



Ljubljana Castle

A unique view of history



Project co-financed by the European Regional Development Fund

1 Where do we come from?

- Ljubljana, the capital of Slovenia
- 288.000 inhabitants
- a city with a „green soul“ and committed to sustainability
- a vibrant city with over 10.000 events a year
- a city with excellent cuisine
- Plečnik's architecture and town planning is the trademark and identity of the city



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**Knowing the past is
crucial for
understanding the
present.**

Ljubljana Castle through time

15th century – built as a fortress

16th century – seat of the provincial governor

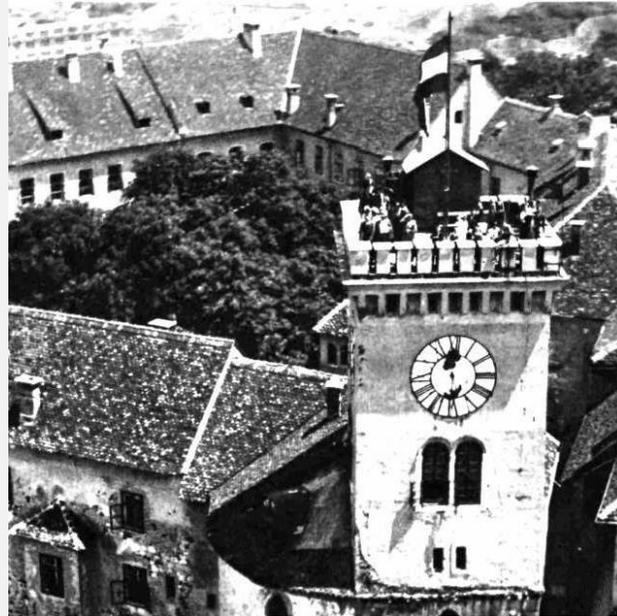
17th and 18th century – gradual decline (barracks, armoury, warehouse)

19th century – state penitentiary



Renovation & revitalisation

- **1905** – castle is purchased by the city
- **1969** – beginning of renovation
- **1986** – castle was pronounced a cultural monument
- **1999** – Festival Ljubljana manages the partially renovated castle



