



What is SLOWOODLIFE

It is a multimedia informational–educational platform online that combines information, stories, knowledge and demonstrations of best practices in sustainable living in the form of articles, interviews and videos on the slowoodlife.com portal and related media.

In terms of content, SLOWOODLIFE is an ambassador of sustainable construction and coexistence with wood, which takes our responsibility as the starting point of all sustainable changes.

THE PURPOSE OF THE SLOWOODLIFE PLATFORM



WE TAKE CARE OF THE DEVELOPMENT AND PROMOTION OF:

- wooden constructions and the use of wood in the living environment
- modern sustainable technologies
- a healthy way of living
- excellent communications between different professions, the economic and the academic sphere, and the general public.

SLOWOODLIFE, living with wood . ■ ▶

OUR MISSION

is love for people and the living environment, declared in wood.

OUR VISION

is to become a leading creator of great stories and the central Slovenian meeting point of best practices in residential solutions, which will make our country forever green, our use of modern technologies sage, and our future bright.

OUR VALUES

Everything we do, we do to leave our descendants a green and quality designed living environment. We understand sustainability much more broadly than just as an environmental awareness; we develop its social, economic, cultural and informational dimension. We approach all projects with the sincere intention that nothing and no one on this planet should suffer because of our activities.

Founder of the SLOWOODLIFE platform . ■ ▶

"We believe in wood, our traditionally Slovenian natural potential, which we have in abundance; in its usefulness, in the environmental, social and economic possibilities, it brings to us, besides the healthy living environment the wood co-creates. Due to the wood's positive influence on people and the environment, it deserves to be at the forefront. We encourage wooden construction since we are convinced that the wood enriches the living environment and upgrades the construction culture of Slovenia. We sincerely believe that we can contribute to a more beautiful and better world!"

Liljana Vogrinec, Bachelor of Sociology and editor-in-chief of the magazine moja HIŠA moj DOM (my HOUSE, my DOMAIN), with more than 18 years of experience in the company Agencija LOTOS, d. o. o., (Agency LOTOS, LLC) consults companies on PR activities and marketing. As a co-founder of the SLOWOODLIFE brand, she passionately advocates planet-friendly living and operating. It makes her happiest when she can influence people to make even the smallest changes in their lives for the better.



Dušan Waldhütter, Bachelor of Traffic and Transportation Engineering, is the executive editor of the magazine moja HIŠA moj DOM (my HOUSE, my DOMAIN), and also the long-time editor-in-chief of the magazine Naš dom (Our home) in Večer's supplement Kvadrati (Squares). He creates the content of great business stories under his brand WOW Stories. He is also the author of the book »Donosno zgodbarjenje – poiščite svojo zgodbo, ki bo segla do src in denarnic« (2020) ("The Business Of Storytelling: Finding Your Story To Open Hearts And Wallets"). He completes his mission in the media with the SLOWOODLIFE portal. He sincerely believes that we live in one of the best places on our planet, where we can show the greatest tribute to nature predominantly through thoughtful and sustainable use of wood.

Existing communication channels connected to the SLOWOODLIFE portal • ■ ▶



MAGAZINE MOJA HIŠA MOJ DOM (MY HOUSE MY DOMAIN) – WOOD

It is the only magazine in Slovenia intended primarily for constructors of wooden buildings and their business partners. In the magazine, we present the latest achievements in the construction of wooden buildings, including modern house technology and interior and exterior equipment. We publish professional articles on the built-in components of a modern house and living space. We pay special attention to wood, architecture, expert opinions, design, examples of good practice, the latest technology, construction



E-NEWS SLOWOODLIFE

SLOWOODLIFE e-newsletter is not only intended to inform about current events and promotions. It is intended to disseminate information on quality architecture and raise the general level of living culture, and above all to raise awareness of wood and its dimension and to promote the use of wood in the construction of buildings and everyday life. Good communication is essential to achieve our common goals. As a bridge of trust between the brand and the reader, we can only create it by sharing quality content. We are glad that there are already more than 14,000 recipients on the list of our e-news.



EXTERNAL: EXHIBITION HABITAT: WOOD 5.0

Exhibition entitled HABITAT: WOOD 5.0. the construction, the architecture, the design is the promotion of wood as an ecologically clean and renewable material. With it, we promote a positive attitude towards the wood, popularize the culture of construction with wood and highlight the quality of Slovenian manufacturers of wooden prefabricated buildings. By raising ecological awareness, we are accelerating construction methods that deviate from outdated construction practices, with which we have neglected the impact of buildings on the environment and their carbon footprint. Our goal is to bring at the forefront new, sustainable concepts of construction and living that adverse effects are minimized.

