



# INSTITUTE AAMI

CULTURAL INSTITUTE FOR EXTRAVAGANT WORLD

LJUBLJANA • PRAGUE • HONG KONG

INSTITUTE  
AAMI  
HONG KONG  
AND  
FOR



**BTC**

GENERAL PARTNER OF INSTITUTE AAMI



Between Vienna and Venice, there is a place called Slovenia, where new ideas are born and where Central Europe potential is rising every day.



## Miha Murn

**Founder, owner, director and leader of Institute Atelje Art Murn International  
President at Salvador and Botticelli Club**

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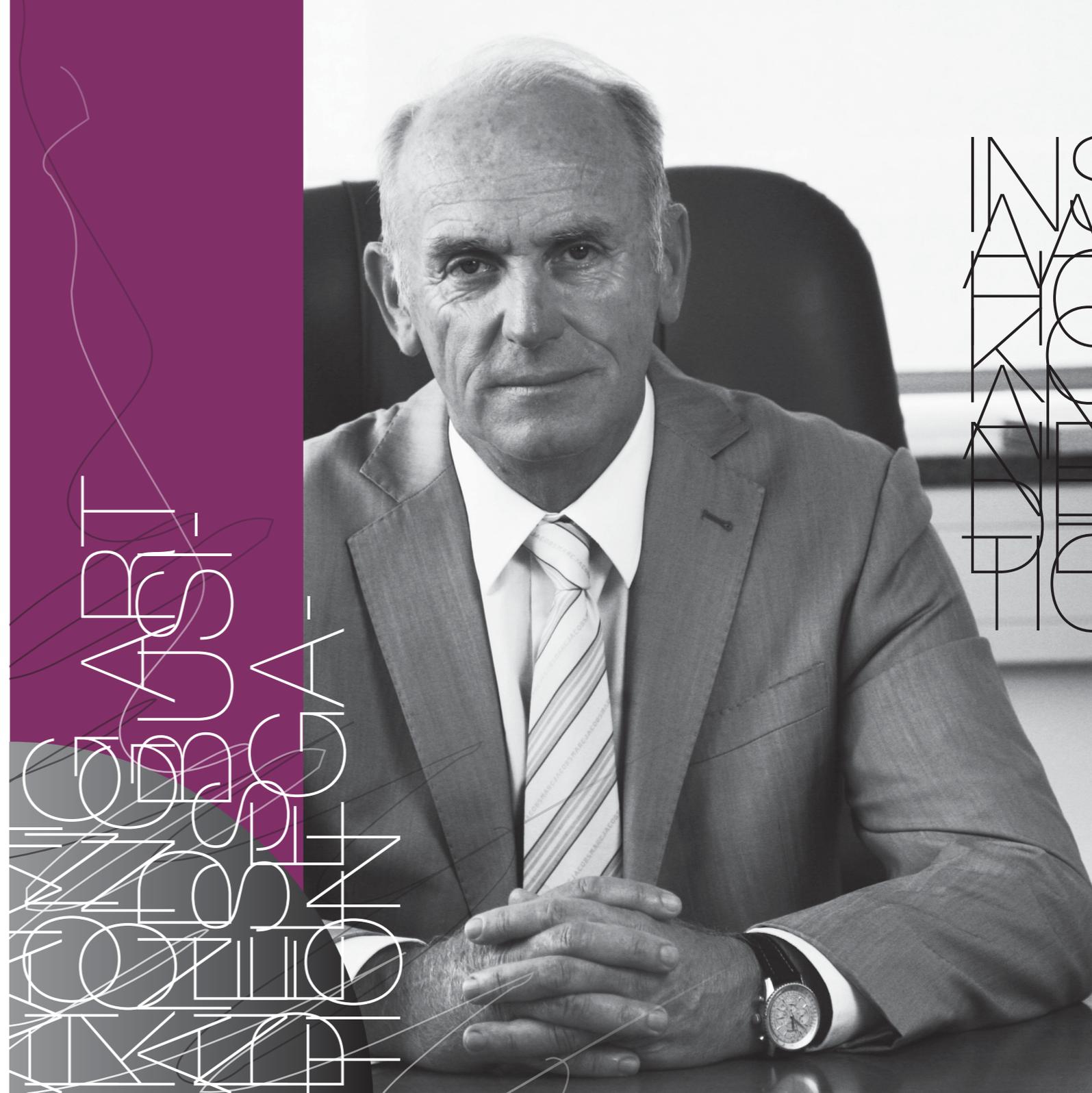
Art is a story, a story of us and everything that we are surrounded by. Business on the other side is not just the pilaster of all artistic activities, but it represents a base stone for the future of our culture. Not only is Hong Kong one of the world's most significant business places but it is also a place where culture from China and entire Asia mixes with Anglo-European roots. With the help from our AAMI partners from Slovenia and Czech Republic, we are certain that we will begin a new chapter of our story in the artistic heart of Asia. Our main priority is to establish bonds among European artists and the city of Hong Kong. We will start with our main goal of AAMI Platform, which is to fill in empty real estates with cultural content. We live for our goals, we breathe with our general partner company BTC d.d. and together we are creating a better future for creative industries. Everywhere in new countries we are making strong partnerships with people that are as passionate as we are. I believe that Hong Kong will bring a lot of big partnerships and collaborations and teach us a lot. We all live under the same sun and we work for our happiness, but the main reason of our existence is to leave behind something good for the community. The story of our first AAMI delegation is a starting point for the realization of our business vision in Asia as well as for bringing a lot of good Slovenian and Czech stories to our new potential partners in Hong Kong and China. I believe that a world without extravagant thinking does not exist and that is why I always go for crazy, new, different and extraordinary ideas that are bringing me hope and energy to live my dreams. I can say that my team is thinking in the same way and that is why together we are unbeatable when we set our compass. As the leader of AAMI it is my obligation to tell you the truth that we are motivated to do crazy things!

# Jože Mermal

Chairman and CEO, BTC d.d.

## Greetings from the heart of Europe - smart and innovative city, BTC City Ljubljana

A wise thought notes that at events people tend to remember how they felt at a particular moment rather than things or words. In BTC we wish to make good memories for all the visitors, our business partners and people with innovative solutions and experiences. Looking into the future, which is based on progress and an open society, in the heart of Europe and the capital city of Slovenia, we are effectively building a sustainable, innovative and smart city BTC City Ljubljana. At the same time, this is an urban centre in which culture is an indispensable and precious part of its offering. In order to enable our visitors a unique experience we integrated the system of digitalization and innovation in our company structure. With vision to give our customers only the best, we have established BTC DIGIT unit, with which we are carrying out the digital transformation of shopping centres, logistics, services of management of properties, and socially responsible activities. Our biggest masterpiece is BTC City Ljubljana, which we are building under the concept of BTC City Living Lab in accordance with the development strategy of the company up to the year 2020. As a city within a city with diversified infrastructure and offerings, as well as 21 million visitors annually, it is unique on the global spectrum. With its own BTC City Living Lab, ABC Hub, and ABC accelerator, it is a unique testing environment for innovations and a window into the future development of our city for all BTC City visitors, consumers and business partners. Our primary goal is to give back to the community, and in order for us to do that, we strive to emphasize our social involvement in the community, by offering sponsorships to different kind of sport, education, science, art and various events to promote unity and help individuals achieve their goals and dreams. We support every ambitious and prosperous event for one purpose only, we believe that with helping one another and connecting the community, we can achieve the potential of being great. Collaboration and support is the key to overall success. Just like digitalisation is improving peoples' everyday life, so does culture, which definitely enriches our lives. We in BTC are, therefore, ensuring suitable infrastructure, we are collecting works of art and putting them on display at BTC City Ljubljana. Our friendly attitude towards culture is reflected in our support for artists, organisations and events. One of our strategic partners in the field of culture is the Institute Atelje Art Murn International, with which we wish to expand the Slovenian and international cultural space and to raise public awareness about culture itself. We believe that art is a global currency which, as a cultural heritage, accompanies and changes many generations. It is up to us to leave only the best for our descendants.





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## Slovenia / EU

Slovenia is a country that lies in South Central Europe, bordering to Austria in the north, Italy in the west, Hungary in the northeast and Croatia in the southeast. It was a member of Yugoslavia for most of the 20th century, but established independence in 1991 after a 10-day war. It has been a member of the European Union and NATO since 2004 and has adopted the Euro currency and joined the Schengen zone in 2007.

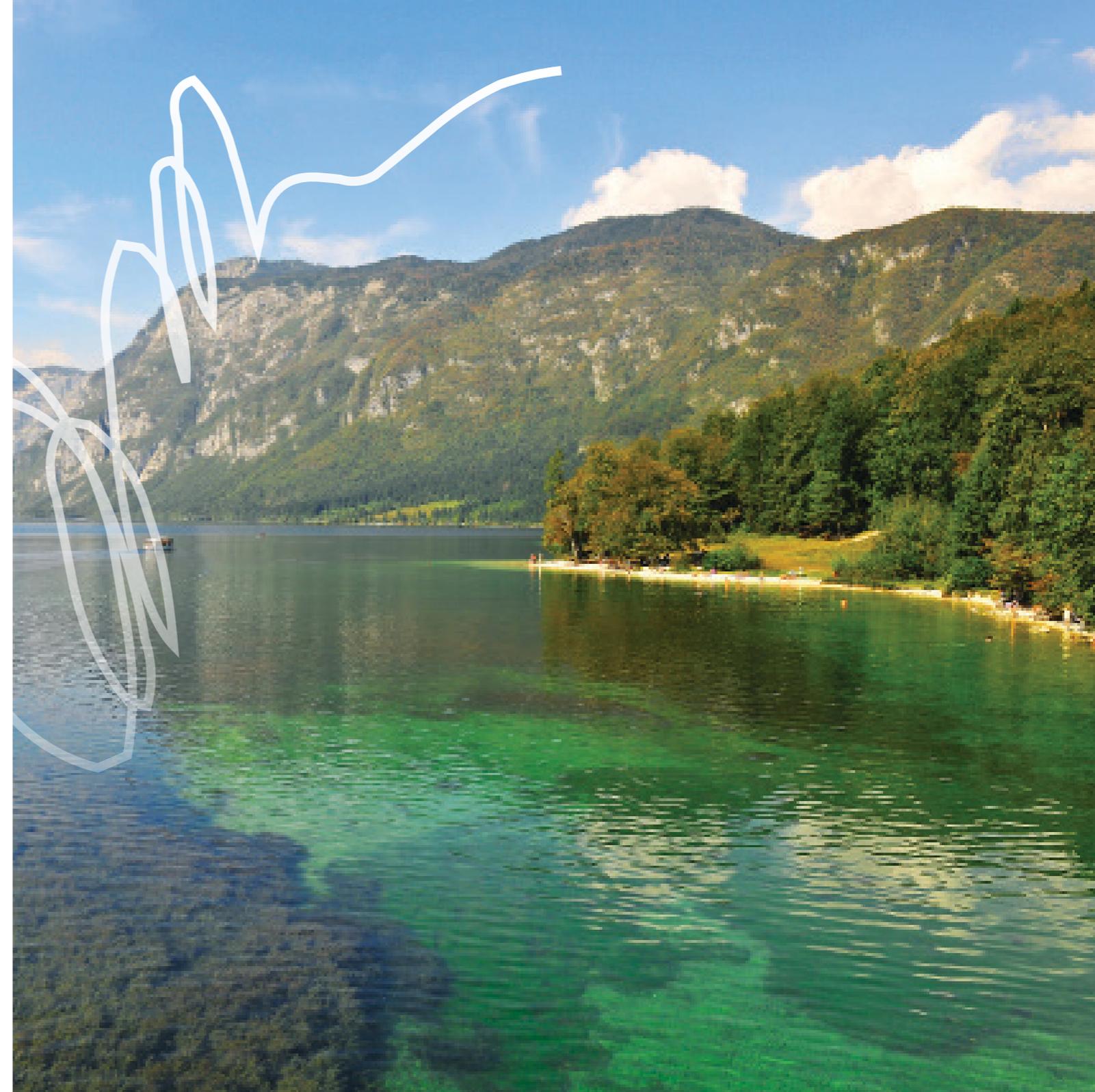
Although it is a small country with a population of a little less than 2 million, it has so much to offer. In Slovenia, 4 major geographic regions meet: the Alps, the Dinaric area, the Pannonian Plain and the Mediterranean. Slovenia has a short (46 km) coastal strap to the southwest, located in the Gulf of Trieste, by the Adriatic Sea. Beautiful mountains stretch on the northern part, connecting Slovenia to the Alpine Italy and Austria. Gorgeous rivers and plains are found in the eastern part of the country. In the Karst region we can find numerous caves with their stalagmites and stalactites. All in all, the scenery and the landscape are so diverse in such a small country that you can hike in the Alps in the morning and swim in the Adriatic Sea in the afternoon.

Slovenia lies at an important strategic position as several main European transit routes cross this area. A well developed infrastructure, an educated work force and the strategic location between Western Europe and the Balkans all contribute to Slovenia having one of the highest per capita GDPs in Central Europe. Slovenia also took quite a severe hit from the 2008-2009 recession in the wake of the global financial crisis, but is efficiently recovering from it.

