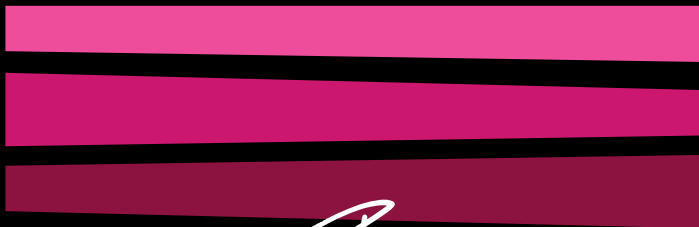


POP ZOO



by *Holka*

ZOO CARE
Zagreb

MUZEJ MIMARA



Projektom Pop zoo Zoološki vrt grada Zagreba slijedi svoju misiju. Ona uključuje edukaciju građana, istraživanja i zaštitu prirode.

Kako bi već na početku 2019. godine poslao što snažniju poruku o važnosti zaštite prirode, Vrt je odabrao jedanaest predstavnika najugroženijih životinjskih vrsta koje se u njemu mogu upoznati i odlučio ih putem Hoykinih djela približiti oku široke publike.

The Zagreb Zoo follows its mission with the Pop zoo project. That includes the education of citizens, research and nature protection.

In order to send the strongest message possible on the importance of nature protection right at the beginning of 2019, the Zoo chose eleven endangered species representatives which can be met at the Zoo and decided to introduce them to a larger public through Hoyka's work.

Thank you to the project sponsor!

EPSON[®]
EXCEED YOUR VISION

Životinjama nije dovoljno divljenje, nužna im je i zaštita.

Poruka je to koja stoji iza najnovijeg projekta Zoološkog vrta grada Zagreba i fotografa Damira Hoyke. Rezultat te suradnje je izložba Pop zoo.

Iako mu je naziv višeznačan, u temeljima projekta je ideja pop arta da umjetnost treba težiti komunikaciji sa što širim krugom ljudi.

Damir Hoyka koristio je fotoaparat, digitalnu obradu fotografije i tisak kako bi na promatrače ostavio što snažniji dojam. U fokusu su mu bili stanovnici Zoološkog vrta grada Zagreba, predstavnici vrsta koje su ugrožene u prirodi. Tu su neke od posjetiteljima omiljenih životinja poput crvene pande i čupavorepog lemura, ali i neke slabije poznate vrste kao što su kineska tropruga kornjača i balijski čvorak. Ljudsko djelovanje tim životinjama smanjuje prirodna staništa te ugrožava osnovne uvjete za život poput hrane i vode.

Svaki se čovjek može uključiti u njihovu zaštitu – promjenom odnosa prema prirodi, radom na terenu ili donacijama.

Zoološki vrt grada Zagreba kontinuirano sudjeluje u projektima koji se bave zaštitom životinja. Neki su samostalni, a neki na inicijativu Europskog udruženja zooloških vrtova i akvarija čiji je član. EAZA je zajednica čija je svrha očuvanje biološke raznolikosti planeta, zaštita ugroženih vrsta i njihovih staništa te podizanje svijesti građana o prirodnim ljepotama i vrijednostima te potrebi njihova očuvanja.

Zoološki vrt grada Zagreba sudjeluje i u uzgojnim programima koje koordinira EAZA. Iznimno je ponosan što se u njemu mnogobrojne životinje uspješno razmnožavaju.

Kako bi građane upoznao s veličanstvenošću životinjskog svijeta i važnošću njegove zaštite, Vrt u Maksimiru, ali i izvan njega organizira mnogobrojne edukativne programe. Jedna od poruka koju edukatori pritom izgovaraju u ime životinja, je: „Izbliza smo impresivni.“

U projektu Pop zoo Damir Hoyka originalnu je interpretaciju i fotografsku vještinu podredio životinjama koje iz Divljeg srca grada poručuju: „Upoznajte nas i zaštitite. I vi i mi imamo pravo na budućnost.“

*Damir Skok
ravnatelj Zoološkog vrta grada Zagreba*

It is not enough to just admire animals, they need protection as well.

