



EUROPEAN HERITAGE VOLUNTEERS
PARTNER PROJECT FINAL REPORT

„Heritage storytelling and Archival Research at Industrial Heritage Site in Ivanić-Grad“

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Ivanić-Grad, Croatia



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1. INTRODUCTION

About the organizers

Prijatelji baštine - Amici Hereditatis is a non-profit organization founded in 2005 in Ivanić-Grad. Primary focus and activities of the organization are to raise awareness of the local heritage by organizing workshops, exhibitions and educational programmes among school children.

Association played a vital role in establishing a city museum in 2015. Since 2018 association has been participating in cultural projects and establishing partnerships not only in its local community but also in other parts of Croatia.



In 2019 in cooperation with Culturehub Croatia and European Heritage Volunteers Friends of heritage organized international project **“Mapping and Documentation of Industrial Heritage of Ivanić-Grad”** which gathered seven young heritage professionals from all over the world.

The final result of the project was establishment of the Virtual museum of industrial heritage of Ivanić-Grad (www.industrijska-bastina.com). Among many others, Friends of Heritage also initiated project “Stabla našeg grada” with the aim of preserving and raising awareness of natural heritage of city and surrounding areas.



The image shows a screenshot of a website with a yellow header. On the left is a circular logo for the 'VIRTUALNI MUZEJ INDUSTRIJSKA BAŠTINA IVANIĆ-GRADA'. The navigation bar includes links for 'NASLOVNA', 'KATALOG', 'O PROJEKTU', 'STVARAJ ONLINE ZBIRKU', 'KONTAKT', and a Facebook icon. The main content area has a dark background with a large yellow and white geometric graphic on the left. The article title is 'Što je industrijska baština Ivanić-Grada?'. The text describes the industrial heritage of Ivanić-Grad, mentioning the period of intensive industrial development after the 2nd World War, the discovery of oil and gas, and the establishment of various industrial plants like MEBA, Ivasim, TMPK, ANTILOP, 6.MAJ, and Agroposavina.

Što je industrijska baština Ivanić-Grada?

Industrijska baština Ivanić-Grada obuhvaća period intenzivnog industrijskog razvoja Ivanić-Grada nakon 2. svjetskog rata kada započinju sveobuhvatna istraživanja nafte i plina na područja grada i šire okolice.

Prvi istraživački radovi u ivanićkom kraju datiraju s početka 20. stoljeća. Ta inicijalna potraga za naftom rezultirala je pronalaskom prvih kapi nafte iz ovog kraja 1949. godine kada je u proizvodnju pušteno prvo od sedam naftnih polja koja djeluju na širem području Ivanić-Grada, polje Križ-Šumečani. Krajem 1962. godine otkriveno je, 3046 metara dubokom bušotinom, polje Ivanić te je u studenome 1963. godine počelo s radom cijelo naftno polje Ivanić. 60-tih i 70-tih godina osnivaju se brojne tvrtke na području grada: **MEBA**; kasnije Ivanićplast, **Ivasim**; kemijska industrija, **TMPK**; metaloprerađivačka industrija, **ANTILOP**; tekstilna industrija, **6.MAJ**, kasnije Ivakarton, kartonaža, **Agroposavina** i brojne druge.

Industrijalizacija je donosila napredak i blagostanje, gradile su se nove škole i vrtići, trgovački centri, upravna središta i industrijska postrojenja, u polu ruralnim sredinama dizale su se prve stambene zgrade modernih vizura. Ivanić-Grad je bio kolijevka izobrazbe radnih ljudi, raznih struka i razina, za potrebe cijelog nekadašnjeg INA-Naftaplina i drugih tvrtki koje su mijeniale gospodarski razvoj grada.

European Heritage Volunteers has been active in heritage-related volunteering for more than twenty years. European Heritage Volunteers initiates, organises and supports various forms of voluntary engagement of the young generation – young professionals, students and other young adults – for the rescue, the preservation and the promotion of European cultural heritage.