Gross Domestic Product of Slovenia grew for 5% in 2017, comparing to the year before, which is surely an indicator of growth and evolvement of Slovenian economy. In 2017, GDP consisted of 2,3% from agriculture, 32% from industry and around 65,8% from services. Stock of direct foreign investment is growing as well as it reached \$16 billion in 2017, which is \$1,2 billion more than in 2016. Main industries in Slovenia are the production of metallurgy and aluminium products, electronics production, lead and zinc smelting, wood products, electric power equipment and machine tools production, textile industry, automobiles and trucks production, etc.

Slovenian start-up companies have also come a long way since their beginnings. Many of them have also attracted foreign investors and the amount of foreign investment has been doubling every year for the past 3 years.

To conclude, Slovenia is definitely a country worth discovering as it has so much to offer and still has lots of space for improvement and growth, both economically and culturally.



卢布尔雅那

斯洛文尼亚 AAMI 协会主席

米哈·穆尔恩先生：

国之交在于民相亲，民相亲在于心相通。希望斯洛文尼亚 AAMI 协会主办的 ArtExpo 能够架起中西文化之桥，铺就中斯交流之路，在推进“一带一路”建设的东风下，为实现不同文化和谐发展、文化成果互鉴共享作出自己的贡献。

中华人民共和国

驻斯洛文尼亚共和国特命全权大使

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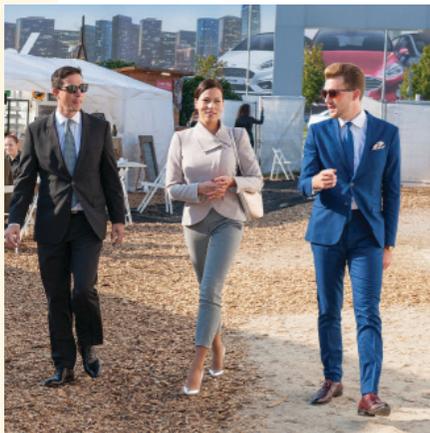


# AAMI Delegation

Our business and art delegation to Hong Kong is presenting more than 20 companies with their products and 20 different artists with their artworks will be a part of this international connecting spree. The purpose of the delegation is for both, artists and companies, to present themselves and find new connections on the Asian market. Institute AAMI recognized the vast potential for a productive collaboration between Slovenian and Chinese businesses and artists, so therefore it was only natural to organize a delegation of such sort. All of the participants will surely widen their business network, which is one of the basic purposes of this month-long event.

We are presenting the following companies and brands:

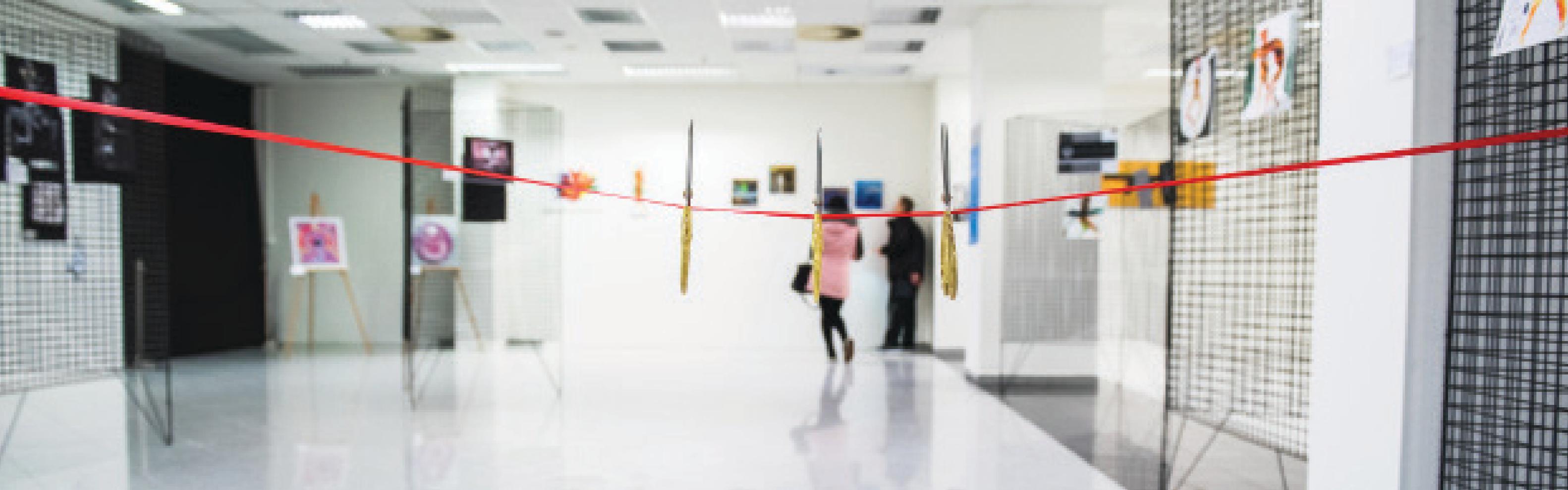
Institute AAMI, BTC d.d., AAMI Platform, BTC Living Lab, Botticelli club International, Salvador club, ART Expo Ljubljana, Kimi, Slovansky Dum, European Center for Peace and Development, Valiant, Superform, Plan-Net Solar, Pro-Commerce, Mega-Graf d.o.o., DigitALPS, YES, Smart City Platform, CHR Partners, TPA, Printing house nonparel, Kazakh-Slovenian Business club, Pering, Slo-China friendship club...



We are presenting the following artists and brands:

- Vojko Gašperut
- Nuša Smolič
- Jur Samec
- Manca Izmajlova
- Tilen Žbona
- Boštjan Pavlič - Paulio Bastelli
- The Blonde Bliss
- Stjepan Perkovič
- Demeter Bitenc
- Miha Murn
- Lenka Výmolová
- Sašo Gačnik - Svarogov
- Mik Simčič
- Paul Ruiz Neira
- Tetyana Donets Savko
- Gregor Murn
- Eduard Belsky
- Milena Šimunič
- Katja Čemažar
- Stories design





## AAMI Platform

“Platform that offers solutions for real estate developers, facilitators and creative industries. It brings the cultural ecosystem together and is based on systematization of cultural activities.”

Institute Atelje Art Murn International was established by a Slovenian artist and businessman Miha Murn in 2015, with the aim to help various artists that represent the art market. The Institute offers them space for exhibiting, promoting and selling their works.

An integral part of our work is to raise awareness and educate the general public about art. Our spaces are assembled from several thousand square meters of exhibition space, located in the Crystal Palace, and at several locations in BTC City Ljubljana, in the building Rotonda, Maxi, Cubo Hotel, Quadriocenter, mansion Selo and in Mostec... In 2017 we opened our branch Institute in Prague, where we weave the same platform concept as in Slovenia.

Our services also include graphic design, web design, photography, printing, appraisals and sales of art works, selling antiques, consulting in the purchase of art works, renting of spaces for events, presentation and advertising derivation events, interior design... Each story comes from our minds, but every vision arises only from ambition.

Our vision is to become the leading organization for the development and systematization of art and culture in Europe. We are confident that our company can implement strong changes and improvements to the development of art and culture.

The main goal of our activities is filling up empty spaces, which are bad promotion for the owner of the building. That includes different spaces like shops, warehouses, halls, alleys, hallways, etc., which we transform to temporary cultural spaces with minimal investment. That does not only include the empty spaces that are waiting for their new potential owners or buyers but also places which lack their soul and have not entirely come to life yet.

### **Decorating business spaces with artwork /**

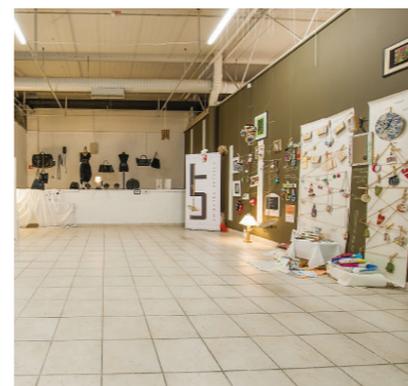
The renters or the owners of the space enable us to use their empty walls, halls and lobbies. We decorate their space with paintings, statues or other artwork for free. By that, we gain more exhibition space and better opportunities for promoting the artists. The renters or the owners gain space that is decorated in a way that best suits individual characteristics. All the exhibited artwork is always available for sale. Every artwork has a plate with the name of the author, its title and the price. Every author of the exhibited artwork has a board, placed inside the space with a description and his contact information.

### **The possibility of forming a concept for events and activities /**

We set up a concept for the owner or the renter free of charge by using artwork as a supplement to the current event, which adds an additional value to it and promotes the cultural aspect. Free of charge we can setup an art scene where the art work is for sale (the event organizer gets 10% provision from the sold items). We can also set up an art corner where we introduce the concept and the authors who are exhibited.

### **Cultural activities outdoors /**

We organize cultural activities outdoors for the renters, while they have to provide the space and all the material needed. We introduce different musicians, painters, sculptors and others who want to promote their work in a space with good frequency and be a contributor to the vivacity of the shopping centre.



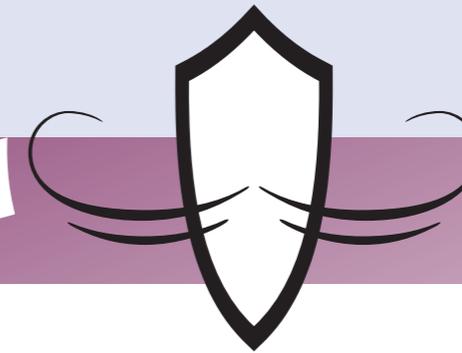
## 1. Club of Institute AAMI



### BOTTICELLI CLUB

The Botticelli club is an association of businesspeople, people engaged in art and culture, politicians and other individuals, who are all connected by the same vision of changing the world we live in. The club is a supportive organ of the AAMI platform, where members of the club aim to connect culture with other industries by sharing their social and business network. The Botticelli club is also active as AAMI council with its advisors making decisions and spreading the platform concept. Not only do members have their regular meetings 12 times a year but also on other occasions when they do business and help each other. The vision of the Botticelli club is to establish an international network of people supporting and helping each other businesswise and believing in the idea of connecting culture with business. This network provides support to the AAMI platform and manifests different projects to global markets together with Institute AAMI. By the end of 2020, the Slovenian branch of this club will consist of 50 to 60 members, all successful in their sphere of work and all aiming to help the first four cities of the AAMI platform (Ljubljana, Prague, Hong Kong and London) thrive and grow business and art-wise. The objective of the Botticelli club is to integrate culture and art into different markets and to build a new network of individuals that grow and evolve together. The club consists of equal members among which the secretary of the club is responsible for organizing meetings and other activities and informing the members about them; the vice president of the club is responsible for executing ideas and connecting members and companies in the AAMI platform; the president of the Botticelli club is responsible for the execution of meetings and gatherings and also for the legal and the financial side of the club's existence.

## 2. Club of Institute AAMI



### SALVADOR CLUB

Salvador club is an important part of the AAMI platform, which consists of members from very different fields and backgrounds. Members of this club are all the artists that have already been presented by Institute AAMI, either through exhibitions, events or other activities. Other members are lecturers of the Institute, its volunteers, business partners, advisors, financial supporters, culture lovers and all of those who feel close to the idea and the mission of Institute AAMI.

Members of the Salvador club are entitled to various different benefits such as lower prices for renting spaces for their events, free books and materials which are released by the Institute, free tickets and invitations to the Institute's events, seminars and workshops, an invitation to Salvador club meet-up once yearly and being a part of the Institute AAMI's business collaboration list. Everyone who wishes to contribute (with projects, events, expertise etc.) and collaborate with the Institute in the near or far future, everyone who wishes to get to know more about art and culture and all the people who are in any interaction with the Institute are kindly invited to become members of the Salvador club. Currently the club consists more than 150 members and the Institute is striving towards a significant expansion in the near future as Institute AAMI continues to grow and evolve, in Slovenia as well as abroad.



“AAMI platform is the most energetic, young, modern piece of art I have ever seen.”

**Danny Wong**

Advisor for business in Hong Kong and China to Institute AAMI



““Institute AAMI has definitely kept its word for the project of business - cultural event in Hong Kong is already in the phase of implementation. Concerning the numbers, the attendance of Slovenian artists and companies is more than impressive. The event might not be as glamorous as it was thought to be in the beginning, for the reality is that much adaptations and negotiations need to be done in the process. Nevertheless, the delegation will surely be well acknowledged in the geographic area of Hong Kong and definitely a path will be paved for Institute AAMI to work and connect on this market in the future.

And that itself is a virtue that excels their approach: working together and connecting businesspeople and artists in the long run. In the light of this, today I salute the establishment of AAMI branch Institute in Hong Kong and its upcoming successful operation. Their more or less new “business model” will, according to my judgement, be surely successful also in the Far East.”

