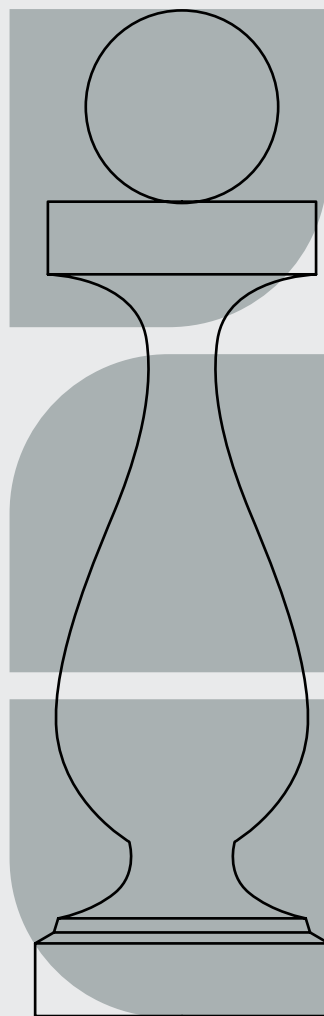


Best Practices
of Ljubljana
Tourism

DIGITALLY INNOVATING PLEČNIK'S HERITAGE



Ljubljana Tourism



DIGITALLY INNOVATING PLEČNIK'S HERITAGE

In 2020 and 2021, Ljubljana Tourism implemented further projects for the preservation and promotion of the heritage of the famous architect, Jože Plečnik. His selected works in Ljubljana were added to the UNESCO Natural and Cultural Heritage list in 2021, putting Plečnik's Ljubljana, which was previously counted among the most important comprehensive works of art of the 20th century, on a par with the world's finest cultural heritage.

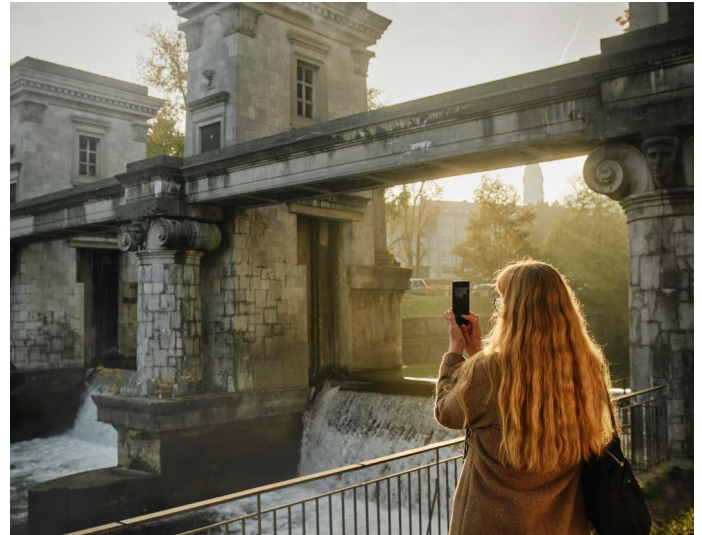
With the digital innovation project, we took an innovative approach to guiding people along Plečnik's heritage and to valorising it by not interfering with it, while using digitisation to make it more accessible to a wider audience.



Photography: Primož Bregar

Challenges and goals

We approached the project with the aim of strengthening the range of tourism experiences not only in Ljubljana but also across the Central Slovenia region, bolstering the visibility of Plečnik's heritage and increasing its accessibility for both foreign and domestic visitors. To brighten up the modern artistic vibe of the city, we wanted to ensure a high-quality selection of cultural and tourism experiences linked to architecture and cultural heritage, and tailored to the needs and expectations of the modern visitor.



Photography: Primož Bregar

Course of the project

In 2020 and 2021, we digitised five of Plečnik's amazing works that are either inaccessible or more difficult to access for the public. Three are in Ljubljana and closed to the public, while two are in the Central Slovenia region.

The digitisation process took place in cooperation with experts on Plečnik's heritage: the Institute for the Protection of Cultural Heritage of Slovenia, the Museum of Architecture and Design, the Plečnik House, and the Slovenian Academy of Sciences and Arts, as well as individual owners and administrators of his works. The investment was cofinanced by the Republic of Slovenia and the European Union through the European Regional Development Fund.

As part of the operation, we at Ljubljana Tourism developed three, innovative, technologically sophisticated products:

VR and AR experience

The VR and AR Plečnik applications enable visitors to take a virtual walk through 3D models and 360-degree photographs of Plečnik's digitised heritage.

Master Builder Plečnik 5-star experience

This experience was developed for modern, digitally literate visitors who avoid traditional tourist services and attractions. It's a puzzle of stories, anecdotes, writings, and events from Plečnik's life that offers insight into the grand vision of the Master as well as countless interesting architectural details and masterpieces. Participants also visit unique locations that are otherwise closed to the public, take part in a unique VR experience of Plečnik's inaccessible heritage, and enjoy a picnic in his garden.

Plečnik's Visions

The product takes visitors on a journey to Plečnik's unrealised projects through an interactive audio guide in the form of riddles posed by Plečnik himself. With the help of augmented reality and 3D videos, we learn about how Plečnik envisioned Prešeren Square, Butchers' Bridge, the New Magistrate, the Cathedral of Freedom, and many more, while also including models of realised projects: the Main Reading Room in the National University Library, Plečnik's Žale Cemetery, the Pirnat Villa in Homec, and others.

The project was finalised in October 2021, with the finished products launched on the 100th anniversary of Plečnik's birth in 2022.

Project in numbers

5

of Plečnik's
digitised works

4+

collaborating
partners

2

-year-long
project

Innovative, technologically sophisticated products,

we at Ljubljana Tourism developed as part of the operation



VR and AR
experience



Master Builder
Plečnik 5-star
experience



Plečnik's Visions

Results, achievements, and recognition

Through digital preservation, we protected Plečnik's cultural heritage and continue to keep it safe for future generations. We made it more accessible, with the project also contributing to more sustainable and responsible development in tourism. Through the project, we strengthened cooperation between the cultural, creative, and tourism sectors. During Plečnik's year, we raised awareness of the importance of Plečnik's legacy among the general public, and ensured that digitised information is accessible to as many people as possible, including movement-impaired persons, while also using innovative digital products to bring our important cultural heritage closer to younger generations.

In 2022, with the Digitally Innovating Plečnik's Heritage project, Ljubljana once again made it back into the Top 100 Destination Sustainability Stories list. The project also impressed the international European Cultural Tourism Network, which recognised the project by awarding it third place in the category "Digitisation of sustainable cultural tourism for developing smart destinations".

In 2022, Plečnik's Visions won first place in the tourism category of the WEBSI Slovenia digital excellence contest. The same year, the Master Plečnik boutique experience also received the Slovenia Unique Experiences label, which the Slovenian Tourism Organisation gives to five-star experiences.

Achievements



protection of
cultural heritage



more accessible
cultural heritage



sustainable and
responsible
development in tourism



raised awareness of
Plečnik's legacy



Photography: Primož Bregar



City of
Ljubljana

