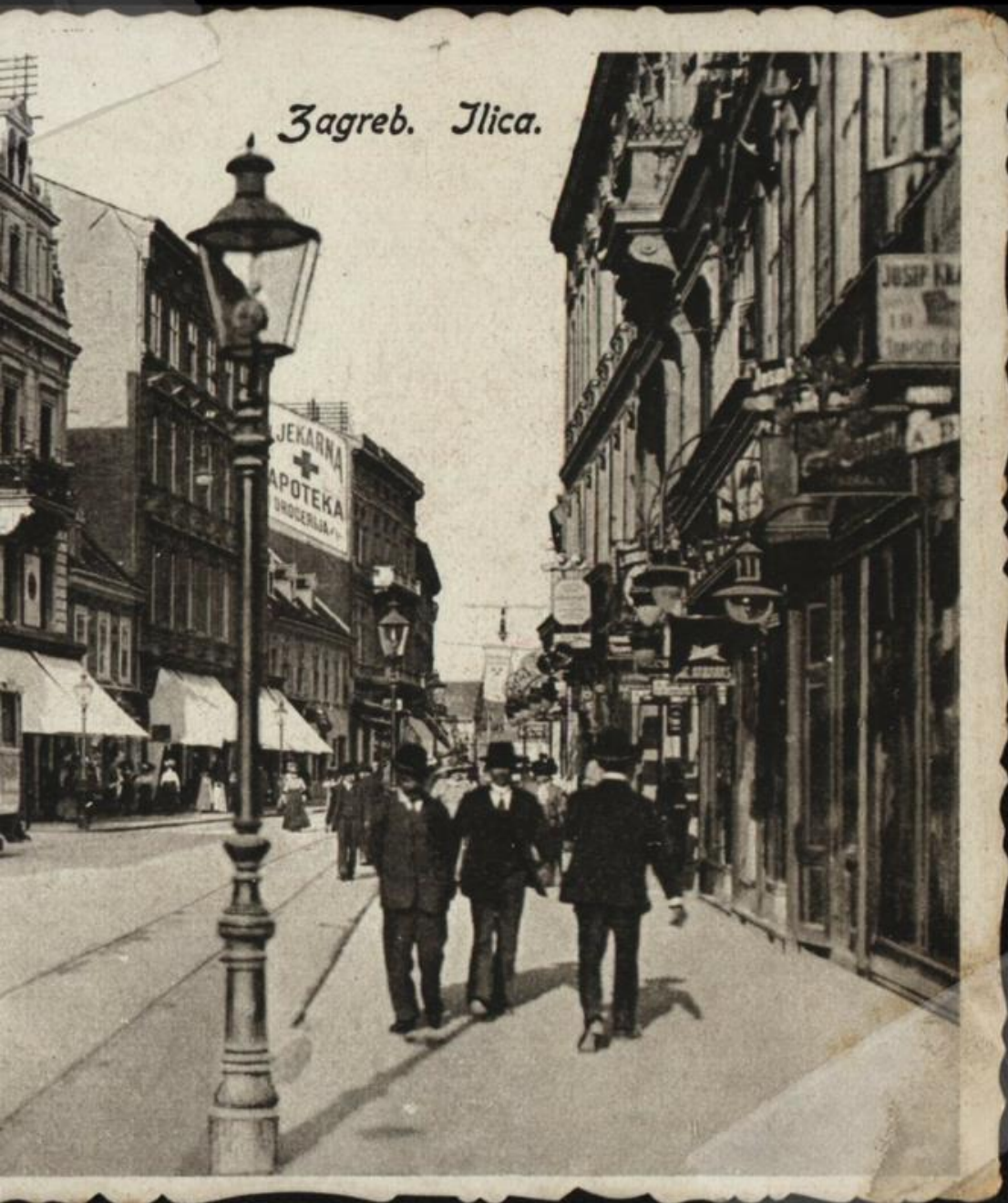


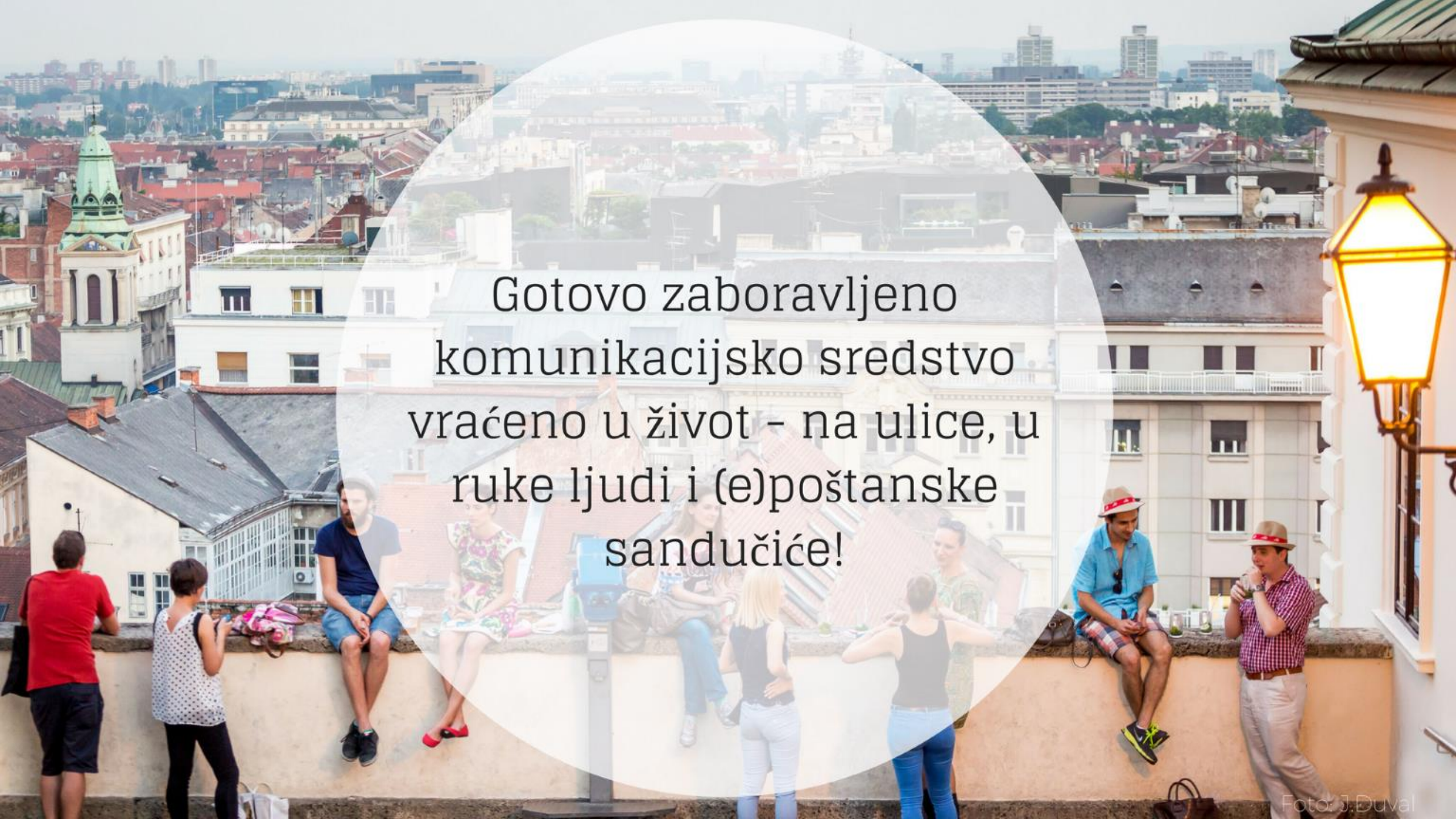
# Pozdrav iz Zagreba!

dr. sc. Sofija Klarin Zadravec  
Dragana Koljenik





...SVE JE  
POČELO S  
RAZGLEDNICOM

A group of people are sitting on a rooftop terrace, looking out over a city. The scene is captured from a high angle, showing the rooftops and buildings of a city. A large, semi-transparent white circle is overlaid on the image, containing the text. The people are dressed in casual summer clothing. A street lamp is visible on the right side of the image.

Gotovo zaboravljeno  
komunikacijsko sredstvo  
vraćeno u život - na ulice, u  
ruke ljudi i (e)poštanske  
sandučiće!

D 21.

