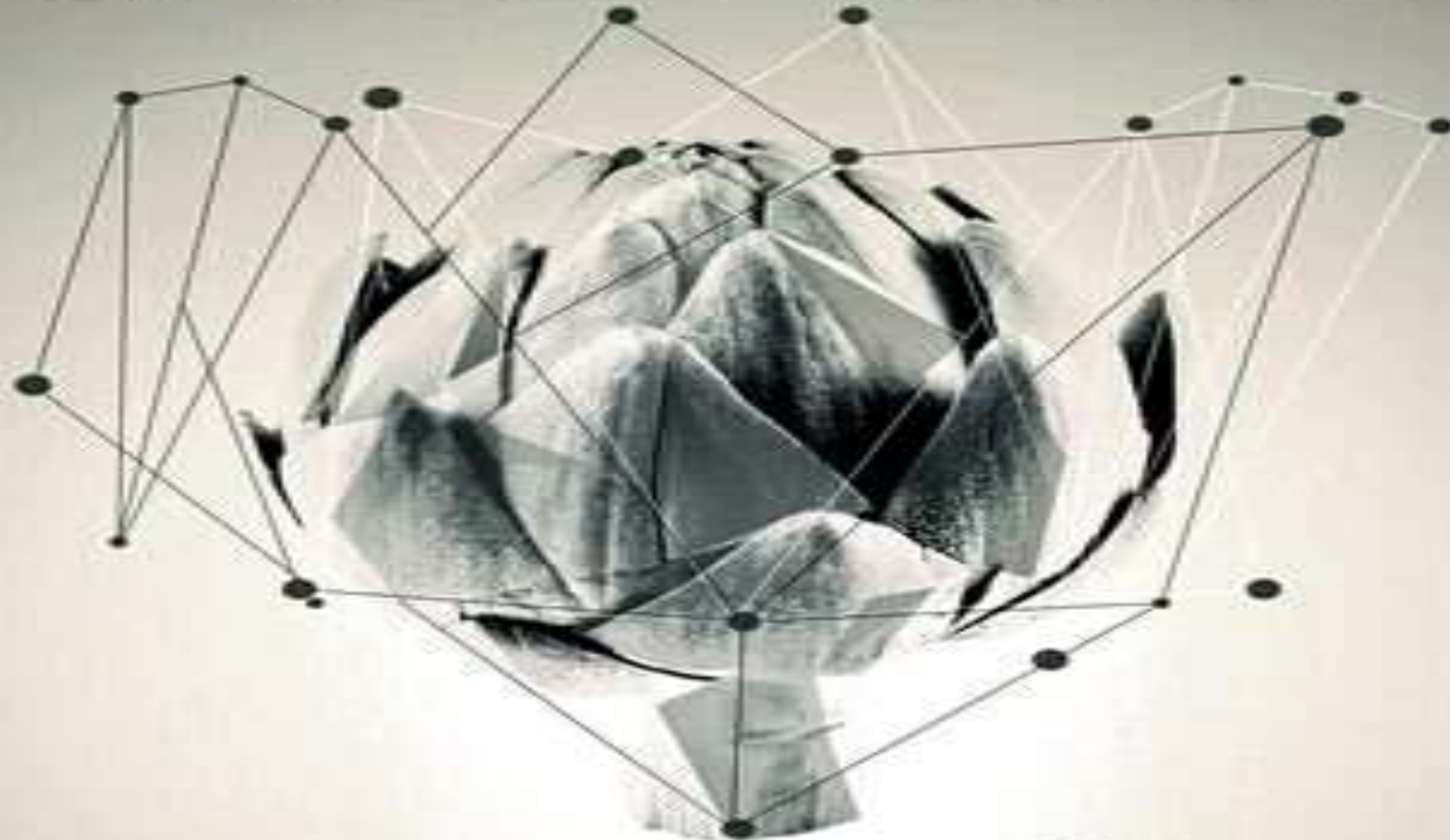


art & choka



Učenička zadruga SŠ Mate Balote Poreč



project

Poreč, September 2016



Ministarstvo turizma
REPUBLIKE HRVATSKE

THE ART&CHOKA FESTIVAL PROJECT TEAM

- *SŠ MATE BALOTE*
- *MENTORI:*
MIRELA MARKOVIĆ
- *STUDENTS 2. AGROTEH.*
AGAPITO PAOLO
ANTOLOVIĆ MATEO
BRAJKOVIĆ GEA
BULIĆ EMILI
BULIĆ MARKOS
BULIĆ MATEAS
KURELOVIĆ ANA
LEGOVIĆ KARLA
TOMIĆ JOSIP
- *TUŠ ANTONA ŠTIFANIĆA*
- *MENTOR:*
TICIANA PETEH
- *STUDENTS 4. THK:*
IVANA DOMAZET
ANDREA ANDREJEVIĆ
KARLA ĐUSTI
MATEA GARIĆ
ALEKSANDRA JAZVEC
ANTONELA JURIĆ
ANITA KLARIĆ
STELLA KOLGJERAJ
- REA KRIŽMANIĆ*
ENTONI MEDAK
ALESSIA MIANI
ALEKSANDAR MILANKOVIĆ
KRISTIЈAN PERIŠIĆ
GABRIJELA PEŠIĆ
MAGDALENA RABAK
STUDENTS 3. KU.:
PETAR OPAČAK
MARIO ŠMORHALJ
ANDI ŽULIĆ
- STUDENTS 3. SL.*
BARBARA POL
NIKOLINA IVANKOVIĆ
LAURA BUROLO
TEA PERIČIĆ
VOCATIONAL TEACHERS:
FERUČO SMOKOVIĆ
JOSIP ZUBAK
SEBASTIAN MILEŠA
EDI HERAK
BISERKA UDOVIČIĆ
SANJA PILATO

AIMS:

- **TO ENRICH THE TOURIST OFFER OF THE CITY OF POREC IN ACCORDANCE WITH THE "TOURISM DEVELOPMENT STRATEGY UNTIL 2020" A NEW CULINARY EVENT.**
- **TO ENCOURAGE STUDENTS OF DIFFERENT EDUCATIONAL SECTORS FOR COOPERATION AND TEAMWORK, AND DEVELOPEMENT OF THE ENTREPRENEURIAL SPIRIT**
