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Acronym: Cross-border wine routes 2

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### Art colony on Wine route Križevci-Kalnik-Orehovec held in Kalnik, Sveti Petar Orehovec and Križevci

As a part of the project "Cross-border wine routes 2", from Friday, 30<sup>th</sup> September to Sunday, 2<sup>nd</sup> October 2022, an art colony was held on the Wine route Križevci-Kalnik-Orehovec, organized by Town of Križevci, in co-operation with the Križevci Art Circle, Municipality of Kalnik and Municipality of Sveti Petar Orehovec.



A three-day thematic painting event was organized at locations in Kalnik, Sveti Petar Orehovec and Široko Brezje in the vicinity of Križevci under the leadership of professor and painter Zoran Homen, with the participation of painters from Croatia and Hungary, namely Ana Budija, Ivka Kajganić, Ivan Kovačec, Đurđa Požgaj, Željka Rašidović, Katarina Sinjeri, Zdenka Vrabec, Alexandra Bagó, Péter Domján, Lajos Géczy, Viktória Geröly, Gyöngy Kalmár, Renáta Lengyel and Dániel Ollé.

The goal of the art colony, which brought together experienced painters, as well as the painting course for beginners that is being held this week, is to offer new events on the Wine route Križevci-Kalnik-Orehovec in order to increase the recognition of the wine route, attract more visitors and raise the level of tourist consumption. In addition, the paintings created at the art colony will be presented at an exhibition in Križevci on the occasion of St. Martin's day celebration and then permanently installed in co-operation with the Art Gallery.

*The project "Cross-border wine routes 2" has been approved for co-financing within the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020. The project will be implemented by the Lead Beneficiary Grad Križevci and Beneficiary Tenkes Borvidékfejlesztő Nonprofit Kft. in the period from 01.09.2020 to 31.12.2022. Main project objective is to support the creation of recognizable Hungary-Croatia cross-border region image as "cross-border wine region" through further development, market positioning and branding of the existing and networked wine routes Križevci-Kalnik-Orehovec and Villány-Siklós, ensuring as well the increase of their attractiveness and growth of tourism capacities, for the purpose of generating increase in number of visitors in the region, prolongation of their stay and increase in visitors' spending. Total project value is 399.771,57 EUR.*