

HRVATSKO GOSPODARSTVO KULTURE

THE ALLIANCE BETWEEN CROATIAN ECONOMY AND CULTURE

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Arheološki muzej Narona / Archaeological museum Narona

Gradski muzej Vukovar / City museum Vukovar



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Ministarstvo kulture RH stvorilo je novi, pozitivni suodnos između kulture i gospodarstva, uspostavljen je novi sustav gospodarenja baštinom o kojoj se sada brinu i oni koji se njome koriste

The Ministry of Culture in the Republic of Croatia has created a new, positive relationship between culture and the economy, a new system of heritage management has been set up, which enables those who actually use the heritage to take care of it

Za razliku od svih drugih roba i usluga što ulaze na jedinstveno i sve veće tržište kojem se nužno moraju prilagoditi, kultura živi i razvija se u različitosti. Tako kultura postaje obilježje prema kojem se prepoznajemo, koje odaje naše korijene, običaje, životnu praksu i ponašanje. Očuvanje nacionalne baštine naš je zalag za budućnost. Kulturu čuvamo poput najvrjednijega blaga, a kada kulturu povezujemo s gospodarstvom, stvaramo hrvatsko gospodarstvo kulture. Danas o očuvanju baštine skrbe i oni koji se njom gospodarski koriste. Sukladno mogućnostima, danas svi sudjelujemo u ostvarenju strategije kulturnoga razvitka, što je osobit doprinos razvitku Republike Hrvatske.

Kultura kao prethodnica

Značenje kulture za društvo, odnosno zajednicu danas nije upitno. U vrijeme globalizacije kultura je važan čimbenik nacionalnoga identiteta, a time i razlikovanja. Ali, živimo u vremenu obilježenom gospodarskom i tržišnom logikom, pa je potpuno prirodno da kultura prati taj slijed. Zakonom o zaštiti i očuvanju kulturnih dobara iz 1999. godine Ministarstvo kulture u potpunosti je promijenilo dotadašnju politiku zaštite kulturne baštine i stvorilo novi, pozitivni suodnos između kulture i gospodarstva. Uz pokretna i nepokretna kulturna dobra Zakon omogućava uspostavljanje zaštite i nad nematerijalnom kulturnom baštinom te prostorima koje prepoznajemo kao kultivirani krajolik.

Uspostavljanjem zaštite nematerijalne kulturne baštine čak smo anticipirali UNESCO-ve dokumente za to područje. U tom je kontekstu važno naglasiti kako je napušten sustav utemeljen na zabranama, a uspostavljen novi sustav gospodarenja baštinom. Nadalje, jedan od preduvjeta za uspješnu međunarodnu gospodarsku suradnju jest i uspješna međunarodna kulturna suradnja. U prepoznavanju

In contrast to all other goods and services, which enter the growing undivided market and have to adjust to it, culture lives and develops in diversity. Thus, culture becomes the feature that identifies us and reveals our roots, customs, life practices, and behaviour. Preserving the national heritage is our pledge for the future. We cherish our culture as the most valuable treasure, and, when we associate the economy with it, we create the Croatian economy of culture. Today, the preservation of culture also depends on those who use it. According to our abilities, we all participate in the implementation of a cultural development strategy, which is an outstanding contribution to the development of the Republic of Croatia.

Culture as the Forerunner

The meaning of culture for a society or a community is unquestionable today. In the era of globalization, culture is an important factor of national identity, and through this, of national differentiation. We live in a time marked by economic and market logic, so it is absolutely natural that culture follows this sequence. The Law about the Protection and Preservation of Cultural Assets passed in 1999, changed the up-to-then policy of the protection of cultural heritage completely, and created a new, positive relationship between culture and the economy. Along with movable and immovable cultural assets, the Law has enabled the implementation of protection over non-material cultural heritage, as well as areas recognized as cultivated landscape.

