



The story of the Green Gold Fountain





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The Green Gold Fountain is a tribute to the hop growing heritage of the Lower Savinja Valley and Žalec, which is the hop-growing centre of Slovenia. Slovenia is also the fifth largest producer of hops in the world and hop is the “spice” that gives beer its distinctive flavour.

In Žalec we wanted to connect the history with today and set the foundations for an appealing tourist story for the future. The Green Gold Fountain is the result of these efforts.

The story of the fountain began in 2014 at the initiative of the then president of the Association of Tourist Societies of the Municipality of Žalec, Mr. Matjaž Omladič. The original idea encouraged the Municipality of Žalec to start looking for an architectural solution in the very same year at a design competition. From among six proposals, the Municipality selected the architectural concept designed by the company RC Planiranje. In the next year the preparations began. The project group was appointed which dealt with many challenges and solved them successfully. The construction of the Green Gold Fountain started in April 2016 and the opening ceremony will take place on 6th September 2016, on the anniversary of the second all-Slovenian national meeting from 1868, which is a holiday of the Municipality of Žalec.

The beer fountain is positioned in the town park, in the town centre, next to the marketplace. The architectural design is a symbolic hop flower, which is expressed as two semi-circles; one a beer fountain and the other a water fountain. The semi-circles are clad in copper lace, symbolizing beer foam.

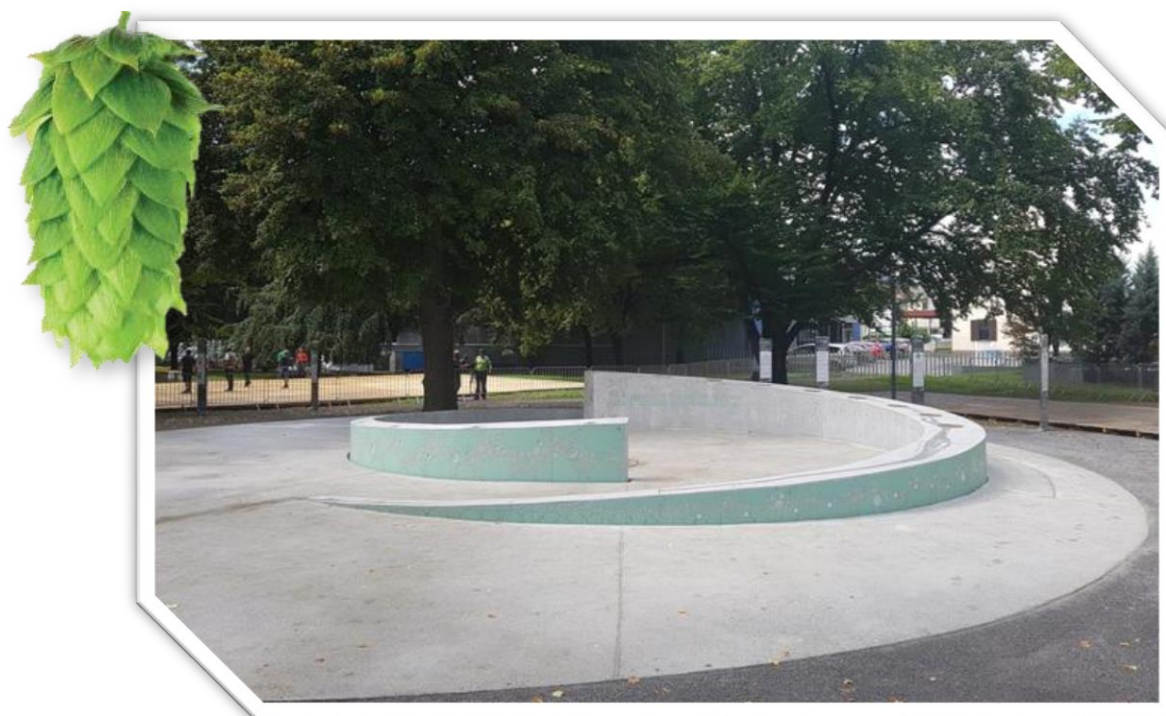
The fountain was built by the company Remont d.o.o., and the technology was supplied by the company **ETRA d.o.o.**

Purchasing and tasting of beer at the fountain

The visitor can buy a glass beer mug at various locations in the town and for the price of EUR 6.00 they can taste 5 x 1 dcl of beer.

