



*Programme 2014*

*European Regional  
Development Model  
Slovenia, 2014-2020*

*Author of the vision and ideas: Miha Pogačnik*

Ustanova Gandin Fundacija / Gandin Foundation  
in cooperation with IDRIART e.V.



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Implementation model prepared by:

Terra Parzival International Expert Group

Consultancy on Regional development strategy 2014-2020:

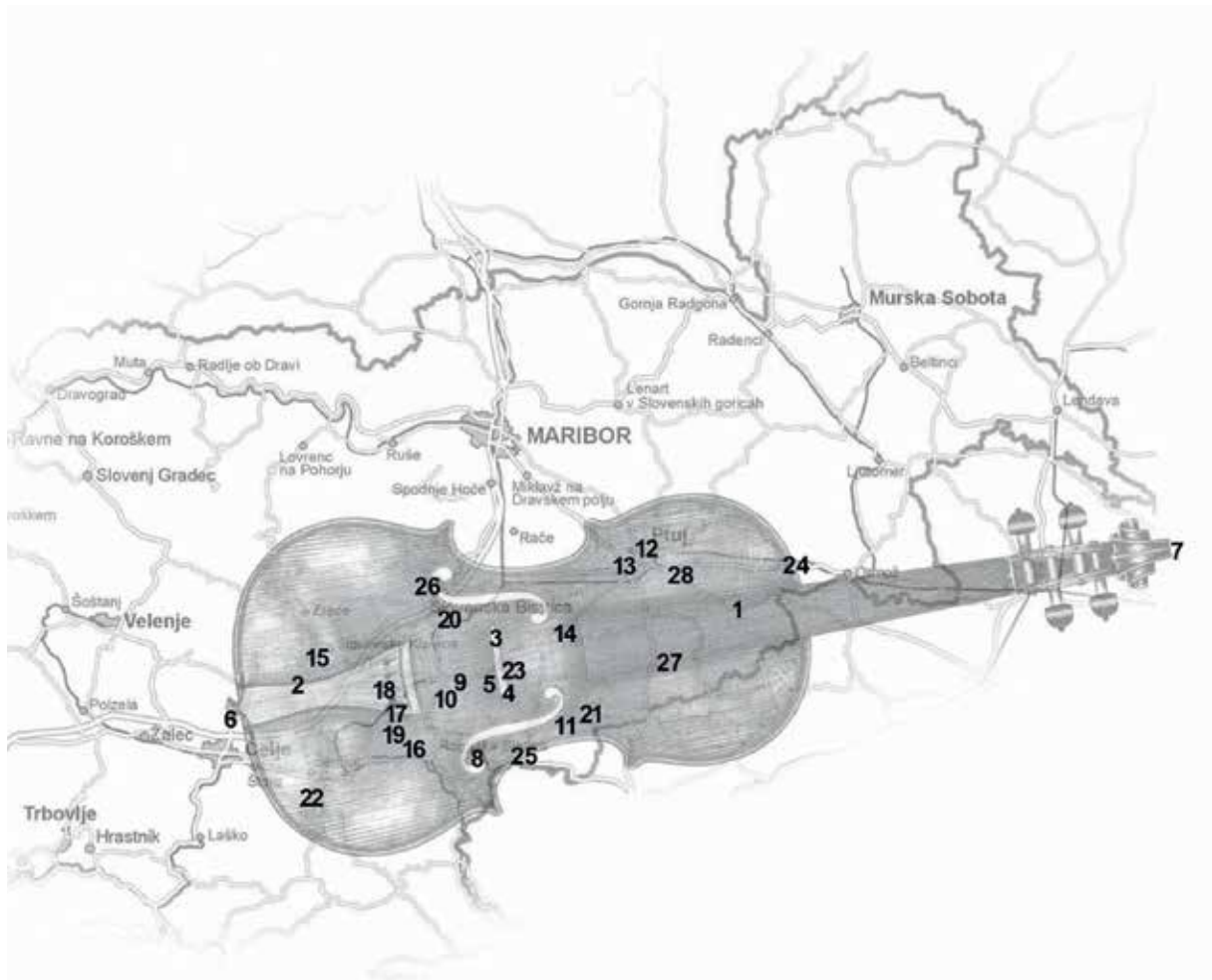
Elena Begant, expert advisor

Co-created in many places of Slovenia, 2014.