- **TO RAISE THE LEVEL OF KNOWLEDGE AND COMPETENCE AS WELL AS THE QUALITY OF EDUCATION OF THE FUTURE TOURIST WORKERS AND FARMERS**
- **PROMOTION OF THE CURRICULAR MODE THROUGH THE COOPERATION BETWEEN THE TWO SCHOOLS**
- **TO INTRODUCE STUDENTS TO THE OPPORTUNITIES AND BENEFITS OF EU FUNDS**
- **THE DEVELOPMENT OF THE NEW AGRICULTURAL PRODUCT AND PLACEMENT ON THE TOURIST MARKET**

THE IDEA



THE IDEA CAME ABOUT FROM THE STORY OF ARTICHOKE, ONCE A VERY WIDELY USED INGREDIENT IN THE ISTRIAN CUISINE, AND THE PLANTATIONS WHICH ONCE EXISTED IN POREČ. THIS INDICATES THE REVIVAL OF THE INTAGIBLE CULTURAL HERITAGE – THE FOOD AND THE TRADITION LINKED TO THE CULTIVATION, PREPARATION AND CONSUMPTION OF FOOD, AS WELL AS THE OFFERS TO THE ENOGASTRO TRAVELLER WHO COMES TO ISTRIA, AN ALREADY BRANDED DESTINATION ON THE ENO-GASTRONOMIC MAPS OF THE WORLD.

THE STUDENTS IN CHARGE OF THE PROMOTION OF THE PROJECT EXPLORED THE HISTORY OF THE CULTIVATION OF ARTICHOKE BASED ON THE HISTORICAL MATERIALS OF THE NATIVE MUSEUM IN POREČ, WHERE THEY WERE ABLE TO FIND NOTES DATING BACK TO THE 17TH CENTURY, WHICH STATE THAT THERE WAS A PLANTATION WITH OVER A THOUSAND ARTICHOKE SEEDLINGS IN THE AREA.

BASED ON THAT, THE STUDENTS WILL DESIGN A STORY ALONG WITH THE MANIFESTATION (STORYTELLING).

