



Zagreb Tourist Board
Kaptol 5
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PRESS RELEASE 2010/20

ZAGREB, THE CRAVAT CAPITAL

Zagreb, July 8, 2010 – The Zagreb Tourist Board, in cooperation with *Academia Cravatica*, has launched the project *The Changing of the Guard*, which will be carried out by the Honorary Company of the Cravat Regiment. This formal ceremony will take place on Saturday, 10 July, starting at 11.45 a.m. on St. Mark's Square. Visitors of the City of Zagreb will be able to watch the ceremony on Saturdays and Sundays, at the same time, from 10 July to 31 October (Cravat Day). Additional ceremonies will be held on Thursday, 5 August (Victory and Homeland Gratitude Day), and on Friday, 8 October (Independence Day).

Each changing of the guard ceremony begins with an attractive "preparation of the sentries and weapons inspection". The entire squad of 12 soldiers participates in the ceremony, after which guards are assigned to set positions, also attractive tourist sites: St. Mark's Square (side entrance to the Church of St. Mark), Ban Jelačić Square and at the Statue of Our Lady of Kaptol.

We would like to remind you that, during the Thirty Years' War in the 17th century (1618-1648), the Croatian cavalry, known for its extraordinary bravery, joined the French army. Aside from their military skills, Croatian soldiers were also set apart by one detail: they wore scarves tied around their necks. This knotted scarf soon became popular as a fashion accessory. The *cravate* stems from the Old German word *Krabatten* i.e. Old French – *Cravates*, the word use for Croats. After the transition from military to civil use, the form of the cravat changed with fashion. However, it retained some symbolic characteristics tying it to its military past and European chivalric tradition. This primarily refers to the obligation of duty undertaken and performed of one's own free will. Excellence in military skills and the original appearance of Croatian soldiers was confirmed as far back as 1664 by the establishment of the *Royal Cravattes*, a Croatian regiment within the French Royal Army.

With this project, the Zagreb Tourist Board aims to promote Zagreb as the cravat capital and turn this exceptional cultural and traditional value into an attraction for all visitors to the City of Zagreb.

The Honorary Company of the Cravat Regiment was conceived by Mr. Marijan Bušić, head of *Academia Cravatica*, with the objective of promoting larger projects such as *Croatia – Homeland of the Cravat* and *Zagreb – the Cravat Capital*.

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