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**MUZELIQ**

# Who we are

We design cultural and heritage experiences that feel deeply connected to universal human values. Crafted with care, grounded in research, and built to resonate — our projects connect people to places, stories, and meanings.

Muzeliq was founded by Dragana Lucija Ratković Aydemir, heritage strategist and exhibition planner, as the international branch of MUZE — the award-winning Croatian consultancy with over two decades of experience and more than 100 projects in heritage interpretation, exhibition design, and cultural tourism development.

Rooted in European practice, our language is universal: meaningful concepts, strong narratives, and visitor-centered design.



# What we do

We work closely with partners to co-create destinations and cultural brands that engage visitors, empower communities, and inspire to take pride in heritage.

With a multidisciplinary team and vast experience in interdisciplinary projects, we bring together strategic planning, creativity, and technical excellence to shape memorable and sustainable experiences.

Every place is different. Every story deserves its own expression. That's why we tailor every project — building it from the ground up, with your vision, your context, and your community in focus.



# Recognition & commitment

Over the years, our work has been honored with more than 70 awards and recognitions for excellence in museum and tourism innovation, storytelling, and experience design.

We are certified trainers for heritage interpretation, contributors to professional networks, and active collaborators in EU-funded heritage projects.



# The power of living heritage

Celebrating traditions that evolve, connect, and inspire.

## A community's boat and a world-class heritage model

We helped shape an ecomuseum where a traditional wooden boat became a symbol of identity, care, and continuity. Rooted in community participation, the experience connects daily life with maritime skills, stories, and rituals — from boatbuilding and shared meals to songs and regattas. The project was later recognized by UNESCO as one of the world's best practices in safeguarding intangible cultural heritage.







Batana Ecomuseum, Rovinj

mq

### Services included

- Heritage interpretation and site activation
- Exhibition and experience design
- Audience and program development

## A museum that sings and all who come sing with it

How do you turn living heritage into a living experience? We designed a museum dedicated to a unique form of musical expression inscribed on the UNESCO list of intangible cultural heritage. Rooted in community spirit and wit, this experience celebrates local identity through sound, song, and storytelling — making heritage not only visible, but audible and alive.



# Svadbene uloge

WEDDING ROLES



## Šokica

## Punao

THE FATHER OF THE BRIDE

## Mlada

THE BRIDE

## Mladoženja

THE GROOM

## Svekar

THE FATHER OF THE GROOM

## Stari svač

THE ELDER WEDDING GUEST

## Svekrva

THE MOTHER OF THE GROOM



# Dvoboj Kandžije i Pave

## A DUEL BETWEEN KANDŽIJA AND PAVO

Museum of Bečarac, Pleternica



### Services included

- Strategic cultural tourism development
- Heritage interpretation and site activation
- Exhibition and experience design
- Audience and program development
- Training and capacity-building



# Landscapes of meaning

Celebrating traditions that evolve, connect, and inspire.

## When nature speaks we help tell its story

From mountain peaks to coastal cliffs, each site becomes a place of connection — where visitors engage with nature not only through science, but through emotions, local traditions, and responsibility. Our team designed these experiences to inspire care, curiosity, and a deeper sense of belonging to the living world.



Beech forests make the largest part of the green forests of Učka and Učava. They grow at 200 to 1000 m above sea level. Coastal beech forests, which can be found in the lower regions, are characterized by their branched tall trees which grow symmetrically upwards. In higher elevations, where the weather conditions are harsher, subalpine beech forests can be found. In that area, the trees are thinner and more branched out, whereas their bottom parts are bent due to the pressure created by snowfalls.

**Učava** **Učka**

Učava is a peninsula located in the north of the island of Učava. It is a part of the Učava Nature Park. The peninsula is characterized by its unique landscape and rich biodiversity. It is a popular destination for nature lovers and hikers.



**DJELO LJUDSKIH RUKU**

Učava is a peninsula located in the north of the island of Učava. It is a part of the Učava Nature Park. The peninsula is characterized by its unique landscape and rich biodiversity. It is a popular destination for nature lovers and hikers.











Medvedgrad Visitor Centre, Medvedgrad Nature Park



### Services included

- Heritage interpretation and site activation
- Exhibition and experience design

# Where myths dwell and the landscape remembers

In an abandoned village nestled deep in the canyon, a visitor center brings to life the Proto-Slavic cosmology once inscribed into the landscape itself. Through storytelling, spatial dramaturgy, and local voice, we envisioned the interpretive space that invites to enter a world where nature, memory, and myth are one and the same.



### ZEMLJANI DAROVI

Pravni darovi Zemljanima su bili darovi, koji su predstavljali simbolizaciju bogstva i moći. Zemljanima su darovali bogovi i ljudi. Darovi su bili simbolizacija bogstva i moći. Zemljanima su darovali bogovi i ljudi. Darovi su bili simbolizacija bogstva i moći.



### CRNU VOVU PREŠTI

Crna vovna prešta je simbolizacija bogstva i moći. Crna vovna prešta je simbolizacija bogstva i moći. Crna vovna prešta je simbolizacija bogstva i moći.

### BOŽANSKI AVATARI

DIVINE AVATARS

Veles je bog koji mijenja svoj lik. Ovisno o svojstvu ali se i mijenja gdje se nalazi, pojavljuje se u obliku čovjeka, zmajevca, volva i zmija.

Veles is a shape-shifting god. Depending on his role and place of appearance, he takes on either the form of a man, a bear, a wolf, or a snake.