**Peter Ilgo**

Honorary Consul of Peru and a member of the Botticelli club



### **Filling up empty spaces with cultural content /**

We agree on renting the space for free with the owner of the space by signing a lease and a sponsorship contract. The owner guarantees no regular costs for the space (electricity, water, the supplement for the building land, heating, security, insurance, etc.). We bring new content to the space by transforming the warehouses into galleries, lobbies into young artists' presentation boards, shops to studios, etc. We take care of all the materials, requisites and the inventory we need. Not only do we bring the cultural aspect to the space but we also enrich it with other activities. Most often we decorate the space with artwork. We adapt the concept and the contextual scheme to the current state of the space. By that we do not invest excessively in redesigning it. After rearranging the space, we primarily organize cultural events such as exhibitions, presentations, lectures, travelogues, workshops, courses, meetings, etc. However, we can use the space for other events which are not directly linked to culture, such as organizing a business meeting in a gallery, presentations of a company's products, showrooms, etc. Since we get the space for free, we cannot sublease it. That is why we only charge for the organisational costs, which are in a way representing rent for a space. The organisational costs include the preparations - working hours, the equipment needed, transport costs, etc.



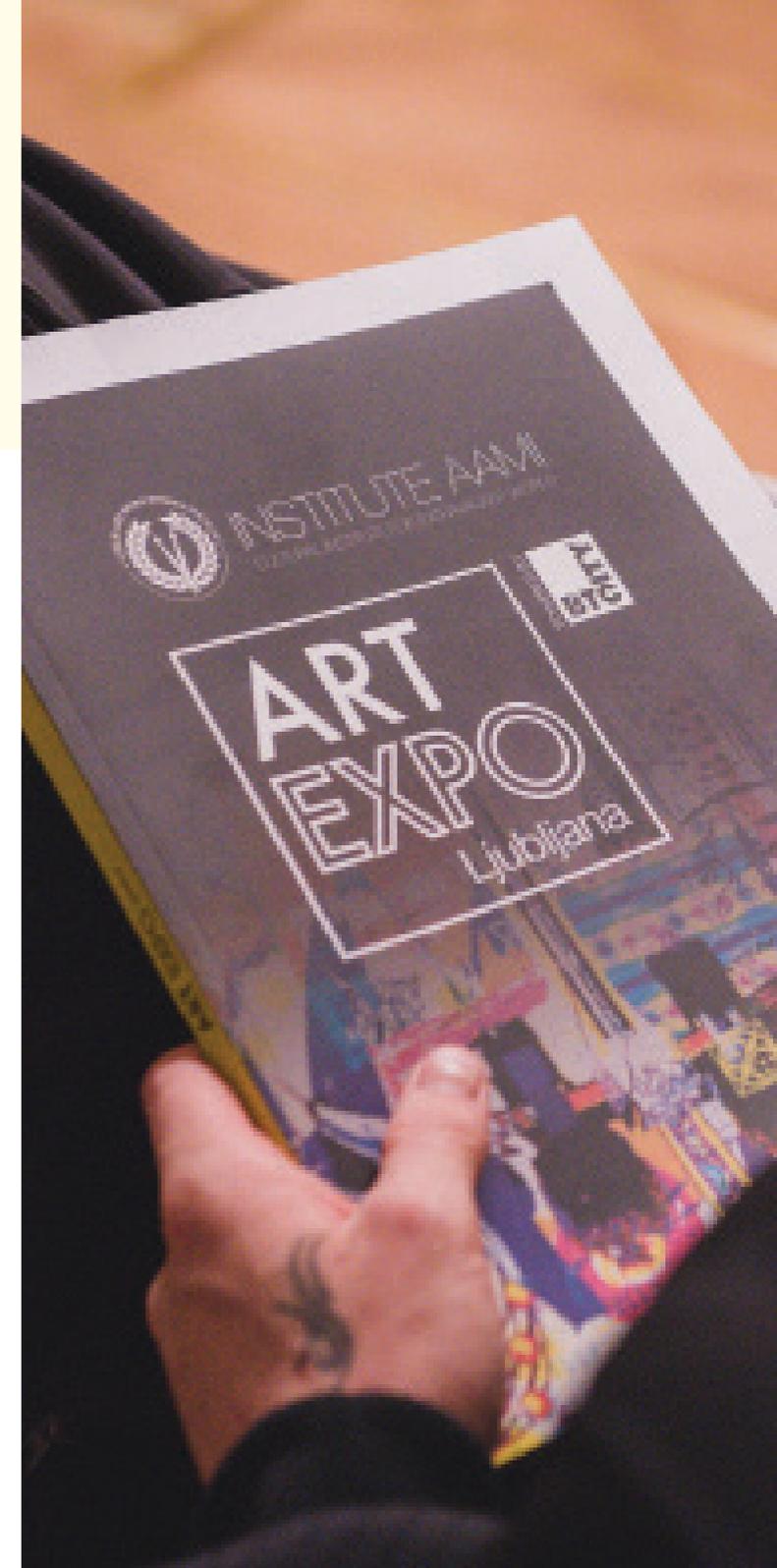
The cost of the organisation is from 5% to 15% of the price that was primarily set by the owner for renting the space. Our price therefore varies according to the size of the space, its state and the level of difficulty it requires for setting up an event in it. This concept does not allow renting the space as a permanent office, shop or promotional space. It can be done so only through agreement with the owner. We always agree with the owners on the notice regarding renting their space, since the owners search for interested renters regularly. When the owners have a new renter (frequently we get the future renters via different events), they inform us about it before giving the space for rent (the deadline is set with the agreement of both sides) and we move our items to another location. Therefore, this arrangement is a good choice for the owners, who would like to avoid the costs of maintaining their empty property.

When the space is empty, it is a bad promotion for the owners and the number of the visitors and activities decrease. We get the exhibition spaces where we our activities take place and by that we offer a bigger range of areas that people need but do not know how to access or are not aware of their existence.



“Mankind is blind without art. Cities become important ecosystems for human creativity. In the city of well being, art is one of the most important pillars for the well-being of the cities. New innovative business models like ART Expo bring the right actors together.”

**Blaž Golob**, Chairman of Ljubljana forum, CEO at SmartIS City Platform





"Karanović & Nikolić is a leading regional legal practice which represents the largest, local corporates and global players investing in the former Yugoslavia. With over 180 people working in 6 markets, the firm is leading in its field. Since its establishment in 1995, the importance of giving back to the community has been an integral value of the firm and we recognize that in others we collaborate with. Since opening the office in Slovenia we have supported leading individuals and foundations engaged in broader cultural initiatives. AAMI and Mr. Murn has been one of these institutions. We endorse the aims of developing a broad cultural platform which is open to multicultural and cross dimensional expression. In particular the idea of utilizing all the local resources available in the interest of the broader community and enhancing commercial spaces is appealing to us and our clients. Corporate leaders fully support the long term expression of their clients and the market and in Slovenia, a country at multiple crossroads, we are delighted to support his initiative."

**Patricia Gannon**, Senior Partner at Karanović & Nikolić





**BTC CITY**  
**LJUBLJANA**  
A GLOBALLY  
UNIQUE  
**SMART CITY**





Discover all dimensions  
of the smart city  
of opportunities.

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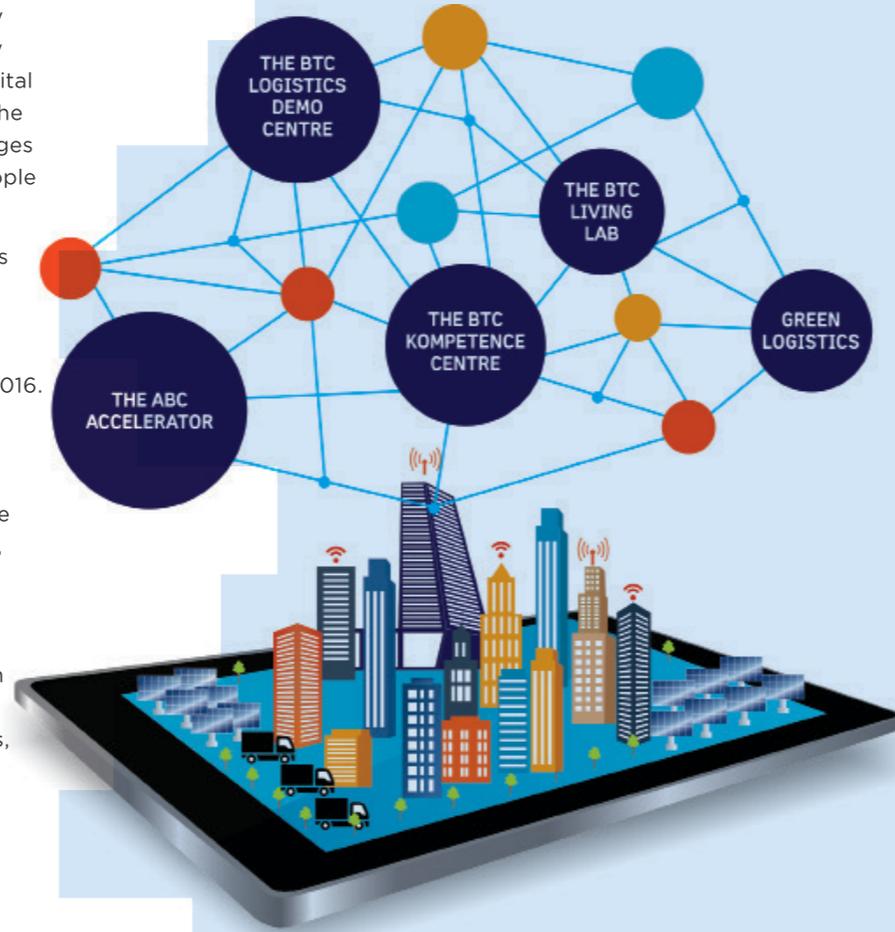
Throughout its 60-year history, the **BTC** Company has undergone constant changes and expanded its activities. From a public warehouse, it became a transport centre for goods. What followed was the construction of BTC Cities, which, in addition to their shopping centres, also gained several other dimensions.

In accordance with the development strategy of the company up to the year 2020, BTC today is an **open, modern and successful company**, which is building its advanced business culture on innovation, social responsibility and sustainable development. It is achieving its business growth by constantly evolving, transforming and innovating its core businesses.

## THE BTC COMPANY EMBRACED THE DIGITAL WAVE

Digitalisation is very rapidly changing the world, and the BTC Company is on the brink of change yet again. Key challenges no longer lie in technology, but rather in the capability to understand, constantly innovate and implement concepts brought on by technology and digitalisation. The concepts which are primarily designed for digital environments and the web (digital first, online first) must become the starting point for the development of innovative processes. The advantages brought forward by innovations must serve the people and together change the world for the better.

The BTC Company is quickly responding to changes as it searches for new opportunities and ways of conducting business. For the purposes of this new reality it established a new strategic pillar for innovations and the digitalisation of operations in 2016. **BTC DIGIT** presents a support pillar for promoting and implementing solutions in digitalising business processes in other key areas of the BTC Company's operations - these are the **BTC Logistics Centre**, the unit for managing properties and assets **BTC PROP**, **BTC Cities** in Ljubljana, Novo mesto and Murska Sobota, and the sustainable pillar **BTC Mission: Green**. The transformation and digitalisation of business units are key for their successful operation in the future. In addition, BTC DIGIT is focusing on the integration of advanced and innovative systems, which are not only part of the digitalisation of the company's operations, but also allow networking between BTC and its strategic partners and the creation of new strategic and innovative projects.



## THE BTC COMPANY – A SMART AND INNOVATIVE CITY

BTC achieved a special milestone with the establishment of the **innovative and smart city BTC City Ljubljana**, situated in the capital city of Slovenia. Being a city within a city, BTC City Ljubljana is unique on the global spectrum. It is a unique and the most visited commercial, shopping, entertainment, recreational, cultural, and innovative centre in Southeast Europe. The diversity of BTC's activities, its numerous business partners, and the rich and diversified infrastructure of BTC City Ljubljana, with 21 million annual visitors, is creating an environment fit for cooperation with anyone who wishes to connect into an ecosystem of an open company.

In order to take advantage of the area, BTC is implementing the concept **BTC City Living Lab**. This represents the contact point of innovative energy for developing new solutions in order to improve the existing business processes and create new ones. The Living Lab allows domestic and foreign companies to test new solutions in BTC City Ljubljana and continue with innovations while presenting these solutions to their clients.



It is designed for all companies that are developing advanced solutions for smart cities and wish to present such solutions to their potential clients and cooperate with BTC as partners in the common promotion and development of user-friendly technological solutions. In addition to the fast testing of individual solutions, the Living Lab also offers immediate feedback on the usability and acceptability of individual solutions by users. In the last year, BTC established four vertical solutions of the Living Lab, namely Smart City, Smart Grid, Autonomous Vehicles Living Lab and Retail.

## EXPERIENCE THE BTC CITY LIVING LAB

BTC is establishing numerous platforms, which are based on its efficient management. In addition to providing a testing environment (the BTC City Living Lab), priority projects also include the establishment of a platform for managing smart cities and their sustainable development (the Smart City Platform). The latter will allow a better and more efficient management of BTC Cities. The collected data will also allow for the development of new activities of the company and its business partners, a better shopping experience for visitors and the creation and testing of new business models in accordance with the living lab concept.

One of the key areas which will affect the change of people's lives is mobility. Since autonomous vehicles will become part of our everyday lives in the near future, BTC City Ljubljana is also a great testing site for testing solutions in the area of autonomous driving. In addition to 21 million visitors per year and a rich diversity of environment, it also offers a suitable infrastructure: 475 000 m<sup>2</sup> of external surfaces, 12 million cars per year, 11 km of roads and 15 roundabouts. The AV Living Lab allows, for 24 hours a day, the fast development of prototypes, and the testing and evaluation of solutions on the level of technological development from 3 to 8 (TRL3-TRL8) in a real environment. The ever-evolving ecosystem is also open for new and different usage possibilities.



