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2002

Online at <https://mpra.ub.uni-muenchen.de/10757/>

MPRA Paper No. 10757, posted 28 Sep 2008 00:07 UTC

GIS IN THE FUNCTION OF DEVELOPMENT OF ARTISTIC AND CULTURAL VALUES OF THE RURAL REGION IN VUKOVAR-SRIJEM COUNTY

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Contents

A project called "A Program of Sustainable Development of the Traditional Crafts, Artistic and Cultural Values, and Ethnic Values of the Rural Region of Babina Greda" was started up in Vukovar-Srijem County. Regarding the fact that the woman artist Ana Verić lives in Babina Greda, and that she is an original painter, poetess and ethnographer, who wants to give all her works of art and her collection that took whole life to summon to the people, in order to promote the cultural and artistic tradition of the region, an idea was born to build an art gallery in Babina Greda. Beside these activities, Babina Greda is famous of its traditional breeding of white hair horses in family households, which is unique in Croatia, and of its traditional crafts, which will all be embraced in the Project of Development in order to promote the tourism. Vukovar-Srijem County as a part of the Eastern Croatia has a high-quality contents, cultivated tradition of cultural, artistic and ethnic values, recognizable Slavonian villages and its residents, who are not enough known of. With this Project it is supposed to present itself to domestic and foreign tourists so that they could know more about us, our quality of life, work and love for true values. Based on the analysis of the current state in Babina Greda, an investment project was made for the start-up of business activities. An object of the Project is building and organization of the area in order to put the "Art Gallery of Babina Greda" in function. Main determinants of the Project are:

Foundation and organization of the permanent setup in the art gallery with the appurtenant ethnographic collection of Ana Verić, famous Croatian original painter, poetess and ethnographer dedicated to the protection of the traditional people's culture of Babina Greda.

Organization of informational and promotional bureau (in the old barber shop) in Babina Greda, in the function of art gallery, connected to the rare personality of woman artist Ana Verić.

Making of computer digitalized tourist guide as a fractal organization connected to digitalized informational body, AGRONET network which is planned for Eastern Croatia and the whole Croatia, and by doing this to promote the art gallery in Babina Greda with its ethnographic collection – "Art Gallery of Babina Greda".

In the realization of the project included are donation values of Ana Verić, paintings, ethnographic collection and the housing for the gallery, the District of Babina Greda by donation of space for informational and promotional bureau, and the Vukovar-Srijem County by donation of funds for arrangement of the devastated rooms in the old barber shop building and by donation of partial funds for finishing of the art gallery in Babina Greda.

Key words: sustainable development, cultural and artistic values, ethnographic collection, rural area, tradition, crafts, occupations, Slavonian villages, white hair horses, rural values, quality of life, true values;

INTRODUCTION

Babina Greda – a place of long history and tradition, is positioned by the main state and significant international road (500 meters south of the highway), it has a population of 4,219 according to the latest registration of population – it is an important cultural and administrative center and the “door” of Vukovar-Srijem County.

It is a pure Slavonian village whose habitants not only cherish the old legacies and traditions, but also know how to present them through various cultural contents and manifestations both in close and far away regions.

Habitants of Babina Greda are known by a lot of unique and recognizable things, such as:

Ability to preserve the old traditions;

Various folk costumes – 12 different types;

Above all by beautiful purebred horses which are bred in family households only for love and “parades” – once or twice a year they are decorated and go through the streets to show the grace of their posture, walk and pride to all who gather to see them and enjoy in the sight;

Handicraft products of village women;

Old traditional crafts and occupations which are still cherished, such as manufacture of “opanci”, tannery, hand knitting, gingerbread making etc.;

Cherishing of the musical folklore which is manifested in original songs, music and dance;

Art painting colonies for young female painters of naivety which is led by Ana Verić, woman painter, poetess and ethnographer.

Inspired by the life of the Slavonian homeland, Ana Verić is the autochthonous explorer and guardian of the ancient common-people culture which is substantiated by in respect to Croatia pretty large painting opus, two originally illustrated poetic and prosaic books, and rich private ethnographic collection highly evaluated by the experts. Her especially inspired artistic soul and all her works of art are well-known to many people – they exceeded the context of her village, region and even her country.

There is a lot more in Babina Greda that is worth mentioning – that would be interesting to present to closer and further surrounding – as a high quality cultural product, and as such to present it to domestic and foreign tourists expecting not only a tourist presentation of the region – eastern Croatia, but also achieving economic efficiency.