# *Table of content*



<b>Terra Parzival Organogram 2014 .....</b>	<b>5</b>
<b>25 Terra Parzival projects resonating within the Macro Violin .....</b>	<b>6</b>
<b>Macro Violin - EUROPE on 16th Meridian .....</b>	<b>10</b>
<b>Programme 2014 .....</b>	<b>11</b>
<b>Terra Parzival Business Plan 2014-2020 .....</b>	<b>16</b>
<b>Impressum.....</b>	<b>19</b>



*Legend:*

„Catena“, Basebar between 1 Castle Borl and 2 Monastery Žička Kartuzija

“Bridge” standing on 3 Castle Štatenberg and 4 Ancient Castle ruins

“Anima”, soundpost behind the bridge: 5

“Trevrizent” - (Belojača) cave

“Button”: 6 Celje

“Scroll”: 7 Donji Kraljevec

“F hole”: 8 Rogaška Slatina

9 Studenice

10 Boč mountain (Mont-Zal-Boc)

11 Donačka/Rogaška mountain

12 Ptuj

13 Hajdina (Gandin), 3 Mithras temples

14 Ptujaska Gora

15 Castle Slovenske Konjice

16 Lemberg: 7 Castles

17 Castle Zbelovo – Plankenstein

18 Castle Pogled – Anschau

Three St. Mihael churches: 19 Mihael of flaming sword, 20 Črešnjevce, 21 Žetale

22 Castle Rifnik

23 Makole - Forma Viva

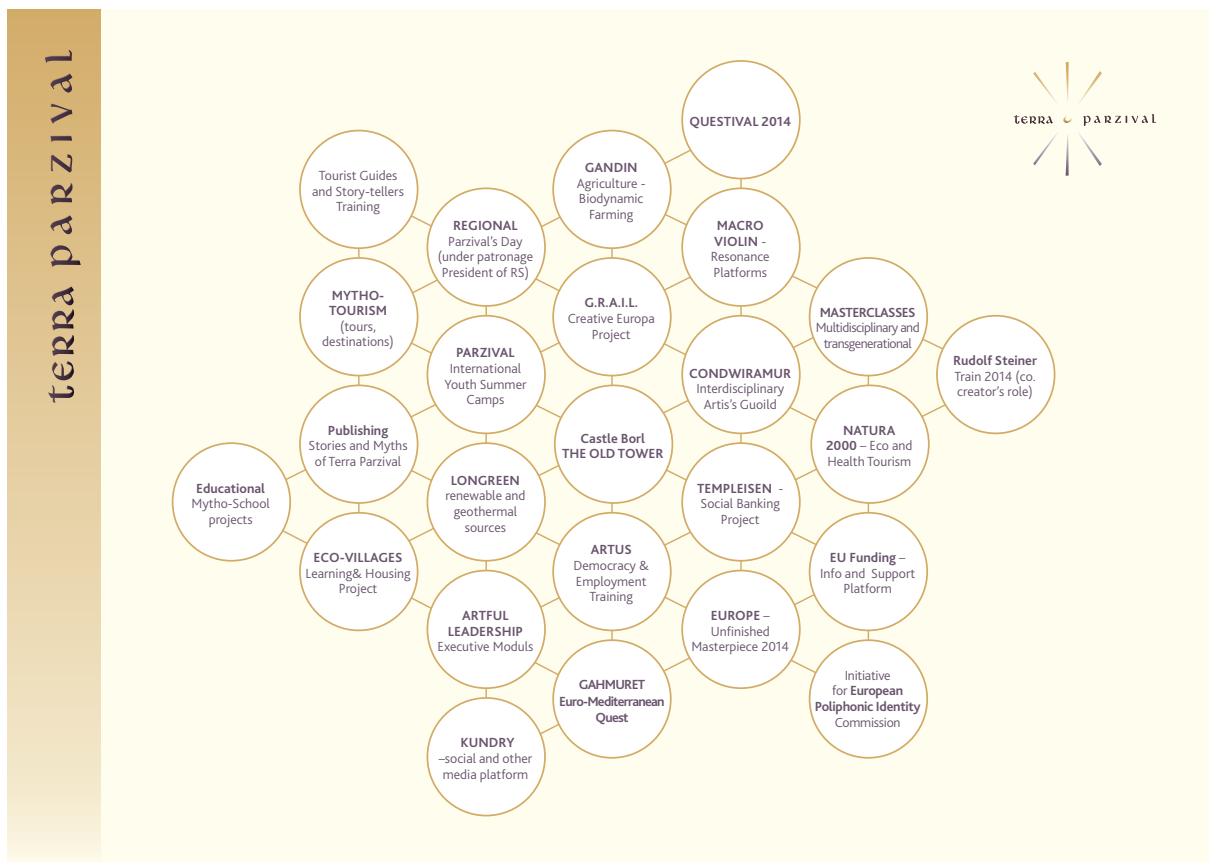
24 Castle Velika Nedelja (Big Sunday)

25 Old Castle Rogatec and Castle Strmol

26 Castle Slovenska Bistrica

27 Haloze

28 Ptujsko Polje



## 25 Terra Parzival projects resonating within the Macro Violin

**TERRA PARZIVAL** – European Regional Development Model 2012-2020 is an umbrella structure co-ordinated by the Gandin Foundation. In 2014 we are facilitating 25 development projects from 7 key strands of society to inspire their further evolution through the Terra Parzival Resonance Platforms Methodology™ and other institutional support. Castle Borl/Ankenstein, with its unique historical position as Parzival father's castle (Wolfram von Eschenbach, 'Parzival'), is the symbol of the project and symbolizes societal change and reversal of historical tradition, where castles are no longer seen as symbols of consumption, exploiting the surrounding land and people, but rather as generators, a source of nourishment for the spiritual and material vision of modern society. As a historical cultural monument it stands as an entry point to the region, a regional destination point and our vision is to develop it into an innovative education centre. Amongst these activities are The Consortium for Castle Borl (Gandin Foundation with 22 local stakeholder organizations) and an EU project, Parzival meets Modern Architecture (Joanneum Graz and six other Universities are part of these activities).