## ABC ACCELERATOR - THE BRIDGE BETWEEN SLOVENIA AND SILICON VALLEY

The key factor in the performance of the innovative environment and the development of a new generation of digital solutions is the **ABC accelerator** (Acceleration Business City), established in 2015. It is located in BTC City Ljubljana, enabling connections with innovative ecosystems around the world via its offices in San Jose in Silicon Valley, Munich, Kiev, and Tuzla.

The ABC accelerator was primarily designed to address startup companies. In 2018, however, the focus will be shifted towards the acceleration programme for corporations - the **ABC Enterprise Accelerator**. The ABC Accelerator, partnered with the Enterprise Development Group (EDG), brings the best practices and tools from Silicon Valley to Slovenia, to the most innovative and advanced companies. Thus, even mid-sized and large companies can get acquainted with the mentality typical of startup companies, as well as new business models, which strengthens the awareness of the need for constant innovations.

Companies that finish the programme, build a sustainable environment with BTC for promoting innovations, and can test their new solutions in the real environment of BTC City Ljubljana. In addition to the testing of solutions for smart cities, BTC and its partners also allowed the testing of innovations AV living Lab, smart grids and retail in 2017. BTC and its partners from Slovenia and abroad, which include startup companies, institutes and educational institutions, will continue to search for new business models and solutions in all of these areas in the future.

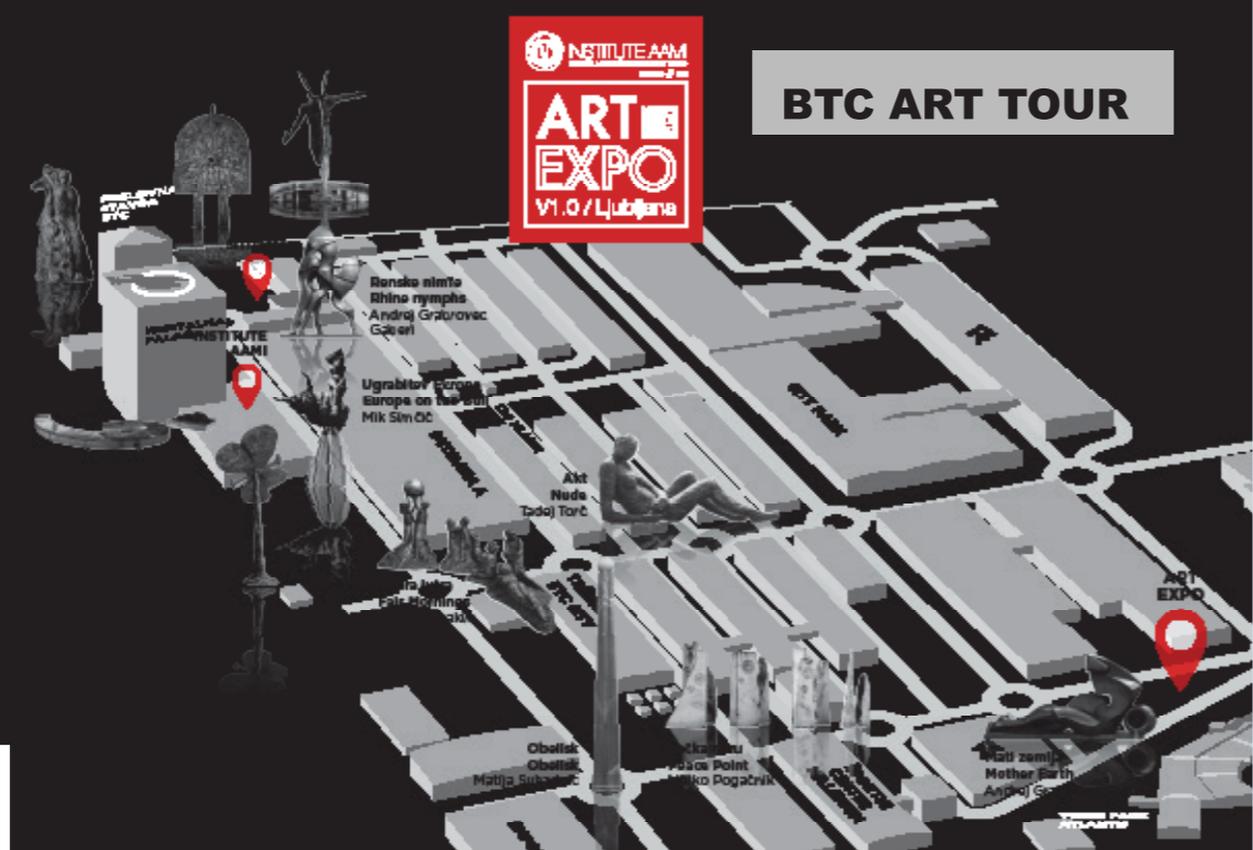
In Retail, BTC co-created a brand new project called Eligma. Eligma will be an AI-driven and blockchain-based cognitive commerce platform that will change the way people discover, purchase, track and resell items online. With its unique features, it will offer users "one-place", from where they can shop in all the online stores anywhere in the world, check the value of items in their inventory and learn the best time to sell their items. Eligma will offer users a completely decentralised universal loyalty programme and help transform every household into a business.

BTC City in Slovenia represents a reference smart city of the future. Due to its uniqueness and constant progress, it attracts both domestic and foreign high-level guests from the economic, political, and academic spheres who wish to learn about the practices of the digital economy and society.



*BTC SiTi Teater in BTC City Ljubljana also hosted an event in cooperation with Toyota.*





## BTC ART TOUR



## THE FUTURE IS LABELLED AS SUSTAINABLE

The introduction of new technologies goes hand-in-hand with sustainable development. Leaders are becoming increasingly aware that in order to have long-term growth, business success needs to be harmonised with environmental and social responsibility. BTC has committed itself to growth for the **well-being of the current and future generations**; therefore, it is pursuing the principle of giving more to the environment than taking from it. With its systematic approach, it is paving the way for a low-carbon society, which requires the transition **“from green to smart”**. In other words, the best renewable energy source are innovations.

With its advanced organisational culture, BTC has been addressing sustainable development for more than 15 years, as of 2014 within the framework of the business unit **BTC Mission: Green**. It is carrying out projects and activities for the improvement of energy efficiency, acting responsibly with

water and waste, promoting sustainable mobility, ensuring safety, and acting with social responsibility. For example, the 400,000 m<sup>2</sup> area of BTC City Ljubljana hosts four charging stations for electric vehicles and three solar power plants generating 1,500 kW of electrical power per annum, while BTC collects more than 3,300 tonnes of waste every year, which it then separates into 28 fractions at its ecological stations, 18 of which are secondary raw materials.

Each year, BTC assesses its sustainable activities in the scope of its own business **model Eco Index**. This shows excellent results of the company’s efforts and contributes to its promotion in the professional and general public. A significant example is the fact that the company allocated more than 50 million euros for its projects in the last 16 years.

Just as it is doing for its own operations, BTC has been promoting and supporting excellence in social initiatives for years. It is a supporter of more than 300 individuals and organisations in various areas of operations: education, entrepreneurship, innovativeness, sport, and, of course, culture.

## ART IS THE SOURCE OF BTC’S CREATIVE POWER

Throughout history, art has been a faithful companion to people’s comprehensive creative and business activity. BTC relied on it already in the early 1990s, when it began with its comprehensive transformation. Art is and will remain a source of motivation, energy and creative power for the company. Cultural preference is reflected in BTC’s understanding that it does not find satisfaction only in the indicators of economic performance and investment projects, but also strives for other opportunities.

The company supports creators, organisations and events, and is building its own collection of art works, which totals more than **400 timeless works of art**. Out of the 400 works of art, 12 sculptures are freely accessible within the area of BTC City Ljubljana, where visitors can walk among them within the framework of the so-called Art Tour. The multiplex cinema Kolosej, which boasts 13 screens, and the theatre SiTi Teater BTC, which hosts some of the more prominent artists while keeping its doors open to less established artists as well, are

also making their contribution to establishing BTC City as the centre of cultural creation and experience.

As a partner and supporter of Institute Atelje Art Murn International, BTC made another step forward. By supporting the unique cultural platform of the 1st **ART Expo Ljubljana**, BTC contributed to the establishment of the largest presentation area of creative works in Slovenia in 2017. An event that brought together creators, cultural organisations, culture lovers and supporters, gave Slovenia a new cultural dimension internationally.

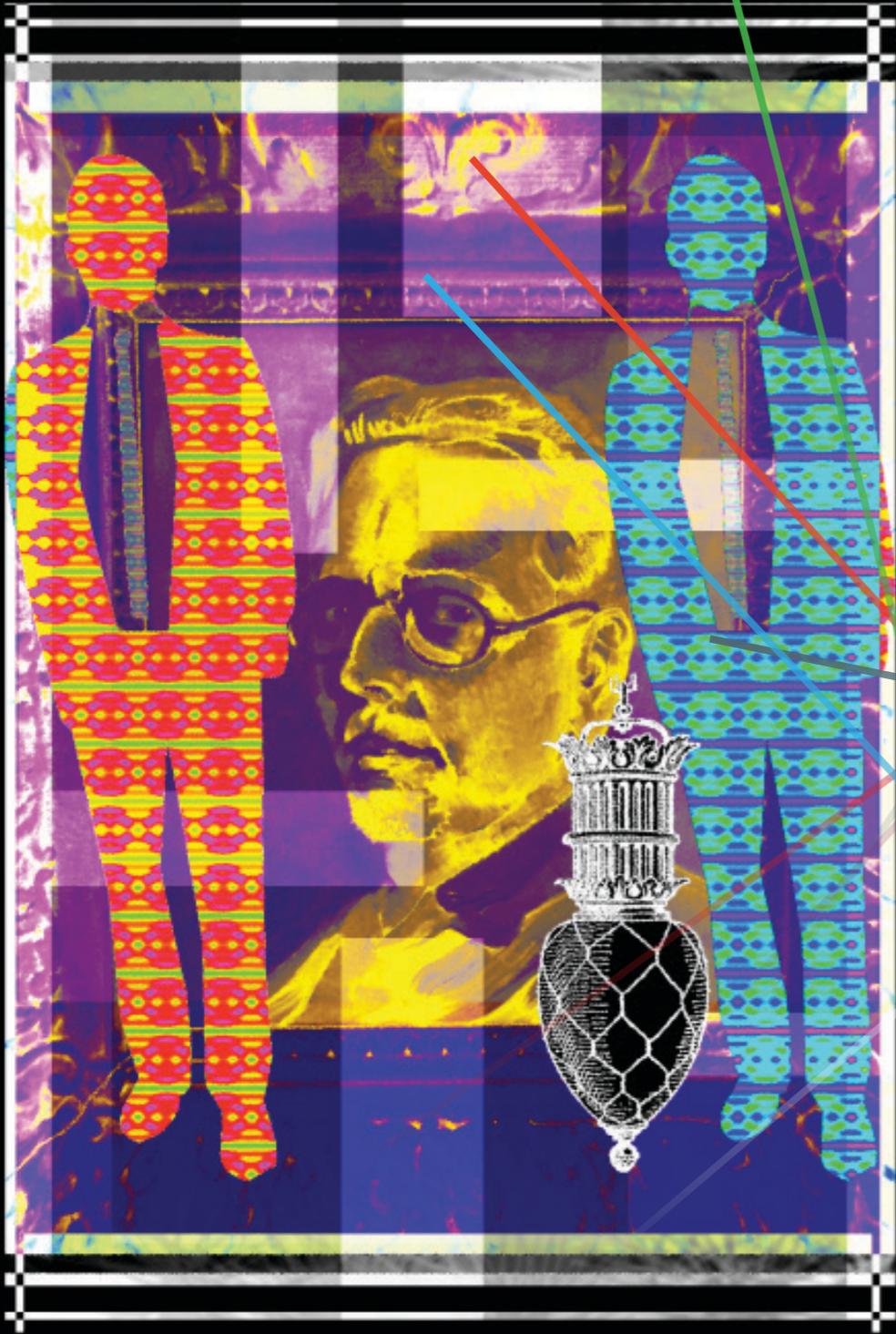
An attractive selection, a carefully maintained infrastructure and tidy areas provide comfort, relaxation and safety to the visitors of BTC City Ljubljana. With all of the above, BTC, in cooperation with its partners, is contributing to the strengthening of cultural creation and awareness, enabling accessibility to cultural goods and creations, and promoting cultural diversity. **“My garden is my most beautiful masterpiece,”** said one of the greatest artists, Oscar-Claude Monet. It is in this spirit that BTC will strive to provide quality cultural offerings in BTC City Ljubljana to raise the public awareness of culture and expand the Slovenian and international cultural space.



*BTC City Ljubljana hosted the 1st ART Expo in Slovenia. The Japanese ambassador, his Excellency, Keiji Fukuda, visited its grand opening.*

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# AAMI Artists

“The beauty of art is unlimited. Sometimes it is intended to be seen from the other part of the world. That is why our AAMI team is coming to Asia.”

