



MADE IN-LAND Project e-newsletter no. 4

SEARCH FOR THE FIFTH ELEMENT 🔥💧🌿🏡❤️ BRAND & APP

Hi!

Long time no hear, but we are here to inform you about the progress happening in MADE IN-LAND project.

This time, one great thing we want to emphasize is the development of the Zadar hinterland territorial brand, called - **Search for the Fifth Element**.

"Search for the fifth element" is focused on the development of the tourist territorial brand in the hinterland of Zadar County. The guiding principle is to create a thematic concept brand, identifying the specifics of Zadar County through gastronomy, cultural heritage, natural resources, traditional products, services, development of tourist routes, etc. Defining the thematic concept of the brand aims to motivate tourist visitors to discover the inland of Zadar County and getting acquainted with numerous tourist facilities.

Today we will present the main components of this brand that can help valorize resources of Zadar inland, connect coastal destinations with the inland and mitigate tourism seasonality of Zadar County.

In this newsletter you will find the following:

- [MISSION, VISION & GOALS](#)
- [MAIN ELEMENTS OF THE BRAND](#)
- [FIVE ELEMENTS WE SEARCH FOR](#)



FIVE ELEMENTS WE SEARCH FOR

The concept of "**Search for the Fifth Element**" offers different possibilities - defined by clear symbols and the possibility of different interpretations that easily connect natural and cultural resources through different IT solutions focused on informing tourists and promoting the territory. Each element is associated with different cultural and natural resources:

Earth 🏠 - a symbol of prosperity, tradition, perseverance, is associated with traditional culture, agriculture, rural lifestyle, traditional gastronomy and stone house building - a traditional way of building since ancient times.

Water 💧 - a symbol of life, transformation, rebirth, associated with spirituality - that is, with all religious riches and areas surrounded by water.

Air 🌬️ - a symbol of communication, intelligence, diversity, easily interpreted through the wind "Storm" - a strong northeast wind that creates specific and unique landscapes and is also the main "spice" in local gastronomy. "Air" is also associated with cities and towns developed by trade routes and meeting places of many civilizations.

Fire 🔥 - a symbol of creation, creativity, energy, passion, but also a symbol of destruction and war. It is associated with historical wealth and gastronomic tradition, as fire is used in the preparation of meals.

Love for the Zadar County hinterland ❤️ - as tourists discover its beauty, richness and tradition, they fall in love with all of its elements and Zadar County hinterland itself, eager to come back and recommend it to other people



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Newsletter #4 MADE IN-LAND

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