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**G.R.A.I.L. – Generating Renewal: Art Inspiring Life** - This is a 2-year cultural exchange and co-creation development model with innovative added value arising from the premise that European high culture should not be seen as an end product, but rather a process supporting change towards sustainable, green and socially responsible innovation. Organized by Ars Ramovs – Seviq Festival Brežice and co- funded through EU Creative Europe Funds 2014-2016

**CONDWIRAMUR** – A modern version of a medieval guild of interdisciplinary artists. This is a forum for leading professional artists and creatives who are capable of transforming different art forms into learning environments for business leaders and other members of society.

**TEMPLEISEN** – A social banking initiative developed in cooperation with the Institute of Social Banking and GLS Bank to create financially sustainable support for socially responsible ecological projects within Terra Parzival.

**ARTUS** – A project to enhance employability and active citizenship among the young educated unemployed. It focuses on the development of entrepreneurial skills and democratic key competencies through experiential problem-based learning and “Theory U”. The project is being co-created with the Slovenian National Employment Department.

**LONGREEN** – A project exploring the use of existing renewable and clean energy sources (geothermal, solar) to foster tourism (healing spas), farming (geothermal heated greenhouses), culture (saving heating costs of cultural monuments and museums) and everyday standards of living (eco-villages).

**PARZIVAL** – International youth summer camps in collaboration with local youth organizations and EOS – Erlebnispädagogik Institut. The aim is to empower young people from across Europe to build the future generation’s vision through an inter-generational approach and Terra Parzival Resonance Platforms™, cultivating an annual tradition of intercultural Parzival drama production set in the Terra Parzival landscape.

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**MACRO VIOLIN – RESONANCE PLATFORMS™** are a social innovation, a support tool for co-creation of new synergies and new ways of sustainable, socially-responsible and solidarity-based platforms based on 7 segments of society from: youth to food sustainability; culture to green business; social grass-roots initiatives; to political and European identity exploration. The platforms bring together diverse segments of society using the formative forces of high art to influence and guide regional development by “playing” social structures from dissonances to harmonies. All this takes place in local municipalities and community centres in the Macro Violin region, with the aim of achieving Terra Parzival regional development 2020 goals, supported by EU structural funds and aligned with governmental structures.

**QUESTIVAL 2014** – An innovative transformation of a traditional cultural festival into an interdisciplinary, intergenerational and multicultural series of events held in the diverse locations of the Macro Violin region of Styria. ART is used as a formative force of innovation and change. Led by the Gandin Foundation with consortium partners.

**REGIONAL PARZIVAL'S DAY** – A special event on 5th July (to become annual) for the whole region to open up and show its beauty and strength to visitors, tourists, potential investors and also to local inhabitants through cultural and mythological tourism events. The official patron of the 2014 Regional Parzival Day is the President of The Republic of Slovenia Mr. Borut Pahor.

**EUROPE – UNFINISHED MASTERPEACE 2014** is a two-day international professional conference on “burning European issues”. Organised by the Gandin Foundation and other international consortium partners in the locations of Rogaška (Temple), Castle Borl and Castle Štatenberg

**EUROPE – UNFINISHED MASTERPEACE 2014-2016** is a 2-year EU innovative interdisciplinary research project with FH Joanneum University for Applied Sciences in Graz, Austria, and other partners on urban structures in Terra Parzival landscape as seen from different viewpoints (architecture, economy, ecology, socially-responsible and green technologies etc.)

**MASTERCLASSES** – Interdisciplinary, intergenerational and intercultural seminars for diverse stakeholders, artists, entrepreneurs and craftsmen, supported through Macro Violin Resonance Platforms™; combining international expert inputs with local needs, building around the dynamics of personal development as experienced through the archetype of Parzival’s inner and outer journey.



**ARTFUL LEADERSHIP** executive modules are 3-day intensive experiential learning journeys for CEOs and top leadership, conducted by the Gandin Foundation, Ankenstein Academy, respected business partners and IEDC Bled School of Management.

**GANDIN** – Development projects with local farmers, eco and biodynamic associations active within the region, to provide them with structural and branding support (Terra Parzival is a registered EU quality brand for local eco and biodynamic (BD) products). The aim is to raise awareness about the necessity to heal the earth in the first place to enable sustainable and healthy food production and to create farmers' cooperatives that are capable of competing in the healthy food market. The projects will be developed together with the BD Association of Podravje.

**SIGUNE** – Gathering ideas for projects related to health tourism and the Natura 2000 environment whose regulations cover the majority of the Terra Parzival Macro Violin region. This will be developed with Nature Park Goričko and tourism providers.