**Katja Čemažar**

Graphic designer and photographer of Institute  
Official photographer / ART Expo Ljubljana

““China and Slovenia are two different worlds, but yet so many things connect us - work ethics, ambition, hardworking people, passion for art and culture; and this is why I believe that AAMI art and business delegation to Hong Kong will be a complete success!””

**Daša Podržaj**

Administrative assistant and secretary of Institute

“Slovenia and Hong Kong are two different worlds, which can evolve in mutual synergy on the field of development, ideas, economy and nevertheless, culture..”

**Iztok Marenče**

Strategic and partners advisor of Institute  
Partner / Blue Flamingo project



“Art, in my opinion, is one crucial link that connects different parts of the world. I believe, that our AAMI story will present the opportunity and base for connection to everyone who wants to find a place in the future of lively, never sleeping and ever changing Asian metropolis like Hong Kong. This is the reason why we are starting to build our network with the first delegation of over 20 companies and 20 artists from five different countries: Slovenia, Ukraine, Peru, Croatia and Czech Republic.

I trust in the quality of their artworks and believe that we will make good connections in Hong Kong's very dynamic art and business atmosphere. Representing different fields of culture, from painting, photography, fashion design, graphic design, music, sculpting, film industries and more, it is clear to me that there are ample opportunities for connecting with Chinese and broader local artistic talents. That is, I think, our goal after all, to bring people, artists and minds from different parts of the world, closer. ”

**Nuša Smolič**

Head of event organization and customer communication, President of ART Expo commission

## A VIEW THROUGH THE EYES OF AN ART CRITIC

The story of Institute AAMI carries elements of a fairytale, belonging to different times and different worlds, elements of longing for perfection, which is rather hard to achieve, and for others maybe even elements of a complete unreal utopia. All of these labels vanish instantly once you get to know the way they operate and once you see that they do what is impossible or even incomprehensible for most. We cannot simply accept the cognition that only the »grand« are managing the stories of politics, economy and also art. Although we are »small« and impacted by the »grand«, we must be aware of our courage and enthusiasm to be able to do something, to be able to lift ourselves from our smallness, invisibility and irrelevance. Usually things started changing with the actions of individuals, visionaries, groups of people, who saw beyond the limits. They are not only past, historical facts.

They can also be found among us, in the here and the now of an every day reality. In this space and time, there is one of those individuals with a small group by his side and this very group is the one, which is on a special mission. This is Institute AAMI. Institute AAMI has proven that being small and limited is just a perception in one's head. They have reached above that and subdued the traditional mindset and concepts along with common practice. This young team, led by Miha Murn, with their way of thinking and acting in the field of art and culture, proves that even in a time, which is not so very inclined to the creative and artistic field and in the space of our picturesque country, which is surely small, great and visible actions can be done. Not solely in Ljubljana but also in Prague they created their platform. For someone with a vision and energy even crossing continents is not an obstacle. Yes, Institute AAMI creating their branch institute in Hong Kong, proves this as well. By that, they are entering a completely different cultural, as well as unique social and economical space. A bold and praise worthy action!

Strength is with the brave! But also experience, gained while engaging and operating, counts. They have become an important foundation for the expansion of the Institute's operation. The images of art-and-visual culture are their steadfast allies, their team's ace, which can expand freely. This product of artists' most intimate sentience, experience and thinking, does not require translation. It requires solely people who are ready to watch and able to see. The image, as well as the activities in relation to its' manifestation. Many times we feel that art is losing its noble mission, that it does not have the same status anymore, that it has been put on the outskirts of our lives, that it is literally sinking in the flood of visual imagery and events, trying

to catch our attention by using any possible strategy to address our senses, and more, that it is unnecessary, that in the concern for economic development there is no time or space and not even the financial means for it. But it is not so! Facts show that especially in the economically developed countries, culture is at a high level. Completely different, for some even contradictory fields, coexist and the state of one reflects the other. This is a proof of creativity being the dictator of development and that creativity is not limited only to fine art, but it is present in all spheres of social action. It is indispensable! And it is the force which brings development, creates surplus, leads to uniqueness.

Visual is what traverses from the world to our nervous system through the visual perception. Art is based on both visual and sensory perception, and not only that. It is much more, for it brings the complete recognition of the artist, the inseparable and unrepeatable part of himself. As Paul Klee wrote: "The invisible becomes visible." And there is so much visible, when art revolves among us! Not only does it spread among our two-million nation but also around the world, among new places and people that might hear about us for the first time. As well as we do about them. By that we enrich, discover, recognise, upgrade and - what might sound completely banal but is at the same time very true - we exist. Norbet Lynton said that an artist is a teacher and his art is an appeal. Yes, also through art we learn and comprehend. Even more today, when art is so diverse, so abundant and so unconventional. Style is not clearly defined, everything is possible, (almost) everything is allowed.

The way of interpretation is widely open. What counts the most is individuality, intimacy, secretive idea and uniqueness, which originates from the creator himself. This intimacy, which counts the most, must not stay closed inside one's atelier. This intimacy must go among people, as an expression represents opening and for it we need to find an open space. Institute AAMI is opening a door to the world, it creates an open space, offers possibilities. It proves, that the circle of action is infinite. It strives for perfection and offers possibilities for new starts. Institute AAMI is well aware of the fact that art is capital! Priceless capital of ideas and art-and-visual realizations of an individual, and also the capital, which enables trade and survival.

**Anamarija Stibilj Šajn**



## Stjepan Perković / Croatia

My life and art are marked by my birth. Due to cerebral palsy, which affected my hands, I use my legs skillfully so I write and paint with my left foot. I have been painting, illustrating and writing poetry since my young age in order to express the spirit that moves me from inside. I am a member of the international Association of Mouth and

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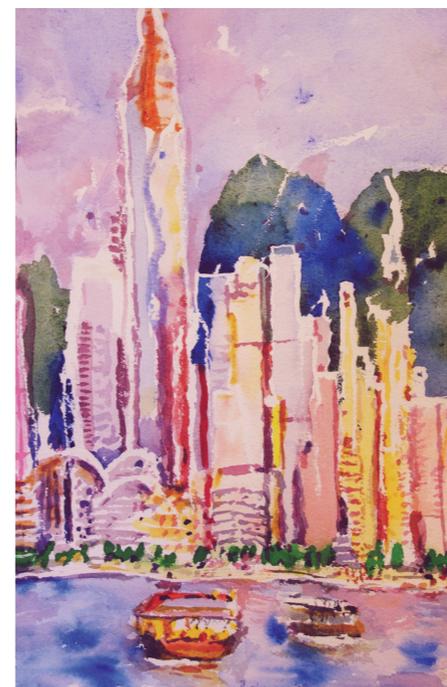
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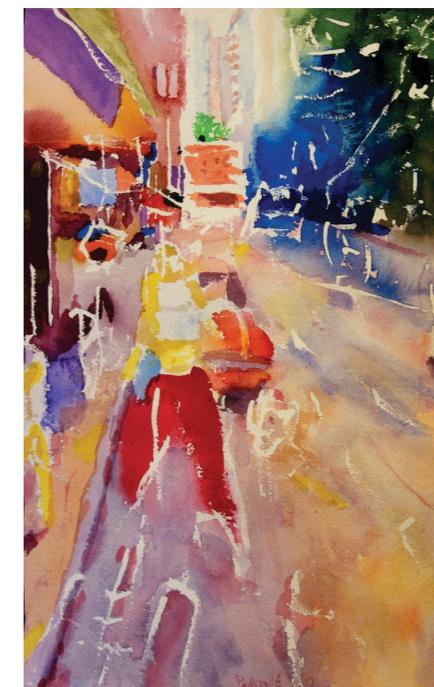
Dispersed Beam of Stars, watercolor, 46x32 cm



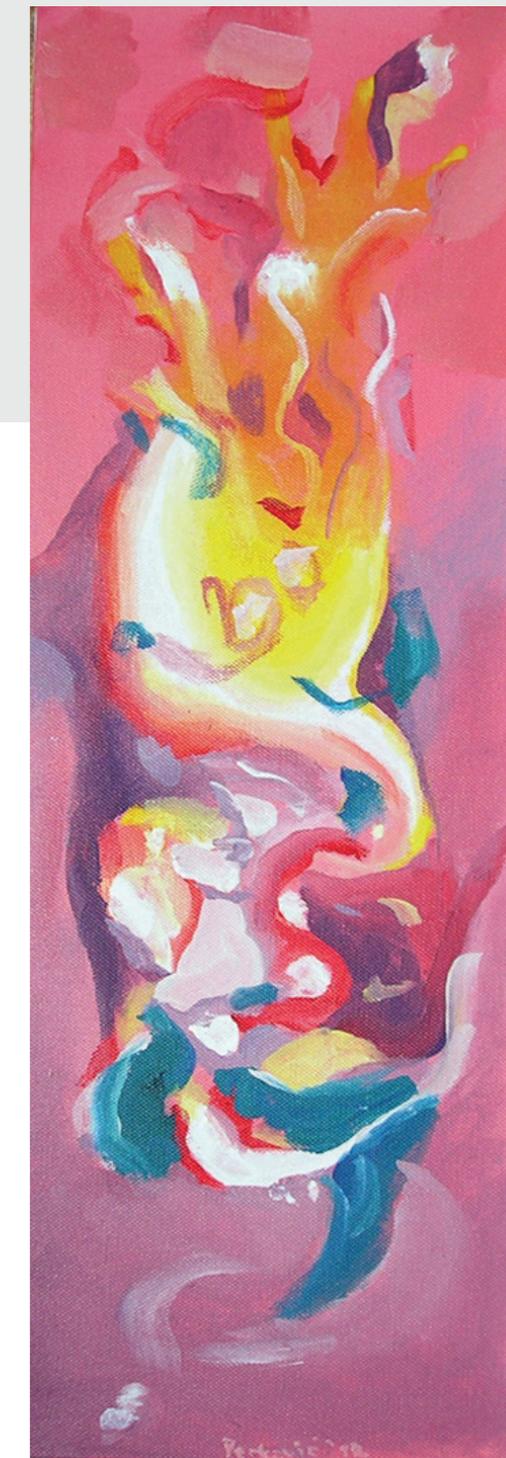
Urban Space, watercolor, 46x32 cm



Rise - 40x30cm, oil canvas



Akt - 35x25cm, drysoft



Akt - 35x25cm, drysoft



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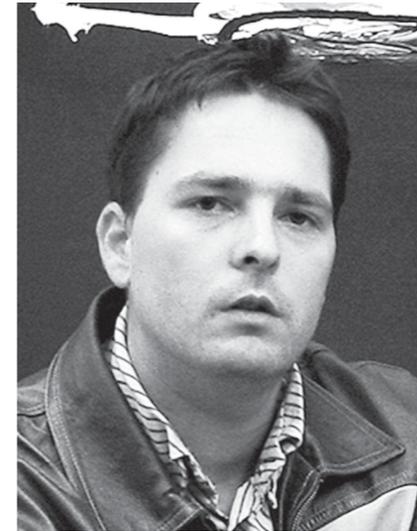


## Manca Izmajlova / Slovenia

The internationally acknowledged mezzo-soprano Manca Izmajlova is known for her versatility, the soft timbre of her voice and powerful emotional performance. Through her rich artistic career Manca Izmajlova has performed all around the world, singing in several genres (opera, crossover, jazz, traditional songs) in more than 25 languages.

Best known for her classical crossover project "The Slavic Soul" ([www.theslavicsoul.com](http://www.theslavicsoul.com)), a unique collection of songs from the vast cultural heritage of the Slavic peoples, recorded in thrilling new orchestrations. Graduated in London and specialized in opera singing in Moscow, Manca Izmajlova quickly gained the affection and admiration of the public. Her best-selling albums "Slavic Soul" ("Far Away"), "Slovene Heart" and "Songs Of My Home" were sold in platinum and released internationally. Together with her husband, Benjamin Izmajlov (producer, composer, conductor and virtuoso violinist), they are releasing in the Spring of this year, yet another musical masterpiece called THE RUSSIAN COLLECTION: Twelve Moments. A collection of the most beautiful and meaningful Russian songs from the 20th Century, all newly orchestrated. Manca Izmajlova is the brand ambassador of the Viennese jewelry house FREYWILLE.