By establishing the protection of non-material cultural heritage, we have anticipated the UNESCO documents for this area. It is important to emphasize that a system based on prohibition was abolished, and a new system of managing cultural heritage has been set up. Furthermore, one

s kulturom najčešće krećemo kao s prethodnicom. Danas ekonomski stručnjaci pišu o kroskulturalnom menadžmentu kao važnoj disciplini usmjerenoj na izučavanje različitosti kultura i njihova utjecaja na gospodarski razvoj, menadžment i poslovno ponašanje. To navodim samo stoga kako bih podsjetio na vezu između kulture i gospodarstva koju svi mi stvaramo različitim razinom aktivnosti i na „različitim stranama“, često ne primjećujući da smo svi na istoj strani, na strani razvoja hrvatske kulture i gospodarstva.

Od Narone do Vučedola

Na tragu razvitka hrvatske kulture i gospodarstva ostarili smo novu filozofiju ulaganja u kulturu. Primjer je projekt Vukovar-Vučedol-Ilok koji ne samo da obnavlja ratom razorenu baštinu već ulaganjima u kulturu otvara razvojne mogućnosti za cijelu regiju, otvara nova radna mjesta i budi nove poduzetničke inicijative. Kultura time postaje ključni čimbenik razvoja, napretka i boljitka. Prepoznavši vrijednost i potencijale arheološke baštine, pokrenuli smo otvaranje novih muzeja specijaliziranih za prezentiranje i čuvanje arheoloških artefakata. Otvorili smo jedan od najljepših arheoloških muzeja u Hrvatskoj,

Muzej Narona, u kojem je in situ prezentiran hram sa 16 skulptura cara Augusta i njegove obitelji. Možda je upravo muzej Narone najbolji primjer naših promišljanja budućnosti – prezentacija kulturne baštine u prvom redu kao svjedočanstva povijesti, ali isto tako i valorizacija baštine i njezinih potencijala. Muzej Narone čuva spektakularne arheološke nalaze, a ujedno je i vrhunsko arhitektonsko ostvarenje. Svojim položajem na raskrižju turističkih putova već je u prvih nekoliko mjeseci dokazao ispravnost takve odluke. U Osijeku smo prvi put u povijesti toga kraja otvorili Arheološki muzej Slavonije. U Zadru smo osnovali Muzej antičkoga stakla, čije otvaranje uskoro očekujemo. Inaugurirali smo i Međunarodni centar za podvodnu arheologiju koji će postati UNESCO-ov centar za cijeli Mediteran i u čijem će se sastavu naći i Muzej podvodne arheologije u crkvi sv. Nikole. Bez pretjerivanja možemo kazati da su u brojnim slučajevima upravo arheolozi, konzervatori i muzealci otvorili mogućnost kreativnoga korištenja spomeničkih

of the preconditions for successful international economic cooperation is successful international cultural cooperation. Culture is, most frequently, the forerunner in such a process of recognition. Today, economic experts write about cross-cultural management as an important discipline that focuses on the study of the diversity of cultures and their influence on economic development, management and business behaviour. I state this only to remind you of the connection between culture and the economy, which we all consider to be at different levels of activity and on “different sides”, often without noticing that we are all on the same side, on the side of the development of Croatian culture and the economy.