**ECO-VILLAGES** – A locally initiated project idea to transform Castle Štatenberg and farming land into a model sustainable learning and a Demeter™ farming centre with a touristic Eco Village.

**ITHER** – A project on publishing local Parzival and knighthood related stories and myths for educational and tourist purposes.

**TREVRIZENT** – Tourist guides and storytellers training modules facilitated by the world's best Parzival experts and professionals in the service industry.

**MYTHOTOURISM** – Our main innovation in the service industry: the role of tourism in our time is to be reconsidered, connecting the imagination-rich, many layered mythological stories associated with the region with sustainable and healthy tourism trends. It will help to meet the needs of modern human beings, enabling them to pursue an inner and outer journey corresponding to spiritual growth. It will also encourage new attitudes within the tourism industry, so that tourists are not merely seen as "taking out" but rather bringing something INTO their destination as ADDED value to the land (e.g. by planting new trees, helping local people, sharing experience etc.).

**GAWAN** – A project for local primary and secondary schools based on the Parzival legend, local stories, myths, local medieval culinary festivals and traditions. Gandin Foundation with local primary schools, Pyramid Center and

Association of professional catering and food experts.

**KUNDRY** – A social media platform for the distribution of information, creation of PR and publicizing project outputs. This platform also offers professionals the opportunity to critically reflect on the influence of telemedia on society, enabling them to consider possible methods for improving the quality of social media outputs.

**EU FUNDING INFORMATION AND SUPPORT PLATFORM** is a group of volunteers, experts in EU and other funding options who offer expert advice to Terra Parzival consortium partners.

**SHIONATULANDER** – Co-creation of events and projects in collaboration with the Dr. Rudolf Steiner Center in Donji Kranjevec, Croatia on various issues. Rudolf Steiner Train 2014, EU Grundtvig Project on Lifelong Learning and biodynamic compost making, Erasmus + etc.

**INITIATIVE FOR THE EUROPEAN POLYPHONIC IDENTITY COMMISSION** is a working group with a mandate to develop methods and models and lobby for the establishment of a new European body promoting activities related to the evolution of the “Polyphonic European Identity”, a concept that doesn’t yet exist in Europe.

**GAHMURET** Project and **Ankenstein Academy for Resonant Society and European Leadership** are activities connected with Miha Pogačnik serving as **Slovenian Cultural Ambassador**, supporting business diplomacy for the Republic of Slovenia worldwide as well as extending his role as Adjunct Professor of Artful Leadership at IEDC-Bled School of Management to other institutions. The innovative and one-of-the-kind **Ankenstein Academy** is in the process of establishing and will seek cooperation with the most eminent business and creative schools around Europe as well as with the Slovenia-based Euro-Mediterranean University **EMUNI**.

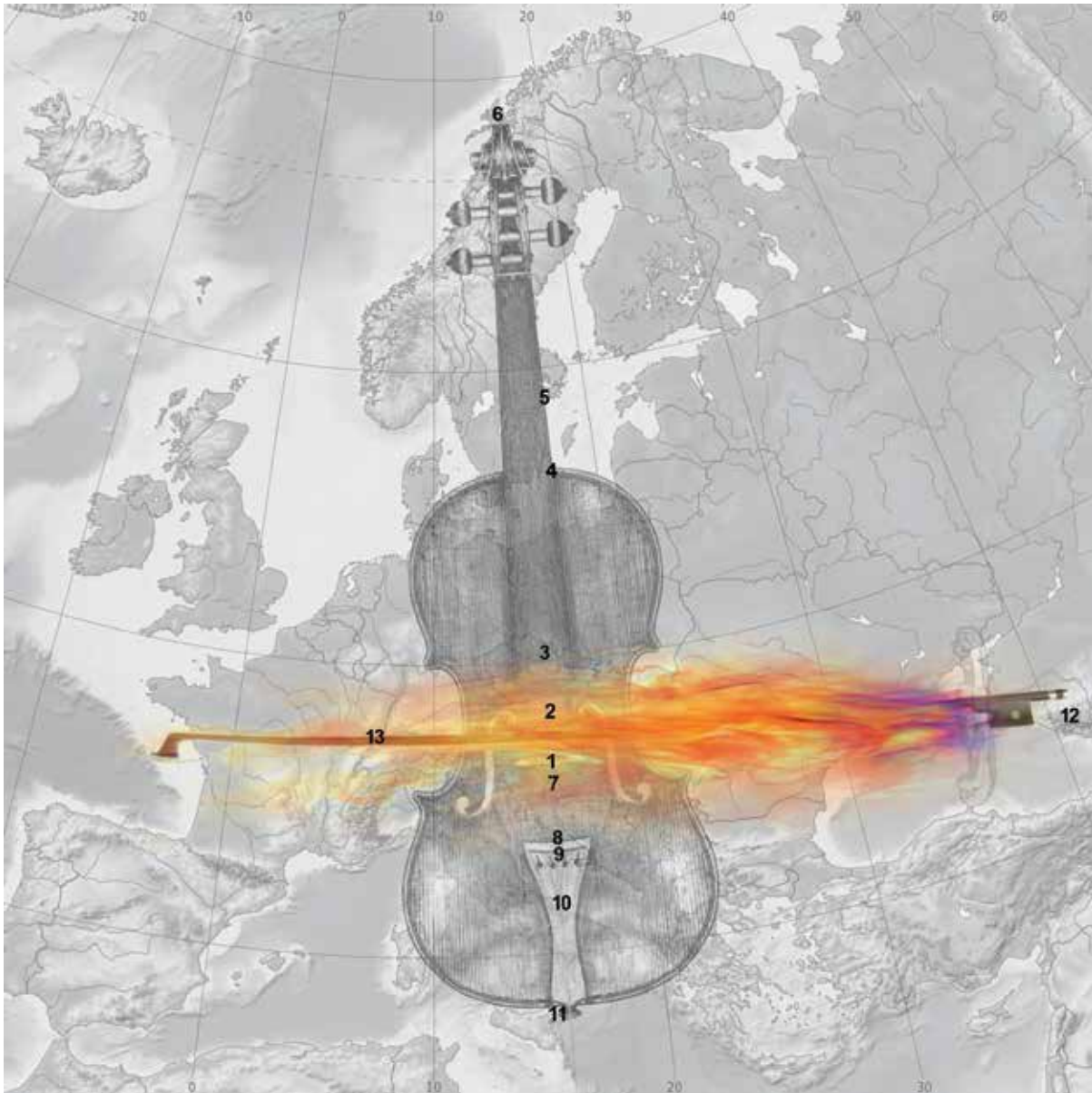
#### **TERRA PARZIVAL RESONANCE PLATFORM**