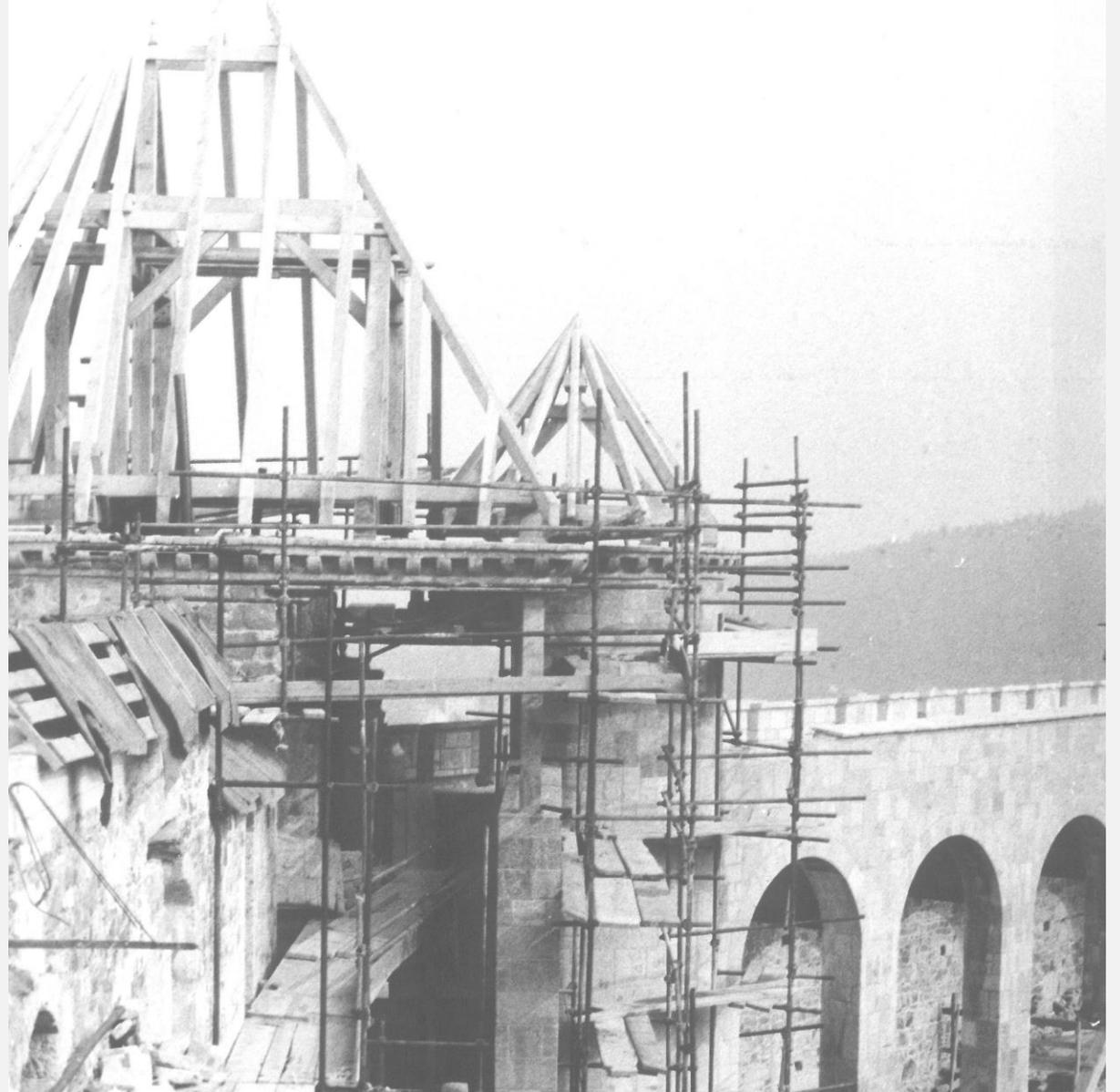
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From the very beginning of the renovation, experts from the City Museum of Ljubljana and the Institute for the Protection of the Cultural Heritage of Slovenia were included in the project.

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Main challenges

- preservation of valuable historic buildings
- incorporation of new contemporary contents
- green planning guidelines
- urban mobility demands
- development of the economic aspect



Ljubljana Castle Public Institute

- founded in 2010
- development of a comprehensive cultural and tourist offer
- preservation and promotion of castle's tangible and intangible heritage



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Tangible and intangible cultural heritage of Ljubljana Castle is the foundation of the Institute's cultural and tourist offer.

