



CORE LOCAL PORTFOLIO FOR POMURJE AND MARIBOR





Core local portfolio M. Sobota

Document Control Sheet

Project	REDISCOVER – Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region
Code	DTP 2-084-2.2
Funds	ERDF, IPA
Date	9 September 2019

Contents

1. Short abstract about the Rediscover project and content of the portfolio	3
2. Series of Product Development Workshops	5
2.1. Inventory Workshop	5
2.2. Match-making Workshop	7
2.3. Capacity Building Workshop	9
3. City/region profile	13
3.1. Maribor	14
3.2. Prekmurje	15
4. Status of Jewish cultural heritage products and services (case studies) – what we have/miss.....	16
4.1. Maribor	16
4.2. Murska Sobota.....	20
4.3. Lendava.....	24
4.4. Beltinci	28
4.5. Documentary films about Jews in Maribor, Prekmurje and Slovenia	29
4.6. Music bands that perform Jewish music.....	30
4.7. Scientific books about Jews in Maribor, Prekmurje and Slovenia	30
4.8. Fiction books about Jews in Maribor, Prekmurje and Slovenia.....	32
5. Potential connections to other local/partnership level initiatives (cross-country thematic routes)	33
5.1. European Days of Jewish Culture.....	33
5.2. European Routes of Jewish Heritage	35
5.3. Jewish Heritage Europe	35
5.4. The Cultural Guide to Jewish Europe – JGuideEurope.....	35
5.5. European Jewish Heritage Tours.....	36
5.6. The European Cemeteries Route	36
5.7. Architectural Masterpieces of Lipót Baumhorn.....	37
6. All ideas and products with description of message, target groups, activities and visibility	38
6.1. Short-term ideas and products	38
6.2. Long-term ideas and products.....	44
7. Implementation ideas (development)	53

1. Short abstract about the Rediscover project and content of the portfolio

Project Rediscover connects municipalities, tourism providers, and Jewish Associations, who want to rediscover their Jewish cultural heritage. Altogether, partners from nine European countries collaborate in the project.

The re-discovery of the Jewish cultural heritage of project scenes means that besides tangible elements the intangible should be included and integrated, as well. The tangible elements (synagogues, cemeteries, memorials, public/business/residential buildings) are usually well-known to the wide audience and which should be organised into creative attractions. The intangible elements (music & literature, religion & festivals, traditions & lifestyle, cuisine & local recipes, oral history, photo collections, legacy of famous local born Jewish personalities, arts, events, etc.) are on the other hand usually not recognised by the mainstream community and visitors. Accordingly, the Rediscover project aims to help creating competitive advantages for cities with otherwise scarce JCH attractions.

The main objective of the project is to explore, revive and present the hidden intellectual heritage along with locally available Jewish cultural heritage of project partner cities. In this respect, the project partners will be given the opportunity to create a jointly presented, synergistic tourism tool/service that will be accessible to the wide audience as well.

Some of the cities included in the project will organise thematic events and exhibitions, while some others will make new tourism products, which will represent the Jewish cultural heritage of specific region.

With new tourism products we all should attract more tourists on our destinations. Therefore, the project reflects also on other tourism providers, which will also attain more tourists and visitors.

This Core local portfolio includes seven different contents, whereat each content is presented in its own chapter.

- In the first chapter, we introduce the Rediscover project and the content of the Core local portfolio in order for the readers to get a concise picture of our activities and ideas.
- After that, we present the outputs of three different workshops, which we have organised within the workshop series.

- In the third chapter, we introduce the profile of our region focused on cities of Murska Sobota, Lendava and Maribor. In the region profile, we provide the descriptions of Jewish heritage in mentioned destinations, as well.
- The fourth chapter is dedicated to the status of Jewish cultural heritage products and services. In this chapter, we research what we have and what is missing in our destinations.
- The web-based repository is a very good tool for researching the potential connections to other local or partnership level initiatives. In chapter five, we thus list some cross-country thematic routes, which offer attractive suggestions for our activities.
- In chapter six, we introduce all ideas and products with descriptions of messages, target groups, activities and visibility, which were developed jointly with our stakeholders at the prior mentioned workshops.
- The final chapter of the Core local portfolio presents the implementation plan of our ideas for the years 2020 and 2021.

2. Series of Product Development Workshops

2.1. Inventory Workshop

We have organised the Inventory workshop for our stakeholders on Friday, 26 April 2019, on the 75th anniversary of the beginning of mass deportation of Jews from Prekmurje¹ to extermination camp Auschwitz-Birkenau. Choosing this date for our workshop was not accidental; in fact, by doing so we wanted to commemorate the memory of Jews from Prekmurje as well as to reinforce the knowledge on Jewish history in Slovenia among our stakeholders.



Picture 1: Inventory Workshop in Murska Sobota, 26 April 2019.



Picture 2: Participants of the Inventory Workshop in Murska Sobota, 26 April 2019.

Metka Fujs, the director of Pomurje Museum presented their outputs of tangible and intangible Jewish cultural heritage in Murska Sobota, Lendava and Maribor. She told that in Slovenia we already have many databases with cultural heritage, which were not published on any of the

¹ After World War II the unhistorical name of Pomurje (“The Land along (the river) Mura”) began to be used for the Prekmurje (“The Land across (the river) Mura”) region and a part of Slovenian Styria, which spreads along the right bank of Mura. Up until today, the name Pomurje has not completely prevailed as the common name for the two mentioned regions. One of the main reasons for this is the fact that Slovenia still has no official regions, such as are counties in Hungary (megyék) or in Croatia (županije). From historical perspective, the definitions of both areas are clear: Prekmurje is part of present-day Slovenia, which until 1919 was part of the Kingdom of Hungary. On the other hand, the part of Slovenian Styria along the river Mura was, like the rest of Slovenian Styria, until 1918 part of the Austrian crown land of Styria. Similarly, when we speak about Jewish history of Slovenia, we have to bear in mind that before World War II Prekmurje was an area with an important Jewish presence, but on the other side of the river Mura there were hardly any Jews. In the portfolio we interchangeably use both names – Prekmurje and Pomurje. The first one is used in historical context and the second one in geographical.

websites yet. Janez Premk thus proposed that we should publish the outputs of our database of intangible and tangible JCH on Bezalel Narkiss Index of Jewish Art.

Afterwards, we presented the Walkshop in Timisoara where we discussed about methodology of JCH database, saw many representative examples of Jewish cultural heritage (for example synagogues and cemeteries) and met various tourist and Jewish organisations.

In addition, Janez Premk presented his guidebook *Tracing Jewish Heritage in Slovenia*, which is a very good book with information on JCH from all over Slovenia. The guidebook includes tips for thematic city tours and detailed pictures of houses, buildings, families, as well. All stakeholders agreed that we should make a similar handbook for Murska Sobota, Lendava and Maribor, which would include information on JCH listed in our project's database.

In the final part of the workshop, we talked about JCH in our region and the possibilities for making new tourism products, which will include this JCH. The stakeholders suggested that we should make tourism product designed on Jewish families' stories, because new tourism products are nowadays based on the stories. We also talked about Jewish cemeteries, where we could present such stories to Jewish visitors and organise tours for tourists from Israel, which are yet coming to Slovenia. Many tourist agencies from America offer products for Slovenia, Hungary and Croatia thus we should contact them and offer them our products.

Output of the workshop:

The output of the workshop is the inventory on tangible and intangible Jewish cultural heritage in Murska Sobota, Lendava and Maribor, which we specifically present in chapter four of this portfolio.

The inventory contains 41 elements of tangible Jewish cultural heritage and 19 elements of intangible Jewish cultural heritage. We presume that the small number of intangible Jewish cultural heritage in Pomurje region today is a result of an absence of Jewish associations and Jewish life in this part of Slovenia in general.

Tangible elements	No. of elements	Intangible elements	No. of elements
Synagogues, museums	5	Songs, music, dance	0
Cemeteries, graves	5	Literature	8
Beth Ha-Midrash, Mikveh	0	Gastronomy	0
Houses, places	27	Arts, crafts, sciences	6
Schools, social buildings	1	Oral history	3
Industrial, commercial buildings	1	Famous, prominent persons	2
Memorials, Stolpersteine	2	Rituals, customs	0

2.2. Match-making Workshop

We have organised the Match-making workshop for our stakeholders on Thursday, 25 July 2019. It was held in Murska Sobota in pavilion Expano. The workshop started at 9 am and finished at 11.30 pm. The lecturer was Maja Kutin, an expert in tourism and marketing, specialised for the Israeli market.

During the workshop, we discussed about tangible and intangible JCH in Pomurje and Maribor. In addition, we talked about travel habits of tourists from Israel as well as of domestic tourists. We also debated about the opportunities for developing new tourism products involving JCH in Pomurje and Maribor.

Stakeholders discussed about already existing tourism products on JCH and what are the weaknesses of such products. The stakeholders recognised that they have a problem with providing proper information in various foreign languages. Accordingly, they are aware of the need to provide such information at least in English and maybe in Hebrew, as well.

The most discussed topic in regard of the general audience was on how they should be involved in existing tourism products.



Picture 3: Participants of the Match-making Workshop in Murska Sobota, 25 July 2019.

