



Veliki Tabor

Krapina

Čakovec

Varaždinske  
toplice

Kalnik

Zagreb

Koprivnica

Šćitarjevo

Đurđevac

# Digital Museums Region

NORTH-WEST  
CROATIA



# Digital Museums Region

NORTH-WEST  
CROATIA

## Project partners

The Museum of Međimurje Čakovec  
The County of Međimurje  
Tourist Board of the County of Međimurje  
REDEA – Regional Development Agency  
Međimurje  
The City of Đurđevac  
The County of Koprivnica-Križevci  
Cultural centre of the City of Đurđevac  
Tourist Board of the County of  
Koprivnica-Križevci  
Tourist Board of Đurđevačka Podravina  
PORA – Podravina and Prigorje  
Development Agency  
The Museum of the City of Koprivnica  
The City of Koprivnica  
Tourist Board of the City of Koprivnica  
Kalnik Municipality  
Tourist Board of Kalnik Municipality  
Tourist Board of the City of Križevci  
The City of Krapina  
The Museums of Hrvatsko Zagorje  
The County of Krapina-Zagorje  
Tourist Board of the City of Krapina  
ZARA – Zagorje Development Agency  
Desinić Municipality  
Tourist Board of the County of  
Krapina-Zagorje  
Zagreb County  
ZACORDA – Zagreb County Regional  
Development Agency  
The City of Velika Gorica  
Archeological Museum in Zagreb  
Special Hospital for Medical  
Rehabilitation Varaždinske Toplice  
County Museum Varaždinske Toplice  
The City of Varaždinske Toplice  
The County of Varaždin

Tourist Board of the County of Varaždin  
AZRA – County of Varaždin  
Development Agency  
Tourist Board of the City  
of Varaždinske Toplice  
The City of Zagreb  
Zagreb Development Agency – TPZ

**Project application submitted by**  
The City of Zagreb

## Principle collaborators

The Ministry of Culture of the  
Republic of Croatia  
The Ministry of Tourism of the  
Republic of Croatia

## Collaborators

The City of Čakovec  
Tourist Board of the City of Čakovec  
Tourist Board of the City of Velika Gorica  
Zagreb County Tourist Board

**Koordinator pripreme projekta**  
Gradski ured za stratejsko planiranje  
i razvoj Grada Zagreba

The project North-West  
Croatia – Digital Museums  
Region is being prepared and  
developed with the technical  
and financial support by  
the Ministry of Regional  
Development and EU Funds.





## The project North-West Croatia – Digital Museums Region – Concept Note

The touristic potential of the North-West Croatia is based on the synergy between the cultural and touristic appeal of a big city (Zagreb), the rich historical heritage and cultural offer of other towns in the region, a large number of castles and manors as elements of regional identity, numerous spas and tradition of medical spas with good potential for further development of health tourism, and well preserved natural attractions.

Croatian Tourism Development Strategy until 2020 (Official Gazette no.55/13) emphasises the development of cultural tourism as one of its strategic objectives, and one of its priority activities is the investment into the recognizability of a number of highly attractive cultural attractions (for example, UNESCO sites, archaeological sites, castles).

More and more tourists choose vacation packages that offer the possibility of acquiring new knowledge and experiencing local culture. The so-called cultural tourists usually have significantly higher income than the majority of tourists, are more educated, middle-aged or senior individuals, more often women, travel more often and also visit cultural events on the territory where they live more often. UNWTO foresees the increase of demand in the sector of cultural tourism by 15% by 2020, which is a significant increase if we take into consideration that it is a sector whose operation generates around EUR 50 billion a year.

By developing cultural tourism and enriching tourism offer, the sector of tourism is striving to overcome the problems of Croatian tourism, such as its seasonal character and geographic concentration of demand along the Adriatic Coast, whereas

the interest of cultural tourism lies in the financial outcomes resulting from it being more intensively included into the tourism offer.

Inspired by the success of the project of Krapina Neanderthal Museum, built in 2010, project partners from six counties of the North-West chose the locations – museums, buildings and localities of historical and/or cultural importance through which they will present a unique story about the history and tradition, people and events of this part of Croatia, presenting them by means of new technologies, interacting thus with the digital age audience.