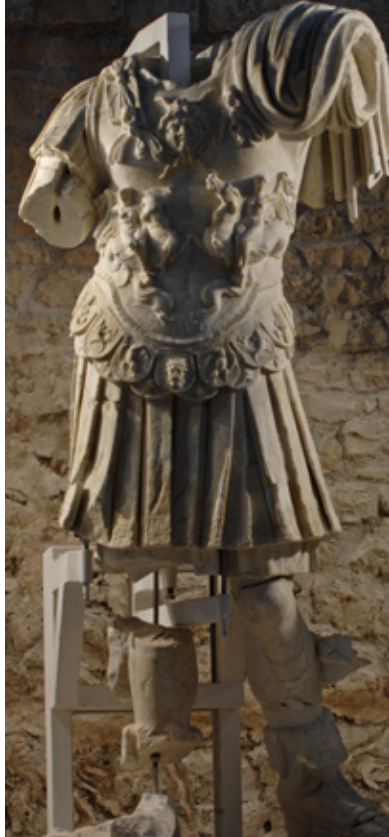
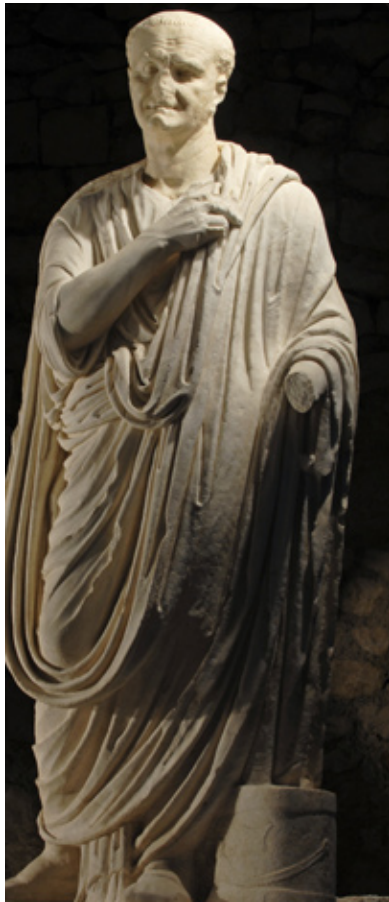
From Narona to Vučedol

In accordance with the development of Croatian culture and the economy we have implemented a new philosophy of investment into culture. An example of this is the Vukovar-Vučedol-Ilok project, which, not only reconstructs the heritage destroyed in the war, but also opens development possibilities for the whole region by investing in culture. It also creates new openings and stimulates new entrepreneurial initiatives. Therefore, culture becomes a key factor of development, progress and improvement. In recognizing the value and potential of archaeological heritage, we have started off by opening new museums that specialize in the presentation and preservation of archaeological artefacts. We have opened one of the most beautiful archaeological museums in Croatia, the Narona Museum. There is an in situ presentation of a temple with 16 sculptures of Emperor Augustus and his family.

The Narona Museum is perhaps the best example of our deliberation about the future – the presentation of cultural heritage as, above all else, the testimony of history, as well as the valorisation of heritage and its potential. The Narona Museum safeguards spectacular archaeological findings, and it is a very high quality architectural achievement. In the first several months, its position on the crossroads of tourist routes has proven the validity of such a decision. In Osijek, we have, for the first time in the history of that area, opened an

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Vučedolska golubica / Dove from Vučedol

Kultura je naša uljudba i naš svjetonazor. Kultura smo mi. Ona je naša prošlost i budućnost, ona je naš identitet, naša posebnost i različitost, ali i naša poveznica s ujedinjenom Europom i ostalim svijetom. Čuvamo kulturne vrijednosti, kako one koje su sastavnica baštine i tradicije, tako i one koje su rezultat suvremenoga umjetničkoga stvaralaštva u riječi, slici, glazbi, plesu i filmu ili kakvom drugom umjetničkom izričaju.

Culture is our civilization and our philosophy of life. We are our culture. It is our past and our future, our identity, our particularity and otherness, as well as our connection with a united Europe and the rest of the world. We cherish cultural values, the constituents of heritage and tradition, as well as the results of contemporary artistic creative endeavours in writing, painting, music, dance, film or any other form of artistic expression.



resursa tih sjajnih lokaliteta, tumačeći na taj način gospodarske i socijalne potrebe modernoga vremena.

Zakonom za boljitak kulture

Veza kulture i gospodarstva nije samo dimenzija u očuvanju i prezentaciji kulturne baštine, nego se ona podjednako pojavljuje i u drugim sferama kulturnoga života. Dobar primjer kvalitetnijega povezivanja kulture i gospodarstva jest i nedavno donesen Zakon o audiovizualnim djelatnostima, koji je svim korisnicima audiovizualnih djela omogućio aktivno uključivanje u prikupljanje i osiguravanje sredstava za to izrazito važno područje kulture, ali istodobno i sudjelovanje u kreiranju audiovizualne kulturne politike. Hrvatski film, koji iz godine u godinu nagradama i gledanošću potvrđuje svoju kvalitetu, na taj način dobiva novi okvir djelovanja koji ga povezuje s ukupnom audiovizualnom industrijom i umrežava na europskoj i svjetskoj razini, olakšavajući tako ne samo koprodukcijsku suradnju nego i promociju domaćega filma u svijetu. Osnivanje Hrvatskoga audiovizualnog centra, koji djeluje neovisno o Ministarstvu kulture, ali uz njegovu stalnu proračunsku potporu, bit će još jedan poticaj za daljnji razvoj hrvatskoga stvaralaštva u izravnoj sprezi između kulture i gospodarstva.

