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SLOVENSKI ETNOGRAFSKI MUZEJ



Kulturna
dediščina
na prelomu
stoletja



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ZELO NA KRATKO O "FRIZIRJIH" IN "SECESJONU"

Bolj ko se bližamo koncu stoletja, bolj nas zanima, kako je bilo na začetku. Nenadoma so postale zanimive stvari, ki so se ohranile iz tistih časov in ljudje so začeli nostalgичno zbirati spomine na znane in neznane sorodnike.

Eno stoletje res ni dolga doba, eno samo človeško življenje lahko traja celo več in če odškrnemo tista zgodnja leta, ko je spomin še nezanesljiv, nam vendar ostanejo tako rekoč še desetletja, ki so bila preživeta "v živo".

Včasih nam en sam predmet vzbudi zanimanje za čas, v katerem so ga rabili. To se je zgodilo ob majhni kolekciji frizerskih pripomočkov, ki je našla pot v muzejske depoje že pred dvema desetletjema, ob zbiranju predmetov za predstavitev ljubljanske modne scene v prvi polovici 20. stoletja.

Znana ljubljanska modistka Mimi Sarkova je imela svoj salon za izdelavo klobukov in vseh ostalih modnih pripomočkov takratnih dam skoraj 60 let. Rojena je bila leta 1886 in je v svoji dolgoletni praksi spoznala številne modne zahteve. Dosledna, kot je bila, se je po njih tudi ravnala: hodila je na modne sejme in razstave po Parizu, Dunaju in po nemških mestih. Kariero modistke je kot živahna osemdesetletnica končala s tem, da je za teater in televizijo kreirala enake klobuke iz začetka stoletja, s kakršnimi je svoj uk tudi začela. Zato ni nenavadno, da se je poleg drugega znašlo v njeni zapuščini tudi toliko klešč, kleščic in navijalk za lase. Klobukov dame takrat niso nosile zato, da bi skrile svojo frizuro - kodre in kodrčke je bilo treba pokazati. Nekatere ženske so si znale frizure urejati same, nekatere so bile v to prisiljene, ker si česa drugega pač niso mogle privoščiti, za srečnejše pa je moral skrbeti frizer, včasih tudi lasuljar.

Že v 19. stoletju so prevladovale frizure, ki so v glavnem temeljile na lastnih laseh, čeprav so si še vedno obilno pomagali z lasnimi vložki. Po dolgi in hudi torturi nošenja lasulj so se glave spočile. Zdaj so postali dolgi in gosti lasje ideal, tako rekoč obveza za vsako žensko, ki je dala kaj nase. Tudi vsak moški se je rad ponašal z gosto brado, če se že ravno z lasmi ni mogel



več.

Frizerji in brivci so morali ujeti korak z modo. Biti so morali umetniki, psihologi in tehniki. Obdelava las je zahtevala tehniko, ki je vztrajno napredovala. Širila se je prav hitro po različnih deželah in Ljubljana, prestolnica Kranjske v avstro-ogrskem cesarstvu, ni bila nobena izjema.

Točno na prelomu stoletja, leta 1900, je dal Ljubljčan gospod Oton Fettich-Frankheim v časopis Slovenec naslednji oglas:



"Higijenični frizirski in brivski salon, povečan ter z vsemi zahtevami sedanjega časa primerno opremljen. Popolnoma ločen frizirski salon za dame. Najskrbnejša natančnost in higijenična čistost pri izvrševanju vseh del. Posebno opozarjam p.n. dame na novi antiseptični 'glavo zmiivalni aparat' kot najboljšo sredstvo proti izpadu las ter proti vsem boleznim na laseh. Izdelujejo se vsa lasna dela najboljšje ter se lasje plačujejo po najvišji ceni." Oglasu je priložena tudi fotografija dame, ki udobno sedi na stolu, dolgi in gosti lasje pa ji tičijo v visoki cevasti posodi na podstavku, iz katerega je speljana cev.