Ljubljana Castle's offer

PERMANENT EXHIBITIONS

- Virtual Castle
- Exhibition of Slovenian History



Ljubljana Castle's offer

PERMANENT EXHIBITIONS

- Penitentiary
- iLjubljana
- Castle Armoury
- Museum of Puppetry





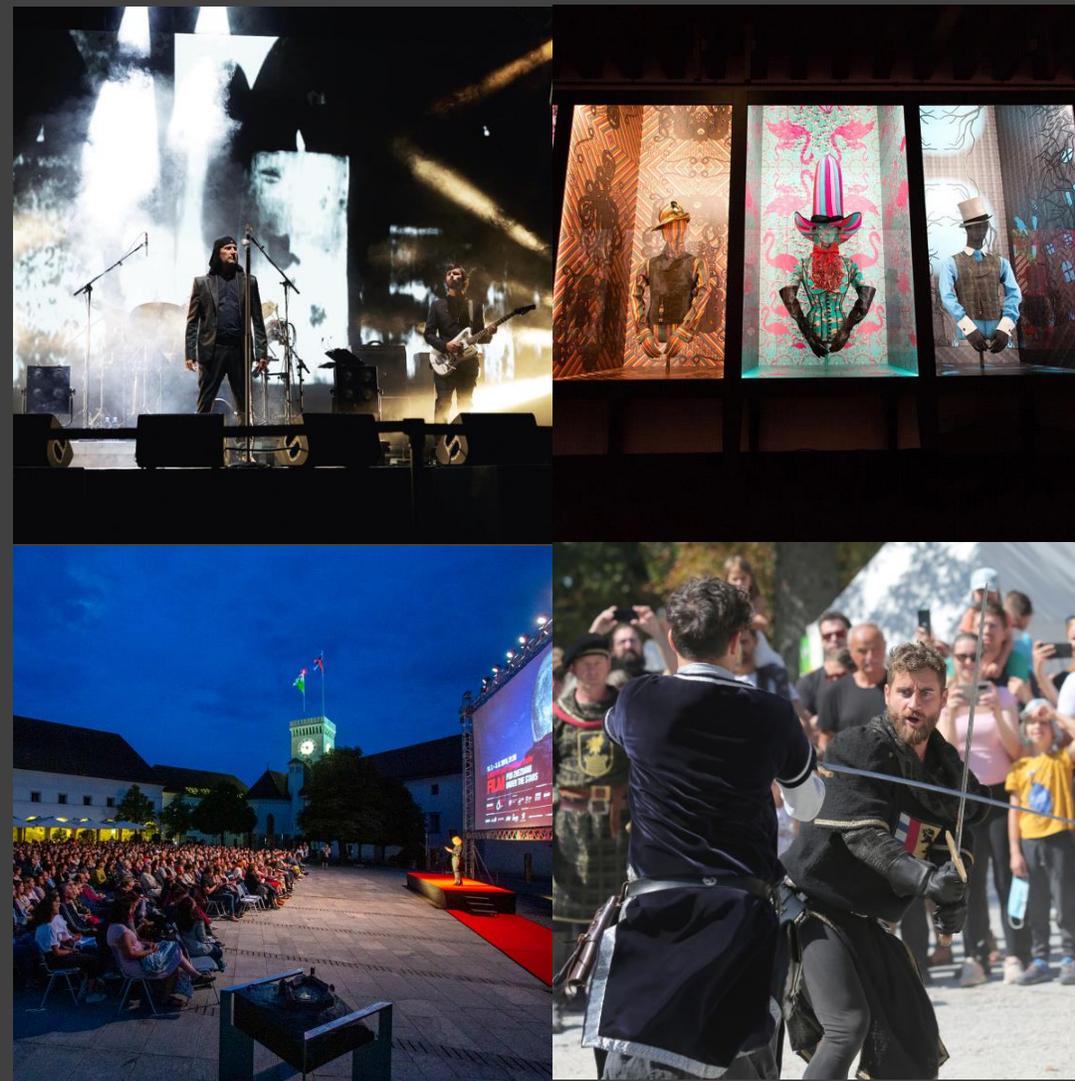
PERMANENT EXHIBITION

• Museum of Puppetry

Ljubljana Castle's offer

CULTURAL ARTISTIC EVENTS

- concerts (Jazz Club Ljubljana Castle)
- temporary exhibitions
- film projections
- dance evenings
- puppet shows
- living history events



Ljubljana Castle's offer

EDUCATION

- thematic lectures
- educational courses
- 25 different pedagogical programmes





A PLACE FOR SOCIAL GATHERINGS, PROTOCOL EVENTS, BUSINESS MEETINGS, WEDDINGS...

... AND A PLACE OF TOP QUALITY CUISINE





With its six permanent exhibitions, the Ljubljana Castle offers both domestic and foreign visitors an insight into the history of the castle complex, the city below it, and the wider Slovenian territory throughout the year. The castle offers lively cultural and social events and a taste of top quality culinary delights.

