
WAKE UP CITY

MURSKA SOBOTA





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TOURIST AND TRANSPORT SIGNS

After a week of researching and visiting the city we realized that there is no clear information for tourists. There are no adequate signs near the monuments written in different languages and showing what exactly everything is. In the bus stations; timetables are only written in Slovenian. There is no free Wi-Fi zone in the city streets.



SOLUTION

- Making direction signs for the landmarks understandable by everybody (ex. A sign with a picture of a cross for the church).
 - Making signs near the landmarks describing them in the most spoken foreign languages around – English and German.
 - Put a map of the city and information flyers at the bus and train stations.
 - Put at least one free Wi-Fi hotspot in a busy street, nearby the stations or the information center.
- 

An aerial night view of a city skyline, featuring a prominent skyscraper with a spire. The city lights are visible, and the sky is dark. A yellow vertical bar is on the left side of the image.

CULTURAL LIFE

- ❖ Lack of co-working spaces (free spaces where people can freely practice their talents and attend events).
- ❖ No street performers or activities.
- ❖ Not enough artistic and historical monuments in public places and squares.



HOW IT WORKS

- ❖ Raising funds for investment in creating co-working spaces or turning old buildings into ones.
- ❖ Organizing events with locals like neighborhood gatherings and weekend activities(ex. running competitions).
- ❖ Creating free spaces in the city for artist to express themselves(ex. graffiti, sculptures).
- ❖ Making art competitions and art workshops where artist give tips and inspire the young people.



CITY CENTER TRAFFIC

MAKE SLOVENSKA STREET FOR PEDESTRIANS ONLY
(FROM HOTEL DIANA TO THE PARK)





Ulica Štefana Kovača

Ulica Staneta Rozmana

Slovenska ulica

Poštna poslovalnica

Zvezda turizem d.o.o.



Kocljeva ulica



Restavracija ribji Grill,
Gorazd Bagoroš sp



Glasbena šola
Murska Sobota

Kocljeva ulica

Pokrajinska in študijska
knjižnica Murska Sobota



Zvezna ulica

Center za socialno
delo Murska Sobota



Policijska uprava
Murska Sobota



Ulica arhitekta Novaka

Zvezna ulica



Turistična
agencija Sonček



Zavod Korak naprej
Murska Sobota



Slomškova ulica


Slovenska ulica

Google



TOURISM

The touristic offer should be diverse, pointed to different categories of tourists like young people, families with children, or older people. The main idea is to use the rich history of this place and to tell the story of each historic building in the region and this means that it should be invested in rebuilding these buildings to put them in the map using funds from the European Union.




Touristic packages should contain one day trips, wine tasting in famous vineyards, traditional evenings, with traditional food, music and popular dances in traditional costumes.


On the other hand, younger people should be offered trips to amusement parks like adventure parks in the woods, cycling tracks, bungee jumping, horse riding clubs and different youth events.

As well, if there are some museums, like old village museums to promote old life style in Slovenia or to show how local products were made or produced in the past, rural tourism would be appropriate to include these attraction points in packages for seniors who also could visit Hot Springs in the nearby town.

PLAN



One of the important part of European Union philosophy is to integrate, to include, functionally different people, to allow them to boost their confidence and social abilities. In order to achieve this noble goal would be appropriate to get involved in organizing events with the help of volunteers and associations, like sport games, meetings or leisure activities for them. This is means that the town should be prepared to host these persons with equipment devised for them like ramps, facilities in public transportation, restrooms, parking lots, accommodation, fun activities designed especially for them.

