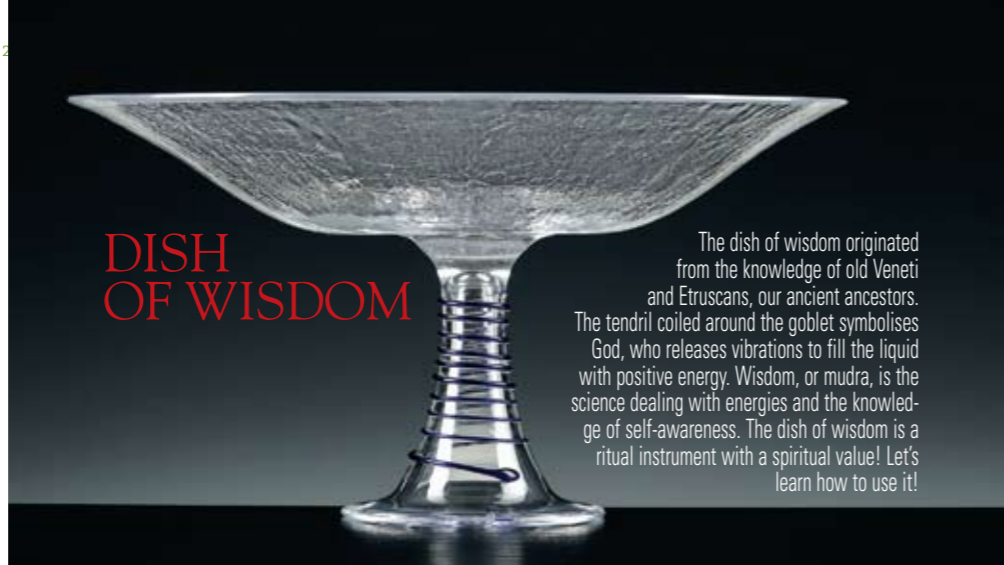




Souvenirs... of Slovenia

I FEEL SLOVENIA



DISH OF WISDOM

The dish of wisdom originated from the knowledge of old Veneti and Etruscans, our ancient ancestors. The tendril coiled around the goblet symbolises God, who releases vibrations to fill the liquid with positive energy. Wisdom, or mudra, is the science dealing with energies and the knowledge of self-awareness. The dish of wisdom is a ritual instrument with a spiritual value! Let's learn how to use it!



GOLDEN APPLE

The apple is a symbol of immortality, heaven and the infinity of the soul. Adam and Eve ate the apple of knowledge, which embodies life on Earth and the souls in heaven. The apple is a symbol of the knowledge of man's life and the functions we fulfil: it is the alpha and the omega, the good and the bad, the plus and the minus; it is our KARMA, it is WHAT WE HAVE, it is the AUM, the "SACRED". The search for equilibrium between good and bad can either be a golden or a bitter apple. Alexander the Great searched for the water of life in India but only found the apple of eternal life, which was said to extend man's life until the age of 500. The golden apple is therefore a symbol of knowledge. And what is knowledge? Knowledge is born through an individual's happiness and suffering in life – we are referring to man's realisation and the way human beings function. Knowledge is the eternal liberation of the soul from the constraints of the body, it the last haven for man, it is HEAVEN. For Slovenians, the apple symbolises health, the freshness of rejuvenation. The most famous are the Štajerska apple, with a distinctive aroma, and the Brkini apple, which received a gold medal at the world exhibition in Paris. Today's humankind brings RENAISSANCE to life and art. Man will become good and happy when he finds his golden apple. Humankind is at heaven's door, the golden times when apples are made from gold, the core of the knowledge of our body and soul.

VENETI HORSE

The Veneti Horse is one of the most expressive and distinctive images of the early Iron Age, or the Hallstatt culture. It was first depicted on situlas, and several centuries later Greek and Roman writers wrote that the Veneti were the best horse breeders around. There are depictions of horses virtually everywhere, but they are stylised rather than realistic, as with the Greeks and Romans. The stylised depictions highlight those horse traits which nature itself fails to bring out, that is, its spiritualised character. It is obvious that the stylised depiction of the horse on the Vače situla immediately inspired the artist to use it as a model to create an oversized statue of a Veneti horse. The statue quickly drew the attention of the public, and today there are duplicates standing at several locations: in front of the United Nations headquarters in Geneva, in the Neburg complex in Sochi on the shore of the Black Sea, in front of the former parliament building in Jerusalem, at the World Trade Centre in Ljubljana, and in the town square of Slovenj Gradec. The miniature Veneti Horse is made from gilded porcelain, and it is also available as a gilded brooch.



Back from our trips and holidays, we bring impressions, new knowledge and memories. Some also in tangible form. To put on a shelf, hang on a wall, eat or drink, put on and wear, read and listen ... give as gifts to family and friends. All such memories are called souvenirs.



SLOVENIAN HEART

The Slovenian Heart is a combination of two ellipses or ovals signifying the connection between man and God. Man is God, of course if man knows and is fully aware of this, teaches B. S. Sai Baba! The Slovenian Heart is a traditional ethnographic form which symbolises the belief in the beauty and kindness of the human heart.

What is the inherent quality of Oskar Kogoj's designs? How is it that his works of art are admired over and over again when our Western society is being overwhelmed by consumption and spending, and the obsession with changing and discarding everything that has allegedly fallen out of fashion? It seems that Oskar Kogoj's designs manage to free us from the shackles of habits and fashion trends; they promise to stay by our side as long as we live – we are comforted knowing that they will endure after we are gone and that they will pass on to our descendants a little something we used to have, admire and love. This is usually the fate of all works of art, so we can safely say that this designer from Miren has an incredible ability to breathe an artistic quality into everyday objects. Kogoj's work commands admiration and at the same time urges us to touch, cherish and use it. His chairs, for instance, are extremely comfortable despite their beauty. The glass goblets are cut in an energetic, elaborate and rustic fashion to prolong the pleasures of drinking and having a lovely chat. Even the water from the taps in our polluted cities seems to revitalise and purify in Kogoj's glass masterpieces. His approach to design, so-called nature design, not only recaptures natural forms but also and above all looks for ways to create shapes that will enable us to again see and appreciate the vitality of nature (energy design). Kogoj goes beyond observation and admiration of nature – he wants to understand nature's secrets. This is why he explores lost knowledge, rediscovers and uses teachings from antique and traditional cultures (he draws inspiration for shapes from archaeology and ethnology), for he believes that old cultures had an intense, genuine and certainly unspoiled contact with nature. Primordial energies? Hidden forces of nature? Maybe Oskar Kogoj is an esoteric artist? Well, I don't think so. Let's just say the designer from Miren is secretive in his own way. Nature, to him, is the materialisation of the supernatural, the secret of creation. His design is inspired by biological, voluptuous, sensual shapes, which always seem to symbolise a woman as a vessel of life, the primal goddess, the Neolithic Venus, the mighty mother, Mother Nature. God and nature are one and the same! Imagine you own one of Oskar Kogoj's designs – be it a piece of furniture, a glass or a bottle – and you will feel as though nature has again become part of your world.

