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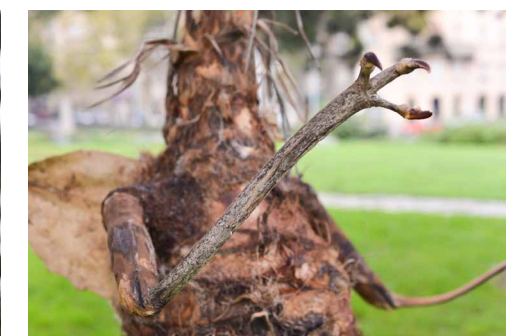
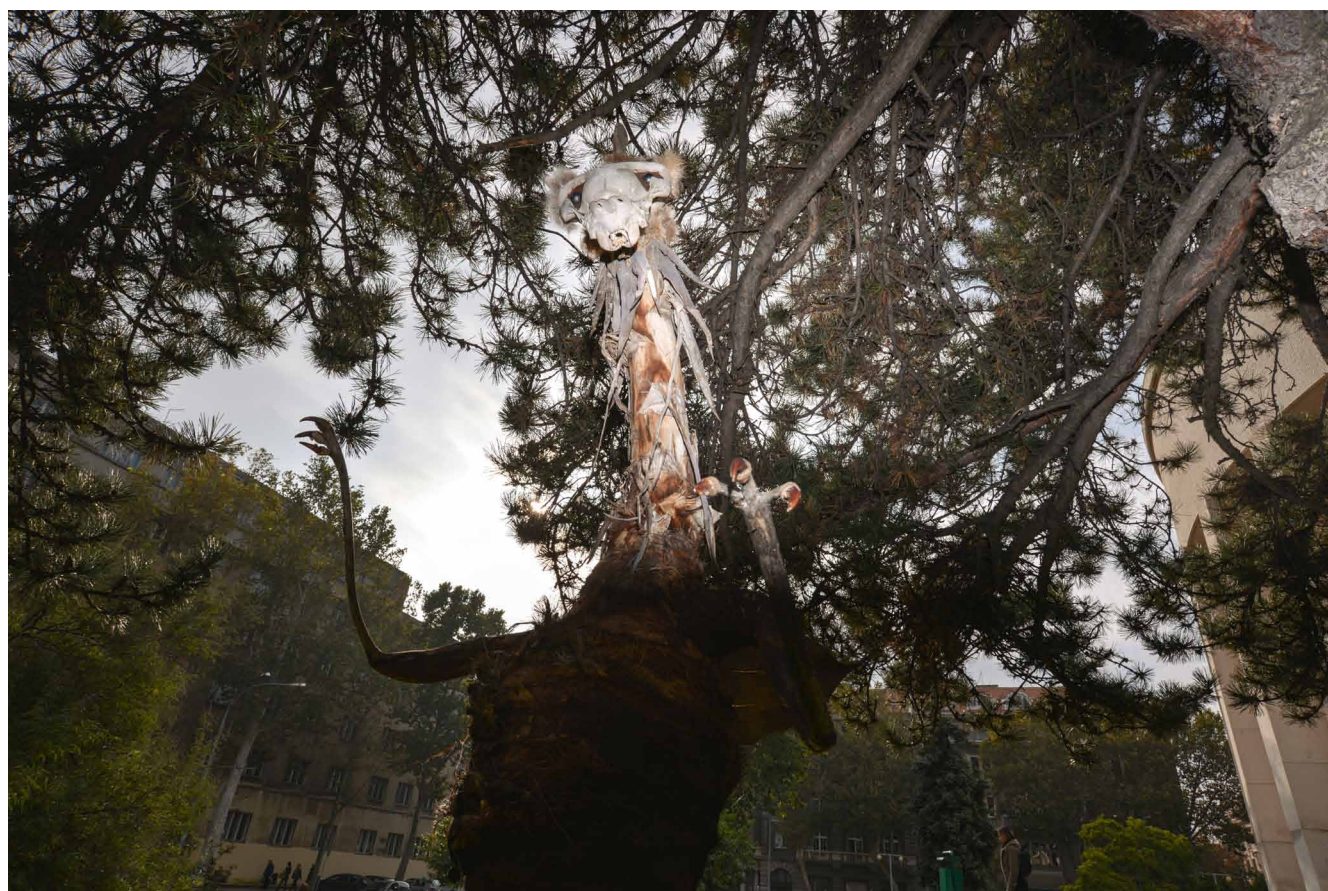
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2012. godine zajedničkim snagama Hrvatsko društvo likovnih umjetnika i Muzej ulične umjetnosti pokrenuli su projekt Upcycling. Projekt Upcycling nastao je iz želje da se kroz umjetnost promoviraju ideje o zaštiti okoliša, održivom razvoju i osvješćivanju šire populacije o individualnoj odgovornosti koju svaki čovjek ima prema planeti Zemlji. Kroz umjetnička djela koja su načinjena od otpadnog i zelenog materijala, publici se približava priroda u svim svojim mogućim oblicima.

