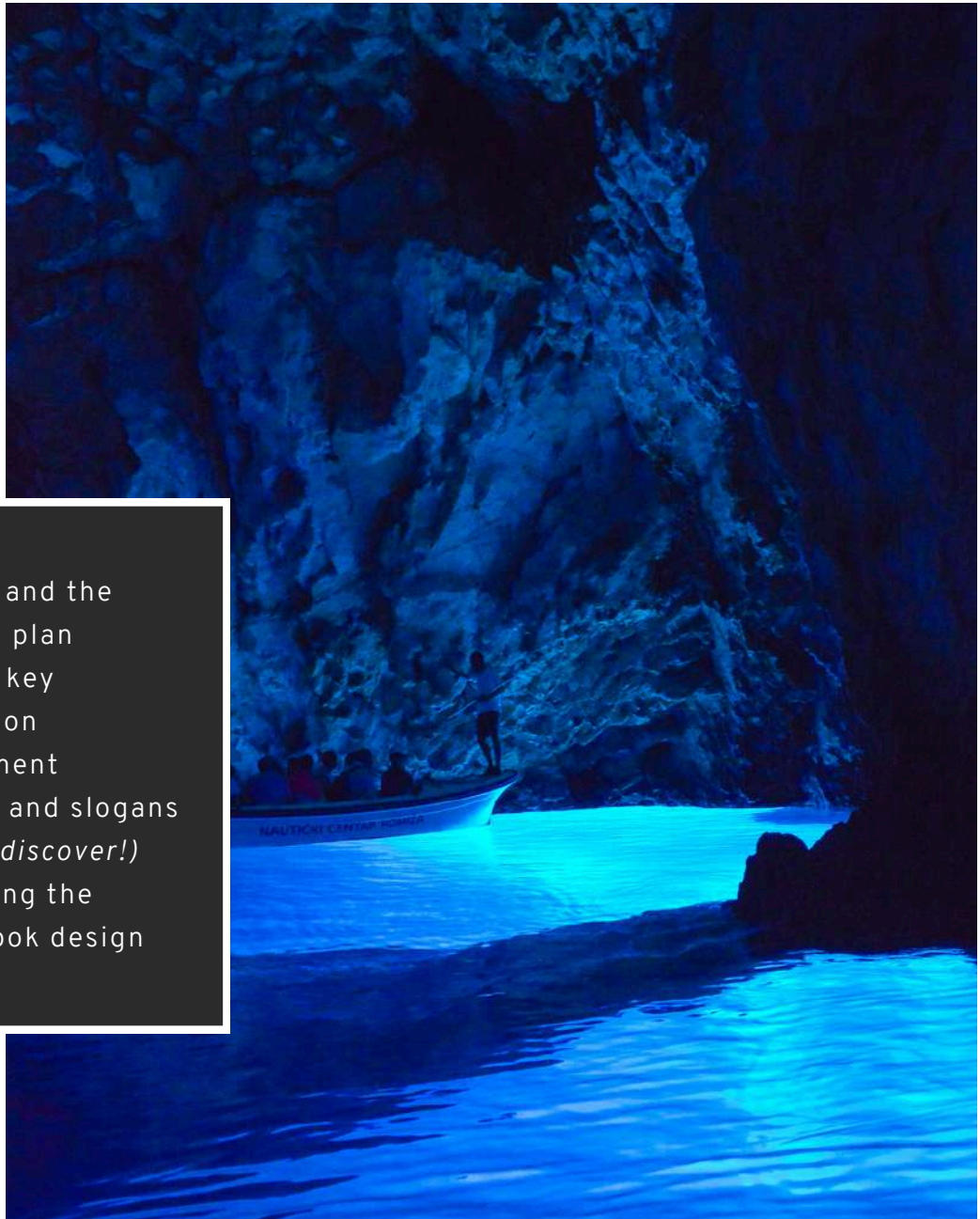
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[recider@recider.com](mailto:recider@recider.com)

# BLUE CAVE & BIŠEVO ISLAND MARKETING AND BRANDING PLAN

For the Town of Komiža, Croatia

- Analysis and the branding plan
- Defining key destination management activities and slogans (*Dare to discover!*)
- Overseeing the brand-book design



2 0 1 9 - 2 0 2 0

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# PROMOTING RURAL TOURISM IN SLAVONIA

For the Babina Greda Municipality, Croatia



## The Keeper of Slavonian Secret

### Get to know us!

► Have you heard Croats say that the plain is a mother of all good food, horses and song. But do you know where mother has learned her skills? Do you know where you can find the softest cakes, the most opulent meals, the clearest songs, the most dapper horses? Where the secret of Slavonia – the most beautiful Croatian secret – is being kept?



In Babina Greda of course, one of the largest villages in Croatia! Our story begins long ago, or as they say, "once upon a time". Grandma ("baba") Keda got fed up with the floods, gathered all the household and told them they were moving. After reaching a higher ground (ridge or "greda"), she began to clear the land. Soon thereafter, taking cue from the first emancipated woman of Slavonian legends, neighbours began to join her at Babina Greda (literally, "grandma's ridge"). The rest is a history.

- Web copy
- Travel guide copy (CRO & EN)
- PR & Social Media (CRO & EN)
- Destination slogan (*The Keeper of Slavonian Secrets*)
- Destination & Event Management (modernizing traditional folk events)

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# PROMOTING RURAL TOURISM IN SLAVONIA



<https://www.croatiaweek.com/video-mare-kate-humourously-announce-traditional-slavonian-festival-in-babina-greda/>



## Tko bolje kuha – snaše ili influenceri?

PIŠE **Gastro.hr** 28. KOLOVOZA 2019.

