THE MURA ECOMUSEUM: BETWEEN AUTOETHNOLOGY AND METAPHOR – – A (RE)CONSTRUCTION DAY IN THE LIFE OF A MILLER

Scientific multidisciplinary symposium
The Role of Ecomuseums in the Development of Local Communities

The Bistra Municipality, 12 – 13 October 2018

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THE SV. MARTIN NA MURI MUNICIPALITY

Geographical location of the Sv. Martin na Muri municipality

The village of Sv. Martin na Muri
CULTURAL HERITAGE OF THE SV. MARTIN NA MURI MUNICIPALITY

The *Sv. Martin* Spa built at the site of an Ancient Roman *thermae*

A fragment of Ancient Roman pottery

The knight and unlucky fiancé Nikola Malekoci from 16th c.

Gothic-baroque parish church of St. Martin

Gothic consoles and gotic-baroque altar

The oldest engraving of Arabic numerals (1468) in Croatia
CULTURAL MANIFESTATIONS IN SV. MARTIN NA MURI

Traditional blessing of vineyards on St. Vincent’s Day

Krampuslauf carnival

Good Friday’s procession *The Way of the Cross*

Međimurje Song Festival
International rafting on the Mura River by the rowboats

Cycling *Pannonian marathon*

Poetical *Murakon*

Cooking goulash

National Majorettes Festival

Folk blessing of wine on St. Martin’s Day
THE DAYS OF TOURISM IN SV. MARTIN NA MURI

Religious processions

Electronic music party

Art exhibitions

Parades of Old Crafts and Costumes

A wind-driven bird deterrent
Local football tournaments  The World Fishing Tournament  Walking trails

Traditional gastronomic-enological offer  Commemorating the past
THE ST. MARTIN’S FOOTPRINT IN SV. MARTIN NA MURI

A map of The Footprint of Saint Martin

The Footprint of St. Martin plaque in Sv. Martin na Muri

Blessing the Footprint of St. Martin plaque
PRIVATE COLLECTION OF ETHNOLOGICAL ITEMS IN THE VILLAGE OF ŽABNIK IN THE SV. MARTIN NA MURI MUNICIPALITY

Private collection of ethnological items in the house of the Trstenjak family

Traditional room in the village of Žabnik

Traditional clothes of the Croatian Međimurje County

A hand mill
THE MURA ECOMUSEUM IN THE VILLAGE OF ŽABNIK IN THE SV. MARTIN NA MURI MUNICIPALITY

(Funded from the operational plan IPA SI – HR 2007-2013)

Parts of The Mura Ecomuseum

Information center for visitors

Digital multimedia-interactive ethno-collection

A Day in the Life of Miller Franc Žalar

Traditional ferryboat and reconstructed mill on the Mura River

Walking trail along the Mura River
SUGGESTIONS MADE BY ETHNOLOGISTS REGARDING THE DIGITAL ETHNO-COLLECTION IN THE VILLAGE OF ŽABNIK (2014)
ADVANTAGES OF THE DIGITAL MULTIMEDIA-INTERACTIVE ETHNO-COLLECTION
A DAY IN THE LIFE OF A MILLER

- beautiful natural environment
- interdisciplinarity
- real and virtual material
- multimedia
- interactive exhibition
- induction method
- use of highly sophisticated technology
- bilingualism (Croatian-English clarifications)
- The Milling House Bistro offering traditional dishes and wines located in close vicinity
OVERSIGHTS AND FLAWS REGARDING ETHNOLOGY

- cursory representation of the mill
- cursory display of a miller’s everyday life and holidays
- incomplete exhibitions open to the public

- healing herbs without the Latin terms and explanations of use
- incomplete ethnomusicological data and inappropriate examples
- closed nearby mill
- absence of suitable souvenirs
- absence of accompanying booklets and website

- some incomplete exhibits
OVERSIGHTS AND FLAWS REGARDING ETHICS AND LINGUISTICS

- the creator of the initial idea not credited regarding an ethnological article published in 2012 and the author of the quote from a book published in 1999 is credited after the author’s warning

- no access for disabled persons

- texts in the Croatian Kaikavian dialect and Croatian standardized language not edited
LACK OF CATERING STANDARDS
IN THE MILLING HOUSE BISTRO

- cobweb
- threadbare menu
- plastic coffee spoons and cracked cups
CONCLUSION

The traditional ecological-ethical relationship between Man and his environment, as presented in the digital multimedia-interactive ethnographic collection *A Day in the Life of Miller Franc Žalar*, for now focuses in an inconsistent, half-done and haphazard manner, exclusively on the formal and direct sensory context, separates itself both from the potentially compatible events in the municipality and from the individual visitor who is included exclusively in the visitor group. The author deliberately and consistently disrespects the academic discipline of ethnology for the purpose of currying favor with the current government and reconstructs exhibited ethnographic objects as his own autoethnographic metaphor.

THANK YOU FOR YOUR ATTENTION!
SOURCES OF PHOTOS

pp. 3, 10-16 L. Bajuk’s personal archives
pp. 4-7 "Manifestacije". Turistička zajednica Sveti Martin na Muri. https://visit.svetimartin.hr
pp. 13, 14 A. Kolić’s personal archives