



Presentation of the Various Activities and Methods of Heritage Management in the **GACKO PUČKO OTVORENO UČILIŠTE OTOČAC**

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GACKO PUČKO OTVORENO UČILIŠTE OTOČAC

- Central public institution for culture and education in Otočac and Gacka region
 - Founded in 1962. by City of Otočac
- Funded by City of Otočac, Croatian Ministry of Culture and Media, and its own resources
- Consists of 2 organizational units: Centre of the Dinaric Cultural Zone and Museum of Gacka
- Engaged in 13 types of activities defined by the Statute of Gacko pučko otvoreno učilište
- Organizes more than 100 events yearly, coorganizes a few dozens more
 - Gathers more than 12 000 visitors yearly

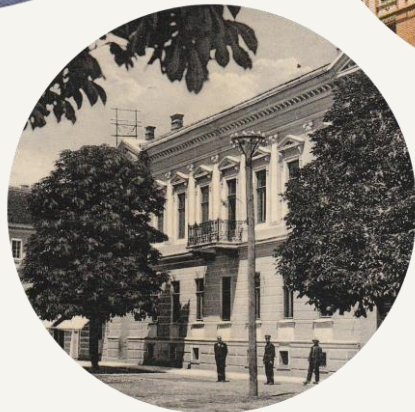
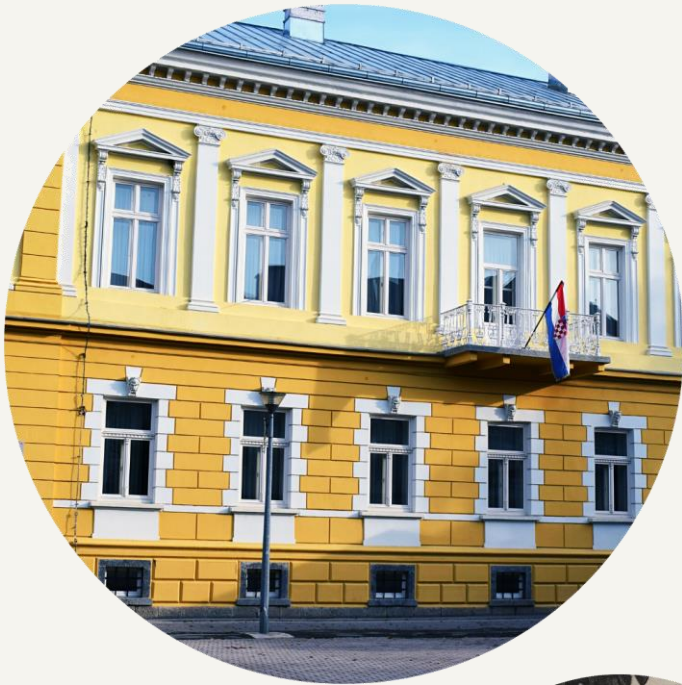


VISION AND MISSION

The vision of the Gacko pučko otvoreno učilište Otočac is to improve the cultural, social and economic life of the City of Otočac, to promote various forms of cultural and artistic creativity, to take care of the protection and preservation of cultural heritage and to be a central institution for education and culture in Otočac, as well as the bearer of local identity.

Providing and securing all necessary conditions for the development of cultural activities and the protection of cultural heritage in the area of Gacka and the City of Otočac, i.e. the implementation and provision of personnel, spatial, organizational and other conditions for the development of cultural activities and the preservation of cultural assets, as well as the inclusion of different target groups and locals in cultural life, constitute **the mission of the Gacko pučko otvoreno učilište Otočac.**

They are joined by the affirmation of the uniqueness and cultural features of the local community through their representation in the country and abroad and the creation and implementation of cultural and educational programs with the aim of improving the quality of life, economic growth, and sustainable development.





HERITAGE DIVERSITY, HERITAGE MANAGEMENT

Gacko pučko otvoreno učilište Otočac participates in various activities of heritage management.

Organizational unit „Center of the Dinaric Cultural Zone” focuses mostly on **intangible cultural heritage (ICH)**: customs, languages, music, dance, rites, rituals, festivals, skills, knowledge, oral traditions, gastronomy, and special practices.

Organizational unit „Museum of Gacka” focuses mostly on **tangible cultural heritage (TCH)**: archaeological sites, monuments, industrial heritage, living heritage, and movable heritage (museum collections).

Through 13 different types of activities, not being a part of activities of organizational units, Učilište engages in preservation of national film heritage, literary heritage, linguistic heritage, contemporary musical heritage, and scientific heritage.



