



# Hrvatske dječje igrače među tradicijom i suvremenostju



Gostujuća razstava Etnografskega muzeja Zagreb ~  
Guest exhibition by the Ethnographic Museum Zagreb



CROATIAN  
CHILDREN'S  
TOYS BETWEEN  
TRADITION &  
MODERNITY

20.2.  
— 24.5.  
2020.



Med predsedovanjem Republike Hrvaške Svetu Evropske unije sta Ministrstvo za kulturo Republike Hrvaške in Ministrstvo za kulturo Republike Slovenije podprli pobudo dveh nacionalnih muzejev, ki je vodila k še enemu uspešnemu sodelovanju. Etnografski muzej Zagreb zdaj gostuje v Ljubljani z razstavo otroških igrac, Slovenski etnografski muzej pa bo v Zagrebu pripravil razstavo o čebelarstvu.

Razstavo ***Hrvaške otroške igrace med tradicijo in sodobnostjo*** si je avtorica dr. Iris Biškupić Bašić zamislila kot popotovanje skozi zgodovino igrac, ki so bile izdelane na Hrvaškem ali so delo hrvaških avtorjev. V prvem razstavnem prostoru so razstavljene igrace, ki so jih na začetku 20. stoletja izdelovali otroci, sledijo tiste, ki so jih za otroke izdelovali odrasli in so v muzejsko zbirko vključene že od leta 1919. Del postavitve prikazuje igrace, nastale v posameznih središčih, kjer jih je večina prebivalcev organizirano izdelovala za prodajo. Eden od krajev, katerih prebivalci so se najprej organizirali in kjer se je začela načrtna proizvodnja otroških igrac, je vas Vidovec v bližini Zagreba. Tamkajšnji mojstri so se lotili izdelovanja številnih motivov, najpogostejše živalskih likov. V petdesetih letih 20. stoletja je ta dejavnost v Vidovcu zamrla in nikoli več je niso oživili.

Ko obiskovalec zapusti prostor, v katerem je predstavljen Vidovec, prispe do vasi Zelovo v Dalmatinski Zagori, kjer so vse od začetka 21. stoletja izdelovali lesene igrace. Tudi v tej vasi je bila izdelava organizirana, v barvni paleti se kaže zadržanost, igrace so pobarvane blede rumeno, okrašene z nežnimi rdečim in zelenimi črtami, preprostih oblik, večinoma so to konjički, metulji, piščali in letala s skromnim geometrijskim okrasjem, grobo izrezljani z nožičem. Na začetku 21. stoletja so tudi v Zelovu nehali izdelovati igrace.

Ob vstopu v osrednji razstavni prostor se obiskovalcu ponudi pogled na Hrvaško Zagorje. Ta prostor je, tako kot celotno razstavo, likovno zasnovala Nikolina Jelavić Mitrović; ideje razstave je zanimivo in privlačno vključila v svojo zasnovo ter igrace in kraje, kjer so te nastale, približala odraslim in še posebej otrokom.

Izdelava igrac ima v Hrvaškem Zagorju, v Stubičkem in Bistričkem Lazu, Gornji Stubici, Tugonici, Turnišću, Jerovcu, Bedencu, Globočcu in Mariji Bistrici dolgo zgodovino. Igrace so vedno izdelovali moški, barvale pa so jih ženske, zato je vsaka po svoje edinstvena. Izročilo se nespremenjeno ohranja že več generacij, zato je *Veščina izdelave tradicionalnih lesenih otroških igrac z območja Hrvaškega Zagorja* že od leta 2009 vpisana na Unescov *Reprezentativni seznam nesnovne kulturne dediščine človeštva*, s čimer sta njen pomen in vrednost potrjena na svetovni ravni.

Razstavljene so tudi velike, desetkrat povečane kopije otroških igrač, nastalih v obrtnih delavnicah Ivce Mesarja iz Tugonice in Josipa Fijana iz Marije Bistrice. Te igrače so postavljene na Trgu papeža Janeza Pavla II. v Mariji Bistrici in sodijo v zbirko predimenzioniranih igrač, ki krasijo bistriški trg, na razstavi pa bodo razveseljevale otroke, saj bodo v njih lahko sedeli in gledali filme o hrvaški kulturni dediščini bistriškega območja. Poleg vsega naštetega sta si avtorici zamislili še igralnico, kjer se otroci lahko poigrajo z izvirnimi zagorskimi igračami.