Ta gospod je imel svoj "frizirski salon" na Kongresnem trgu. Istega leta 1900, le kakšnih šest mesecev prej, je odprl svoj salon še en znan frizer, Aleksander Gjud. Takole je vabil z oglasom: "Slavnemu občinstvu Tržaške ceste, Glinc, Viča itd. si usojam vljudno naznanjati, da sem upoštevajoč potrebo slavnega občinstva, odprl čedno urejeno podružnico v lastni hiši na Tržaški cesti 30, pri Znamenju. Sprejemem naročila na dom in mesečni abonement. Z odličnim spoštovanjem Aleksander Gjud." Očitno je tudi gospodu Gjudu posel dobro šel, ko se je na vse viške kmete obračal spošljivo in jih nagovarjal s "spoštovanim občinstvom". Že na Tržaški cesti so bile same kmetije, kaj šele na Glincah in na Viču. Prav gotovo je računal na delavke iz tobačne tovarne, ki jih je bilo toliko, da so morale pomeniti pomemben delež njegovih strank, čeravno so hodile "na vsake kvatre enkrat". Čim so



se počutile pomeščanjene, pa čeprav so bile delavke in so še vedno stanovale na vasi, je bilo treba s kitami proči. Aleksander Gjud se je kasneje za dolga desetletja preselil na Kongresni trg, nemara prav v salon svojega predhodnika. V tridesetih letih pa sta bila z Mimi Sarkovo skoraj sosedata.

Čez dobrih šest let, torej v letu 1906, je imenovani Otto Fettich-Frankheim pošteno posodobil svoje aparate in to dan pred Božičem obelodanil v časopisu Slovenec:



"Gospodski in damski frizer, Kongresni trg 15. Damski salon za pranje las: z najnovejšim 'zrakosušilnim aparatom', v 8 minutah osušeni lasje. Priporoča se nadalje v friziranje po najnovejših dunajskih in francoskih modah, za plese, gledališče, koncerte in svatbe. Historične frizure. Postrežba tudi v hišo. Veliki izbor damskih kakor tudi gospodarskih toaletnih potrebščin. Parfumerija in mila iz pravih tovarn. Izdelovanje vseh kakoršnihkoli lasnih del." Tudi ta oglas je, tako kot njegov prvi, prizadevno opremljen s sliko dame, ki ima očitno silno dolge lase spravljene v podobno, še daljšo široko cevasto posodo na široki nogi. Udobno sedi na

stolu. Biti pa ji mora pošteno vroče, kar nam pove nekakšna para, ki se širi izpod posode, in pahljača, ki jo dama drži v roki. V tistih časih so frizerji pač morali računati na to, da je bilo treba h gospem tudi na dom. Dokler ni bilo še tim. trajne undulacije, ki je zahtevala znanje in previdnost, so si ženske večinoma doma previdno "prenale" lase s kleščami, ki so jih polagale na oglje ali kar enostavno na vročo ploščo štedilnika. Kite, ki so jih nosile kmečka dekleta in ženske večinoma vse življenje, pa itak niso rabile frizerske obdelave.

Kako nečimrni so bili prebivalci stare Kranjske, si lahko predstavljamo, če samo prelistamo kakšne časopise, kjer se dan za dnem in teden za tednom pojavljajo stari in novi čudežni pripravki za ohranitev in rast las. In ne samo las, tudi z brado so imeli očitno nekateri moški velike težave. Ljubljanski lekarnarji in drogeristi: Kanc,



The vanity of the inhabitants of old Carniola can be imagined simply by listing the newspapers in which, day after day and week after week, appear old and new miracle preparations for retaining and growing hair. And not only hair, some men clearly had great difficulty with their beards. The Ljubljana apothecaries and chemists: Kanc, von Trnkoczy, Piccoli, Leustek, recommended tinctures and pomades wholesale "for encouraging the strong and supple growth of beards, hair and eyebrows.

Money back if unsuccessful, so no risk!"

