

HOTEL

07

Letnik / Year III
pomlad / spring 2011

Slovenija Slowenien Slovenia Slovénie Eslovenia Словения 斯洛維尼亞 سلوفينيا Σλοβενία

Ambasadorja *Ambassadors*

Anja Bukovec
Aleš Kristančič

Tradicija *Tradition*

Prazniki in njihove jedi
Holidays and the Accompanying Dishes

Kolumna *Column*

Slovenija - znana neznanka
Slovenia - A Known Unknown

Nakupovanje *Shopping*

Ljubljana

Botanični vrt

Botanical Garden

Spomladanske prireditve

Spring Events

Pet namigov za potep *Five Tips for Escape*

Bovec, Ljubljana x 2, Radenci, Knežak

BOGASTVO MALE DEŽELE

The Richness of a Small Country

So ambasadorji in so ambasadorji – prvi nastopajo v vlogah najvišjih diplomatskih predstavnikov neke države v tuji državi, drugi pa predstavljajo in zastopajo državo s svojimi dosežki oziroma preko njih. Med slednjimi izjemno pomembno vlogo igrajo glasbeniki in vinarji, zato vam dva izmed njih predstavljamo v nadaljevanju.

NINA LEVIČNIK, JOŽE ROZMAN

Anja Bukovec

V hitrem utripu sodobnega sveta, kjer najrazličnejši elementi prekinjajo skoraj vsak naš korak, se ob večerih in dragocenih prostih trenutkih vse pogosteje vračamo v čarobni svet klasične glasbe ter svet kulture, ki nas pomirja in polni z duhovnostjo. To je svet Anje Bukovec, mlade, energične in čutne violinistke.

Anja Bukovec je vrhunska glasbenica in priljubljena medijska osebnost. Ob tehnični dovršenosti izstopa zaradi prepoznavnega sloga, edinstvene interpretacije in komunikacije z občinstvom. Je prepoznavna in cenjena oseba, ki je lik kulturne ambasadorke pilila na šolanju v Ljubljani, Pragi, Kölnu in na Dunaju. Nastopa kot solistka, osvaja mednarodne nagrade in navdušuje občinstvo po vsem svetu.

Njene plošče Gemini (2007), Follow (2008) in Chameleon (2009) so se pojavile na vrhu popularnih lestvic in so najbolje prodajane plošče klasične glasbe doma. Sodelovala je z Alban Berg kvartetom, svetovno priznanimi dirigenti En Shaom, Urošem Lajovicem, Markom Letonjo, večkratnim dobitnikom nagrad BAFTA za filmsko kompozicijo, Christopherjem Gunningom, in tudi z največjimi nemškimi pop izvajalci Die Fantastischen 4. Redno dokazuje, da klasična glasba ni rezervirana zgolj za poznavalce in

da lahko doseže široko množico ljudi, če je predstavljena na način, ki ga s toplim pristopom do občinstva obvladuje in s tem združuje tako najmlajše generacije kot tudi najstarejše. Vedno je deležna odličnih kritik pri poznavalcih, ki jo primerjajo z največjimi svetovnimi imeni. Njeni koncerti so razprodani, novoletne prireditve so sinonim za ekskluzivnost, na posebno željo pa je tudi že nastopila za njeno veličanstvo kraljico Elizabeto II.

INFO: www.anjabukovec.com

Aleš Kristančič - Movia

»Od danes naprej ste zame del velike evropske vinske družine,« mu je dejal vodilni francoski vinski kritik Michel Betanne, ko sta se pred slovesom še objela. Bilo je spomladi 2008 v andaluzijskem mestu Ronda, po dvodnevni konferenci s kratkim naslovom – Kreatorji vina. Dvajset zelo pomembnih in čislanih svetovnih vinskih kritikov je na konferenco povabilo dvanajst najbolj vplivnih vinskih ustvarjalcev na svetu. Samo dvanajst in nič več – da se pogovorijo o sodobnih vinskih poteh, zaradi katerih so si vina vse preveč podobna ter zamegljujejo krajevne razlike in posebnosti, čemur se danes reče terroir. Med njimi tudi Aleša Kristančiča (1966) iz Cegla v Brdih, iz vinske hiše Movia, kot se od leta 1700 imenuje tamkajšnje posestvo, ki danes

šteje 20 hektarjev vinogradov. Med izbrano elito je bilo pet francoskih, po dva španska in italijanska ter po en portugalski, ameriški in – slovenski vinar. Nobena Avstrijca, Nemca, Novozelandca, Avstralca ... – po mojem doslej najvišje mednarodno priznanje vinski Sloveniji. Movia je na konferenci navdušil s svojimi vini in izjavami. Betanne in drugi niso ostali ravnodušni.

