

Review article

Received on May 23, 2018.

HELENA SABLIĆ TOMIĆ – HRVOJE MESIĆ
Academy of Arts in Osijek

DIGITAL SURROGATES OF OSIJEK INNER CITY'S PRINTING INDUSTRY AS A PRIMARY SOURCE OF HERITAGE

Abstract

The 18th and 19th century printing industry of Osijek Inner City is a relevant source that gives insight into how the cultural images of the city were created in that period. The publishing work of I.M. Divald and his successors allowed Osijek to become a center of world and folk literature, while their publications, known as Divaldiana, shaped the trilingual Slavonian literature, as well as the direction of Croatian cultural and literary tradition. While adhering to the democracy principle, it is necessary to ensure the transparency of this material by means of modern information technology and the process of digitalization. That is how surrogates are created. Heritage will no longer be solely determined by its location; however, it will become a destination. By joining metadata properly, the digital collection becomes valuable as these data play a key role in explaining the collection identity, along with its usefulness in a global society. Every digital product should be user-oriented, and the assessment should serve as an instrument of change. By subjecting fragmented heritage to the process of digital convergence we are allowing for its integrity, and the development of the city phenomenon.

Keywords: heritage institutions; printing industry; Osijek Inner City; digital surrogates; metadata; city phenomenon