ACTIVITIES

- DESIGNING THE LOGO AND PROJECT ACTIVITIES
- COOKING WORKSHOPS
- CONFECTIONERY WORKSHOPS
- COCKTAIL PREPARATION WORKSHOPS
- SOMMELLIER WORKSHOPS
- PRESENTATION OF ARTICHOKE LIQUEUR
- STUDY WORK ON THE CULTIVATION OF ARTICHOKE
- WORKSHOPS ABOUT THE GASTRONOMIC MANIFESTATIONS IN ISTRIA
- THE ORGANISATION OF THE GASTRONOMIC PROMOTION OF ARTICHOKE
- VISIT TO ARTICHOKE PLANTATIONS IN ITALY

ORGANISATION OF PROMOTIONAL ACTIVITIES WITH THE AIM OF PRESENTING THE PROJECT AT THE MAIN EVENT AT VILLA POLESINI:

- SELECTION OF A REPRESENTATIVE LOCATION, DESIGNING INVITATIONS, MAKING A LIST OF DISHES
- THE MAKING OF DECORATIONS WITH ARTICHOKES FOR THE BUFFET TABLES
- DESIGNING A STORY ABOUT ARTICHOKES - STORYTELLING
- UPDATING AND MANAGING THE FACEBOOK PAGE
- WRITING ARTICLES AND PHOTOGRAPHY EDITING FOR LOCAL AND SCHOOL WEBSITES
- CREATION AND DESIGN OF POSTER FOR MANIFESTATION ANNOUNCEMENT

1. SOMMELIER WRKSHOP: EMIL PERDEC – REGIONAL COMMISSIONER FOR THE ISTRIAN REGION AT THE CROATIAN SOMMELIER CLUB



20.5.2016.

WHAT HAVE WE LEARNED ABOUT SOMMELIERING:

- *THE HISTORY OF WINE AND THE METHODS OF ITS CONSUMPTION*
- *HOW TO PRESENT, SELL AND SERVE WINE IN A CONTEMPORARY MANNER*
- *WE DISCOVERED THE MOST FAMOUS WINE VARIETIES OF OUR CLIMATE*
- *THE CORRECT WAY OF OPENING THE BOTTLE, OF SERVING IT AND USING THE DECANTER*
- *HOW TO DESCRIBE THE WINE ACCORDING TO ITS COLOUR, SCENT AND TASTE*
- *IN THE PRACTICAL PART OF THE WORKSHOP WE ANALYZED TWO LABELS:*
 - *BENVENUTI MALVAZIJA, 2014.*
 - *ZIGANTE TERAN, 2013.*

CULINARY WORKSHOP:

- IN THE COOKING PRACTICUM, PREPARATION OF DISHES WITH ARTICHOKE BASED ON OLD RECEPIES.



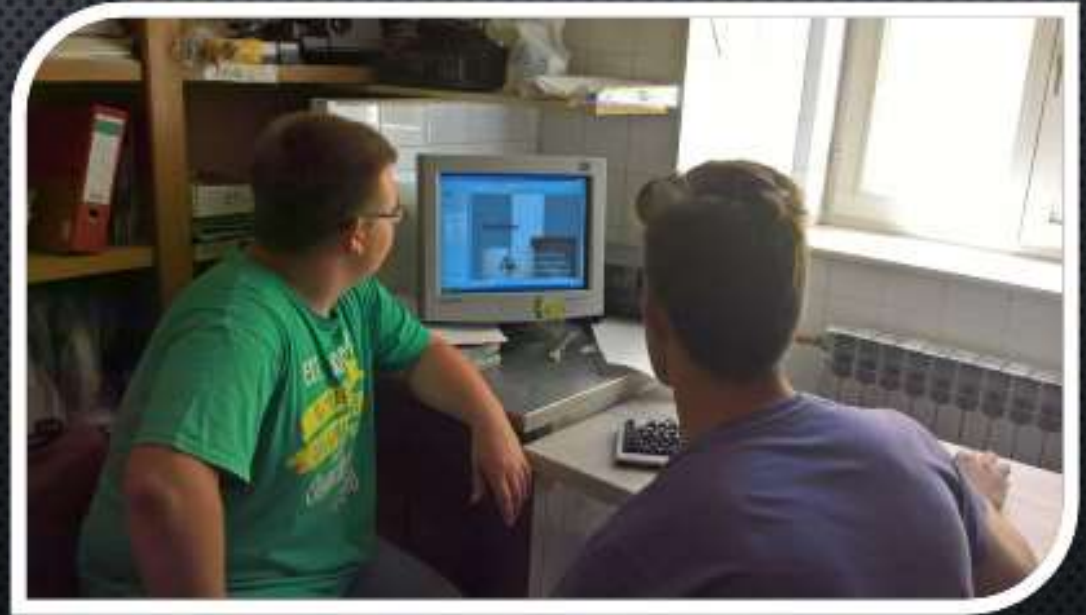
24.5.2016.