A pot do tja ni bila ne kratka ne lahka, ambadorski napor pa po dolgih letih trdega kmetskega in pronicljivega marketinškega dela poplačan. Njegove roke niso fine, mestne, ampak krepke in tople. Zemeljske, zato jim verjameš. Marketinških prijemov se ni učil v nobeni šoli, a ga imajo mnogi, tudi tisti, ki ga zavistno gledajo izpod obrvi, za marketinškega guruja. Že kot »mulc« je rekel očetu, da bo vina prodajal v Ameriko. Ko se je enkrat spotoma ustavil v New Yorku, je šel od vrat do vrat najboljših restavracij ponujat svoja vina. Če jih sam ne boš, jih tudi drugi ne bodo. Danes štiri petine vina proda na tujem, od tega skoraj polovico v ZDA. Ob neki priliki mi je dejal, kako mu zdaj mnogi slovenski vinarji hvaležno rečejo, da jim je odpiral vrata. Tam, kjer je Movia na vinski karti, tudi drugi laže pridejo zraven. Nesebično ambadorsstvo! Dobro zanj in za druge.

INFO: www.movia.si



Anja Bukovec o sebi kot ambasadorki Slovenije:
»Glasbo se trudim predstavljati na način, kot jo čutim in dojemam, pri tem pa želim ostati kar se da neomejena. Če mi pri tem uspe prepričati in navdušiti publiko tudi v tujini, sem še toliko bolj počaščena in vesela, saj to bistveno doprinese k osebni svobodnemu ustvarjanju.«

Anja Bukovec about herself as an ambassador of Slovenia: »I try to present music in the way that I feel and understand it and to remain as unbounded as possible while doing so. If, by doing this, I also succeed in convincing and inspiring audiences abroad, I am that much more honoured and happy, because this means a significant contribution towards my personal creative freedom.«

There are ambassadors and then there are ambassadors – the former have a role as the highest diplomatic representatives of a country in another, foreign country, while the latter present and represent their country through their achievements. Musicians and winemakers undoubtedly belong among this second group. We present two of them here.

Anja Bukovec

In the fast-paced modern world where our step is regularly interrupted by various distractions, in the evenings and during precious moments of free time people are increasingly returning to the magical world of classical music and the world of culture that is calming and inspires spirituality. This is the world of Anja Bukovec, a young, energetic and sensual violinist.

Anja Bukovec is a top musician and popular media personality. As well as technical perfection, she stands out because of her recognizable style, her unique interpretation and communication with the audience. She is a recognizable and esteemed person who perfected her character as a cultural ambassador during her studies in Ljubljana, Prague, Köln and Vienna. She performs as a soloist, has received many international awards and is fascinating audiences all over the world.

Her records – Gemini (2007), Follow (2008), Chameleon (2009) – have appeared at the top of popular charts and are the highest selling classical music records in Slovenia. She has cooperated with the Alban Berg Quartet, the world-renowned conductors En Shao, Uroš Lajovic, Mark Letonja, the winner of several BAFTA awards for film composition Christopher Gunning and also with one of the biggest German pop musicians, Die Fantastischen 4.

She is constantly proving that classical music is not reserved only for the connoisseurs and that it can reach a wider audience if it is handled with a warm connection with the audience and in this way brings together the young

and the oldest generations. She is constantly receiving excellent reviews by experts who compare her with the top world musicians. Her concerts are always sold out, her New Year's events are synonymous with exclusiveness and she has already made a performance for Her Majesty, Queen Elisabeth the 2nd, on special request.

Aleš Kristančič, Movia



Boris Tadić, srbski predsednik in Borut Pahor, slovenski premier v kleti Aleša Kristančiča
Boris Tadić, Serbian President and Borut Pahor, Slovenian Prime Minister in the Aleš Kristančič wine Cellar

»From today onward, I consider you a part of a great European wine family«, the leading French wine critic Michel Betanne told him when they embraced before saying goodbye. It was in spring of 2008, in the Andalusian city of Ronda, after a two-day conference with the short title Creators of Wine. Twenty very important and esteemed world wine critics invited the twelve most influential wine makers in the world to visit the conference - only twelve, no more - in order to discuss modern wine routes that have led to wines be-

coming too similar to each other and have blurred the local distinctions and individualities, which today we call terroir. One of those invited was Aleš Kristančič (1966) from Ceglo v Brdih from the Movia wine house, as the estate there has been known since 1700 and which today encompasses twelve hectares of vineyards. Among the selected elite, there were five French, two Spanish, two Italian, one Portuguese, one American and one Slovenian winemaker. There were no Austrians, Germans, New Zealanders, Australians ... This could well be the highest international recognition of Slovenian winemaking yet. At the conference, Movia captivated people with its wines and statements. Betanne and others did not remain indifferent.

But the road to get there was neither short nor easy, and the efforts of the ambassador had finally paid off after long years of hard farming and precise marketing. His hands are not gentle, urbane, but strong and warm. Earthly, and thus trustworthy. He did not study marketing in school, though many, even those envious of him, consider him a marketing guru. Even as a kid, he used to say to his father that he intends to sell his wines to America. Once, while stopping briefly in New York, he went to the best restaurants offering his wine from door to door. If you are not willing to sell your own wines, neither will others. Today, four fifths of his wines are sold abroad, almost half in the USA. On one occasion, he told me that many Slovenian winemakers are grateful to him for opening doors for them abroad. With Movia placed on the wine map, others find it easier to make it as well. Unselfish ambassadorship! Good for him, and for the others! ■



Aleš Kristančič - Movia