6 Castle experiences

VIEWING TOWER

TIME MACHINE

BEHIND BARS

CLASSIC GUIDED TOURS

AUDIOGUIDE (also available on app)



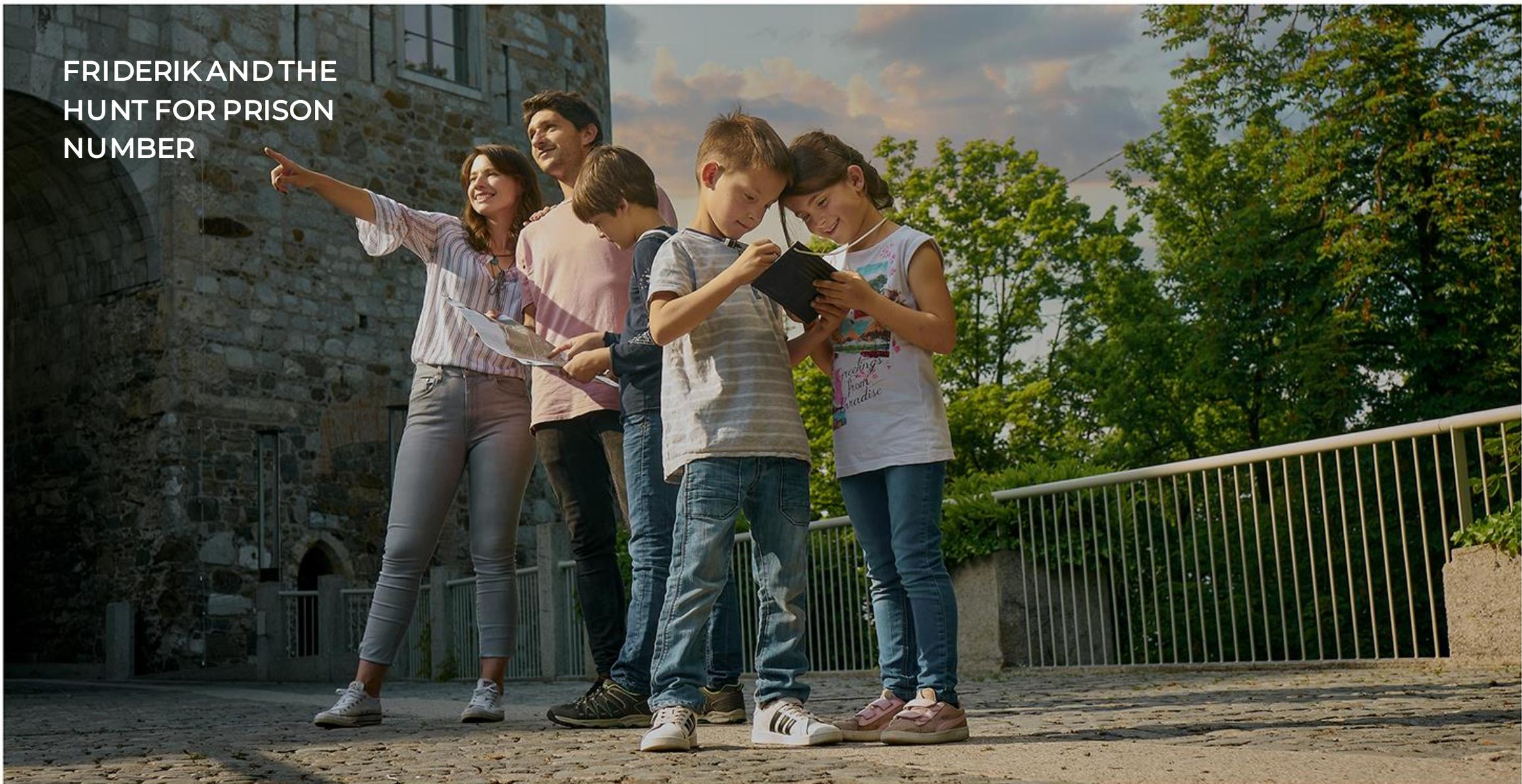
6 Castle experiences

ESCAPE CASTLE

THE WISDOM OF CASTLE