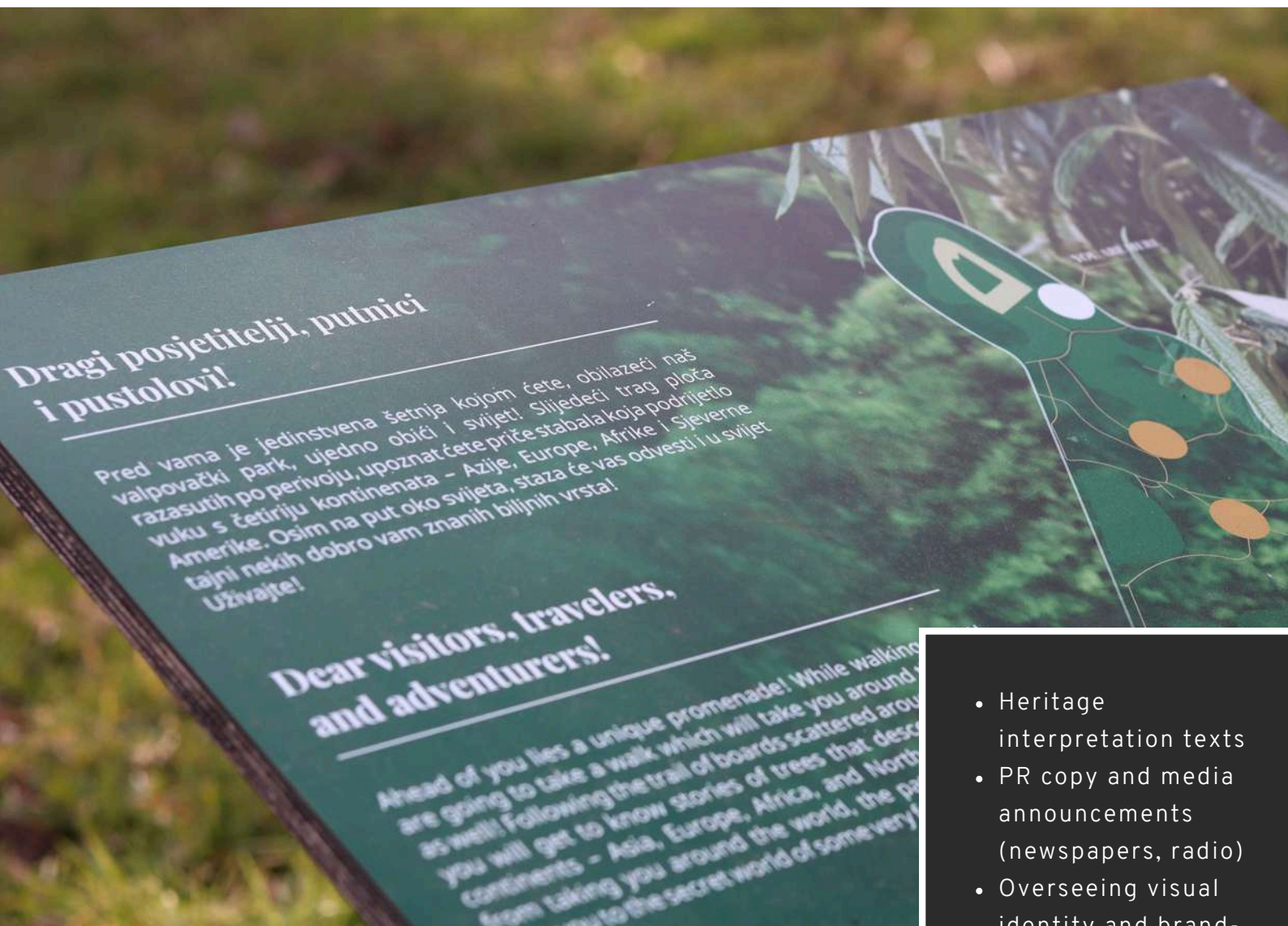


<https://gastro.24sata.hr/najave/tko-bolje-kuha-snase-ili-influenceri-24076>

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# THE PARK PEARLS OF SLAVONIA / PARKOVNI BISERI SLAVONIJE

For the Town of Valpovo, Croatia



- Heritage interpretation texts
- PR copy and media announcements (newspapers, radio)
- Overseeing visual identity and brand-book design and implementation

2 0 1 9 - 2 0 2 1



# PRO YOUTH: INTERNATIONAL CULTURE & TOURISM PROGRAMME

For the European Foundation for Education, Germany

## PRO-YOUTH

International work-based learning schemes in cultural and heritage tourism

- Creative writing coach
- Author of a chapter 4 in the handbook addressing the topic
- Workshops moderator

2 0 1 9 - 2 0 2 1

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# “GLADIJADORI”

Croatia Historic Travelogue



- Recider’s “in-house” publishing / native-marketing project
- Lead author & executive producer
- Promoting hidden Croatian destinations and their heritage
- Followed by the [#izovihstopa](#) campaign
- Social Media promotion

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# "GLADIJADORI"

Croatia Historic Travelogue



kutak\_za\_knjigu

kutak\_za\_knjigu Knjiga koja je dominirala mojim storyjima zadnjih tjedan dana. Moderno, pametno, zabavno, uz mnoštvo "nepoznatog o poznatome" i QR kodova za istraživanje. Cijela recenzija na linku u profilu 😊

#culspereience #gladijadori #recenzija #croatiatoknow #croatiafullloflife #history #bookflatlay #booksofinstagram #bookstagrambalkan #reader #bibliophile #bookreview #knjiga #povijest #kutakzaknjigu

232 tj.

 **bibliovca**  
@luka\_jakopcic

Vidjela sam sve vaše "a gdje je TVOJ ulov?" poruke, a kako ne mogu u isto vrijeme biti na 13 lokacija, čekala sam da prestanem pohoditi sajam i istovarati knjige na ovaj siroti kuhinjski/radni stol, pa da vam sve odjednom pokažem.

Prije nego uslikam book-stack i pojedinačne naslove, htjela bih vam skrenuti pozornost na jednu knjigu na koju je meni Luka Jakopčić skrenuo pozornost par dana prije Interlibera.

Knjiga se zove "Gladijadori: povijest svakodnevnog života u Hrvatskoj s pokojom turističkom preporukom" i donosi nam pregršt dobro istraženih informacija o tome kako je u različitim dijelovima naše zemlje izgledao svakodnevni život u proteklom stoljećima.

Što se jelo, kako se nekoga prosilo, kako su se razrješavali problemi preljuba, od čega se sastojao pribor jednog liječnika, kakvim pripravcima su ljudi pokušavali izbjeći obolijevanje od kuge - deseci i deseci bite-sized priča o životima običnih ljudi, a ispričane neusiljeno uz brojne humoristične opaske. Kao da, dok čitam, slušam Gorana Milića. :)

Polako stižu prvi  
dojmovi 😊🐑 @bibliovca

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# EASTERN CROATIA TRAVELOGUES AND PROMOTION

For the Brod-Posavina County Tourist Board, Croatia



- Web copy (most part)
- PR articles
- Travel catalogue copy & design
- Destination slogan (*Gdje usput postaje cilj!*)
- Examples (CRO):
- <https://tzbpz.hr/obicaji-eventinasi-gusti-vasi/>
- <https://tzbpz.hr/remotaj-sebrodsko-posavska-zupanija-zadigitalne-nomade/>





# EASTERN CROATIA TRAVELOGUES AND PROMOTION

For the Osijek-Baranya County Tourist Board

## Slavonia and Baranja

### Head on East

Hedonizam je na istoku

Although the ninth smallest country of the European Union, thanks to its specific shape, Croatia occupies a bit of three large cultural and geographical parts of Europe. While everybody knows about its beautiful Mediterranean coast, in the Croatian northeast Slavonia and Baranja welcome you. The largest region of Croatia is also its greatest secret, as the German newspaper *Münchener Merkur* noticed a few years ago. Located in the south of the great Pannonian Plain, and with a touch of the Balkans in the air, this area is imbued with a rich cultural heritage, vivid customs, wonderful landscapes, villages, and towns asleep between past and present.

#### CRADLE OF GOOD TASTE

On that list, enogastronomic richness is certainly last but not least. The charms of Slavonia-Baranja's heart, Osijek-Baranja County, are perhaps best presented through the story of sunny vineyards and opulent feasts. Experienced travelers and those yet to become stay amazed by the fascinating facts: Slavonia and Baranja are home to some of the oldest wine cellars

Površinom deveta najmanja država Europske unije, Hrvatska zahvaćujući svom specifičnom položaju obuhvaća dijelove čak triju velikih kulturno-geografskih dijelova Europe. I dok svi znaju za njenu prekrasnu mediteransku obalu, na sjeveroistoku Hrvatske dočekat će vas Slavonija i Baranja. Najveća regija Hrvatske ujedno je i njena najveća tajna, kako je to prije koju godinu primijetio njemački list *Münchener Merkur*. Smješteno na jugu Panonske nizine, s daskom Balkana u zraku, ovo područje prožeto je bogatim kulturnim naslijeđem, živopisnim običajima, dječjim krajoletima, selima i gradićima usnulima između jučer i danas.

#### Kolijevka dobrog ukusa

Na tom popisu, eno-gastronomsko bogatstvo svakako je last but not least. Zapravo je čan Slavonije i Baranje to njenog srca, Osječko-baranjske županije, možda najbolje predstaviti kroz priču o osunčanim vinogradima i raskošnoj trpezi. Prekaljeni putnici i oni koji će to tek postati ostaju u čudu nad zapanjujućim činjenicama: ovdje su, primjerice, smješteni neki od

di (Duke's Vineyards), the heart of multiethnic Baranja province, being the largest historical wine cellar in Croatia. Built more than five hundred years ago, it is contemporary with the Renaissance, geographical discoveries, as well as culinary ones.

