

MUZEJ MIMARA



Market

Along with Mimara's devoted visitors, the Museum has numerous exhibits and a wide spectre of content and products that attract new generations of visitors, which is naturally also its educational function. An attractive collection of art, with which Mimara shares a place in Europe's finest museums, is an unavoidable destination for tourists visiting Zagreb. With its marketing activities, the Museum has opened room for secondary clients that see it as a central place to promote their own businesses and activities. It is logical how Mimara has become a multi-valued centre for culture: one where painters, musicians, publishers and scientists present their achievements. It wasn't long before the museum was noticed for its promotional potential by marketing, concert and tourist agencies. And so by becoming a specific brand in itself, Mimara has become an interesting location for economists, financial institutions, diplomats and the media.

Mimara Museum often hosts international and national congresses, conferences and professional assemblies, with which it promotes a special kind of tourism, but also scientific and economic potential. Constant cooperation with affiliated institutions such as other museums, archives, libraries, conservatory and restoration institutes, enable the Museum to present segments of national and international cultural heritage.

Achievements

Mimara Museum presents fine art from worldly renowned artists, the works of ancient and exotic cultures and numerous, not to mention diverse, works of art produced by European artists – with which it always attracts new visitors. Exceptional exhibits were realised through important cultural projects, such as "Holy Relic," "The Silk Road" and "7,000 Years of Persian Art." An equally important place has the exhibit "The first painters' donations for the graphic collection of The Vukovar Museum in exile." The presentation of Cartier's Tiaras was also a real sensation.



Exceptional importance is given to exhibits of study, which gives new value to the Museum's collection. Special attention is given to the musical programme, which is arranged in cooperation with Croatian Radio Television (The Šturmio Musical Programme), The Croatian Composers Society (The Musical Biennale Zagreb), The Croatian Musicians' Society, The Music Academy and The Zagreb Quartet. Mimara is honoured to have promoted many art monographs by Croatian artists. The Museum has become a prestigious place for all kinds of promotional activity, such as congressional, diplomatic and business gatherings and expert and scientific conventions. Along with its permanent exhibits, Mimara has reached a higher level, and by doing so has increased the range of its activities.

History

Thanks to the great donator Ante Topić, who in 1973 donated his attractive art collection to the Croatian people, Zagreb and The Republic of Croatia today have their impressive Mimara Museum, which has more than 3,750 of the world's finest works of art. With the

Donator Contract signed with The Republic of Croatia on 6 October 1973, the Museum was defined as "ART COLLECTION - ANTE AND WILTRUD TOPIĆ MIMARA." The building which was adapted for their art collection used to be a high school situated on Roosevelt Square. It was a mansion of Neo-Renaissance design (Ludwig and Hübsner) constructed in 1895, which was the vision of Ižidor Krinžavi, who at that time was the Superintendent of the Department of Religious and General Education of the National Government. It could be said that the vision of Ižidor Krinžavi was only realised in 1987 when the Museum first opened – for the reason that his original idea of a building which was not simply a school but also a

museum, like an "educational forum" so to speak, was reduced only to a school complex. The redesign of the representative Regal School complex, which dominates the area of Zagreb known as Donji Grad,

began in 1985, ninety years after its first construction. The building is situated in an area of the city where many important cultural institutions can be found, such as the Croatian National Theatre, the Museum of Arts and Crafts, the School Museum, the Museum of Ethnography, the Academy of Dramatic Arts and the Academy of Music, not to mention the Faculty of Law and the Vice-Chancellor's office. It



was then, on 31 December, 1985 that Ante Topić summarised his contribution with the words: "With the opening of this museum, my heart will be filled with immeasurable joy – because by it, my life's goal and all my gratitude towards every Croatian citizen will be complete. Two years later on 17 July, 1987, The Mimara Museum was opened, which with an intriguing collection of enormous artistic and cultural value, which was created by a multitude of artists of diverse techniques and various cultures and civilizations – attracted hundreds of thousands of visitors, not to mention experts from all around the world. Unfortunately,





Ante Topić died on 31 January, 1987 without seeing his vision realised. But despite this, Mimara Museum is witness to his achievements and life's work.