In addition to this, postal trade flourished. Austrian and Bohemian traders in hair lotions clearly had very grateful customers in Carniola. There was considerably more work with men's hairdressing and beards in those days than now. Since there were also more barbers, they had to make a real effort to get customers. A particularly eminent barber advertised at the end of 1900:

"On the occasion of the approaching New Year, I most sincerely congratulate the esteemed visitors to my barber's shop, especially the most honourable priests, in the hope of their further benevolence. Dr. Matkovič, barber opposite the cathedral."

The centenary of the birth of Dr. France Prešeren was also celebrated in that year, 1900. What "Sezession" meant to people can perhaps be explained by advertisements paid for in December 1900 by the shopkeeper, Konrad Schumi, who sold "batiste pocket handkerchiefs for ladies (Sezession), 12 pieces" at Prešernova ulica 1, and the clockmaker, Franc Čuden, from Glavni trg 25, opposite the town hall, who recommended "all novelties - Sezession - in gold and silver, and beautiful, finely worked wall clocks, a novelty - Sezession - in stock".

"Sezession" was thus modern, the most up-to-date, as were the hairdressers who created Ljubljana "hairstyles" with the most up-to-date equipment.

Tanja Tomažič

The workshop will be led by hair-stylist Mr. Daniel Vrtačnik on Thursday 25th September 1997 from 6 to 8 p. m.



Muzejska delavnica bo potekala pod vodstvom frizerskega mojstra Daniela Vrtačnika, v četrtek 25. septembra 1997 od 18. do 20. ure.

Tanja Tomažič

Tega leta, 1900, so proslavili tudi stoletnico rojstva dr. Franceta Prešerna. Kaj je ljudem pomenila "secesija", pa nam mogoče lahko razloži reklama, ki si jo je v decembru 1900 plačeval trgovec Konrad Schumi, ki je v Prešernovih ulicah št. 1 prodajal "batist žepne rutice za dame (Sezession), 12 kosov", in urar Franc Čuden z Glavnega trga 25 nasproti rotovža, ki je priporočal "vse novosti - Sezession - v zlatini in srebrenini, in lepe, krasno izdelane stenske ure, novost - Sezession - v bitju".

"Sezession" je bilo torej moderno, najmodernejšo, in take so bile tudi frizure, ki so jih z "najmodernejšimi" aparati ustvarjali ljubljanski "frizirji".

Tako je nadaljnje naklonjenosti. Dr. Matkovič, brivec nasproti stolni cerkvi.

"Povodom blizajočega se novega leta najpristrčneje čestitam cenjenim obiskovalcem moje brijačnice, osobito prečastiti duhovščini, leta 1900 se je ponujal posebno imeniten brivec:

moral kar potruditi za svoje stranke. Z oglasom ob koncu starega bilo tudi več brivcev, so se dela, kot ga je zdaj. Ker pa je bilo v tem času precej več Z moškimi frizurami in bradami očitno zelo hvaljezne kupce. lasnimi vodilami na Kranjskem lasnimi vodilami so imeli z avstrijski in češki trgovci. cvetela trgovina po pošti. Poleg tega je na vso moč riziko!

ako je neuspešno, torej noben in obrvi. Denar dobite nazaj, las močne in nagle rasti brade, las pomade "za pospeševanje na debele priporočali tinkture in pl. Trnkoczy, Piccoli, Leustek so



Long, thick hair now became ideal, compulsory, so to speak, for any woman who cared anything for herself. Men, too, liked to boast a thick beard, even if they could no longer boast hair.

Hairdressers and barbers had to keep in step with fashion. They had to be artists, psychologists and technicians. The dressing of hair demanded its own techniques, which constantly advanced. The art spread quickly to different lands, and Ljubljana, capital of Carniola in the Austro-Hungarian empire, was no exception.