Ostvarenje strategije

I druga područja kulture sve se više i na najraznolikije načine vežu uz gospodarstvo, o čemu svjedoči nekoliko

archaeological museum of Slavonia. In Zadar, we have established the Museum of Antique Glass which will soon open. We have inaugurated the International Centre for Underwater Archaeology which is to become the UNESCO centre for the entire Mediterranean. The Museum of Underwater Archaeology in the Church of St. Nicholas will work within this centre. Without exaggeration, we can say that very frequently it was the archaeologists, conservationists, and museum experts who opened up the possibility of creatively using monument resources in these splendid places, and thus interpreted the economic and social needs of the modern time in this way.

Improving Culture with the Law

The connection between culture and the economy is not a mere dimension of the preservation of cultural heritage. It is apparent in other spheres of cultural life to the same extent. The recently enacted Law about Audiovisual Activities is a good example of the excellent connection between culture and the economy. It has enabled all those involved in audiovisual activities to join in with the collection and establishment of funds for this field, which is of the utmost importance for culture. It has also made it possible for these users to create an audiovisual cultural policy. Croatian film, which annually confirms its quality in terms of the numbers of awards and viewer ratings, thus, gets a new frame of activity that connects it with the entire audiovisual industry and networks at both European and global levels, facilitating

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pokazatelja. Spomenimo, prije svega, broj sponzora koji je u stalnom porastu, baš kao i iznosi kojima oni podupiru kulturne programe. Velike tvrtke osnivaju svoje zaklade i fondacije, čiji je cilj poticanje kulturnoga stvaralaštva, sve je veći broj poduzetničkih ulaganja vezanih za kulturu, posebice u sferi turizma, što govori o važnosti kulture za gospodarski razvitak Hrvatske. Nema uspješnoga turističkoga gospodarstava bez kulture. Materijalna kulturna baština, osobito dobro očuvana u priobalju, tradicijski običaji i nematerijalna kulturna baština, kao i programi suvremenoga stvaralaštva pravi su mamac za strane i domaće turiste. Ako svemu tomu dodamo i stalni porast sredstava za kulturu iz državnoga proračuna, postaje očito kako se ostvaruje strategija Ministarstva kulture, čiji je cilj povezivanjem kulture i gospodarstva omogućiti hrvatsko gospodarstvo kulture.

not only coproduction projects, but also the promotion of Croatian film in the world. The establishment of the Croatian Audiovisual Centre, which works independently within the Ministry of Culture, but is also able to use its constant budgetary support, will be another impetus for the further development of Croatian creative endeavours in the direct alliance between culture and the economy.

Implementing the Strategy

Other fields of culture are becoming increasingly connected to the economy in all kinds of ways. This is indicated by several factors. In particular, this upward trend is visible in the number of sponsors, and also in the amounts with which they support cultural programs. Big companies set up endowments and foundations, with the aim of stimulating creative cultural endeavours. The number of entrepreneurial investments related to culture, especially in the sphere of tourism is increasing, which speaks in favour of the importance of culture for the economic development of Croatia. There is no successful tourist economy without culture. In addition to the material cultural heritage, which is particularly well preserved along the coast, traditional customs and non-material cultural heritage, as well as contemporary creative projects, are real lures for foreign and Croatian tourists. If we add to this the continued increase in the state budget for culture, it becomes obvious that the strategy of the Ministry of Culture is being implemented and its goal, to enable the Croatian economy of culture by connecting culture and economy, is being accomplished.