

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 first serious steps in the industrial production of drugs in Croatia were made after the First World War, when the joint stock company *ISIS d.d. for the Industry and Trade of Drugs and Chemicals* in Zagreb and the Hungarian factory of medicines and chemical products *Chinoim* in 1920 founded *Kaštel d.d.*, a factory for the production of chemical-pharmaceutical preparations in Karlovac. In September 1921, in a modest factory erected on an aristocratic estate formerly owned by Count Nugent, the first organized tablet, injection and Galenic laboratory began operating, employing 37 workers.

Kaštel Castle in the Karlovac suburb of Hrnetić, on the banks of river Kupa, was built on the Kaštel estate mentioned in the ownership of Zrinski and, later, Oršić and Patačić families. The castle was built in the 18th century, at the same time as the auxiliary

building, and after it was bought by Count Laval Nugent in 1825, the facades were restored and remodeled in the Classicist style. In the 1920s, a factory of chemical and pharmaceutical products *Kaštel d.d.* was added on the site of an outbuilding (probably a stable). In the castle building itself, there was a directorate with offices, while the production facilities were located in the extension of the outbuilding and in the buildings of today's *Guštin* and *Voće*, which were later redesigned.

Due to the financial difficulties and an unstable supply of electricity in Karlovac, *Kaštel d.d.* reorganized its business and in 1928 moved its facilities to Zagreb. In Zagreb, the factory continued to work in various fields of applied chemistry and soon occupied an important place in the national industry. In August 1945, the *Kaštel* factory was annexed to the *State Institute for the Production of Medicines Pliva*.

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).