The Terra Parzival resonance platform is an innovative method, a support tool for co-creation of supporting and safe environments in which new synergies and new ways of sustainable, socially-responsible and solidarity-based co-creation can be achieved among stakeholders, entrepreneurs and civil society. In Terra Parzival they are being accomplished on seven strands of society (innovative job creation for young unemployed to food sustainability, from culture to green business, from social grass-roots initiatives to involvement in political and European structures). The idea of resonating the whole society, using formative forces of culture – especially high art as music, to influence the creation of regional development, was developed by Miha Pogacnik, Slovenian cultural ambassador and world renowned violinist, business coach and IEDC Artful leadership adjunct professor, and is based on his over 20 years of experience working with CEOs. In physical terms it is based on the so called Chladny effect, by which by resonating the environment we achieve changes from chaos to beautifully arranged fractal structures (experiment on [http://www.terraparzival.eu/stran/5/tp\\_regional](http://www.terraparzival.eu/stran/5/tp_regional) ). Bringing into resonance diverse segments of society, using formative forces of high art to influence and guide the regional development, “playing” social structures from dissonances to harmonies – all this is now actually taking place in local municipalities and community centers within the Macro Violin region of Podravje, aiming at the Terra Parzival regional development 2020 goals, supported by EU structural funds and aligned with governmental structures.



# MACRO VIOLIN

## – EUROPE ON 16° MERIDIAN



*Legend:*

1 Borl

**To the north:**

2 Vienna - Pottschach

3 Lignice-Koberwitz

4 Gotland

5 Stockholm

6 Lofoten

**To the south:**

7 Zagreb

8 Krka National Park: Monastery St. Mihael, Šibenik, Archangel island

9 Blue Cave, Biševo island

10 Monte Gargano

11 Mount Etna

**Fire-Bow:**

12 Caucasus

13 Basel

## *Terra Parzival*<sup>®</sup> - Programme 2014

### **Macro Violin Events 2014:**

**1st February - 30th November 2014**

Regional development support tools - innovative "resonance platforms" on 7 key actions / strands of society

**Aim:** Interdisciplinary, multicultural and cross-generational meetings of regional partners and stakeholders for the development of innovative projects, initiatives, co-creation and networking. Design of these meetings is based on the specific formative forces of the art environment of Terra Parzival.

**Place:** Local municipalities / community centers in the Terra Parzival region

**Timing:** Intensive - every key action will have meetings in February, April, September, November

**Organizer:** Gandin Foundation with consortium partners

**Key actions / strands:**

- Innovative mythological tourism platform
- Socially responsible ethical art of business and banking platform
- Civic initiatives and non-governmental platform
- Innovative employment, youth and education platform
- Sustainable and healthy society platform
- Storytelling and performing arts platform
- European regional development and cooperation platform

**5th - 25th April 2014**

#### **In Search of Parzival**

Inner and outer journey starting in England, through France, Switzerland and Terra Parzival. By consortium partner Sophia Services, Canada.

**22nd June - 6th September 2014**

#### **Festival Seviq Brežice 2014**

The Seviq Brežice festival is the synonym of early music in Slovenia and one of its most important cultural events. The most distinguished artists are invited and great attention is paid to young talent, education, the development of professional criticism and cultural tourism. It is one of the most important early music festivals in Europe with the programme based solely on historically-inspired performance (HIP) and set exclusively in venues important to Slovenian cultural heritage. By consortium partner Ars Ramovs.

