



MILANO 2015
FEEDING THE PLANET
ENERGY FOR LIFE

SPiRiT Slovenija, Public Agency
Dimičeva 13, SI - 1000 Ljubljana
tel: +386 1 5898 550
fax: +386 1 5898 560
e-mail: expomilano2015@spiritslovenia.si
www.spiritslovenia.si

Published by: SPiRiT Slovenija, Public Agency
Design: Terminal Studio d.o.o.
November 2014-11-05
Number of copies: 1,500

Architectural design of the Slovenian pavilion:
SoNo arhitekti d.o.o.
Builder of the Slovenian pavilion: Lumar IG d.o.o.



SLOVENIA

Green. Active. Healthy.



SLOVENIAN PAVILION

The Slovenian pavilion has a pyramidal shape set on a dynamic geometric surface, reflecting the geographical diversity of the Slovenian territory. Experience the transition from Alpine hills, to the Pannonian plains and the Mediterranean hills on to cultivated fields under which lies an extraordinary subterranean labyrinth of karst caves, stalactites and stalagmites. The pavilion is made of natural materials - wood and glass. Slovenia is one of the most forested countries in Europe, and wood is its strategic raw material. Historical importance is also indisputable with the oldest dated wooden wheel and axle system in the world being found in Slovenia and confirmed to be as much as 5,200 years old - older than the Egyptian pyramids and the Maya civilisation of Mexico.

SLOVENIA. Green. Active. Healthy.

Slovenia's story is a story about a love of nature, and the word **SLOV**enia itself, also contains the English word **"LOVE"**. When visiting the Slovenian pavilion, we want to help you become aware that with small steps you can do something good for yourself, for Slovenia and for the planet. For your visit, you will be rewarded with five grains of buckwheat, which symbolically represent the five senses of the national brand slogan "I feel Slovenia". Buckwheat, which is traditionally present in Slovenia, is a very healthy crop, useful to man, farmers and bees. Slovenia will be presented through five themes as a GREEN, ACTIVE and HEALTHY destination.

SALT

Salt greatly improves the taste of food. Unground and unrefined Piran salt is a gift from the sea which is reaped on a daily basis amidst the ancient mounds of salt fields in the centre of the protected area of the regional park. Slovenian salt pans are one of the few in the world where salt is produced manually in accordance with traditional customs and procedures from the

14th century. Thanks to the substrate biosediment, Piran sea salt is the only salt in Europe which is naturally sweet and white. The fields of "white gold" also hide the salt blossom which is hand picked virgin salt, capturing the most primal taste of the sea with all its minerals. The salt blossom's quality surpasses even the world's prized varieties of "la fleur de sel". And if salt was once a strategically important commodity, today it is a part of the story in cooking, cosmetics and eco-tourism in Slovenia. The latest hit is wellness in the salt fields with the beneficial effects of salt pan mud and sea brine.

BEEES

In Slovenia, beekeeping is a way of life and bees, being the symbol of a healthy planet, have a special status for Slovenians. Slovenia is home to the indigenous Carniolan gray bee - the second most widespread breed of bee in the world, which is used for the production of honey on every single continent. Nowhere in the world are such splendid "homes" for bees constructed, as those that can be found in Slovenia where the beehives are decorated with painted and illustrated panels, and where more than 10,000 of them represent a world-class peculiarity. Due to their innovativeness, Slovenian beekeepers are, on a global scale, also the pioneers of sustainable tourism with bees. In Slovenian beehives, you can relax your body and soul to the sound of buzzing bees, inhaling aerosol, enjoying a honey massage ...

HIKING AND BIKING

Healthy food and exercise are part of a healthy lifestyle. As a land of green holidays, Slovenia offers many opportunities for a variety of activities throughout the seasons. Hiking and biking are a popular way of discovering the diversity of Slovenia's regions, and are also the inspiration for many athletes who achieve excellent results and thus rank Slovenia among the most successful countries in the world in terms of number of medals per capita both in the Winter and the Summer Olympics. We invite you to

release your adrenalin spirit when cycling through the labyrinth of abandoned tunnels under Mount Peca, discovering millions of years of history in the most famous tourist cave in the world - the Postojna Cave, riding the white Lipizzaner - the Slovenian indigenous horse breed, and to experience canyoning and rafting in the emerald Soča River, one of the most beautiful alpine rivers in Europe ...

THERMAL AND MINERAL WATERS

Slovenia is a country of beneficial waters. Not only is the water healthy and drinkable, but we also bottle mineral water containing the richest source of magnesium in the world. Waters in Slovenia are also a source of adventure. Slovenia has 87 natural thermal springs, with a uniqueness on a world scale, with black thermal water, known as "black gold". Spa tourism and relaxation in wellness centres are among the most popular types of vacations in Slovenia.

BLACK CARBON

Slovenia is aware of the importance of sustainable development and green technologies for the preservation of our planet's green future. Therefore, we will present the results of the project "Adventure for Science" at the Milan Expo 2015. Matevž Lenarčič, the world's best pilot in 2013, has measured concentrations of black carbon in the atmosphere with the help of an innovative high-tech ultralight plane, which is the result of the work and knowledge of the successful Slovenian company Pipistrel, and by using a measuring device that is also a product of a Slovenian company. Together with CO₂, black carbon is the largest cause of global warming, but in the form of solid particles, can be efficiently and relatively cheaply removed from the environment. The flight of 91,000 kilometres across all seven continents, three oceans and 60 countries in 369 hours, is a unique achievement in the world, with measurements also being taken at the most remote and difficult to access North Pole.