That's the message behind the newest project of the Zagreb Zoo and photographer Damir Hoyka. Their collaboration resulted in Pop zoo exhibition.

Although the name is ambiguous, at the root of the project is a pop art concept that art should aim to communicate with as many people as possible.

Damir Hoyka used camera, digital image processing and print to make the best impression possible on the observers. Through his lens, he captured the inhabitants of the Zagreb Zoo, more precisely, representatives of endangered species. Among them are some of the visitors' favourite animals, such as red panda and black-and-white ruffed lemur, as well as some less well-known species, such as the Chinese three-striped box turtle and Bali myna. Human actions reduce natural habitats of those animals and jeopardise their basic living conditions such as food and water.

Each person can get involved in their protection – by changing their behaviour towards nature, through field work or donations.

The Zagreb Zoo continuously participates in projects that deal with animal protection. Some of them are independent, and some are initiated by the European Association of Zoos and Aquaria, whose member the Zagreb Zoo is. EAZA is an association whose goal is to conserve global biodiversity, protect endangered species and their habitats and to raise people's awareness of natural beauty and treasures and the need for their protection.

The Zagreb Zoo also participates in breeding programmes coordinated by EAZA. It is extremely proud as numerous animals breed successfully within the project.

In order to familiarise the citizens with the magnificence of the animal life and the importance of its protection, the Zoo organises numerous educational programmes both in Maksimir and outside its area. One of the messages spoken by the educators in the name of animals is: „We are impressive from up close.“

In the Pop zoo project, Damir Hoyka subordinated the original interpretation and photography skills to animals who send the following message from the Wild Heart of the City: „Get to know us and protect us. We all have a right to a future.“

Damir Skok
director of the Zagreb Zoo

Kao sav živi svijet, i mi ljudi razvili smo načine funkcioniranja koji nam olakšavaju opstanak. Jedan od njih je da se prilično brzo prilagodimo promjenama - asimiliramo ih u našu svakodnevicu i, pretvorivši neobično u obično, nastavljamo dalje. Ipak, postoje trenuci u kojima nam taj sustav može značajno naštetiti. Tada je potrebno „obično“ učiniti neobičnim i time mu vratiti izgubljenu snagu privlačenja pozornosti. Primjerice, u slučaju izumiranja životinjskih vrsta koje u matematici života kao rezultat donosi izumiranje ljudi.

Kamo nestaju ono čuđenje i divljenje doživljeno pri prvom pogledu na neku od životinja? Ne znam. Ali znam da su nam oni danas potrebni, i to na način kojim ćemo emocionalne doživljaje nadograditi racionalnima. Onima koji će nas potaknuti da se podsjetimo čudesne složenosti živih vrsta kojima smo okruženi i naše uzajamne ovisnosti. Nas, jedinog života za koji zasad znamo.

Nadam se da će nam serija Pop zoo pomoći u toj potrazi.

Hoyka
autor

A stylized, handwritten signature of the name 'Hoyka' in white ink on a black background. The signature is fluid and expressive, with the 'H' and 'Y' being particularly prominent and interconnected.

Just like the rest of the living world, us humans also developed various modes of functioning that facilitate our survival. One of them is that we adapt quickly to changes – we assimilate them to our everyday life and, by transforming the unusual to usual, we carry on.

However, there are moments in which such system may greatly harm us. In such cases, it is necessary to transform the „usual“ into the unusual and thus return the lost power of drawing attention. Let's take for example the case of extinction of animal species which, in the mathematics of life, results in the extinction of humans.

Where do the amazement and the admiration we experience at first sight of an animal disappear? I don't know. What I do know is that we need such feelings today, in a way that will upgrade our emotional experiences with rational ones. Those that will encourage us to remember the wonderful complexity of living species that surround us and our mutual dependence. Of us, the only life we know of for now.

I hope that the Pop zoo series will help us in this pursuit.

Hoyka
autor

A stylized, handwritten signature in white ink. The signature is highly expressive and abstract, with the word 'Hoyka' written in a cursive, flowing style. The letters are interconnected, and there are several sharp, sweeping strokes that give it a dynamic and energetic appearance.