Na razstavi so predstavljene danes zelo redke igrače iz hrvaških tovarn in obrtnih delavnic. Na Hrvaškem so se sredi 50. let prejšnjega stoletja iz manjših zadrug ali industrijskih obratov razvile tovarne, v katerih so proizvajali otroške igrače. Med njimi so najbolj znane Biserka in Uzor v Zagrebu, Jugoplastika v Splitu, tovarna lutk in igrač 25. maj v Dubrovi pri Labinu, Lanena industrija Osijek in Krapinska tekstilna industrija s tovarno TIK-TIK, ki so vse delovale do 90. let prejšnjega stoletja. Na razstavi je z eksponati še zlasti zastopana zagrebška tovarna Biserka, ki jo je marsikdo poznal po proizvodnji otroških plastičnih igrač, za katere so bili zgled liki iz zgodb in filmov Walta Disneyja. Na razstavi so predstavljene tudi plišaste igrače, nastale v obrtni delavnici Ružice Vavra v Zagrebu, ki je delovala od leta 1949, 150 plišastih igrač iz te delavnice pa je avtorsko zaščitene. Nazadnje s časovnim strojem pripotujemo do igrač 21. stoletja, ne le tistih iz Hrvaškega Zagorja, ampak tudi drugih, ki nosijo podpis hrvaških oblikovalcev in umetnikov. Ti ustvarjajo zanimive poučne igrače in z njimi otrokom omogočajo, da iz sestavnih delov, ki so jim na voljo, sami ustvarijo novo, lastno igračo. Muzej v svoji zbirki hrani igrače Gorana Lelasa, umetnika, ki je z znano družbo za proizvodnjo umetniških igrač StrangeCo iz San Francisca leta 2007 izpeljal projekt v sodelovanju z muzejem MoMa. Drugi hrvaški industrijski oblikovalec Marko Pavlović si je zamislil poučni igrači *Oblo Spheres*, ki so jo leta 2010 izdelali v Kanadi, in *Logiq Tower* – zamisel zanjo je leta 2015 uresničil v sodelovanju z vlagateljem Markom Cahsenom in družbo Great Circle Works Inc. Razstavljene so lesena poučna igrača *Mačka*, ki jo je po zamisli akademskega slikarja Zlatana Vrklijaneta leta 2009 izdelal mizar in oblikovalec Marko Plavčić, ter leseni ekološki igrači Damirja Adamovića iz Ivanić Grada.

Z razstavo, na kateri so predstavljeni najzanimivejši in najdragocenejši predmeti iz zbirke otroških igrač, želi Etnografski muzej Zagreb obiskovalcem Slovenskega etnografskega muzeja omogočiti poglobljeno poznavanje tega dela hrvaške dediščine, ki je bil pogosto zanemarjen in odrinjen na rob, danes pa velja za dragoceno prvino kulturne stvarnosti.


On the occasion of the Croatian presidency of the Council of the European Union, the Ministry of Culture of the Republic of Croatia and the Ministry of Culture of the Republic of Slovenia have endorsed another initiative for cooperation between two national museums. Thus the Zagreb Ethnographic Museum will put on an exhibition of children's toys in Ljubljana, while the Slovene Ethnographic Museum will stage an exhibition on apiculture in Zagreb.

The exhibition titled ***Croatian Children's Toys - Between Tradition and Modernity*** was created by Iris Biškupić Bašić, PhD, as a journey through the history of toys made in Croatia by Croatian authors. The first exhibition hall presents toys made by children at the beginning of the 20th century and toys made by adults for their children, which have both been collected by the museum since 1919. A distinct segment is dedicated to toys that were made in toy making centres, where toy production was organised and sales-oriented and employed most of the village's working population. One of the earliest villages in which organised toy production emerged was Vidovec, near Zagreb. The Vidovec craftsmen employed all kinds of motifs, which were most often centred around the animal world. In the 1950s toy production in Vidovec ceased, never to be renewed.