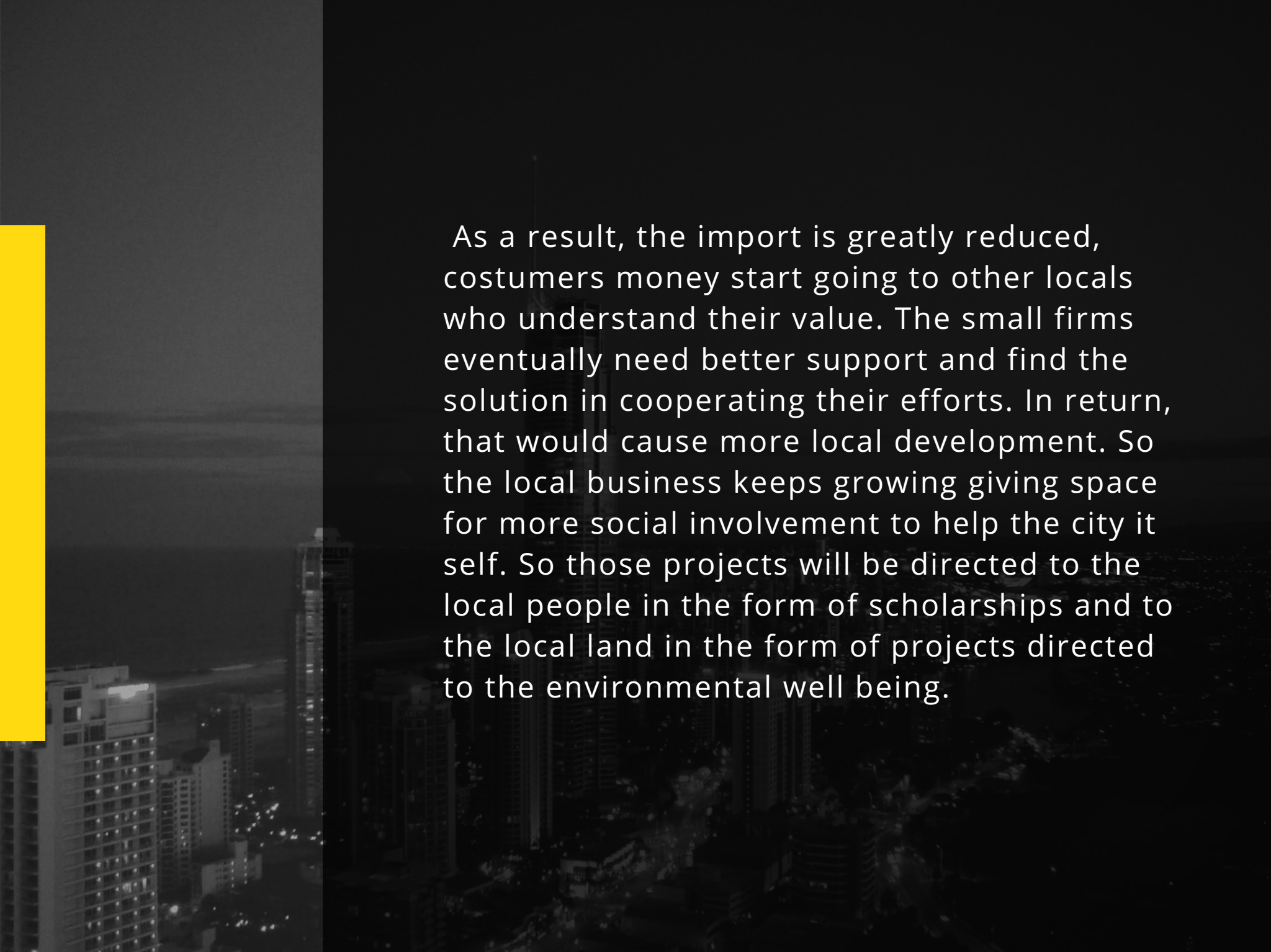





LOCAL BRAND

The residents of the city altogether with their land should start engaging in local farming so as to produce local goods. The different local products can join hands in order to create one well-distinguished local brand that's easy to be recognized. Exporting the goods inside Slovenia as well as in other countries leads to higher income, which helps the little businesses to continue developing.







As a result, the import is greatly reduced, costumers money start going to other locals who understand their value. The small firms eventually need better support and find the solution in cooperating their efforts. In return, that would cause more local development. So the local business keeps growing giving space for more social involvement to help the city it self. So those projects will be directed to the local people in the form of scholarships and to the local land in the form of projects directed to the environmental well being.