The glass, equipped with a microchip, is put under the tap which detects it and pours the beer automatically. At the beginning and end of tasting, the taps are lifted and dropped automatically with an authorisation card from an authorised person. The beer mug for the Green Gold Fountain was designed by the renowned industrial designer and an honorary citizen of the Municipality of Žalec, Oskar Kogoj, and produced by the company “Hrastnik 1860”.

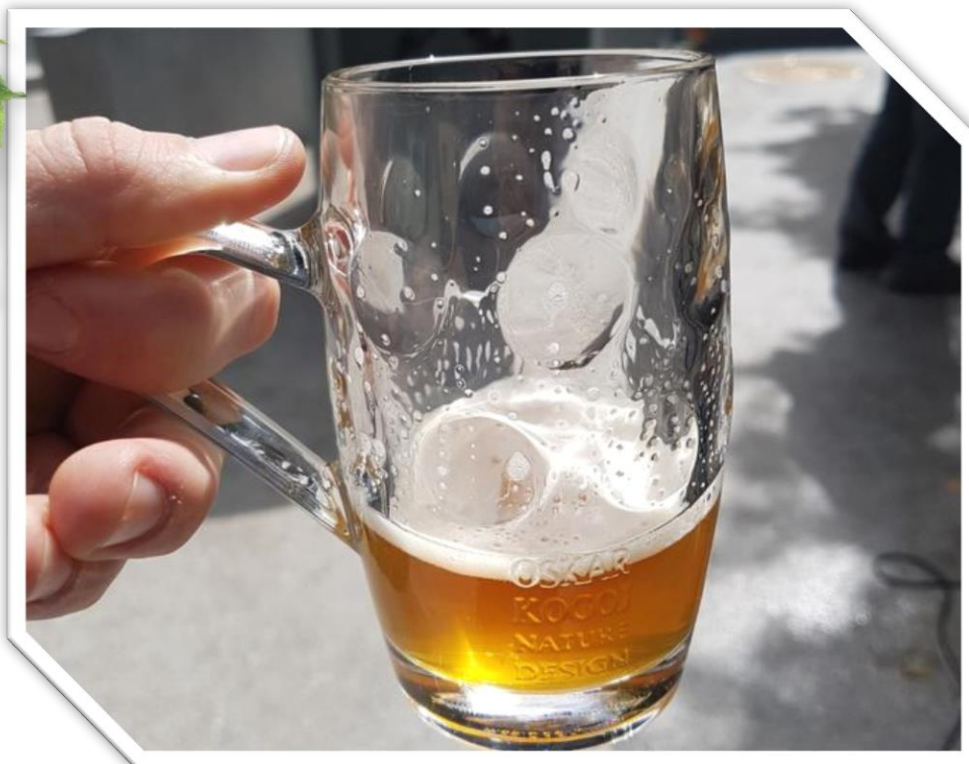




This is the fountain of beer in Žalec, called Green Gold Fountain. At first glance does not look like much - says the passer, who for had never heard of fountain before. Looks like a nice made concrete platform with a couple of info boards and engraving brass.



For the time being, there are five fountains that are in working order. The plan is to put eight fountains in operation, as soon as possible.



The original, one and only, Kukec beer from Zalec – dark beer from the brewery from the hotel under the Rogla mountain, honey light beer Kratochwill, copper ale Adam Ravbar, and Maximus imperial IPA beer from brewery Vizir. In the photo is the last survived decilitre.



