

HOUSE OF
SLOVENIA

by  Lumar



TEAM SLOVENIA

London 2012

I FEEL
SLOVENIA

January 2012



The House of Slovenia at London 2012 Olympic Games

The Communication Office of the Government of the Republic of Slovenia (GOC) and the Olympic Committee of Slovenia (OCS), in collaboration with the Slovenian Tourist Board, Ministry of Foreign Affairs and the Embassy of the Republic of Slovenia in London are planning to set up Slovenia House during the XXXth Olympic Summer Games in London. For the whole of the summer, this House will represent Slovenia in microcosm, showcasing the nation through the channels of sport, culture, business and tourism. It will be open to the general public.

Why we do it?

The House of Slovenia will represent the state of Slovenia and will act as a platform for celebratory events with sports stars, presentations of the country's tourism, networking business meetings, political presentations and cultural events.

House of Slovenia is a continuation of the story begun at the 2010 Winter Olympic Games in Vancouver which, in connection with the national brand "I Feel Slovenia" achieved an exceptionally positive response in Whistler.

In London it will be located within the premises of British Library, next to St. Pancras railway station and King's Cross Central, with transport hub accessible easily and with a direct high-speed rail link to the Olympic Park and Village. One of the principal centres of activity during the Games, the so-called "fan zone", will be located very close to the House, and King's Cross within Bloomsbury – walking distance to the House of Slovenia - will be a place where several thousands of journalists and officials will be staying during the Games.



Slika: Vhod v British Library s postajo St. Pancras v ozadju.

Great Opportunity for Slovenia

The 30th Summer Olympic Games in London offers an exceptional opportunity for the promotion of Slovenia's sport, geostrategic position, politics, business and tourism. It is the biggest sports event in the world, bringing together practically all the countries of this planet in a city close to us and in a country favourably inclined towards Slovenia. Slovenia simply had to seize this promotional opportunity, not only through sport but also through the Slovenia House, thereby continuing the successful tradition of previous Olympics, not least the Vancouver Winter Games. In Canada, we felt that we were on the right track and believe that London is an opportunity to further maximise the promotion of Slovenia.

The Slovenia House for the London 2012 Games has been designed together with the Olympic Committee of Slovenia to serve as a shop window and venue for political, business, cultural and sports meetings, a display aimed at foreigners and a meeting point for Slovenian visitors to the Games. The House, which will be located at the heart of sport and tourism, as well as economic, cultural and political developments, will facilitate communication with the domestic and international public. Events such as this have proven in the past to be an important stepping stone to cooperation in tourism and business. Since Olympic events are usually attended by many dignitaries,



both formal and informal political meetings are organised on the margins. The Government has decided that these promotional activities will be conducted not only by the Communication Office as the institution in charge of the project, but also by every national and governmental institution that might contribute to the successful and comprehensive promotion of Slovenia at the London Games. We should not miss out on this opportunity, especially since we have found an almost ideal location for the Slovenia House in light of the options available to us.

Since Slovenia has been successfully represented by its elite sportsmen and women over the years, the Government Communication Office, in its role as the administrator of the national brand "I feel Slovenia", believes that this brand should be promoted not only in tourism but also in elite sport, in particular at major sports events abroad. Sport has proven to be an extremely efficient means of enhancing the country's reputation and visibility, and the Slovenian national slogan fully captures the Olympic spirit. Furthermore, the "I feel Slovenia" slogan was very popular among visitors to the 21st Winter Olympics in Canada and it is for this reason that we have decided to further propagate it, together with our athletes. The 2012 London Olympics will be by far the greatest opportunity for us to do so and we will fully embrace it.

Darijan Košir, Director of the Government Communication Office

A place to experience Slovenia in London

This is a place where you will be able to taste Slovenian delicacies, learn about Slovenian athletes and their past successes, see Slovenian points of interest, make Slovenian business contacts and enjoy Slovenian culture.

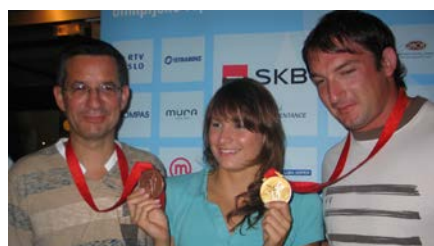
House of Slovenia at King's Cross Central is designed as an individual temporary facility which will present Slovenia as a young and fast developing country. It will be a modern structure built to follow contemporary ecological standards and entirely using Slovenian knowledge and design. It will reflect our architectural tradition with wood featuring strongly.



The main strand of the presentation of Slovenia in London will be Slovenia GREEN which is the basis of the national brand "I Feel Slovenia". It will combine the following content sections: *Sports of Slovenia*, *Green Slovenia*, *Taste Slovenia*, *Culture of Slovenia* and *Do Business with Slovenia*.



The GOC, as the promotional manager of the national brand "I Feel Slovenia", particularly wishes to enhance the national brand in the field of sport which can best be done via major sporting events. Slovenia House will be decorated in accordance with the corporate design of the brand "I Feel Slovenia".





Slovenia House will open its doors on the 21st birthday of the state of Slovenia, June 25th 2012, and will remain open until at least the conclusion of the Paralympic Games in the autumn.

Activities & events

The House of Slovenia will offer an opportunity to taste Slovenian culinary delicacies and learn about Slovenia. You will be able to visit the Slovenian restaurant on the ground floor of the House of Slovenia. Every day, Slovenian chefs will be preparing Slovenian culinary delicacies. Several menus will be available which conjure up the taste of Slovenia.



Besides that, the House of Slovenia will host wine tasting, exhibitions, performances, talk shows, concerts... List of the events will be available at the House of Slovenia web site and Facebook page. The House of Slovenia will also serve as media centre (for media representatives, including a radio and television studio of TV Slovenia allowing for live broadcasts of in-house activity); information-conference centre (various receptions, meetings with Slovenian athletes and supporters, workshops and business conferences).

We hope to see you in London next summer!

Location:

The House of Slovenia is located next to the British Library, close to St. Pancras station. Just seven-minute journey to the Olympic Park on the Javelin Line.

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