ESTABLISHING THE STATUS OF CULTURAL PROPERTY

The Register of Cultural Property of the Republic of Croatia is a public record of cultural property kept by the Ministry of Culture, being changed and amended on a daily basis taking into consideration the new procedures for establishing the status of a cultural property.

Gacko pučko otvoreno učilište Otočac participates in the procedures of inscribing new properties in the Register: **collections of the Museum of Gacka (2010.-2014.), the art of dugout boat *plav* building (2011.), the art of traditional string instrument *dangubica* building (2011.), the art of traditional shoes *coklje* making (2012.).**

215 ICH properties are inscribed in the Register, and 21 of those are inscribed on UNESCO's lists.





CENTER OF THE DINARIC CULTURAL ZONE

- Organizational unit founded in 2021.
- Focuses on intangible cultural heritage of the Dinaric Cultural Zone, as shown on the map
- **Types of ICH: customs, languages, music, dance, rites, rituals, festivals, skills, knowledge and oral traditions, as well as all kinds of special practices**
 - Main activities: research, documentation, education, and networking
 - Main focus: connecting institutions, associations, societies and communities whose goal is to preserve and promote intangible cultural heritage
 - Main goal: preservation and promotion of ICH



ACTIVITIES OF THE CENTER

The **research activities** of the Center include recognition, analysis and active and systematic research of ICH of the Dinaric cultural zone. Research based on modern scientific methods, the results of which will be available to the public, will form the backbone of the Center's work.

Collection, storage, documenting and cataloging of materials constitute the Center's **documentation activities**. Documentation is focused on permanent storage of new materials and cataloging of existing materials of the Dinaric cultural zone. The final goal of the documentation activity is the creation of an online repository of digital records permanently accessible to everyone.

Transferring knowledge and skills, providing expert assistance in the establishment and operation of entities dealing with the protection of intangible cultural heritage, and organizing seminars, workshops, round tables and scientific gatherings are Center's **educational activities**.

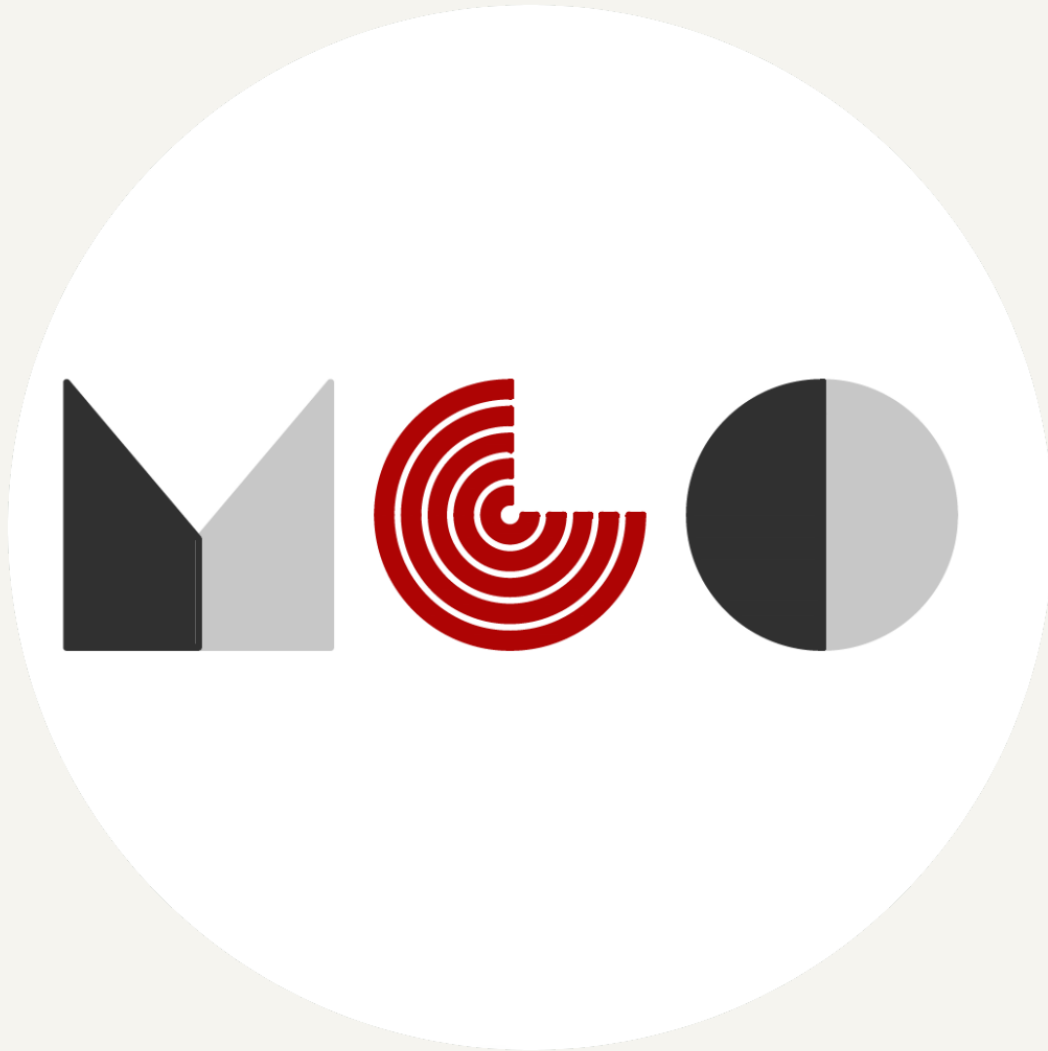
Connecting target groups - entities dealing with the protection of ICH, local government units, state institutions, non-governmental organizations and the Center - is Center's basic **networking activity**.