LIQUEUR WORKSHOP:



- WE WASHED THE ARTICHOKES AND REMOVED THE EXTERNAL LEAVES WHICH WE THEN PUT IN A BIG BOTTLE
- WE ADDED SUGAR, SPICES AND LEAVES OF AROMATIC PLANTS , FOLLOWING THE MEASURES IN THE RECIPE
- WE THEN ADDED BRANDY AND PUT IT ALL TO REST IN A DARK PLACE FOR 70 DAYS.





- AFTER THE NECESSARY TIME HAS PASSED WE STRAINED THE LIQUEUR AND FILLED IT THE BOTTLE WITH A CAPACITY OF 0.2 AND 0.5 LITERS.
- IN THE MEANTIME, WE HAVE DESIGNED THE LABEL FOR OUR LIQUOR AND GAVE HIM THE NAME *CARDULINA*



- AFTER THAT STUDENTS ANA, EMILI IAND KARLA CUTED THE LABELS AND PUT IT ON THE BOTTLES CAREFULLY



2. SOMMELIER WORKSHOP: SAŠA KRAJINOVIĆ, CURRENT SOMMELIERING CHAMPION OF ISTRA AND KVARNER FOR THE YEAR 2016



27.5.2016.

WE ALSO LEARNED ABOUT WINE...

- *THE HISTORY OF WINEMAKING IN OUR COUNTRY*
- *ABOUT THE ISTRIAN INDIGENOUS VARIETIES – MALVASIA, TERAN AND MUSCAT*
- *ABOUT THE PRODUCTION OF SPARKLING WINE IN ISTRIA AND THE OCCURRENCE OF SMALL BREWERIES WHICH PRODUCE CRAFT BEERS*
- *WHICH WINES ARE BEST PAIRED WITH ARTICHOKE DISHES*
- *IN THE PRACTICAL PART OF THE WORKSHOP WE OPENED, PRESENTED AND DESCRIBED TWO LABELS OF INDIGENOUS VARIETIES:*
 - *KABOLA MUŠKAT MOMJANSKI, 2015.*
 - *FRANC ARMAN DOLCETTO, 2015.*

SEMINAR ON THE CULTIVATION OF THE ARTICHOKE



- BY CREATING THIS PAPER WE WANTED TO BE MORE FAMILIAR WITH THE CULTIVATION OF ARTICHOKE THROUGH RESEARCH THAT BRINGS WRITING OF A SEMINAR
- OUR MENTOR HAS ARRANGED CONSULTATIONS WITH DR. SC. SMILJAN GORETA BAN FROM THE INSTITUTE FOR AGRICULTURE AND TOURISM POREČ, WHICH PROVIDED TO THE STUDENTS ALL THE NECESSARY LITERATURE FOR WRITING THIS SEMINAR.

ARTICHOKES GROWING

- ARTICHOKE OR GARDUN (*CYNARA CARDUNCULUS L.*) IS A PLANT OF THE ASTERACEAE FAMILY, WHICH IS CULTIVATED IN OUR COUNTRY AND WORLDWIDE FOR DIETARY REASONS, AS WELL AS FOR USE FOR MEDICAL PURPOSES.
- IT IS A PERENNIAL PLANT, BUT IT IS GROWN AS AN ANNUAL CROP. THE ROOT IS DEEP AND RAMIFIED, LANCEOLATE LEAVES HAS HAIRS AND SPINES AND MAKES A ROSETTE, AND FLOWERS ARE COLLECTED IN INFLORESCENCE AND LIGHT PURPLE IN COLOR.