Nine locations have been included in the project: Old Town Čakovec, Old Town Đurđevac, Old Town Kalnik, Koprivnica (Museum of the City of Koprivnica), Krapina (additional attractions of the Krapina Neanderthal Museum), Veliki Tabor Castle, Velika Gorica – Šćitarjevo (Roman town of Andautonija), Varaždinske Toplice (Aquae Iasae) and the City of Zagreb (Museum of Senses in the tunnel under Grič).

## Integrating component of the project

In addition to the investments made into the construction, reconstruction, renovation and display based on the use of modern technologies on each of the stated locations, the integrating component of the project is also planned, which will provide for the establishment of a common infrastructure and development of common promotional activities.

The integrating component will bring together other elements of the project. On one hand, it implies the development and implementation of software and hardware tools with the aim of providing a common information technology infrastructure. On the other hand, integrating component is

aimed at establishing an integrated market approach of all nine locations for the purpose of creating an integral inter-county tourism brand, both through the development of common promotional activities and creation of a common marketing image.

The feature of this component and its infrastructure is that it is upgradeable, easily applied and open to new partners who might join the project on its completion. Buildings, institutions and cultural events, not directly included in this project, will be influenced indirectly, since it aims at establishing an integral cultural and tourism framework of offer of the North-West Croatia.

## Project objectives

General objective of the project is ‘to improve the competitiveness of tourism and contribute to the economic growth of North-West Croatia’.

The project contributes to the fulfillment of the general objective through the implementation of the two specific objectives of the project:

- **SPECIFIC OBJECTIVE 1** ‘cultural tourism established as a specific form of tourism offer with the improved cooperation among all stakeholders in culture and tourism’;
- **SPECIFIC OBJECTIVE 2** ‘tourists who visit Croatia recognize the newly-developed cultural and tourism product and are interested in visiting the region of North-West Croatia’.

## Planned activities and expected outcomes

Project activities are divided into three work packages (WP):

- **WP1** Building, reconstruction and equipping buildings on nine locations included in the project;
- **WP2** Establishing cooperation among all stakeholders in the sector of cultural tourism;
- **WP3** Marketing activities.

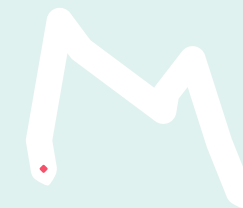
The implementation of the stated project activities will lead to the achievement of project results (R):

- **R1** Nine locations included in the project built, reconstructed and equipped;
- **R2** All stakeholders in cultural tourism educated and new tourism and cultural products created;
- **R3** Tourists and local population more informed about the offer of cultural tourism of the region of North-West Croatia.

## Project sustainability

Financial sustainability on the completion of the project will be ensured through self-financing of the Destination Management Organization, through revenue produced through the created tours (percentage of sales), through partners' membership fees, donations and presents, donations from the state budget and budgets of units of local and regional government as well as other funds available through projects financed through national and EU funds. Institutional sustainability will be ensured by establishing a Destination Management Organization which will permanently conduct the planned project activities with the aim of strengthening tourism competitiveness of the region of the North-West Croatia and the wider region.





## Archeological area Andautonija, Ščitarjevo

The Roman town of Andautonija, which was the administrative center of the area of today's City of Zagreb, was situated on the territory of today's village of Ščitarjevo, in the vicinity of Zagreb, from 1<sup>st</sup> till 4<sup>th</sup> century A.D.. Systematic archeological research, conducted on that area since 1969, led to the identification of the town area as well as of the construction stages and particular town elements (drainage canals, stone tiled streets, parts of public and residential buildings). Research of the Roman architecture complex in the very centre of Ščitarjevo (location of the parish office yard), where an Archeological Park was opened in 1994, unique on the territory of Zagreb and first of kind in Croatia, are of extreme importance.

### Archeological Park Andautonija-Ecomuseum of Ščitarjevačka Posavina

Andautonija may only be analysed within the unique context of urban and outlying area, so the idea of setting up the Ecomuseum to encompass all the cultural and natural values of this area in accordance with the principles of modern museology may be brought to life on the area of cca. 16 km<sup>2</sup>. Building and development of the Ecomuseum Reception Facility, building and development of the Museum of the Roman town of Andautonija, development of the Interpretation Centre as well as the museological presentation of Roman architecture and spatial arrangement of a Roman town is planned in the centre of Ščitarjevo as well as the tour of Ecomuseum with the necessary infrastructure (parking lots, bike paths etc.).

