

festivalški
peharček

The Festival Jug

**PROMOTION AND STRENGTHENING
OF VOCATIONAL COMPETENCIES FOR
TOURISM 2019.**



Ministry of Tourism
REPUBLIC OF CROATIA

The Festival Jug Project

duration April – September 2019.

applicant



Secondary school Bedekovčina

partner



**School for Art, Design,
Graphics and Clothes Zabok**

The Festival Jug Project

Associates

Tourist Board Krapina



The City of Krapina



GRAD KRAPINA



PROJECT AIMS

- 1** create and place on the market a finished product- a souvenir for the cultural event Kajkavian Culture Week 2019
- 2** increase the competitive strength and the choice of authentic souvenirs in Krapina and during Kajkavian Culture Week 2019
- 3** ensure the sustainability of this souvenir on the market
- 4** develop the *project way of thinking* , as well as the entrepreneurial spirit and creativity of students



PROJECT AIMS

5

connect different vocations from the two schools during the project implementation to encourage team work

6

teach the students about the importance of multi sector approach to tourism

7

establish a cooperation with an economic operator, local community and tourist board

8

learn about the historical and cultural heritage of the county – encourage the sense of respect and importance of preserving tradition, recognize the importance of cultural events like Kajkavian Culture Week

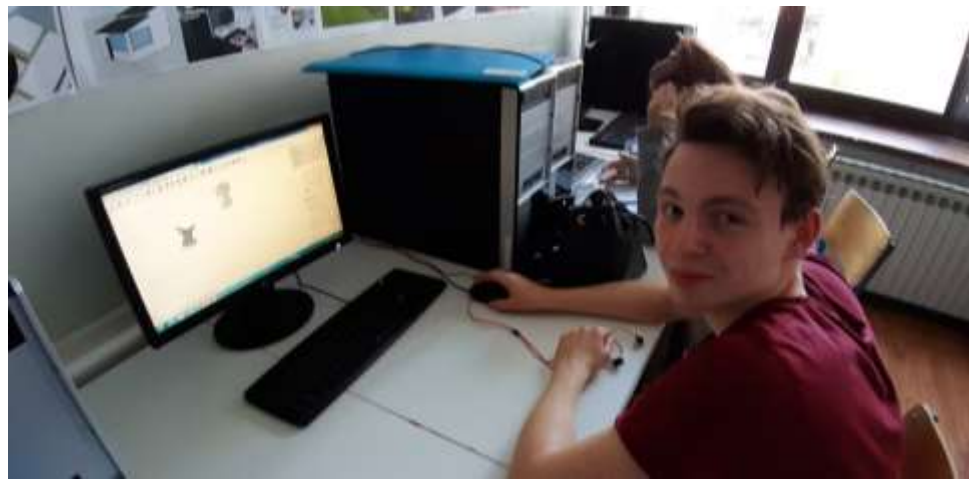
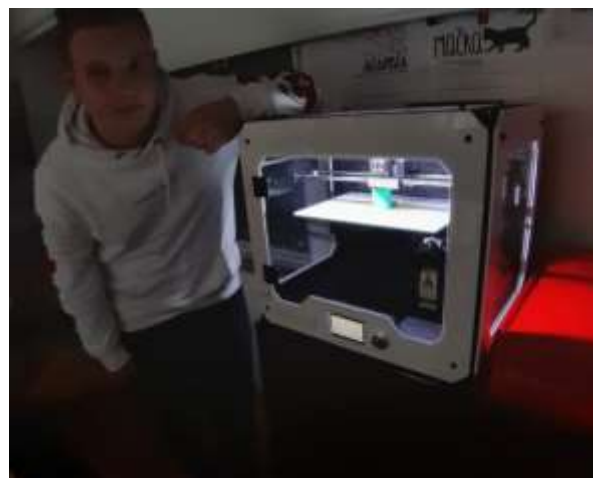
Project activities



April 2019

a meeting of Head of Office at Tourist Board Krapina and mentors from Secondary School Bedekovčina with industrial design students from School for Art, Design, Graphics and Clothes Zabok : working on the conceptual design





April 2019

**5 workshops /School for Art, Design,
Graphics and Clothes Zabok**

Analysis of the project task and
conceptual design sketches

Conceptual design development using
3D software

Developing of detailed design

Printing the detailed design model

Creating the brochure and the project
banner

May 2019

a presentation held by the Head of Office at Tourist Board Krapina on the topic of Kajkavian Culture Week and the history of using traditional jugs in Krapina- Zagorje County

a presentation held by the owner of *Varga Atelier* on the topic of making handmade ceramic souvenirs



May 2019



students from School for Art, Design, Graphics and Clothes Zabok visit Secondary school Bedekovčina, where they learn about the process of making ceramic products