MUSEUM OF GACKA

- Organizational unit founded in 1997.
 - First collections formed in 1962.
- 9 collections, 3000 objects, 5 heritage sites *in situ*
- Focuses mostly on **local tangible cultural heritage**
- **Types of TCH: archaeological sites, monuments, industrial heritage, living heritage, and movable heritage (museum collections).**
- Main activities: collecting, care, and communication of local heritage
- Main focus: active participation in cultural and social activities of local communities and building new audiences
 - Main goals: take care of the past, participate in present, and preserve heritage for the future





ACTIVITIES OF THE MUSEUM

Museum of Gacka focuses on 3 main activities:
collecting, care, and communication.

Collecting activities include continuous recognition of the heritage which, due to its value, constitutes a significant segment of the past, present and future. Most collecting activities consider field work or archaeological research.

Heritage care activities imply ensuring adequate conditions for all objects of the museum fund, so that they preserve all their original characteristics and are protected from negative influences from the environment, and the research of all heritage segments.

Communication activities are carried out through permanent exhibition, active interaction with users, exhibitions, lectures, guided tours, publications, education, social networks, promotional materials, networking, and professional cooperation.





ICH & TCH ACTIVITIES | FESTIVALS

Učilište organizes 3 annual festivals dedicated to ICH and TCH, all being co-financed by The Ministry of Culture and Media and the City of Otočac:

1) Folklore Festival

the biggest one, and the only folklore festival in Lika-Senj county, which started in 1999. and every year it gathers 15-20 folklore groups or around 700 performers from this county and other parts of Croatia, and 2000-3000 visitors

2) Festival of Children's Original Folklore

started in 2019. due to increase in the number of young people participating in folklore groups

3) Festival of Small Vocal Ensembles

also a new festival which will be held for the fifth time in 2023., gathering 10-15 vocal ensembles





ICH ACTIVITIES | SEMINARS

The biggest seminar Učilište organizes is the **Seminar of Traditional Music and Dance of the Dinaric Folklore Zone.**

- Co-financed by The Ministry of Culture and Media and the City of Otočac
- 3-day seminar, 100-150 participants from all parts of Croatia and from abroad
- Started in 2018., and held for the sixth time in 2023. - 6 seminars in 6 years - despite the coronavirus
- Collaboration: educators at the seminar are experts from The Institute of Ethnology and Folklore Research
 - Main goal: to use the examples of intangible cultural heritage of the Dinaric folklore zone and teach current and future leaders of folklore groups, singers, and dancers about the possibilities of presenting folklore on stage





ICH & TCH ACTIVITIES | WORKSHOPS

Gacko pučko otvoreno učilište, Center of the Dinaric Folklore Zone and the Museum of Gacka organize different **workshops dedicated to preservation and dissemination of knowledge related to ICH**, all co-financed by the Ministry of Culture and Media and the City of Otočac.



1. **Tamburica dangubica playing workshop**
annual workshop started in 2013., dedicated to a specific string instrument produced in Kuterevo and traditionally played in this area
2. **Dugout boat *gacka plav* making workshop**
periodical workshop held in 2016. i 2023.
3. **Traditional handicrafts workshop**
annual workshop started in 2018., dedicated to wool nitting and making of traditional shoes *coklje*
4. **Cheese *škripavac* making workshop**
periodical workshop held in 2017.
5. **Educational workshops for kids**
various annual workshops related to different elements of ICH and TCH, approximately 10 workshops per year organized in cooperation with the local kindergarten and schools



ICH ACTIVITIES | FOLKLORE GROUP „OTOČAC”

Another way of promoting ICH is through performance activities carried out by Učilište's **Folklore group „Otočac”**.