BALIJSKI ČVORAK
BALI MYNA

Leucopsar rothschildi

Populacija ove prekrasne vrste ptica u prirodi iznimno je mala i dalje se smanjuje. Ugrožavaju je uništavanje staništa i lov. Naime, ta je vrsta uključena u ilegalnu trgovinu pticama pjevicama.

The wild population of this bird species is extremely small and continues to decline. It is endangered by destruction of habitats and hunting. This species is also included in illegal trade of songbirds.

BJELORUKI GIBON
LAR GIBBON

Hylobates lar



Najveću prijetnju ovoj vrsti malih čovjekolikih majmuna predstavlja lov za prehranu lokalnog stanovništva te ilegalnu trgovinu kućnim ljubimcima. Velike probleme bjelorukim gibonima predstavlja i gubitak staništa. Priroda im se oduzima izgradnjom naselja i prometnica, širenjem poljoprivrednih površina na kojima najčešće niču plantaže uljnih palmi, te sječom šuma za potrebe drvne industrije.

The greatest danger to this small ape species is the hunt for food of local population and illegal wildlife trade. The loss of habitats also causes great problems to white-handed gibbons. Their habitats are taken away because of development of settlements and roads, expansion of agricultural areas on which the oil palm plantations grow, and because of deforestation for wood industry purposes.

CRVENI PANDA
RED PANDA

Ailurus fulgens

Crvene pande najviše ugrožava gubitak staništa zbog sječe šuma, prekomjerne ispaše stoke te širenja urbanih područja. Populacija je rascjepkana na manje skupine koje međusobno nisu u doticaju. Na crvene pande negativno utječu i fizičko uznemiravanje te krivolov koji je trenutačno u porastu.

Red pandas are primarily endangered because of the loss of habitat caused by deforestation, overgrazing and urban areas expansion. Their population is fragmented into smaller groups which are not in contact. Physical harassment and poaching, which is currently on the rise, also negatively affect red pandas.



ČUPAVOUHI LEMUR
BLACK-AND-WHITE
RUFFED LEMUR

Varecia variegata variegata

Ovoj vrsti prijete potpun nestanak zbog prekomjerne sječe šuma te širenja poljoprivrednih površina. U nekim dijelovima Madagaskara stanovnici čupavouhe lemure love zbog cijenjenog mesa.

The wild population of this bird species is extremely small and continues to decline. It is endangered by destruction of habitats and hunting. This species is also included in illegal trade of songbirds.



DIVOVSKI MRAVOJED
GIANT ANTEATER

Myrmecophaga tridactyla

U nekim dijelovima Srednje Amerike ovu vrstu mravojeda ugrožava gubitak staništa. U travnatim područjima često stradava od požara, izazvanih prirodnim ili ljudskim čimbenicima. Ponegdje ga love zbog hrane.

In some parts of Central America, this species of anteater is endangered by loss of habitats. They often die in fire in grasslands, caused by natural or human factors. In some areas they are hunted for food.





HENKELOV LISTOREPI MACAKLIN
HENKEL'S LEAF-TAILED GECKO

Uroplatus henkelli

Glavni uzrok ugroženosti je gubitak staništa – sječa šuma zbog potreba drvne industrije te širenja poljoprivrednih površina. Lovi ga se za potrebe trgovine egzotičnim kućnim ljubimcima.

The main reason for their endangerment is the loss of habitat – deforestation for the needs of wood industry and the expansion of agricultural areas. They are hunted for exotic pet trade.

JUŽNOAMERIČKI NIZINSKI TAPIR LOWLAND TAPIR

Tapirus terrestris

Sve teži opstanak tapira ugrožavaju lov na njega zbog mesa, povećanje broja domaćih životinja na ispaši te gubitak staništa zbog sječe šuma.

The increasingly difficult survival of tapirs is further endangered as they are hunted for meat and because of the increase in numbers of cattle grazing and the loss of habitats for deforestation.





KINESKA TROPRUGA KORNJAČA
CHINESE THREE-STRIPED BOX
TURTLE

Cuora trifasciata

Prema procjeni stručnjaka ovo je jedna od najugroženijih vrsta kornjača na svijetu. Uzrok tome je bespoštudan lov na njih. Lovi ih se zbog hrane i tradicionalne azijske medicine.