With this Project a new business undertaking is being presented – building the gallery for a permanent display of the art works and ethnographic collection of Ana Verić, and also organizing the old local barber shop that should function as an informational and presentational bureau not only for the “Art gallery of Babina Greda”, but also for lots of other contents that Babina Greda and other nearby villages in Vukovar-Srijem County can offer (costumes, traditional crafts products, folklore etc.).

For this investment financial means are necessary that will come from the following sources:

Local government – District of Babina Greda has signed a contract on usage rights transfer for the object in the Braće Radića street, on number 1 – the old barber shop – to the user Ana Verić, with the general idea of presentation of ethnographic collection and Art gallery, that would form a main part of the “Art gallery of Babina Greda” contents, positioned in the Ana Verić’s home.

Vukovar-Srijem County will give the irreclaimable funds – half the project value;

Professor Ivan Petričević, who is a co-heir, will invest the credit funds worth 50% of the project value which he will pay out himself just to help his aunt Ana Verić’s wish come true. All works of art and ethnographic collection will be put to an adequate exhibition space with the purpose of presentation of the cultural values of the village, Vukovar-Srijem County, region and the whole Republic of Croatia.

Ana Verić, woman painter, poetess, and ethnographer is donating all her works of art and her ethnographic collection to the “Art gallery of Babina Greda” because of her love for the area, people and their true values.

Besides that, Ana Verić organizes an art colony that she leads to help preserve and cherish artistic and cultural talents and abilities of the local people.

Financial presentation of the Business plan made for business undertaking of presentation of cultural and ethnographic values of Babina Greda is shown in table 1:

Table 1 – Business undertaking balance sheet – value of art works and ethnographic exhibits of the museum in Babina Greda

RESOURCES	Amount in €	SOURCES	Amount in €
Ana Verić’s building and space	50.000,00	Own invested properties:	262.509,00
Gallery upgrade	42.609,00	Donation of District of Babina Greda	25.000,00
Art works	150.000,00		
Ethnographic collection	60.000,00		
Barber shop – existing:	25.000,00	Donation of Vukovar-Srijem County (Ministry of Culture)	32.102,00
Furniture and equipment:	2.509,00		
Adaptation of barber shop in order to organize informational and presentational bureau	21.595,00	Long-term credit of Ana Verić’s nephew	32.102,00
Total resources:	351.713,00	SOURCES:	351.713,00

From the latter table, another table was derived that shows the share in investment of own properties, long-term credit of Ivan Petričević – Ana Verić’s nephew, and the donation of District of Babina Greda and Vukovar-Srijem County in the entrepreneur initiative with a purpose of presentation of cultural and ethnographic values of Ana Verić and the museum of Babina Greda.

Table 2 – Shares of own investments and donations in the project “Art gallery of Babina Greda”

Elements	Funds sources (in €)	%
Own resources invested in the project + the credit	294.611,00	83,76
Donation of the District of Babina Greda – old barber shop	25.000,00	7,11
Donation of Vukovar-Srijem County for organization of informational and presentational bureau in the old barber shop	32.102,00	9,13
Total:	351.713,00	100,00

In table 1, under the mark “resources”, a value of the building, its upgrade, value of Ana Verić’s art works and ethnographic collection, as well as the total value of the barber shop (existing value and the planned investments). In the other part of the table, under the mark “sources”, a value and the structure of project funds sources is shown.

In table 2, shares of own invested properties and donations are shown. This proportion is 84% of own investments in the project of “Art gallery of Babina Greda” and 16% of donations.

In the elaboration of the Project, economical viability and the profitability of financial investments in cultural and ethnographic values as a product are shown – economical profitability.

Facts about the artist, poetess and ethnographer Ana Verić

ANA VERIĆ (birth name Petričević) was born on March 10, 1928 in Babina Greda, where she still lives and works. She is a member of the Association of Croatian naïve artists, and the most famous Croatian female naïve painter, a poetess and an ethnographer (collector of folklore riches).

She paints and writes inspired by the life in her Slavonian homeland; she is an autochthonous explorer and guardian of the ancient common-people culture in respect to Croatia. Her work is substantiated by large painting opus, two poetic and prosaic books, and rich private ethnographic collection highly evaluated by the experts.

Although she was painting when she was a child, she started to paint in 1957 after a great family tragedy (a loss of her husband and son), which pushed out some repressed mechanisms inside of her, which finally pushed her towards expressing what she saw, heard or felt on the canvas or on the paper. Since 1961 till today she had more than 40 exhibitions, and more than 100 joint exhibitions!