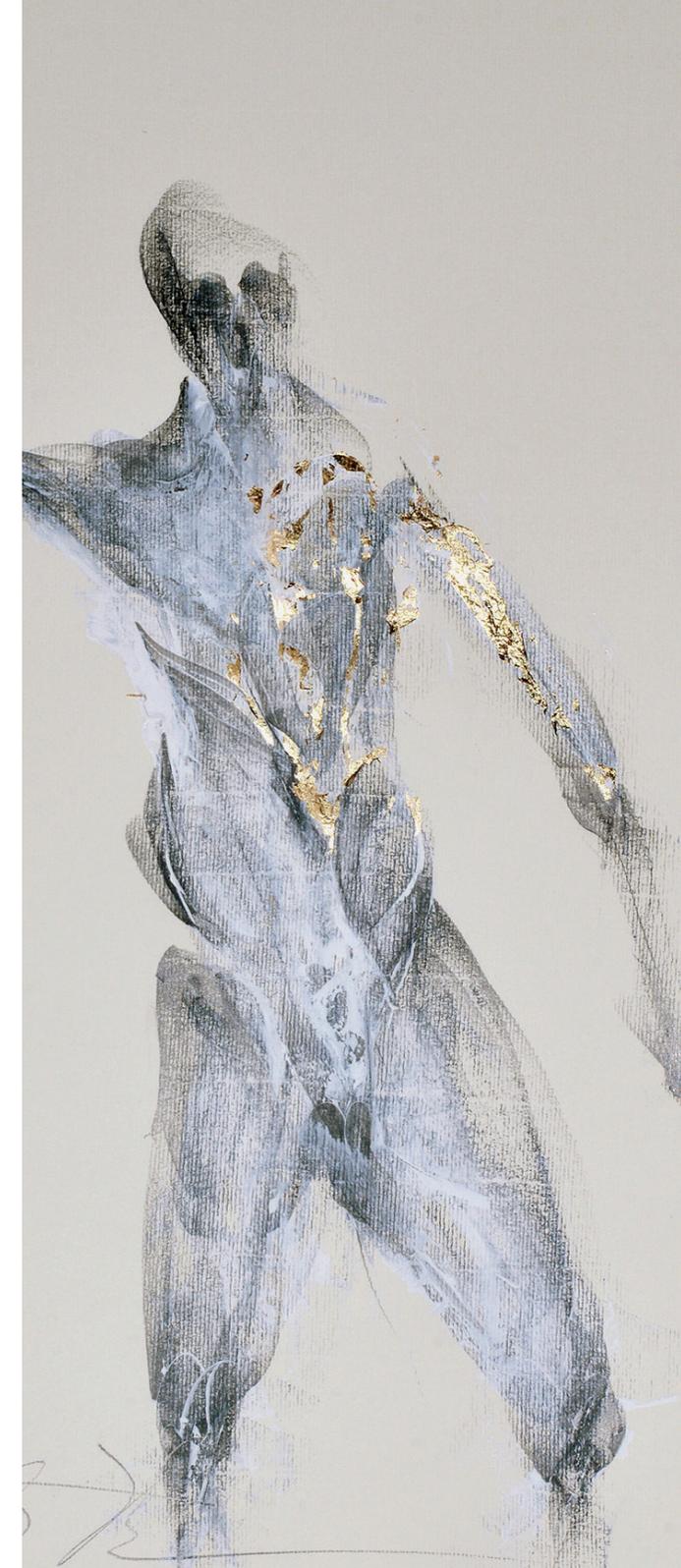
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## Tilen Žbona / Slovenia

Tilen Žbona was born on 31.8.1976 in Koper (Slovenia). In 2001 he graduated at the Academy of Fine Arts in Venice, Italy, where he studied painting. In 2007 he completed his masters in Video and New Media at the Academy of fine Arts and Design in Ljubljana, Slovenia. In 2017 he obtained his PhD in "The Use of New Media within Spatial Design at Elementary School" from Faculty of Education in Ljubljana, Slovenia. Currently he is a Professor of Art Education at the University of Primorska in Koper, Slovenia. He lives and works between Ljubljana and Koper.

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## Nuša Smolič / Slovenia

As a painter, fashion designer and creator of ideas in Institute Atelje Art Murn International she manages relations with AAMI customers. She is involved in organization of cultural projects and events, where her work is connected with organizations, companies, galleries and artists from different countries.

After graduating from High School for Photography and Design, majoring in fashion design, she continued her study at the Academy of Fine Arts and Design, majoring in painting and she successfully graduated. In addition she also deals with installations related to music, she writes scripts for videos, stitches her clothing collections and creates costumes for theatre and she is participating with creations of scenography for nightclubs.

She works with body painting and "airbrush" techniques, paints on walls, teaches beginner and advanced courses in drawing and painting, holds preparations for entrance exams for art schools, holds workshops for children, workshops of clay sculpting, contributes to designing of logos. Her creativity knows no boundaries, attributes different themes in different styles of art, and happily passes into every new challenge she meets.



# Jur Samec alias Painter



### Anthology of the creating process

The painter Jur Samec found his artistic expression during the studies at Arthouse, College for Visual Arts in Ljubljana. His expression became abstract painting which usually takes a complex research of Fine Arts along with personal growth. He knew from the very beginning what he wants in his art and is still following his path. He doesn't need to ask what instead he is constantly completing the answers on how.

Jur Samec is a person of action and he feels the media of his creation. He allows the media to interact and gives them the role in his art area.

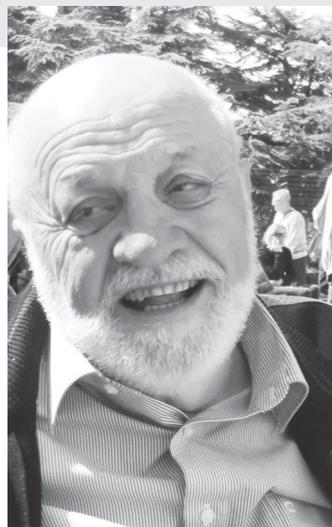
This paintings don't need a strict art historical comparative analysis; unique like he is no special -ism is needed to identify with. Ideas and motifs are taken from everyday life, yet even from a more primary state - being. His topics are not socially critical nor fashionable sensations, they are momentary emotions and impressions which are recorded (he records) for eternity.

by Aja Vesna Ginovska

[www.juraja.com](http://www.juraja.com)

[@jursamec\\_gallery](https://www.instagram.com/jursamec_gallery)





## Vojko Gašperut / Slovenia

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## Katja Čemažar / Slovenia

Katja Čemažar is a photographer and graphic designer from Ljubljana. She attended Faculty for Natural Sciences and Engineering where she graduated in the field of Graphic Design. When she is not busy photographing various events, products, and marriages, she likes to travel.

While exploring foreign lands, she most easily expresses her true artistic background through photography. She likes to photograph people when they are being spontaneous. Katja is also the official graphic designer and photographer at the Institute AAMI Ljubljana.



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## Milena Šimunič / Slovenia

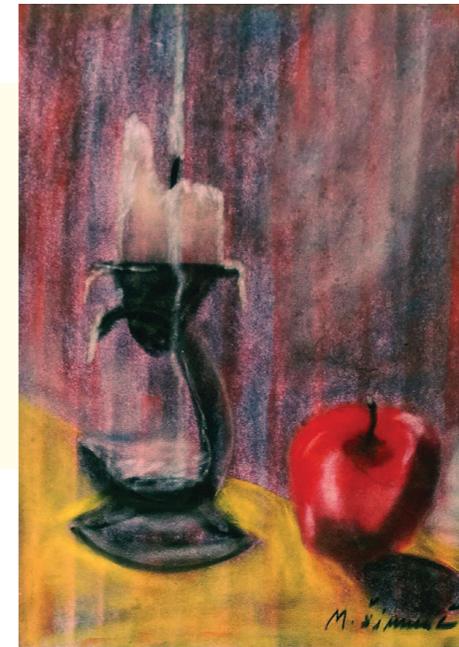
My name is Milena Šimunič, born in Maribor, Slovenia. As a self-taught artist, I first transferred my feelings to the canvas through abstract art. I expanded my knowledge by enrolling in the drawing school taught by mag. Nataša J. Virant and improved my knowledge of portrait art under the mentorship of mag. Nik Skušek.

I create mainly with oil on canvas (or other bases) and a little less with acrylic colors, using a brush, painting knives, and even my fingers. A special place in my artistic creation belongs to working with soft/dry pastels on velour paper.

The motifs of my paintings vary depending on current inspiration, they include abstract art, portraits, landscape, still life and figure painting. I exhibited the variety of my works at home and abroad in both solo and group exhibitions.

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Ulica Kozjanskega odreda 6, 3000 Celje, Slovenia, EU  
milena.simunic@gmail.com / [www.facebook.com/SimunicMilena/](http://www.facebook.com/SimunicMilena/)

Still life / 40 x 30 cm, drysoft pastel



Rise / 40 x 30cm, oil canvas



Banquet / 40 x 30cm, oil canvas



Akt / 35 x 25 cm, drysoft





## Eduard Belsky / Ukraine

Edward Belsky is one of the most popular and established contemporary Ukrainian artists. Born in 1963 in a provincial region of Volyn, Edward was educated at the National School of Art, Art College (Dnepropetrovsk), and Ukrainian Art Academy in Kiev. A unique combination of the best traditions of Ukrainian painting with a great influence of the French School has made his style brilliantly original and allowed him to gain enormous interest all over the world.



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www.belsky.kiev.ua



## Gregor Murn / Slovenia

Gregor Murn is a graphic designer and photographer, born in 1961. He is the owner and director of the company Mega-Graf d.o.o., founded in 1995. He has more than 35 years of experience in the world of printing, quality conceptual design solutions, scans, web sites and preparation of les, completion of printed material, such as envelopes, business cards, letter paper, catalogues, brochures, overall image, postcards, books, annual reports, security cheques, calendars, greeting cards, newsletters, magazines and more. He had his first exhibition in 1998 at Kaspar Hamisch in Graz and his second one in 2017 at Institute AAMI's temporary gallery at ABC Hub in BTC City Ljubljana.





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+386 31 284 968

## Tetyana Donets Savko / Ukraine

Tetyana Donets-Savko, born in 1972 in Ukraine. In 1991 she finished art school for drawing and painting. In 1996 she became a master of fine arts. She completed a master's degree at the legal pedagogical institute (Kryviy Rih, Ukraine). She exhibited in Ukraine in the Kryviy Rih City Gallery and private galleries. She also exhibited in Italy and in Slovenia (UKC Maribor, Bežigrad Library, Domus Medica Gallery, Rokavička Gallery, numerous private exhibitions). She was a member of the Association of Visual Artists in Bergamo, Italy. Her paintings are in private collections in England, Oxford, France, Switzerland, Slovenia and Montenegro. Now she lives and works in Slovenia.



## Paul Ruiz Neira / Peru

The arrow is a fate of light. Is light the destiny of man? Poetry painting that makes us see a reality (or several). Pool Moon (this is his stage name) begins in the blank of the void, and does not finish the work until you can define the shadows in light (transparencies, glazes). He is more than a painter, he is an artist in process and he knows that the light hides his own mysteries and questions. Poetry of strange encounters, shocking, where the composition, lines, colors and drawing uses them to define their rebellion in front of what seems foreign.



Painting, oil on canvas  
"Venice Reminiscence"  
130 x 155 cm, 2013



Portrait of artist with  
his art sculpture  
"Ugrabitev Evrope",  
that is standing in  
BTC City Ljubljana

## Mik Simčič / Slovenia

Superb artistic skills, beauty, spiritual depth and unlimited creativity are the guides of the sculptor and painter Mik Simcic, who has worked and exhibited throughout Europe and the USA. For the opening of the tallest building in Slovenia, Crystal Palace in BTC City, Mik made a series of monumental sculptures of stone, glass and bronze. In 2014 he presented himself to the U.S. President Barack Obama with a double oil portrait of his daughters, Malia and Sasha. For the last two years, Mik has been working on a very delicate artwork in marble, which he believes will be the culmination of his artistic creation; an official sculptural portrait of a famous and esteemed leader, who for the moment remains a secret.

*mik*

MIK SIMCIC, GALERIJA 56 d.o.o.  
Cesta v Zgornji log 43, 1000 Ljubljana, Slovenia  
T +386 41 653 393 / mik.simcic@siol.net  
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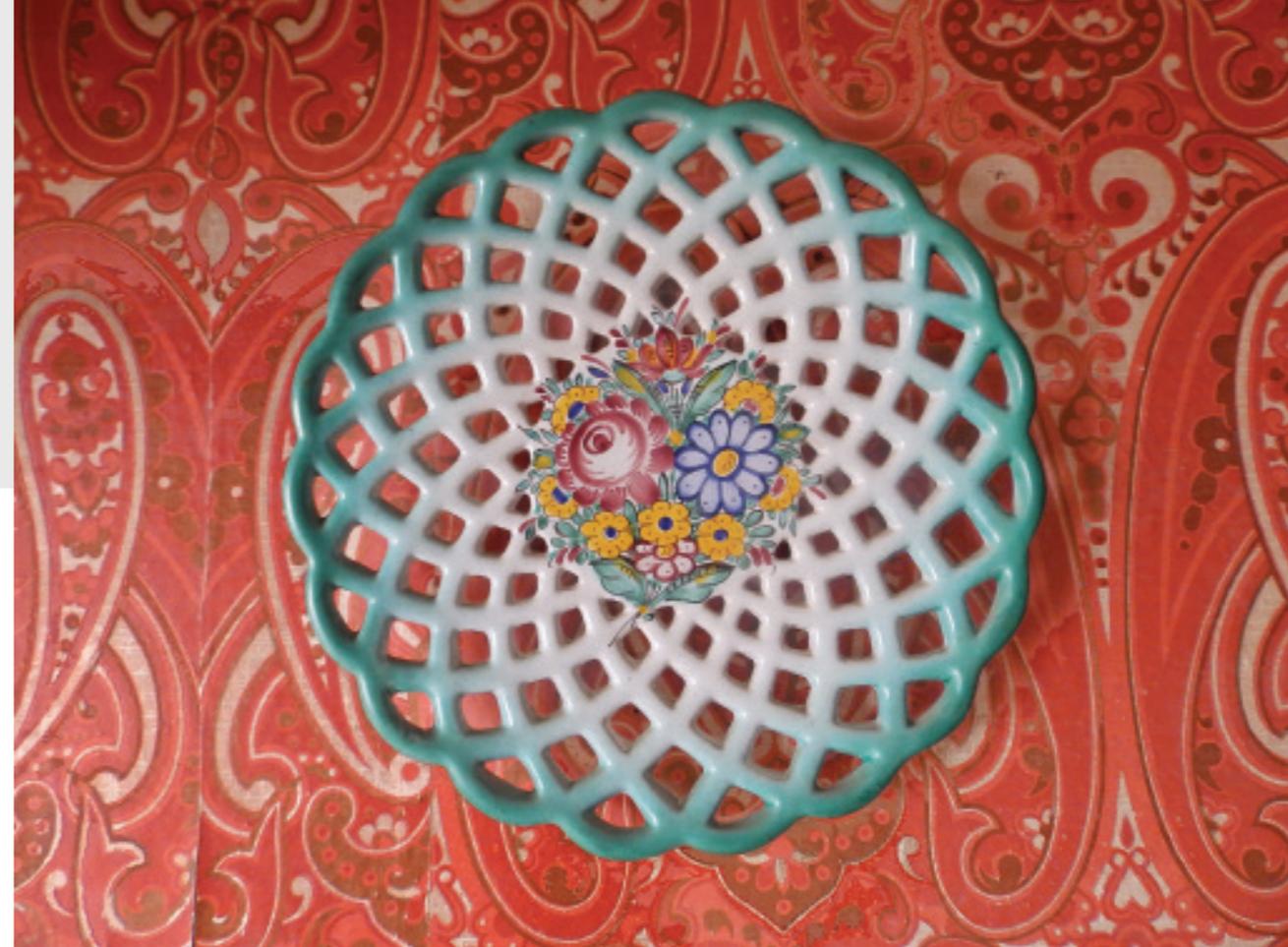