The objective of this project is to achieve interactive presentation of the entire area by building the stated facilities and using different forms of multimedia.

#### Local partners

Zagreb County Regional  
Development Agency  
The City of Velika Gorica

Archeological museum in Zagreb  
Zagreb County Tourist Board  
Tourist Board of the City of Velika Gorica





## Museum of Međimurje, Old Town Čakovec

### Local partners

REDEA (Regional Development Agency Međimurje)  
Tourist Board of the County of Međimurje

Tourist Board of the City of Čakovec  
County of Međimurje

Museum of Međimurje Čakovec is located in the Old Town, in the very heart of today's Čakovec, the centre of the County of Međimurje. Međimurje Region, situated in the north of Croatia, between the rivers Mura and Drava, where eastern Alps and the Panonian Valley meet, is known for its rich and eventful past as well as for numerous cultural and historical monuments.

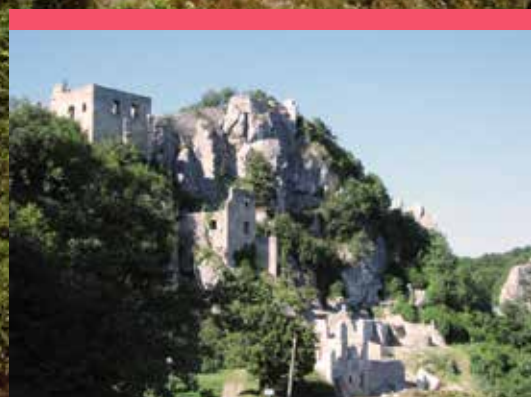
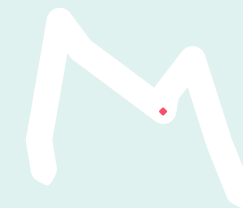
The Old Town Čakovec is the most valuable profane cultural monument in the County of Međimurje and a central memorial area in Međimurje. It consists of a palace and a fortification. The construction began in the 13<sup>th</sup> century and it has been preserved in its original state after the restoration and baroquisation in mid-20th century. Systematic restoration began in the mid-1980s.

Basic restoration activities on the fortification were conducted in the mid-1990s. Restoration works on the town wall of the bastion main entrance with a new crenellation is yet to be carried out. In the fortification it is necessary to restore and reconstruct a part of the town walls, and finish the reconstruction of the south-west and north-west bastion. In the palace, structural restoration of the south-east wing is underway. The project North-West Croatia - Digital Museums Region foresees the restoration of all buildings and areas, including the reconstruction of the town walls and the remaining bastions, landscaping of the fortification and palace as well as the construction of the bridge over the moat which led to the main entrance of the bastion.

The new museum display will be enriched with multimedia digital exhibits - 17 new multimedia units are planned in the Museum of Non-Material Heritage in the fortification and the museum displays in the palace.







# Old Town Kalnik

## Lokal partners

Tourist Board of the Kalnik Municipality  
Križevci Tourist Board  
The County of Koprivnica-Križevci  
Podravina and Prigorje Development Agency  
(PORA)

Kalnik Municipality is situated on the slopes of Kalnik Mountain and spreads over the area of 25 km<sup>2</sup>. Kalnik Mountain is the protected natural landscape with the highest peak Vranilac, 643 m high. At Kalnik there are the most significant medieval landmarks in this part of Croatia: a medieval fortress Old Town Veliki Kalnik, a gothic parish church of St. Brcko in the village of Kalnik and a stone gothic church of St. Andrew in Kamešnica, a village at the foot of the Kalnik Mountain.

The ruins of the Old Town Kalnik, built in the 13<sup>th</sup> century, are today one of the main tourist attractions in the region with enormous potential for further development.

The project objectives include the preservation of cultural and historical heritage of Kalnik by using new technologies in the presentation and international promotion; using the rich heritage of Kalnik foothill region to develop tourism; increasing the number of tourists by creating a new tourism product on the locations in and around the Old Town Veliki Kalnik.