At the core of the programme lie practical, experience-oriented projects and educational activities all over Europe with a strong hands-on approach, instructing volunteers in conservation practices as well as in traditional handicrafts with the intent to actively contribute to the protection and preservation of particular heritage sites, and to raise awareness about the values, diversity and fragility of cultural heritage and the links between cultural heritage all over Europe.



Objectives of the project

„Heritage storytelling and Archival Research at Industrial Heritage Site in Ivanić-Grad“ is a continuation of a project initiated in 2019 with an aim of documenting and mapping of industrial heritage of Ivanić-Grad. Industrialization of the city and surrounding area started with the **railway** line built in 1899 and it boosted modernization of the wider surrounding area. In the first half of the 20th century the industry consisted mostly of mills, sawdust, alcoholic beverage and brick factories. Thanks to the electric power plant, Ivanić had electric power already in 1913. Thanks to the **discovery of rich deposits of oil and natural gas**, in the second part of the 20th century began the **extensive urbanization** of Ivanić-Grad.

Most of the public buildings and living facilities were built in the 1960s and 1970s because of the rising profit of the oil industry and establishment of INA-Naftaplin in 1964. In nearby forest Žutica was discovered the second **largest continental oil field** in Croatia which contributed to the economic prosperity of the city.

Rising oil production contributed to the overall expansion of connected industries like plastic, chemical and metal production, also to the establishment of printing and packing factories.

The first project in 2019 was prompted by the good examples of two other Croatian cities with rich industrial heritage – **Rijeka and Sisak**. Their examples served as inspiration for recognition and valorization of our own industrial heritage. During the first project participants made mapping and estimation of industrial architecture in Ivanić-Grad and surrounding areas. Local community was involved through the process of gathering the objects connected to the industrial factories and by giving interviews to the participants of the project.

All gathered objects (promo materials, photographs, objects produced in factories, working clothes...) were documented and uploaded to the **Virtual museum of industrial heritage of Ivanić-Grad**.

The objective of this year project **“Heritage storytelling and Archival Research at Industrial Heritage Site in Ivanić-Grad”** was to continue the work initiated in 2019. For that reason, Friends of heritage issued an open call to the local community for gathering the objects connected to the local industrial heritage and industrial factories. All gathered objects were only borrowed from the owners in order to be documented by the participants of this project and they are going to be returned after completion of the project.

Participants of this project are young heritage professionals who came from all around the world – **Brazil, Egypt, Ethiopia, Greece, Italy and Nepal**. They had the opportunity to get familiar with the documentation process and its aspects. Also, with the creation of a digital database used for promotion and raising awareness of the local industrial heritage. The other aspect of this project was to propose an interpretation plan for the future use and presentation of industrial sites that are no longer in use.



2. METHODOLOGY AND APPROACH

The primary objective was to orderly document collections of items representative of industrial heritage in Ivanić-Grad. A numbering system and abbreviations made it possible to divide objects by origin.

The visits the volunteers made to the salient points of the area allowed them to have a broader understanding of the historical, cultural, and social context of Ivanić-Grad and its industry.

Documentation process started with categorising collections based on their type and company of origin. This process helped the participants grasp the impact of industry in everyday life of Ivanić residents. The objects were loaned from various sources; they were digitally documented and subsequently returned.

The virtual museum houses digital copies of the documented objects for ubiquitous access. The NGO Prijatelji baštine facilitated access to experts for participants.



Visits to the city enabled the participants to understand the evolution of the economic transgression of Ivanić-Grad from agricultural and craftsmanship to oil-based industry. The visits also gave participants insights into the cultural and everyday aspects of the city.

Participants from different cultures (Brazil, Egypt, Ethiopia, Greece, Italy, and Nepal) and professional/educational backgrounds strived to put in perspective the evolution of Ivanić-Grad through the lens of industrial heritage.

Participants visited:

- the hospital where oil is used for its medicinal values
- the "Martin Well" where oil was first extracted in the Moslavina region
- the petrochemical industry employing approximately 1200 people
- the abandoned pool and the residences built for the workers
- the local museum where origins of the town is displayed along with the notable historical personalities
- the local shoe-making workshop
- local high school



3. INDUSTRIAL HERITAGE

OF IVANIĆ-GRAD

The industrial legacy of Ivanić-Grad incorporates the period of intensive industrialization of Ivanić-Grad after the Second World War, when comprehensive oil and gas exploration started within the city and its vicinity.