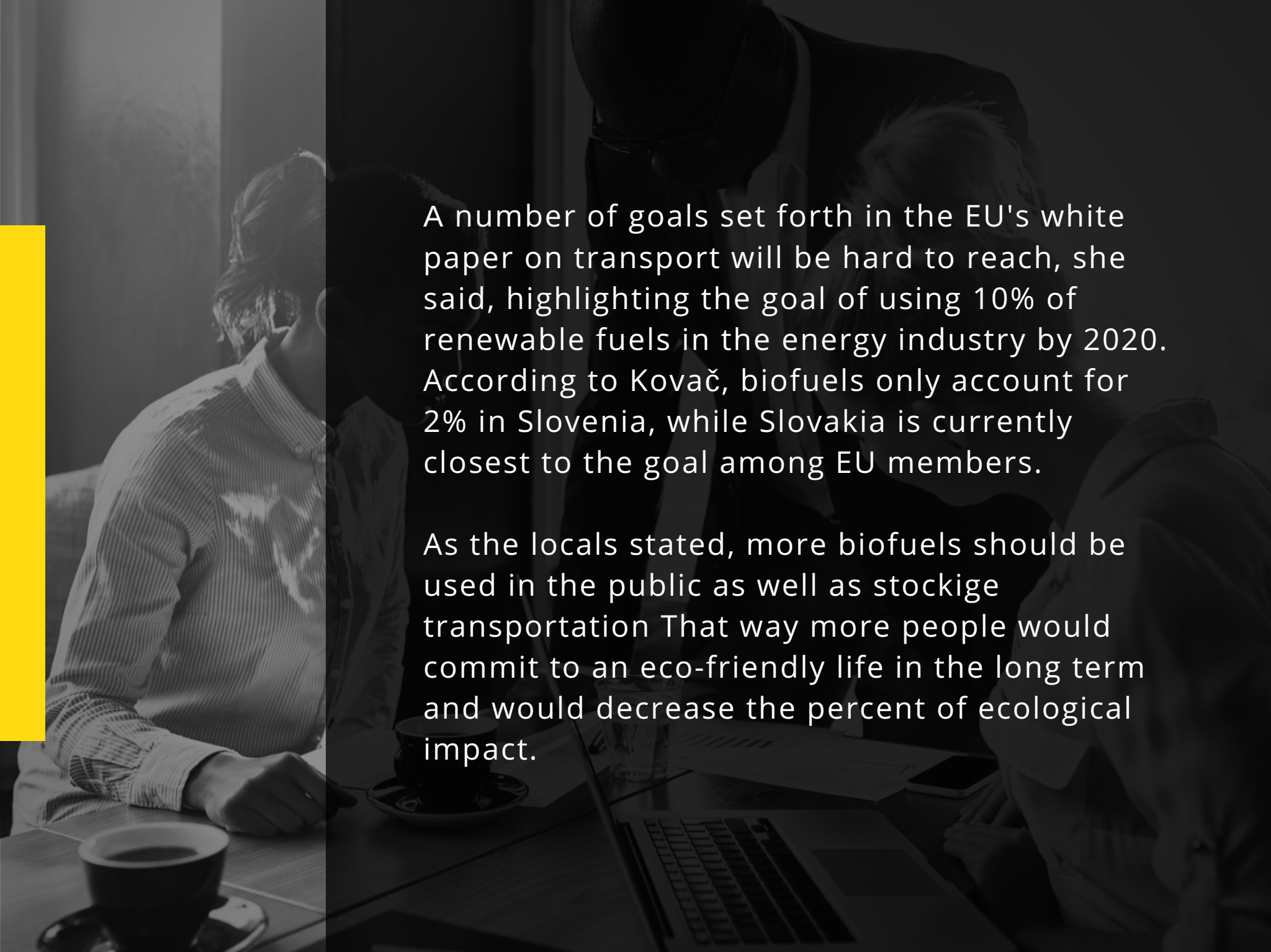
The biggest downside of a growing business is the trace it leaves behind. The effluents and defoliants from factory waste and farming lead to soil erosion and destruction of existing ecosystems. On the other hand, if more locals are included in the development in the area, people's conscious would be pointed to preserving the environment for the next generations.