**6th - 8th June 2014**

#### **Rudolf Steiner Train**

9. Rudolf Steiner Thementage, devoted to the 90th anniversary of biodynamic farming, a special train from Salzburg (Austria) over Graz and Maribor to Donji Kraljevec (Croatia). Organized by the Dr. Rudolf Steiner Center from Donji Kraljevec with partners including Gandin Foundation.

**June - July**

#### **Terra Parzival Walks**

Guided historical cultural heritage one-day mytho-tourism walks in Terra Parzival. By Gandin Foundation in co-creation with local tourist organizations and consortium partners.

**29th August - 4th September 2014**

### **Medieval Cultural Festival - Old Maribor**

One week of cultural, trade and historical events in Maribor. The tenth anniversary of the festival will be marked by cultural highlights accompanied by medieval markets, workshops showcasing of castles, spectacular fire shows and a children's medieval camp. Gandin Foundation in partnership with consortium partner GIZ - Stari Maribor.

## **"EUROPA – UNFINISHED MASTERPIECE"**

**27th June - 9th July 2014 Summer Questival**

**5th July 2014**

### **1st Regional Parzival Day**

The Terra Parzival region presents its cultural, historical, natural and mythological beauties. By Gandin Foundation in collaboration with local tourist associations, municipalities, regional destination organizations and consortium partners. The official Patron of Honor of the 1st Regional Parzival Day is Mr. Borut Pahor, President of Republic of Slovenia.



**27th - 29th June 2014 and 30th June - 2nd July 2014**

### **Multidisciplinary Master classes**

3-day intensive multidisciplinary masterclasses in the Macro Violin Approach. The following target groups have already expressed interest: violinists, media, marketing, BD and ECO farmers, musicians, politicians, socially responsible entrepreneurs, poets and winemakers. These programs are open also to other disciplines to join. By Gandin Foundation and consortium partners.

**2nd - 5th July 2014**

### **Transformational Leadership and Terra Parzival Executive Quest**

International 3-day intensive modules for top leaders in Štatenberg, Borl and Bled. By IEDC- Bled School of Management and Gandin Foundation.

**30th June - 5th July 2014**

### **International Youth Summer Camp**

“Remember The Future” is a 5-day Terra Parzival knighthood experience to support young generations in confronting modern challenges. There will be an international summer camp for creative young people (located at Castle Štatenberg and Castle Borl) with cross-generational and multidisciplinary events. By Gandin Foundation, local youth organizations and consortium partner EOS – Erlebnispädagogik Institut, Freiburg, Germany.

**5th - 6th July 2014**

### **International Interdisciplinary Conference: “Europa – Unfinished Masterpiece”**

2-day international expert conference. By Gandin Foundation and other international consortium partners on locations Aerodrom Maribor, Castle Borl and Castle Štatenberg.

**7th - 10th July 2014**

### **International Symposium – Ballmer Days**

On the subject of so called “motor neurons”. By Gandin Foundation and consortium partner Ita Wegman Academy, Graz.



**11th - 15th July 2014**

### **Mythological journey through Austria, Slovenia and Italy**

An inner and outer journey based on the stories Parzival legend to Knights Templars, Argonauts and Dante. Experience the “Soul of the Slovenian Landscape”, Rilke Elegies at Duino Castle and more. Philosophic background is provided by Davorin Peršič, musical processes and performances by Miha Pogacnik. Other artists to be announced. By Gandin Foundation and consortium partners.

For more information on 2014 Programme, pricing and applications please visit [www.terraparzival.eu](http://www.terraparzival.eu) or on Facebook <https://www.facebook.com/terraparzival>



### **Church of Ptujška Gora: the mantle of Virgin Mary - the protector**

A pilgrimage church from early 15th century in the central Terra Parzival region with the Virgin Mary- symbol of wisdom- spreading her merciful mantle over the regional population. It can be seen in the modern context as a symbol of many stakeholders joining under one encompassing project.



*"Das Heil einer Gesamtheit von zusammenarbeitenden Menschen ist um so größer, je weniger der einzelne die Erträgnisse seiner Leistungen für sich beansprucht, das heißt, je mehr er von diesen Erträgnissen an seine Mitarbeiter abgibt, und je mehr seine eigenen Bedürfnisse nicht aus seinen Leistungen, sondern aus den Leistungen der anderen befriedigt werden.«*

*Rudolf Steiner, GA 034, s213*

But Terra Parzival is not just about history! We remember the future! Our challenge is the composition and development of society inspired through the formative forces of Art, striving to relate economy, sustainability and human rights to the high performance platform of resonance, making the Macro Violin principle a reality!

Welcome to the co-creation!