Roberto Roda, Ferrara

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Souvenirs ...

A varied array of souvenirs is available in Slovenia, a land of immense natural and cultural diversity at the junction of the European Alps, the Mediterranean and the Pannonian Plain. The wealth of variety, which forms the basis of the nation's celebrated creativity, can be directly credited to these three major European environments. It builds on the characteristic, predominantly natural materials, which represent a challenge to souvenir makers and inspire other forms of

creativity as well. The basic material of the Mediterranean part of Slovenia is stone, the Alpine areas are marked by wood, and the Pannonian Plain is characterised by clay, straw and maize bast. These materials are of course at the heart of the Slovenian cultural heritage products. Such products are still made by many handicrafters working to keep the historical memory alive and carry on the various old local and regional pottery, weaving, blacksmithing and a number of other traditions. An important creative role is played by souvenir makers who improve and reshape cultural heritage products, from the viewpoint of either design/artistic value or practical applicability. Then there is the third type of souvenir maker who creates souvenirs that are detached from the cultural heritage and represent modern tokens of economic, social and spiritual aspirations of modern-day Slovenia.

Slovenia focuses particular attention on maintaining the highest possible quality of souvenirs. Top-quality handicrafts, the flagship of Slovenian souvenirs, which are sold in souvenir and gift shops and other locations, carry the distinctive mark »**Rokodelstvo-Art&Craft-Slovenija**«.

This brand label denotes universal product integrity, which means that the labelled products exhibit exquisite technological, aesthetic, denotative and practical qualities. What is more, all quality souvenirs and souvenir-themed products carry the »**I Feel Slovenia**« label. Both brand labels are there to help visitors to Slovenia decide which products to buy and take home as mementos of individual local peculiarities, remarkable regional features or the country as a whole.

The select, highly distinctive offer of Slovenian souvenirs is not made up of just one product; it is a well-rounded variety of products that reflects the true creative character of souvenirs available in the area where the Alps, the Mediterranean and the Pannonian Plain meet. Three remarkable products originate in central Slovenia. From the Ribnica Valley come the clay whistle shaped into a **horse and rider** (»little horse with a whistling rear end«) and the miniature **decorative set of wooden utensils arranged in a bouquet** (woodenware), products with a documented tradition dating from as early as the second half of the 15th century. The junction of the Alps, the Mediterranean and the Pannonian Plain on Slovenian territory is a sort of infinite, connecting loop of diversity and creativity. »**Slovenia – the Ring of Europe**« is the slogan of the **replica of the ring from the Slovenian Ethnographic Museum in Ljubljana** and an indication that Slovenia's souvenirs also include replicas of cultural heritage products, which are most often sold in museum shops.

The Alpine areas of Slovenia are first represented by the **handheld candleholder**, made by the skilled hands of Kropa blacksmiths (UKO Kropa) and designed by the famous Slovenian architect Jože Plečnik (1872–1957). The next masterpiece of the Alpine areas comes from the main centre of

bobbin lace in Slovenia, the town of Idrija. Centuries of braiding and twisting lengths of thread into exquisite works of art has given birth to what is known as **Idrija lace**. Two other major lacemaking centres are the towns of Žiri and Železniki, and it is also practised in other places across Slovenia. And there is another group of products representing the Alpine Slovenia: **honey, mead and other products** made in fruitful cooperation among man, honeybees and nature. Centuries ago, this part of Slovenia was home to numerous important pioneers and teachers of beekeeping, who were also highly recognised in the European context.

The Pannonian part of Slovenia is represented by two products. In 2007, archaeologists unearthed at the Nova Tabla site near Murska Sobota »the first lady of Slovenia,« that is, **the oldest female figurine**, a votive statuette made of baked clay which is more than 5,500 years old. The original is kept at the Murska Sobota Regional Museum, and the replica, presented in neat packaging, is sold as a souvenir. The other typical group of products from these parts of Slovenia is represented by **glassware** made by Steklarna Rogaška and Steklarska Nova. It includes wine glasses, which immediately signify **Slovenian fine wines** from the three wine regions of Slovenia: Primorska, Posavje and Podravje. The representative goblets, the symbols of Slovenian glass blowing tradition, were made at Steklarska Nova in Rogaška Slatina and designed by none other than the internationally renowned Slovenian designer Oskar Kogoj.

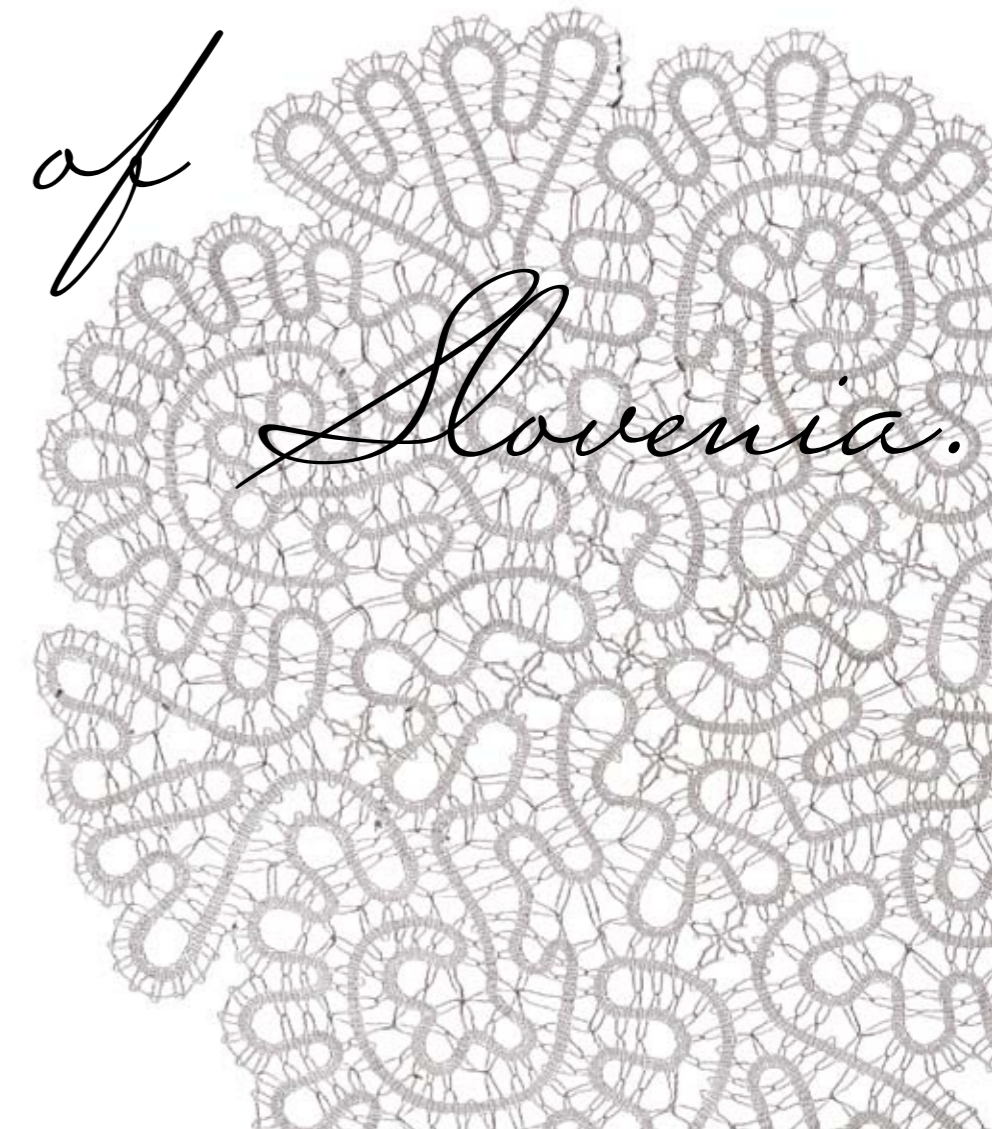
And a peek at the Mediterranean part of Slovenia. It is represented by the **stone mortar and pestle** made by stonemasons from the Karst and a range of other products associated with the Sečovelje salt pans near Portorož. The Sečovelje salt pans are known for their **salt flower**, which is not only a gastronomic delicacy but also goes well with chocolate and other products marketed under the »Solnce« brand. It is a representative selection of souvenirs