- Formed in 1998., celebrates 25 years of existence
- One of the 4 folklore groups from Otočac area
 - 70 members in 4 sections
- Presents traditional songs, dances, and costumes through more than 20 performances yearly
- Future for folklore - childrens Folklore Group „Čerišnice” formed in 2017. due to the increased interest of young generations for folklore
 - Co-financed by the City of Otočac and Učilište's own resources



ICH ACTIVITIES | TAMBURA ORCHESTRA

Another subject engaged in promoting of ICH through performance activities is Učilište's **Tambura Orchestra**.

- Formed in 2001. as tambura orchestra, started in 1994. as tambura section
- 20 members belonging to different generations engaged in playing traditional songs and string instruments
- Collaboration with Music school whose students often become orchestra members
- The art of playing one of the most represented string instrument in this orchestra - *tambura samica/dangubica* - is inscribed as ICH in the The Register of Cultural Property of the Republic of Croatia
 - Co-financed by the City of Otočac and Učilište's own resources





ICH ACTIVITIES | MUSIC SCHOOL

- 60 years of existence - first Music School in this region was formed in Učilište in 1963.
- Elementary music school with 6 classes and students starting the school at age of 8 or 9 years
- Education for 3 instruments: guitar, tambura, piano
 - Average of 50-60 students attending 6 classes
 - Formal musical education is one of the ways of contributing to preservation of the traditional music, since it is, along with the cotemporary music, a part of this school's programme
- Approximately 5-10 performances yearly
 - Co-financed by the City of Otočac and Učilište's own resources





TCH ACTIVITIES | EXHIBITIONS

The **permanent exhibition** of the Museum of Gacka is an excellent starting point for getting to know the rich and diverse heritage of Otočac and Gacka. It will tell the story of the six-thousand-year-long history of the settlement of this region, will introduce visitors to recent historical events, highlight the works of local artists, and in the last part will present the reconstruction of a traditional village house and tell the story of how people lived in villages in Otočac and Gacka a hundred years ago.

Periodical exhibitions organized by Učilište and the Museum of Gacka mostly focus on local tangible heritage, while fewer guest exhibitions aim to acquaint the local community with the diversity of cultural heritage, and often with new practices and trends in art. Periodical exhibitions are often organized in cooperation with the local community and accompanied by additional heritage activities (museum events, radio broadcasts, research projects, etc.).

Annually, Učilište and the Museum of Gacka organize or host 5 to 10 exhibitions of different character, and exhibition activities are co-financed by the Ministry of Culture and Media and the City of Otočac.





ICH & TCH ACTIVITIES | RESEARCH

Učilište organizes numerous local heritage researches, and currently 4 researches focused on archeological, ethnographic, industrial and sacral heritage are underway.

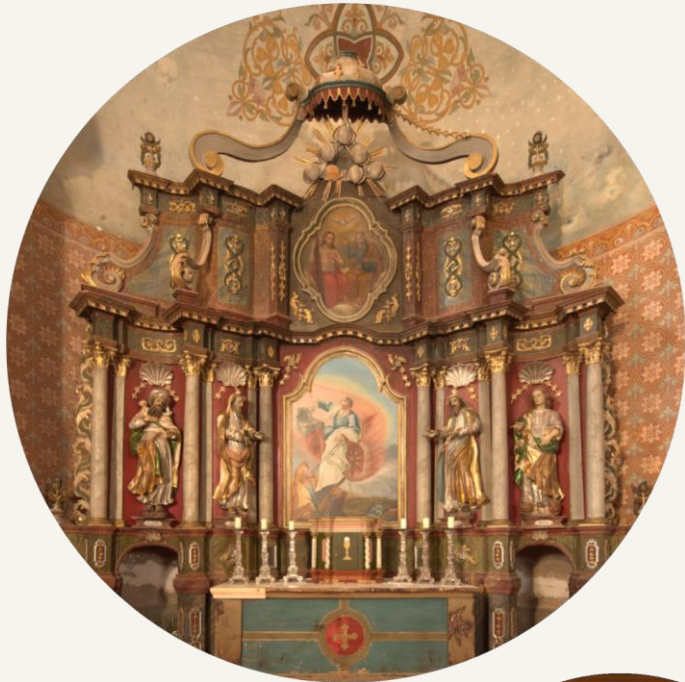
Archaeological research of the medieval old town of Otočac, Roman sanctuaries, Japodian Bronze Age sites and Copper Age site of Lasinja culture has been frequently carried out by Učilište for the last 60 years.