During the workshop, we discussed about the Szeged's case study on kosher wine tours. In Pomurje, only one wine cellar expressed an interest in making kosher wine in the past. This idea, however, never came to realisation.

Further, we also discussed about Regensburg's example of good practice, i.e. the project "Three religions – one city: Christians, Muslims and Jews in Regensburg". In Murska Sobota, there is a plan to develop a similar museum, which would present three different cultural and religious groups of Murska Sobota – Jews, Roma and Evangelicals.

The participants of the workshop debated also about the possibilities of inclusion of memorial sites and monuments, for example "Stolpersteine" (Stumbling Stones) in the tourist offer. Slovenia has been included in the project "Stolpersteine" since 2012. The first Slovenian city that has joined this project was Maribor. In last year, Stumbling Stones were laid in Ljubljana, while this year they will be installed also in Murska Sobota and Lendava. In both last mentioned cities, the official laying of the Stumbling Stones will take place on 17 September 2019.

Maja Kutin mentioned that she once lead a project with "Franja" Partisan Hospital near Cerkno, Slovenia. In this hospital, during World War II a Jewish doctor named Vladislav Klajn (1909–1984) worked for some time thus a story on his life was created for tourists especially from Israel. Today, "Franja" Partisan Hospital attracts many tourists from Israel because of providing them a good story.

The lecturer also said that Spa & Wellness Resort of Rogaška Slatina provides a very good example of how to sell spa as a service to guests from Israel. Stakeholders agreed that we should also try to attract guests from Israel to spas, green outdoor areas and lakes in Pomurje and Maribor. Moreover, we already have many tourist attractions for children, so this could be a good opportunity to attract before mentioned tourists.



Picture 4: Match-making Workshop in Murska Sobota, 25 July 2019.

We concluded the workshop with an establishment that we share many common activities and same problems, such as the language in which our tourism products are promoted in public (namely, some of us do not have all information available in English or Hebrew). We also recognised that we should organise more work meetings, because we have a lot of similar ideas and problems, which should be developed and resolved with joint efforts.

Output of the workshop:

At the end of the workshop stakeholders discussed that we need to develop together some new tourism products within Rediscover project (for details on the products, please see chapter four in the portfolio). For those products, which could not be developed within the framework of the Rediscover project, we should jointly seek other grant options. In this respect, we should strive toward constant development and eventual realisation of the discussed ideas.

2.3. Capacity Building Workshop

We have organised the Capacity Building workshop for our stakeholders on Monday, 29th July 2019. It was held in Murska Sobota in pavilion Expanso. The workshop started at 9 am and finished at 12.30 pm.

With this workshop we wanted to acquaint our stakeholders with the process of developing new tourism products. Our challenge was to invite those providers, who do not have any tourism products yet, but they are considering of developing and consequently offering

something new in Pomurje region. In order to reach as many tourist providers as possible, we have sent out invitations to all tourist information centres and organisations in Pomurje region. Unfortunately, only a few new providers responded to our invitation.

Lecturer at this workshop was Niko Slavnić, owner of the company “Iqbator” that looks for venture opportunities and focuses on proven business models in developing markets. Among others, it distributes the guidebooks “In your pocket” and “The Slovenia book” as well. Niko Slavnić holds lectures in many countries around the world.

The lecturer told the participants that educating tourism service providers is not the most important thing. In fact, the most important things are the idea that you have, the will to create your own ideas and the endurance to achieve your goals. Furthermore, he also emphasised how important it is to ask yourself “Why should I not develop new product” instead of “Why should I develop new product”.



Picture 5: Niko Slavnić at the Capacity Building Workshop in Murska Sobota, 29 July 2019.

Most relevant topic for each group of stakeholders is:

- How to improve your already known tourism product?

Most relevant topics for general audience are:

- How to decide on developing new tourism product?
- If you have an idea, you need to develop it!
- You need to ask yourself, what sets your product apart from other similar products.
- What should be the added value, which will attract our customers and/or stimulate them to come?

Niko Slavnić explained that it is also important to ask yourself “How much do I want to earn in 2030”. He further advised that the positioning is one of the more important things in business planning. It is not ok if you wish to reach all kind of costumers, because you will not be able to produce a product, which would fit everyone. Thus, you need to decide first what kind of costumers you wish to have and it is only on that perception when you put on the price and everything else. The lecturer emphasised that the price of the product is central, as it will define your customers.

Moreover, it is also important who will promote your product: for instance, a famous person or someone who has the influence on other costumers.



Picture 6: Participants of the Capacity Building Workshop in Murska Sobota, 29 July 2019.

Output of the workshop:

The participants agreed on the suggested steps of planning new business that had been introduced in the workshop. At the same time, the participants delivered numerous business ideas, from accommodation to wine making, whereat it is worth mentioning that their ideas about prices of the products were quite different as well. With this workshop, to which we invited various tourist service providers, we wanted to provide the participants with new skills on developing fresh and innovative tourism products, on organising events that will be more successful, etc.

Conclusion remarks on the workshop series:

After the accomplishment of the workshop series, we can say that all three workshops were successful and fruitful. Our stakeholders provided very good ideas for product development thus we are confident that we will deliver a very good result at the end of the Rediscover project. At the workshops we discussed about our ideas and common activities; at the same time we also recognised the need for joint development of the products. At the Capacity Building Workshop the lecturer introduced us with the steps of planning and developing of the ideas. Accordingly, we can now determine the sequence of our activities, which we want to achieve. All mentioned ideas are presented in chapter six of the portfolio.

3. City/region profile



Picture 7: Map of Slovenia with its north-eastern part (in small frame).

Capital of Slovenian Styria Maribor (German: Marburg an der Drau) and region of Prekmurje (literally: “Land across the (river) Mura”, Hungarian: Muravidék) are located in the northeast of present-day Slovenia. Although the present state border of Slovenia in this area was created after the end of World War I with the emergence of the First Yugoslavia, for almost thousand years the majority of population in this part of today’s Slovenia has been Slovenian. At the same time, it is important to stress that Slovenes are not exclusive population of the area. This is a result not only of the contact between the Holy Roman Empire (later Austrian part of the Habsburg Monarchy on the one bank of river Mura) and the Kingdom of Hungary with (until the end of the 11th century independent) Kingdom of Croatia on the other bank of Mura, but also the junction of different languages: German, Hungarian, Croatian and Slovenian, and of different religions: Catholic, Protestant and Jewish.

Due to this diversity, it is not surprising that there are two, until World War II unrelated stories of Jewish history in the area of Maribor and Prekmurje. The Maribor story is from the beginning completely urban as Maribor was already an important medieval town. From the end of the 13th century on it became also an important medieval Jewish centre. This position was lost in 1496–1497 when the Jews were expelled out of Styria thus they have to leave Maribor as well. After the resettlement of Jews in the second half of the 19th century, an otherwise small Jewish community emerged in Maribor. After the end of World War I the Jews were co-creators of the

industrial boom of the then Maribor. Because of this Maribor before World War II became an important industrial city.

The Prekmurje story is until the end more rural and less urban as this region until the World War II had just two rather small towns and prevailing agricultural economy. Jews settled in the Prekmurje region at the beginning of the 18th century. Like in other parts of then Hungary their number and importance was steadily growing until the second half of the 19th century. However, since the end of the 19th century the number of Jews in the prevailing agricultural Prekmurje has been decreasing. Nevertheless, it remains a fundamental feature of Prekmurje Jews until World War II the fact that they were the bearers of modernization. Unfortunately, the development of two such different areas meet in the Holocaust, which wiped out most of the Jews in Maribor and Prekmurje. Therefore, the common feature of both areas is the absence of the memory of the former Jewish population. We believe we will bring it back with this project.

3.1. Maribor

First Jews moved to Maribor probably in the second half of the 13th century. They settled in the south-eastern part of the city. In the early 14th century, they already built a synagogue in the city. The Jewish community becoming prosperous and an important Jewish centre for a wider region and some of its members became important figures in Medieval Central Europe. One of them was Isserlein bar Petachia, who was born and worked in Maribor in the first half of the 15th century. This famous rabbi and Talmud scholar was one of the most important Jewish figures of Late Medieval Europe.

By the end of Middle Ages, the political climate worsened for the local Jewish community and they had to leave Maribor and Styria by 1497. The Maribor Synagogue was converted into a Catholic church. The Jews moved away and some of them settled in Trieste and Gorizia. There they got a new last name, Morpurgo, an Italianised word for their origin city Marburg (Maribor).

In 1785, the synagogue became a military and later merchant storage house. In 1860s, Jews started to return to Maribor and in the early 20th century, there were around 100 of them in the city. Also in this period, there were some important individuals in the Jewish community, like Klara Kukovec, first female doctor in Maribor, or Marko Rosner, a successful industrialist. After World War II, the Jews did not return to Maribor thus no Jewish community can be found

today. The old mediaeval synagogue was restored into a museum and gallery, and now houses the Center of Jewish Cultural Heritage Synagogue Maribor.