which define and characterise this aspect of Slovenia's recognisability among tourists. Individual regions and places are of course represented by a large number of other products, which are presented in the rest of this catalogue.

Slovenia boasts a rich natural and cultural diversity, and likewise varied are the possibilities for discovering and buying souvenirs. All major towns and tourist hotspots have specialised gift shops and kiosks. You will also find many attractive souvenirs at the markets and various traditional annual fairs. Some souvenir makers give practical demonstrations of their trade at workshops during open days. Many stalls selling souvenirs are also often set up at various events ...



So there is ample opportunity for you to take at least a part of the nature, creativity and memories of Slovenia and its people back to your cultural background.



Selected characteristics of places and regions



Variety of materials - wealth of creativity

Slovenian regions are strongly characterised by their local natural materials, which have been the fundamental modes of creative expression for centuries. Such natural material of the Primorska region and Slovenian Istria is stone, which was used not only for building but also for handcrafting numerous useful and decorative items. Today, stone is the basic working element for stonemasons, particularly in the Karst region. One part of Slovenia's Alpine region is characterised by sheep fleece, the basic natural ingredient for a wide range of knitwear and felt products. It goes without saying that a very large part of Slovenia is marked by wood. As a matter of fact, wood is the number one material in Slovenia, and it is used in the widest-ranging spheres of handcrafting. Practically the same goes for wicker, wood shavings, and straw. Alongside clay, straw is the creative material that has most profoundly marked the Slovenian Pannonian Plain, specifically its northeastern and southwestern parts. Many centuries ago, the regions' clay deposits – giving clays of various textures and colours – gave rise to what later evolved into some of the nation's biggest pottery centres.

The Ljubljana Tourist Board offers a wide palette of quality souvenirs carrying the label »Ljubljana Souvenir«.

Replicas of the ring from the Slovenian Ethnographic Museum, Ljubljana



oured wood shavings and evergreen shrubs, which city people have taken to church for a blessing on Palm Sunday since the First World War. The most typical culinary souvenir from central Slovenia is the **Carniolan sausage**, arguably the best known Slovenian food around the world. The national Best Carniolan Sausage contest is held in Sora, near Medvode, every year. The sausage of



◀ Carniolan sausage

Ljubljana, central Slovenia and Zasavje

Ljubljana as the country's capital and the hub of central Slovenia is also symbolised by **mascots** dressed in stylised costumes belonging to individual Slovenian regions. These costumes were widely used until the 19th century, but today they are worn on festive occasions by members of folk dance clubs. Ljubljana is also represented by various miniature versions of the **Ljubljana Dragon**, one of the capital's main attractions, which appears on the city's coat of arms and sits on the famous Dragon Bridge on the Ljubljanica. Another distinctive feature of Ljubljana is the **decorative Easter bundle**, or »butarica«, made of many-col-



▲ Ljubljana Easter bundle

◀ Ljubljana Dragon



course carries a protected designation of origin and is still made to the traditional recipe first written down in the beginning of the 19th century. One of the capital's most prominent public spots, the popular, cultural and political meeting point, and an ideal venue for various events, gatherings

and casual get-togethers is Prešeren Square, whose landmark is the statue of the greatest Slovenian poet France Prešeren (1800–1849). It was his life that inspired the top-quality confectionery product »**Prešeren Figs**«, which are dipped in dark and white chocolate. It is said that the poet would often carry dried figs in his coat pocket and children, knowing this, would call after him »Doctor, figs, figs!«

Prešeren Figs



Gorenjska was among the first Slovenian regions to further the development of tourism, which coincided with the development of tourism in Europe. For instance, the very first graphic depiction of Lake Bled, with the church on the island and the castle perched above the lake, was made as early as 1851, which ranks as one of the country's earliest souvenirs.

Gorenjska

The central modern souvenir of Bled is the **wishing bell**, a miniature copy of the well-known bell hanging in the church tower on the island of Lake Bled, which visitors ring so that their wishes come true. The miniature bell is also associated with the famous Bled legend of the sunken bell. Not far from Bled lies Bohinj, a place with a magnificent Alpine lake and home to the spicy matured cheese, the **»Bohinj Mohant«**, which is a true delight for the most refined gastronomic tastes. It can be savoured as a spread or garnish or used in the baking of strong-tasting **Mohant biscuits**. One of the typical creative activities of the Alpine areas is represented by an assortment of wooden products. Among them are meticulously **carved pigeons** symbolising the Holy Spirit, which were and still are hung above tables in central living spaces. In Kropa, the old centre of nail making and blacksmithing, skilled hands forge lovely **handheld candleholders** to the design of the world-famous Slov-



◀ Kamnik majolica



▲ Plečnik's candleholder



▲ Dražgoše bread



enian architect Jože Plečnik (1872–1957). Many towns and villages across the Gorenjska region are home to a number of excellent beekeepers, whose **honey, mead and other apiary products** are a significant part of Slovenia's all-natural delicacies. **The Museum of Apiculture** in Radovljica holds remarkable testaments to the importance of beekeeping for Gorenjska and Slovenia as a whole. Of all the old pottery centres in the Gorenjska region, the art of pottery was kept alive only in Komenda and its surroundings. **Potter Franc Kremžar**, based in Gmajnica near Komenda, carries on the pottery tradition of old Komenda potters. Handicraft in the nearby town of Kamnik dates back to the mid-19th century. The local ceramic workshop has been producing decorative and functional ceramics in the faience technique since 1911, and the most widely known product is the so-called **Kamnik majolica**. The Kosmač handicraft workshop, based in Bistrica pri Tržiču, produces elaborate replicas of various functional and

▲ Baking dish for potica – »potičnica«

ornamental items made of wood, which are kept in museums and private collections. Among them are **wooden pocket sundials**, exactly like the ones which would have been used by shepherds on the Velika Planina pasture above Kamnik. From Železniki come the hand-shaped honey breads known as **»Dražgoše breads«**. Named after the village of Dražgoše, which is situated on the hillside above Železniki, the honey breads are a popular gift for children, couples in love, for various festive occasions and life's milestones.