The first research works in the Ivanić area date back to the beginning of the 20th century. That initial search for oil resulted in finding the first drops of oil from this area in 1949, when the first of seven oil fields operating in the wider area of Ivanić-Grad, the Križ-Šumećani field, were put into production. At the end of 1962, the Ivanić field was discovered with a 3,046-meter-deep well, and in November 1963, the entire Ivanić oil field began operating. In the 60s and 70s, numerous companies were founded in the city: MEBA (later Ivanićplast), Ivasim (chemical industry), TMPK (metal processing industry), ANTILOP (textile industry), 6.MAJ (later Ivakarton, cardboard), Agroposavina and numerous others.



Industrialization brought progress and prosperity, new schools and kindergartens, shopping centers, administrative centers, industrial plants, and the first modern residential buildings were erected in semi-rural areas. Ivanić-Grad was the cradle of training of working people, of various professions and levels, for the needs of the entire former INA-Naftaplin and other companies that stimulated the economic trajectory of the city.



Antilop

The company for textile work including protective suits and other protective clothing was founded in Zagreb in 1975. It emerged in Ivanić-Grad as a separate facility of the parent company from Zagreb, which produced all types of protective equipment and work kits. In Zagreb, only the production for leather products remained, while the entire production process of textile protective workwear was relocated to Ivanić. Due to the increase in development needs, the local community moved the printing house 6.MAJ to a new facility in the Industrial Zone, while ANTILOP moved to their old facilities in Kralja Tomislava Street, because until then it was in the inadequate space of the Gornji Šarampov Community Center.

The company Antilop later moved its entire operations from Zagreb to Ivanić Grad. During the Homeland War, it produced uniforms for the army. The company is not commercially active today.



IMPK

In 1973, the company TMPK - Factory of metal products and construction was founded in Ivanić-Grad. Since 2000, the company, which is privately owned, has been operating under the name IMPK - Industrija metalnih proizvoda i konstrukcija d.o.o.

The activity of metal processing takes place in the interconnected plants of the foundry, machining, locksmith, and the production and installation of PVC joinery. In addition to the production of new equipment and parts, the company also carries out overhauls and repairs of various industrial equipment, as well as locksmith work, machining services on the supplied material and production of spare parts for industry. The company is still commercially active today.



INA d.d.

Oil and gas exploration for industrial production in the area of Ivanić-Grad, Kloštar Ivanić and Križ was intensified after World War II. The first well in this area, Križ-1, is located in Šumećani, near Ivanić-Grad. Therefore, on January 1, 1964, INA was founded with the merger of Naftaplin Zagreb, the Rijeka Oil Refinery, and the Sisak Oil Refinery. In the first days, it operated under the name "Oil and Gas Conglomerate", and on December 31 of the same year, it got its present name. INA is still business active and operating in the Ivanić-Grad area, which also has an ETAN gas refinery close to Gornja Šarampov, as well as other oil and gas companies like Croscos Oil Service Ltd., STSI Ltd., Plinacro Ltd.

Due to INA's prolonged importance for Ivanić-Grad's history, economy, culture and urban development, we were able to document a lot of pins, 3 books, a newspaper's page dating the 1980s and some old photographs, in which is possible to see the infrastructure necessary for the oil and gas exploration, like the drilling towers and the oil pumps.