Existing communication channels connected to the SLOWOODLIFE portal • ■ ▶



EXHIBITION OF WOODEN CONSTRUCTIONS

It is the most successful SLOWOODLIFE Slovenian exhibition dedicated to quality and sustainable construction. We have been exhibiting it around Slovenia for many years, and at the same time, we are constantly expanding and upgrading it. It includes the most representative facilities and projects of Slovenian providers, which systematically and successfully co-create a higher living culture. The purpose of the exhibition is to spread awareness of quality wooden construction and design from wood and to encourage sustainable thinking. By offering examples of excellent construction practice, it represents an important building block of raising public awareness regarding the importance of introducing sustainable concepts in various areas of life and social activity.



FORUM SLOWOODLIFE

The SLOWOODLIFE - LIVING WITH WOOD forum is intended for the recognition and promotion of wood as a building and design material, which allows making both houses from wood and aesthetically perfect furniture, equipment and a variety of unique works of art. Through lectures and talks with renowned experts, video presentations and an exhibition, we focus our attention on sustainable development and the recognition of quality wooden construction and the importance of wood as a good. Forum SLOWOODLIFE - LIVING WITH WOOD is an important space for dialogue on the specifics and living culture in modern wooden construction.

We connect, upgrade, **direct** • ■ ►



Assoc. prof. dr. Vesna Žegarac Leskovar,
Dean of the Faculty of Civil Engineering,
Transportation Engineering and
Architecture, University of Maribor

"Wood architecture, as one of the oldest forms of architecture, is experiencing a re-emergence around the world. The revival of wooden construction is associated with recognizing the values of wood as a natural material, which despite its construction complexity offers to the creators an opportunity to achieve beauty, immeasurable harmony and warmth, and to the users experience of a high-quality living. In the SLOWOODLIFE platform, I see great potential for wider awareness of the importance of this type of construction both at home and abroad."



Prof. dr. Miroslav Premrov,
Head of the Chair of Building
Structures

"Wood is a wonderful material, actually it is ecologically flawless, which, due to its mechanical properties, has certain constructional limitations, especially regarding the height or range of buildings. Perhaps it is used scarcely by the construction profession due to its construction complexity and our ignorance. Exceeding these limits requires the integration of different professions, knowledge and a certain measure of enthusiasm, which is the charm of a wooden construction. I believe that we will exchange numerous opinions and experiences about this within the SLOWOODLIFE portal and learn a lot together."



Prof. dr. Miha Humar, Vice Dean of the
Biotechnical Faculty of the University of
Ljubljana for research and development

"Activities under the SLOWOODLIFE brand have been one of the key promoters of wooden construction in Slovenia for the last ten years. In many forums, we were able to see the most attractive examples of wooden architecture and listen to the leading experts with practices and from universities working in this field. The events were organized throughout Slovenia. All events were marked by the strong enthusiasm of the organizers. The leaders of the movement made sure that the forums were also preserved in the form of perfectly designed anthologies - Varčna hiša (The Low-energy House). Working with them is always very professional. In my opinion, this portal will provide an excellent platform for the exchange of opinions, experiences and good practices among all stakeholders in the forest-timber production chain."

We connect, upgrade, **direct** • ■ ►



Prof. dr. Martina Zbašnik Senegačnik, Bachelor of Science in Architecture and Urban Planning, Faculty of Architecture, University of Ljubljana, Founder and leader of the Passive House Consortium

"A passive wooden house does not only meet the requirements for low energy consumption for heating - wood with its exceptional properties has a positive effect on living comfort and it is also environmentally friendly material. I wish that the popularization of wood in the way set out on the SLOWOODLIFE portal will open up more possibilities in the efficient use of this natural asset of ours."



Prof. dr. Franc Pohleven, Professor Emeritus of the University of Ljubljana, Biotechnical Faculty

"Due to all the advantages of wood as a material, Slovenia should approach the restructuring of industry and the economy as soon as possible in a sustainable and local way. The importance of wood as a biomaterial is recognized in the EU, where around € 10 billion has been given for the Innovation Fund to finance low-carbon technologies at local level. Will Slovenia follow suit? Unfortunately not, as the Recovery and Resilience Plan proposal contains much more resources to promote the metal rather than the wood processing industry. As we are all too unaware of this, I expect the SLOWOODLIFE portal to contribute to more awareness and a better understanding of the use of wood in every life."