▲ Bled wishing bell



▲ Honey, mead, and dried fruit in honey

▲ Bird of paradise from Bled



Čeplez stomach ▶



The craft was introduced to this area by miners and their families who populated the area around the former Idrija mercury mine. The successful development of lacemaking, particularly expertise in this field, can largely be credited to the Idrija Lace School, which has been active since 1876. Idrija bobbin

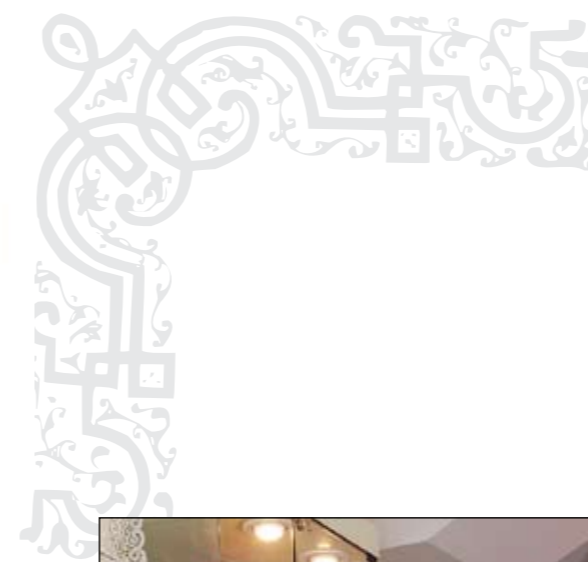
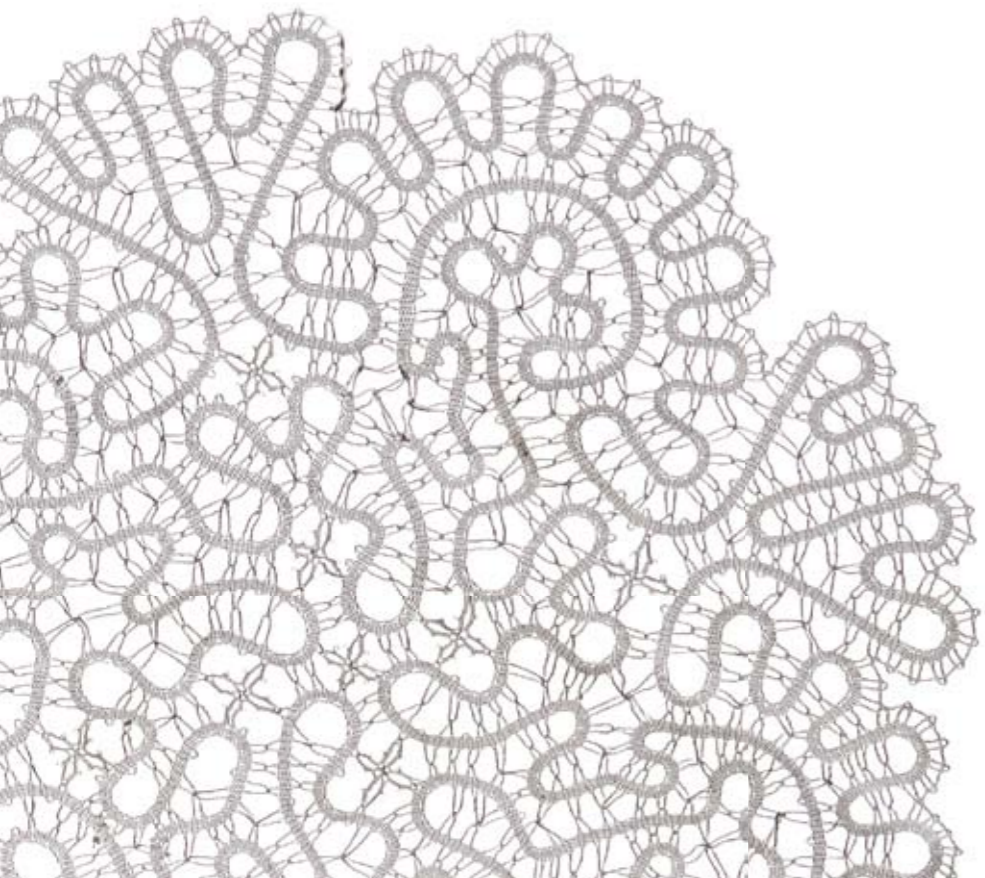
The central souvenir of the Idrija and Cerklje areas is by far Idrija bobbin lace.

Idrija and Cerklje areas

lace has a protected designation of origin, and in recent years the development of this craft also focuses on creating fashionable articles of clothing and accessories.

Mesarstvo Podobnik from Čeplez above Cerklje makes top-quality dry-cured meat products called **Čeplez** (originally Šebrelje) **stomachs**. Stuffed stomachs mature between wooden boards in remarkable natural conditions, and are very fleshy and well-balanced. They are often served as delicious appetizers or cold cuts for various occasions.

◀ Idrija bobbin lace



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Karst wines and Teran liqueur

others. Another important souvenir from this area, particularly the Karst, or Kras in Slovenian, is **Karst prosciutto**, which has recently been joined by **Vipava prosciutto**. While it is widely accepted that Karst prosciutto goes well with Kraški Teran, this



Stone mortar and pestle



Karst prosciutto

Ribolla Gialla (Rumena Rebula)

region also produces exquisite **Karst gin** and **Teran liqueur**. The neighbouring Brkini produces, or rather distills, **Brkinski slivovec**, plum brandy with a protected designation of origin. The main material of the Karst is stone, which served for many centuries as an inspiration to stonemasons, who would use it to make functional and ornamental items and construction elements. **Stone mortars and pestles** are



Refošk

Karst gin



Zelen



even today widely used in cooking. They are made by the Pliskovica-based expert stonemason Jernej Bortolato. Slovenian Istria, a scenic part of Slovenia with gently rolling hills, which extends into the neighbouring Croatia, produces excellent **olive oil**, which also has a protected designation of origin. Apart from olive oil, the typical top-quality souvenirs from this part of Slovenia also include products made from **sea salt** and

Sea salt from the Sečovlje salt pans



salt flower, which are marketed under the »Solnce« brand. The salt and salt flower are produced in the Sečovlje salt pans. Among delicious fruit desserts from this part of Slovenia belong **fig buns**, arguably the most authentic and practical souvenirs. With no added sugar or preservatives, they can be eaten all at once or enjoyed for several months without going bad.

Primorska and Slovenian Istria

The most distinctive souvenir of Primorska are without doubt the fine wines produced in the wine region of the same name.

