



Applicant:
**STONEMASONRY
SCHOOL**

STONEMASONRY SCHOOL AS A PRIZED TOURIST DESTINATION DURING THE SIGHTSEEING OF THE ISLAND OF BRAC





THE ORIGIN OF THE PROJECT IDEA

SOME OF THE PREVIOUS ACHIEVEMENTS:

- Contracts with a number of travel agencies
- The school has a brochure printed in six languages that are given to tourists
- Numerous exhibitions in Croatia and the EU (Paris, Verona ...)
- 2005-Award "Anton Štifanić" for the contribution to Croatian tourism
- Tourist Board Award for contribution to tourism Bol, Brac





OBJECTIVES

1. Attract new students to enroll the stonemasonry school



2. To improve the tourist offer of the school

IDEA OF THE PROJECT

Better school presentation via:

1. Making promotional videos

2. Equipping students with adequate protective clothes with the school logo





PROJECT
REALIZATION

Workshop on
development
of promotional
materials and
the importance
of scenarios in
shooting



PARTICIPANTS IN THE PROJECT:

STUDENTS:

- 1a – David Pekić, Toni Zanne
- 1b – Josipa Farac, Eduard Kahlina, Željanić, Barbir
- 2a – Josip Andrijolić, Dominik Gabelica
- 2b – Ivan Tolj, Igor Đuričić
- 3a – Martin Zohil, Vlaho Radić

MENTORS:

Mariola Milardović –
TV journalist

Petar Granić –
cameraman

Vesna Martnić,
teacher

Jadranka Mornar,
teacher

Tamara Plastić,
teacher

Based on the prepared scenarios some students were tested as cameramen



Students - Cameramen



... some
as
presenters



Students – presenters



...and some
of them
show
what
they have
learned
and what
skills they
have
gained





Walking around Pučišća

Students
showed us
round some
interesting
sights and
beauties
of Pučišća





We have had a
nice time
together...





especially
a great
fun...

psssss...the school is very close to the beach, just a minute!





THE RESULTS OF THE PROJECT

- DVD with advertising materials that will be given to visitors of the school workshop



THE RESULTS OF THE PROJECT

- Protecting clothes for the students, participants of the project – important for starting point in education for the work in the safe way





THE RESULTS OF THE PROJECT

- Brochure in English

Italy as well as for some groups and individuals from different European countries.

Brač stone has been built in Dioklecijan palace in Split, In the Cathedral of Šibenik, in the Vienna and Budapest Parliament, in the White House in Washington... and today, Brač stone is well known as "Croatian bread" all over the world.

Students' works were exhibited at sole exhibitions in Zagreb and Paris, at stone fairs in Verona and Nurnberg, at the craft fairs in Munchen and Split, at the Zagreb Fair and at some meetings of building schools and students hostels in the Republic of Croatia. In 2007, the workshop of practical classes and the school exhibition saloon were visited by students excursions and by over 6000 visitors organized by tourist agencies such as "Atlas", "Elite", "Generalturist", "Kompas" etc...

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STONEMASON SCHOOL
Pučišća - Croatia



THE RESULTS OF THE PROJECT

- Brochure in Croatian



**KLESARSKA ŠKOLA
JUČER, DANAS, SUTRA**

Klesarska škola u Pučišćima na otoku Braču jedina je specijalizirana klesarska škola u Republici Hrvatskoj. Osnovana je 5. siječnja 1909. godine. U svom sastavu od 1956. godine ima dački dom s 56 kreveta. Škola upisuje

inženjera strojarstva te jednog akademskog kipara. Naglasak u programu Klesarske škole stavljen je na ručnu obradu kamena koja se izvodi uglavnom ručnim kovanim alatima. Škola je opremljena i zračnim kompresorom kapaciteta 1,5m³ zraka te s više kompleta zračnih turbina s potrebitim dijelovima. U dvije dobro opremljene radionice praktične nastave

Klesarska škola od 1989. godine organizira međunarodni stručni skup kamenara s tematikom branja, obrade, ugradbe i zaštite kamena, a ista se tematiku obrađuje u stručnom časopisu "Klesarstvo-graditeljstvo" kojega škola tiska dva puta godišnje već 19 godina.

Klesarska škola članica je European Association of Building Crafts and Design.

2 razreda po 25 učenika u usmjerenje "klesarski tehničar" u trajanju od 4 godine te obrtničko usmjerenje "klesar" u trajanju od tri godine. Školsku godinu 2007/08. upisalo je 96 učenika, od toga dvije djevojke, iz 11 županija Republike Hrvatske.

Školu teoretski nastavi izvodi 22 nastavnika uključujući dva inženjera građevine, jednog

praktičnu nastavu izvodi pet vrhunskih majstora klesarstva. Praktične vježbe izvode se na "bračkom" kamenu tipa "veselje" kojega nam isporučuje firma Jadrankamen d.d. s kojom škola od svoga osnivanja odlično surađuje.

Klesarska škola ima dva lajtmotiva:
"Moj je posol častan i fin, mene zovu skarpelin"
"Česta kaplja kamen dubu"

udruge klesara, klesarskih škola, obrtničkih komora i drugih zainteresiranih strukovnjaka iz 22 države Europe. Sjedište udruge je u Bruxellesu pri UEAPME, a glavni cilj udruge je očuvati i unaprijediti stare zanate u Europi. U sklopu suradnje s drugim klesarskim školama Europe u radionici praktične nastave škole 2007. godine organizirane su vježbe za učenike



DISEMINATION OF THE PROJECT AND EVALUATION

- Initiating TV reports on realization of the project in cooperation with different TVs (HRT, RTL, NOVA, JADRAN...)
- Inviting the newspaper reporters (Slobodna Dalmacija, Večernji list, Jutarnji list...)
- Questionarie among tourist guides
- Questionarie among visitors
- The possible correction of the materials based on the given results of the questionaries

*IN CASE OF
POSITIVE
REACTION
CONCERNING
PROJECT THE
SCHOOL WOULD
CONTINUE ITS
APPLAYING
AFTER OFFICIAL
END*



Thanks for your attention!



KLESARSKA ŠKOLA
U PUČIŠĆIMA

Visit us...