We work collaboratively with clients, communities and end users to create buildings that work well on every level, inside and out.

We deliver them across our global markets with a consistently high standard of service. Road traffic is one of the biggest environmental problems in Slovenia and generates the most greenhouse gas emissions, the Environment Agency (ARSO) stated as it presented environment indicators. Moreover, the pollution and noise of traffic are the cause of numerous illnesses, the Public Health Institute (IVZ) added. According to Nataša Kovač of ARSO, greenhouse emissions caused by traffic have been in decline since 2008 both in Slovenia and the rest of the EU, in the wake of the economic crisis.

A grayscale photograph of a group of people in a meeting. A woman in a striped shirt is seated on the left, looking towards the center. A man in a suit is leaning over a table, looking at a laptop. Another person is partially visible on the right. The scene is dimly lit, with a yellow vertical bar on the far left. The text is overlaid on the right side of the image.

A number of goals set forth in the EU's white paper on transport will be hard to reach, she said, highlighting the goal of using 10% of renewable fuels in the energy industry by 2020. According to Kovač, biofuels only account for 2% in Slovenia, while Slovakia is currently closest to the goal among EU members.

As the locals stated, more biofuels should be used in the public as well as stockige transportation That way more people would commit to an eco-friendly life in the long term and would decrease the percent of ecological impact.

CITY CENTER TRANSFOR MATION

To establish solid foundations for sturdy, reliable buildings that would outlast lifetimes.

01

SPORT CLUBS

After research the idea of having new sport clubs in Murska-Sobota. This is all about developing and supporting citizens. For example, we can create many different activities in these clubs such as chess classes and contests, table tennis, darts, basketball and cricket

02

DANCING CLUBS

Night life entertainment to teenagers. Activities such as singing, concerts, karaoke, Slovenian traditional dances must have a greater impact to attract youth. This plays an important role in the percentage of youth in the city.

ORIGINAL EVENTS

We are suggesting different types of events depending on each season

01

SPRING FLOWER FESTIVAL

The idea of the festival attracts tourist. It is to decorate public places to be flower cultivated by the locals. Also, organising a flower exhibition where we can expose art made out of plants.

02

SUMMER CHILDREN'S DAY

The day is planned to be fully dedicated to them and also used as an advertising method. We will create a place where they can play together, paint faces, stay in the parks and gardens.



03

AUTUMN FLYING BOOKS

Making book stands in the streets, where people can exchange books which they had read with others. It is free and allows exchanging information and culture in the city. This activity promotes reading among people of different ages and widen their horizons.

04

WINTER THE FAIR

Enlarging the fair on Saint Nicola's Day and promoting it through national media by inviting young entrepreneurs from all over the country. That is how we will attract more visitors to it.



05

ICE SCULPTURES

Once a year we can host a competition about ice sculpting, which should be promoted by the media. It will attract many artists and visitors.

