

Aleksandra Bugar

Zagreb City Museum, Croatia
abugar@mgz.hr

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Everything and More: Interpretation of Heritage in Virtual and Physical Exhibition Form

The objective of the lecture is to present the concept and implementation process of the so-called hybrid exhibition project centred around an online (virtual) exhibition, along with its physical extensions in the form of exhibitions of a smaller format. In a desire to bring the character and work of Emilij Laszowski, the first director and curator of the Zagreb City Museum, closer to the general public, the museum produced an exhibition, Laszowski – the Founder. He was an archivist and a historian, a museum professional and a writer, a publicist and a librarian, a passionate traveller and a socially engaged individual, a member of many cultural societies, and the founder of three major cultural institutions in Zagreb – the City Museum, the Archive, and the Library.

Through the online exhibition, visitors can browse numerous digitised archival materials across 16 themes and 600 objects – flip through documents, numerous pages of published works he authored and edited, read transcriptions of archival manuscripts, look through photographs, paintings, drawings, newspaper clippings, notes and letters, as well as animated films, sound recordings, and three-dimensional objects related to Laszowski's life and work. The physical mini-exhibitions are targeted at expanding the story of Laszowski with objects that are not extensively covered in the online exhibition but are part of the Museum's or other partners' collections.

A collaboration on the realisation of the exhibition project with multiple institutions – museums, archives, libraries, institutes, cultural associations, and individual experts has led to networking that resulted in a design of additional exhibition activities. As part of the concept of the project going beyond the ZCM and as its constituent part, smaller curated exhibitions by partners were held in other cities. The current permanent display at the ZCM has also become an exhibition component of the project. A guide titled Following Laszowski's Footsteps was printed, enriching the tour of the permanent display by highlighting selected objects that arrived at the City Museum through Laszowski's efforts when he was its first director and curator. The project also has a continuation of sorts as a future travelling exhibition, All the faces of Laszowski, which points to an exciting potential for establishing new contacts, further networking and creating new heritage content.

Aleksandra Bugar is an archaeologist and art historian. She graduated from the Faculty of Humanities and Social Sciences at the University of Zagreb. She is a museum advisor at the Zagreb City Museum, the head of the Prehistoric and Roman Period Collection. She has participated in numerous archaeological research projects and collaborated with various institutions in Croatia and Slovenia. Has also authored and co-authored several exhibitions and has been an expert associate on several exhibition projects. She writes scientific and professional papers and is an editor and the author of museum publications. In the role of Zagreb City Museum's accessibility coordinator, she cooperates with various associations for people with disabilities. She has authored and co-authored four exhibitions adapted for people with disabilities and designed as exhibitions for all. She focuses on topics related to inclusion, accessibility, and heritage interpretation.

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