WINE



FRIDERIK AND THE
HUNT FOR PRISON
NUMBER



*Počitek ni greh.
It's not a crime to take a rest.*

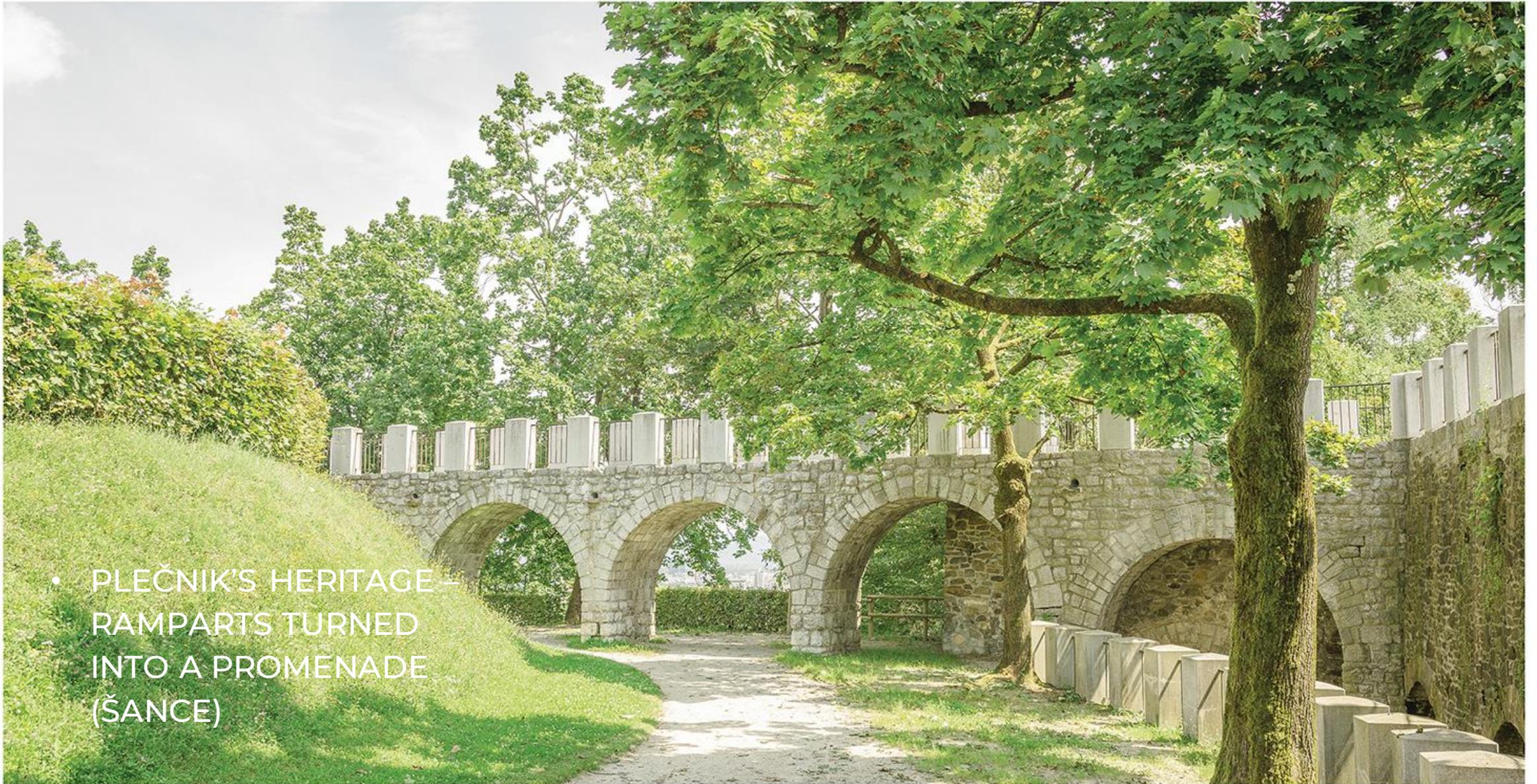
*Kdo pravi, da v zaporu ni zabavno?
Who says prison isn't fun?*

