

## Verson Family Photography Activity in Gospić

### Summary

This paper examines the development of photography activity in Gospić starting from the 1870s onward, focusing on the work of numerous photographers, from amateur and travelling photographers to those documenting everyday life and those for whom photography was a professional occupation. In a series of strong photographic names, which among first appeared in Lika, such as Ivan Standl and Rudolf Mosinger, the surname Verson is particularly noted, mostly for their long-term and continuous work. Originally from Italy, trained as a watchmaker in Senj, Francesco Verson set out into the world where he met with all the charms of a photographic camera. After a short stay on the island of Hvar where he started his independent photography business, about 1893 he moved and settled permanently in Gospić and „from watchmaker Francesco he became photographer Franjo“. After thirty years of active work, Francesco's sons, Juraj and Anton, continued their father's photography business and social engagement, expanding their operations beyond Gospić and Lika by opening branches in Korenica and Senj. Over the course of two generations, the Versons have been active in Gospić for over half a century, and during that time they have created thousands of images where they have objectively captured the most significant events and famous persons who visited Gospić, as well as countless private moments and portraits of their fellow citizens.

**Key words:** photo, Verson, photographer, Gospić, studio