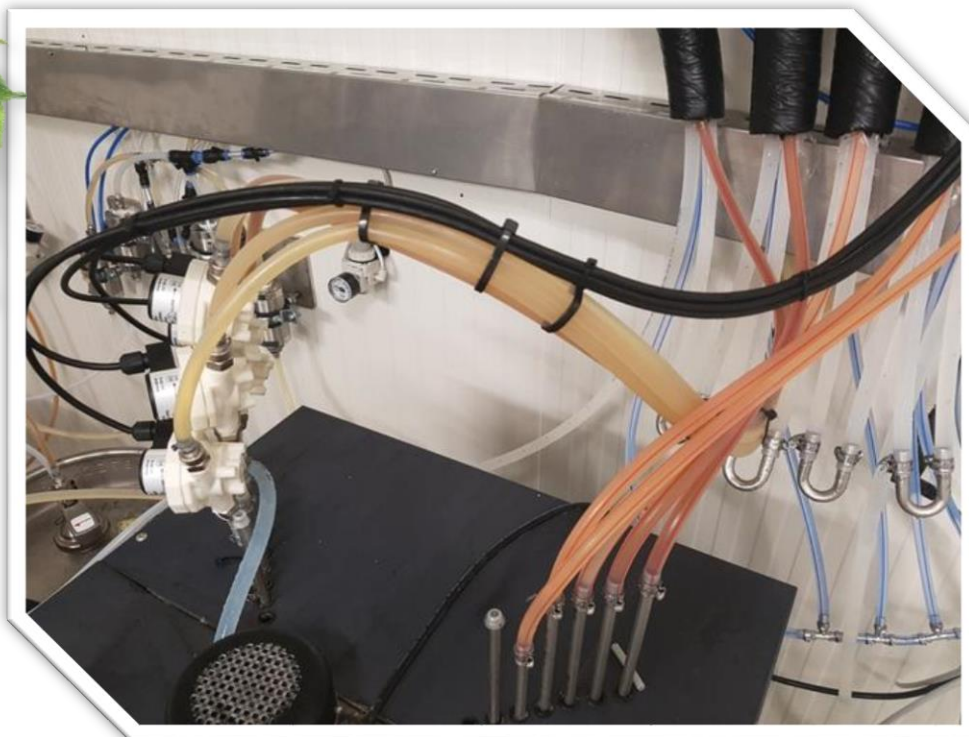
Each month we'll change one or two beer brands, will certainly offer a whole new selection with each new season. A real treat for beer lovers. The Green Gold Fountain will be in operation from 10^{AM} to 9^{PM}.



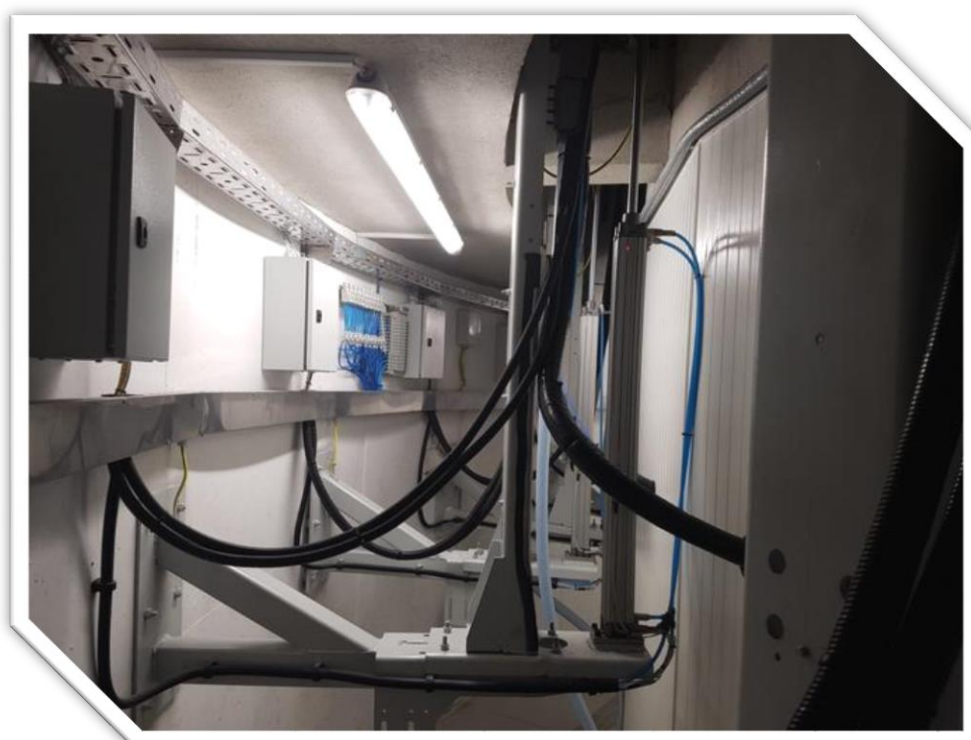
Janko Kos, the mayor of Žalec said that the fountain will not be a place for drunkards but it will be the place where the culture of beer drinking will be encouraged as well as tasting different beers.



