**NATIONAL GALLERY OF SLOVENIA, THE SMARTDEMA PROJECT**

**THEMATIC MAP REPORT**

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The Gallery prepared nine thematic routes for the app. The routes were designed with Ljubljana’s visitors in mind - Ljubljana is mostly hosting people who visit the city for one to two days and spend most of their time exploring the town on foot. In this way, thematic maps with instructions of how to get from one point to another are tourist added value.

The team checked basic statistics on tourism both at the Gallery and for the city and programmed a walkable trails that showcase different aspects of Ljubljana’s heritage: the UNESCO-protected Ljubljana embankment, the old and new fountains, works by Jože Plečnik, select baroque churches, monuments to people of note, both museums in the city and contemporary galleries where one can purchase a work of art, trails of Slovenian Impressionism with locations where some of their works were painted and, lastly, places connected to a Ljubljana native and Slovenian cultural icon, Ivana Kobilca. The routs elicit different emotions, but mostly positive ones - our research showed that people expected positive stories and would also post ones with such a tone.

**Ivana Kobilca:** a successful painter and a Slovenian national icon, Kobilca is of great interest to Ljubljana’s locals; her family has resided in the city for 160 years. Several localities connected to her are relatively unknown, which gave us an opportunity to present her unorthodox life and connect it to her holdings at the Gallery.

**Slovenian Impressionism:** this route is one of three directly linked to the National Gallery of Slovenia. Slovenian modernist artists depicted national landscapes that some rejected and others embraced. Landscape is one of the cornerstones of Slovenian identity, source of pictures, music, poetry, and writings. At the same time, the Gallery holds the largest impressionist collection in the country, enabling people to experience this catalogue of emotions for themselves.

**Monuments:** commemorating people and events is another base from which the general opinions and emotions flow. By adding route to memorials to Slovenian’s artists and scientists, we presented options that would bring forth opinions, exchanges and reactions.

**Museums in Ljubljana:** during summers, when there are many tourist and fewer local visitors, Ljubljana museums often prepare programmes and entrance tickets that allow visitors to see all national and municipal museums. Most of them are clustered in two areas of the city: along the Prešernova Street and at Metelkova Street.

**Jože Plečnik:** the architect elicits many emotions from people who experience his works in the city. Plečnik is a cultural brand of Ljubljana and Slovenia, one of the artists that also foreign researches come and study and a tour of the locations he adapted/constructed are a testament to the universal humanistic values of architecture.

**Fountains of Ljubljana:** while there are c. 40 fountains in the city, the thematic map covers the ones in the centre. Fountains are a great source of memories, since in Ljubljana they are often the meeting points and places for concerts and street performances.

**Baroque churches:** with their splendid interiors or facades the seven churches in Ljubljana are great potential spots to elicit emotions from visitors and locals, thus their inclusion into the routes.

**Contemporary art galleries:** Ljubljana has a powerful contemporary arts scene, which is engaged in traditional oil and canvas works, digital prints, bioart and performances. The presence of the counterculture in the city is a source of ambivalent feelings.

**The Ljubljana Embankment:** walking along Ljubljanica is one of the best ways to experience the city shaped by the river. The path takes a visitor from the residential area, where Ljubljanica splits into two, thus creating a large river island, to the Dragon bridge, another local and visitor favourite.

**Everyday Ljubljana:** this route takes visitors to places in Ljubljana mostly frequented by locals: the central bookshop, the largest shopping centre in Europe, one can even see the maternity hospital where a third of Slovenian children are born. It is meant to be taken by bike or public transport and it gives one a glimpse of the city outside its touristy centre.