**Čovjek**  
U ljudskom obliku, s rogovima i pastirskim štapićem, Veles djeluje kao čovjek i zaštitnik stoke.

**Medvjed**  
Kao najopasnija zvijer svijeta, Pradolomna, Veles štiti stoku i njegove vlasnike. Medvjedi čuvaju čovjekovu bogovinu.

**Vol**  
Veles kao volf pastir stavlja u pokret volove kako ne bi napuštali stoku, najvažniji bogovi ljudi.

**Zmija**  
Veles kao zmija dolazi u korijenima. Njegova stavlja kraljicu u Perunovu pokretu njegova godišnjeg doba.

**Snaka**  
U obliku zmije, Veles je prikazan kao živjeti među korijenima. Njegov borba s Perunom pokreće njegova godišnjeg doba.

> O JAVNI BLAGOVJEŠTILNI BLOK VELESOVE LIKOVNE PROMJAVE U SVJETLOŠĆI NEKOME OD NJIH?

ROTATE THE PUZZLE AND PUT TOGETHER THE CHARACTERS OF VELES! CAN YOU RELATE TO ANY OF THEM?



ТУ СТОЛБЕ  
ЗБЕГ

ОШЉА СЛОМОВИКА  
ПЛУДОК СОО' ШЕАРОН

Наша свадба одвија се  
у топлој и сувој години,  
у којој се сви богови  
појављују и доноси  
пожњу и богатство.

У топлој и сувој години,  
у којој се сви богови  
појављују и доноси  
пожњу и богатство.

БРОЈАЦА ВОРНЕ  
THE SHAPER OF DESTINY

У топлој и сувој години,  
у којој се сви богови  
појављују и доноси  
пожњу и богатство.

У топлој и сувој години,  
у којој се сви богови  
појављују и доноси  
пожњу и богатство.



# BOŽANSKA SVADBA

## THE DIVINE WEDDING

Naši su preci organizirali godinu u skladu s promjenama u prirodi. Podijelili su je u četiri dijela. U toplom i suhom dijelu godine ljudi su poslovali u polju, a u hladnom i vlažnom boravili su u svojim domovima. Godina se počinjala u rano proljeće, s rođenjem božanskih blizanaca Morane i Jarila.

Njihovi životi trajali su po godinu dana i bili su vezani uz prirodu. Vrhunac godine i mitske svadbe je Morane i Jarila kojom se spajaju Perunov svijet i bogate žetve. Kada nastupi zima i smirivanje, tada oni umiru, sve kako bi se ponovno rodili.

> O ZAVRTI PLOČU I POKRENI GODINU S MORANOM I JARILOM!



**VJEVERICE / SQUIRRELS**  
 Prema mitološkim pričama,  
 vjeverice su glasnice bogova.  
 Trče po stablu prenoseći poruke  
 između orla i zmije.  
 According to certain mythological  
 tales, squirrels are gods'  
 messengers. They run around the  
 Tree passing messages between  
 the eagle and the snake.

Ecomuseum Mošćenička Draga, The House of the World Tree Interpretation Centre

### Services included

- Strategic cultural tourism development
- Heritage interpretation and site activation
- Exhibition and experience design



# Imagining new identities

Stories redefine place — and reveal who we are.

## A town reimagined through fairy tales

We helped develop a destination strategy built around the legacy of a national female literary icon and a powerful sense of place. The result: a multiple times awarded storytelling fairy tale museum, a living point on European cultural route, and a festival that turns fairy tales into an immersive experience for all generations.









Ogulin, The Homeland of Fairy Tales destination brand

### Services included

- Strategic cultural tourism development
- Heritage interpretation and site activation
- Exhibition and experience design
- Audience and program development
- Training and capacity-building

## Transforming a fortress into a space for reflection

We reimagined a vast medieval stronghold — once defined by power — as a place for perspective, emotion, and layered identity. What emerges is not only a narrative of the past, but an invitation to reflect on the present — and shape the future of this meaningful site and its community.







Fortress of Knin Interpretation Centre

### Services included

- Heritage interpretation and site activation
- Exhibition and experience design

# What we offer

From strategic planning to visitor's delight — a full circle of services for cultural destinations, institutions and communities.

## Strategic cultural destination development

We help communities and regions unlock the full potential of their heritage — as a force for sustainable growth, identity, and connection.

- Cultural tourism and heritage interpretation planning
- Branding strategies for destinations and heritage attractions
- Stakeholder facilitation and participatory planning
- Strategy implementation monitoring

## Heritage interpretation and site activation

Places come alive when their stories become experiences.

- Cultural routes and thematic trails design
- Site-specific interpretive planning
- Outdoor and indoor installations
- Integrated visitor experience strategy



## Exhibition and experience design

We design experiences that engage the senses, sparkle emotions, and make meaningful memories.

- Exhibition concept and content development
- Audiovisual, textual, AR/VR experience and interactive media production
- Implementation and project management
- Museum operations consulting

## Audience and program development

A great story needs the right audience — and the right experience to captivate them.

- Audience strategy and evaluation
- Educational program design and event consulting
- Product and souvenir development
- Engagement tracking and user feedback

## Training and capacity-building

Lasting impact starts with empowered people.

- Certified training (Interpret Europe)
- Tailored workshops and learning modules
- Peer learning facilitation
- Community and professional development

# We would love to hear your vision.

Whether you're shaping a new museum, bringing heritage trails to life, or imagining how stories could become experiences — let's co-create something meaningful and craft the future of heritage experiences together.

## Why partner with Muzeliq?

- Because you want more than a contractor — you want a creative partner.
- Because heritage deserves depth, not templates.
- Because your community matters as much as your visitors.
- Because stories shape places — and places shape futures.

## MuzelIQ

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# MUZELIQ

crafting the future  
of heritage experience