Exactly at the turn of the century, in 1900, Mr Oton Fettich-Frankheim, of Ljubljana, placed the following advertisement in the newspaper, *Slovenec*:

Higijenični frizirski in brivski salon
Otona Fettich-Frankheima
v Ljubljani
Kongresni trg 15
frizirski salon za dame
glavo zrnivinski aparat
Fotografija se vasa kosa dela najhitreje ter se tudi plačajo po najnižji ceni



"Hygienic hairdressing and shaving salon, enlarged and fitted with all the requirements of the modern times. Completely separated hairdressing salon for ladies. The most scrupulous precision and hygienic cleanliness in the execution of all work. I respectfully draw the particular attention of ladies to the new antiseptic "head washing apparatus" as the best means against hair loss and against all disorders of the hair. It works best for all parts of the hair and the hair repays the very high price." A photograph of a lady accompanies the

advertisement, sitting comfortably on a chair, her long, thick hair flowing into a high, funnel shaped dish from which a tube leads. This gentleman had his hairdressing salon in Kongresni trg. In the same year, 1900, only some six months earlier, another well-known hairdresser, Aleksander Gjud, opened his own salon. He placed the following advertisement:

"Worthy citizens of Tržaška cesta, Glinč, Vič, etc. I take the liberty of kindly informing you that, with a view to the needs of the respected citizenry, I have opened a well appointed branch in my own house on Tržaška cesta 30, by Znamen. I accept orders for home visits, and monthly appointments. With profound respect, Aleksander Gjud." Business clearly went well for Mr. Gjud, too, having addressed all the



Vič farmers respectfully, as "worthy citizens". There were still only farms on Tržaška cesta, not to mention in Glinč and Vič. He would certainly have counted on the factory-girls at the tobacco factory, of whom there were so many that they must have been an important part of his clientele, although they only went "once a quarter". These girls felt themselves to be city folk, and although they were workers and still lived in villages, they needed plaits.

Aleksander Gjud later moved to Kongresni trg for many decades, perhaps to the very salon of his predecessor. In the thirties, he was almost a neighbour of Mimi Sarkova.

After a good six years, in 1906, the Otto Fettich-Frankheim mentioned above had clearly modernised his equipment, and the day

Oton Fettich-Frankheim
Gospodski in damski frizer
Kongresni trg 15
v 2. minuti osušeni lasje
Fotografija se vasa kosa dela najhitreje ter se tudi plačajo po najnižji ceni



before Christmas published in *Slovenec*: "Gentleman's and ladies' hairdresser, Kongresni trg 15. Ladies' salon for washing hair: with the most recent "air-drying apparatus", dry hair in 8 minutes. May we recommend further dressing according to the latest Viennese and French fashions, for dances, the theatre, concerts and weddings. Historical hairstyles. Service also at home. A large selection of ladies' and gentlemen's toilet requisites. Perfumes and soaps from real factories. We carry out all kinds of work on hair."

This advertisement, like the first, was carefully accompanied with a picture of a lady, who obviously has very long hair, laid in a similar, even longer, wide funnel-shaped container on a wide base. She is sitting comfortably on a chair. It must have been fairly hot, judging from the steam rising from the container and the fan which the lady is holding in her hand.

At that time, hairdressers had to count on the need to treat ladies at home. Until the so-called permanent wave arrived, which demanded knowledge and care, the majority of women carefully "curled" their hair with tongs, which were laid on charcoal or simply on a hot plate on the stove. The plaits which farm girls and women wore for the most part all their lives, did not need a hairdresser's services.





Information about events in museums and in Cultural Heritage Office, Plečnikov trg 2,
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Ljubljana, August 1997

VERY BRIEFLY ON HAIRSTYLES AND THE SEZession

The closer we get to the end of the century, the more interested we are in how it started. Suddenly things saved from those times have become interesting, and people have begun nostalgically collecting mementos of known and even totally unknown relatives. A century is really not a long time, a single human lifespan can be longer, and even if we deduct the early years, when memory is still unreliable, a decade still remains which is still a "live" experience. Sometimes, a single object excites interest in the time in which it was used. This happened with a small collection of hairdressing accessories which found their way to a museum depository two decades ago, when objects for an exhibition of the Ljubljana fashion scene in the first half of the 20th century were being collected.