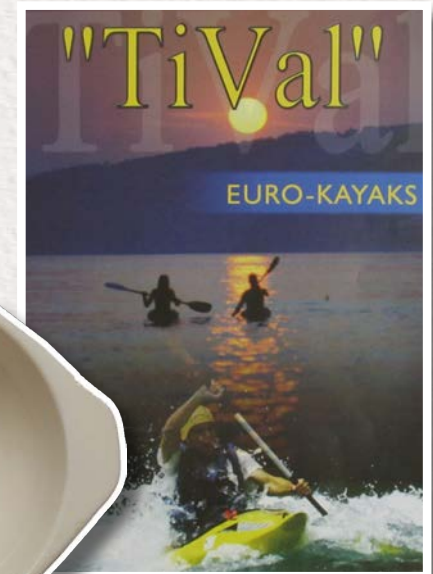
As a result of INA's oil and gas exploration, the landscape of Ivanić-Grad and its surrounding areas has been modified in a unique way: in the middle of the natural environment it is possible to encounter these oil pumps that visually merge with the forest around them, creating a scenery culturally and naturally significant that represents the identity of Ivanić-Grad and its people.



Ivanićplast

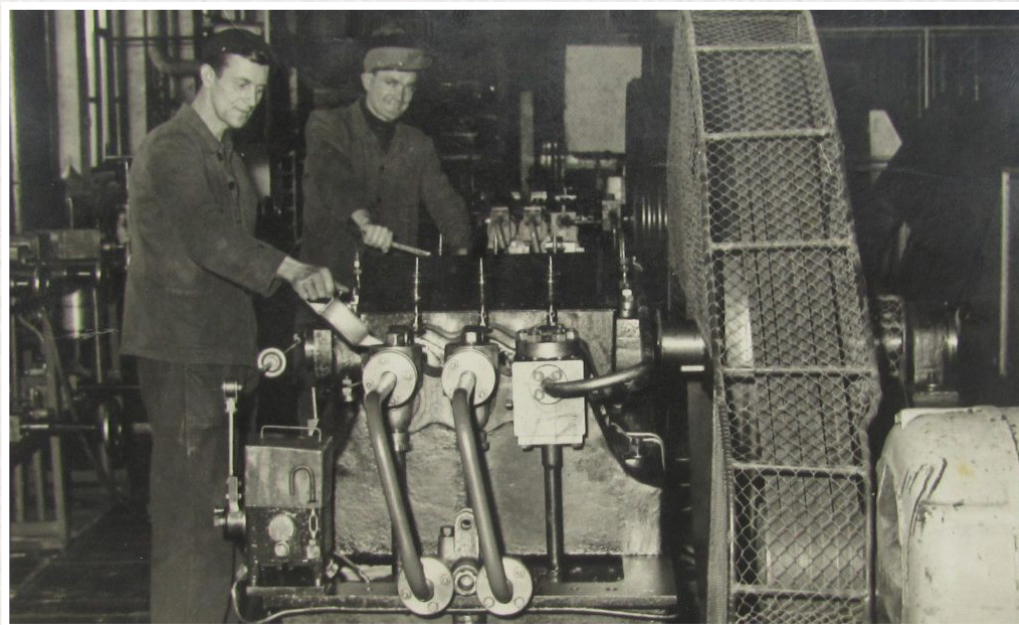
The company PROMAJSKA-MEBA from Zagreb founded in 1962 a factory for the production of plastic items in Ivanić-Grad. During its existence, the company changed its name on several occasions to be named Ivanićplast in the 1980s. Since 2019, it is owned by the Bemis EMEA Group. Over the years, Ivanićplast has become the leading company in southeastern Europe for the production of toilet seats. Ivanićplast annually produces about 450,000 toilet seats, of which 80% are exported to foreign markets. Ivanićplast's product range has about 60 models of different toilet seats better known by the brand name Bello.

On the other hand, some catalogs, flyers, promo material and plastic objects we uploaded to the virtual museum show that throughout its history Ivanićplast also produced kitchen utensils, snow leds (Jeti), flowerpots, tanks and reservoirs, waste containers, canoes, kayaks, life jackets, paddles, water bicycles, different types of plastic vessels and containers, liquid canisters, bulk cargos, viticulture pots, among other plastic products that were used in the industrial sector.



Beyond industrial production, Ivanićplast's buildings, archives and pins hold many other memories and histories of the local community.

When we went through the old photographs that we documented, we found out about the construction of the buildings, the workers' daily life at the company, the sports games that were a part of the work routine and the diverse events, parties and meetings that happened in the 20th century.