CASTLE SHOP WITH
UNIQUE BRAND –
FRIDERIK THE
CASTLE RAT





CASTLE HILL -
GREEN OASIS
ABOVE THE CITY



- PLEČNIK'S HERITAGE –
RAMPARTS TURNED
INTO A PROMENADE
(ŠANCE)



CASTLE VINEYARD

MORE THAN 1.300
BOTTLES OF WINE
IN 2021

7 Sustainable transportation

FUNICULAR

„URBAN“ ELECTRIC TRAIN

WELL MAINTAINED WALKING
PATHS



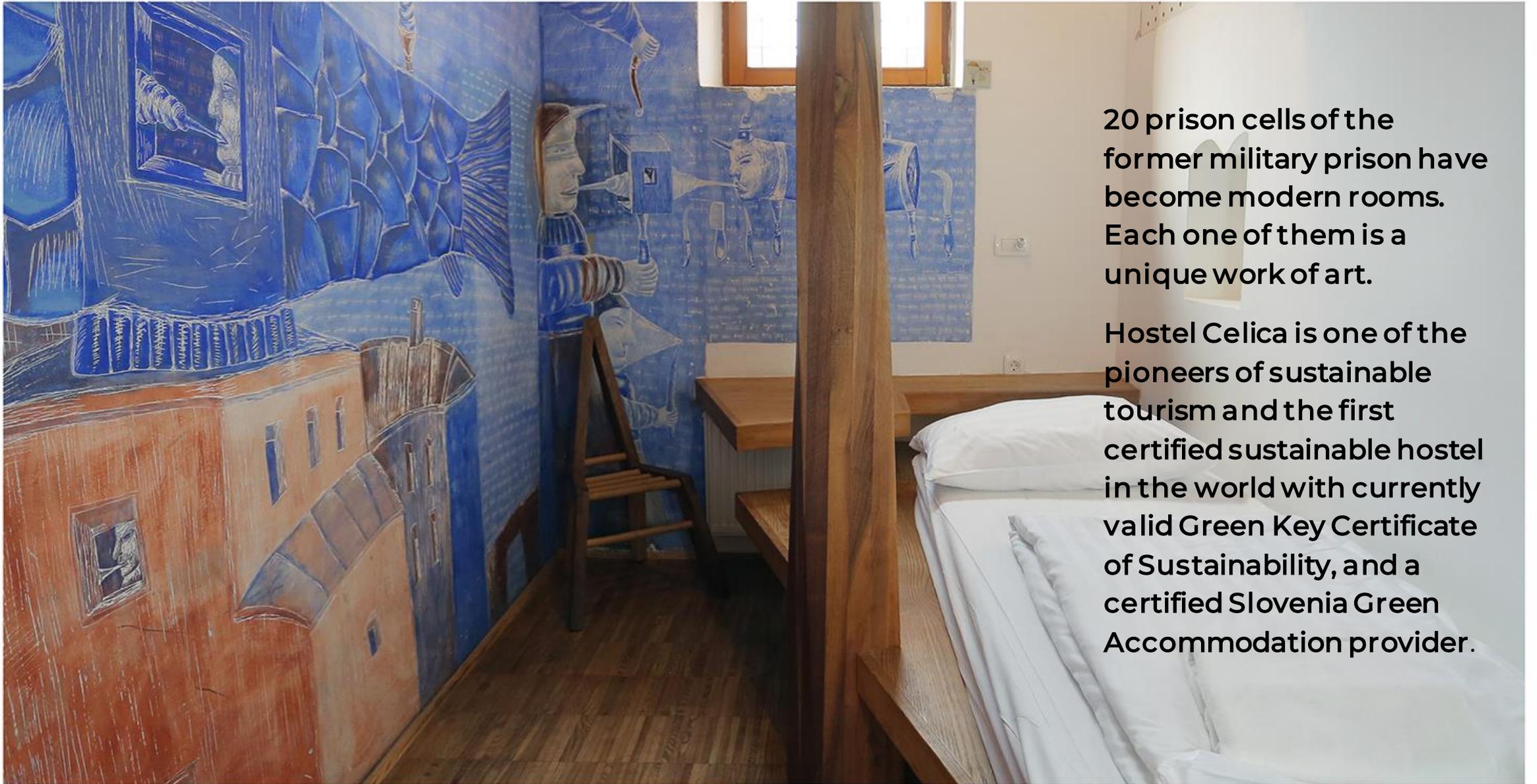
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Castle not only offers all-day adventures, but, with the broader surroundings, represents a popular promenade overlooking the city.