3.2. Prekmurje

In the Prekmurje region, once part of the Kingdom of Hungary from the 10th century until 1919, the Jews formed a prominent part of the population until the end of the 19th and to the beginning of the 20th centuries. They mainly originated from Moravia and Hungary. In 1880, there were 1082 Jews in the region, of which 220 lived in Lendava (then Alsólendva/Spodnja (“Lower”) Lendava), 311 in Murska Sobota, and 152 in Beltinci. Another 399 Jews dwelled in other villages.

The synagogue in Lendava, one of the two still existing ones in the territory of present-day Slovenia, was built in 1866. The Lendava Jewish community had a synagogue, a rabbi, a primary school, cultural associations and a cemetery in Dolga vas.

In 1908, an imposing synagogue was built in Murska Sobota in the Hungarian architectural style, which was destroyed in 1954 due to the pressure of the communist party. There was also a synagogue in Beltinci, which was demolished in 1937. A fully preserved Jewish cemetery is located in Dolga vas near Lendava with 176 tombstones. In the middle of the cemetery stands a monument to 387 victims of the Nazi genocide, which was erected in 1947 by four Holocaust survivors.

4. Status of Jewish cultural heritage products and services (case studies) – what we have/miss

4.1. Maribor

Synagogue in Maribor

The Maribor Synagogue is one of the oldest Central European Jewish monument of the highest rank. It was the religious and cultural centre of the medieval Jewish community in Maribor and for at least some time also for the Jewish communities of the Inner Austrian lands.



Picture 8: The Maribor Synagogue – the view from the south side with the Jewish and Water towers.

The Jewish quarter



Core local portfolio M. Sobota

South-eastern part of the old city of Maribor, where medieval Jews lived, with the Jewish street, Jewish square, Jewish tower, (presumably) Jewish cemetery and the medieval synagogue.

The Jewish tower

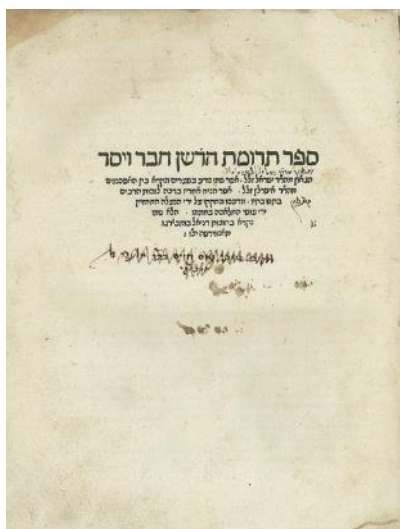
A medieval defensive tower built in the south-eastern edge of Maribor's defence system. The tower gained its name due to its location in the former Jewish quarter.

The Stumbling Stones

Maribor has 12 Stumbling stones. These memorial stones were installed in 2012, whereat Maribor was the first city in Slovenia that joined the "Stolpersteine" project.



Picture 9: Stumbling stones for the family Kohnstein at Kneza Koclja Street No. 2 in Maribor.



Picture 10: Cover page of the Isserlein bar Petachia's book *Terumat ha-Deshen*, printed by famous printer Bomberg in Venice in 1519.

Oral family stories and famous persons

- Isserlein bar Petachia (1390-1460): famous rabbi and Talmud scholar.
- Aron the Rich (before 1429-before 1486): the forefather of the family Morpurgo.
- Klara Kukovec (1883-1979): first female doctor in Maribor.
- Marko Rosner (1888-1969): industrialist, the first donor of the Slovenian Academy of Science and Art and organiser of the illegal crossings of border of the Jews from the Third Reich to Yugoslavia.



Picture 11: Klara Kukovec (1883-1979) before World War II (photo: Mojca Horvat).



Picture 12: A charter issued and signed (bottom right) by Aaron the Rich in 1455, sealed by Andrej Vischer, a Jewish judge of Maribor (Diözesanarchiv Graz-Seckau via Monasterium.net).

4.2. Murska Sobota

Synagogue in Murska Sobota

A famous Hungarian architect of Jewish origin Lipót Baumhorn prepared the plan for the Murska Sobota synagogue, which was finished in 1908. Synagogue was demolished in 1954 due to its deterioration and the fact, that after World War II, no Jewish community existed in the town. The most of the members of Murska Sobota pre-war Jewish community were killed in the Holocaust thus a few survivors, who return to this city after the war, were not able to re-establish an active community.



Picture 13 (left): Lendava Street in Murska Sobota, synagogue, exterior (postcard, after 1908). Picture 14 (right): A monument at the location of demolished Synagogue in Murska Sobota (photo by Aleš Topolinjak).

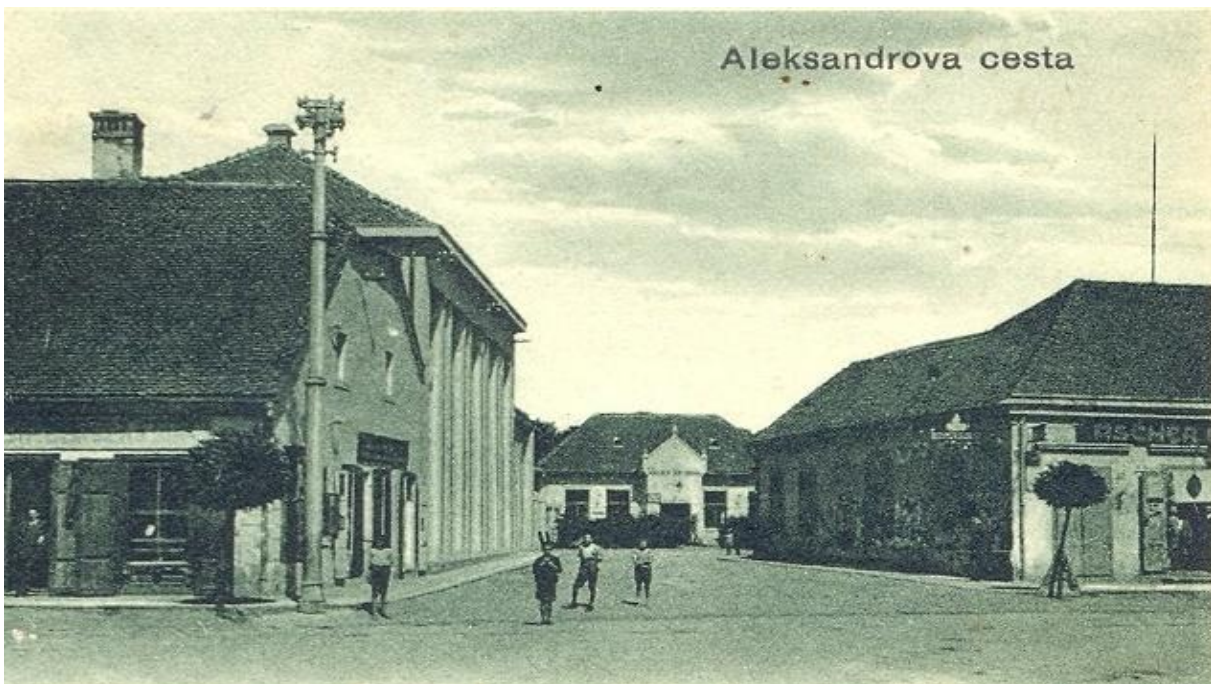
A monument to the Jewish community

The monument to the Jewish community of Murska Sobota has been erected at the location, where the synagogue stood in the past.

Old Jewish houses

There are 8 houses preserved in Murska Sobota where Jews once lived. The most important of them are the Berger villa (ca. 1930) and Izidor Hahn's house (before 1930). The first was commissioned by Bela Berger, who was before World War II one of the most important merchants in Prekmurje. He was also an owner of a brickwork in Puconci and member of Murska Sobota town council. In this regard, it is thus not surprising that the architect of Berger

villa was Stjepan Planić, well-known architect who designed many luxurious villas in Zagreb. It is also worth to mention that Jozo Kljaković, one of the most renowned Croatian painters of the 20th century, decorated the interior. On the other hand, the architect of the Izidor Hahn's house is not known. Nevertheless, he must had been quite modern minded as he used expressionistic elements, which were not common to the houses in the town like Murska Sobota. Such expressionistic style was probably demanded by Hahn, who was before the World War II not only the single printer in Murska Sobota, but also one of its most cultivated people there. In 1931, Hahn bought a valuable library from a bankrupt family of Counts Szapáry of Murska Sobota and thus prevented its "book by book" sale. He lent the books to anyone interested. Unfortunately, the library was lost after World War II.



Picture 15: Murska Sobota – Aleksander's Street (originally Main Street, today Slovenska Street; postcard, 1932). Second on the left is a house of Bela Berger (1877–1944), first on right shop of Vincenc Árváy (1895–1945).



Picture 16: Cerkvena (“Church”) Street in Murska Sobota was before 1919 known as Gróf Széchenyi Street, while today it is named Slomškova Street. On the picture is the house of Izidor Hahn (1893–1945), who stands before it with his wife Irena, née Kemény (1902–1944), and daughter Šarika (1928–2000).

Pomurje Museum Murska Sobota

Photographs of Jewish synagogues and items from the one in Murska Sobota on display:

- benediction goblet with small glass,
- besamin – fragrance vessel,
- Torah, 13 rolls,
- the doors of the Jewish synagogue in Murska Sobota,
- ritual sculptures of two cats,
- candlestick.