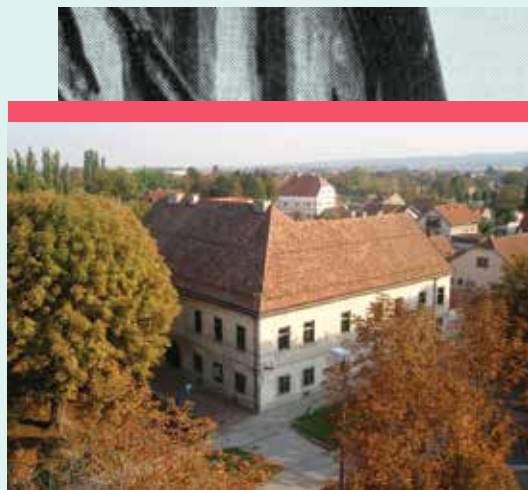
By defining a tourism product 'The Invisible Towns', a development of a new and innovative product is planned, as a combination of tradition and innovation, by creating an installation to take tourists through space and time.

Activities of the project at Kalnik include:

- Renovation of parts of the Old Town Veliki Kalnik;
- Preparation and presentation of the archaeological site for tourist visits;
- Equipping the Old Town Veliki Kalnik as 'The Invisible Towns' location with multimedia/digital technology;
- Establishing information points and web sites with access to virtual information points, using Old Town Veliki Kalnik as one of the points within the digital museums region of the North-West Croatia.



**Lead partner** Museum of the City of Koprivnica



# Museum of the City of Koprivnica, Koprivnica

**Local partners**

The City of Koprivnica  
The County of Koprivnica-Križevci

Podravina and Prigorje Development  
Agency (PORA)  
Tourist Board of the City of Koprivnica

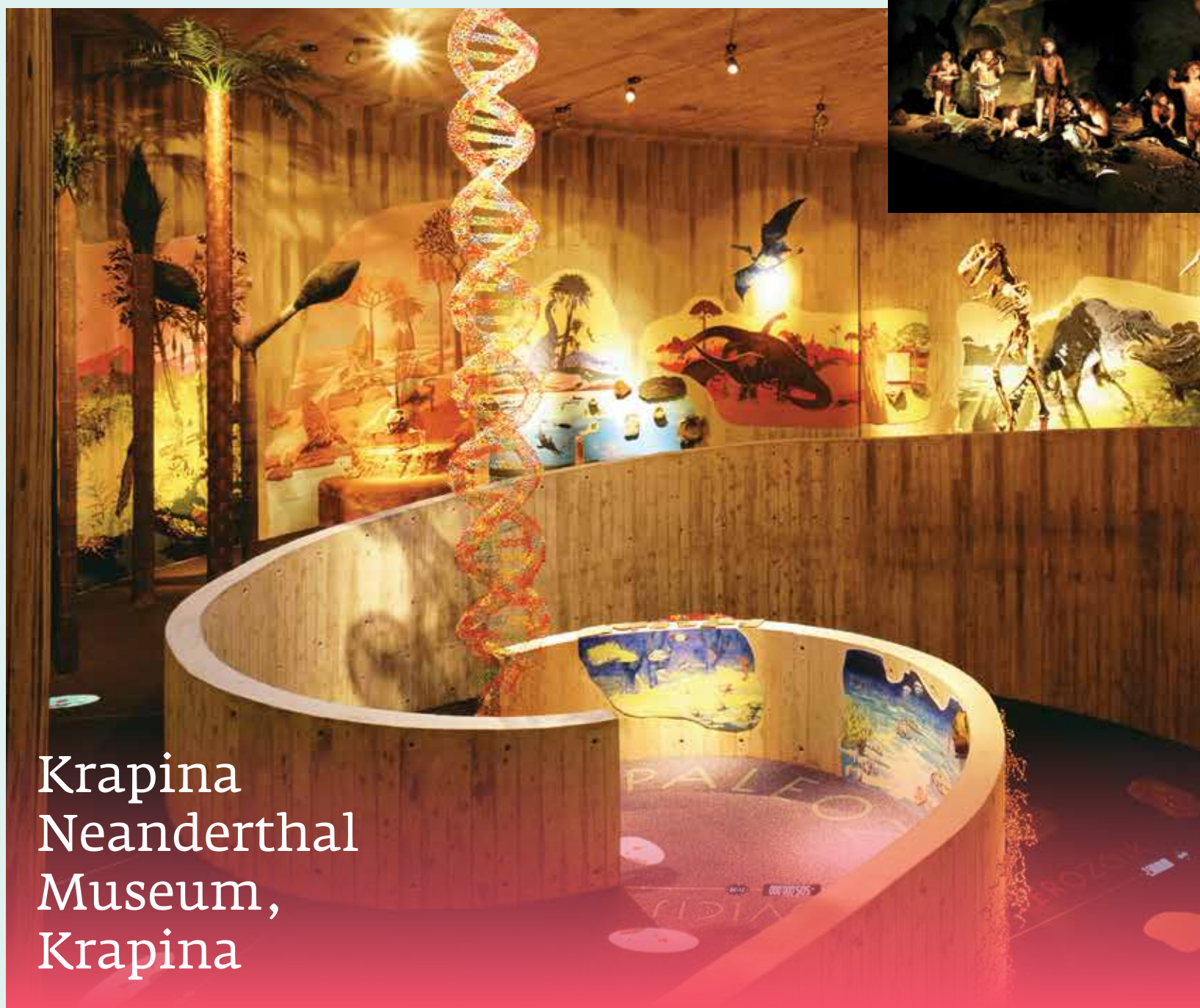
The City of Koprivnica is the centre of the County of Koprivnica-Križevci with the population of 30,000. Koprivnica was first mentioned in the 13<sup>th</sup> century. At the end of the 16<sup>th</sup> century, a big earthwork anti-Turkish fortress was built here. In the 18<sup>th</sup> century, the city developed into a regional artisan and commercial centre, and the expansion of Koprivnica started after the 2nd World War. The Museum of the City of Koprivnica is an important cultural institution in the city and the region. It is located in the building of the Old City Hall (17<sup>th</sup>/18<sup>th</sup> centuries), with a permanent display on the first floor and working and exhibition spaces on the ground floor. The museum is located in the historical centre, within the former fortress.

