



Tradicija s posluhom

Tradition with Sentiment

Tradición mit Empfindung

La tradición con sentimiento

La tradizione sentita

Le goût de la tradition

Tradicija sa osjećajem

С у в а ж е н и е м к

т р а д и ц и и

- Beseda **skrina** je gorenjski dialekt za skrinjo in pomeni lesen zaboj, v katerem so naše babice hranile različne vrednosti namenjene za doto hčerki.
- The word **skrina** derives from the word "skrinja" from the dialect of Gorenjsko, presenting a wooden chest, where our grandmothers kept the valuable objects for their daughters' dowry.





Etnogalerija SKRINA na Bregu 8 v Ljubljani, je bila v akciji »Moja trgovina« (katero organizira mesto Ljubljana) že **sedemkrat** uvrščena med najlepše trgovine v Ljubljani.

Ethnogallery SKRINA, located on Breg 8 in the old city center of Ljubljana, has been **seven times** chosen as the most beautiful shop in the field of cottage industry and handicraft in the campaign named "Moja trgovina – My shop", which is organized by the city of Ljubljana.

Lonely Planet pa jo je v svojem vodiču označil za
» *best – bar none shop for distinctly Slovenian folk craft*«.

The Lonely Planet travel guidebook has described our shop as
“*the best – bar none shop for distinctly Slovenian folk craft*».



Ljubljana: Places to Shop

Skrina

Address	Breg 8, Center
Phone	tel: (01) 425 51 61 (info)
Web	www.skrina.si
Keyword	art/craft, souvenirs

This is the best shop - bar none - for distinctly Slovenian (and affordable) folk craft, like Prekmurje black pottery, Idrija lace, beehive panels with folk motifs, decorated heart-shaped honey cakes, painted Easter eggs, Rogaška glassware, colourful bridal chests and colourful stepped stools.

Zadnja leta krepimo svojo blagovno znamko »*Etnogalerija SKRINA - Tradicija s posluhom*« in razvijamo svoje lastne izdelke. Še vedno se navezujemo na slovensko tradicijo, vendar se na nov način odzivamo na potrebe sodobnega potrošnika.

Throughout the years, we have been strengthening our trademark »*Etnogalerija SKRINA - Tradition with sentiment*« by developing our own products. We are still forming an attachment to Slovene tradition, but in a new, modern way, by adapting to the needs of the modern consumer.

Preden pogledamo naš nastop na sejmu »Tokyo Lifestyle Fair«, bi vam rad predstavil nekaj osnovnih dejstev in posebnosti o Japonski in trgovanju z deželo vzhajajočega sonca.

Before we look to our participation on »Tokyo Lifestyle Fair« I want to present you some basic facts and differences about Japan and trading with the country of rising sun.