Memorial park dedicated to Jews – the victims of Nazism

Former Jewish cemetery in Murska Sobota has been embedded into memorial site.



Picture 17 (left): The tombstone of the president of the Jewish community of Murska Sobota Edmund Fürst (1873-1929) at the entrance of the former Jewish cemetery in Murska Sobota. Picture 18 (right): This cemetery is today arranged as memorial park.

Sandi Črvek & Mirko Bratuša, *Forgotten suitcase*, 2009

The “Forgotten suitcase” is a bronze sculpture in a shape of a sitting bench with an abandoned suitcase, which was erected in the memory of the deported Jews. Although the Jews were not transported from Murska Sobota by train but rather in waggons, the monument has been symbolically placed at the city’s main railway station.

The Stumbling Stones

On 17th September 2019, Murska Sobota will become one of four Slovenian cities, which have joined the international project “Stolpersteine”. At three different locations in the very centre of the city, altogether 11 Stumbling stones for the families Berger, Hahn and Frim will be installed.

Oral family stories and famous persons

- Sándor/Aleksander Weiner/Vályi (1882-1944): lawyer and poet.
- Izidor Hahn (1893-1945): owner of printing manufacture that produced many picture postcards with images and photographs of Murska Sobota.
- Ali Kardoš (1914-1944/45): pre-war communist from Murska Sobota.

- Erika Fürst (1931): a child survivor of Auschwitz concentration camp, speaking about her past and family history, teaching young generation about the holocaust.



Picture 19: Sándor/Aleksander Weiner/Vályi (1882–1944) with wife Elizabeta, née Arváy (1892–1977).

4.3. Lendava

Synagogue in Lendava

Former Jewish synagogue, built in late 19th century, is today a renewed cultural centre with exhibitions about Jewish Community in Lendava and Prekmurje.

Old Jewish houses

There are 19 houses preserved, mainly along Glavna (“Main”) Street, where Jews used to live and performed their economic activities.



Picture 20: Glavna ("Main") Street in Lendava (Vekoslav Kramarič, postcard, after 1928, SEM). House first on the left is a shop of Henrik/Hinko Wortman (1880–1944), in the next building shop of György/Jurij Bader (1901–1945).



Picture 21: Glavna ("Main") Street in Lendava (Vekoslav Kramarič, postcard, after 1928, SEM). Building on the right in the centre is the building of Lower Lendava Savings Bank.

Savings bank of Lower Lendava

Lower Lendava Savings Bank used to run on the ground floor of the building. It was the first financial institution of Lendava, founded by Jews in 1873.

The Jewish school

Former Jewish School in Lendava, from 19th century. It was demolished in 1999 and replaced with an imposing cultural centre.

Jewish cemetery with renewed mortuary in Dolga vas near Lendava

The only preserved Jewish cemetery in Prekmurje region, the northeast region of Slovenia, once inhabited by a large Jewish population. In the middle of the cemetery stands a monument to the victims of the holocaust, erected by the survivors in 1947. It was the only memorial for Holocaust victims in Slovenia until very recently.



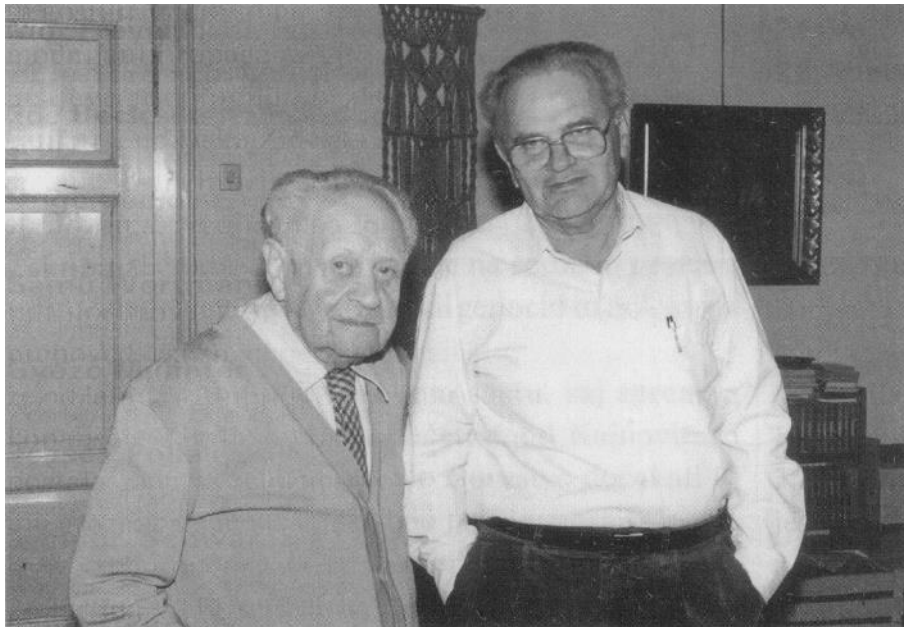
Picture 22: Jewish cemetery in Dolga vas near Lendava, a monument to the victims of the Holocaust during the commemoration of the 75th anniversary of the biggest deportation of Prekmurje Jews, 24th April 2019. In the middle are a child survivor of Auschwitz Erika Fürst and the President of the Republic of Slovenia Borut Pahor.

The Museum of Citizenry, Typography and Umbrella Manufactory

The Museum of Citizenry, Typography and Umbrella Manufactory was opened in 2007 as a part of the Gallery-Museum Lendava. The museum is housed in one of the most beautiful neo-baroque buildings on Glavna (“Main”) Street in Lendava and encompasses three permanent exhibitions. The first exhibition presents the development of Lendava citizenry, in which Jews played an important role. The second exhibition presents the development of typography in Lendava and once again stresses the important contribution of the Jews to the development of this economic activity. The third exhibition presents the history of “Hungária Hazai Ernyőgyár Rt.” – the first umbrella manufactory on the territory of Austro-Hungarian Empire. The umbrella manufactory was established by a Jewish businessman Béla Wortmán.

The Stumbling Stones

On 17th September 2019, Lendava as well will become one of four Slovenian cities, which have joined the international project “Stolpersteine”. At three different addresses on the Main Street altogether 22 Stumbling stones for the families Balkányi, Blau and Schwarcz will be installed: half of the stones will have an inscription in Slovene and the other half in Hungarian language.



Picture 23: Lajos/Ludvik Blau (1903–1998) and Tomislav/Tamás Schwarcz / Yoel Shachar (1931–2018) in Lendava in 1995 (photo: Mirjana Gašpar – Beata Lazar, *Židje v Lendavi = A lendvai zsidóság*, 1997, p. 100).

Oral family stories and famous persons

- Mór Freyer / Márton Farago (1880-1947): painter, born in Lendava.

- Ernő/Ernest Balkányi (1870-1939) and Elek/Aleksander Balkányi (1902-1945): owners of the most important Prekmurje printing house before WWII.
- Lajos/Ludvik Blau (1903-1998): co-owner of the Umbrella Manufactory, Holocaust survivor.
- Tomislav/Tamás Schwarcz / Yoel Shachar (1931-2018): a child survivor of Auschwitz concentration camp, author of an autobiographical novel.

4.4. Beltinci

The synagogue

The synagogue was erected before 1860 and demolished in 1937 due to inactivity.



Picture 24: Mladinska Street in Beltinci. On the right is the synagogue (photo by Jerolim Purač, 1929/30).

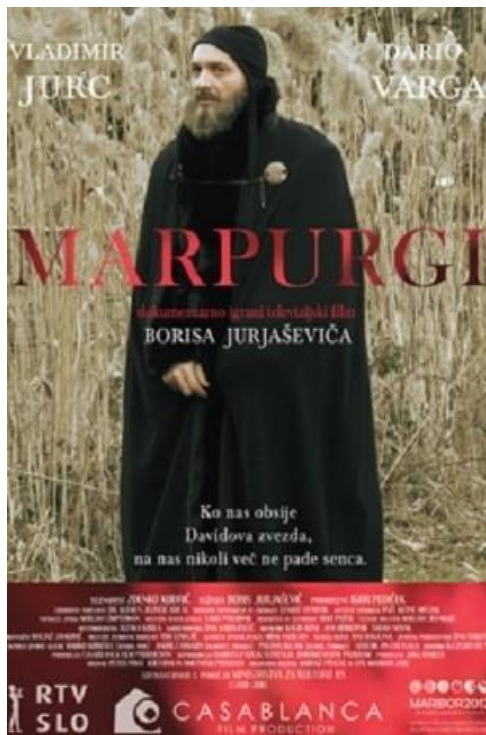
The cemeteries

Beltinci had 2 cemeteries, the old and the new, neither of which is preserved.

Old Jewish houses

There are 7 houses where Jews used to live.

4.5. Documentary films about Jews in Maribor, Prekmurje and Slovenia



Picture 25: *Marpurgi*, directed by Boris Jurjaševič, Casablanca film production, 2012.