Dopisnice

GZ

Hoch

Vik  
Tharm

IV W

ZAG

Emelich doch ein Lebenszeichen  
bekommen, ich dachte schon das alte  
Spinnweb hat sich auch bei Ihnen gewirbt.  
"am den Augen - so das Sie aber Gottes  
geist noch nicht. Heute habe schon lange  
nicht gesehen - wir der neuen Wohnung nicht  
überhaupt noch nicht doch hoffe ich dem nicht  
früher so nun das Weinachten herin neue  
alte oft zu sehen. Ich wie vermissen Sie  
Also bitte in Zukunft immer auch nicht  
nicht an neuen gewisse Sie herzlich  
Heute Ihre aufmerksame  
Liedke

April 16/17  
IX 1912

Dr. Trenkler &amp; Co., Leipzig 1906 August 8.



DOPIŠ

9  
Srdačno vas  
pozdravlja  
ve Nikola  
Oprostite da vam  
nijesam nikad  
pisao, kako sam  
obećao, boljela me  
jako ruka.

IZ OŠTARJE, DOLAN  
ZAGREB

●●○○○ AT&T LTE

11:31 AM

↑ 80% 

[Back](#)

Gdjica Ružica

[Contact](#)

Sat, Mar 16 1901, 11:31 AM

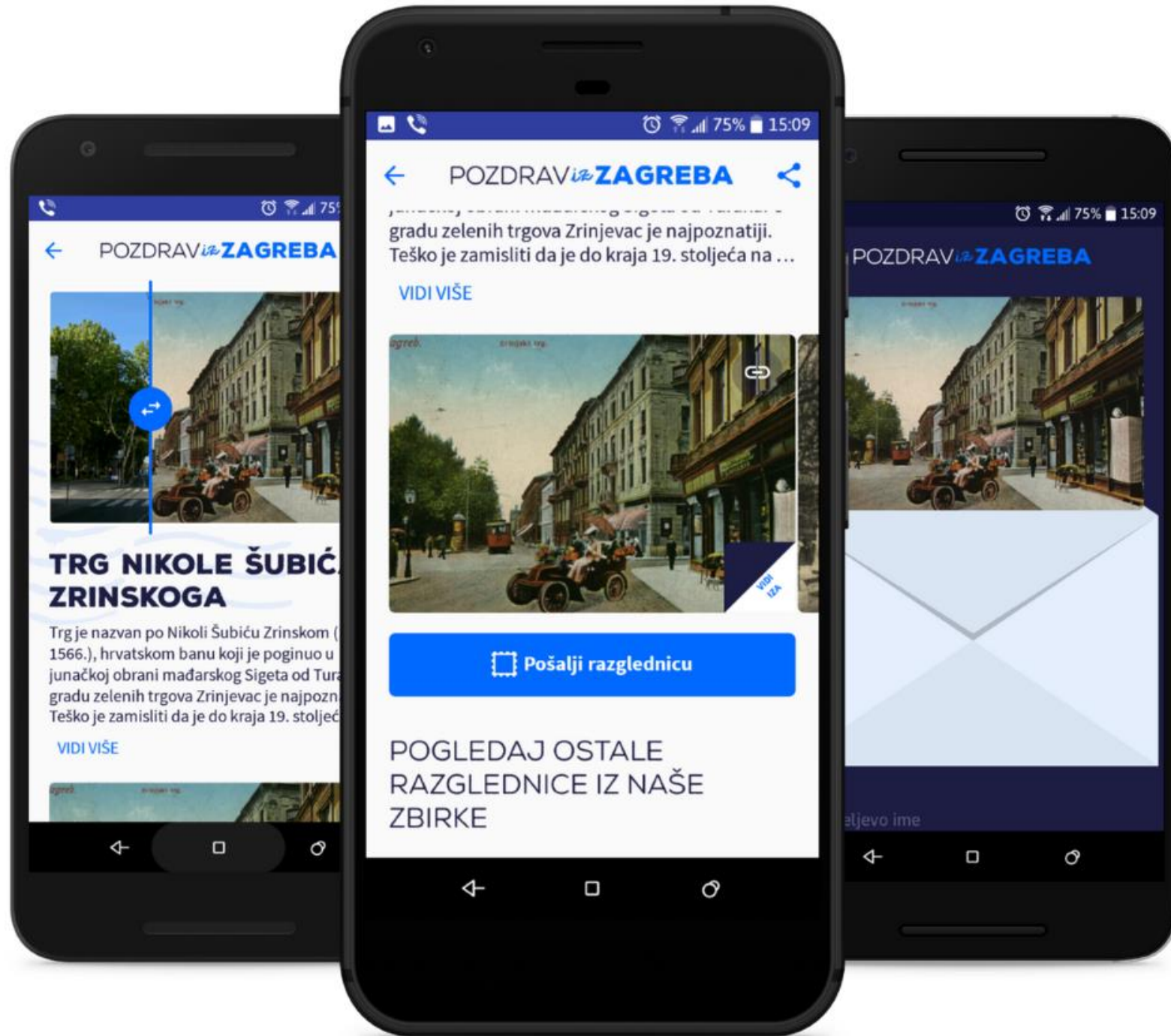
Srdačno vas pozdravlja Nikola.  
Oprostite da vam nijesam  
nikako pisao, kako sam  
obećao, boljela me jako ruka.