Velikost Nemčije

127,463,000 prebivalcev

46.3 milijonov gospodinjstev

10.8 milijonov ljudi živi samih

Size of Germany

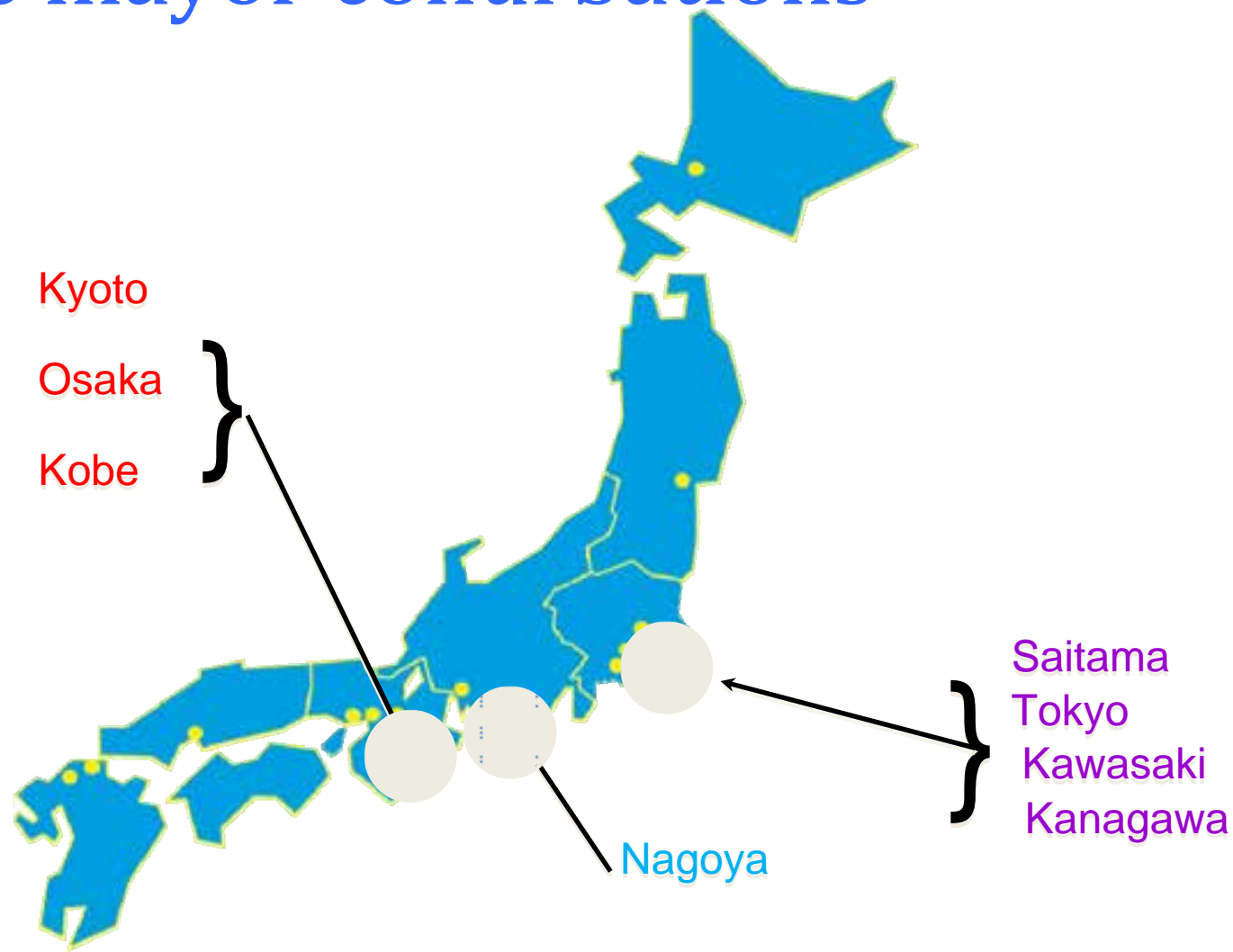
127,463,000 people

46.3 million households

10.8 million single person households (23.3%)