- *Judje na Slovenskem (Jews in Slovenia)*, directed by Maja Weiss, 1989, SLO.
- *Pravičnik (Righteous)*, directed by Mitja Novljan, 2002, SLO.
- *Spomin na prekmurske Jude (Memories of Jews from Prekmurje)*, directed by Štefan Celec, 2005, SLO.
- *Šoa. Teža molka (Shoah. The weight of silence)*, directed by Primož Meško, 2008, SLO: <https://www.film-center.si/sl/film-v-sloveniji/filmi/3365/soa-teza-molka/>.
- *Marpurgi (The Marpurgs)*, directed by Boris Jurjaševič, 2012, SLO: <https://www.imdb.com/title/tt9720754/>.
- *Klara Kukovec (Klara Kukovec)*, directed by Kristijan Robič, 2014, SLO, ENG, GER: <https://www.youtube.com/watch?v=daRWEYHWclc>.
- *Pisma Eriki Fürst (Letters to Erika Fürst)*, directed by Domen Kodrič & Irena Bedrač, 2019, SLO.

4.6. Music bands that perform Jewish music

- Tjaša Šimonka and Miha Kavaš (Lendava)
- Klarisa Jovanović (Lendava) and Igor Bezget (Maribor): <https://www.youtube.com/watch?v=ZwKNJtEtDz4>
- Klezcoustic`s (Maribor): <https://www.youtube.com/watch?v=HwYew29ZlpU>
- Kontra-Kvartet (Maribor): <https://www.youtube.com/watch?v=HBcwWRgDCuo>
- Harfa-Kinor (Murska Sobota)



Picture 26: Kontra-Kvartet performing in the Synagogue Maribor.

4.7. Scientific books about Jews in Maribor, Prekmurje and Slovenia

- Borut Brumen, *Na robu zgodovine in spomina. Urbana kultura Murske Sobotne med letoma 1919 in 1941*, 1995 (*On the edge of history and memory. Urban culture of Murska Sobota between the years 1919 and 1941*; an ethnographic study, which also includes the Jewish community of Murska Sobota).
- Mirjana Gašpar – Beata Lazar, *Židje v Lendavi = A lendvai zsidóság*, 1997 (*Jews in Lendava*; a book about Jews of Lendava from beginning of the 18th century to the end of 20th century).

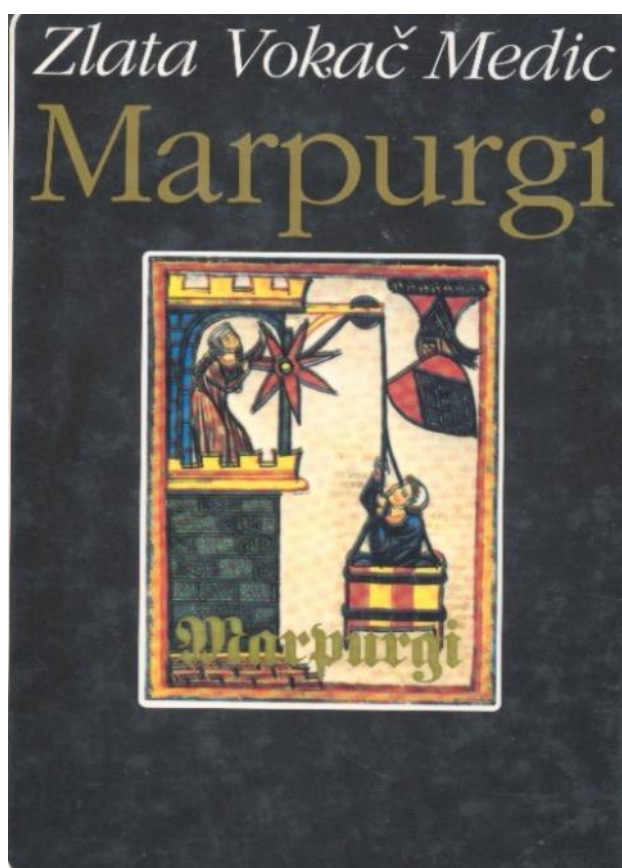
- Andrej Pančur, *Judovska skupnost v Sloveniji na predvečer holokavsta*, 2011 (*Jewish community in Slovenia on the eve of Holocaust*; a book about the Slovene Jewish community just before Holocaust).
- Marjan Toš, *Zgodovinski spomin na prekmurske Jude*, 2012 and 2015² (*Historical memory on the Prekmurje Jews*; a book about the destruction and the after-war memory of Jewish community of Prekmurje).
- Irena Šumi (ed.), *Slovenski Judje: zgodovina in holokavst: pregled raziskovalnih tematik*, 2012 (*Slovenian Jews: History and the Holocaust: an overview of research topics*; a collection of scientific articles on the Jewish history of Slovenia).
- Oto Luthar, *Po robovih spomina: antiseminizem in uničenje prekmurske judovske skupnosti*, 2012 (*On the edges of memory: antisemitism and the destruction of the Jewish community in Prekmurje*; a book about the history of Prekmurje Jews in Holocaust).
- Oto Luthar – Martin Pogačar, *Dežela senc: spomin na izgon in izginotje judovske skupnosti v Prekmurju*, 2012 (*The land of shadows: the memory of the expulsion & disappearance of the Jewish community in Prekmurje*; a book about the history of Prekmurje Jews in Holocaust for elementary and high school students).
- Nuša Lešnik – Marjan Toš (ed.), *Slovenski Judje: zgodovina in holokavst II. Razprave in članki z znanstvenih srečanj Šoa – spominjajmo se 2012/2013*, 2013 (*Slovenian Jews: History and the Holocaust, Vol. II. Debates and articles from scientific meetings Shoah – Let Us Remember 2012/2013*; a collection of scientific articles on the Jewish history of Slovenia).
- Mark Krenn, *Julij (Gyula) Schönauer – Šalovski fotograf*, 2014 (*Julij (Gyula) Schönauer – a photographer from Šalovci*; a monograph about the life and work of Julij/Gyula Schönauer (1894–1945) a Jewish photographer from village of Šalovci).
- Nuša Lešnik – Marjan Toš (ed.), *Slovenski Judje: zgodovina in holokavst III. [Razprave in članki z znanstvenih srečanj Šoa - spominjajmo se 2013/2014]*, 2014 (*Slovenian Jews: History and the Holocaust, Vol. III. Debates and articles from scientific meetings Shoah – Let Us Remember 2013/2014*; a collection of scientific articles on the Jewish history of Slovenia).
- Bojan Zadavec, *Za mizo s prekmurskimi Židi: kuharica po svetopisemskih pravilih*, 2014 (*At the table with Prekmurje Jews: a cookbook by the Bible rules*; a book with Jewish recipes from Prekmurje region).
- Janez Premk – Mihaela Hudelja, *Tracing Jewish Heritage: a guidebook to Slovenia*, 2014.

- Nuša Lešnik – Marjetka Bedrač (ed.), *Slovenski Judje: zgodovina in holokavst IV. [Razprave in članki]*, 2015 (*Slovenian Jews: History and the Holocaust, Vol. IV. (Debates and articles)*); a collection of scientific articles on the Jewish history of Slovenia).
- Janez Premk – Anja Premk, *Mariborska sinagoga*, 2015 (*The Maribor Synagogue*; a guide about the Synagogue of Maribor).
- Renato Podberšič - Marjetka Bedrač (ed.), *Slovenski Judje: zgodovina in holokavst V. [Razprave in članki]*, 2016 (*Slovenian Jews: History and the Holocaust, Vol. V [Debates and articles]*); a collection of scientific articles on the Jewish history of Slovenia).
- Oto Luthar – Martin Pogačar, *The land of shadows: the memory of the expulsion & disappearance of the Jewish community in Prekmurje*, 2016 (translation of the book about the history of Prekmurje Jews in Holocaust for elementary and high school students).
- Irena Šumi – Oto Luthar (ed.), *Slovenski pravični med narodi = The Slovenian righteous among nations*, 2016 (a book about Slovenian righteous among nations).
- Bojan Zadavec, *Vladekova pot v neznano: Kronika židovske družine iz Murske Sobote*, 2017 (*Vladek's journey to the unknown: a Chronicle of a Jewish family from Murska Sobota*; a book about Jewish boy Vladek Pollak from Murska Sobota and his family).
- Marjetka Bedrač – Andrea Morpurgo, *Morpurgi, potomci mariborskih Judov = The Morpurgos, the descendants of the Maribor Jews*, 2018 (an exhibition catalogue).

4.8. Fiction books about Jews in Maribor, Prekmurje and Slovenia

- Ferdo Godina, *Bele tulpike*, 1945, reprints 1963, 1972, 1976, 1980 and 1992 (*White Tulips*; a novel set in Lendava and the surroundings before WWII).
- Frank Bükvič, *Ljudje iz Olšnice*, 1973 (*People from Olšnica*; a novel set in Murska Sobota during WWII).
- Zlata Vokač, *Marpurgi*, 1985, reprint 2005 and e-book 2011 (*The Marpurgs*; a historical novel about Maribor in the middle of 15th century – the time of the flourishing of Maribor's medieval Jewish community).
- Zlata Vokač, *Knjiga senc*, 1993, e-book 2011 (*The Book of Shadows*; a historical novel about Maribor at the end of 15th century – the time of the destruction of Maribor's medieval Jewish community).
- Dušan Šarotar, *Biljard v Dobrayu*, 2007, e-book 2011 and 2014² (*Billiard in Dobray*; a novel set in Murska Sobota during WWII).