On top of that, we were surprised by a lot of photographs that prove what many oral sources say: there were deers that used to live in the surrounding area of Ivanićplast, showing to us that nature and industry can coexist in harmony, even in the middle of the city.



IVASIM

IVASIM is a company founded in 1974 in Ivanić Grad with the aim of producing chemical products primarily used in oil processing. The fact that the company is located in the heart of the oil fields was a guide for the development of the company's production program. The initial direction of the production was that of special synthetic lubricants and various means of degreasing, washing and cleaning, intended for the organizational parts of INA that deal with oil extraction, as well as refineries and other activities that serve it.

IVASIM's subsidiary called "IVEL- Ivasim Elektronika" was one of the pioneers in Croatia in the field of computing. Ivasim has developed and now operates as "IVASIM d.o.o.", a modern chemical company that produces cleaning and degreasing products for both industrial and household use. In this round of the project we had the chance to document some pins related to the company.



IVEL

“IVEL-Ivasim elektronika” is a subsidiary company of Ivasim, acquired by the latest during the 1980s for the production and development of personal computers. It initially produced various electronic components for the oil industry but an opportunity arose to conquer the production of personal computers, which at that time were scarce products due to limited imports and draconian economic stabilization measures. The company developed personal computers that were used in secondary schools throughout Croatia.

Its most famous computer, Ivel Ultra or Impuls 9020, was an Apple II compatible computer, mainly designed by Branimir Makanec. This computer was compatible with the Apple II computer and had two 5 1/2-inch disk drives, and a card with a Zilog Z80 microprocessor that allowed the use of the CP/M operating system and the large number of business programs that were available for CP/ M. This computer was used in many schools and colleges in Croatia during the 1980s.

The Ivel Ultra had an IDOS operating system that was compatible with Apple II DOS 3.3, but was improved over the original version. Likewise, the BASIC compiler was compatible with Apple BASIC, but the constructors improved many routines so that the Ultra was much faster at performing many tasks. Otherwise, Ivel Ultra could run with the following operating systems; IDOS, DOS 3.3 and CP/M and unlike other Apple II clones on the market, it was very advanced.

In this round of the project we didn't have the chance to document any objects related to IVEL. The computer shown is from the catalogue documented in the previous project.



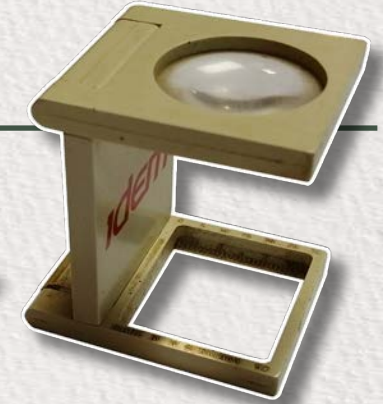
6. Maj

6. Maj was a company created due to the need of the growing manufacturing industry for the printing of various forms. It later produced cardboard for product packaging. It collaborated with all industries, like Kraš and TEP and worked for the pharmaceutical industry and various commercial activities.

By moving in new plants in the industrial zone, the company was separated in two. The new plants were named IVA KARTON and 6.MAJ - TISKARA.

Companies are no longer commercially active today.

We documented a variety of objects: pins, a magnifying glass, a ruler, notebooks, pens, a lighter and a work uniform.



4. DOCUMENTATION

GENERAL ASSESSMENT

Initial discussion

The volunteers first inspected the items linked with the industrial heritage of Ivanić-Grad. The items consisted of products produced by the industries, such as kitchenware, work gear, decorative trays, catalogs, and promotional materials.

There were also historical photographs depicting the industrial heritage of Ivanić-Grad and the activities surrounding the industrial companies. There was also a large collection of metal pins connected with the companies of Ivanić-Grad.

After the initial inspection, the team, under the supervision of organizers, categorized the items based on their link with the companies of Ivanić-Grad and their type.