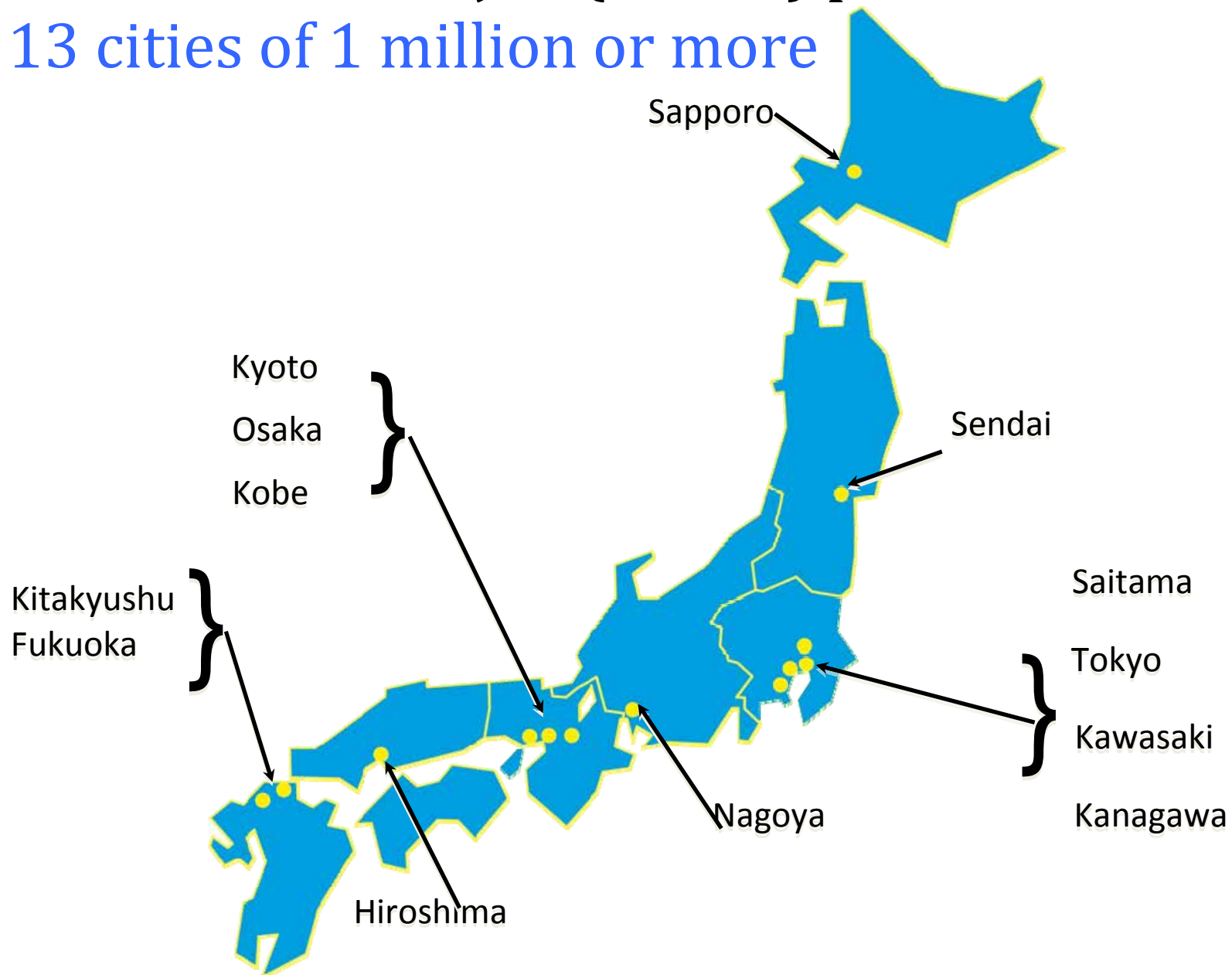
Tri glavna urbana območja

Three mayor conurbations



13 mest ima milijon (ali več) prebivalcev

13 cities of 1 million or more



RAZLIČNOST VREDNOT	JAPONSKE VREDNOTE	EVROPSKE VREDNOTE
Družbene vloge	Prednost skupine	Individualnost
Tekmovalnost	Skupinska tekmovalnost	Posamezna tekmovalnost
Zaznave	Izgled je resnica	Učinkovitost je resnica

DIFFERENT VALUES	JAPANESE VALUES	WESTERN VALUES
Social Roles	Group seniority	Individualism
Competition	Co-operative competition	Antagonistic competition
Perception	Apperiance is truth	Substance is truth

Vloga ženske

Ženske (soproge) skrbijo predvsem za dom

Sprejemajo ves možev zaslužek

Kontrolirajo domači proračun in vse nakupe

Role of Women

Women are primarily home builders

Receive all husband's salary

Control household budget, family purchases

Vloga moškega

Moški je predan predvsem:

Delu in življenju okrog dela

- Tudi družabno življenje je povezano z delom

Žene pričakujejo, da moške delajo in, da niso doma

Role of Man

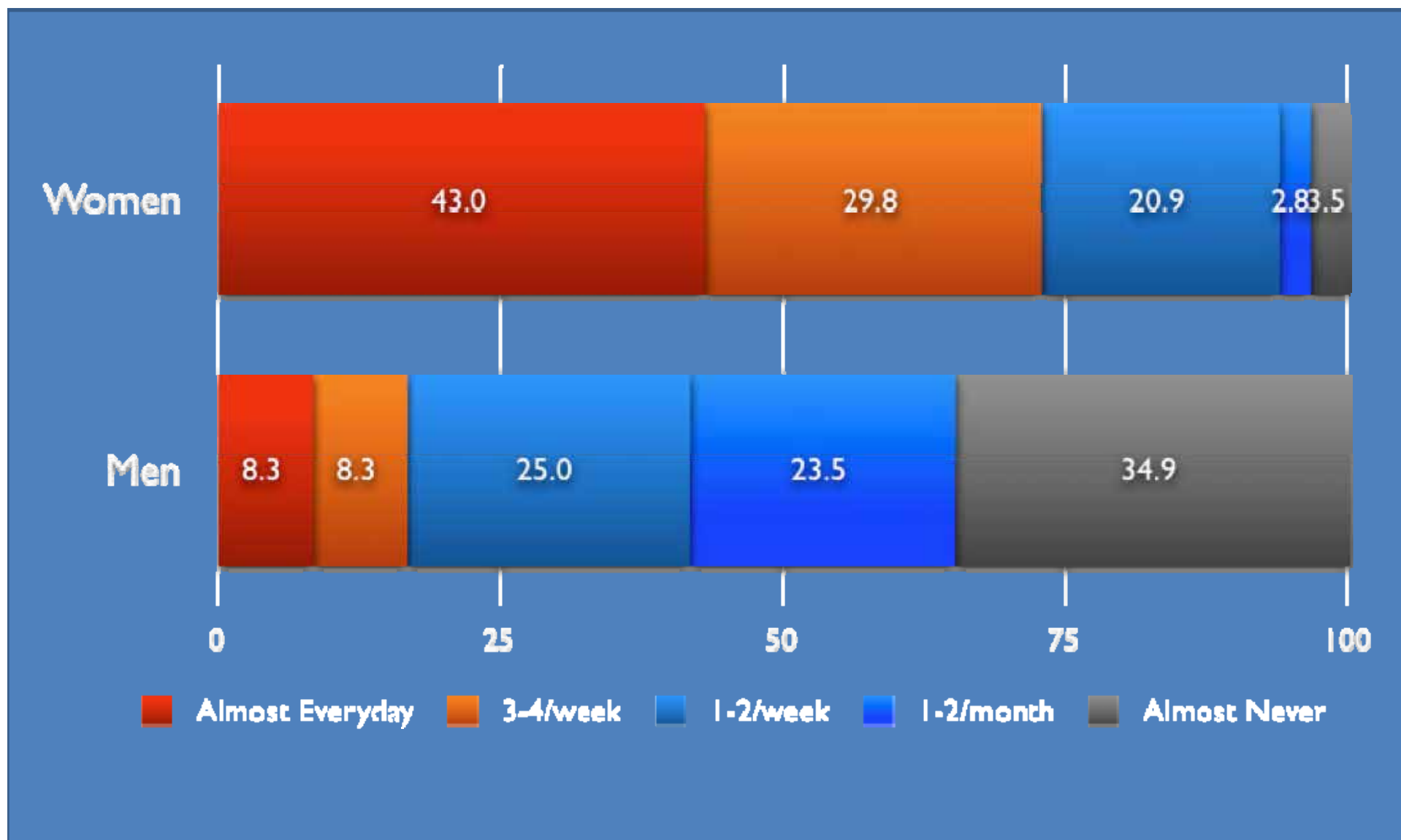