Treće izdanje Upcycling festivala predstavlja umjetnika Zorana Tadića iz Hvara koj izrađuje skulpture fantastičnog svijeta s organskim materijalima skupljenim na neobičnim mjestima na Hvaru. Za svoj rad koristi isključivo mrtvu prirodu. Sav materijal koji upotrebljava pronađen je na plaži, šumi, ili čak u restoranskim kuhinjama, gdje je imao mogućnost upoznati se s anatomijom raznih životinja. Ti materijali podsjećaju na duboki šamanski osjećaj za Zemlju i More, a utječu na njegovu viziju stvaranja. Snaga prirode koju posjeduju materijali nakon kraja ciklusa života ponovno se rađa u njegovim kreacijama. Vjeruje da je materijal taj koj kreira njegova stvorenja.

In 2012, joined the Street Art Museum and the Croatian Association of Artists launched the project Upcycling. Upcycling arose from the desire to promote the art and ideas related to environmental protection, sustainable development and to create an awareness amongst the public about the responsibility which every man has to the planet Earth. Through the art that was created by waste and green material the audience was exposed to nature in all its possible forms.

The third edition of the festival Upcycling, presents the artist Zoran Tadić. He creates fantastic worlds with organic materials collected in unusual places on the island of Hvar.

For his work he uses exclusively found materials. He finds his materials on the beach, in the woods, or even in restaurant kitchens, where he had the opportunity to get acquainted with the anatomy of various animals.

These materials are reminiscent of shamanic deep feeling for the Earth and Sea, and affect the vision of creation. The forces of nature that the materials possess, at the end of their cycle of life are re-born in his creations. He believes that the material is that which creates its creatures.

Za Upcycling Zoran je stvorio rad "Moj Morski Avatar" Korišteni materijali: korijen agave, listovi agave, grana od cvijeta, rakova klješta, magareća glava i vrat, tunini repovi, lisičnina koža, hematite kamen, hrtovi i riblji zubi - organski materijali, svi nađeni, ništa ubijeno.

Inspiracija za djelo počelo je pitanjem "Ča je avatar?" od Zoranove kćeri. Kako bi joj objasnio, odlučio je napraviti primjer.

Njegov morski avatar je uveo duh mora u grad Zagreb.

For Upcycling Zoran created the sculpture "My Sea Avatar"

The materials used:

The root of the agave plant, agave, a branch of blossoms, crab's claws, head and neck of a donkey, the tails of tuna, fox skin, hematite stone, the teeth of a greyhound and fish. All found materials, nothing killed.

His inspiration for the piece started with a question by his daughter: "What is an avatar?"

To explain to her what it was he decided to make an example.

His Sea Avatar has introduced the spirit of the sea into the city of Zagreb.