For almost 60 years, the well-known Ljubljana fashion designer, Mimi Sarkova, had her own salon for producing hats and all the other fashion accessories of ladies of the time. She was born in 1886 and during her long years of practice was familiar with numerous demands of fashion. She dealt with them with the consistency of her own character: she went to fashion fairs and exhibitions in Paris, Vienna and German cities. She ended her career as a fashion designer as a lively eighty year old, creating for theatre and television the same hats from the start of the century with which she had begun her studies.

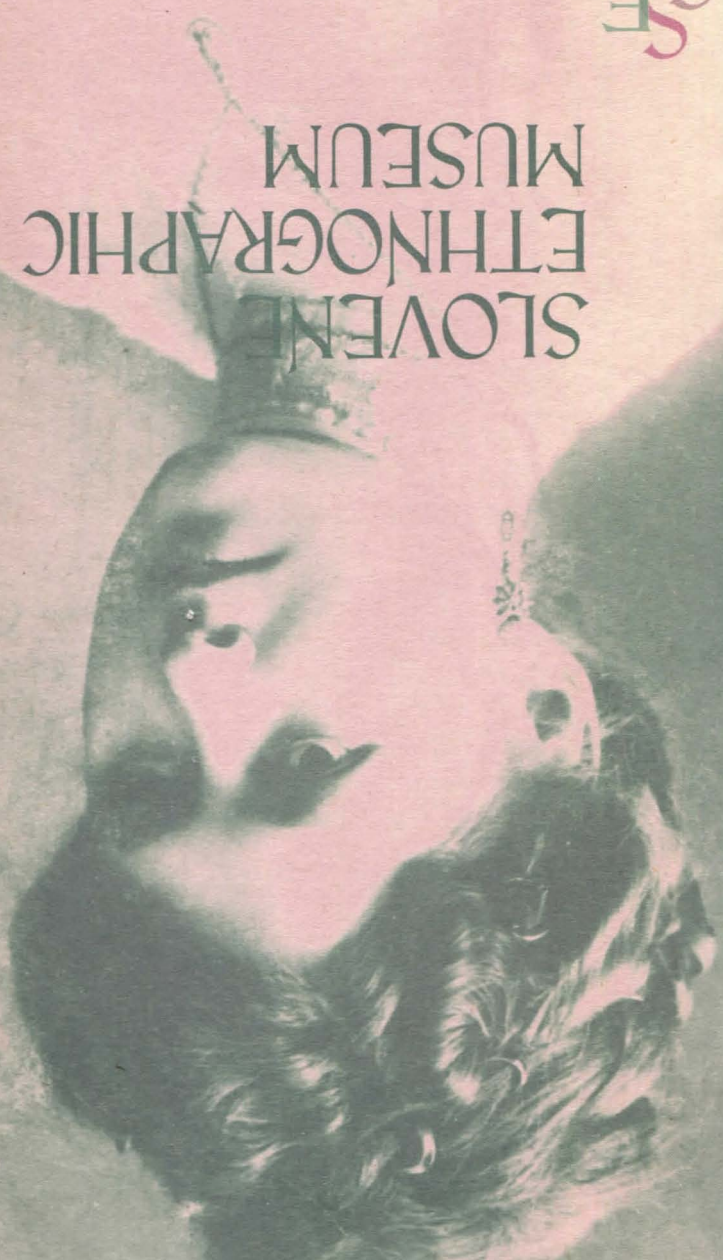
So it is not surprising that, in addition to other things, her estate included so many tongs and pincers and hairpins. Ladies' hats were not at that time worn to cover the hair - curls and ringlets were to be flaunted. Some women knew how to do their own hair, some were forced into it because they could not afford otherwise, but a hairdresser, and sometimes also a wig maker, had to take care of the more fortunate.

Even in the 19th century, hairstyles based for the most part on the owners own hair predominated, although still abundantly assisted by hair supports. After the long period of the awful discomfort of wigs, the head was finally liberated.



SE
The Cultural
Heritage
at the Turn of
the Century

SLOVENE ETHNOGRAPHIC MUSEUM



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