Men's roles are dictated too:

Life revolves around work

- Social life also based on work

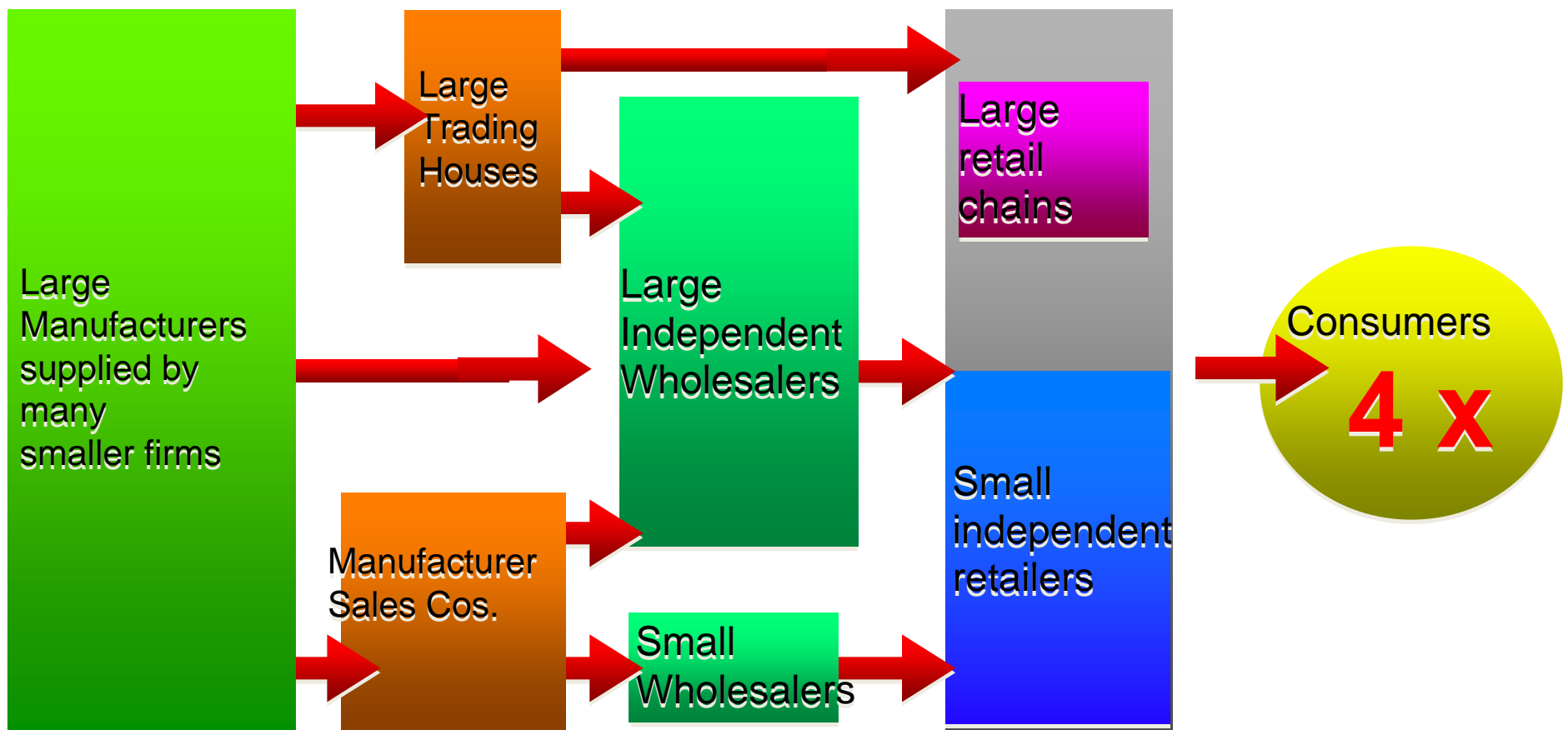
Wives expect men to work, not be at home

