

The First Yugoslav Department Store in Zagreb: Planning and Building Department Stores under Yugoslav Self-management, late 1950s—early 1960s

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Introduction

Department stores → important retail and architectural spaces in urban centers in Socialist Yugoslavia from the late 1950s

Planning → engagement of different actors and institutions → exchange?

Overarching framework → decentralized **system of self-management** → complex

network of republic, city and municipal governing bodies, enterprises and housing/ local communities → state and society?

Expert discourse → multiple levels of knowledge production → sources: paperwork from city and municipal councils, department store chains, social and economic development plans, architectural projects, professional periodicals

Case-study → department store “Na-Ma”, neighborhood Trešnjevka (1960) → showcase of different layers of the production

of expert knowledge and institutional interests in planning the first Yugoslav department store in Zagreb in 1960s → imagined function of department stores in intersecting economic, social and urban changes under Yugoslav state-socialism

PhD project:

“Links in the Chain: Department Stores, Modernization of Retail, and Transformation of the Urban Environment in Socialist Yugoslavia, 1950s-1980s”

Socialist Yugoslavia, 1958-1965

Economic changes → shift to light industry and production of consumer goods

Ideological legitimization → Program of the LCY, 1958 → right of individual ownership of various objects of consumption, satisfaction of citizens' desires and needs

Zagreb, early 1950s-late 1960s

Rapid industrialization and urbanization, increase in population

Problem → shortage of retail spaces

Solution → department stores → economical and versatile retail spaces

Urban planning → “*commercial urbanism*”



Stjepan Milković & Zdravko Gmajner, Department Store, Family and Home, Zagreb Fair, September 1958.

Family and Home, 1958

Department store „Na-Ma“ → appeared for the first time at the second exhibition “Family and Home” at the Zagreb Fair in September 1958

“Family and Home” → exhibition series in the late 1950s and early 1960s → providing solutions for organizing family life in housing communities

Main organizers → Alliance of Women's Societies, Alliance of Trade Unions, Standing Conference of Cities, Federal Chamber of Commerce “Future of Yugoslav retail” → modernization of retail spaces and systems

Benefits → increase in production and consumption of consumer goods

→ new type of consumption and consumer → modern family life in urban centers

→ self-service → communalization of household work → more free time for women



Stjepan Milković & Zdravko Gmajner, Department Store “Na-Ma”, Trešnjevka, Zagreb, September 1960.

„Na-Ma“, Trešnjevka, 1960

Municipal “Social Plan of Economic Development” (1957) → increase in the economic, social and cultural level of the neighborhood → department store → economic effectiveness, modernization of communal life and urban culture

Municipal council → question of ownership → economic competition

Architectural project and investment plan

→ prefabricated steel construction covered in glass → cost-effective, time-saving construction

→ Influence of Western models → guidebook *Department Stores* (1962) published by the Federal Chamber of Commerce

→ “Beautification of the square” → revitalization of older neighborhoods and creation of new centers in the city

Different actors and perspectives engaged in framing the department stores' economic, social, and cultural functions

References (selection)

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