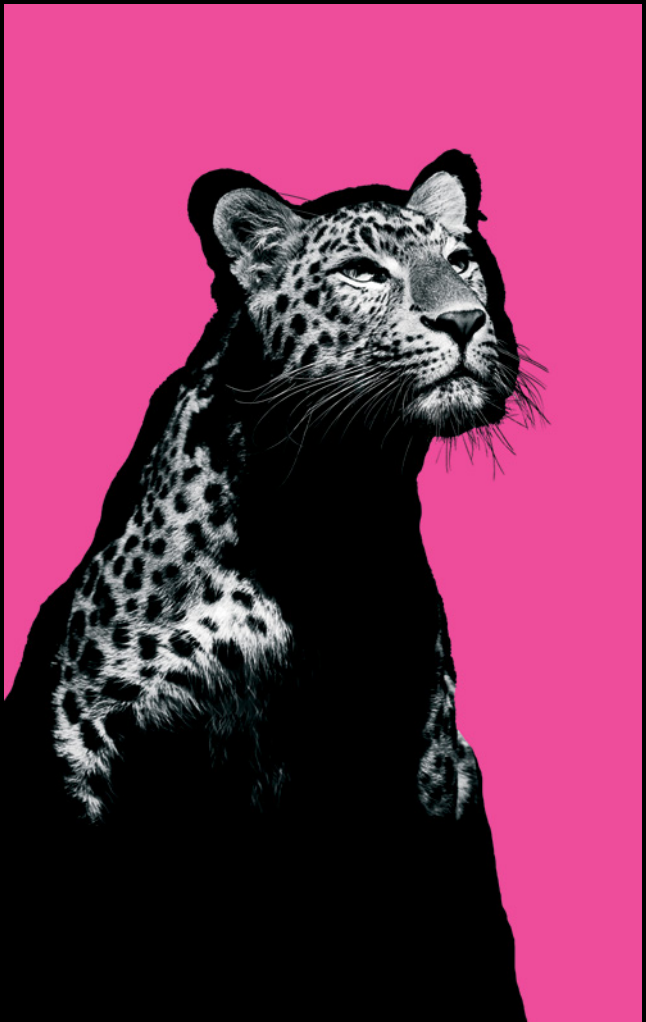
According to the expert assessment, this is one of the most endangered species of turtles in the world. Their endangerment occurred because they are unsparingly hunted. They are hunted for food and traditional Asian medicine.

KINESKI LEOPARD
NORTH CHINESE LEOPARD

Panthera pardus japonensis

Ova podvrsta leoparda endemična je u istočnoj i središnjoj Kini. Procjenjuje se da ih ima manje od tristo. Ta je populacija rascjepkana u male skupine. Kineskog leoparda ugrožavaju lov, nedostatak prirodnog plijena, gubitak staništa i uznemiravanje..

This leopard subspecies is endemic in East and Central China. It is estimated that there is less than three hundred of them left. Their population is fragmented into small groups. Chinese leopard is endangered by hunting, absence of natural prey, loss of habitat and harassment.



ORIKS ANTILOPA
SCIMITAR-HORNED ORYX

Oryx dammah

Ova vrsta antilope izumrla je u prirodi. U tijeku su programi njezina ponovnog naseljavanja jedinkama koje se uzgajaju u zoološkim vrtovima. Nestanak u divljini uzrokovao je prekomjeren lov na njih te gubitak staništa. Širenjem stočarstva oriks antilopama uskraćen je i pristup hrani.

This species of antelope is extinct in the wild. Programmes for their repopulation are ongoing through their breeding at the zoos. Their extinction in the wild was caused by excessive hunting and loss of habitat. Because of the expansion of livestock farming, oryx dammah were denied access to food.

