Exhibition on the 100th anniversary of the Kaštel factory

Karlovac, Zilik Gallery, October 22 - November 5, 2021

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As part of the European Heritage Days event, the Conservation Department in Karlovac in cooperation with the Croatian Museum of Medicine and Pharmacy CASA, the Association for the Protection and Development of Cultural and Natural Heritage of Karlovac and the Karlovac City Museum, organized an exhibition on the founding of Kaštel d.d. in Karlovac, the forerunner of today’s Pliva drug factory. On the occasion of the 100th anniversary of the founding of Kaštel, the Zilik Gallery in Karlovac presents part of the material of the exhibition Kaštel at its Peak – Advertising and Packaging of Medicines Produced by the Zagreb Kaštel Factory in the 1930s and 1940s (2016), created by the Croatian Museum of Medicine and Pharmacy CASA, as well as the additional material related to the establishment of this factory and its operation in the city of Karlovac. The exhibition consists of museum, library and archive materials, as well as illustrative and textual panels. The aim of the exhibition is to present the interdisciplinary cooperation of various institutions in order to discover the place and circumstances of the founding of the first Pliva factory. This display, which contains some of the already known exhibits from later stages of its development, presents for the first time the archival material and museum objects which testify the establishment and the beginnings of the Kaštel factory: drawings and documents related to the location and buildings of the Kaštel factory from the State Archives in Karlovac, photographs of factory buildings from 1923 from the photo archive of the Division for the History of Medical Sciences, pharmaceutical packaging by the Kaštel factory in Karlovac from the early 1920s from the fund of the Croatian Museum of Medicine and Pharmacy CASA, and the catalog Special Pharmaceutical Preparations Kaštel from the 1920s from the Collection of Industrial Heritage of the Karlovac City Museum.

The exhibition was prepared by a group of authors: Stella Fatović-Ferenčić (Division for the History of Medical Sciences), Silvija Brkić Midžić (Croatian Museum of Medicine and Pharmacy CASA), Jelena Mužar Smenderovac and Petra Huljina (Conservation Department in Karlovac) and Igor Čulig (Karlovac City Museum).