Among them especially those we call our own or native. Among them are the ruby red **Kraški Teran**, **Refošk** and **Malvazija** in Slovenian Istria, **Zelen**, **Pinela**, **Grganja** and **Klarnica** in the Vipava Valley, and in Goriška Brda there is **Rebula**. This wine region also produces other internationally known wines, such as Sauvignonaise (formerly known as Tokaj), Barbera, Pinot Noir, Merlot, Cabernet Sauvignon, Pinot Blanc and Pinot Gris, Chardonnay, Sauvignon and



Witch from Slivnica above Lake Cerknica

Monograph »Škocjan Caves Park«



The Notranjska region is a typical karst landscape with numerous karst phenomena.

Notranjska

Postojna Cave, Predjama Castle and **Škocjan Caves** boast the most wide-ranging souvenir offer. Places around the intermittent Lake Cerknica, which has been the subject of explorations from as early as the 17th century, mostly offer **mascots of witches or sorceresses**, which are said to reside in Slivnica above Lake Cerknica.



Children's picture book »Postojna Cave Dragon«



Depiction of the blind cave salamander popularly known as the »human fish«



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The Ribnica Street Fair, organised annually by the Ribnica Tourist Society and held on the first Sunday of every September, features 100+ woodenware and pottery makers and craft workers from all around the country. The largest tourist event in Slovenia, boasting 33 years of

tradition, the Fair draws tens of thousands of visitors from home and abroad.

In recent years the Fair has grown into a multi-day festival with numerous cultural and entertainment events, and a rich gastronomic offer.

The Ribnica Valley is represented by a wide range of functional and decorative wooden products, which are collectively referred to as »ribniška suha roba«.

Trading in these products has hundreds of years of tradition, as travelling traders are known to have distributed the products across the entire southeastern and central parts of Europe. The symbolic decorative product, made up of miniature wooden utensils, is the **set of Ribnica woodenware arranged in a bouquet**, known locally as »suha roba«. The Ribnica Valley has rich clay deposits, which gave rise to the development of the art of pottery. This tradition has been carried on by four workshops. One of them, Nosan's workshop in Prigorica, produces **horses and riders**, whistles also referred to as »little horses with whistling rear ends«. Copies of these little horses can be found in several museums around Europe. The nearby Kočevje area is home to **Kočevje**

wild honey, which has a protected designation of origin, which means that its quality, properties and tradition are safeguarded. The high quality of the product can be credited to honeybees, which collect nectar in a pristine forest environment. The central souvenir of the Dolenjska region is the most specific of Slovenian wines, ruby red **Cviček**. It is a very popular low-alcohol wine which has a pleasing bouquet and special properties that fa-

Ribnica horse and rider



Ribnica woodenware bouquet or »suha roba«

ilitate digestion of meaty and high-fat foods and are good for one's digestion in general. And, speaking of Cviček, there is the typical jug from which this wine is poured. The **jug is shaped like a cock**, which is the emblem of Šentjernej, one of the main centres in the land of Cviček. The cock also appears on the town's coat of arms. The Dolenjska Museum in Novo Mesto holds a remarkable collection of **archaeological artefacts**, which also include a number of objects belonging to the art of situlae. Replicas of some of the artefacts can be purchased at the museum shop. The road across the Gorjanci Hills leads to Bela Krajina, the region bordered by the Kolpa River on the opposite side. Bela Kraji-



Kočevje honey

na is home to painted and ornamented Easter eggs called »pisanice« and »drsanke«. Other distinctive features of the region are **Bela Krajina needlework and linen**, and the traditional musical instrument – a bass made of pottery – called **gúdalo**.



Bela Krajina Easter egg or »drsanke« and »pisanica«



Cviček

The Ribnica Valley, Kočevska, Dolenjska and Bela Krajina

The central souvenir from this area is fine wines, particularly white ones, some of which enjoy a great international reputation.

Home to the nation's best Welschriesling and Rhine Riesling. The superior, native **Šipon**, however, is produced in Prlekija. Exquisite Traminer is produced in Radgona-Kapela Gorice. Some people also rank **Rani-na** among the indigenous grape varieties, and the area also produces Green Sylvaner, Sauvignon, Chardonnay, Yellow Muscat, Rivaner, Pinot Blanc and Pinot Noir, Kerner and others. Since the second half of the 18th century, vineyards and winegrowing have been associated with the setting up of wooden wind rattles called **»klopotci«**. Originally, they would have been used to scare off birds, but today they produce a pleasant sound which echoes among winegrowing hills before and during the grape harvest. This winegrowing region of Slov-



The »Slovenian Dozen« glasses, designed by Oskar Kogoj and made by Steklarska Nova in Rogaška Slatina

or cooked, then roasted and cooled. Cold pieces of meat are then put in wooden tubs or receptacles, which are then filled up with minced lard. Meat preserved in this way retains its natural juices and is a true delight to the taste buds.



▲ Top-quality white wines

▼ Pumpkin oil



licious **Štajerska-Prekmurje pumpkin oil since the 18th century**. This highly aromatic oil can serve a variety of purposes – it can be used in various dishes and salads, even as a topping for vanilla ice cream. Pumpkin seeds too can be used for cooking. Gostilna Rajh in Bakovci near Murska Sobota, in the Prekmurje region, add various flavours to the seeds and pack them in neat packaging. This part of Slovenia offers another first-class nutritional product: **»prleška tünka«**, which is premium pork preserved in a special way. Pork meat is first gently smoked

Posavje, Kozjansko, Haloze, Štajerska and Prlekija

▼ Kurent



enia is therefore home to the »klopotec«. There are two distinct types: the Prlekija and the Haloze styles. Wind rattles, either life-size or in miniature, are a very popular souvenir. Another activity is closely connected to wine and the wine culture. That is **glassmaking**, or specifically glass blowing and cutting. The products are exquisite glasses and other drining vessels. The centre of modern-day glassmaking in Slovenia is the spa town of Rogaška Slatina. Having won widespread acclaim for its remarkable mineral springs centuries ago, this town has been an important health resort ever since. **The natural mineral waters** from Rogaška and nearby Radenci wonderfully complement the offer of souvenirs in Slovenia. But let's go back to wine and wine culture. Maribor's Lent boasts the oldest living

grapevine in the world, which still thrives every year. It is estimated to be more than 400 years old, so the sheer memory of this grapevine growing by the Drava River can be a unique experience for everyone. During the Mardi Gras period, the oldest Slovenian town and its near and far surroundings transform into a colourful and vibrant hotspot of carnival customs with numerous masquerades. Some of those customs are modern reenactments of ancient rituals, which featured exceptional characters. One such character is the **»korant«** or **»kurent«**. As a memento of your encounter with the kurents, there are minature mascots and an excellent monograph published on this topic. The Štajerska and the neighbouring Prekmurje regions, the latter described in more detail below, have been producing de-



► Prleška tünka



Two-handled bag made of bast

Pütra ▶



which are often bought as souvenirs by tourists are pumpkin oil and seeds. **Prekmurje ham**, with a protected designation of origin, is also very popular and valued. Prekmurje ham is produced based on centuries of tradition of preserving pork legs. The product tastes like matured dry-cured meat and bacon, has a distinctive aroma with a hint of smoke, and contains moderate amounts of salt.