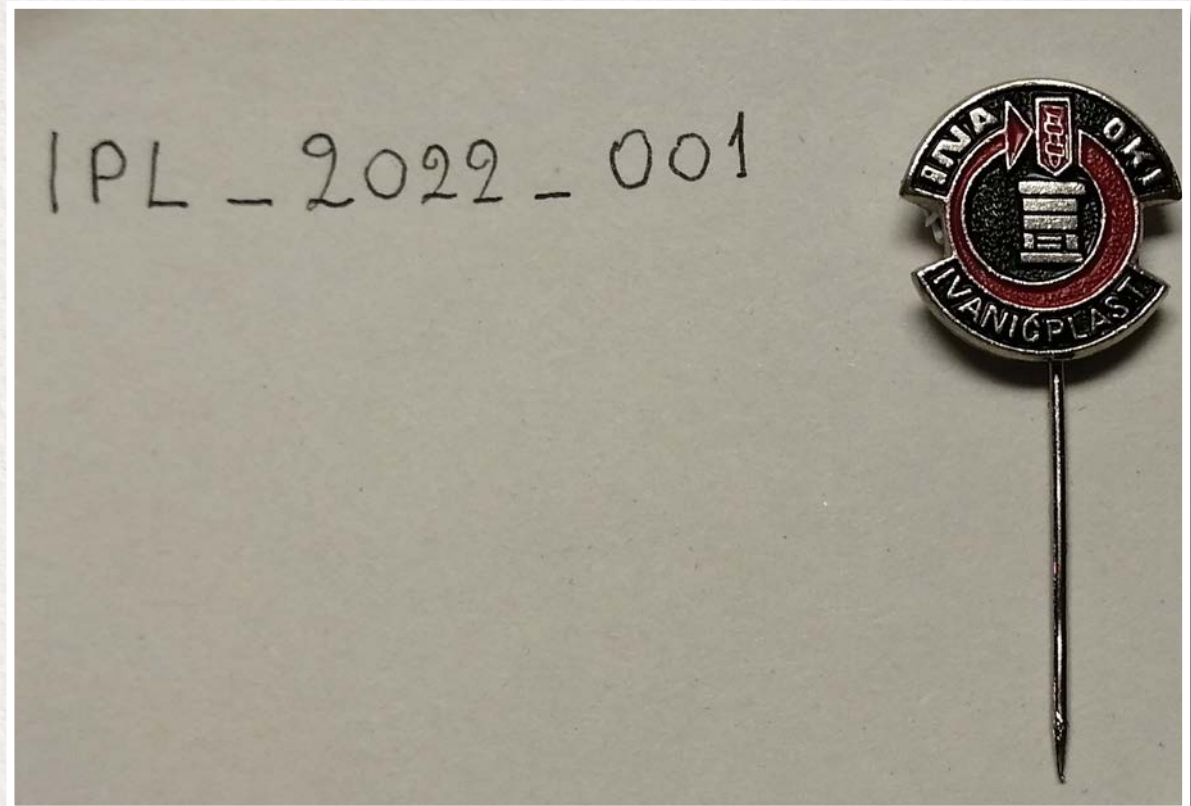


The participating volunteers and organizers discussed together how to name the objects for proper documentation. The participants also negotiated how to abbreviate industries in Ivanić-Grad for better documentation. The final decision was to call the object starting from the company's abbreviation, followed by '2022' indicating the year the object was documented. Lastly, a serial number beginning from 001 was assigned to the object. An underscore '_' separated each element in the naming.

Companies and their respective abbreviation are as follow:

1. Antilop - ANT
2. IMPK - IMK
3. INA - INA
4. Ivanićplast - IPL
5. Ivasim - ISM
6. IVEL - IVL
7. Tiskara (6. Maj/ Ivakarton) - TIS

For example, the first object documented by the company Ivanićplast will be named as follows: IPL_2022_001



Following the categorization of objects, the volunteers then documented the objects. The team reported the items using the **object identification form** provided below:

Serial/orderal number: *Every object needs to have an unique number given to it, it's recommended to follow the sequence of numbers, regardless the type of the object. Given that the inventory is made of several companies, we suggest that when counting each one, give each one its 'hundred number' for later easier search and use of the data (e.g for first item of IVANIĆPLAST is IPL_2022_001 and so on).*