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## Lenka Výmolová / Czech Republic

Lenka was born in 1990. She graduated from the Faculty of Art in Ostrava. Currently, she lives and works in Prague as a Czech representative for Institute AAMI. Content of her artworks comes out of ornaments, patterns and old stuff texture. She is searching for the borders of Moravian-Slovakian folklore and kitsch. She also works with poor quality family photos of daily life, such as today's folklore. She uses her drawings, collages and paintings to form a diary of her memories and experiences.



## Miha Murn / Slovenia

Miha Murn (Michael Gregorjev Murn) is the founder, owner, director and leader of Institute Atelje Art Murn International and the art director at company Mega-Graf d.o.o. He is a Slovenian hyperproductive artist and businessman, born in 1994. He is involved in painting, drawing, modelling, graphic arts, photography, designing of visual communications, sculpturing and writing since he was ten. He had more than 50 solo exhibitions and was involved in more than 100 collective exhibitions in many countries. There are some 4000 works in his opus of abstract graphics, paintings, drawings and other works of arts. In his opus we can also find five already published philosophy and poetry books. He is also a collector of antiquities, works of arts and books. His fields of interests include interior furnishing and designing, restoration, military items collections etc.

## Demeter Bitenc / Slovenia

Demeter Bitenc is a Slovenian film, television and theatre actor, born in 1922 in Ljubljana. He graduated at Commercial Academy of Ljubljana, but acting was a huge passion of his already during his student years. During the war, he visited private acting lessons from theatre actor and director Slavko Jan. In 1943, he passed the audition for the ensemble of Drama Ljubljana. After the war he finished 4 semesters at the Academy of acting in Ljubljana and started acting at Drama Ljubljana until 1954. After that he acted at Croatian National theatre in Rijeka until 1958, when he started working also in Belgrade. In 1959 he started his solo career as a supporting actor – a German officer in the film Good old piano. Since 1960 he has been a freelance actor and has played in more than 150 domestic and foreign movies so far (for example Target for killing, The Ravine, The secret of Nikola Tesla, War and Remembrance etc.). At his 95 years of age, he is still an active artist and one of the most notable artists in Slovenian history.



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FOTO:  
BTC CITY LJUBLJANA



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Mateja Imperl, Director



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Slovanský dům (Slavic house) is an elegant multifunctional complex with a total rentable area of 22,574 m<sup>2</sup>. It is divided between Class A offices, conference halls, business galleries and restaurants, a multiplex cinema and luxury apartments.

This combination of services from the Slovanský dům (Slavic house) is the ideal place for companies looking for a prestigious address combined with a high quality service that is needed for both formal and informal negotiations affecting the success of the business. The history of the Slovanský dům (Slavic house) (originally the Vernier Palace) dates back to 1695 when it was built on the foundations of two medieval burgher houses. The present form of the palace facade is a work of Filip Heger, a Prague architect, dating back to 1797. Throughout its existence, the house was a business heart, later also galaher, and a place where the company's leisure activities were free and at the same time always the place of important business decisions. After a comprehensive regeneration in 2000, Slovanský dům (Slavic house) became the seat of successful Czech and multinational companies. The Genius loci of Prague's historic center is unmistakable. Slovanský dům (Slavic house) is located in Na Příkopě street, close to Old Town Square, Powder Tower and Municipal House.

## ECPD

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European Center for Peace and Development

ECPD International Institute for Sustainable Development, Urban Planning and Environmental Studies (The Institute) is part of The European Center for Peace and Development (ECPD). The Center was established in 1985 as a Regional Center of the UN University for Peace. The Institute is active in numerous fields such as: I. Search for partners in Central Europe with focus on hubs such as Vienna, Budapest, Prague, Munich, Geneva, Brussels, Trieste.

II. Active involvement in international programs and projects in South-Eastern Europe from fields of environment, agriculture, education and public policies. Focus countries: Serbia, Bosnia & Herzegovina, Montenegro, Macedonia, Kosovo, Bulgaria, Romania.

III. Active involvement in events and education-related activities in the field of public health IV. Finding and motivating new professionals proficient in new technologies and knowledge (IT, public relations, new trends in health and environmental technologies, economics, international relations) A word from the director: The ECPD International Institute is looking for new partners in region of SE Asia in order to facilitate and encourage bilateral and international projects between the region and European Union in strategic focus fields.

“I support this innovative, penetrating and a very ambitious approach of the AAMI Institute that is opening space for several international as well as Slovene artists, who are using different media of expressions, to present their works and their creative activities. This event is strengthening the BTC City as the “city within a city” through emphasizing the creative presence of the artists, those yet to achieve recognition as well as those who are already well known. It is praiseworthy, that the basic concept of the organizer is to build on openness and on creating bonds and connecting everyone who is a part of the global network of “creative industries”. We sincerely hope there will be further editions of the Art Expo because the Slovenian, as well as international cultural creative activities, deserve to be promoted also by the new emerging entities, such as the AAMI Institute. Any kind of support to these activities, be it business, nancial or support by the media, is a good investment.”

### **Janez Podobnik**

Advisor for international relations and politics to Institute AAMI, International developer



# Valiant d.o.o.

VALIANT d.o.o. is a trading company with the seat in Ljubljana. Main activity of the company is trading with biodiesel, vegetable oils, used cooking oils, and crude oil products, among which are the most important bitumen, LPG, gas oil and fuel oils.

Valiant's business is growing constantly in terms of volumes as well as in terms of areas covered. Valiant is present in all EU and non EU countries in central and south east region on purchase and sales side.

We are positioned on the border of EU and non-EU countries. This fact lead us to various supply sources and selling markets such as East Balkan area, which gives us advantage in connecting different sources and markets together.



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## Plan-Net Solar

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Plan-net Solar d.o.o. is the leading manufacturer of high quality solar power plants in Slovenia. Cooperation with innovative and reliable business partners enables us to achieve constant growth in development and business excellence. For the construction of our SPPs, we use high quality Upsolar modules, the latest Schletter and Mecosun substructures and the leading SMA and Aros inverters.

We can guarantee the highest quality as a result of our ISO 9001:2008 accreditation, membership of the PV Cycle (only Slovenian company) and ZSFI, and with our own heavy machinery and extensive experience. High quality solar power plant parts coupled with a responsible and highly qualified workforce of experts deliver solar power plants with the highest yield to our customers. Some of the companies that put their trust in us were Omahen Transport, BTC, Krka, Loterija Slovenije, Sintal, and Mercator. More inThrough its Electric Vehicle and Charging Station divisions, Plan-net is also involved in the sale of electric scooters and cars, and charging stations respectively. The Plan-net Group of companies is renowned for its complete, high-quality and fast service, as well as for their involvement in the realisation of a global change in attitude out of respect for nature.

Plan-Net d.o.o., Kamnik pod Krimom 8B,  
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+386 1 363 31 31 / info@plan-net.si  
www.plan-net-solar.si

“Plan-net Solar company is pleased to be able to support the project of the AAMI Institute that is organizing the first Art Expo in Ljubljana, as we are aware of how important support is for the new and innovative projects. Every breakthrough of great ideas also depends on the support received in the initial phase of its development, when not many people believe in its success. The field of culture is not an exception to this rule. We believe that the idea to organize the Art Expo is a very courageous one, full of life and thirst for the new to emerge; therefore we decided to support such a big project. May the first Art Expo Ljubljana shine!”

### **Mag. Marko Femc**

Director of Plan-net d.o.o. / Advisor for electric energy and future technology to Institute AAMI





Young Executives Society -YES is a leading non for profit Association connecting 250 most successful young business leaders and entrepreneurs from Slovenia. Our aim is to facilitate development of an open, fair and friendly business and social environment where young talented and ambitious individuals could fully develop their potential.

To achieve these goals, we are organising limited number of top level networking events, impact journeys, charity projects and innovative educational programs. We are also a part of the European Confederation of Young Entrepreneurs, which interconnects more than 35.000 young entrepreneurs from 16 EU countries.

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**Marko Podgoršek**  
Founder and CEO of Pro Commerce



## TPA

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Concerning the business activities of our office in Ljubljana we can note that we apart from book-keeping, payroll, preparing annual financial statements also offer fiscal (value-added tax, income tax, corporate income tax, conversions, delegation of employees) and special advising on corporate law (conversions, special facts of the case of company law etc..).

The TPA svetovanje d.o.o. in Ljubljana is thus a consulting firm, which is active, apart from the fiscal consulting common in Slovenia, particularly with transnational exchange of connected enterprises. The consideration of international circumstances and the double taxation agreements are regular business success of our office. Writing of expert opinions and statements to fiscal and special questions under corporate law is one of our core activities.

Among our clients are financial institutions (banks and leasing companies, funds), construction companies, transport companies, travel organisations, commercial and production enterprises, sole traders and companies of numerous different industries.

“I support this project, as culture is the very foundation of our society.”

**Mag. Dr. Stb Michael Knaus**

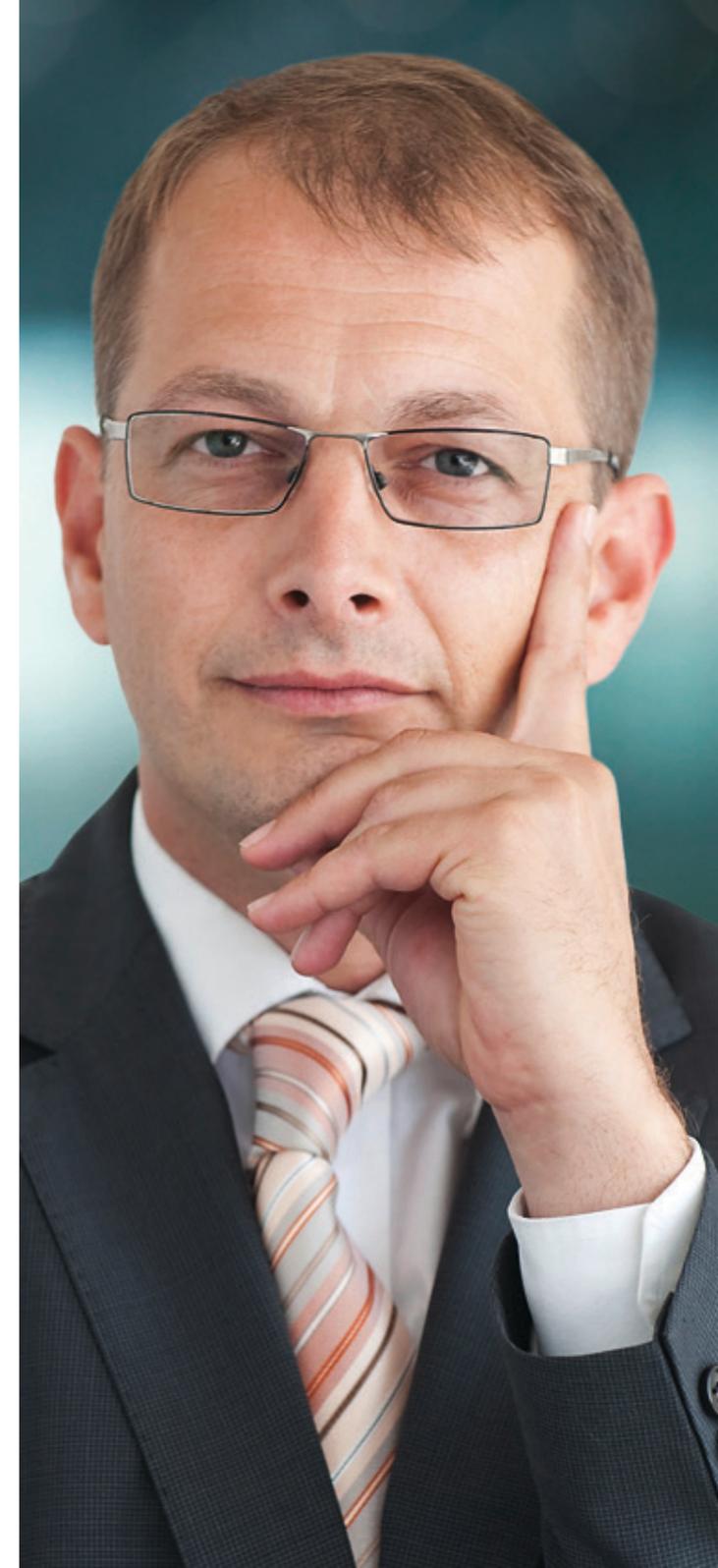
Partner at TPA Slovenia, Botticelli club member



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## Kazakh-Slovenian Business Club

Kazakh-Slovenian Business club (KSBC) was established on 15th of December 2014, with the main aim to create and develop strong business relations between enterprises, and to strengthened economic cooperation and investments between Kazakhstan and Slovenia.