Prekmurje

Prekmurje is the northeasternmost Slovenian region, which stretches between the left bank of the Mura River and Hungary.

In the past this area had many pottery centres which produced a special type of **black pottery**. Today this tradition and the souvenir-making technique are kept alive by a handful of individuals. Straw is still used to weave and put together various festive decorations, which are usually hung indoors, and cereal plant wreaths called **»douž(n)jeki«** or **»lujstri«**. They were used as festive decorations during harvest and Christmas, also for weddings, but today they are often found hanging in people's homes and in food establishments. Another common natural material used for weaving various functional and decorative items is **maize bast** or husks. The Prekmurje region successfully carries on the old tradition of decorating Easter eggs, which the locals call **»remenke«** or **»rumenke«**. Two delicacies

▲ Pumpkin seeds



◀ Rye bread

Koroška

A typical Alpine region, Koroška boasts two top-quality foods which are increasingly popular as souvenirs.

These are **Koroška rye bread** and the **Koroška must**. Numerous visitors to tourist farms and guests of some of the traditional inns, or *gostilnas*, in this part of Slovenia often take these delicacies home with them. The typical souvenirs of Slovenj Gradec and the Mislinja Valley are **honey-breads** made by *Medičarstvo* in *svečarstvo* Perger in Slovenj Gradec, who carry on the old Austro-Hungarian tradition.

◀ Honeybread heart



The Savinja and Šalek valleys

Slovenia has at least one more type of premium stuffed and dry-cured stomachs.

These are **stuffed and dried stomachs from the Upper Savinja Valley**. The secret to the production is in the drying process, which uses the favourable natural conditions of the sub-Alpine climate and the special microclimate of the place where the end products dry. The Upper Savinja Valley stomach has a protected geographical indication. In the town of Celje, the centre of the Lower Savinja Valley, tourists can choose from a wide array of souvenirs which are **replicas of museum items** associated with the Counts of Celeia. Among them are products of modern design – both functional and decorative items – inspired by the town's rich historical heritage. A collection of such products was designed by Oskar Kogoj, and the products can be purchased in the gallery in Celje which was named after this famous

Upper Savinja Valley stomach



designer. In recent years the production of functional and **decorative felt products** underwent considerable growth in the Upper Savinja Valley. The material used comes from the indigenous Jezersko-Solčava sheep breed. This craft is centred in Solčava, and it involves a number of craftswomen from the wider area of the Upper Savinja Valley.



▲ Commemorative coin



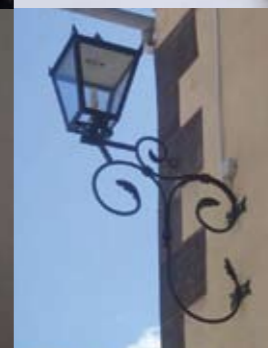
▲ Felt slippers



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In these modern times, handwork is considered either anachronistic or a noble, artistically-inspired craft. Towns and areas with several hundred years of craft guild tradition developed distinctive ways of working local materials. One such centre in Slovenia, which was renowned for its art of blacksmithing, was Kropa. The town is situated in an area rich in iron ore, and its people obtained the emperor's permission to engage in blacksmithing as early as 1550. Today, functional metal products are manufactured almost exclusively in industrial plants, but Kropa has kept alive a workshop which carries on the 500-year tradition of manual metalworking. UKO Kropa blacksmiths make candleholders and candlesticks, chandeliers, window grates and other decorative and functional items, based on their own or their customer's designs.



Quality assurance

The protected geographical indication status is attributed to **Nanos, Tolminc and Bovec cheeses** and the curiosity among cheeses, the spicy **Bohinj Mohant**. This group of protected products also includes **extra virgin olive oil from Slovenian Istria, Prekmurje ham, Kočevje** and **karst honey**, and **Piran salt** from the Sečovlje salt pans, which also produces the exquisite **salt flower**. The protected geographical indication status has been given to **Štajerska-Prekmurje pumpkin oil, Šebrelje** (now called Čeplez) and **Upper Savinja Valley dry-cured stomachs, Karst prosciutto** and **Prlekija tunka**. The typical Slovenian dessert **Prekmurje Gibanica** has the Traditional Speciality Guaranteed status, which means its traditional quality is guaranteed. The same status has been given to pasta poaches called **Idrija žlikrofi** and three cakes of the Bela Krajina region: **Bela Krajina cake, Bela Krajina povitica** and **prosta povitica**. The high-quality indication status has been

Numerous Slovenian foodstuffs of farm origin carry the Protected Designation of Origin, Protected Geographical Indication and Traditional Speciality Guaranteed labels, all of which signify high quality.

given to **»Zlato Zrno« veal, honey with max. 18% moisture content and max. HMF level of 15 mg/kg, pig rearing for the »Pigi« pork trademark, free-range chickens, chicken rearing for the »Home-grown Goričko Chicken« trademark, and »Izida« spelt**. Slovenian **natural mineral waters** (Juliana, Edina, Costella, Tiha, Dana, Kaplja, Primaqua, Jamnica, Donat Mg, Tempel, Radenska Classic, Radenska – the Petanje spring, Radenska Light, Radenska Radin) and **spirits also belong to this group par excellence**. The spirits include **Dolenjska fruit brandy, Gorenjska perry, Brkini plum brandy, Karst gin and Kostel brandy**. There are a number of characteristic native wines: **Dolenjska Cviček, Metlika Črnina, Šipon, Ranina, Zelen, Pinela, Rebula, Karst Teran, Klarnica, Vitovlje Grganja, Refošk and Malvazija**. Also protected is the famous **Carniolan sausage**, which is one of the most widely known Slovenian foods in the world. There are other specialities and unique products, which form an integral part of Slovenia's range of gastronomic souvenirs, that are in the process of receiving protected indication status. For instance, **Savinja buckwheat bread, or »ajdnek«, Zasavje liver sausage** and others.

Where to find quality souvenirs?

As a matter of fact, the question in the heading is difficult to answer. Mostly because Slovenia sells souvenirs of various quality grades, at various locations and in a variety of ways.

First there are dedicated gift and souvenir shops and kiosks selling souvenirs in all the major cities and towns (the most in Ljubljana) and tourist hotspots (e.g. Bled, Postojna). The range of souvenirs to choose from is also wide in open-door workshops and some museum shops. Museum shops in Slovenia are more of an exception, as the range of souvenirs available in museums is still very limited. Normally you will only find several replicas of museum items and publications at the entrance to a museum. The range of souvenirs is, however, quite wide and varied at numerous fairs, tourist events, various public celebrations, in town squares and marketplaces. Tourists are advised to buy products carrying the distinctive labels **»Rokodelstvo-Art&Craft-Slovenija«** and **»I Feel Slovenia«**. The latter is featured on a fairly wide selection of mass-produced souvenirs, including promotional and functional items and materials like

baseball caps, T-shirts, small flags, writing instruments and various other products of a predominantly functional character, as well as hallmark products that are representative of the souvenir offer of Slovenia and are described in the introduction to this catalogue. When buying souvenirs of Ljubljana, we recommend you choose the ones carrying the label **»Ljubljana Souvenir«**.