**baština**  
+  
**tehnologija**  
+  
**turizam**

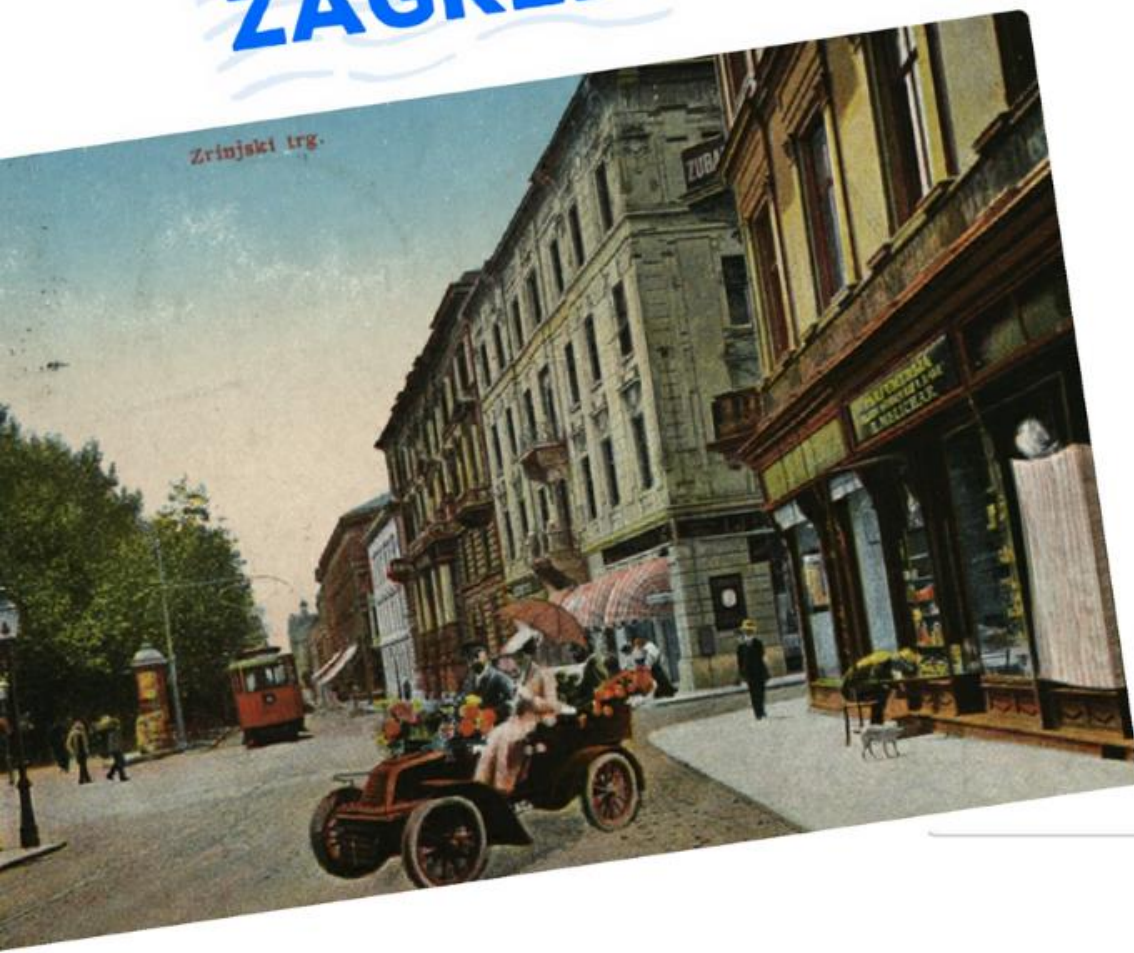
=

DIGITALNI  
KULTURNO  
TURISTIČKI  
PROIZVOD

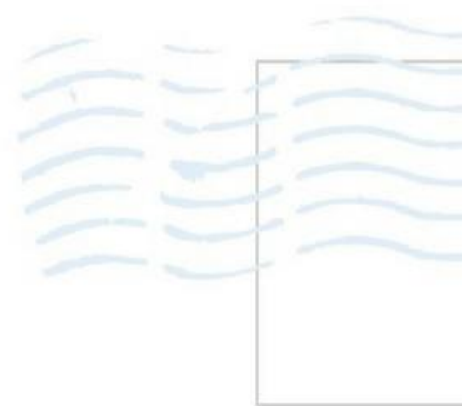




**GREETINGS**  
*from*  
**ZAGREB**



Pozdrav svim sudionicima Dfesta!  
P.S. preuzmite našu aplikaciju :)

