

**Integration of information about objects, documentation and intangible
cultural heritage in documentation and communication contexts – the case
of Ethnographic Museum in Zagreb**

MATIJA DRONJIĆ, MA
Ethnographic Museum
Trg Mažuranića, HR-10000 Zagreb
matija@emz.hr

ALEKSANDRA VLATKOVIĆ, MSc
Ethnographic Museum
Trg Mažuranića, HR-10000 Zagreb
avlatkovic@emz.hr

GORAN ZLODI, PhD
University of Zagreb
Faculty of Humanities and Social Sciences
Department of Information and Communication Sciences
Museology Sub-department
I. Lučića 3, HR-10000 Zagreb
gzlodi@ffzg.hr

Ethnographic Museum in Zagreb is Croatia's central and largest ethnographic museum and in 2019 it will celebrate its hundredth birthday. Museum's documentation was established immediately after its founding and it was run in accordance with museological thought, legal regulations and internal policies inherent to specific sociohistorical conditions. Intangible cultural heritage, as well as "bottom-up" contextualization of museum holdings became a matter of interest relatively recently and now Ethnographic Museum is facing a specific challenge to reconcile traditional collections structure, outdated legal framework and present day user needs. In order to address the challenge, it is necessary to ask the question how the museum can manage this vast amount of data with maximum efficiency. Therefore, authors are presenting integrated collection management system and online publishing platform, as

well as innovative features of metadata and documentation communication through a series of projects oriented towards users in accordance with strategic goals such as an increase in collections visibility and new audience development. In this work, mechanisms of establishing connections among objects, related textual and audio-visual documentation and other sources of knowledge, would be presented. Special emphasis will be placed on relations of field research results (including oral tradition and witnessing information) and object documentation. Documentation and preservation of provenance information about materials and techniques, and other intangible cultural heritage forms such as knowledge and skills, would be elaborated in both documentation and communication contexts.