

# Low Profile Zoo Coping with High Profile Expectations

Role of external experts



# Identity card of Zagreb Zoo

## Area

7 ha

## Number of employees

75

## Number of animals

# 361 species

2.233 specimens

(5.741)

## Founded in 1925.

City Zoo – Part of the protected park area

# Urban

## Small in size

## Expensive in maintenance





# History of Zoo design

**1925 – 1940** (Monumental buildings, needs of animals were not recognized)





## 1945 – 1990. (Massive concrete buildings, without educational value)



Carnivore house



Brown bear enclosure



end of 1980's- serious financial problems threaten the existence  
1990's - new enclosures appeared continuously since 2007.



African village



Lemur island



We were going on so, why weren't we more satisfied?



Educational center



Griffon vulture aviary

## 2007. – crossroads – a breath of fresh air

- strong enough to clear up the picture – to define our needs
- time has come for more comprehensive projects
- **new members of management were employed**, highly motivated for work
- finally in a position to produce documents and plans that we lack (General Development Plan, Collection plan etc.)

## Limitations in further project development – we must not forget where we live and work

**Part of the protected Park area** – special permits for each project has to be issued. Area is protected by two laws, for its biological and cultural values.

**Financial limits** – the most expensive project in 35 years barely reach 300.000,00 euros

**Relatively inexperienced in planning**

**Weak interest of the owner** – we were paying high price for a long history of being just as animal exhibition without added values.





And, please, stop trying to buy us a giraffe !

## What were facts that foreign experts should know about us?

- they are entering the area with poor zoo community
- neither architects nor construction workers have any experience in creating animal enclosures
- no one in Croatia has ever create a high artificial rock (especially not with large Carnivore behind it)
- expectations of our visitors didn't comply with our financial abilities
  - visitors have had high expectations from the Zoo



Fragile line between dreams and reality

**How big a portion can we take before we  
become sick?**

# TEAM WORK

## Role of external experts

- Sharing knowledge and experience
- Giving new perspective
- Motivation
- Being a good psychologist



## Role of Zoo management

- Include as many employees of different professions in the process
- Communicate the process with employees, with the public and with the owner
- Ensure financial sustainability

- Balance the emotions, expectations and abilities
- Avoid danger of making project financially too demanding and unfeasible



# Emotional roller-coaster during workshop

## Day 1

- Enthusiasm
- can't wait to start



## Day 2

- Exhilaration
- We can do anything we want



## Day 3

- Resignation
- We would never get the money



## Day 4

- Satisfaction
- Good result



## First result

# General Development Plan and a new visual identity of the Zoo were created

**Generalni plan razvoja 2010**

**Zagreb Zoo**

svibanj 2010



And we really follow it!



## Second result

### Lion Rock Kidepo

- We need four years to complete the investment
- The opening was great success for everyone that took part in project development and realization
- For the first time nice biological story was supplemented with paleontological facts - cave lion from our costal finding was presented
- Living space for the animals is motivating, educational possibilities are huge, keepers have safe working environment and public get exciting experience
- New quality of zoo design was achieved



## Lion Rock “Kidepo”





## Lion Rock “Kidepo”



## Third result

### EU project

- In desperate search for money we were painfully aware that bigger investment must be found somewhere else
- In 2010. first step in that direction was made – Zoo projects were included in City Development Plan as a necessary step which enabled eligibility even four years later
- 5 million euros were get in 2014. and we had only two years for realization 8 bigger and several smaller projects



New design –similar elements were used for the objects that serve for the visitors



Restaurant



Educational center



# Modernization of zagreb Zoo I faze



Main entrance, Additional entrance, Souvenir shop



# Modernization of Zagreb Zoo I faze



**So, in conclusion,  
we learnt that  
our zoo team is good enough to make a  
result,  
external experts are valuable members  
of our team,**



**through the time public become  
more educated about the values of  
the Zoo,  
but desire of visitors to have giraffe  
in the zoo is eternal.**