One of those occurred in Slavonia and Baranja when, during the Ottoman conquest in the 16th century, European, American, and Oriental cuisine joined forces. In this fusion, black Slavonian pig meat met Indian spices (brought from the East by the Turks), which resulted in *Kulen* or *Kulin* - the most famous cured meat product of Slavonia and Baranja, and their gastronomic symbol. Protected as a cultural and cuisine heritage both on a national and EU level, *kulen* is nowadays on its way to becoming an internationally renowned gastronomic fact.

Despite *kulen*'s fame, the horizon of the Slavonia-Baranja's dining table extends far beyond the delicacy which symbolizes it. It often seems as there was no end to various meat and fish dishes, accompanied by desserts brought to Pannonia by crafty German settlers two and a half centuries ago. The view of its table can only be paired with one from the easternmost point of Osijek-Baranja County - the river peninsula near Erdut village, rising above the mighty Danube and the vast plain of neighboring Vojvodina region. As this place is also home to the largest vineyard in Croatia, one of the largest wine barrels in the world, and a beautiful winery, two and a half-hour drive from the Esplanade Hotel terrace is probably not too much of an obstacle.

nalazi se u  
među Slavi  
ževi Vinogr  
visokog uz  
smjestio se  
skoj. Sagra  
menik je eu  
i kulinarski

Jedno tak  
Naime, tje  
stoljeću sn  
jentalna, k  
meso crne  
sredstvom  
ili kulini - na  
nomske sim  
kao nacio  
čenoj zem  
ima sve pr  
poznata op

Na horizon  
je širi od d  
ribliji speci  
dijelovi i vi  
doseljenica  
du parirati  
Osječko-bar  
Erduta, uz  
glednim pr  
dolapnima  
čeg vinogr  
bačeva na  
dva i pol se  
de vjerojat

- Web copy (most part)
- PR articles (CRO & EN)
- Examples:
  - <https://www.vecernji.hr/lifestyle/pomakni-granice-bez-prelaska-granice-1479107>
  - <https://www.24sata.hr/promo-sadržaj/kako-sam-upoznao-vasu-snajku-posjetite-lokacije-snimanja-serije-914112>
- *HeadOnEast, Land of Wine, River Cruising in Croatia* catalogue copy (most part)



# EASTERN CROATIA TRAVELOGUES AND PROMOTION

## Osijek-Baranja County

Osijek-Baranja County, the region of wine, homemade food, friendly folk, beautiful nature, and abundance of culture and tradition, will surely enrich your cruise, no matter whether you step on land in Batina, Osijek, or Aljmaš berth.

### Without History We Are Nothing...

As does every genuine story, this one also begins with some history. The historical heart of Slavonia and Baranja is the city of Osijek. Walk the mysterious streets of the Tvrđa, Osijek's fortress, or stroll toward the beautiful Osijek co-cathedral, the second highest in Southeast Europe. Don't miss out the Drava riverbank, where the longest Croatian riverine promenade awaits or beautiful Art Nouveau avenue. There are truly numerous reasons that make this city special. Nor too big, nor too small, rich with social and cultural events, airy and surrounded with natural beauties.

*In Erdut winery you can find one of the biggest barrels in the world, measuring 75.000 liters!*

### I Heard It Through the Grapevines

The land of long wine history, dating back to Roman times, has a lot to offer in that regard. You don't have to go far from the Danube to experience it. The Erdut vineyards, biggest plantation in Croatia, lie just above the mighty river. And are not the only big boys around! In Erdut winery you can find one of the biggest barrels in the world, measuring 75.000 liters! So, pour yourself a cup, take a walk, and enjoy the view of the Erdut tower and



the Danube hugging the sky. Peaceful beauty at its finest! While in this area, pay a visit to the village of Dalj, where the "Center Milutin Milanković" celebrates the work of the scientist who created one of the „most significant theories relating Earth motions and long-term climate change“, according to NASA.

### Baranja Calling

North of Osijek, in Baranja, stroll over the gentle fertile slopes, feast your eyes on vast sun-kissed vineyards, walk through fascinating surduk gorges between the hills, and – with a glass of fine wine – take a peek inside cellars called gatori, in the village of Zmajevac. Not far from here, nor from any of our docks, is the 500-year-old wine cellar in the village of Kneževi Vinogradi. Don't worry, you won't be left thirsty because the cellar is still up to his job. Of course, Baranja is much more than wine. The ethno-village Karanac could be your cup of tea, as the place that takes you back to some more simple times, with authentic houses, traditional cuisine, and its "Street of Forgotten Time". Sounds unforgettable, doesn't it?





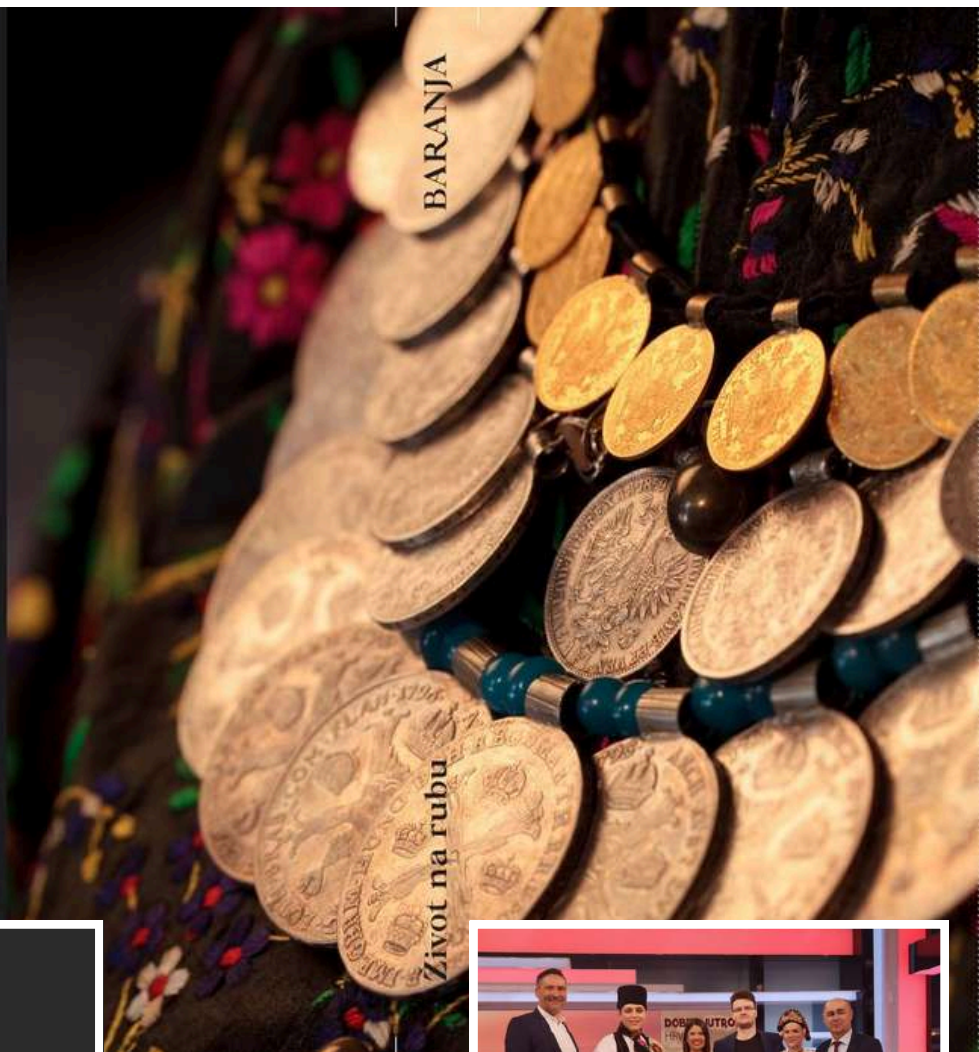
# REGIONAL MONOGRAPH *BARANJA: ŽIVOT NA RUBU*

For the Osijek-Baranja County, Croatia

Baranja ili "majka vina", kako znamo reći, majka je i plodne zemlje, bujnih šuma i netaknutih močvarnih područja; majka radišnih ljudi, tijekom stoljeća pristiglih u nju sa svih strana, kako bi ovdje pronašli bolji život i obogaćujući stare, stvorili nove vrijednosti i tradicije. Plodovi tog stoljetnog rada i kulturnih vrijednosti, kao i želja da ih se nastavi nadograđivati i ubuduće, vidljivi su u svakoj brazdi nepreglednih beljskih oranica, u svakoj čaši vina s Banskog brda, u svakoj kriški domaćeg baranjskog kulena. Čak i danas, kad uzdrmana ratom, a potom i gospodarskim teškoćama, prolazi kroz jedno od izazovnijih razdoblja u svojoj burnoj povijesti, Baranja nudi mnoštvo mogućnosti, kako za rad, razvoj privatnih i javnih ideja i projekata, tako i za odmor. No Baranja traži da joj se preda, da se u nju uroni, da je se istraži. Tek tad se otvara u svoj svojoj raskoši.

Baranja je hrvatski dragulj, u svoj svojoj različitosti. Razlog je to za ponos, ali i obvezu, obvezu sviju nas, ne samo na istoku, već u cijeloj Hrvatskoj. Kako pak obveza počinje upoznavanjem, za prvi korak, prilazimo ovu knjigu. Neka nam je od koristi.

(iz predgovora Ivana Anušića)



BARANJA

Život na rubu

- Author & co-producer
- [Find out more](#)





# REGIONAL MONOGRAPH *ČETVRT STOLJEĆA ŽUPANIJE POSAVSKE*

For the Posavina Canton, Bosnia & Herzegovina

- Author & executive producer
- [Find out more](#)

**ČETVRT  
STOLJEĆA  
ŽUPANIJE  
POSAVSKE**  
*Monografija*

2 0 2 1

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# DESTINATION CONTENT WRITING & PROMOTION

## Bakar - mali biser velikih priča

Bakar, jedan od najstarijih gradova na Jadranu, čeka Vas u  
dnu prekrasnog zaljeva kojim se Mediteran uvlači u krilo  
Srednjoj Europi. Otkrijte ga!

Saznaj više

For the Town of Bakar Tourist Board,  
Croatia

- Webpage copy
- PR articles (CRO & EN)
- Digital marketing & Social Media (FB, IG)
- Destination slogan (*A Tiny Pearl of Great Stories*)
- Examples:
  - <https://www.croatiaweek.com/the-bakar-way-of-touring-and-tourism/>
  - <https://www.slatkopedija.hr/imamo-i-recept-bakrani-su-nam-otkrili-kako-pripremiti-njihovu-neodoljivu-tortu/>



# DESTINATION CONTENT WRITING & PROMOTION



Event by Turistička Zajednica Grada Bakra

Bakar

Duration: 4 hr 45 min

Public · Anyone on or off Facebook

(For EN, scroll) 🌂🌞 Bogatije no ikad, otvoreno malima i velikima, kulturnjacima i zabavnjacima, ovogodišnje "Margaretino leto" obuhvaća 25 programa, od kojih su 23, zahvaljujući našim dragim partnerima i sponzorima, potpuno besplatna 😊! Tijekom više od mjesec dana čekaju vas najbolji koncerti klasične i zabavne glazbe (Jacques, Indira, Battifiaca, Maja Šuput), izložbe i predstave, tradicijske fešte te inovativne interpretacijske ture 🍷 Zapratite nas i odaberite svoj djelić bakarske ljetne čarolije – možda već 25. 6. (sub), kad vas povodom otvorenja „Margaretinog leta“ čekaju i sad već čuvena „Šetnja kroz povijest“, ove godine posvećena velikom Andriji Mohorovičiću te koncert Jacquesa Houdeka 🍷🎤



Turistička Zajednica Grada Bakra  
July 9, 2023 · 🌐

😊 Nepca nam s nestrpljenjem očekuju večerašnju Feštu od brodeteta, a mi se pitamo – koja li je tajna pravih majstora? 😊 Ima ih nekoliko, a jedna je i ta da imaju pravu ekipu. I ove godine, njen neizostavni dio je INA d.d. 💙 Uz svu ostalu podršku, generalni sponzor Margaretinog leta osigurao je i plinske boce potrebne za pripremu slavne jadranske delicije, dok ih je INA logistika pravodobno dostavila, pa današnja fešta može početi! ✅



A few snips...

2 0 2 1 - 2 0 2 5



# NIKOLA TESLA EXPERIENCE CENTER KARLOVAC

For Karlovac County, Croatia

## Bljeskovi - moć opažanja

[illegible]

## Flashes - the power of observation

[illegible]

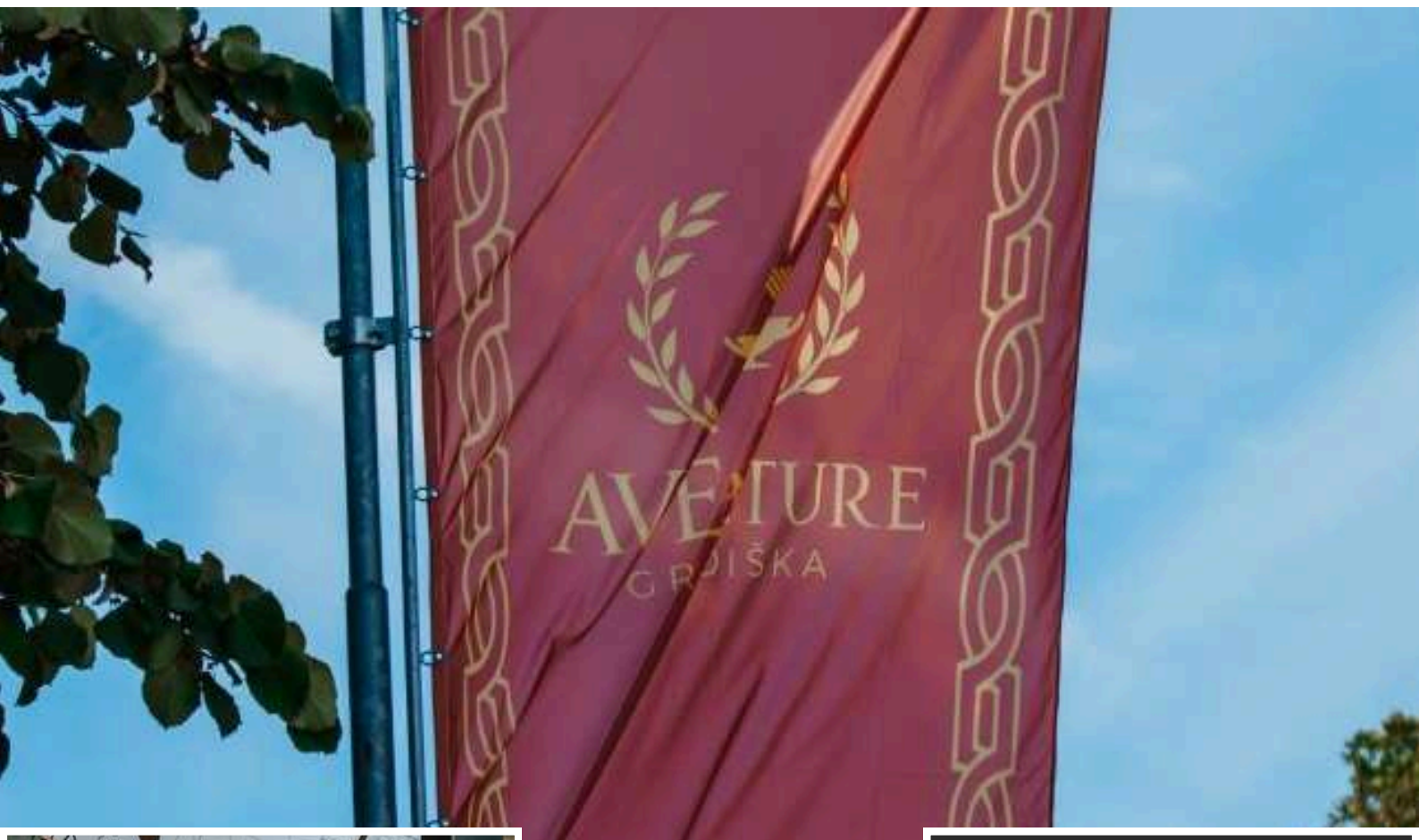
- Interpretation texts
- Multimedia and game scripts
- Proofreading & editing
- Photo research, selection, and editing
- Overseeing implementation of various project elements