Thanks to her originality and the recognizability of her motifs as well as the harmony of colors, her works had a very big success – her paintings are today in galleries not only in Croatia, but in Italy, Hungary and Germany as well. Numerous her works were on the joint exhibitions in Osijek, Đakovo, Subotica, Vinkovci, Vukovar, Zagreb, and in Sepsard, Kaposvar and Pecs in Hungary, and Frankfurt and Rome. She had her own exhibitions in Babina Greda, Osijek, Đakovo, Županja, Slavonski Brod, Valpovo, Poreč, and in San Remo, Pavia, Sardinia and Milan.

Ethnological collection of Ana Verić

With her unselfish dedication to what she likes, Mrs. Ana Verić spent years collecting objects belonging to traditional culture of everyday life in a big Slavonian village Babina Greda. The criteria for selection of remarkable objects were not only in visual-art terms but also the indisputable ethnological and historical significance of such objects.

Mrs. Verić has collected these objects in a remarkable collection that can easily be compared to ethnological collections belonging to museum institutions.

Ethnological collection of Ana Verić in past 30 years has grew, got richer, was guarded and protected. It presents a cultural wealth of not only Babina Greda, because its significance is indisputable in terms of Croatia, so its continuous presentation surely is needed.

Value of the collection in terms of money, taking into consideration only the most representative objects that are interesting from the ethnological, cultural and historical point of view, has been evaluated on approximately 60,000 € (evaluation in the supplement of the Business plan).

2. Object of the business

Ana Verić, although an artist, poetess and an ethnographer – an artistic soul and a culturologist in her way of thinking and acting – in her mature years she started to think how to put all her life work (both created and collected) into the function of tourist presentation.

To achieve all this it is necessary to start the entrepreneur activities – to put all these cultural values in a tourist product – an exhibition space of “Art gallery of Babina Greda”.

In that way all the works will be preserved – about 100 paintings and collected ethnographic values, some of which originate from the 17th century – from the time when the first residents of Babina Greda came to this area.

The main intention is to open a gallery, which would keep the mentioned valuables, and in that way show their full importance not only to their owner but to the District of Babina Greda, Vukovar-Srijem County, eastern Croatia, and finally to the whole Republic of Croatia. It is worth mentioning that Ana Verić’s collection contains some very rare exhibits, which are not present even in the largest Croatian museums!

To start up the entrepreneur activities, related to everything mentioned before, it is necessary to put the building of the old barber shop in function, and to organize it to be able use it as a tourist bureau – for presentation, as a souvenir shop, handicraft products shop etc.

Reasons for starting up the own business venture of “Art gallery of Babina Greda” are the following:

Making of GIS⁵¹ in the function of development of artistic and cultural values of the rural region in Vukovar-Srijem County,

⁵¹ GIS = geo-informational system

Starting up the development of tourism in the District of Babina Greda
 Organization of a permanent exhibition in the gallery of the naïve artist Ana Verić,
 Organization of an exhibition space for the collected ethnographic values owned by Ana Verić
 Starting up and developing of traditional crafts in the region of Vukovar-Srijem County.

Supervisor for all these works – organization and setup of the gallery, arranging of the old barber shop etc. – will be Professor Ivan Petričević – who is a nephew and coheir of Mrs. Ana Verić. In her free time, his wife should also be employed full time in the informational and promotional bureau.

The main task of the venture is to save the collected and preserved ethnographic values – antiques collected by woman painter and ethnographer Ana Verić, so called “Ethnographic collection of great valuables” – estimated by the curator of the museum of Slavonski Brod at the 60,000 €, and the exhibition of a valuable collection of paintings estimated at the current value of 150,000 €.

The application of a mind form implies the making of a informational digitalized tourist guide as a fractal organization linked to the digitalized informational body which is planned for eastern Croatia and the whole Republic of Croatia.⁵²

Mind form 1:



⁵² Aron Nadvegi, text in the part of accepted *Strategy of Development of the Republic of Croatia in the 21st century*.

3. Market justification

Market justification for this business venture exists and there are several reasons why it is justified:

By opening an informational and promotional bureau in the old barber shop, whose contents will be numerous objects characteristic for Babina Greda and its habitants, as presented under a second paragraph of the business plan, an interest for visiting the museum of Babina Greda will increase both in the local community and wider region.

During the development of the tourist activities in Vukovar-Srijem County, and also in the whole eastern Croatia, "Art gallery of Babina Greda" will be one of the main destinations for tourist guides to show to the visitors.

Whole this Business plan has a purpose of showing the visitors who come here the development of our roots, our ethnographic heritage, richness of our cultural values, and beauty of the landscape which gave birth to these entire cultural and monumental heritages. There one will see that all these people have their deep roots weaved into the history of a highly developed civilization and culture.

