

# **The Project Ferdinand Budicki Museum - Book - Film - Rallies - Web (2011 - 2014)**

Until recently, Croatia and its capital city Zagreb were without a museum of automotive history. There was no documentary or monograph on the subject of one of the most important products in recent history - the automobile; which has forever transformed social processes. Today, Zagreb proudly boasts such a museum which provides examples of social automotive progress.

## **The Museum**

The grand opening of the Automobile Museum Ferdinand Budicki was 4<sup>th</sup> July 2013. Before this time Croatia was without such available space where exhibits or documentaries on the history of automobiles could be displayed. Even detailed written studies such as a monograph were never produced, which at the time had an impact on the Croatian culture as well as its society.

The Automobile Museum is of great importance for the City of Zagreb showing exhibits such as vintage and classic cars, as well as motorcycles and bicycles. The museum also provides additional space for hosting and attending numerous thematic exhibitions in photography, and engagement in technical workshops, as well as lectures and forums. In addition, there are activities such as restoration of old cars. It also encourages members and visitors to participate in film screenings and other events associated with the presentation, education and promotion of 115 years of automotive culture in Croatia.

To date, several thousand photographs and images have been compiled, many of which have never been seen before. What is more, these are not owned by any city or state institutions. They have been gathered from private collections and family albums owned by the first Croatian motorists. The collection is further expanded by several hours of film documentary footage about the automobile industry in Croatia during the period from 1909 to 1990.

Croatian cultural identity of the early 20<sup>th</sup> century presented through the Museum's automobile culture exhibition provides an exciting attraction for tourists. It also gives a new perspective of the City of Zagreb. Since the beginning of the motorisation culture, Zagreb has been part of the developed European society and all the social developments that resulted from technological advancement.

The Automobile Museum Ferdinand Budicki aims to become the central gathering place where the Croatian Vintage Car and Motor Club community can meet and socialize as well as engage in strategic planning to identify future goals and objectives.

Visitors come from a variety of interests, for example, many visitors are interested in the main exhibits whilst others are interested in the history of the automobile industry. Our collections of artefacts are especially very popular as they build a story of the automobile in Croatia.

Special emphasis is given to educational groups, particularly to primary and secondary school students, who are able to experience a fascinating part of national history through methodical workshops and entertainment tailored to suit all ages and individual group needs.

One of the Museum's main goals is the establishment of a Research Association which will be concerned with the study of the automobile history in Croatia. It will focus on research, collecting and archiving material, providing lectures on various topics and publishing new monographs.

Another goal of the Museum is to revitalize those once forgotten parts of our city's and nation's history and give an insight into the period of pioneer motoring in this region. In addition, the Museum attempts to show the most significant motoring events and motoring personalities of those times. The initiation of the Automobile Museum Ferdinand Budicki has been supported by Prof. Dr. Ivo Josipović - President of the Republic of Croatia.

## **The Monograph**

The Monograph **BEŠTE, LJUDI - IDE AUTO** (Run people, the car is coming) concerning the history of motorcars in Croatia between 1898 and 1945 is the first comprehensive study of car culture within Croatia. It is the result of several years of research from all available sources such as interviews with family members of the Croatian motoring pioneers.

The study provides initial analysis of the historical, sociological and economic impact of cars on Croatian society and its regions; Slavonia, Istria and Dalmatia. It also analyses the car culture influence within the context of all the states in which Croatia and its regions were located from 1898 to 1945 including the Austro-Hungarian Empire, the Kingdom of Serbs, the Kingdom of Yugoslavia, the Kingdom of Italy, Rijeka and the Independent Croatian State.

The promotion of the Monograph **BEŠTE, LJUDI - IDE AUTO** (Run people, the car is coming) was held on the 14th June 2012 at the Kristofor Stanković Gallery in the Zagreb City Assembly.

The format of the Monograph is: 270 x 240 mm; Binding: hardback; Published: 5th July 2012. Extent: 345 pages; Photos and illustrations: 480; Text: 250 pages.

## **Vintage and Classic Car Club rallies**

Ferdinand Budicki car rallies (2007-2013)

The Ferdinand Budicki car rallies also known as *desant susreti*, are national and international events in which large numbers of Vintage and Classic Car Club Owners from Croatia and further afield meet. These events encourage a new type of automotive culture as well as the promotion of the field of technical education within Croatia.

Many individuals as well as clubs participate in *desant susreti* events; however, other national and international brands also participate. These include: Buba Club Zagreb, BMW Club, Citroen Club Croatia, Fićo fan Club, Mini Club Zagreb, MZ Club, Mercedes Club, OTK FB, OTK Ozalj, OTK Varaždin, Zagreb OTK, Old school forum and the Vespa Club Croatia.

The Old School Rally in Zagreb, also known as *Old School Desant na Zagreb*, which was established in 2007 has now become the largest event of its kind meeting annually each autumn. Numbers of participants grow each year with now an average of 150 vintage cars and 300 participants attending. In 2011 the event was renamed to Ferdinand Budicki and with it began the first phase of the museum project.

## **The Documentary**

A film documentary *Bešte, ljudi - ide auto* (Run people, the car is coming), will be released in 2014. It will include material that has been compiled from the Monograph and collected for several years. Running time of the documentary will be 60 minutes.

Besides all the authentic material (photos, memorabilia, artefacts, films) donated from families of the first Croatian motor enthusiasts, a ten hours film comprising of eye witness footage and face to face interviews has been produced. Eye witness reports include accounts of the first car drivers and founders of the First Croatian Automobile Club such as *Ferdinand Budicki*, as well as *Alma Balley*, the first woman to drive a car in Croatia, and also accounts of other historical people and events.

## **The WEB**

The website was launched in April 2013 with 104,000 visits in the first ten months.

*Translated from the Croatian by Valentina Kuric, April 2014*