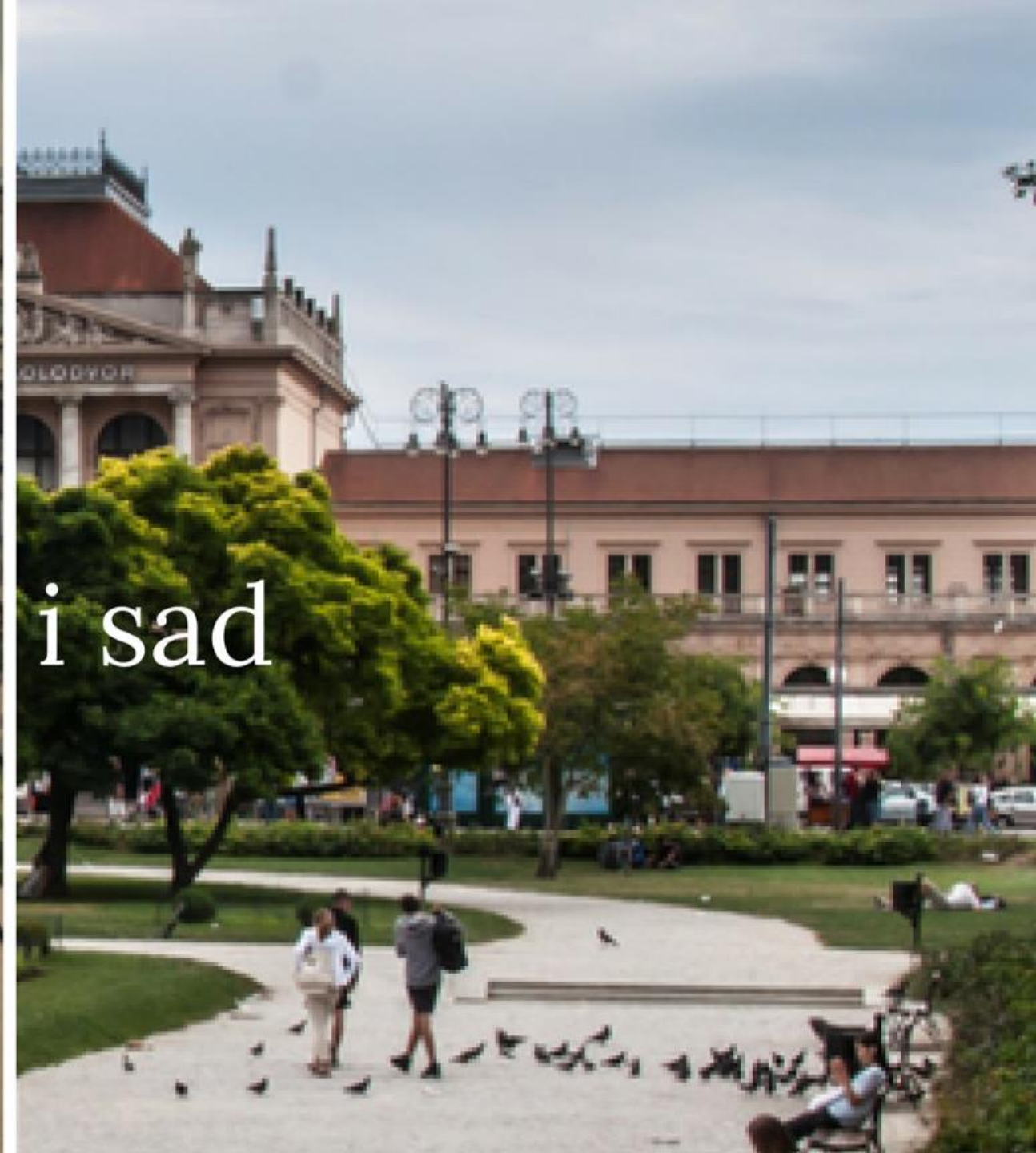


**Dfest 2018.**

This postcard has been sent by application Greetings from Zagreb  
© National and University Library in Zagreb



*nekad...*



*i sad*

nekad...

i sad

[Metapodaci](#)

[Puni tekst](#)

Pretraživanje metapodataka

Dostupna građa >



knjige



vizualna građa



karte

i sutra?

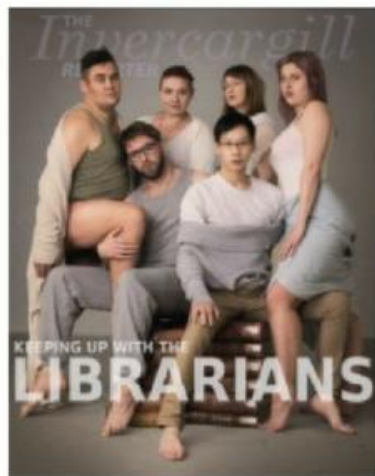


Uspješna marketinška  
kampanja rezultirala dosad  
najvećom promocijom  
Digitalne knjižnice

2018 Winner! - "2017 NYC Youth Amnesty" (New York Public Library - USA)



2nd Place - "Keeping up with the Librarians"  
(Invercargill City Libraries and Archives - New Zealand)



3rd Place - Greetings from Zagreb! (National and University Library in Zagreb - Croatia)



## 2018 IFLA International Marketing Award

# 3.

mjesto!

United States: NYC Public Library Youth Fine Amnesty  
<https://nyclibraries.org/newstart/>

New Zealand: Follow the Librarians  
<https://www.facebook.com/invlibrary/photos/a.361402647203435.93074.1570192209751186863434/?type=3&permPage=1>

Croatia: Greetings from Zagreb  
<http://pozdravizhrvatske.nsk.hr/zagreb>