- Yoel Shachar, *Tibi. A Boy's Journey. From home to concentration camps and to a kibbutz in Israel during the years 1937-1951*, 2013 (memories as an autobiographical novel).
- Sándor Vályi, *Iz dežele daljne*, 2018 (*From a Far Away Land*; collection of poems published one hundred years after its creation: collected and edited by Franc Kuzmič, translated by Jožef Smej).
- Zdenko Kodrič, *Pet ljubezni*, 2019 (*The Five Loves*; a novel about a novel about women from the Morpurgo family set in Maribor, Munich, Budapest, Venice, Genoa and Cairo between 1496 and 1999).



Picture 27: Zlata Vokač, *Marpurgi*, Maribor: Obzorja, 1985.

5. Potential connections to other local/partnership level initiatives (cross-country thematic routes)

5.1. European Days of Jewish Culture

Organisers from all over Europe participate in the project every year, for example EDJC events last year were held in more than 400 cities in 28 European countries. This year the 20th anniversary of the project is celebrated, and on this occasion, a diverse program is prepared: open doors days, professional guided tours of exhibitions and museums, openings of several exhibitions, theatre performances, concerts of Jewish music, presentations and interactive workshops. The aim is to enable visitors to learn about the beauty and richness of Jewish culture and to promote their awareness of the importance of preserving and protecting Jewish heritage as an important part of Europe's cultural heritage. At international level, the project is coordinated by AEPJ – the European Association for the Preservation and Promotion of Jewish Culture and Heritage.

Slovenia is collaborating in the EDJC project since 2006. At the national level, the project is coordinated by the Center of Jewish Cultural Heritage Synagogue Maribor.



Picture 28: The poster for EDJC 2019: 20th anniversary.

5.2. European Routes of Jewish Heritage

The key goals of the European Route of Jewish Heritage are to preserve, promote and keep alive Jewish heritage, to develop tourism around these sites, and to broaden awareness of the cultural richness brought by the Jewish people to Europe. The locations involved in such routes include archaeological sites, synagogues and cemeteries, ritual baths, Jewish quarters, monuments and memorials, archives, libraries and specialist museums, and a route itself can vary in scale from neighbourhood, to city, region, country and indeed trans-national. The project is a part of the initiative of the Council of Europe, while it is coordinated by the AEPJ. The Center of Jewish Cultural Heritage Synagogue Maribor that has been a long-time partner to the AEPJ's project "European Days of Jewish Culture" has already initiated the design and development of a Jewish Heritage Route within the Slovene territory, which could be later implemented in the European Routes of Jewish Heritage. However, due to financial restraints the project is being on hold.

5.3. Jewish Heritage Europe

Jewish Heritage Europe is an expanding web portal to news, information and resources concerning Jewish monuments and heritage sites all over Europe. A project of the Rothschild Foundation (Hanadiv) Europe, JHE fosters communication and information exchange regarding restoration, funding, best practices, advisory services, and more.

All institutions and organisations that are involved in Jewish heritage protection and promotion can (and should!) submit news and information on different projects related to Jewish heritage to Jewish Heritage Europe platform. All information can be submitted via on-line application.

5.4. The Cultural Guide to Jewish Europe – JGuideEurope

Edited by a sixteen-member team of journalists and historians, "The Cultural Guide to Jewish Europe" invites travellers to discover an unknown Europe off the beaten tourist-track. In addition to famous, not-to-be missed sites such as the ghetto of Venice, the old Jewish quarter of Prague, and the Anne Frank House, this guide explores the treasures of Jewish culture that are absent from other travel guides.

So far, Slovenia has not been included in the itinerary of this initiative. Accordingly, we could stimulate the inclusion of Slovenia's Jewish heritage in the Cultural Guide to Jewish Europe by

inviting its journalists and historians to pay a visit to the locations of Jewish heritage in Slovenia and providing them a guided tour at the same time.

5.5. European Jewish Heritage Tours

Founded in 1998, they create customised private Jewish, kosher and non-kosher tours and events for private individuals and institutions. This includes bar mitzvahs and weddings. They always arrange priority access to the most popular sites, including the Anne Frank Museum and the Gustave Eiffel synagogue. European Jewish Heritage Tours organises customised trips in Austria, Belgium, Czech Republic, France, Germany, Hungary, Italy, Netherlands, Poland, Portugal, Spain and United Kingdom – in the places, where Jews have made their mark over the centuries, and where they are guaranteed a safe and friendly welcome. Conducted by their local expert guides, their personalised tours reveal the little-known history behind Jewish sites, including magnificent synagogues, haunting cemeteries, stellar art collections, splendid private mansions and gardens, as well as unique museums.

The European Jewish Heritage Tours provide another option for promotion of Jewish heritage in Slovenia. Similarly as described under previous section, we could stimulate the inclusion of Slovenia's Jewish heritage in the itineraries of the European Jewish Heritage Tours by inviting the creators (including tourist guides) to pay a visit to the locations of Jewish heritage in Slovenia and providing them a guided tour at the same time.

5.6. The European Cemeteries Route

The European Cemeteries Route offers the visitors the possibility to literally walk through the local history, to learn about important personalities who have worked and left their mark in cities. Traveling through this route actually enables visitors to discover the local, national and European Cultural Heritage at rest in cemeteries. It helps to raise European citizens' awareness of the importance of Europe's significant cemeteries in their multicultural dimension.

There are several Jewish cemeteries preserved in Slovenia, which could be included in the European Cemeteries Route. Most of these cemeteries are no longer in function thus they are witnesses of the Jewish life that was extinguished in the Holocaust. The European Cemeteries Route was initiated by the Association of Significant Cemeteries in Europe (ASCE). The latter has been until 2019 presided by Mrs Lidija Pliberšek, the director of the Maribor Funeral Company. Accordingly, the Center of Jewish Cultural Heritage Synagogue Maribor already approached Mrs Pliberšek in this respect.

5.7. Architectural Masterpieces of Lipót Baumhorn

Lipót Baumhorn (1860-1932) was a Hungarian architect of Jewish origin. His style ranged from historicism to those inspired by the rising nationalism of the times. He designed over twenty synagogues, including synagogues in:

- Hungary: Esztergom (1888), Szolnok (1898), Szeged (Új Synagogue, 1902), Budapest (Angyalföld Synagogue, Dózsa György Street Synagogue, Aréna úti Synagogue, Páva utcai Synagogue), Gyöngyös (1931),
- Slovakia: Nitra (1911), Lučenec (1925),
- Romania: Timișoara (Fabric Synagogue, 1899), Brașov (Neolog Synagoge, 1901),
- Serbia Zrenjanin (once Veliki Bečkerek, 1896), Novi Sad (1909),
- Croatia: Rijeka (1903) and
- Slovenia: Murska Sobota (1908).

According to our knowledge, several excursions and study trips tracing Lipót Baumhorn's work have been organised (for example, a study tour organised by Centropa). However, since not all of Baumhorn's masterpieces are preserved today, these study trips included visits only to those preserved. In the future, a special study trip could be designed on the international level, which would include a visit to both the preserved and non-preserved sites related to Baumhorn's work and life.



Picture 29: The synagogue in Rijeka, Croatia, was designed by Lipót Baumhorn in 1903. Unfortunately, this synagogue was demolished during the German occupation in 1944.

6. All ideas and products with description of message, target groups, activities and visibility

6.1. Short-term ideas and products

Translation and subtitles for the Maribor documentary films

Message	Existing documentaries inform about the history of Jews on Slovenian soil in a visually attractive way. By making translations, the content of the films will be accessible and understandable to the foreign public.
Target groups	General public, experts, local community, school groups, tourists, media Local public authority interest groups including NGOs SME International organisation under international law
Activities	Movie overview, translation/subtitle preparation for films, equipping movies with subtitles.
Visibility	Youtube, websites of project partners and/or at request.

Translation of all websites in full at least into English

Message	The project partners have their own websites to inform the public about their activities in the fields of culture, heritage protection, history, tourism and promotion. To make web pages more accessible to foreign audiences, it is necessary to ensure that all pages are translated into English at least.
Target groups	General public, experts, tourists, media Local public authority interest groups including NGOs SME International organisation under international law
Activities	Review of texts on existing web pages, revision of texts if necessary, translation of texts, publication of translations within existing web pages.
Visibility	Websites of project partners.

Brochure about Stolpersteine in Maribor, Murska Sobota and Lendava

Message	Slovenia has joined a multitude of European as well as non-European countries in which memorials, in the form of stumbling stones, the so-called Stolpersteine, are laid in memory of the victims of Nazi persecution. Stolpersteine were also laid in Maribor, Murska Sobota and Lendava. We want to inform the audience as much as possible about their meaning and purpose, therefore we will prepare an information leaflet.
Target groups	General public, experts, policy and decision makers, local community, school groups, tourists, media Local public authority interest groups including NGOs SME International organisation under international law
Activities	Text preparation, proofreading and translation of the text, leaflet designing, leaflet printing, leaflet distribution to the interested public.
Visibility	The brochure will be available in hard copy at the locations (museums, cultural centres, tourist information offices) and in electronic form on the websites of the project partners.