The project foresees the remodelling of the building of the Old City Hall and construction of an annex, establishment of a contemporary display, with a maximum use of multimedia, working spaces and storage spaces as well as attractions for tourists. The objective of the museological project is to create a tale of the city and fulfill the transferral of ideas and concepts. Discontinued display will be based on stories about/destinies of prominent and unknown inhabitants through centuries, with the intention to gather, record, keep, systemize and present a complete truth about the city and the region. A slogan Museum about Everyone, Museum for Everyone means that the Museum serves the local community and interacts with it. The display will use all interpretative practices to achieve as objective, truthful, convincing and attractive story as possible. Both the object and its context will dominate, and the display script (museological team) and multimedia (Novena, Zagreb) will communicate and interact with the visitors to a maximum degree. The Museum is envisaged as the central point of cultural tourism of Koprivnica, and with its modern approach and innovative display as well as the correlation with the surrounding objects of the historical core, it will also be a national attraction.









The City of Krapina is the centre and the capital of the County of Krapina-Zagorje, and the locality of Hušnjakovo Brdo is the world's most famous Neanderthal site with the richest and most diverse fossil collection. It is protected as the first palaeontological monument of nature in Croatia. Geological and palaeontological excavations lasted from 1899 till 1905 under the supervision of a famous scientist Dragutin Gorjanović-Kramberger. Around nine hundred human fossil bones, numerous Palaeolithic stone tools as well as the fossils of cave bear, wolf, elk, giant deer, Merck's Rhinoceros, wild bovines and other animals were found in the cave-sediment layers. The contents of this rich locality are approximately 130,000 years old.

The new Krapina Neanderthal Museum, situated in the vicinity of the locality, attracts tens of thousands visitors every year with its modern architecture and the use of multimedia.

The project will be implemented in the vicinity of the Krapina Neanderthal Museum, which will provide the Museum with additional numerous attractions and activities for users and visitors. The project will include the reconstruction of the old museum building, landscaping and construction of a park, installation of multimedia digital technology which will provide the visitors with a range of virtual experiences, and platform lifts will facilitate access to persons with limited mobility. The installation of a time-scope – time machine is planned on the belvedere to provide a glimpse into the past on the authentic location.