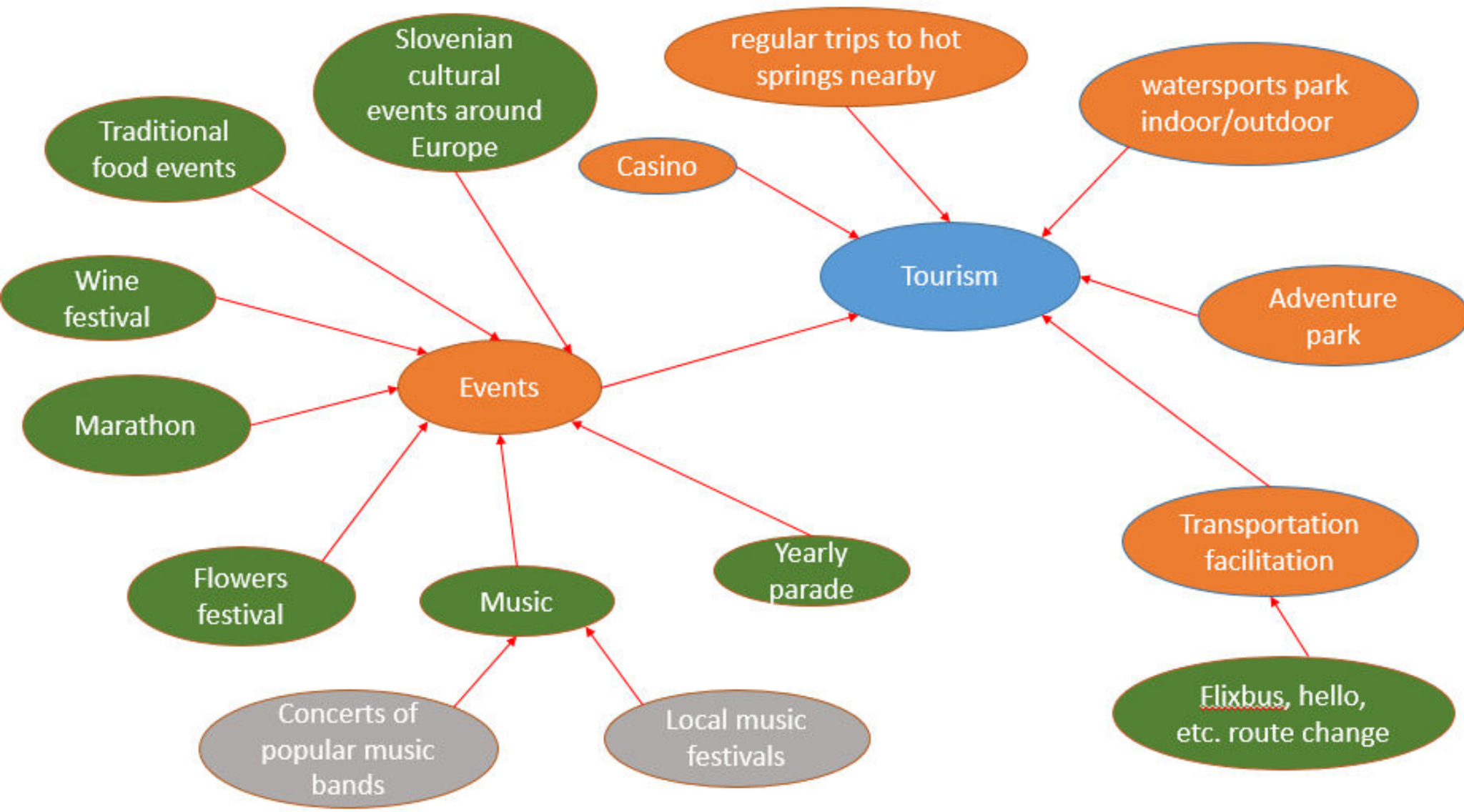
SUMMERCAMPS

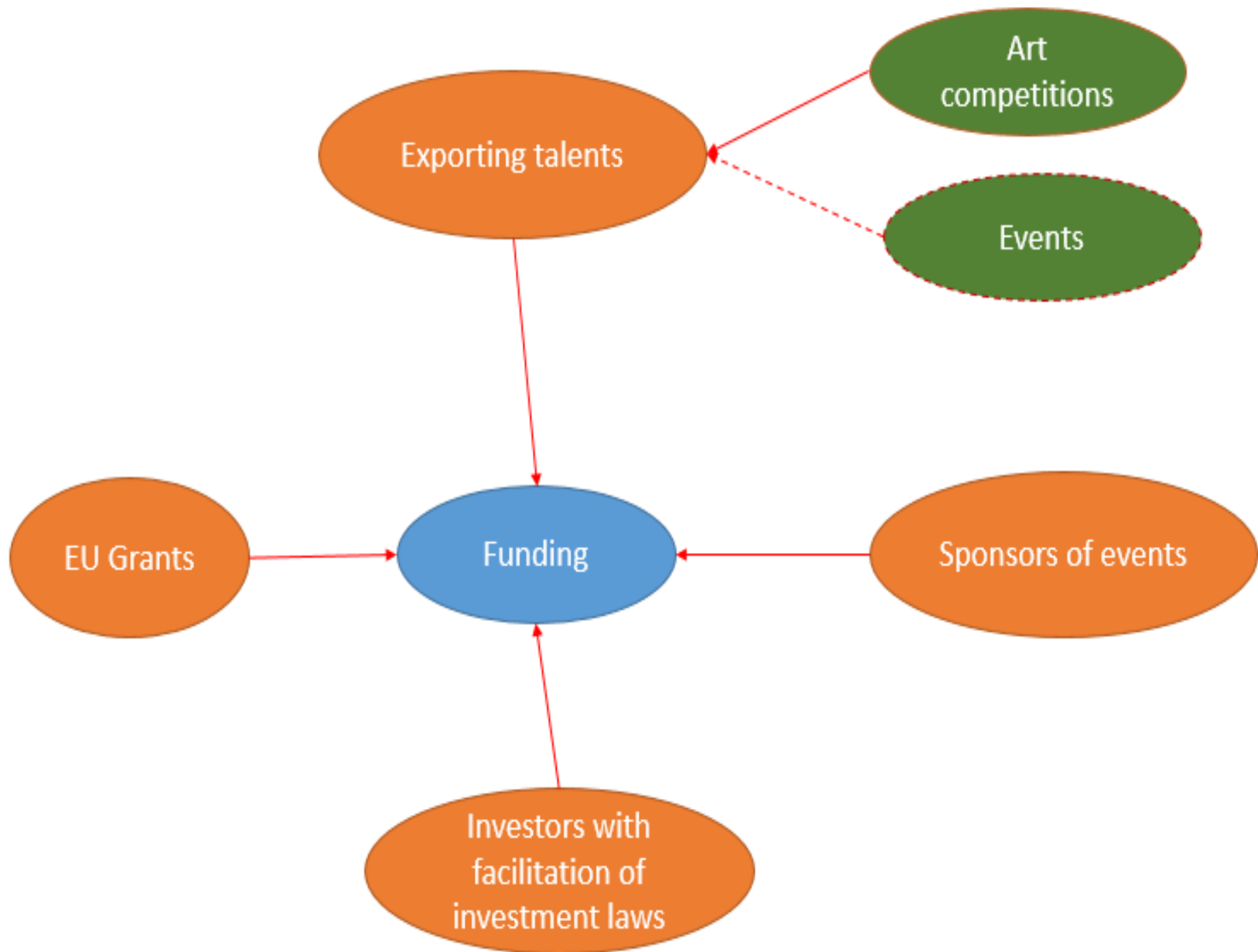
THE MAIN IDEA OF ORGANIZING SUMMER CAMPS IS THAT WE CREATE MORE OPPORTUNITIES FOR TEENAGERS TO ENTERTAIN THEMSELVES AND ALSO TO DEVELOP SOCIAL SKILLS. BY ENGAGING IN AND SUPPORTING THIS INITIATIVE WE ARE CREATING THE SPACE FOR THE YOUTH'S INTEGRATION. THE PARTICIPANTS ARE NOT ONLY HAVING FUN BUT ALSO EXCHANGING EXPERIENCE. FURTHERMORE, THEY ARE BUILDING TOLERANCE AND DEVELOPING LOCAL AND PERSONAL IDENTITY.

THE NATURAL BEAUTY OF THE REGION HAS A GREAT POTENTIAL THAT CAN BE USED TO ATTRACT YOUNG PEOPLE FROM OTHER REGIONS OF THE COUNTRY OR EVEN EUROPE. ALSO, THE DIVERSITY OF ENTERTAINMENT'S VENUES (E.G. BOWLING CLUB OR SWIMMING POOL) IN THE REGION SHOULD BE CONSIDERED AS A POWERFUL BASIS FOR SUMMER CAMPS.

WAKE UP, CITY!







THANK
YOU!

