



# Split

the difference



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CROATIA



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the difference



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## Dalmatia

Concept and design

**Mario Brzić** BRZICDESIGN

Photographs

**Ante Verzotti**



The first inhabitant of Split was the Roman emperor Diocletian who started to build his palace in the Aspalathos bay around 293 AD. After his abdication he withdrew to this luxurious palace which preceded the city of Split.

Mediterranean atmosphere is dominated by the hospitality of the 1700 year old palace which represents a unique living monument, giving guests the feeling of relaxation and appreciation of this cultural phenomenon.

Numerous museums, the Meštrović Gallery, Art Gallery and abundant selection of city events next to the historical spectacles, Diocletian guard changes, a capella singing in the narrow streets of the city centre, folklore dancing and musical and theatre festivals, complete the cultural offer of the city that radiates with difference, the most important quality, or as the British journalists put it: Split the difference. Tourist Board promoted Split as the cultural capital of Croatia, as a unique palace – the living monument and as the best place for big events.

Split was once the capital of Roman region Dalmatia, and Dalmatia is still alive in Split, the city under protection of UNESCO, city on the World Heritage list, city representing the gates of the Croatian culture, but also a city expanding its borders towards the east and west, city conquering the islands and the hinterland offering and preserving the distinctive Dalmatian charm.

**Vedran Matošić**  
*Editor-in-chief*





































# Split

the living monument





NE TREBA  
NIKAMO  
IĆI  
NIGDJE  
DRUGDJE  
TRAŽITI  
ŠTO JEST  
I TU JE

— DOK PERKAZIĆI MARIĆI —



TRAVNICKA  
KRALJEVA KUPOLA









































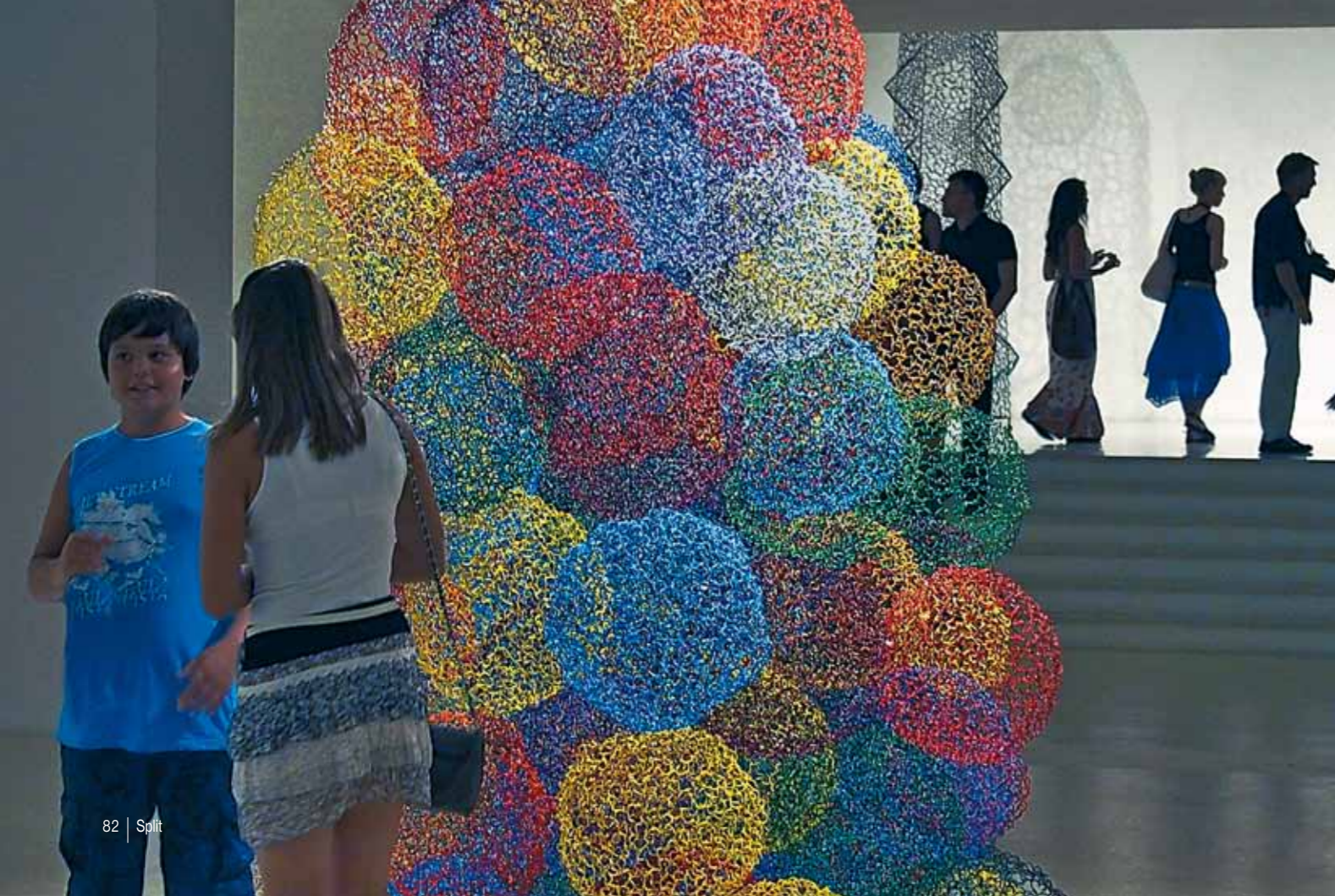


# Split

the big event





































**MARIO BRZIĆ** /1951, Dubrovnik/

Performs creatively in the acknowledged status of an independent artist – designer. After many years of education in the art professions, where he leans on sculpture, painting, graphics and photography, he finally finds his professional origin in graphic design. Promoting high level design through demanding objectives and specific creative tasks, affirms professional design in highly creative standards without compromise in achieving creative unique production. His implemented projects place him right next to the world renowned designers. Amongst many acknowledgements and awards, he carries the medal of the Order of Danica Hrvatska (the Croatian Morning Star) with the image of Marko Marulić for his special contribution to the culture of the Republic of Croatia.

**ANTE VERZOTTI** /1942, Split/

He has been working with photography since 1958. Prepared 25 solo exhibitions of photography and participated at numerous group exhibitions at home and abroad where he also received notable rewards. In 1973 he graduated Film and Television at the Academy of Fine Arts (FAMU) in Prague. He is the author of 23 experimental short films, feature and documentary genre. At the Art Academy UMAS and TV Academy Jadran in Split he works as an Associate Professor holding courses on photography and filming. He has been awarded the greatest honorary award from the Croatian Photo Association; Rank of the First Order of the Master of Photography (MH-HFS), it was the first such award in Croatia. In 2011 he was given the Award of the City of Split for Lifetime Achievement.