Canada: 2017 British Columbia Historical Newspapers  
<http://library.ubc.ca/bcnewspapers>

Germany: Image Campaign for ZBW for the target group of Economists  
<http://www.zbw-forscht-fuer-oekonomen.eu/english/>

China: Guangzhou New Year Poetry Gala  
<http://fashion.163.com/special/art/2015xnsh.html#p=AEPRM6IA54A50026>

Africa: BA Information For Africa (BAIFA)  
<http://bibalex.org/baifa/en/home/index>

China: Night of Grimm's Fairy Tales  
<http://www.cqlib.cn/?q=node/44576>

Australia: QPLA, Libraries Colour my Life  
<http://qpla.asn.au/>

The Philippines: Words on the Wall  
<https://metrodagupancolleg.wixsite.com/wordsonthewalls>



# Međusektorska suradnja i partnerstvo

Pozdrav  
iz Hrvatske!





*dr. sc.*

**SOFIJA KLARIN ZADRAVEC**

*knjižničarska savjetnica za razvoj digitalne knjižnice Nacionalne i sveučilišne knjižnice u Zagrebu*



*mag. informatol.*

**DRAGANA KOLJENIK**



*dipl. novinarka*

**MAJA PRISELAC**

*viša savjetnica za odnose s javnošću*



*fotograf*

**DARKO ČIŽMEK**



<http://pozdravizhrvatske.nsk.hr/zagrebapp/>

<http://pozdravizhrvatske.nsk.hr/zagreb/>

[Google play](#)