Babina Greda is especially important place where there is still a tradition of breeding thoroughbred horses in family households that are widely famous and are bred only for "parade performances" during various festivities, something an every tourist would like to see.

Beside the tourist informational bureau in the old barber shop building, a building of an ethno-park with authentic characteristics is planned – something that would present a whole encircled tourist destination available to all the visitors, domestic as well as foreign tourists. For its originality and educational importance, the whole contents of the "Art gallery of Babina Greda" could be unavoidable for regularly organized student excursions.

"With this complete project it is necessary by the adequate standards, in every meaning of the word, knowing the curiosity of Babina Greda, an exceptional person Ana Verić, her anthological important painting opus, and valuable ethnographic collection, to preserve it from the negligence and ruination, and exhibit it properly and in the future continuously promote its quality. In that way we would open the door for the affirmation of other contents from our beautiful and wealthy region, so we could, by understanding and protecting our cultural values, become a truly shiny spot on all tourist maps, from the local and regional to the international."⁵³

⁵³ *Ivan Petričević, prof. Babina greda.*

Eastern Croatia should actively show to everyone in the Republic of Croatia that beside the plenty of high quality eco-food, this region also has deep roots of its origin and development with highly evaluated cultural heritage. Because, it is necessary to show everyone that us “Slavonians” did not come from nowhere – but the rich soil and wealth of the nature, its forests and rivers, have given us our existence, and influenced the richness of life of the hard-working people in this beautiful area.

We begin from the stand that us economists evaluate the culture as a product – a product of trans-temporal and trans-spatial, gray matter trans-disciplinary creation – that can also be economically profitable.

Rural culture of our area characterizes the man of the plains who as a part of an eco-system works through all four seasons – and especially values the beauty and wealth of his own homeland wanting nothing that belongs to the others – he creates his own cultural values that should be left as a heritage and show everyone who come here to see these Slavonian plains.

3.1. Tourist Promotion Activities of the “Art gallery of Babina Greda”

During the happening of tourist activities related to the manifestation “White horses 2002 Babina Greda – 60 years of Horse Breeding Syndicate” this year, an exhibition of paintings made by academic artists and naïve artists from Babina Greda and the area took place.

Exhibited paintings attracted the attention of numerous domestic and foreign visitors. The exhibition was just an announcement of near opening of the permanent exhibition in the “Art gallery of Babina Greda”.

4. Project’s income and expenditure plan

In the following table yearly income from the Ana Verić’s business entrepreneurship are shown.

Table 3 – Planned income for a business year

Nr.	Income elements	One month (KN)	One year (KN)	One year (€)
1.	Income			
1.1.	2 buses of students a week x 50 = 100 students x 10 kn =1000 kn x 4 = 4.000,00 kn x 10 months	4.000,00	40.000,00	5.464,49
1.2.	Gross margin on the sold souvenirs and handicraft products x 12 months	1.000,00	12.000,00	1.639,34
1.3.	Gross margin on the sold brandy in painted bottles x 12 months	1.000,00	12.000,00	1.639,34
1.4.	Gross margin on the sold paintings from the art colony x 12 months	1.000,00	12.000,00	1.639,34
1.5.	Special monthly activities - fair	1.000,00	12.000,00	1.639,34
1.6.	Church festivities and manifestations	1.000,00	4.000,00	546,45
	TOTAL INCOME:	7.000,00	92.000,00	12.568,30

Based on the budget calculations and other evaluated expenses, in the following table we give a yearly budget for the business expenses:

Table 4 – Yearly expenses budget

Nr.	Elements	One month (KN)	One year (KN)	One year (€)
	Electricity	100,00	2.400,00	327,87
	Water	50,00	600,00	81,97
	Wages (1 worker)	3.660,00	43.920,00	6.000,00
	Insurance *	150,00	1.800,00	245,90
	Publicity	150,00	1.800,00	245,90
	Accountant (District of Babina Greda)	-	-	-
	Wrapping material**	150,00	1.800,00	245,90
	Amortization	2.433,00	29.195,97	3.869,06
	Phone bill	446,55	5.358,68	732,03
	Other expenses	500,00	6.000,00	819,67
	TOTAL EXPENSES:	7.239,55	92.874,65	12.568,30

5. Loss and profit calculation – for the first business year

According to the given results for income and expenses in the first business year, we can make a projection of a loss and profit calculation for the same year. It is in the following table:

Table 5 - Projection of a loss and profit calculation for the first year

Elements	Owes (€)	Claims (€)
PLANNED INCOME		12.568,30
PLANNED EXPENSES	12.568,30	
PROFIT – LOSS	-	
TOTAL:	12.568,30	12.568,30

6. Efficiency indexes

In the Business plan related to equipment of a permanent exhibition in the “Art gallery of Babina Greda” and tourist promotion bureau in the old barber shop building in the centre of a village, some classic economical indicators of success were not taken into consideration.