Miha Pogacnik

for Terra Parzival team, [www.terraparzival.eu](http://www.terraparzival.eu)

Gandin Foundation

IDRIART

SLOVENIA

# *BUSINESS PLAN*

## **WHAT?**

An integrated sustainable development model based on the innovative Macro Violin Approach, i.e. in place of the formative forces of art as the central point for all regional economic, educational, ecological, social, political and cultural activities. The project concept has been initiated by Miha Pogacnik, eminent violinist, entrepreneur and Slovenian Cultural Ambassador, drawing on his 30 years of social innovation development and experience of working with the leadership of over 100 global brand companies.

## **WHERE?**

The prototype: The development model is located in the north-eastern region of the Republic of Slovenia (historically known also as "Lower Styria") in an area spanning 2.170 km<sup>2</sup> with circa. 350.000 inhabitants. The area is among the most economically underprivileged in the country, underdeveloped by EU standards with over 40% unemployment among young people aged under 35 years, and with GDP 17% lower than Slovenia's average; but with excellent cultural and historical resources, clean nature, agricultural resources, fairly good infrastructure and high potential for renewable energy (geothermal water, solar, water and wind energy) and health tourism. Target market: NE Slovenia, Austria, Croatia, Italy, Germany.



## **WHEN?**

Project duration is estimated from 1.1.2014 to 31.12.2020 in line with the EU financial instruments available for development projects in Slovenia.

## **WHO?**

Project leader: Gandin Foundation (non-profit non-governmental organization, IDRIART partner association) with national and international consortium partners, municipalities, business clusters, biodynamic (BD) farmers and other eco and green associations, cultural organizations, NGOs and civil society initiatives, tourist organizations, schools, media, national and EU agencies.

Target groups: young people (in formal and non-formal education, young entrepreneurs and start-ups, unemployed), farmers and farm owners, farming associations, Eco and BD clusters, self-employed craftsmen and entrepreneurs, tourist workers and associations, destination providers, hotels, geothermal spas, local municipalities, healing/medical centres and media.

Target sectors: innovative tourism, sustainable food production, socially responsible entrepreneurship, renewable green energies (geothermal, solar, wind), educational and economic supporting environments for the development of employability skills.

## HOW?

Through: co-creation of supportive environments called Resonance Platforms™ using the innovative Macro Violin Approach at local and regional levels.

By: using ideas from the great European story of the Grail Knight Parzival (written by Wolfram von Eschenbach). The story is historically connected to this region of Slovenia and the innovative work that's taking place to restore and revitalize the existing cultural and historical monuments of the region.

By: networking, consortium and cluster building, individual mentoring and partner project support, education on entrepreneurship key competencies, ICT support, Terra Parzival® quality branding, cross-border and international co-operation, co-creation between the business and youth sectors, co-operation with successful anthroposophical economic models (e.g. SEKEM, GLS Bank), creation of financial supportive environments (Treuhand, cooperatives etc.).

## WHY?

To enable economic growth of the region and foster sustainable healthy food production, raise awareness about renewable energies and responsible use of them; create new solidarity and co-creation/co-operation patterns in society; place culture in the centre of socio-economic development; create a best practice prototype of regional development as a "re-composition of society model" (the so called Threefold Societal Organism); and to positively engage from the periphery a movement towards the European polyphonic (multicultural) identity.

## PROGRAMME?

2014 -2015 Development of project human resources, structures, supporting mechanisms and tools; development of resonance platforms and educational modules; identification and networking of regional consortium project partners through 28 resonance platform events; consortium partnership applications for EU and other national/local funding; Terra Parzival® branding and organization of all project related Macro Violin Events.

2016 - 2020 - Project office fully operational with all regional supporting mechanisms and tools; management, monitoring and quality assessment of consortium projects and schemes; achievement of sustainability through solidarity financial mechanisms, business and ERDF.