Ljubljana, central Slovenia and Gasanije

Galerija Mak	Mestni trg 8	1000 Ljubljana	+386 1 252 49 80	info@galerijamak.com	www.galerijamak.com
Lectarija Museum Shop, Slovenian Ethnographic Museum	Metelkova 2	1000 Ljubljana	+386 1 300 87 66	etnomuz@etno-muzej.si	www.etno-muzej.si
Dom	Ciril-Metodov trg 5	1000 Ljubljana	+386 1 234 76 30	natrgu@dom.si	www.dom.si
Idrija Lace Gallery	Mestni trg 17	1000 Ljubljana	+386 1 425 00 51	voncina.irma@siol.net	www.idrija-lace.si
Laura, Ethnogallery	Ciril-Metodov trg 20	1000 Ljubljana	+386 1 433 83 70	info@galerijalaura.si	www.galerijalaura.si
Ljubljancek, Grand Hotel Union	Miklošičeva cesta 1	1000 Ljubljana	+386 5 902 57 27	dusan.orel@amis.net	www.ljubljana-souvenirs.com
Medex	Miklošičeva cesta 30	1000 Ljubljana	+386 1 431 61 16	medex@medex.si	www.medex.si
Piran Salt pans	Mestni trg 19	1000 Ljubljana	+386 1 425 01 90	piranske.soline@soline.si	www.soline.si
Rustika	Stritarjeva 9	1000 Ljubljana	+386 31 383 247	rustika999@siol.net	
Rustika	Grajska planota 1	1000 Ljubljana	+386 31 383 247	rustika999@siol.net	
TIC Shop	Adamič Lundrovo nabrežje 2	1000 Ljubljana	+386 1 306 12 15	tice@visitljubljana.si	www.visitljubljana.si
Rokus Gift Salon	Gospodsvetska 2	1000 Ljubljana	+386 1 234 77 17	darila@rokus.com	www.darila.com
Salon Zvonček	Adamič Lundrovo nabrežje 1	1000 Ljubljana	+386 1 426 25 15	zvoncek@darila.com	www.darila.com
Etnogalerija Skrina	Breg 8	1000 Ljubljana	+386 1 425 51 61	skrina@s5.net	www.skrina.si

With craftspeople around Slovenia and its arts and crafts centres

The first conceptual plan to establish arts and crafts centres across Slovenia was developed in 2001, whereby individual centres, linked by the so-called Arts and Crafts Route, would develop shared activity and visitor programmes. Some centres have already set their course and enjoy relatively successful results, while others are still in the process of developing a well-rounded offer of arts and crafts, which will in turn make for a systematic approach to presenting the arts and crafts heritage and modern creativity.



From the organisational point of view, the central point of this system will be **Ljubljana**, where all the fundamental educational and other institutions such as museums are based which play an important role in the shaping of the souvenir offer and in the planning of the future development of crafts. The first regional craft-oriented centre, focusing on woodenware, or »suha roba«, and pottery, will be established in **Ribnica**. Ribnica already has a museum collecting and studying the testaments to the rich heritage of these two crafts. From Ribnica the road leads through many arts and crafts centres into the Dolenjska region, where no craft centre has yet emerged. The greatest prospects can be found in the area around **Trebnje**, which could grow into a centre of wickerwork. Leave the Dolenjska region by crossing the Sava River, drive through the Kozjansko area to **Rogaška Slatina**, which is one of the leading centres of glassmaking in the country. Apart from two glassworks and several craft workshops, Rogaška Slatina also has its School of Glassmaking. Head towards the northwesternmost parts of Slovenia to reach **Veržej** and its arts and crafts centre (Center DUO), which has been enjoying intense growth ever since its inception in 2007. With a well-rounded scope of activities, the centre has started running handicraft courses and has



integrated well into the tourism offer of this part of Slovenia by selling souvenirs made by skilled craftspeople from the wider area, from Prekmurje to Prlekija. Next we head across the Mura River to **Filovci**, where the new arts and crafts centre called Lončarska Vas (Pottery Village) is emerging. As the name suggests, the centre will be inspired by the rich legacy of the pottery of Prekmurje, and it will also include the architectural heritage characteristic of this part of Slovenia. Even though the project has yet to be completed, the centre is already open to visitors.

The Arts & Crafts Route then runs from Prekmurje to **Maribor**, where the development of a new arts and crafts centre in the renovated old town is well underway. Its opera-



tion and mission will focus primarily on new handicrafts and technologies. Go through the Drava Valley to Dravograd, then head for **Slovenj Gradec**. This historical town at the heart of the Mislinja Valley has been playing host to Slovenian biennial arts and crafts exhibitions since 1977; the town's planned arts and crafts centre will be active in several areas of activity, predominantly those associated with woodworking. Incidentally, through the Mislinja Valley runs Slovenia's one and only regional (municipal) arts and crafts route linking open-door workshops. From Slovenj Gradec head for **Slovenska Bistrica**, whose arts and crafts centre for creative ceramics is already taking shape and whose Bistrica Castle was renovated to provide a suitable environment for such activity.

The Gorenjska region has a dedicated arts and crafts centre in **Kropa**, which is inspired by centuries-old traditions of nail-making, ironworking and ornamental blacksmithing. The next well-rounded arts and crafts centre can be found in **Idrija**, home to the protected Idrija bobbin lace; there is the local museum, whose research, expert and documenting work is priceless, the Idrija Lace School, the



centre for the protection of bobbin lace, lace-making workshops and gift shops, and the lace festival. The journey to the arts and crafts centres of Slovenia ends in the Karst town of **Sežana**, where an important centre for Karst stonemasonry is being formed to offer suitable educational programmes and to enable a hands-on learning experience in the Karst region, a living testament to the cultural heritage of stonemasonry. All twelve planned arts and crafts centres are already putting together various visitor programmes, which they will continue to do in the future. This is one of the essential prerequisites for their future development.

Every Slovenian region boasts a colourful variety of arts and crafts. Visiting and learning about the arts and crafts centres is a great opportunity for discovering and exploring Slovenia, its natural environments, and aspirations of its people.

Arts and Crafts Centres

Slovenian DUO Centre, DUO Section, Chamber of Craft and Small Business of Slovenia	Celovška 71	1000	Ljubljana	Goran Lesničar Pučko	+386 1 58 30 516	goran.lesnicar@ozs.si
Center DUO – Ribnica, Občina Ribnica	Gorenjska c. 3	1310	Ribnica	Jani Mate	+386 1 836 20 00	obcina@ribnica.si
Center DUO – Slovenska Bistrica	Grajska 11	2310	Slovenska Bistrica		+386 41 628 349	eduo@keramikacenter.com
Center DUO – Rogaška Slatina, Steklarska Nova d.o.o.	Steklarska ulica 1	3250	Rogaška Slatina		+386 3 818 20 00	info@steklarska-nova.si
Center DUO – Kropa	Kropa 7/a	4245	Kropa	Tomaž Peternel	+386 4 533 73 00	
Center DUO – Idrija, Idrija Lace School	Prelovčeva 2	5280	Idrija		+386 5 373 45 70	info@cipkarskasola.si
Center DUO – Filovci, Lončarska vas Filovci	Filovci 20	9222	Bogojina	Drago Bojnec	+386 2 547 91 30	loncarstvo.bojnec@gmail.com
Center DUO – Veržej	Puščenjakova 1	9241	Veržej	Janez Krnc	+386 41 357 640	janez.krnc@siol.net

In the future, centres are expected to open in Slovenj Gradec, Sežana, Novo Mesto, Maribor, Kamnik, Kranj, Škofja Loka, etc.