It was planned based on the market exploration and experience cognition that the promotion bureau as well as the “Art gallery of Babina Greda” will work in such a way that it would cover the total expenses without making any profit.

It is the purpose of the whole project to make a tourist promotional material that will give every visitor – whether he is here accidentally or in an organized tour – that comes to Babina Greda a quality notion on the people that live here, their artistic talent, cultivation of tradition – the only part of Croatia with the tradition of breeding horses in family households – rich cultural content, monumental heritage, ethnographic valuables, old crafts and occupations, not only in the District of Babina Greda and Vukovar-Srijem County, but the whole eastern Croatia.

Eastern Croatia is little talked about, because:

It is not present on the advertisements

Our region is not presented on the TV teletext – information about sunny days, wind, humidity, and other information relevant to the tourists – one can only see Zagreb area, Istria, Dalmatia with Dubrovnik;

Our region – our fields, our mansions, our historical monuments etc. are not present on the TV program in the airplanes of our airline company during the flights – pictures of islands, buildings and churches from the coastal regions are emitted there;

The beauties of eastern Croatia are only presented on special occasions, like the recordings of our enthusiastic cameramen like Mario Romulić etc.;

The crown jewels of our cultural heritage are only presented from time to time, but only shortly and mostly on the local TV stations;

High quality products that come from this region are not nearly presented in equal quality.

7. CONCLUSION

The business plan for the “Art gallery of Babina Greda” was made to present the economical profitability of investments in building and organization of a permanent exhibition of the art gallery together with the ethnographic collection of Ana Verić, famous Croatian original painter, poetess and ethnographer dedicated to the preservation of folk traditional culture of the District of Babina Greda, Vukovar-Srijem County and the whole eastern Croatia.

For that purpose, a need for investment in the organization of informational and promotional bureau in the old barber shop building in Babina Greda was evaluated – the one that would be in the function of art gallery and ethnographic museum, but also with the function in tourist activity – promotion, souvenir and handicraft products shop etc.

The reasons for this action we find primarily in preservation and presentation to the public of:

Art works and ethnographic collection of Ana Verić, by organization of a permanent exhibition in the “Art gallery of Babina Greda”.

Cultivated cultural values and historical monuments of Babina Greda and the area;

Development of the traditional crafts and occupations;

Cultivated tradition of thoroughbred horses breeding in the family households;

Quantity and variety of musical folklore which is manifested in original songs, music and dance;

Art colonies of young women painters of naïve led by Ana Verić;

Various folk costumes – 12 types unique for this area;

Entrepreneur activities with the purpose of development of the country tourism which can last throughout the whole year.

For this Project to start operating, the following activities are agreed upon:

Ana Verić gives away her property – the house, art works, and the ethnographic collection evaluated at the:260,000.00 €

Ivan Petričević – legal coheir invests the credit funds for the building of the space for the gallery..... 32.102,00 €

District of Babina Greda has signed a contract on usage rights transfer for the object in the Braće Radića street, on number 1 – the old devastated barber to organize the informational and promotional tourist bureau in the premises..... 25.000,00 €

Vukovar-Srijem County donates the entire funds for organization of the devastated old barber shop and partial funds for the finishing of the gallery premises..... 32.102,00 €

It is necessary to find a donation for the equipment and furniture..... 2.509,00 €

TOTAL PROJECT VALUE: 351.713,00 €

In the Business plan, a market was evaluated, as well as the existing tourist activities and manifestations that are developing in Babina Greda, planned income from the promotional and tourist activities and business expenses. Regarding the non-profitable character of the business activity, artistic, cultural and ethnographic, financial part of the Business plan in the first business year predicts the positive zero, which means that all the expenses are covered by profit gained.

There is an assumption that in the next business year, taking in consideration experience in promotional and tourist activities, the business will create larger profit. The profit surplus will be used to develop and promote further activities related to art colony, folklore, development of old crafts and occupations, and other house works in Babina Greda, its area and the entire Vukovar-Srijem County.

To present the economical profitability of the investments in the existing activities – cultural, artistic and ethnographic values, we turned them into an economic product which has its price that shows the justification of the investment.

According to all said, it is visible that the entire business venture is financially closed and it is suggested to accept the Business plan for the “Art gallery of Babina Greda” and find the donation funds by the Vukovar-Srijem County and other donors.

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