Nakupovalne navade Japoncev - Japanese shopping habits



Maloprodajna cena: če v Evropi velja, da cena od proizvajalca do trgovca poskoči za 2,2 krat je na Japonskem ta faktor *4-kraten*.

Retail price: In Europe is common that the prize from producer to the costumer is multiplied by 2,2. In Japan the *multiple factor is 4*.





V Etnogaleriji SKRINA smo dali novo podobo tradicionalni slovenski pručki, ki jo je v času naših babic imela skoraj vsaka hiša in se z njo pri **GZS** prijavi na projekt EU Getaway to Japan.

In Ethnogallery SKRINA we have given a new value to traditional slovenian step stool, which was in the time of our grandmothers nearly in every household. With a new designed step stool we applied to the **Chamber of commerce** and participated in the project EU Getaway to Japan.

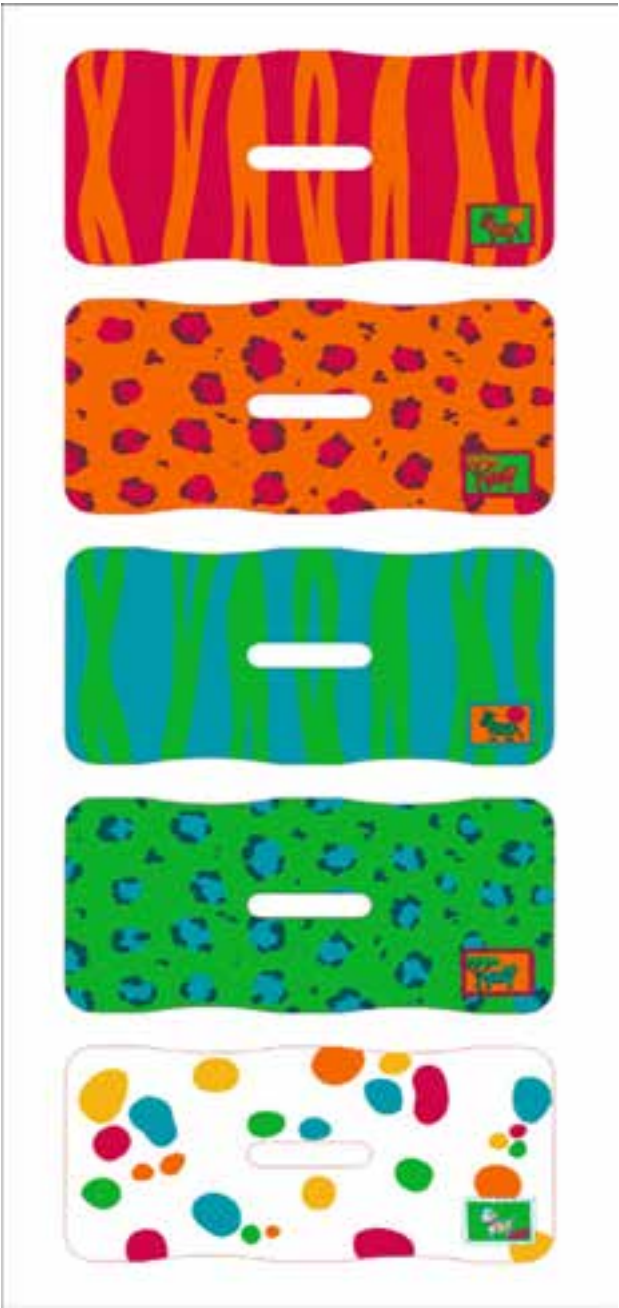


Traditional



New





Za japonski trg smo naredili pručko z motivom japonske pravljice “Strašna zver”.

For japanese market we made a step stool with a motive from japanese fairy tale

»Scary beast«.



Kupec pručko sam pobarva po priloženi predlogi in s priloženimi barvami.

The stool is painted by customer himself upon the attached sketch.



Ves propagandni material smo prevedli v japonski jezik.

We translated all the promotional material into japanese language.

Do It Yourself

木製踏み台の塗り方

揃えるもの

- 踏み台セット
- アクリル絵の具
- 透明ニス
- 筆（先が平らな大筆と先が丸い小筆1本ずつ）
- えんぴつ

踏み台の上部分になる裏面に絵の輪郭が印刷してある（写真1）。先が平らな筆で描かれた面全体に色を塗る（写真2）。水で薄めたアクリル絵の具を使用する。アクリル絵の具は互いに混ぜてもよく、筆は水で洗える。色が乾いてから、鉛筆で細かい模様などを描き入れる（写真3）。これら細かい部分の色を先の丸い小筆で塗る（写真4）。先の平たい筆で踏み台の足の部分などに色を塗る（写真5）。最後に、透明アクリルニスを1回から2回、上塗りする（写真6）。

Do It Yourself

お姫様と豆

木製踏み台の塗り方

揃えるもの

- 踏み台セット
- アクリル絵の具
- 透明ニス
- 筆（先が平らな大筆と先が丸い小筆1本ずつ）
- えんぴつ

踏み台の上部分になる裏面に絵の輪郭が印刷してある（写真1）。先が平らな筆で描かれた面全体に色を塗る（写真2）。水で薄めたアクリル絵の具を使用する。アクリル絵の具は互いに混ぜてもよく、筆は水で洗える。色が乾いてから、鉛筆で細かい模様などを描き入れる（写真3）。これら細かい部分の色を先の丸い小筆で塗る（写真4）。先の平たい筆で踏み台の足の部分などに色を塗る（写真5）。最後に、透明アクリルニスを1回から2回、上塗りする（写真6）。

Do It Yourself

カエルの王様

木製踏み台の塗り方

揃えるもの

- 踏み台セット
- アクリル絵の具
- 透明ニス
- 筆（先が平らな大筆と先が丸い小筆1本ずつ）
- えんぴつ

踏み台の上部分になる裏面に絵の輪郭が印刷してある（写真1）。先が平らな筆で描かれた面全体に色を塗る（写真2）。水で薄めたアクリル絵の具を使用する。アクリル絵の具は互いに混ぜてもよく、筆は水で洗える。色が乾いてから、鉛筆で細かい模様などを描き入れる（写真3）。これら細かい部分の色を先の丸い小筆で塗る（写真4）。先の平たい筆で踏み台の足の部分などに色を塗る（写真5）。最後に、透明アクリルニスを1回から2回、上塗りする（写真6）。





ŠE EN NASVET - FINAL ADVICE

Na Japonsko pošljite le toliko izdelkov, kot jih potrebujete za postavitev stojnice. Če nimate na Japonskem agenta, boste te izdelke zelo težko prodali. Lahko se vam zgodi, da boste morali plačati uničenje, oziroma poslati izdelke nazaj v Evropo.

Zato že prvi dan obesite na stojnici plakat, da iščete agenta.

You should send to Japan just as much items as you need to exhibit. If you don't have an agent in Japan, you might have problems with selling your items and so you will have to pay for their destruction or send them back to Europe.

Put the notice that you are looking for an agent on the very first day.



Tradicija s posluhom

Za vse informacije sem vam na voljo:

For all the information we are on your disposal:

Blaž Telban 00386 40460 461

skrina@s5.net

blaz@skrina.si

Hvala za vašo pozornost

Thank you for your attention

ありがとう、さようなら。