After the Vidovec segment, the visitors are introduced to another toy making village – Zelovo in Dalmatinska zagora, where wooden toys were produced as an organised venture until the beginning of the 21st century. The toys take on simple shapes, such as horses, butterflies, flutes, and airplanes, and are roughly carved with a knife. Their colours are subdued, painted in a delicate yellow with soft red and green lines, and they exhibit sparse geometric ornament. Toy production in Zelovo also died out at the start of the 21st century. Upon entrance in the main exhibition hall, the visitors are met with a view of Hrvatsko zagorje. This exhibition hall, as well as the rest of the exhibition, has been designed by the author Nikolina Jelavić Mitrović, whose layout is interesting and visually appealing and succeeds in bringing the visitors, both adults and children, closer to the toys and to the places they were made.

Toy making has a long history in Hrvatsko zagorje, in villages like Stubički and Bistrički Laz, Gornja Stubica, Tugonica, Turnišće, Jerovec, Bedenec, Globočec, and Marija Bistrica. The toys were always made by men and painted by women, and each toy is unique in its own way. The toy-making process has remained the same for generations, and in 2009 the *Handicraft of wooden toy making in Hrvatsko zagorje* was included on the *UNESCO Representative List of the Intangible Cultural Heritage of Humanity*, confirming its importance and value on the international level.

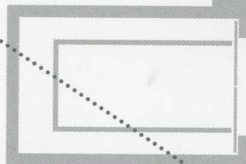
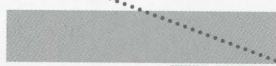


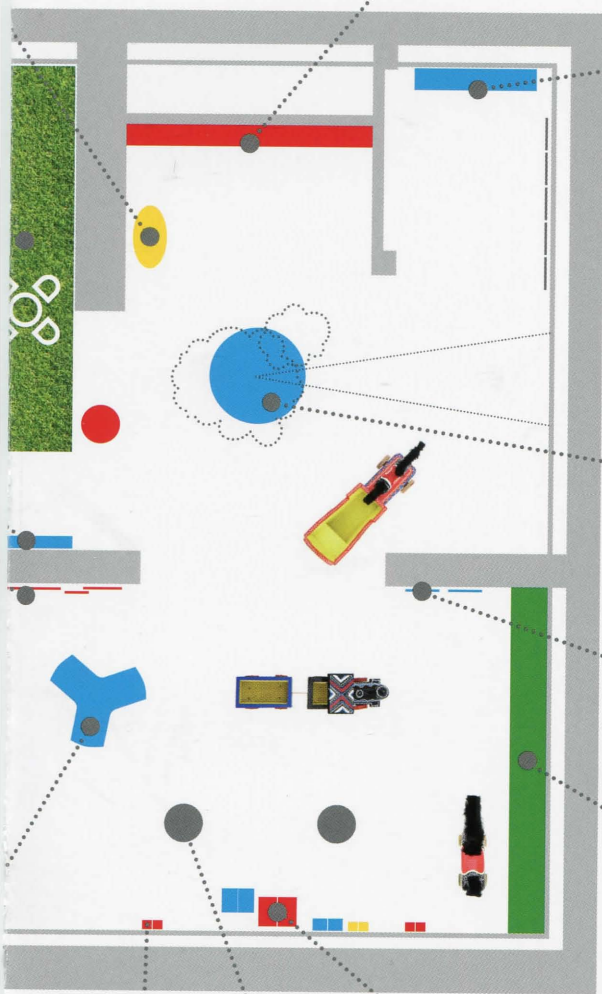
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The exhibition features big, ten times enlarged copies of children's toys made in the master workshops of Ivica Mesar from Tugonica and Josip Fijan from Marija Bistrica. These toys can be seen on the Pope John Paul II Square in Marija Bistrica and belong to the collection of oversized toys installed on the square. In this exhibition, the oversized toys will delight the children, who can sit in them while watching films about the cultural heritage of the Bistrica area. Moreover, the authors have designed a playroom where the children can play with original toys from Zagorje.