Type of object: *For example photograph, book, notebook, notepad, certificate, cup, chair, table, typewriter, video cassette, CD, diskette...*

Name/title of object: *If it is a book or a photograph, a video-cassette that has its original name, enter it so that the name is under the supposed signs; if the subject does not have its original name, give it a descriptive (short and specific).*

Author: *Enter the name and surname or the name of the company that created it (if the information is known), if unknown, leave it blank.*

Year of origin: *Enter the exact year if it is known; if it is unknown, it can be specified with "around" or entered as a decade (1950s, 1960s, ...).*

Place of origin: *Its entered only if it is known (e.g. Ivanić-Grad, Zagreb - we suggest listing only the names of the settlements, other known details are added through the subject description).*

- Object description:** *Short and clear with all essential details (it should be described in such a way that if the photo disappears, we can recognize the item; in addition to the general description, separate the specific details of the item, and mention the names of the persons if they can be recognized in the photo).*
- Material:** *The material from which the item is made (e.g. paper, photo paper, cardboard, copper, iron - you can name more).*
- Technique:** *The technique by which the item was made (e.g. printing, handwriting, typewriting, gluing, casting, engraving, industrial production; for photographs, I recommend specifying "black and white" or "color" under the technique).*
- Measurements:** *Height, length, width.*
- Condition:** *Good (if everything is in order with the object); bad (if there are signs of damage or decay on the object).*
- Owner:** *State the name of the company/person who owns the item.*
- Object placement:** *For example, office spaces, storage, attic, basement...*
- Item photograph:** *Min. 2 pieces: first photograph the object so that the unique number assigned to it is visible in the frame, and then photograph only a close-up of the object from the front (preferably also from the back). The surface on which the photo is taken must be neutral (white/black/dark gray).*

Documenting Photographs

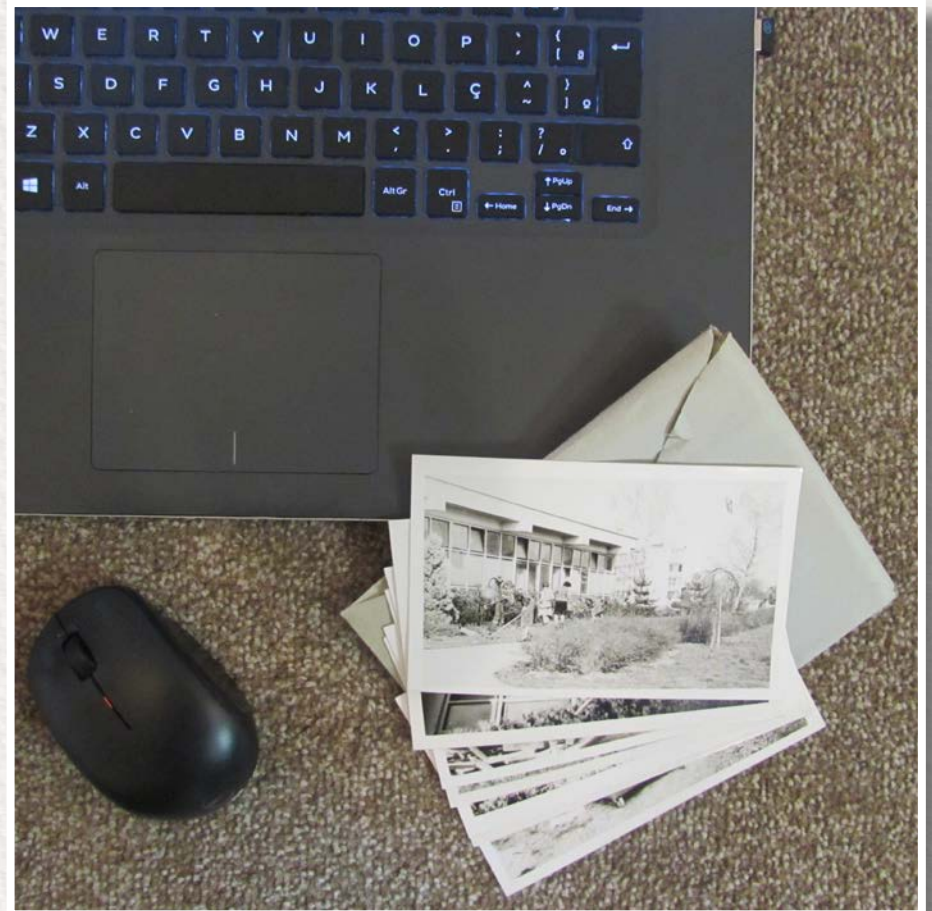
To better document photographs and to identify them clearly, photos were named according to a specific format.