Research of the old town of Otočac is continuously organized since 2012. and it is the only active archaeological site at this moment.

Museum of Gacka systematically explores ethnographic heritage since 1998., industrial heritage since 2016., and sacral heritage since 2021.

In 2021, the Center of the Dinaric Cultural Zone started creating a public database of intangible cultural heritage, predominantly ethnographic, and the goal of this project is to make the materials more accessible to researchers and thus generate new discoveries and deepen knowledge about local heritage.

Research activities are co-financed by the Ministry of Culture and Media and the City of Otočac.





OTOČAC



NA STARIM RAZGLEDNICAMA

22. SMOTRA FOLKLORA

OTOČAC

17. I 18. LIPNJA 2022.



INDUSTRIJA
INDUSTRIJSKA
BAŠTINA
GRADA OTOČCA

Katalog
stalnog postava
Etnografske zbirke
Muzeja Gacke

ICH & TCH ACTIVITIES | PUBLICATIONS

Publishing activity is one of the 13 activities of Učilište dedicated to different forms of heritage, mostly co-financed by the Ministry of Culture and Media and the City of Otočac.

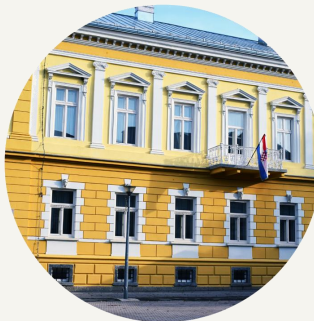
The longest-running serial publication is the *Folklore Festival Bulletin*, which has been published since 1999., and the longest-running collection of papers is *Grad Otočac* published from 1995. to 2005.

Cultural-historical heritage is covered in the monograph *Otočac on Old Postcards* published in 2017., industrial heritage in the monograph *Industrial Heritage of the City of Otočac* published in 2022., ethnographic heritage in the *Catalog of the Ethnographic Collection* published in 2014., and the monograph *Sacred Heritage of the City of Otočac* will be published in 2023. Museum of Gacka published 3 educational museum guides for different types of visitors.

There are numerous articles that explored and promoted local heritage, especially in the last 3 decades.



TCH ACTIVITIES | SITES AND MONUMENTS



Učilište takes care of 4 *in situ* sites and 1 monument:

- archaeological copper age and medieval site:
Old town of Otočac
 - ancient sites:
remains of the Roman sanctuary - Mithraeum - on 2 locations
- medieval site: the remains of the church of St. Marko
 - cultural monument: classicist building
in which Učilište is situated

Activities related to taking care of sites and monuments include **research** (mostly *in situ*), **conservation** (of sites and movable tangible heritage found *in situ*), and **development of tourist content** related to specific site (cultural routes, tourist boards, audioguides, information leaflet...).

Research activities are co-financed by the Ministry of Culture and Media and the City of Otočac.



TCH ACTIVITIES | EVENTS

Throughout the year, Učilište organizes various events dedicated to the promotion of TCH. Events are mostly celebrated internationally or nationally, and those organized by Učilište deal with local heritage, and actively involve the local community. Events are co-financed by the City of Otočac and Učilište's own resources. These are some of them:

- national event *Museum Night* is held in January since 2006.
- national event *Science Festival* takes place in April and May
 - *International Museum Day* is celebrated on May 18
 - *Educational Museum Action* is organized by the Croatian Museum Society during April and May
- local event *Art Colony* takes place in September
- international event *European Heritage Days* takes place in September and October



COMMUNICATING HERITAGE

Učilište is communicating heritage through different events, and different activities, among which are:

- **Community based programs**, focused on local heritage (more than 80% of all programs)
- **Heritage research**, which contributes to building stronger relations with local communities (on-going research of the archaeological, ethnographic, industrial and sacred heritage)
- **Communication** through websites, social media, television and radio shows, focused on broadening the overall reach and building new audiences (web page, Facebook, Instagram, Google Business Profile, TripAdvisor, izi.travel, naratourapp.com)
- **Visits to other cities and countries**, which contribute to building stronger relations with other communities (approximately 30-40 visits yearly)
- and through **international programs** focused on exchange of knowledge and good practices in heritage management (Erasmus+, Art Colony, seminars)



Feel free to contact us
for further collaboration!

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