Hostel Celica

Former prison transformed into a youth hostel. More than 80 artists from all over the world took part in renovation.





20 prison cells of the former military prison have become modern rooms. Each one of them is a unique work of art.

Hostel Celica is one of the pioneers of sustainable tourism and the first certified sustainable hostel in the world with currently valid Green Key Certificate of Sustainability, and a certified Slovenia Green Accommodation provider.



Collaborating with city authorities

LJUBLJANA CASTLE IS
UNDER AUTHORITY OF
LJUBLJANA'S DEPARTMENT
OF CULTURE

ANNUAL WORK PLAN IS
APPROVED BY COMMISSION
THAT OPERATES WITHIN
CITY COUNCIL

STRATEGIC FIVE YEAR
PLANS ARE APPROVED BY
THE CITY COUNCIL



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Results in 2019

1.360.000 VISITORS

590.000 FUNICULAR
PASSENGERS

MORE THAN 600 EVENTS
ORGANIZED WITHIN AND
AROUND LJUBLJANA CASTLE
AND HOSTEL CELICA

BUDGET OF 7.000.000 EUR



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Past decade

more than

14.000 m²

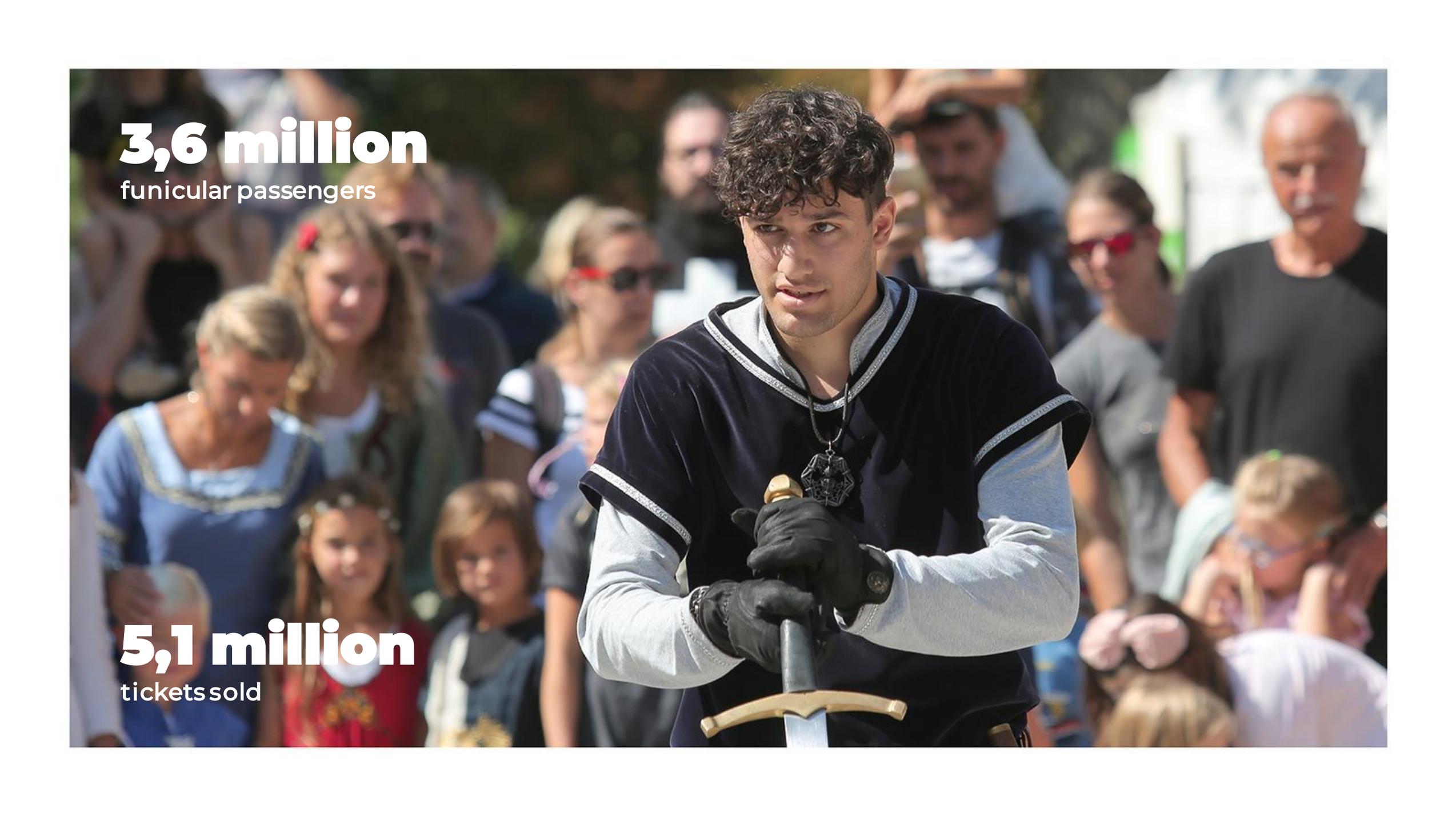
renovated surfaces

more than

2.200

cultural and artistic
events