# LANDSCAPE INTERPRETATION CENTER

For the Town of Gradiška, Bosnia and Herzegovina



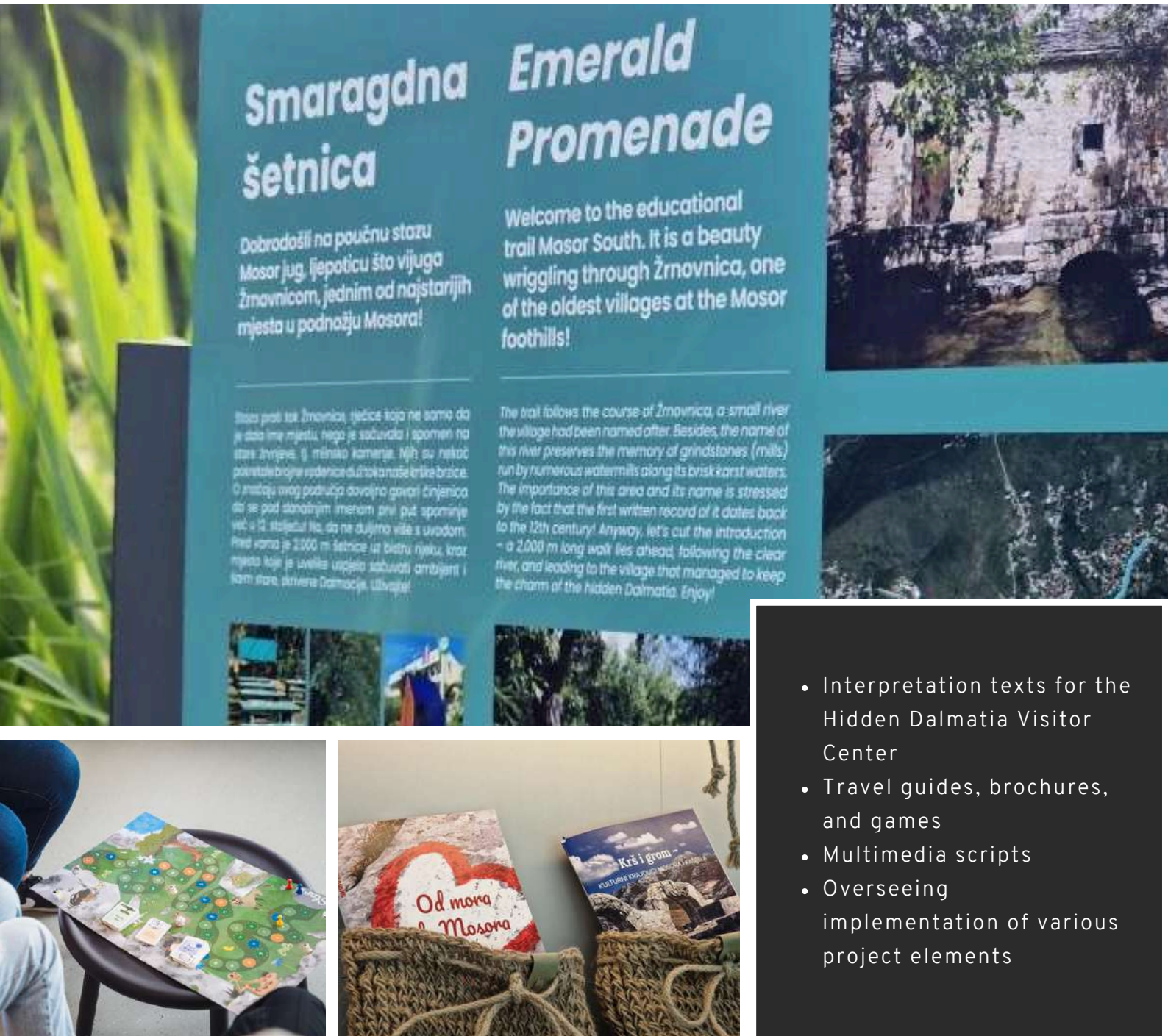
- Interpretation texts and copy
- Implementation & development plan
- Creating AVENTure Gradiška theme trails
- Overseeing implementation of various project elements

2 0 2 2

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# THE HIDDEN DALMATIA

For Split-Dalmatia County, Croatia

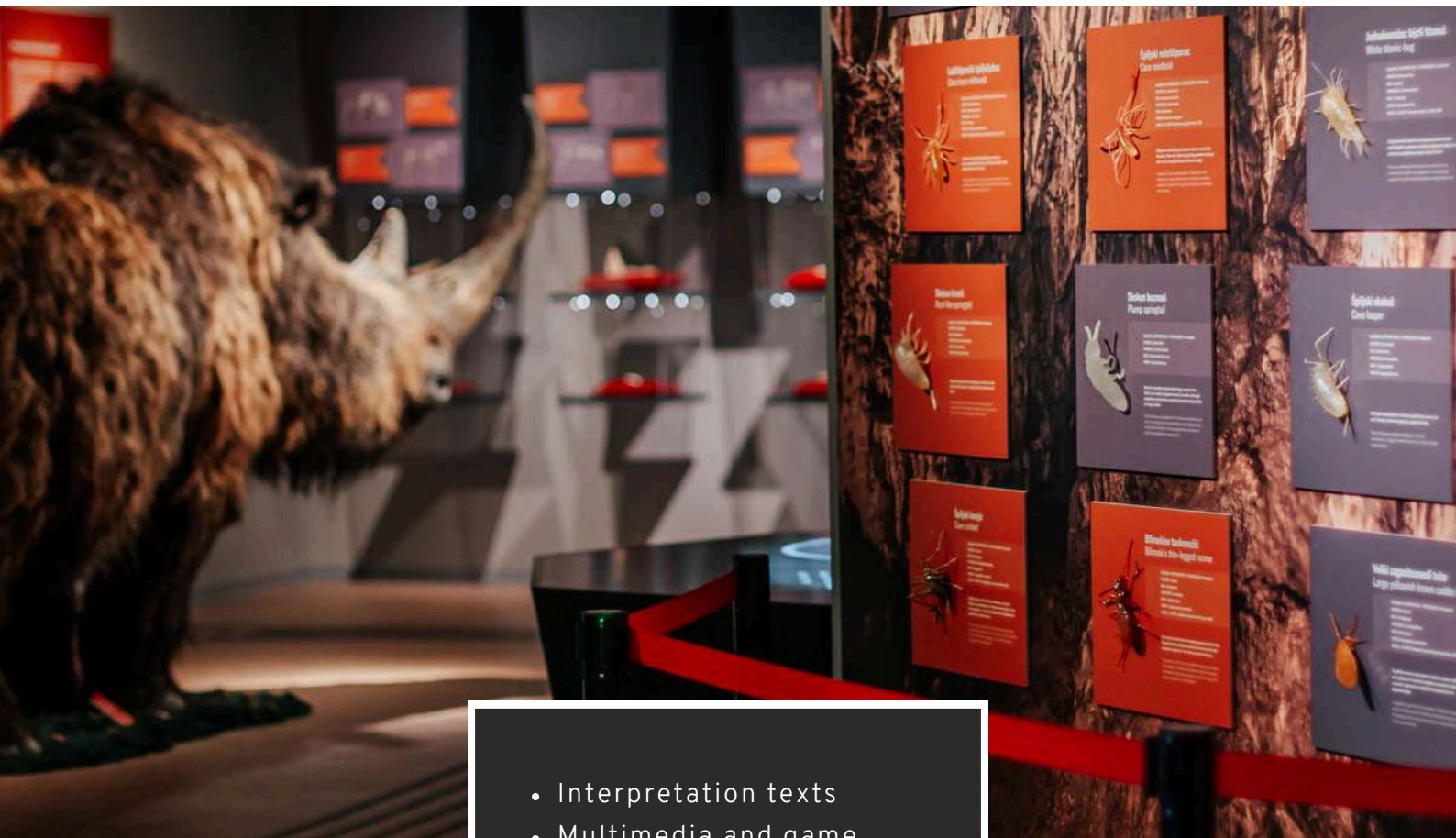


- Interpretation texts for the Hidden Dalmatia Visitor Center
- Travel guides, brochures, and games
- Multimedia scripts
- Overseeing implementation of various project elements



# SPELEON VISITOR CENTER

For the Barač Caves Public Institution, Croatia



- Interpretation texts
- Multimedia and game scripts
- Editing translations
- Overseeing implementation of various project elements

2 0 2 2 - 2 0 2 3

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# BISTRA ECOMUSEUM

For the Bistra Municipality, Croatia



- Interpretation texts
- Audio-guide script
- Overseeing production of the guide
- Photo research, selection, and editing
- Multimedia Implementation plan



2 0 2 3



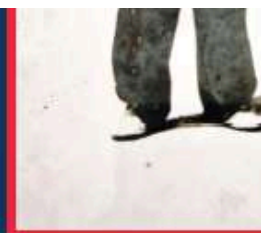
# THE ECO-ETHNO HOUSE

For the Vrpolje Municipality, Croatia

radivačko poduzeće – paromlin  
ednik Leopold Weiss te je sve do  
bilježi Knežević, zbog povoljnih  
okolica dovaža ovamo hranu”.  
rguje i bosanskim voćem. Ovaj  
rpoljački kroničar 1929. pomaže  
aki “frtalj” sata jure automobili i  
ji je željeznici, zahvaljujući kojoj  
rpoljačkih gusaka.

proverb used to say.

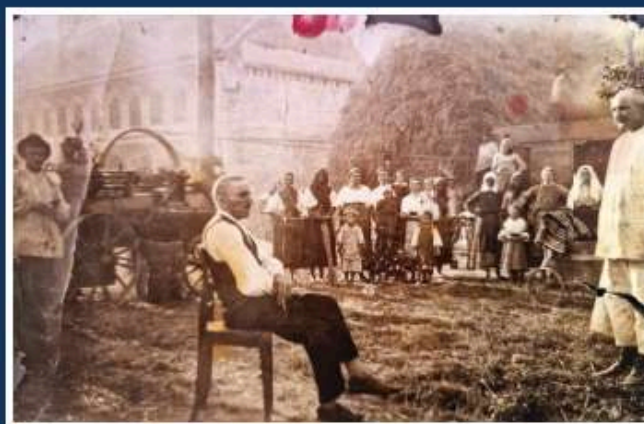
The early 20<sup>th</sup> century is also the time of the big granary company in Vrpolje – the steam mill „Rosa”. Established in the late 19<sup>th</sup> century by the entrepreneur Leopold Weiss, up until the 1950s „Rosa” was the fourth-largest mill in Croatia. Knežević states that “almost the entire closer and remote area delivers grain here” because of the advantageous purchase costs. Bosnian fruit was also widely traded in the Vrpolje region. According to Knežević, that business was run by the local Roma population. A little irritatedly, in 1929 the chronicler of Vrpolje observes one more thing – that „almost every fifteen minutes, cars and motorcycles rush through the village at high speed of 20-50 km/h.” He is more susceptible to railways, thanks to which Zagreb is not that far anymore, unfortunate for many of the Vrpolje geese sold in the capital.



Gazda Ilija Grgić iz Starih Perkovi  
/ Master Ilija Grgić from Stari Perkovi  
(Privatna zbirka Ružice Vidaković  
private collection)



Središte Vrpolja oko 1900., s paromlinom “Rosa” i guskama u prvom  
planu / Vrpolje center around 1900, with steam mill “Rosa” and geese in  
the front (Arhiv SGIM / Meštrović Gallery Archives)

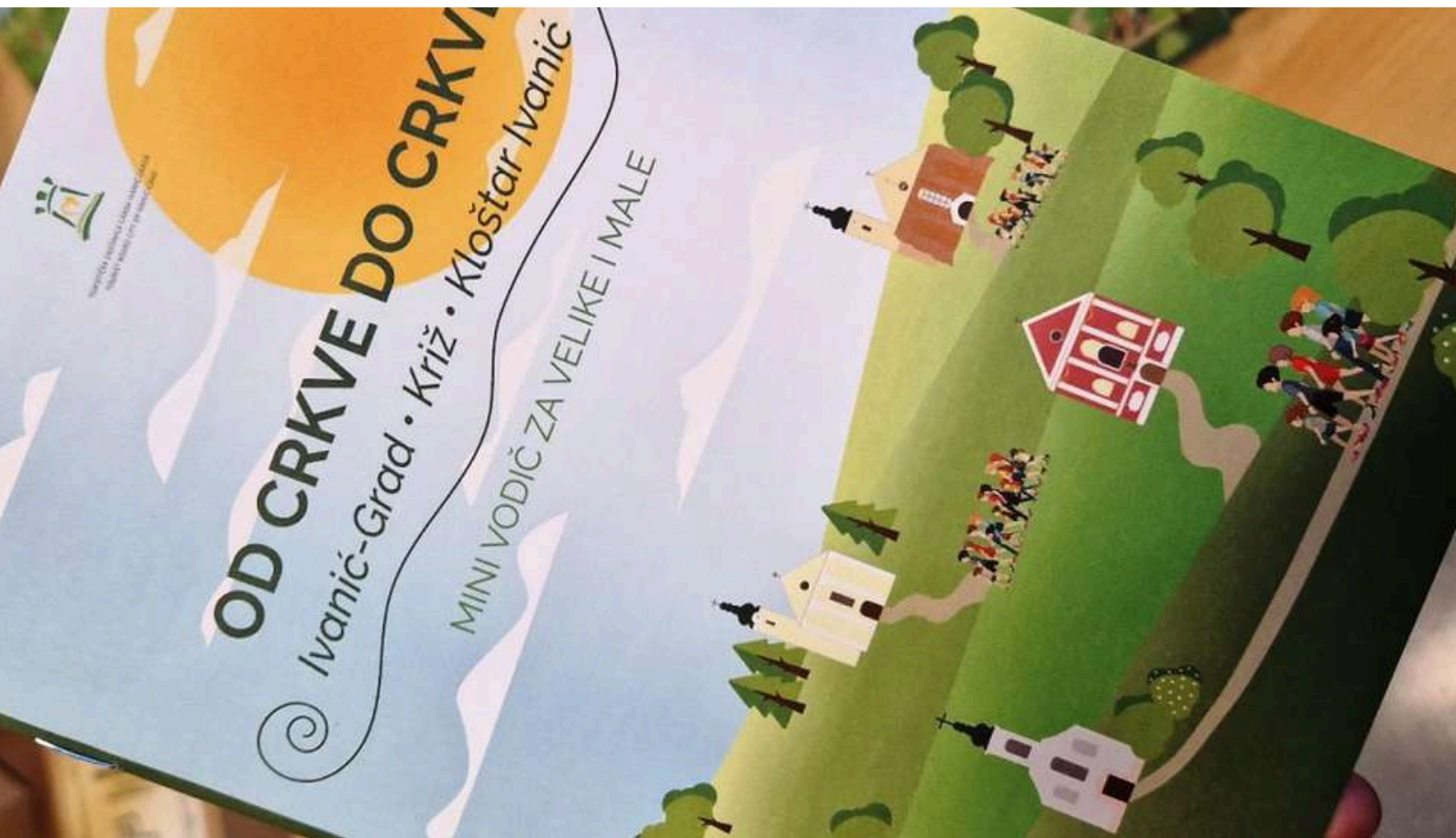


Vršidba kod gazde Stipana Zmalčića, Stari Perkovi oko 1940.  
/ Threshing in the Stipan Zmalčić's estate, Stari Perkovi, c. 1940  
(Privatna zbirka Barice Funarić / Barica Funarić private collection)

- Interpretation texts
- Multimedia script
- Translation editing
- Photo research, selection, and editing
- Overseeing production of various project elements

# THE CHURCHES TOUR

For the Ivanić-Grad Tourist Board, Croatia



## Kloštar Ivanić Church of the Assumption of the Blessed Virgin Mary



Eight Centuries of Our Lady...

00:00 / 02:41

Eight Centuries of Our Lady of Kloštar

The sacral heritage of our region would not be what it is without the Church of the Assumption of the Blessed Virgin Mary. This church, now the first church dedicated to Mary, and the first church in the area of Ivanić Grad as a whole, was during the 15th century.

If you're wondering why it wasn't erected in Ivanić Grad, which is the centre of the region, have another think. The area was swampy and unsafe, while hills like this one offered a good vantage point and better security. The church was built on a hill, located in what is now Kloštar Ivanić.

But let's get back to this church. Its founder, Bishop Stephen of Zagreb, had big plans for this location. Along with the church, he planned to build a school, a convent, and a town. The church was built on a hill, located in what is now Kloštar Ivanić.

A second attempt was more successful. Benedictine nuns arrived at the convent and would stay until the 18th century. They helped develop the area's spiritual and social life and fostered economic activity. For example, they held a fair on the day of the Assumption of Mary, the protector of their parish. At the end of the 18th century, fairs could be held on St. John's Day and on the Second Sunday of Easter.

At the end of the 15th century, the Benedictine nuns left Ivanić due to the increasing threat of Ottoman attacks. The church was exposed to war and the sands of time. You should then not be surprised that standing before you today is a church constructed in the middle of the 18th century. However, if you look closely at the lower layers, you'll notice the foundation for the current one.

The new church was decorated in a rich Baroque style. The baptistery, pulpit, the seven altars, and the three things which remain from the old church were the wondrous painting of Mary which you can see at the main altar.

- Interpretation texts and game script
- Audio-guide script
- Translation editing
- Photo research, selection, and editing
- Overseeing production of various project elements



# LOCAL CROATIA TRAVEL EXPERIENCE

For the University of Florida (USA)



GODIŠNJA  
HRVATSKA  
TURISTIČKA  
NAGRADA  
**2023.**

**FINALIST/Finolist**

**DMK - TURISTIČKI ARANŽMAN GODINE**  
DMC – Best Itinerary/Programme of the Year



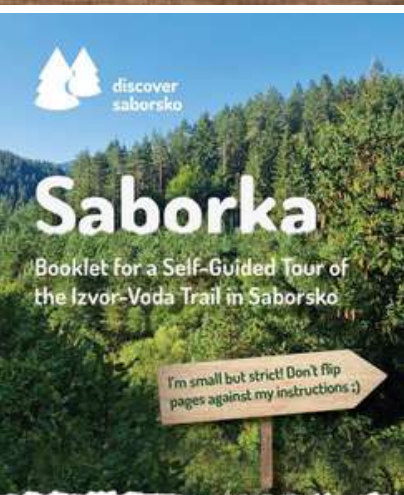
- Travel planning, storyline, and coordination
- Tour guidance on spot
- Overseeing implementation of various project elements
- Project promotion

2 0 2 3



# SELF-GUIDED SOLUTION AND DESTINATION PROMOTION

For Plitvice Valleys Tourist Board, Croatia



- Concept and text of the self-guided booklet and panels
- Editing translation
- Overseeing implementation of various project elements
- Project promotion

2 0 2 3 - 2 0 2 4



# MAP OF ISTRIAN HERITAGE CENTERS

For the Istrian Development & Tourism Agency (Croatia)



- Complete map production (copy, design, translation, print)
- Coordination of entities represented on the map
- Dynamic QR codes



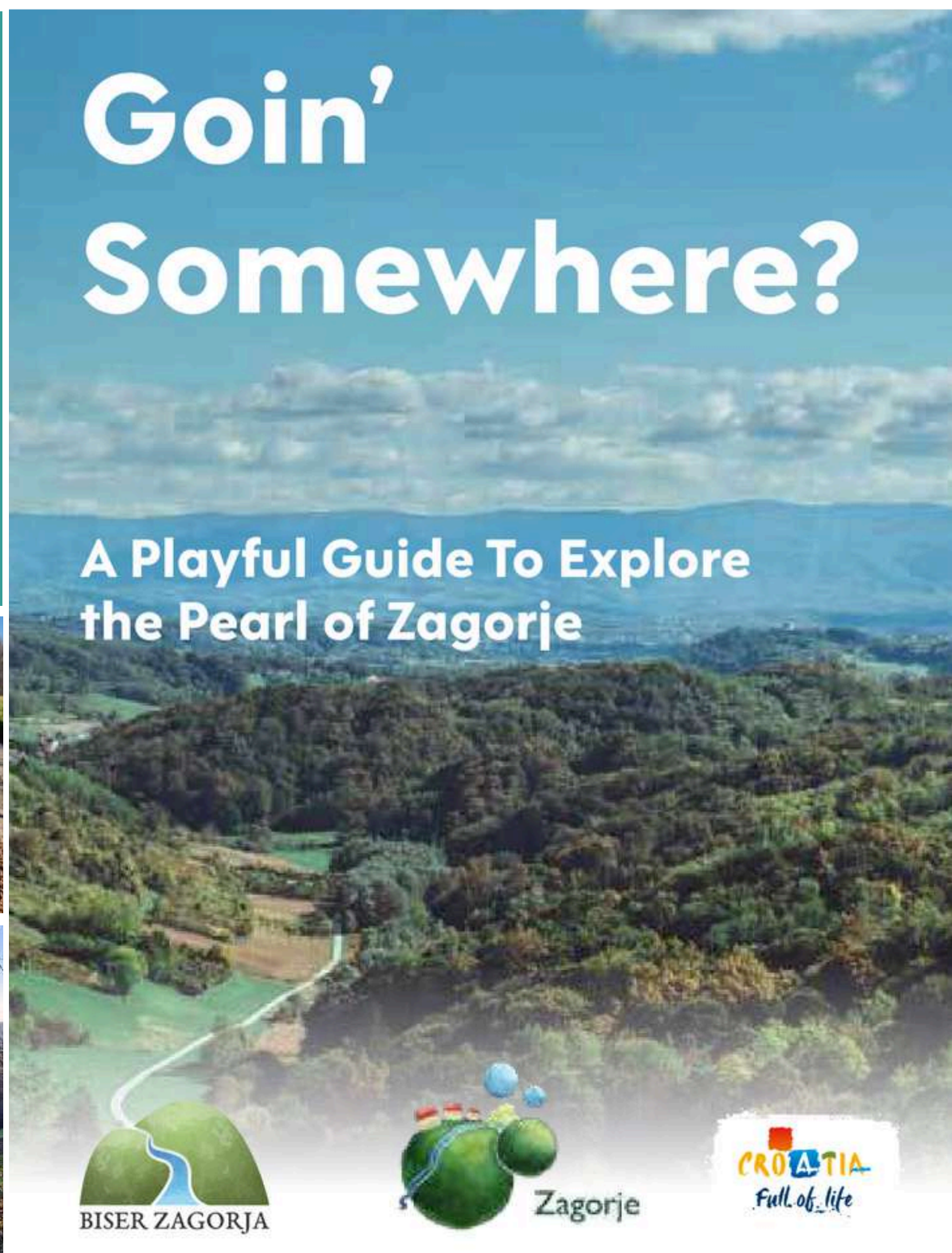
- 2 Istraživanje starih istarskih kaštela nikad nije bilo atraktivnije! Natakните VR naočale i krenite u otkrivanje kamenih velikana Istre, kao i zanimljivih narodnih običaja Momjanštine!
- 3 U Kovarskoj kući "Arsia", malom muzeju rudarstva, svakodnevnu rutinu zamijenit ćete pogledom u svijet raških rudara. Saznajte kako su živjeli i kako se snalazili u tami istarskog podzemlja!
- 4 Kuća o batani, prvi hrvatski ekomuzej, ponos je svih Rovinježa. Bilo da slušate priče s dalekih pucina ili obilježnih plicaka, doživjet ćete je kao fascinantni simbol ljubavi čovjeka i mora, uvršten i na UNESCO-ov popis nematerijalne baštine.
- 5 Što veže Clintu Eastwooda, svjetske balerine i poznati event Slatka Istra? Naravno, Centar za posjetitelje Maraston. Ovdje su dom pronašte priče iz skrivene povijesti Istre, narodne predaje i autentični recepti. Sati rasonode zajamčeni!
- 6 Progovorite vlaškim jezikom, jednim od najugroženijih na svijetu! Uskočite u cipele krijumčara iz vremena talijanske uprave Istrom. Proučite staze i prirodu Učke te ljude i običaje Sušnjevice, malenog mjesta velikog duha!
- 7 Svi nostalgici za 20. stoljećem ovdje će doći na svoje. U srcu Pule vratite se u doba crno-bijele televizije, gramofona, kazetofona, telefonskih govornica, novina, "haubi" i viklera za kosu. MEMO vremeplov vas čeka!