Building and reconstruction of the old building will include construction and restoration works as well as the construction of wiring installations and other installations necessary for multimedia/digital technology, in accordance with the multimedia/digital concept made within the framework of the defined preliminary activities.

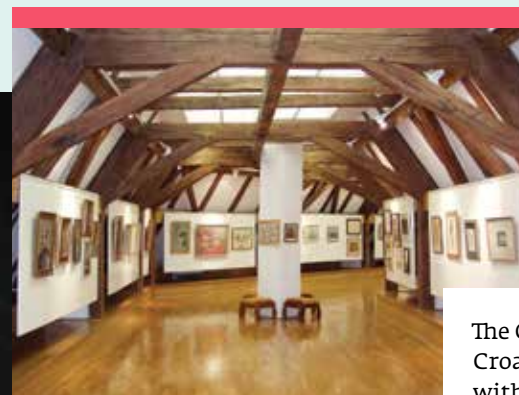
# Krapina Neanderthal Museum, Krapina

**Local partners**

The County of Krapina-Zagorje  
Zagorje Development Agency  
Tourist Board of the City of Krapina



**Lead partner** The City of Đurđevac



# Old Town Đurđevac

## Local partners

The County of Koprivnica-Križevci  
Podravina and Prigorje Development  
Agency (PORA)

Cultural Centre Đurđevac  
Tourist Board of Đurđevačka Podravina  
Tourist Board of the County of Koprivnica-Križevci

The City of Đurđevac is situated in the north-west Croatia, in the County of Koprivnica-Križevci, with a population of 8,264.

It proudly preserves and presents its heritage and holds the status of a cultural good of the Republic of Croatia in two categories (material and non-material).

The Old Town Đurđevac and a 14<sup>th</sup> century fortification-type fortress (Wasserburg – Water castle) are material heritage, whereas non-material heritage is also connected with the castle. The famous ‘Legenda o Picokima’ (‘Legend of the Roosters’) is being revived every year at ‘Picokijada’, a traditional cultural and tourist event, which made Đurđevac a national winner of the competition ‘European Destinations of Excellence’ in 2008.

Within the framework of the project, the City of Đurđevac aims at developing the potentials of its protected heritage. ‘Legenda o Picokima’ is a non-material cultural good which is presented as a stage performance every year on the last weekend in June, at the foot of the Old Town walls. The project is planned to become a part of the permanent museum display, as a multimedia exhibit presented to visitors visiting the museum all year round.

The Old Town Đurđevac fortress is one of the most preserved fortification-type castles (14. c.) in the northern part of Croatia. Within the fortress there are: the Old Town Gallery – central exhibition space in the north-west Croatia, in whose loft there is a permanent display of the Ivan Lacković Croata Donation; gallery exhibition of the county visual arts collection as well as exhibition spaces with around 10 exhibitions every year, art workshops and lectures, whereas the future museum section is a part of the project.

One of the project objectives is to renovate the Old Town and create a scene for staging the ‘Legenda o Picokima’ by reconstructing the town walls with defence towers, town gates and moats.





# Veliki Tabor Castle

## Local partners

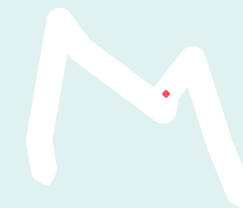
Desinić Municipality  
The County of Krapina-Zagorje  
Zagorje Development Agency  
Tourist Board of the County of Krapina-Zagorje

Veliki Tabor Castle is a fortified settlement situated near Desinić in the County of Krapina-Zagorje. It has been declared a cultural monument of the highest category and is one of the best preserved late medieval and renaissance fortified settlements in inland Croatia. Over the centuries, it changed its appearance and owners. The noble Rattkay family were its longest owners. Monumental fortification architecture with strong walls and numerous loopholes are an indication of numerous dangers lurking every day in the Late Middle Ages. There are interesting historical tales about Veliki Tabor and its owners as well as legends, such as the one about Veronika Desinička.

