



# urbanika

illustrating the memories of your travels





**Urbanika blocks** are depictions of travels, urban settings, or architectural features.

They are designed for people with an interest in art and urban illustration, who value handiwork and the uniqueness of objects

**Urbanika** was created out of the desire for a memento that blends in with its surroundings and enhances the aesthetics of our living space. It subtly brings back the days spent traveling.

This is not the kind of souvenir that shouts, “We love to travel!” as it hangs on the refrigerator with other vibrant static objects.

**I desired a piece that lives with the person who has it - moves its position and adapts to the changes in the interior decor. Its minimalist design combines natural materials like beech wood and watercolor-styled illustrations.**



**bru.**

# how it's made

production process



**Beech wood** is used in the production of blocks sized to 7 x 6 x 3 cm. Edges are processed and layers of white paint are applied.



**The illustrations** were made using the traditional watercolor technique on paper, digitized and transferred to blocks by manual photo-transfer technique.



**Matte varnish** is applied to the front side. It protects the transferred illustration and gives the impression of a hand-painted object.

*"Dendrotherapists say that to improve physical and emotional health, it is enough to have a small beech object with you. For the owner, this is not just a decoration, but a source of vitality, creativity, common sense, readiness, as well as a powerful antiseptic."*

*\*this, of course, is not the reason why beech wood was chosen for the base, but it was interesting to find out :)*

# inspiration

architecture and nature





**The motives** are varied, depending on what inspires me. Often it is not the most recognizable sights of a city, but a secluded alley or part of architecture that attracted me for a certain reason.





Bale (Valle), Istria



Zagreb



Cres



Veli Lošinj



Zagreb, Botanical Garden



Zagreb



Opatija



Zagreb, Vlaška



Zagreb, Tomislavac



Rovinj

*#handmade #unique #handcrafted #watercolor #urbansketch #skyline #urbanillustration #architecture #natureart #urbandrawing #croatiafullofcolors #illustratingmemories #travelblocks #beechstories #travelgift #horizon #traveler #touristgift #travelart #inspiredbynature #craftedwithlove #urbanart #inkart #urbanarchitecture #watercolorart #urbanlifestyle #artprintsurban #woodblock #beechwoodart #beechartwork #citydisplay #depicted #decor #homedecor #homeart #livingroomaesthetics #aestheticdecor #minimaldesign #minimalist #urbanminimalist #minimalart #travelcroatia #summerstories #croatiafullofart #depictcroatia #travelillustration #travelmemories #travel-experience #urbansketch #urbansketchers #sketching #streetart #urbanwalls #watercolorart #inksketch #penwork #nature #scenery #sceneryart #sceneryillustration #citylife #citymemories #fromcroatiawithlove #keepsake #travelsouvenir #travelkeepsake #interiordesign #shelf-decor #interiordesignshelves #souvenirposters #landmarktravel #travelsouvenirdecoration #europeantrip #mediterranean #croatiancoast #summervacationkeepsakes #mediterraneanvacation #urbankeepsake #designersouvenir #madeincroatia #summerholidays #travelme-mentos #travelmerchandise #traveltripsouvenir #croatianvacation #interiorart #smallart #miniaturedrawing #handmadesouvenir #origi-nalsouvenir #whiteblocks #whitememories #colorfulcityart #croatianisland #beech #beechart #woodcrafts #zagrebaesthetics #artandtravel #vacationkeepsake #urbanika #urbanikablocks #urbanikaart #urbanikasouvenirs #urbanikacroatia #art #whiteminiatures #aquarelleart*

# offer

blocks | art prints

## URBANIKA blocks

- MOQ 20 pcs
- possibility of different themes
- decorative packaging included
- possibility of personalization (adding names etc.)
- 7 x 6 x 3 cm

## URBANIKA art prints

- MOQ 15 pcs per size
- possibility of different themes
- decorative packaging included
- possibility of personalization (adding names etc.)
- printing on quality art matte paper 250-300 g that preserves color consistency over time

## SIZING:

**L** 25,4 x 20,32 cm

**M** 20 x 15 cm

**S** 13 x 18 cm



*\* The picture shows the first series of Urbanika blocks from 2016. The motifs are still in use, and the packaging has changed its appearance.*



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