Brochure “From Isserlein to Rosner” – city tour (Maribor)

Message	In Maribor, as part of the popularization of Jewish culture and history, a cultural-tourist route was designed along the remains of the Jewish heritage in the city. The professional tours, that were carried out so far, confirmed the interest in Jewish history and culture among the local population. By preparing a leaflet, visitors could be offered group guided tours and individual visits as well.
Target groups	General public, school groups, local community, tourists Local public authority interest groups including NGOs SME International organisation under international law
Activities	Text preparation, proofreading and translation of the text, leaflet designing, leaflet printing, leaflet distribution to the interested public.

<p>Visibility</p>	<p>The brochure will be available in hard copy at the locations (museums, cultural centres, tourist information offices) and in electronic form on the websites of the project partners.</p>
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Picture 30: “From Isserlein to Rosner” city tour plan.

A fence around the Jewish cemetery (Memorial park) in Murska Sobota

<p>Message</p>	<p>The Jewish cemetery in Murska Sobota is not completely preserved, as many tombstones were destroyed, taken away and used as construction material elsewhere. The cemetery is now a freely accessible memorial park. By erecting a fence, we would symbolically indicate the size of the original cemetery, while also protecting the cemetery from inappropriate use (for example, dog walking, etc.).</p>
<p>Target groups</p>	<p>General public, policy and decision makers, school groups, local community, tourists Local public authority interest groups including NGOs SME International organisation under international law</p>

Activities	Obtaining the necessary permits (Institute for the Protection of Cultural Heritage, landowners), determining the most appropriate fence design, selecting a contractor with a public tender, execution.
Visibility	On site.

Promotional material for the tourist fair in Tel Aviv (February 2020)

Message	The preserved Jewish heritage on Slovenian soil is a small but nonetheless important part of the European Jewish heritage. Visitors who visit the Slovenian places where Jews once lived include many groups of visitors from Israel. Nevertheless, Jewish heritage in Slovenia, and especially in the north-eastern part of Slovenia, has not yet been fully promoted in foreign tourist markets.
Target groups	Tour operators, tourist agencies in Israel and Slovenia, Slovene Tourist Board (STO), local tourist organisations, Israeli tourists Local public authority interest groups including NGOs SME International organisation under international law
Activities	Collection of existing printed material in English and Hebrew, preparation of promotional texts and brochures (see above), translation of texts, presentations at a tourism fair, either through Slovene Tourist Board representatives or with the participation of project partners.
Visibility	Physical presentation with offer of printed material at the tourist fair, websites of project partners.

Necessary increase of promotion by Slovenian Tourist Board

Message	So far, in our opinion, the popularization of Jewish heritage in Slovenia within the Slovenian Tourism Board has not been sufficiently promoted. We estimate that this may also be the result of insufficient knowledge of the role and importance of Jewish heritage within the Slovenian tourist offer, so we will seek to ensure more intensive, regular and up-to-date contact / communication with STO representatives.
Target groups	Slovene Tourist Board (STO), local tourist organisations, media Local public authority

	<p>interest groups including NGOs</p> <p>SME</p> <p>International organisation under international law</p>
Activities	<p>Invitation to a work meeting and tour of Jewish heritage sites, preparation of information materials, regular reporting on carried out activities.</p>
Visibility	<p>Internal coordination between involved partners.</p>

Short promotional video

Message	<p>In order to ensure greater visibility and at the same time the promotion of Jewish heritage both among local and foreign visitors and among tourism service providers, we will produce a short informative film about the preserved Jewish heritage in Slovenia and related content developed by the project partners.</p>
Target groups	<p>General public, Slovene Tourist Board (STO), local tourist organisations, media, tourists</p> <p>Local public authority</p> <p>interest groups including NGOs</p> <p>SME</p> <p>International organisation under international law</p>
Activities	<p>Text preparation, recording of selected locations, selection of additional visual material, preparation of translations / subtitles, editing, public presentation of the film.</p>
Visibility	<p>The promotional video will be available at the locations (museums, cultural centres, tourist information offices) and on the websites of the project partners. It will be distributed to media and STO, and will be available on request as well.</p>

Guided tour for Slovene Tourist Board, tourist agencies and workers, and media

Message	<p>As already mentioned, the popularization of Jewish heritage in Slovenia so far within the Slovenian Tourist Board and among tourist workers is not yet sufficient. Within the guided tour along the trails of the Jewish heritage of Murska Sobota, Pomurje and Maribor, we will raise awareness within the mentioned target groups, about the importance of Jewish</p>
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	heritage in Slovenia and the potential it offers in the context of cultural tourism.
Target groups	Slovene Tourist Board (STO), local tourist organisations and their employees, media Local public authority interest groups including NGOs SME International organisation under international law
Activities	Preparing guidance with an itinerary, inviting target groups, guiding the tours.
Visibility	On site.

Street exhibition “Jews of Murska Sobota”

Message	The Maribor Synagogue regularly organises exhibitions that seek to inform the public and their visitors about the Jewish heritage of the city and Slovenia. A permanent exhibition is set up at Lendava Synagogue that tells the story of the lives of Jews in Lendava. Now, there is not a single specialised institution in Murska Sobota, which would systematically research and popularise the Jewish heritage of this city. Moreover, as there is no longer an active Jewish community in Murska Sobota as well, the knowledge of once religiously and culturally tolerant city is absent especially among young population. By erecting an exhibition about Jews on the city streets in Murska Sobota, we want to bring back into the consciousness of the local population the collective memory of the Jewish community, which before World War II significantly marked the economic development and cultural life of this city.
Target groups	General public, school groups, tourists, media Local public authority interest groups including NGOs SME International organisation under international law
Activities	Preparation of texts, selection of visual material, preparation of lectures and translations of texts, design of exhibition boards, selection of the

	contractor via a public tender, installation of the exhibition, preparing and realising the official opening.
Visibility	Outdoor exhibition will be displayed in the centre of Murska Sobota with possibility of travelling to other cities. A short version of the exhibition will be in electronic form available on the websites of the project partners.

6.2. Long-term ideas and products

Mobile app and QR codes on sites with virtual presentations

Message	We want to popularize the Jewish heritage using state-of-the-art digital technologies. They provide visitors with a more attractive cultural heritage experience. We are planning a 3D presentation of the synagogue in Murska Sobota, a 3D presentation of the interior of the synagogue in Maribor and a 3D presentation of the Jewish school in Lendava.
Target groups	General public, school groups, local community, tourists, media Local public authority interest groups including NGOs SME International organisation under international law
Activities	Text preparation, selection of visual materials, proofreading and translation of texts, selection of a mobile application developer based on a public tender, application testing, application launch, presentations.
Visibility	On site using mobile devices.

Informational points with audio-video presentations

Message	Similar to the previous product, the establishment of information points with audio-visual presentation will offer visitors and tourists a more attractive experience of Jewish cultural heritage. Information points would be located next to buildings and on streets and places related to Jewish heritage. In particular, the personal stories of Jews who once lived and worked in Murska Sobota, Pomurje and Maribor would be popularised.
Target groups	General public, school groups, local community, tourists, media Local public authority

	<p>interest groups including NGOs</p> <p>SME</p> <p>International organisation under international law</p>
Activities	<p>Preparation of texts, selection of pictorial material, proofreading and translation of texts, selection of contractor for placement of information points and provider of audio-visual equipment on the basis of a public tender, layout, presentation.</p>
Visibility	<p>On site.</p>

Museum of Three Cultures in Murska Sobota (Protestants, Jews, Roma)

Message	<p>Murska Sobota was an example of the harmonious coexistence of different cultures and religions. The municipality, therefore, several years ago expressed the initiative to establish a Museum of Three Cultures, which would include a permanent exhibition on Protestants, Jews and Roma in the area of Murska Sobota and its surroundings. A modern and well-designed museum with attractive contents and activities could certainly become one of the focal points of the tourist offer of the city and the region.</p>
Target groups	<p>General public, experts, policy and decision makers, school groups, local community, tourists, media</p> <p>Local public authority</p> <p>interest groups including NGOs</p> <p>SME</p> <p>International organisation under international law</p>
Activities	<p>Obtaining finances from the founder, design of the museum and permanent exhibitions, establishment of the museum, opening ceremony.</p>
Visibility	<p>On site, internet.</p>

A film about the Glavna ("Main") Street and the town centre in Lendava

Message	<p>Jews once constituted an important part of the population in Lendava and, through their economic and cultural activities, markedly marked the development of this city. Most houses and pubs, owned by the Jews, were on today's Main Street, which is often called "Jewish Street". The film</p>
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	would provide a permanent documentary about Jews in Lendava, while also providing for raising awareness on the role and contribution of the Jews to the economic development and social life in Lendava.
Target groups	Local community, general public, experts, policy and decision makers, school groups, tourists, media Local public authority interest groups including NGOs SME International organisation under international law
Activities	Preparation of texts, selection of visual material, proofreading and translation of texts, video production, public presentation.
Visibility	The documentary film will be available at the locations (museums, cultural centres, tourist information offices), as well as on the websites of the project partners and on Youtube. It will be offered for screening on the Slovene National Television, and will be available on request as well.