Project implementation includes the installation of multimedia and interactive display in all of the towers of Veliki Tabor Castle, so that apart from the original architecture, the visitors may get the feel of the life in a fortified town. The objective is to give as faithful presentation as possible of tumultuous centuries when the Rattkay family inhabited the castle. Rare findings, obtained mainly by archeological research, will also be contextualized by means of new technologies.

Structural restoration and renovation of the bastion-defence tower on the outer defence wall as well as the renovation of outer walls is planned. Upon building and reconstruction, experts will develop the necessary software which will include complex multimedia solutions with pictures, text, sound, video, 3D animations, online applications and virtual panoramas, which will enable interaction with the visitors and provide an authentic experience.





# Varaždinske Toplice

## **Local partners**

The County of Varaždin  
The City of Varaždinske Toplice  
The County of Varaždin Development Agency  
(AZRA)

County Museum Varaždinske Toplice  
Archeological Museum in Zagreb  
Tourist Board of the County of Varaždin

The city of Varaždinske Toplice is situated on the north-east edge of the region of Hrvatsko Zagorje in a gentle valley of the river Bednja. The city area extends over 79.75 km<sup>2</sup> with the population of 6,364. The city is situated on a route of international importance connecting Budimpešta-Varaždin-Zagreb.

Varaždinske Toplice is among the oldest settlements and medical spas in Croatia, and owes everything to its geographic location, long historical continuity as well as the tradition of therapy in all historical periods and sulphur thermal water from a spring in the heart of the city core. Digital Museum Aqua Iasae is planned, to provide for museological and multimedia presentation of cultural and natural attractions of Varaždinske Toplice with archeological findings and thermal water as a natural phenomenon central to the life of people in this area, being the backbones. The two approaches – museological and multimedia components – will turn the entire centre of Varaždinske Toplice into the area of Digital Museum.

The visit to the Digital Museum will start in the reception area 'TIME MACHINE' with interactive and multimedia presentation taking the visitors on a journey through history (educational and entertaining activities, the possibility to dive into various historical settings) and will continue with the visit to archeological localities which will be supplemented with the augmented reality guide. The use of thermal water after the Roman period and the area around the spring will be presented in the vicinity of the spring, in an already existing building, so-called Munjara, where visitors will be able to experience the smell and taste of curative thermal water. The visit will continue towards the Old Town where the visitors will be presented extremely interesting collections connected with thermal water (geological, historical, balneological).



**Lead partner** The City of Zagreb



# Museum of Senses, Zagreb

**Local partners**

Zagreb Development Agency



The City of Zagreb is the capital and cultural, scientific and business centre of the Republic of Croatia with the population of around 790,000. Owing to its exceptional urban heritage – cultural and historical monuments, green areas, cultural institutions and numerous cultural events as well as the nature park Medvednica, on whose slopes it is situated, it is being increasingly shaped as a tourist destination.

The project objective is the renovation of the run-down tunnel – shelter under the medieval city core situated on Grič Hill in order to be used as a cultural and educational attraction.

Grič Tunnel was built in 1943 as a shelter during the war and is situated to the north of the main city street Ilica, under the slope which connects the Upper and Lower Town. It extends in the east-west direction and connects Radićeva and Mesnička streets. It is 350 meters long and has four access corridors in the south.

The main planned facility is the Museum of Senses, a space stimulating all 5 senses by means of advanced technological achievements. The interior of the tunnel will come to life through audiovisual presentations and sensations of smell, taste and touch. In addition, the museum will be a new pedestrian promenade between Radićeva and Mesnička streets, parallel with Ilica. The tunnel is to present an important tourist attraction of Zagreb and may be used as information point about the city and city sights, but also as information point about other museums within the Network of Digital Museums of North-West Croatia.

The planned works in the tunnel include installation of the museum display, architectural, geotechnical and construction works, construction of installations (electric power, technical safety, mechanical installations, water supply) and installation of multimedia.





Digital  
Museums  
Region

NORTH-WEST  
CROATIA

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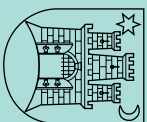
### DESIGN AND LAYOUT

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### PHOTOS

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Croatia – Digital Museums Region





CITY OF ZAGREB  
CITY OFFICE FOR  
STRATEGIC PLANNING  
AND DEVELOPMENT  
OF THE CITY