Product

Mimara Museum, which is a strong multimedia centre that mainly operates as a museum, also realises numerous and various other activities, connected with a wide spectre of cultural events, but also marketing activities. Mimara Museum, along with its usual exhibits, also has a gallery for smaller occasional exhibits. The Museum's facilities are used for various kinds of activities and functions – publishers use them to promote their latest publications; they are the centre for chamber music concerts; the key location of art auctions, congressional conferences; they are the centre for launching new achievements in technology and production, the meeting point of leading companies, economists and financial institutions – they are a secure surrounding for national and international political and diplomatic congregations, but also the location of fashion shows where creative designers present their latest collections.

Recent Developments

The Mimara Museum is a young institution with a twenty-two year history. Their usual exhibits enable visitors to discover a diverse range of different collections of world heritage – works of art and artefacts dating from ancient civilisations to the beginning of the 20th century. The usual exhibits present 450 paintings of different schools, from icons to the works of Italian, French, Flemish, Dutch, German, English, and Spanish master painters, such as Lorenzetti, Beccafumi, Rubens, Ruisdael, Holbein, Manet and many more... The exhibitions take visitors

through the Renaissance, the Baroque, the Rococo, the Neoclassical and Impressionistic eras. On display are around 200 statues made of wood, stone, bronze, silver and alabaster dating from the ancient times, the middle ages, the renaissance, baroque, all the way to the 19th and 20th centuries. There are also Romanesque and Gothic sculptures of the Holy Virgin made from wood in polychromatic style from German and French workshops; renaissance sculptures created by masters of Florence and Padua; along with minute works made of ivory. More than a thousand items of applied arts can be found in several collections: glass, furniture, textile, oriental carpets, European porcelain and faience, metal and other materials. Special attention is received from their collection of ancient civilisations and the Far East. All these works of art are witness to the fine craftsmanship of superior masters and the cultural needs of everyday religious and material lives of people before our time.

Promotion

The Mimara Museum is a unique institution that has many works of art created by master craftsmen; and its main function is to promote the value of its grand collection and the importance of Ante Topić Mimara's collection. Through regular publication of catalogues, guidebooks and publications of study to the public but also experts – the Museum continually presents and arranges its collection. By offering souvenirs, replicas, memorabilia, posters and postcards – the Museum enables visitors remember their visit to Mimara.

Acting as a source of education in cooperation with educational institutions, the Mimara Museum always fosters the cultural upbringing of every new generation. The emphasised promotion is made possible by concomitant content which the result of

the Museum's marketing activities. All these activities enable a constant presence in the media.

Brand Values

Prestigious names like – Caravaggio, Rubens, Van Dyck, Goya, Brueghel, Velazquez, Murillo, Canaletto, Delacroix, Carot, Manet, Pissarro, Van Gogh, Guardi, Renoir and Degas, to only mention a few – undeniably confirm that Mimara Museum is a brilliant treasury of art in which, along with the works of the aforementioned masters, one can also find artefacts from ancient civilisations. The whole collection is of immense artistic and cultural value, which Ante Topić, whose name resonates among great collectors – proudly donated to his nation and people. Mimara, with its collection, has become well-known term everywhere. The Mimara Museum has become a central point for social happenings in the Croatian capital to many participants and activities, in general – all of which ensure its additional value and importance. The representative edifice of Mimara Museum has become a visually and meaningfully dominant symbol in Zagreb, Croatia and Europe.

THINGS YOU DIDN'T KNOW ABOUT...

Muzej Mimara

- Mimara Museum has 42 exhibition halls.
- In the past ten years, over 200 exhibitions have been shown in Mimara Museum.
- Over 300 cultural, scientific, expert, economic and marketing events take place in Mimara Museum every year.
- During the war in Croatia, Mimara Museum was home to the City Museum of Vukovar which was in exile.
- The exhibition "Sveti trag" alone was visited by 120,000 visitors.