# PEARL OF ZAGORJE SELF-GUIDED ROUTES

For Pearl of Zagorje Tourist Board (Croatia)

- Guide concept and copy, interpretation
- Translations, photos & design
- Coordination of implementation
- Production and labeling
- Promotion



2 0 2 4 - 2 0 2 5



# BRANDING AND GAMIFICATION OF ŠOKAC HOUSE

For Draž Municipality Tourist Board (Croatia)

Three vertical panels for handwriting practice. The first panel is grey with a black downward arrow. The second panel is blue with a blue downward arrow. The third panel is red with a red downward arrow and a bracketed label 'two-word item'.

or red labels. Write the name of the item marked with a specific colour in the matching column on the next page of the guide. The trick is to try to figure out the name of each item. Our audio guides, grandma Eva and grandpa Stipa, are here to give you a hand with this! After writing down enough item names in each column, you'll (probably) be able to figure out the word that links all the items in that particular column. Once you've identified all three linking words - the words that connect the items in each column - find the QR code that will guide you to the final step of the game. You'll need the three linking words, written in small letters without spaces, to unlock it. To help you out, there's a map of the property on the back of the guide.

May the best one win.



## Eva & Stipa

## A Playful Courtyard Quest



**You alone assume responsibility for participating in the Šokac House tour and activities.**

Have fun and be considerate of others.



Šokačka kuća  
Topolje

2024.



Discover Draž

DOBRODOŠLI NA MJESTO Gdje MOĆNI DUNAV I PITOMA PLANINA ZA VAS ČUVAJU NAJVEĆE DRAŽI BARANJE!



- Guide and Gamified Interpretation Concept and Copy
- Translations, Photos & Design
- Coordination of implementation
- Production and labeling
- Audio Guide and web
- Project promotion

2 0 2 4 - 2 0 2 5



# GAMIFIED INTERPRETATION OF DONJA KUPČINA NATIVE MUSEUM

For Pisarovina Municipality Tourist Board (Croatia)



- Gamified Interpretation Concept and Copy
- Translations, Photos & Design
- Coordination of implementation
- Production and labeling
- Digitalization via platform [game.recider.com](https://game.recider.com)



# THEME WALKS AND GAMIFIED INTERPRETATION

For Northern Zagorje Tourist Board (Croatia)



- Theme Walk “Kmeting” Design and Guidance
- Gamified Interpretation of the Zelendvor Children’s Park
- Production and labeling at the spot (partly)





# TEN SIGHTS TRAIL SELF-GUIDED ROUTE

For Trakošćan-Bednja Tourist Board (Croatia)



- Concept, interpretation and copy
- Translations, photos & design
- Coordination of implementation
- Production and labeling





# 2025 EVENT PRODUCTION & MANAGEMENT PROJECTS

For the following clients:

Plitvice Valleys Tourist Board

Pisarovina Tourist Board

Interpret Europe - European Association for Heritage Interpretation (Croatian branch)

Forum interpretatora baštine

08 – 09.11.2025.  
Dvor Trakošćan

Nacionalni forum interpretatora baštine 2025  
Interpret Europe - Hrvatska

Mogućnosti i vrijednosti žive interpretacije  
u kulturnoj i prirodnoj baštini

**Novo ruho baštine**

Logos: Interpret Europe, Dvor Trakošćan, Plitvička dolina, Dječja knjižnica, Pisarovina, and a green shield logo.

**Legende Plitvičkih dolina**

28.6.2025  
Stari grad Drežnik  
od 17 sati

<b>17.00</b> Otvorenje manifestacije — predstavljanje Legendi Plitvičkih dolina Početak kuhanja srednjovjekovnog gulaša Kordunski finger food Zabavni sadržaji za djecu (Zemlja zabave) Srednjovjekovna kaligrafija	<b>19.00</b> Glazbeni nastup — Public Hit Factory <b>19.30</b> Podjela srednjovjekovnog gulaša <b>20.00</b> Predstava — Baby Lasagna: Mačke i spačke	<b>21.00</b> Nastavak glazbenog programa DJ Resident Public Hit Factory
<b>17.30</b> Srednjovjekovni plesovi	<b>17.45</b> Potraga za frankopanskim blagom	
<b>18.00</b> Glazbeni nastup — Public Hit Factory	<b>18.30</b> Srednjovjekovni plesovi	

Images: A circular inset shows a group of people in a field, and another shows a person in a costume.

*Folk 'n' Fun*  
**Kupčina**

13. – 14. rujna

Turistička zajednica općine  
**Pisarovina**

Image: A stork standing in a grassy field with a stone house and trees in the background.

- Event coproduction & management
- Creative concepts and storylines
- Managing and coordinating various project elements
- PR and Social Media (partly)

# OTHER STRATEGIC/DEVELOPMENT PLANNING & CONSULTANCY PROJECTS

For the following clients:

Maritime and History Museum of the Croatian Littoral (Strategic Plan 2016-2020)

Dalmatian Klapa Festival Omiš (Strategic and Marketing Plan 2017-2021)

Maritime Museum Orebić (Strategic Plan 2018-2021)

Municipality of Lekenik (Local Destination and Brand Strategy, 2018)

30+ municipalities across Croatia (State-owned Agricultural Land Plans, 2018-2021)

Municipality of Martijanec (Local Destination and Theme Route Plan, 2019/2020)

Split-Dalmatia County (Education Plan for Hidden Dalmatia Visitor Center, 2021)

Town of Gradiška (BiH) (Landscape Interpretation Center Development Plan, 2022)

Plitvice Valleys Tourist Board (Theme Route Interpretation and Branding Plan, 2023)

City of Split Tourist Board (Educational workshops for local tour guides, 2023)

Central Podravina Tourist Board (Educational workshops for local hosts, 2024)

DUBoak Interpretation Center Malinska (Sustainable Itineraries Development Plan, 2025)



- Leading strategic planning processes
- Analysing strategic and legal frame
- Creating and moderating participatory workshops
- Designing development measures, programmes, and activities