June/August 2019

**7 workshops / Secondary school
Bedekovčina**

a new potter's wheel has been bought

with the help of their mentor, students
make the jugs using the new potter's
wheel





gluing handles,
impressing and gluing the emblem

the fine grinding
of the jug





firing of the
ceramic jugs

colouring the jugs





we made 100 pieces of
the Festival Jug



packing and labeling the
jugs



28th August, 2019

Presenting the new Kajkavian Culture week souvenir at a press conference

Presentation of the project

The Festival Jug on radio shows

Radio Stubica / 2nd September



Radio Hrvatsko Zagorje Krapina / 3rd
September



7th and 8th September, 2019

promotion of The Festival Jug at
the opening of Wine Market
and the official opening of
Kajkavian Culture Week

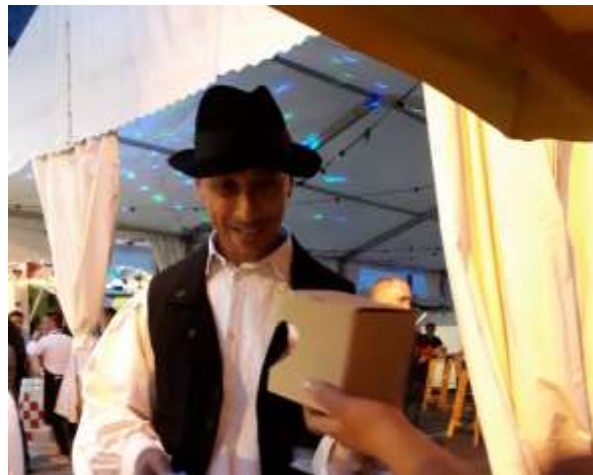




9th September, 2019

Promotion of The Festival jug at
the Zagorje Economic Forum

giving out fliers and jugs
to winners in a prize
contest



Our Festival Jug

was given to...

14th September 2019

the President of the Republic of Croatia,
Kolinda Grabar-Kitarović during her visit to
Krapina and Kajkavian song festival



8th September 2019

Minister of culture , Nina Obuljen Koržinek,
during the official opening of Kajkavian Culture
Week



8th September 2019

the president of Krapina-Zagorje County,
Željko Kolar, during the official opening of
Kajkavian Culture Week



wine makers at Zagorje Wine Market /

8th September 2019



Miroslav Živković – performer at Kajkavian Song Festival, 13th September, 2019





12th September, 2019

Project's final reception with refreshments



From the media

<https://www.zagorje.com/clanak/vijesti/video-srednjoskolci-osmislili-i-izradili-festivalski-peharcek-novi-suvenir-tjedna-kajkavsk>

<https://www.zagorje.com/clanak/vijesti/tjedan-kajkavske-kulture-2019-u-najsvetijem-tjednu-krapina-ce-biti-malo-srediste-hrvatske>

<https://www.zagorje-international.hr/index.php/2019/09/10/festivalski-peharcek-ucenici-ss-bedekovcina-i-zabockog-sudiga-izradili-novi-suvenir-za-ovogodisnji-tjedan-kajkavske-kulture/>

<https://www.zagorje-international.hr/index.php/2019/08/28/dodite-u-srce-zagorja-krapina-dobiva-novi-gastro-suvenir-uz-vinski-otvara-se-i-zmah-plac-a-osim-u-kajkavskim-popevkama-publika-ce-uzivati-u-nastupima-magazina-drazena-zecica-i-mejasa/>

<https://www.nizagorjemalo.hr/featured/novi-suvenir-festivalski-peharcek-dizajnirali-i-izradili-srednjoskolci/>

<https://tabulanova.sudigoz.hr/2019/09/05/festivalski-peharcek-novi-zagorski-suvenir/>

http://ssbedekovcina.skole.hr/?news_hk=1&news_id=20707&mshow=1155#mod_news



Project sustainability

further cooperation with Krapina
Tourist Board, and production of
the Festival Jugs

a proposal to Municipality of
Bedekovčina for a future
cooperation and production of a
similar souvenir

Project sustainability

The Festival Jug

Presenting the project to the head of
Bedekovčina municipality / 27th August, 2019



The Festival Jug Project banner in
Secondary School Bedekovčina



The Festival Jug

project team

Secondary School Bedekovčina

1. Martin Dugorepec
2. Silvijo Novak
3. Nikola Varžić
4. Helena Bivol
5. Andreja Tenšek
6. Lucija Pozaić
7. Daria Benkotić
8. David Hanžek
9. Matija Stanić
10. Ema Vnučec

Mentors: Janja Roginić, B.A.(Pol.Sc.)
and Mladen Gorički, vocational
teacher

School for Art, Design, Graphics and Clothes Zabok

1. Luka Aničić
2. Karla Capar
3. Roko Blaž Kolar
4. Antonio Kušić
5. Patricija Mišak
6. Ivana Pavlinić
7. Jan Varga Lazar
8. Juraj Zrinski

Mentor: Nikola Sinković, graduate
designer, prof. mentor



**Thank you for
your
attention!**

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