

Study exhibition “The face of the city 100 years ago: photos from the collections of doctors Vladimir Cepulic and Luja Thaller”

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The study exhibition from the funds of the Croatian Museum of Medicine and Pharmacy, Croatian Academy of Sciences and Arts - The Reverse Side of the city 100 years ago: photographs from the collections of doctors Vladimir Čepulić and Luja Thaller was held at the Ethnographic Museum in Zagreb from March 21 to June 2, 2024.

The exhibition and catalogue present a special view of Zagreb's housing misery through the lens of social pathology, with an emphasis on tuberculosis in the first decades of the 20th century, based on the preserved collection of photographs from the legacy of the doctor Vladimir Čepulić (1891 – 1964), one of the presidents of the Croatian Medical Association (1935 . – 1945) and Luje Thaler (1891 – 1949), the founder of Croatian medical historiography. The photographs of social misery that are pre-

sented in the exhibition were created at the instigation of doctors Vladimir Čepulić and Luja Thaller to form a kind of confirmation of the questioning of the organic basis of society in the first half of the 20th century. At the same time, as part of health education campaigns, they contributed to the establishment of a new system of values within medicine and society. The aforementioned collections, which contain a total of 132 photographs, are today in the Croatian Museum of Medicine and Pharmacy of the Croatian Academy of Sciences and Arts and serve as a starting point for considering the occurrence of social photography in Croatia, as well as social medicine/pathology with a special emphasis on tuberculosis at the beginning of the 20th century. Their early appearance as a hitherto unnoticed segment of social photography in Croatia and their museological value as an acquisition of the first Museum for



the History of Healthcare, which was founded in Zagreb in 1944 at the Croatian Medical Association, was highlighted. The exhibition was organized on the occasion of the 150th anniversary of the founding of the Croatian Medical Association.