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"Culture reflects our values - basic guidelines, ideas and ethical principles of our actions. Art has always consistently challenged, caressed and soothed our feelings when experiencing boldness, bravery and being different. This continually recurring dance of rejection and acceptance gives birth to the new creative ideas, brave approaches and significantly contributes to our ability to free ourselves from the chains of the formal expectations and paves the way to a further, universal development..."The Art Expo is a courageous venture of the AAMI Institute, which has been active in various ways in the fields of social culture and art in the last couple of years. Currently, its members are preparing a unique experience and a display of the creative power of the current artistic potential in Slovenia. We are very grateful to be able to be a part of such an amazing story as our company has been actively involved in the field of establishing and developing of effective leadership competencies in the world of business. We pride on our high personal and professional ethical standards and a firm decision to "inspire people to bring out their best" and our goal is to develop and inspirational approach towards leadership. We are pleased to welcome all the further activities contributing to breakthroughs and merging of fresh artistic approaches with the established cultural norms."

**Slava Horvat**  
founding partner CHR Partners d.o.o.





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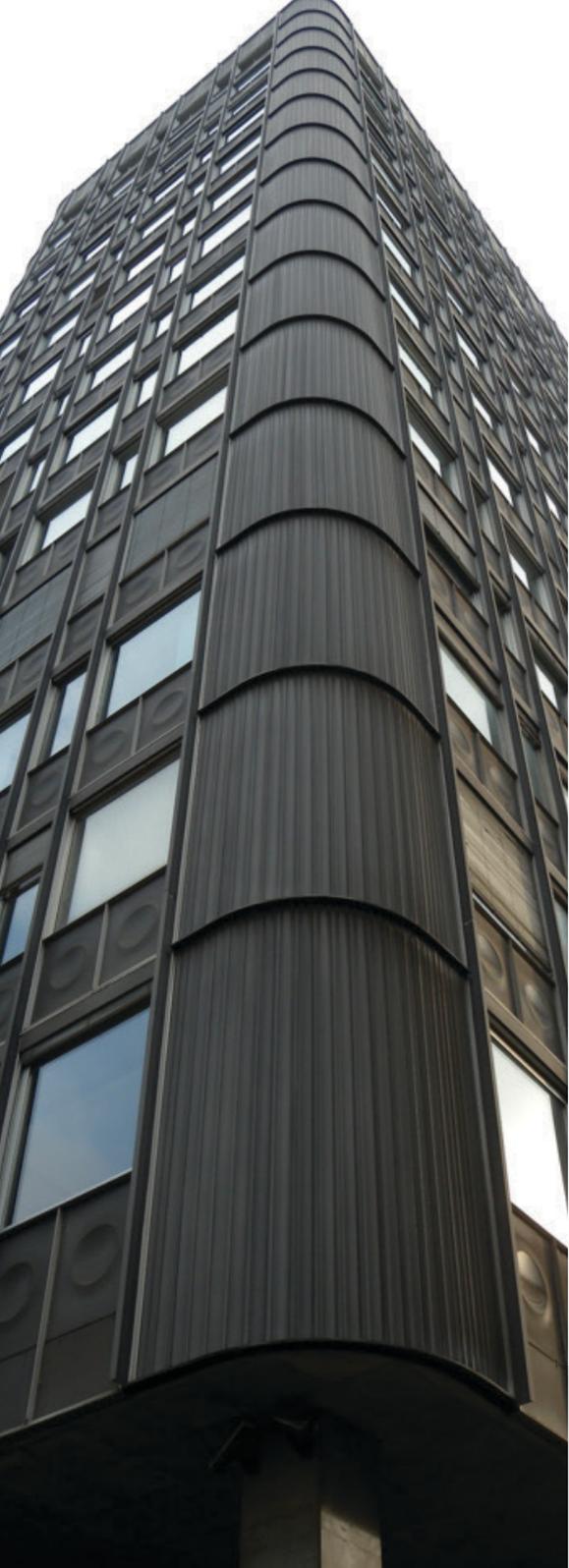


**DRUŠTVO SLOVENSKO - KITAJSKEGA PRIJATELJSTVA**  
**斯中友好协会**

Petra Cerjak Travnikar, President

The beginning of the 21st century represents a global flood of commercial products that find their place whether in world capitals or in barely electrified villages, shopping centres are not just a source of products, but are becoming centres of social events, more so than ever in history, to this extent trade is interconnected with general culture. AAMI with gradual systemic integration of multidimensional products of culture with economic flows, in a way that can touch every consumer by the way, contributes to the refinement of culture in our everyday life. At the time when Stars are formed in front of computer screens, vis-a-vis view of the product of cultural activity or artwork, represents luxury that is multiplied by the number of population it receives. The more we are surrounded with cultural activities, our perceptiveness and sensitivity for different cultural and artistic products are greater, we want it more in our everyday life, enriching the sensual experience and raising the standard of living. An artist, a performer, a creator, today, more than ever, fills the voids created during the period of accelerated economic growth and intercepts the universal with an individual view, thus acquiring an observer, a spectator and, at last a client who rounds his standard of living to a higher level. ART Expo is a unique platform that reminds cultural and artistic creators of the importance of their place in a society today and gives them the opportunity to experience the proximity of the consumer society, of which we are all part and to fill the crack of cultural, artistic, furthermore, aesthetic pleasure.

开始的第二十一世纪是一个全球的商品的泛滥，其找到自己的位置无论是在世界首都或在 的村庄，购物中心不是能的地方，而是成社会活动的中心，在比以往的任何时候都到这个程度易于普通文化互相关。AAMI 逐地体系方式把文化多与流整合，以可触及每一位消费者，完善于我日常生活中的文化感受。当明星在屏幕前形成的时代，面于文化活或作品代表着奢侈相乘以它所接受的人口数量。我越多着于文化活品和品 我的洞察力和敏感性不同的文化品也越大，日常 我需要文化品感官体使丰富以及提高人民生活水平。家，表演家，造者今日比以往任何时候都重要填于加速增期造的空白，并以截距个人的点普遍性，从而得察者，旁者，客于提高到一个更高水平其生活。ART Expo 是一个独特的平台提醒文化和作者在当今社会中的地位重要性，他有机会体消社会的接近度，及我都是是一个社会的一部分，并填了文化和的裂 随着美享受。



# DigitALPS

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## Management of Alternative Investment Funds

Company DigitALPS, Management of Alternative Investment Funds, Ltd. which has its registered office in Slovenia, Ljubljana, Slovenska cesta 54, is established in accordance with Alternative Investment Fund Managers Directive (AIFMD) and is entered in the register of Alternative Investment Fund Managers at the Securities Market Agency. The company's vision is to become an internationally recognized alternative investment manager and to offer unique solutions, which are not yet available even in more developed financial environments. DigitAlps objective is to bring alternative investment opportunities to a broader circle of professional investors.

On our view digital assets are a radically different class of alternative investments, with a potential to fundamentally transform financial industry. Client assets are invested in digital assets whose potential returns are significantly higher than in traditional investment classes. Our Funds are a response to the global lack of investment vehicles that would offer institutional and qualified investors the possibility of direct exposure to digital financial instruments. The solutions we offer to our customers follow the high standards of the financial industry.



New ground breaking concepts such as decentralised economy and cryptographic blockchain protocols are emerging as a serious alternative to current systemic solutions and can no longer be ignored or treated as just a hype. The evolution of so called digital assets (crypto currencies and tokens) and the explosive growth of trading volumes of these assets on crypto-exchanges present a formidable investment opportunity which has so far (past few years – emerging asset class) netted investors large capital gains, which outpace the traditional investment opportunities by an incredible margin. It is our belief that many professional and institutional investors are looking at these new market opportunities but lack proper investment vehicles, which could facilitate such investments within the existing regulatory framework. Our company has the necessary multidisciplinary expertise to provide an alternative bridge to such investments. Our alternative fund solutions provide a classic way of investing into this new emerging digital assets class for professional and institutional investors.

### **Iztok Marenče**

Co-founder, DigitALPS

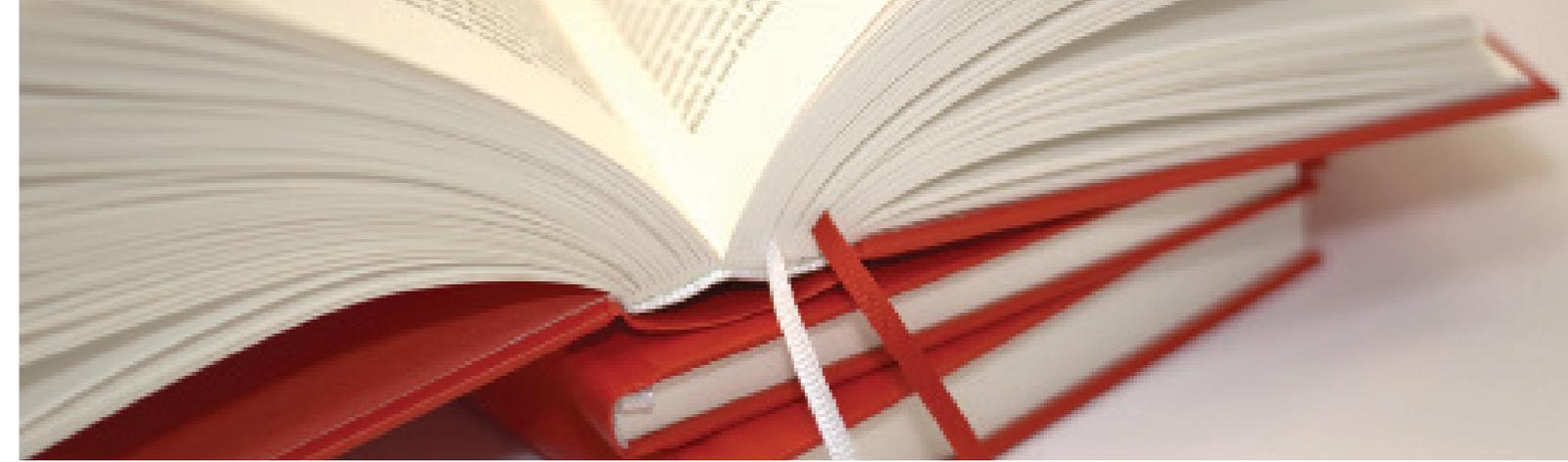
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Katja Podlipnik, director of the company Nonparel, completed her studies at the Faculty of Graphic Arts in Zagreb, after which she started on her business path by getting a job at Gorenjski tisk. After twenty years in the technical director position there, she started her own projects, first in Croatia, then in Slovenia. She founded her own printing company from one that had gone bankrupt, and from which she retained key employees. Her knowledge in graphics and printing helped 30 workers retain their jobs, and in doing so, she obtained the trust of her customers and suppliers. Her honest business practices lead her towards her goals – to have a trustworthy and quality company which offers all that customers need in the printing field.

**Katja Podlipnik**

Director at printing house Nonparel d.o.o.



## Printing house nonparel

We are a printing and binding company with over 30 employees who have vast experience and knowledge of the business. We offer services on the domestic and international market. We specialize in producing quality printing for products such as books, catalogues, prospects, magazines, calendars, maps, leaflets and all promotional printing material. Our graphical process is entirely organized under one roof, which ensures complete control of the quality, from receiving files to final delivery of the product to, of course, happy customers. Our equipment consists of four printing machines: 8-color Heidelberg B1, 5-color Heidelberg B2, 4-color Heidelberg B3 and 2-color Heidelberg B2. In the binding sector we have three folding machines, two drawing machines, a machine for sewing with wire, ordering machines, sewing machine, and hard cover production machine. As in the graphics field it is necessary to follow new trends in the printing industry, we are strongly aware that the employees are the heart of the company. A motivated team of employees can work as one unit, and together they will achieve new things and goals with common energy. For this reason we can say that our saying, as copied from George E Woodberry is: »Old times never come back and we suppose it's just as well. What comes back is a new morning every day in the year, and that is better.« George E. Woodberry

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French nonpareil = without equal, peerless. The size of font.

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