The naming format for the photo is built upon the unique object identification name. The company's abbreviation, the year 2022, and the serial number for the object are serially separated by an underscore. For the photo, the participants added an underscore followed by a single digit number starting from 1 and continuing onwards.

Following is the example of naming for the photos of the first object documented for Ivanićplast:

IPL_2022_001_1

IPL_2022_001_2



Uploading to the drive and virtual museum

After the form was filled with all its details, including the attachment of photographs, the form was uploaded to shared Google Drive. Organizers inspected the records to make sure there weren't any errors and to translate the document to Croatian.

Finally, using the information from the form, the objects were kept in the virtual museum. The participants were guided by the technical instructor on the procedure of uploading the contents of items in the virtual museum.



Final tally

Amount of documented objects:

- Antilop - 1
- IMPK - 0
- INA - 38
- Ivanićplast - 112
- Ivasim - 5
- IVEL - 0
- Tiskara- 18

Apart from this, there are 2 pins documented under MOS_2022 and 1 pin under OTHER_2022. This makes the total tally 177.

Out of these 177 documented items, 137 items were uploaded to the virtual museum industrijska-bastina's website: <https://industrijska-bastina.com/>.



5. FUTURE PERSPECTIVES

The conservation of modern industrial heritage is not only concerned with the technological and architectural contributions of various industries or of securing material remains. Beyond this, factories and infrastructures have been—and remain—significant features of many cities. They should be recognized as resources for sustainable development.

Ivanić-Grad has a good potential to be one of Croatia's touristic attractions for industrial heritage and experiencing traditional rural life, which can be achieved through good interpretation and presentation.

People are proud of their local history but don't always express how much they value a place. Places, where the heritage is understood and appreciated, tend to be better looked after than those where heritage items have no link with the community.

Friends of Heritage initiated the creation of a virtual museum containing industrial documents uploaded and archived. These documents were collected from the local people who used to work in the industries and valued their memories and identities; hence they welcomed the initiative towards preserving their history.

Cooperation with the City Museum can be planned to start presenting the Archive of Objects and photos preserved at the Museum and creating different exhibitions for the public showing the rich industrial heritage of Ivanić-Grad.

The interpretation plan for the Industrial Heritage of Ivanić-Grad ought to be considered. Some potential initiatives could be:

1 / Children's Museum

Containing exhibitions and experience-based informal learning programs for children about their city's heritage. Playful activities, for example, can be an effective method to engage children to attend and know more about their history.

2 / Education Center

To promote awareness among young people by developing new and effective educational approaches, methods, and materials to encourage them to become involved in their heritage preservation on a local and global level.

3 / Guided tours

Tours can effectively present the city's rich history by interpreting several themes related to the industrial heritage of Ivanić-Grad. These tours can be organized in interesting ways, for example, bike tours with stops at significant places or signs that well illustrate the tour's main interpretive theme or concept.

4 / Living History

Interpretation and storytelling workshops and tours can also be another effective and enjoyable method of interpreting the city's heritage. It can be organized in cooperation with knowledgeable local people so the audience can listen to the narration of the citizens about their traditional life, local food, festivals, and memories of working in the city's industrial sites.

5 / Adaptive reuse

Reusing abandoned sites revitalizes the space giving it purpose, function, and a new breath of life. An example of sites that can be reused adaptively is the abandoned swimming pool. Its position beside the old oil pumps can contribute to its excellent reuse as a cultural hub.



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