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SLOWWOODLIFE

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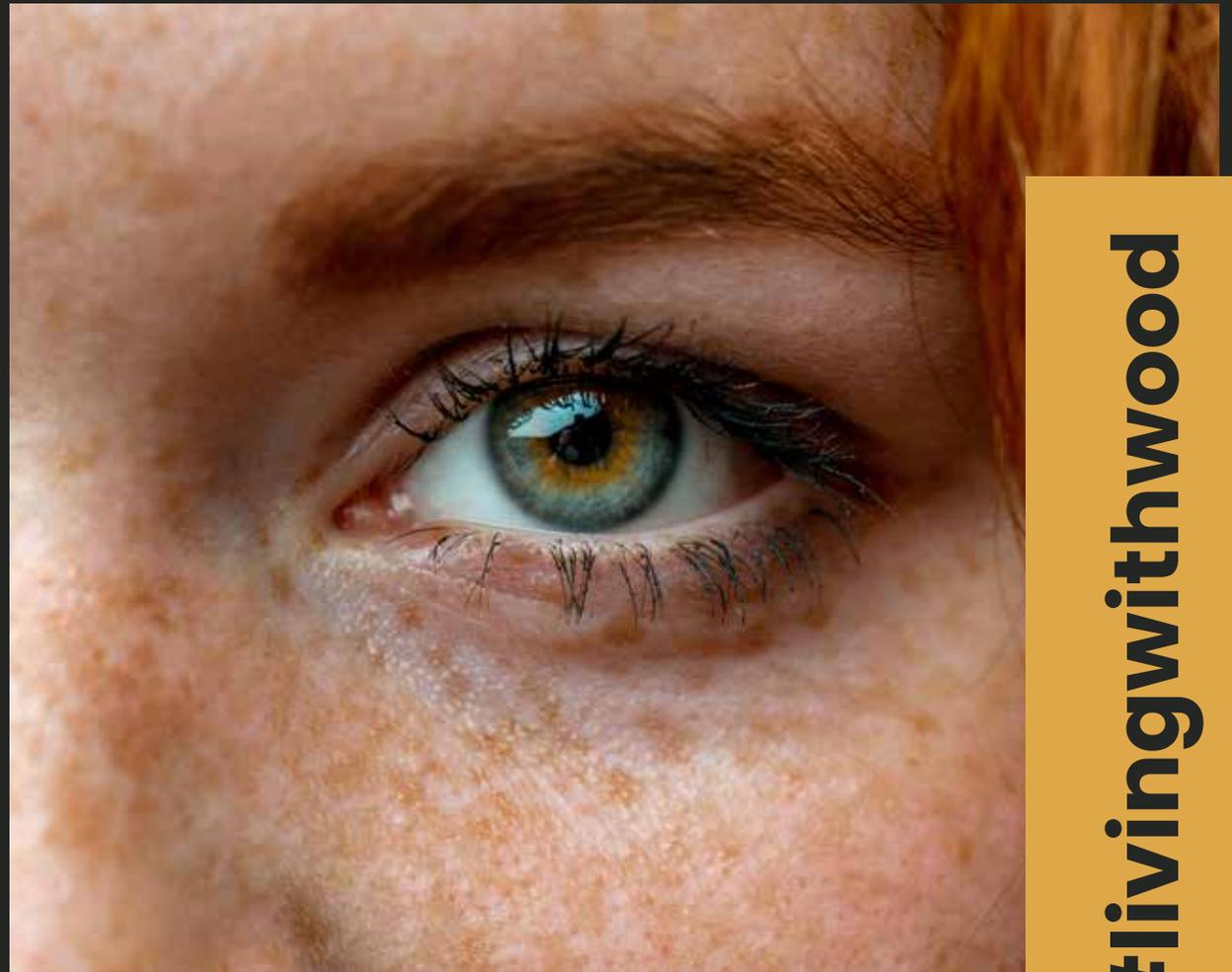
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LIVING WITH WOOD

Online multimedia platform for planet-friendly living

www.slowoodlife.com

opening:
2021



#livingwithwood



Intention of cooperate:

