

# *Improvement of the Visitors' Centre Kraljevica*

HERCULTOUR | PP2 Primorje - Gorski Kotar County

# Improving the Cultural-Tourist Route “The Routes of the Frankopans”



*The Visitors' Centre Kraljevica is the second cultural-tourist product developed through HERA project, meeting the criteria and minimum conditions for the award of a registered trademark "HERA".*

## ***The Visitors' Centre Kraljevica is the second cultural-tourist product developed through HERA project to be implemented in the framework of Hercultour Italy-Croatia Project***

The Nova Kraljevica castle is the starting point on the historical cultural journey and an invitation to the exploration of the material and spiritual heritage of the Frankopan and Zrinski families, strung from Krk over Vinodol to Gorski Kotar.

The builders of this castle, most likely Venetians, arranged the large rectangular complex with four large towers situated at the corners. The visitor's centre is situated in the western tower and its adjoining hall.

In the tower, with its marble fireplace from the time of Katarina Frankopan, interesting programmes such as storytelling and costume interpretations are held, whilst in the adjoining hall there is an interactive exhibition. In the authentic, striking space of the hall there is a dynamic spacious-sculptural exhibit.

This meandering playful, and yet architectural, powerfully constructed installation, is the host of the interpretive route and the Frankopan heritage.

Using the language of pictograms, multimedia applications and intriguing texts, illustrations and photographs, the interpretation is introduced here with original and wonderful artistic animations and films.

The coming together of the sensibility of contemporary artists and the powerful historical family story of Croatian and European significance, makes a visit to this visitor's centre an unforgettable experience, a prompt for continuing the exploration of 'The Routes of the Frankopans'.

In doing so, playing the interactive game – the Frankopan's Fortune-Teller and getting your own personal Frankopan prophecy will definitely be of help.

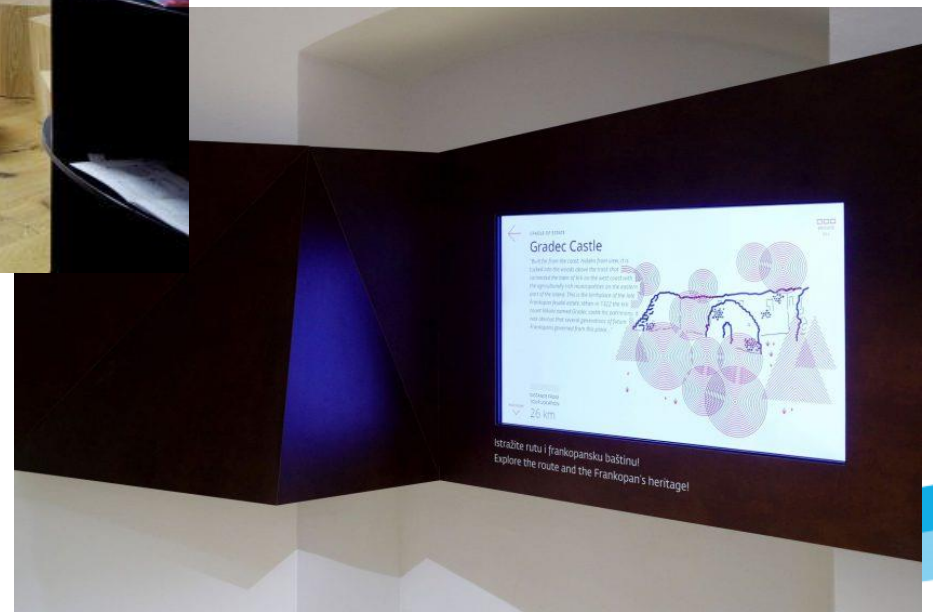


Visitor Centre Kraljevica





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# Implementing local promotional activities of existing products

In order to carry out the promotional activities and the knowledge of the service provided in the Visitors' Centre (along with the Cultural tourism Route implemented), two events were held in Zagreb and one in Kraljevica:

1. the presentation of the Cultural-Tourist Route "The Routes of the Frankopans" at the Archaeological Museum Zagreb in March 2018
2. the organisation of the exhibition "Frankopans in the Music and Feast" at the AMZ Gallery in May 2018
3. the organization of the main event "Frankopan's Weekend" in September 2018 (this event was held as a part of the 900<sup>th</sup> anniversary of the first mention of the Frankopans which was celebrated throughout the 2018 with various events)

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# CONTACT

**Primorje - Gorski Kotar County**

Department for Culture, Sports and Technical Culture

 Ciottina 17b, HR-51000 Rijeka

 [kultura.sport@pgz.hr](mailto:kultura.sport@pgz.hr)

 +385 51 351 881

 [www.italy-croatia.eu/hercultour](http://www.italy-croatia.eu/hercultour)

