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Petrinja Tourist Board

FLIK - Festival of Pottery and Ceramics

FLIK - The Pottery and Ceramics Festival, which has been held in Petrinja since 2021, is an important cultural event dedicated to the preservation and promotion of the tradition of pottery and ceramics, and is organized by the Petrinja Tourist Board and the Petrinja Ceramic Studio. The festival brings together ceramists and ceramic enthusiasts from Croatia and abroad, offering them the opportunity to collaborate with each other, exchange experiences and sell their handicrafts. In addition, FLIK includes numerous workshops and educational programs, thereby contributing to the preservation of intangible cultural heritage and encouraging creativity. Petrinja is proud of its long tradition of pottery, and FLIK contributes to its preservation and promotion.

Inter STAS 2021/2025

The Petrinja Tourist Board received the prestigious Inter STAS 2021, 2025 award for the FLIK event - Pottery and Ceramics Festival. This award recognizes exceptional tourism projects in Croatia, and FLIK was highlighted for its successful revival of the pottery tradition and promotion of cultural heritage. The first FLIK was held in August 2021 at the city's beach along the Kupa River. The festival brought together numerous ceramists and visitors, offering the sale of handmade ceramics, creative workshops and fun activities for all ages. A round table "Protection of Pottery" was also organized under the auspices of the Ministry of Culture and the City of Petrinja, further emphasizing the importance of preserving this tradition. This award is a confirmation of the successful work of the Petrinja Tourist Board in promoting local cultural heritage and encouraging the development of tourism based on tradition and creativity.



Simply the Best

The annual awards of the Association of Croatian Travel Agencies and the PUT Tourism Exchange were awarded as part of the PUT Tourism exchange. In 2025, 98 individuals and companies from the tourism sector received the Simply the Best award, which has been awarded continuously since 2010 for innovation, creativity, quality and improvement of the tourist offer. Among the winners is the Petrinja Tourist Board, which was awarded in the category Events - heritage, culture and tradition, for the event FLIK - Festival of Pottery and Ceramics. The award is a recognition for a creatively designed event that nurtures local customs and traditions, and through various activities and presentations contributes to the promotion and improvement of the tourist offer of the destination.



Pottery in the Petrinja area as an intangible cultural asset

In 2024, pottery in the Petrinja area was officially declared an intangible cultural asset of the Republic of Croatia, confirming the rich tradition and skill of Petrinja potters, whose craft is passed down from generation to generation. This important recognition came after the Ministry of Culture and Media of the Republic of Croatia entered Petrinja's traditional pottery in the Register of Cultural Heritage as an intangible cultural asset in October 2024. This status is the result of a joint initiative by the Petrinja Tourist Board, the Petrinja Ceramic

Atelier, run by the GRAK Association, Lončarstvo Val, Matej Stanešić and Silvio Radošević. Thanks to this step, the preservation and promotion of pottery in Petrinja is gaining new importance, with the aim of protecting cultural heritage and encouraging the local community to nurture this craft.

European Route of Ceramics

The European Route of Ceramics has been certified by the Council of Europe since 2012. Its aim is to give value to the cultural heritage associated with the production of ceramics and its ancient tradition, creating a sustainable and competitive tourist offer, not only based on artistic productions and collections (workshops and museums), but also on the overall cultural and social development that these destinations have experienced over the years. In early 2023, the Petrinja Tourist Board submitted an application for inclusion in the European Route of Ceramics, which it was accepted into in June 2023. Petrinja's joining the European Route of Ceramics opens up new horizons for the cultural and tourist development of the city, highlighting its rich tradition of pottery and ceramics. In addition to the Tourist Board, great importance for the development of the Petrinja Route of Ceramics is given by the Petrinja Ceramics Studio and all ceramic producers, especially the oldest Petrinja potter Matej Stanešić, who has been passing on his love, knowledge and skill in creating new products from quality Petrinja clay for generations.