The exhibition also presents some rare examples of toys made in Croatian factories and master workshops. In Croatia in the mid-1950s a number of toy factories emerged from smaller cooperatives or industrial plants. The most notable examples include the factories Biserka and Uzor in Zagreb, Jugoplastika in Split, 25. maj in Dubrova near Labin, Lanena industrija Osijek, and Krapinska tekstilna industrija with its factory TIK-TIK. All of them were in operation until the 1990s. The exhibition gives special emphasis to toys made at the Biserka factory, which was known for the production of plastic children's toys made after characters from Walt Disney stories and films. Furthermore, the exhibition presents plush toys made in the master workshop of Ružica Vavra from 1949, of which 150 are copyright protected. Finally, the timeline brings us to 21st-century toys – not only to those from Hrvatsko zagorje, but also to the very interesting didactic toys created by Croatian designers and artists, which enable children to create their own, new toy from pre-made elements. The museum is in possession of designer toys made by the Croatian artist Goran Lelas, who in 2007 teamed up with StrangeCo, the famous San Francisco art toy company, and MoMa to carry out his project. Another Croatian product designer, Marko Pavlović, created a didactic toy called Oblo Spheres, which was produced in Canada in 2010, and a toy called Logiq Tower, which was produced in 2015 with investor Mark Cahsens and Great Circle Works Inc. Also on display are the wooden didactic toy called Cat, designed by the Croatian painter Zlatan Vrkljan and executed by the carpenter and designer Marko Plavčić, and two eco toys made by Damir Adamović from Ivanić Grad.

This exhibition features the most interesting and valuable objects found in the toy collections of the Zagreb Ethnographic Museum. Our wish is to inform the visitors of the Slovene Ethnographic Museum about this part of Croatian heritage, which has too frequently been ignored and marginalised, but which today represents a precious part of our cultural reality.







## Hrvaške otroške igrače med tradicijo in sodobnostjo Croatian Children's Toys Between Tradition & Modernity

Gostujoča razstava Etnografskega muzeja Zagreb ~ Guest exhibition by the Ethnographic Museum Zagreb

**Avtorica razstave / Author of the exhibition:** dr. Iris Biškupić Bašić

**Oblikovanje razstave / Exhibition design:** Nikolina Jelavić Mitrović

**Sodelavca razstave / Exhibition collaborators:** Jasminka Vujičić, Matija Dronjić

**Realizacija filmov / Films were made by:** Iris Biškupić Bašić, Žarko Nikin

**Fotografije / Photos:** Nikola Šiško, Iris Biškupić Bašić, Žarko Nikin, Matija Dronjić, Nina Koydl

**Dokumentacija / Documentation:** Etnografski muzej Zagreb / Ethnographic Museum Zagreb, Hrvaški šolski muzej / Croatian School Museum, Hrvaški državni arhiv / Croatian State Archive

**Mestni muzej Zagreb / City Museum of Zagreb**

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**Tehnična realizacija / Technical realisation:** Jasminka Vujičić, Matija Dronjić, Darijen Paša

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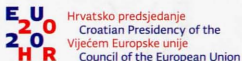
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Velike igrače je za razstavo posodila / Big toys for the exhibition were loaned by: Občina / Municipality of Marija Bistrica

**GOSTOVANJE RAZSTAVE, S KATERO OBELEŽUJEMO HRVAŠKO PREDSEDVANJE SVETU EU, JE PODPRLO MINISTRSTVO ZA KULTURO REPUBLIKE HRVAŠKE / THE GUEST EXHIBITION, WHICH MARKS THE CROATIAN PRESIDENCY OF THE COUNCIL OF THE EU, WAS SUPPORTED BY THE MINISTRY OF CULTURE OF THE REPUBLIC OF CROATIA.**



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**ODPRTO / HOURS**

Torek / Tuesday – nedelja / Sunday 10.00–18.00

Zaprto / Closed: ponedeljki / Mondays

Prost vstop vsako prvo nedeljo v mesecu / Free admission every first Sunday in a month



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