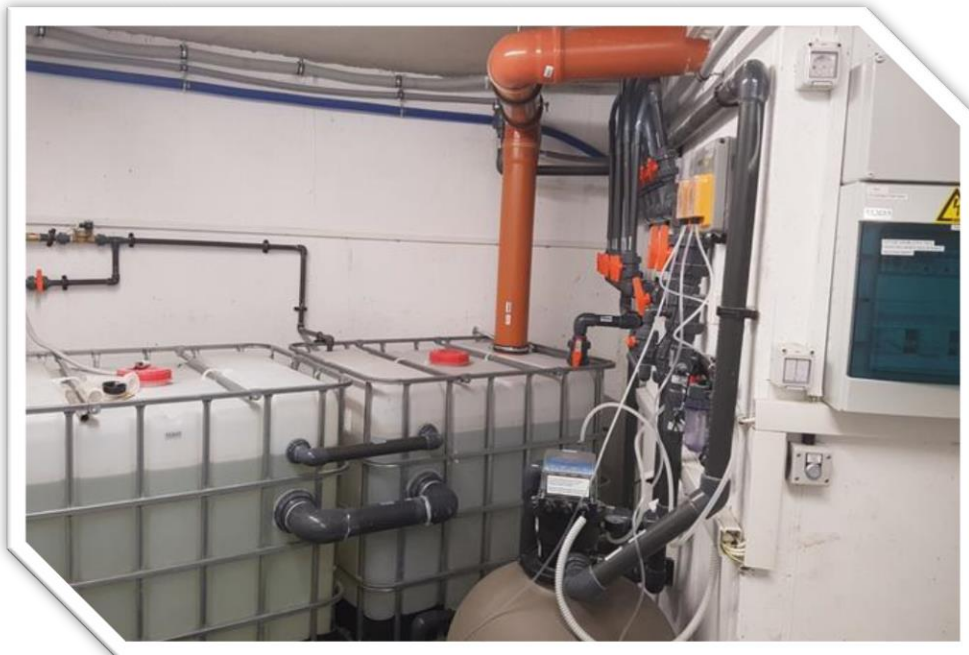
Fountains platform where beer degustation is performed, is namely a ceiling of about 60 square meters large space, where barrels are stored as well as pumps, pipes and electronics needed for autonomous operation of fountain. Dispensing beer from this location Beer from a remote location normally entire time supervised computer. In this picture you see barrels in which the beer is stored and cooling system.



Pipes and pumps for delivering beer to beer taps on the surface.



This is how submersible fountain looks like, from below. They are mounted on the hydraulic arm that lowers individual fountain back into the depths after dispensing beer.



Two water reservoirs? Why a beer fountain needs water? Green Gold Fountain is also a water fountain, water will add additional aspect and the aesthetic component to the site, that is why.



This is one of the nozzle which sprays water. Fountain have eight water nozzles, the same number as the submersible fountains of beer.