Idrija Lace School	Prelovčeva 2	5280	Idrija	info@cipkarskasola.si	+386 5 373 45 70	www.cipkarskasola.si
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Souvenirs at events and souvenir-dedicated events

Fairs of various types are the perfect opportunity to visit stalls and other points of sale to learn about and buy souvenirs.

Such events are normally held ahead of festive seasons (e.g. St Nicholas, Christmas, New Year, Easter fairs) or in individual seasons of the year (e.g. spring, autumn fairs). The traditional fairs are divided into pedlars' fairs and livestock markets. Some of them have centuries of tradition. They are still held on the same days as they were long ago, or during local church festivals. The latter are called benediction fairs, that is, fairs held to commemorate the day the local church was consecrated and fairs held on the feast day of the local patron saint (e.g. St Joseph's, St Ann's, St Catherine's, St George's fairs, etc.). Next, there are fairs that are dedicated exclusively to souvenir-making and are directly associated with one or more arts and crafts (e.g. the Idrija Bobbin Lace Festival, Železniki Lacemaking Day, Shoemaker's Sunday in Tržič, Blacksmith's Day in Kropa). Rather uncoordinated is the offer of souvenirs at various mediaeval fairs and events related to the Middle Ages. Flea markets, selling mostly cultural heritage items and antiquities, are also popular in cities and towns. There you will also find permanent or temporary craft markets. Apart from selling their products, craftspeople use the many events to demonstrate how a particular product is made or to explain how the products function and how they can be used in everyday life.

www.slovenia.info/events

<i>February</i>		
Kranj	Prešeren's Fair	
<i>March</i>		
Slovenj Gradec	St Joseph's Fair	
Petrovče	St Joseph's Fair	
Cankova	St Joseph's Fair	
Ravne na Koroskem	Black Sunday Fair	
<i>April</i>		
April, December	Novo Mesto	St Rudolph's Fair
	Piran	Festival of Saltmaking
	Ptuj	St George's Fair
	Vuzenica	St Mark's Fair
<i>May</i>		
From May to October	Ljubljana	Art Market
	Trzin	Florijan's Fair
	Puconci	Puconci Fair
<i>June</i>		
	Škofja Loka	Škofja Loka Country Week
	Vrhnika	Argonaut Days
	Idrija	Idrija Bobbin Lace Festival
	Škofja Loka	Path of Venus
	Gornja Radgona	Traditional St Peter's Fair
	Slovenj Gradec	Mediaeval Days with Mediaeval Fayre
	Brestanica	St Peter's Fair
<i>July</i>		
	Železniki	Lacemaking Days
	Bled	Bled Days
	Mežica	Miners' Flea Market
<i>August</i>		
	Vuzenica	Rok's Fair
	Ptuj	Ožbalt's Fair
	Podčetrtek	St Lawrence's Fair
	Središče ob Dravi	Craft Fair
	Dravlje (Ljubljana)	Rok's Fair
	Ljutomer	Prlekija Fair "Prleški sejen po celen Lotmerki"
	Velenje	Old Market Day in Šalek
<i>September</i>		
	Tržič	Shoemakers' Sunday
	Ribnica	Ribnica Woodenware and Pottery Fair, Arts & Crafts Festival
	Celje	International Trade Fair
	Kamnik	Day of National Costumes
	Mengeš	St Michael's Fair
	Šoštanj	St Michael's Fair
<i>October</i>		
	Murska Sobota	St Theresa's Fair
<i>November</i>		
	Gornja Radgona	Traditional St Leopold's Fair
	Ptuj	St Catherine's Fair
	Železniki	St Andrew's Fair
<i>December</i>		
	Šmarje pri Jelšah	St Barbara's Fair
	Mežica	St Barbara's Fair
	Murska sobota	St Nicholas Fair
	Ljubljana	Christmas and New Year Fair
	Maribor	Colourful December in Maribor



MARKET DAY IN SODRAŽICA

The Sodražica Market Day is a traditional event inspired by the revival of market days from the second half of the 18th century. A special focus is placed on the presentation of traditional crafts and customs, some of which originated in the area, while others were brought in from elsewhere and survived to this day. The Market Day is accompanied by a number of cultural, sporting and entertainment events, like the Friday night celebration called "Psoglavska Noč", with various musical ensembles and a fireworks display, and the Saturday demonstration of old habits and customs called "Vaški Večer", with theatre and singing performances. There is also a very rich culinary offer, with a special emphasis on the local dishes, for example the threesome called "šedrška trojka". The event draws a larger number of visitors each year, not only from the surrounding areas but also from all over Slovenia and across the border.



The Sodražica Market Day, or "Tržni Dan v Sodražici", is a full-day event which takes place on the first Sunday of every July.





JERNEJ BORTOLATO

A SELF-TAUGHT STONEMASON FROM PLISKOVICA IN THE KARST REGION, BORN IN 1974, JERNEJ BORTOLATO WALKED – IN THE ELEVEN YEARS SINCE HE STARTED WORKING KARST STONE AS A HOBBY – A LONG AND IMPRESSIVE PATH FROM CREATING PLAIN REPLICAS TO PRODUCTS OF ARTISTIC VALUE. HE WORKS WITH SEVERAL RENOWNED SLOVENIAN DESIGNERS, NOTABLY ANDRAŽ DEBELJAK, WITH WHOM HE ACHIEVED REMARKABLE RESULTS. THEIR PRODUCTS CAN BE FOUND AMONG THE BUSINESS GIFTS OF RESPECTABLE SLOVENIAN BUSINESSES AND STATE PROTOCOL GIFTS. BORTOLATO MAKES MINIATURE REPLICAS OF KARST WELLS, MORTARS AND PESTLES, BOWLS, PAPERWEIGHTS AND OTHER ITEMS FROM NATURAL LIPICA STONE AND OTHER KARST STONE. HIS WORK HAS BEEN SHOWCASED IN A NUMBER OF NOTABLE AND SUCCESSFUL EXHIBITIONS BOTH IN SLOVENIA AND ABROAD.

A land of stone, drought and the harsh Bora wind, the Karst region toughened its people, who live with stone all their lives. The people co-exist in harmony with stone and know how to make it work to their advantage. The people of the Karst therefore shaped the rich architectural and cultural heritage of the area. The loyalty to stone and the tradition of stone-working were passed from generation to generation and have been kept alive to this day.



**KAMNOSEŠKI IZDELKI
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