Translation of all materials related to Jewish culture and heritage in Slovenia to English, German, and Hebrew

Message	In order to ensure that all information materials on the Jewish heritage of Murska Sobota, Pomurje and Maribor are accessible to the widest possible number of foreign visitors, it would be essential to translate all information materials into English, German and Hebrew. The implementation of this proposal will depend on the financial resources available.
Target groups	General public, tourists, tour operators, tourist agencies, Slovene Tourist Board (STO), local tourist organisations, media Local public authority interest groups including NGOs SME International organisation under international law
Activities	Selection of translators, preparation of translations, public announcement.
Visibility	On site (printed matter), Internet (digital material).

Translation of guidebook “Tracing Jewish Heritage in Slovenia” into Slovene and Hebrew.

Message	The “Tracing Jewish Heritage in Slovenia” guide was published in 2014. This is the only publication to date that provides insight into Jewish heritage on Slovenian soil in a transparent and comprehensive manner. Due to financial constraints, the guide was published only in English, and it would be urgent to provide at least another edition in Slovene and a Hebrew edition.
Target groups	General public, Israeli tourists, tour operators, tourist agencies, Slovene Tourist Board (STO), local tourist organisations, media Local public authority interest groups including NGOs SME International organisation under international law
Activities	Acquisition of copyrights for preparation of translation of the guide, selection of translators on the basis of references, preparation of translation, design and preparation of publication for printing, selection of printing works on the basis of public tender, public presentation, distribution to interested public.
Visibility	Available in hard copy on request.

Tourist souvenirs

Message	In Slovenia Jews were also heavily involved in various economic activities. They owned various factories (for example textile, umbrella, and brick factories), printing shops, banks, craft workshops, shops and so on. Souvenirs are still popular and desirable among tourists. There is no offer of souvenirs related to Jewish cultural heritage in the area of Pomurje and Maribor at the moment. As part of the souvenir offer, we could sell copies of bricks from the Jewish brick factory and/or umbrellas from a former umbrella factory (both factories were owned and led by Jews of Lendava), different postcards with images of preserved Jewish heritage and vintage postcards with images of the lost one, bookmarks, and fridge magnets.
Target groups	General public, tourists Local public authority interest groups including NGOs

	SME International organisation under international law
Activities	Selection of possible souvenirs, souvenir design, souvenir making, public presentation.
Visibility	The souvenirs will be purchasable at the locations (museums, cultural centres, tourist information offices) and on the internet.

Presentation of “Did you know?” stories (e.g. “Small America”, Jerusalem height; “Gibanica” and “Flodni”)

Message	Along with the material Jewish heritage, quite a lot of intangible heritage was also preserved. These are mostly personal stories, as well as stories related to Jewish everyday life and their economic activities. All these stories, which have not yet been sufficiently presented, reveal how members of different ethnic and religious groups once coexisted and how their cultures intertwined and complemented each other. These are extremely attractive stories, ranging from the “Small America” and the Jerusalem wine-growing area (the origin of the naming is still not quite clear, but according to one legend the place gained its name after an image of Our Lady of the Seven Sorrows, which was brought to this place from the Holy Land by the Crusaders), to one of the most recognizable Slovenian desserts – the “Prekmurska gibanica” (Prekmurian layer cake), and also “Flodni” – sweet pastry on the tables of Jewish families from Prekmurje.
Target groups	General public, school groups, tourists, media Local public authority interest groups including NGOs SME International organisation under international law
Activities	Research and selection of stories, design of story presentation, public presentation.
Visibility	The stories will be available at the locations (museums, cultural centres, tourist information offices) and in electronic form on the websites of the project partners.



Picture 31: “Prekmurska gibanica” is a traditional sweet from Prekmurje region.

Kosher food options in the region

Message	Slovenia has one of the smallest Jewish communities in the entire diaspora. Most Jews live in Ljubljana, while the rest are scattered throughout other Slovenian cities. Slovenia does not yet have a kosher food supply, which would provide a more comprehensive tourist offer especially for Jewish tourists. Organised tasting of kosher food would certainly attract domestic visitors as well.
Target groups	General public, tourists Local public authority interest groups including NGOs SME International organisation under international law
Activities	Analysis of the existing catering offer in Slovenia and neighbouring countries, evaluation of a possible supply of kosher food in Pomurje and Maribor.
Visibility	Kosher food would be offered by selected catering providers, and promoted on web sites (for example of tourist information offices).

Unified database as a platform for research, promotion and preservation of Jewish cultural heritage in Slovenia

Message	Numerous researches in the field of Jewish history in Slovenia have significantly contributed to a better understanding and knowledge of the life and destiny of Jews in the territory of present-day Slovenia. The research was carried out by public institutes (ZRC SAZU, Maribor Synagogue) and museums that, as part of their regular activities, also deal with Jewish heritage, as well as individual researchers. Although the findings of the aforementioned research were mostly published in different collections of scientific papers and are publicly available, there is no single database in which the findings of all research in the field of Jewish history and culture, as well as all information related to the Jewish heritage in Slovenia, would be collected in one place. Such a database, which would at the same time connect existing databases, could serve as a platform for further research for the professional public and at the same time promoting the Jewish heritage in the general public.
Target groups	Experts, general public, school groups Local public authority interest groups including NGOs SME International organisation under international law
Activities	Analysis of existing research and bases, evaluation of the possible design of a single base.
Visibility	Online.

Transcription of the interviews from the archive of the USC Shoah Foundation

Message	The USC Shoah Foundation is an organisation that systematically makes audio-visual interviews with survivors and witnesses of the Holocaust and other genocides and is a compelling voice for education and action. Audio-visual testimonies also include testimonies of Holocaust victims from Slovenian territory. More intensive and more systematic research on the Holocaust has been present in Slovenia only in recent decades, before being limited to sporadic studies. Most of the witnesses interviewed by Slovenian researchers are no longer alive. As part of the
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	USC Shoah Foundation, interviews with witnesses from Slovenia were conducted in different languages, and a Slovene transcription of these interviews would be required. The testimony would thus be accessible not only to the professional public, but also to the general Slovenian public.
Target groups	Experts Local public authority interest groups including NGOs SME International organisation under international law
Activities	Obtaining copies of recorded interviews and copyrights for the preparation of official translations, preparation of typescripts translation.
Visibility	Online.

Exact dating of preserved Jewish houses

Message	Expert surveys so far have also collected data on Jewish real estate or buildings in which Jews lived in Prekmurje and Maribor. Some recent researches revealed that some of the data already collected is unfortunately unreliable or lacking. Using a systematic approach to researching and analysing this data, we will create a database of “Jewish houses” with precise locations of the dwellings of individual Jewish families and the periods during which Jews lived in each location.
Target groups	Experts Local public authority interest groups including NGOs SME International organisation under international law
Activities	Analysis of existing databases, verification, updating and revision of data, further research.
Visibility	Online.

TV show on Jewish heritage in Slovenia (shown on National TV)

Message	Slovenian National Television is regularly involved in commemorating the International Holocaust Remembrance Day (27 January) and the
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	<p>Memorial Day dedicated to Slovenian Holocaust Victims (April 26) by broadcasting documentaries and feature films that directly or indirectly relate to the fate of the Jews during World War II. RTV Slovenia also occasionally broadcasts content that shed light on the status of Jews in the world, as well as some documentaries on Jews in Slovenia. Among these, the latest film broadcasted on RTV Slovenia was the movie “Marpurgi” from 2012. With a new documentary that would comprehensively present the history and culture of Jews in Prekmurje and Maribor, we would like to offer a wider Slovene audience an insight into the material and intangible heritage of Jews from the most north-eastern regions of Slovenia. The documentary would also be suitable for screening at domestic and foreign film festivals.</p>
Target groups	<p>General public, media Local public authority interest groups including NGOs SME International organisation under international law</p>
Activities	<p>Establishment of cooperation with RTV Slovenia, scenario design, location recording, selection of additional image material, production, public broadcasting.</p>
Visibility	<p>The TV show should be screened on Slovene National Television.</p>

7. Implementation ideas (development)

When designing the development and implementation of ideas or possible products, we took into account the time and financial constraints of implementation within the current project.

Timeline of the implementation of the ideas for 2020/2021 (starting already in last quarter of 2019):

- Translation of all websites in full at least into English.
- Brochure about Stolpersteine in Maribor, Murska Sobota and Lendava.
- Guided tour for national tourist organisation, tourist agencies and tourist workers, and media.
- Temporary exhibitions (such as street exhibition “Jews of Murska Sobota”) and cultural events (such as “European Days of Jewish Culture”).
- Promotional article published in Israeli newspapers and/or inclusion of Jewish heritage in Slovenia in Israeli publications and guidebooks.
- A fence around the Jewish cemetery (Memorial park) in Murska Sobota.
- Translation of guidebook “Tracing Jewish Heritage in Slovenia” into Slovene and Hebrew.
- Mobile app and QR codes, and informational boards with audio-video presentations on sites (incl. personal stories, historic buildings and events, interesting and less known facts).