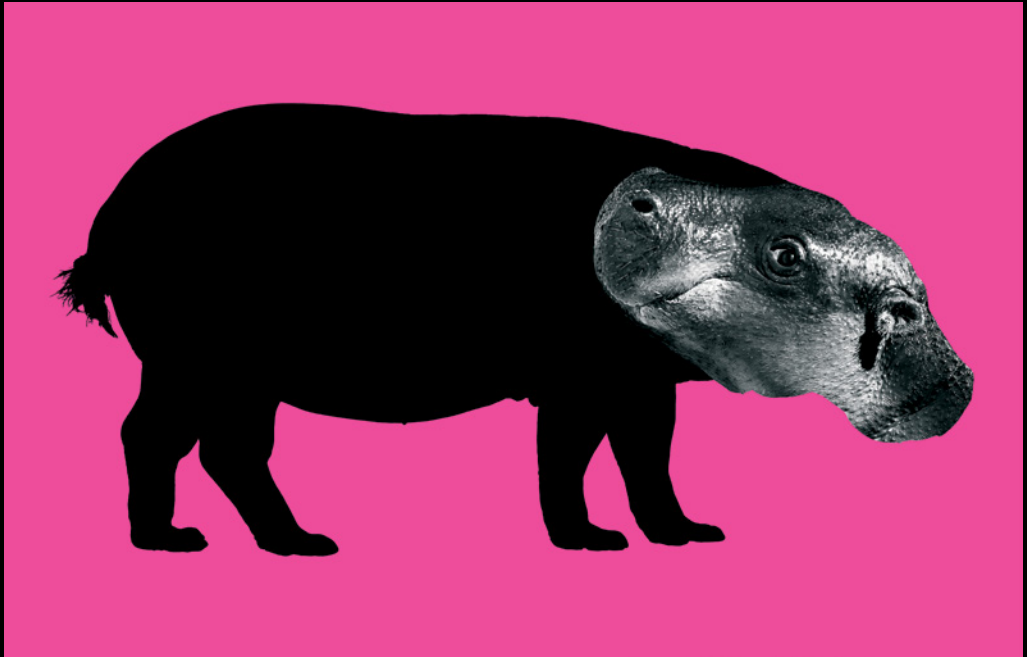


PATULJASTI VODENKONJ
PYGMY HIPPOPOTAMUS

Choeropsis liberiensis

Iako najmanji vodenkonj na svijetu, njegov opstanak dovodi u pitanje sječa šuma za potrebe drvne industrije, rudarenja te širenja poljoprivrednih površina kojima se uzgajaju uljne palme, kava i kaučukovac.

Even though it is the smallest hippopotamus in the world, its survival is subject to deforestation for purposes of wood industry and mining and to the expansion of agricultural areas where oil palms, coffee and rubber trees grow.



UKLJUČITE SE:

- posjetite Zoološki vrt grada Zagreba i doznajte u kojim sve projektima zaštite prirode sudjeluje. Među njima su Zelena mreža, SOS Stork Hrvatska i Siguran let
- doznajte što građani mogu učiniti u sklopu tih projekata
- možete ih poduprijeti i kupnjom radova i suvenira Pop zoo
- širite stečeno znanje
- donesite odluke za održivi razvoj: ne koristite jednokratnu plastiku, služite se javnim prijevozom i ekološki prihvatljivim prijevoznim sredstvima, štedite prirodne resurse među kojima najveću vrijednost ima voda, pronađite novu namjenu starim stvarima, a one kojima ne možete, reciklirajte
- novčano poduprite projekte zaštite životinja i prirode
- sudjelujte u čišćenju okoliša

Neka priča o zaštiti prirode ne ostane mrtvo slovo na papiru.

GET INVOLVED:

- visit the Zagreb Zoo and find out in which environmental protection projects it participates in. Some of the projects are: Green network, SOS Stork Croatia and Safe Flight - find out what citizens can do within those projects
- you can support them by buying Pop zoo works and souvenirs
- broaden your knowledge
- choose sustainable development: do not use single-use plastics, use public transport and environmentally friendly means of transport, economize on natural resources, among which the water is the most valuable one, find new uses for old things, and recycle them when they cannot be used again
- provide financial support to animal and nature protection projects
- participate in environmental clean-up

Don't let the environment protection story be a dead letter!

ZOO
Zagreb