THRIVING CONDITIONS

FOR VEGETATIVE GROWTH OF ARTICHOKE OPTIMUM TEMPERATURES ARE 12 - 14 °C AT NIGHT AND 18-22 °C DURING THE DAY. AT -10 °C A PLANT DIES.

IT DOES NOT TOLERATE STAGNANT WATER. TO SECURE PRODUCTION FOR THE MARKET AND PROCESSING IT REQUESTS IRRIGATION.

KOD NAS SE MOŽE UZGAJATI U PRIOBALNOM PODRUČJU UZ MORE NA ZAKLONJENIM PODRUČJIMA OD BURE I JUGA.

IN OUR COUNTRY IT CAN BE GROWN IN THE COASTAL AREA IN POSITIONS SHELTERED FROM STRONG WINDS JUGO AND BURA.



TECHNOLOGY OF GROWING ARTICHOKES

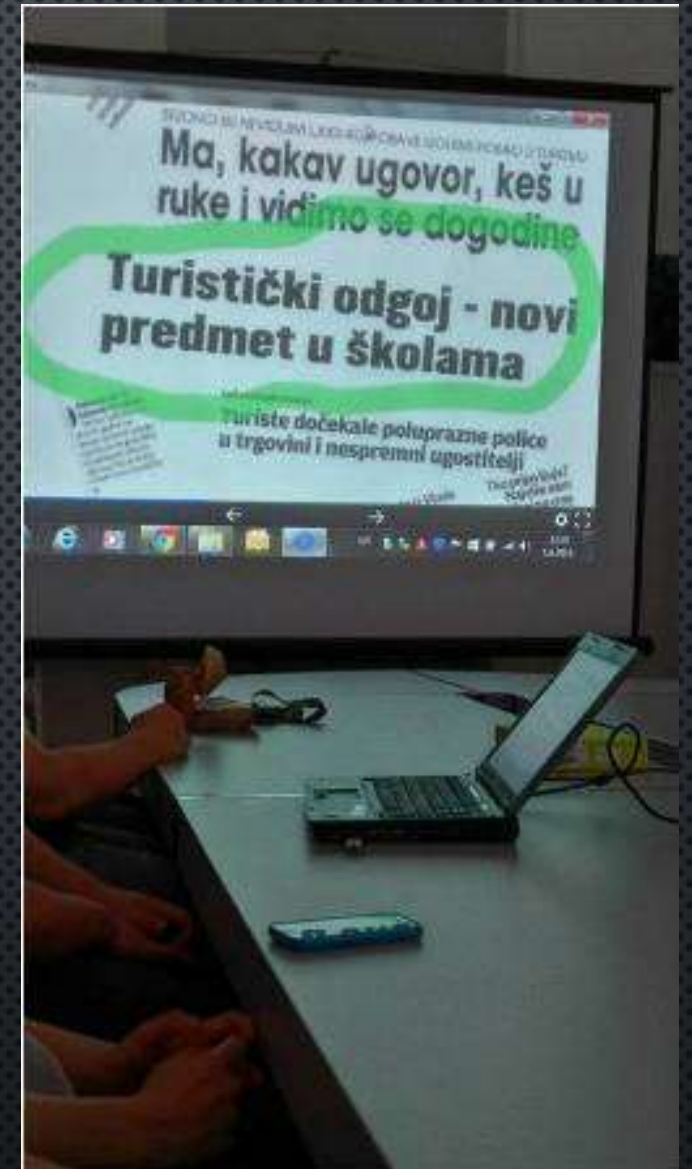
- IN THE MAIN PRODUCTION AREAS IN EUROPE ARTICHOKE IS MAINLY GROWN AS A THREE-YEAR TO FIVE-YEAR CULTURE.
- PERENNIAL PLANTATION REQUIRES A DEEP TILLAGE, UP TO 40 CM AND ABUNDANT FERTILIZATION WITH ORGANIC AND MINERAL FERTILIZERS. DURING THE GROWING SEASON 4 ADDITIONAL FERTILIZATIONS ARE PERFORMED.
- A MONTH AFTER PLANTING A GROVE HAS TO BE CULTIVATED. IN THE VEGETATIVE STAGE IN THE FALL OR IN THE SPRING THE EXCESS BURSTS HAS TO BE REMOVED, AND WE MUST LEAVE ONLY THE STRONGEST ONE.
- ARTICHOKE IS PROPAGATED VEGETATIVELY, WITH GREEN CUTTINGS AND RHIZOME CUTTINGS WITH SLEEPING BUDS. IF DIRECT PLANTING IS NOT PLANNED GREEN CUTTINGS CAN BE ADDITIONALLY ROOTED IN THE NURSERY.



EDUCATIONAL WORKSHOP:

ALL SHADES OF HOSPITALITY

MARINELA DROPULIĆ RUŽIĆ



- INSTITUTE OF AGRICULTURE AND TOURISM, POREČ

INSTITUTE OF TOURISM

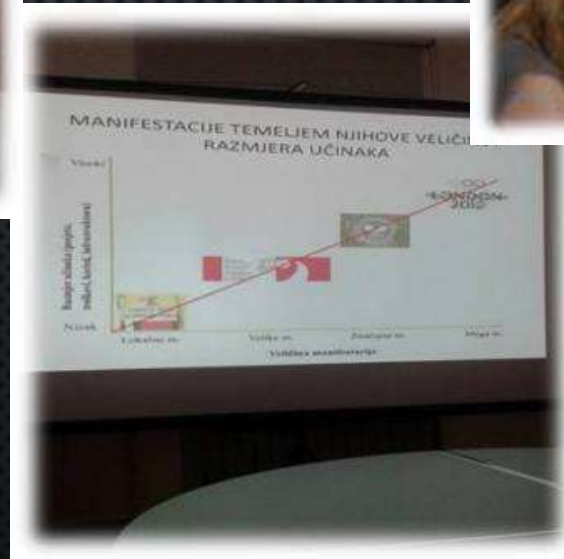
01.06.2016.

IN THE WORKSHOP „ALL SHADES OF HOSPITALITY” WE HEARD ABOUT:

- *THE ROLE OF THE CATERING STAFF IN THE DELIVERY OF SERVICES*
- *THE FOCUS ON THE CUSTOMER THROUGH COURTESY, KINDNESS, ACTIVE LISTENING, EMPATHY AND MULTICULTURALISM*
- *A QUALITY SERVICE, THE GUIDELINES OF BEHAVIOR AND SKILLS NECESSARY FOR A GOOD QUALITY SERVICE*
- *BEHAVIORAL SCIENCE - THE DIFFERENCES BETWEEN CULTURES, EMPIRICAL CALCULATION OF THE IRRITATION INDEX*

EDUCATIONAL WORKSHOP: ROLE OF THE GASTRONOMIC EVENTS IN THE ISTRIAN TOURIST OFFER

KLARA TROŠT LESIĆ



Institute of agriculture and tourism,
POREČ

01.06.2016.

IN THE GASTRONOMIC EVENTS MANAGEMENT WORKSHOP WE LEARNED ABOUT:

- *MANAGING EVENTS, THE DEFINITION AND DEVELOPMENT OF TOURISM*
- *THE EFFECTS OF EVENTS ON THE TOURIST DESTINATION*
- *ABOUT GASTRO-TOURISM AND ITS CONNECTION TO CULTURE AND RURAL TOURISM*
- *WE ANALYZED THE ISTRIAN GASTRO CALENDAR WITH EVENTS ACCORDING TO THEIR TYPE AND PERIOD*
- *WE ANALYZED THE CASE STUDY OF THE GNAM GNAM FEST IN NOVIGRAD AS WELL AS THE RESEARCH RESULTS CARRIED OUT BY THE INSTITUTE OF TOURISM AND AGRICULTURE IN POREČ*

COCKTAIL WORKSHOP

We practiced making the
APERITIVE COCKTAIL BARBARAN AND
LONG DRINK POLESINI



Catering practicum, 3.06.2016

PASTRY WORKSHOP



CONFECTIONERY PRACTICUM, 24.5.2016.

THE MAIN EVENT AT VILLA POLESINI

- THE PROMOTION OF THE PROJECT TOOK PLACE UNDER THE SPONSORSHIP OF VALAMAR RIVIERA D.D.
- THE EVENT WAS ATTENDED BY PROFESSIONAL COLLEGUES, THE DIRECTION OF THE HOTELS VALAMAR AND PLAVA LAGUNA, THE DIRECTION OF THE TOURIST SECTOR OF ISTRIA AND THE CITY OF POREČ, THE CHAMBER OF COMMERCE, THE PARTICIPANTS OF EDUCATIONAL WORKSHOPS, AND TEACHERS FROM BOTH SCHOOLS.



VILLA POLESINI – THE ENO - GASTRO OFFER

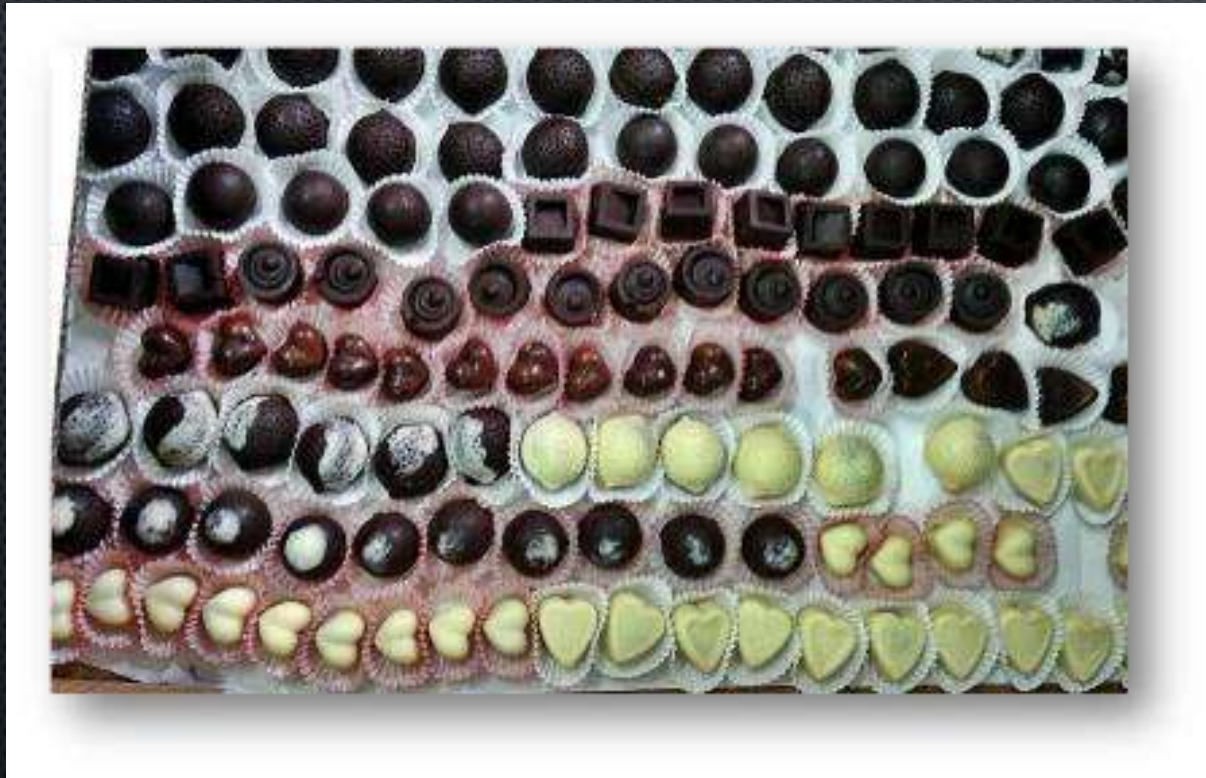


07.06.2016.



COCKTAIL PARTY

*The presentation of the project activities and project results,
The promotion of Corduline – artichoke liqueur*





Gea and Paolo presented the work of agricultural students on the project, students of catering school presented the products of their workshops based on the artichoke liqueur :

- liqueur Cardulina
- Pralines with liqueur Cardulina
- Aperitif cocktail Barbaran
- Long drink Polesini



TRIP TO ITALY



CONSORZIO
DEL CARCIOFO VIOLETTO
DI SANT'ERASMO

- ON 17.09.2016. WE WENT TO ITALY WITH THE AIM OF VISITING ARTICHOKE GROWERS, SO WE CAN SEE HOW IT LOOKS IN PRACTICE L GROWING OF ARTICHOKE.
- THE BIGGEST PROBLEMS IN THE CULTIVATION OF ARTICHOKE ARE SLUGS AND GRAY MOLD.
- THIS TIME OF YEAR PLANTATION ARTICHOKE IS AT A STANDSTILL.