A young man with dark, curly hair is the central focus, wearing a dark blue sailor-style uniform with white trim on the collar and sleeves. He is wearing black gloves and holding a sword with a gold hilt and guard. He has a serious expression and is looking slightly to his left. The background is a blurred crowd of people, including children and adults, suggesting a public event or festival. The lighting is bright, indicating it is daytime.

3,6 million
funicular passengers

5,1 million
tickets sold



Past decade

from initial 26
employees in 2011
the team has grown
to

72

employees in 2021



Vision for the future

- A UNIQUE VENUE FOR A VARIETY OF EVENTS
- NETWORKING WITH DOMESTIC AND INTERNATIONAL INSTITUTIONS
- FOLLOWING AND CREATING TRENDS IN TOURISM



- PLACE OF TOP QUALITY CUISINE





- SEIZE THE OPPORTUNITIES OFFERED BY THE CASTLE HILL
- FOLLOWING THE GUIDELINES OF SUSTAINABLE TOURISM
- RETAIN THE STATUS OF THE MOST VISITED TOURIST ATTRACTION IN THE COUNTRY

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The fate and image of the castle have changed through the centuries, as has its purpose, but there is no doubt that it is and will remain a symbol of the Slovenian capital.

Thank you

FOR YOUR ATTENTION
AND WE LOOK FORWARD TO YOUR VISIT!