## FINANCIAL SUSTAINABILITY?

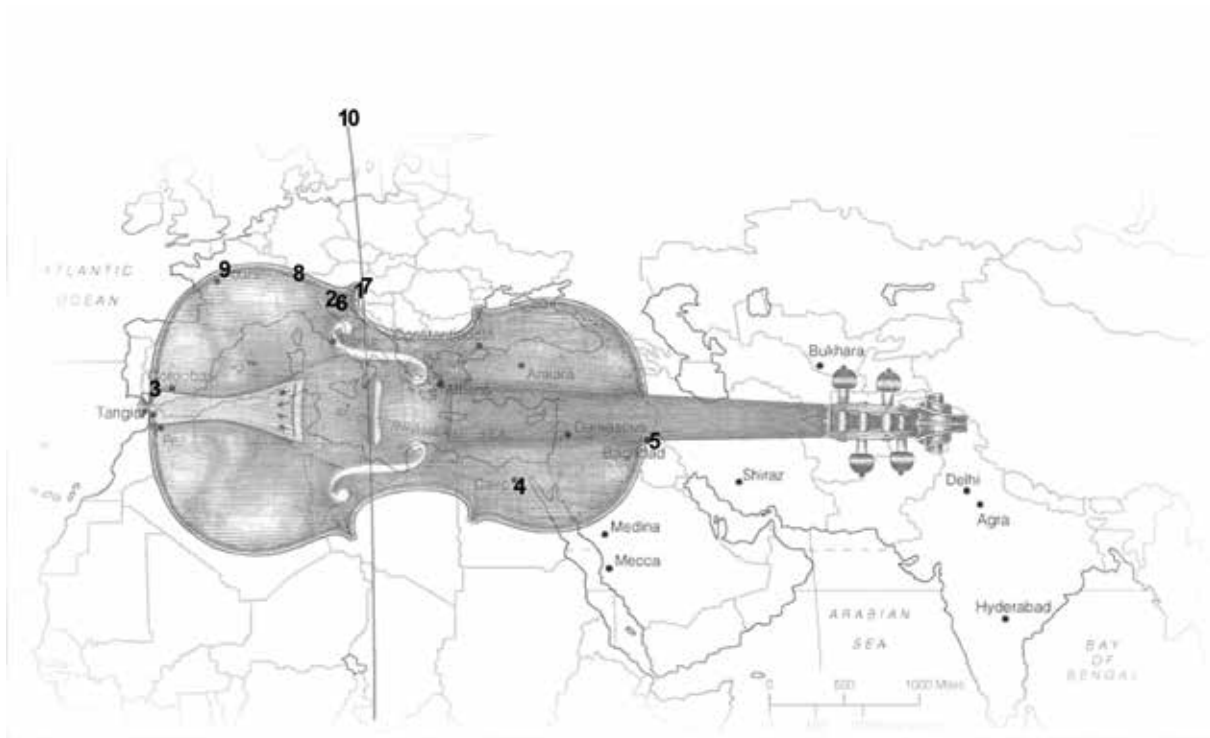
2014 - Fundraising for start-up capital (circa. 150.000 EUR annually for 2014 and 2015) to bridge the gap to EU funding influx. Applications will be submitted for European Cohesion and Structural Funds: ESF (16%), ERDF (42%), SBRA (12%), LEADER (15%), REGIO (10%) and other funding sources (5%) for 3.778.000 EUR for 2014-2020 period. Terra Parzival RDP was submitted to the Slovenian authorities in August 2013 as part of a national regional development program for the NE Slovenian Cohesion Region.

2015 First influx of EU and other project funding. The need for consortium projects pre-financing capital will be met by fundraising for start-up funds, donations, membership fees and social banking instruments/loans (shared by consortium partners). Sustainability structure setting.

2016-2020 EU and other development project funding influx continuum; sustainability achieved by membership fees, solidarity profit influx from commercial activities and products of consortium partners; lowering of project office costs through sharing and co-creation possibilities.



## MEDITERRANEAN ORIENT – OCCIDENT MACRO VIOLIN OF KING GAHMURET TRAVELS



Legend:

- 1) Castle Borl Ankenstein
- 2) Aquileia
- 3) Seville
- 4) Cairo
- 5) Baghdad

- 6) Portorož
- 7) Donji Kraljevec
- 8) Basel
- 9) Chartres
- 10) 16th meridian

Imagine these horse-riding distances more than 1000 years ago: King Gahmuret, Parzival's father, riding with his small army from castle Borl Ankenstein at the edge of Carantania, westwards through Aquileia, Provence, Seville then turning east across North Africa, passing not yet revealed resonance of pyramids to fight for Caliph of Baghdad? Yes, all he wanted was to serve the greatest knight, true knighthood was for him above everything else, above religion!

**ABOVE:** Caliph gave him upwards directed anchor, to anchor his striving on the high resonance platform of vision. This is his legacy for us, seekers of noble 21st century knighthood, no spears no swords but gentle word of musical instruments, colours, shapes and movements, to re-sonate and re-compose societies!

**REMEMBER THE FUTURE:** In ancient times of Carantania, Oriental and Occidental streams of Grail connected in the centre, in the future Terra Parzival! Let us take on the challenge of mobilizing the **Mediterranean Macro Violin** to begin resounding her unique cultural tapestry of exotic melodies, so urgently needed in the consort of European Identity!

European Identity - this is a high ideal and the challenge for all Terra Parzival's activities is to be gradually evolving on the road towards "Polyphonic European Identity" and, on the other hand, for those who search and dare to be able to find the science of the Grail as the modern path of knowing.

# *Impressum*

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SI-2505 Maribor, Republic of Slovenia**IBAN:** SI56 0417 3000 1588 278**SWIFT:** KBMASI2X**VAT Nr.:** 75997142**Picture credits:**

Page 5: UGF Archives

Page 6: design of the organigram: Goran Radinovič, Aritmija

Page 8: Kristjan Malačič

Pages 5, 10, 18 and design of Terra Parzival logo: Mateja Krašovec Pogorelčnik, ModArt

Page 12: Društvo za oživitvev gradu Borl from Vischer, Georg Matthaues: Topographia ducatus Stiriae

Page 13: Brank Klančar

Page 14: Petra Vencelj

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