AND WE ALSO VISITED VENICE





We visited the luxurious Danieli hotel, famous for hosting international movie stars during the Venezia Film Festival

DEVELOPMENT PROJECTS OF TOURISM OF ISTRIA

CRISTINA VOJIĆ KRAJCAR

MARKETING MANAGER OF ISTRIAN TOURIST BOARD

- PRESENTATION DEALS WITH THE MOST COMMON PRODUCTS THAT BRAND THE REGION AS A WINE AND FOOD DESTINATION: WINE, OLIVE OIL, TRUFFLES, WHITE AND BLACK, AND OTHER FOODS TYPICAL OF THE CLIMATE
- THE PRESENTATION GIVES A CHRONOLOGICAL OVERVIEW OF THE DEVELOPMENT OF PRODUCT AND DESTINATION FROM 1996 TO 2016, ALONG WITH ALL THE AWARDS AND HONORS OF DISTINGUISHED INTERNATIONAL SPECIALIZED MAGAZINES FOR CERTAIN SEGMENTS OF TOURISM



22.9.2016.

We invite you to the
Art&choka Festival

Poreč, Riva May, 4th-7th 2017



hosted by the following restaurants:
Domazet, Đusti, Jazvec,
Medak, Miani, Rabak
and Sardelin

The students presented their PPT presentation prepared for a final report, and explained the idea, the activities and results of the project, as well as new skills adopted by the project.

The design of the poster was presented for the first time at the announcement of the event Art & Choka Festival 2017.



IN PARTNERSHIP WITH:

- *INSTITUTE OF AGRICULTURE AND TOURISM POREČ*
- *ADMINISTRATIVE DEPARTMENT FOR TOURISM OF THE ISTRIAN REGION*
- *VALAMAR RIVIERA POREČ*
- *PLAVA LAGUNA POREČ*
- *NATIVE MUSEUM OF POREČ*
- *TOURIST BORD OF ISTRIA*
- *AGRICULTURAL DEPARTMENT POREČ UNIVERSITY OF RIJEKA*
- *PUBLIC OPEN UNIVERSITY OF POREČ*



THE PROJECT IN NUMBERS



- *6 EXTERNAL LECTURERS FROM THE PROFESSION*
- *6 WORKSHOPS: 18 SCHOOL PERIODS*
- *WORK IN THE PRACTICUM: ABOUT 100 SCHOOL PERIODS*
- *2 EVENTA: 21 HOURS*
- *1 FIELD TRIP: 18 HOIRS*
- *78 KG OF INGREDIENTS AND 72 L OF DRINKS AND BEVERAGES*
- *ABOUT 300 LIKES ON THE FACEBOOK PAGE*
- *TOTAL NUMBER OF POSTS SEEN*
- *NUMBER OF VISITED SITES (6): MUSEUM, INSTITUTE, HOTEL DANIELI, VENICE, POUP, VILLA POLESINI, SAN ERASMO*
- *NUMBER OF STUDENTS IN THE PROJECT TEAM 31*




 **Art & Choka Festival** added 10 new photos.
 May 27 at 19:18 · Porec · 🌐

Danas smo odradili 2.radionicu sommelierstva - gost predavač Saša Krajinović, aktualni prvak Istre i Kvarnera u sommelijerstvu (HSK).
 Praktični dio -autohtone istarske sorte, s naglaskom na muškat.
 Bravo Saša, hvala na podijeljenom znanju, i bravo svi!

[See Translation](#)



 You, Luka Sardelin and 19 others  2 Shares

 Like  Comment  Share

1,225 people saw this post [Boost Post](#)

THE MOST SEEN POST ON OUR FACEBOOK PAGE –

1225 TIMES!!!

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[Project Artichoke](#)



Thank you for your attention!!

The Art&Choka Team