

HOLIDAYS IN FRAMES



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The Paštrovići Association and the Friends of Paštrovici in Belgrade
“Drobni pijesak”

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From Budva to Bar we come across a string of the most beautiful beaches on our Riviera: Jaz, Mogren, Slovenska plaža, Bečići, Kamenovo, Pržno, Kraljičina plaža, Miločer, Sveti Stefan, Galije, Drobni pijesak, Perazića Do, Petrovac, Lučice, Buljarica, Perčin, Čanj and Sutomore each spectacular in its own way, with plenty of fine sand, clean water, pure fresh air and attractive surroundings. The Paštrovići coast, as a component part of that Riviera, has always attracted those in search of pristine nature, beautiful scenery and heritage sites to explore but, it has also been the target of hostile conquests. Today a part of Montenegro, formerly of Yugoslavia, the Austro-Hungarian Empire and the Venetian Republic, the Paštrovići region is an area nestling between the villages of Maini, Brajići, Crmnica, Spič and the Adriatic Sea or as the locals like to put it “From Kufin to Babin vir”. It would be hard to march the controversial cultural and historical development of the Paštrovići. In an area small in size, in the first half of the 20th Century, or more precisely in 1920, we learn that the wealthiest inhabitants of Petrovac opted for a communist administration and only a year prior to that, the majority in the same community requested that the name Castel Lastua be changed to Petrovac – as a tribute to King Peter I of the Serbian Karađorđević dynasty – known as the Liberator. Just prior to his tragic death in Marseilles in 1934, King Aleksandar Karađorđević, bought an estate in Miločer where a summer residence was built for him. The Paštrovići story abounds in such contradictions, contrasts and challenges.

After World War I the tourist trade was not developed in Montenegro. Foreign visitors, intrigued by the wilderness of the Balkans, its mountains and woodlands, focused their interest on the material remains of Montenegro's turbulent cultural history. Yet the few visitors that came

as tourists came back time and again, carrying with them bags full of pleasant memories and rare and exotic plants. There were a number of examples of scholars and historians clambering across the highlands of Montenegro for months and producing volumes of scholarly books as the fruit of their labours. The southern Adriatic coastal belt, the beauty of its rugged cliffs at sunset, of the misty azure of sea and sky, were familiar to those rare visitors. This prompted efforts to develop advertising and make improvements to the local settlements and their surroundings so that the Yugoslav and European public would become aware of the authentic charm of the Paštrovići region. What makes it authentic is the unique combination of archaeological sites, history, geography, ethnology, ethnography, flora and fauna. The beaches between Budva and Sveti Stefan which belonged to the district of Boka Kotorska (Bay of Kotor) and those further South – Petrovac, Sutomore and Ulcinj, which were part of the Bar District, remained “terra incognita” at a time when some far less attractive localities on the Dalmatian coast became renowned for their beaches. International holiday goers at the time knew nothing of the “abundance of the cleanest and most beautiful sandy beaches” in this area until they were discovered by the “ferijalci” (members of the Ferijalni savez – the Students Holiday Organization).

Ninety years later we open the preserved archives, newspaper articles, books and a large album of framed photographs showing students and their teachers holidaying on the Paštrovići beaches in the period between the two World Wars. This story is told not only by the preserved historical documents but also by memories and emotions which they inspire. The warmth of feelings radiates from those yellowing photographs and old records. The first tourists to arrive were students of various departments of Belgrade University whom we see “promenading together during their summer holiday”, then came secondary school students and members of the Junior Red Cross of the Belgrade region. Holiday camps were set up on a seasonal basis in Petrovac, Sveti Stefan, Bečići and Budva and were visited by members of the Students Holiday Organization, the Belgrade Holiday Organisation, Regional Holiday Organizations, the Holiday Organization of the Students of Belgrade University, the Junior Adriatic Guards, the Belgrade Regional Committee of the Red Cross – youth section. These holiday camps were formed in a planned manner and on the basis of the approval of the Ministry of Education of the Kingdom of Yugoslavia. The Ministry also had jurisdiction over the Holiday Organization of Belgrade.

We link the need for relaxation and leisure “which is the mother of love, poetry, philosophy and science” to selected destinations in the Paštrovići area. “Holidays in Frames” seeks to illustrate little known details about the development of tourism in Petrovac, Sveti Stefan, Miločer and Bečići through the formation of holiday camps for students and adults. It is a collage of documents, memories, mementoes and dreams which combined tell the story of the development of tourism from its beginnings in 1923, its intensification followed by a drastic decline in 1941 when World War II put a stop to all forms of private and social life with tragic consequences. Fifty years later, in the spring of 1978, veterans of the students holiday camp in Petrovac, founded an Association of Friends of Petrovac with the aim of reviving memories of their summer holiday making in the Paštrovići area and renewing friendships with the local inhabitants of Petrovac.

Mila Medigović-Stefanović, PhD







“HOLIDAYS IN FRAMES” PROJECT

Holidays in Frames is a multimedia project by The Paštrovići Association and the Friends of Paštrovici in Belgrade “Drobni pijesak” consisting of a monograph, an exhibition with an accompanying catalogue and CD. This project will be realized in summer 2013. during the celebration “90 years of organized tourism in Paštrovići (1923–2013)”. The anniversary is organized The Paštrovići Association and the Friends of Paštrovici in Belgrade “Drobni pijesak”, Budva Municipality and Tourism Organization of Budva.

The material for this project has been borrowed from the Archives of Yugoslavia in Belgrade, the Archives of Serbia in Belgrade, the State Archives of Montenegro in Cetinje, the State Archives of Montenegro – Budva Department, the National Library of Serbia in Belgrade, the Central National Library “Đurđe Crnojević” in Cetinje, the Library of the Serbian Academy of Sciences and Arts, the Matica Srpska Library in Novi Sad, the “Svetozar Marković” University Library in Belgrade, the Archives of Yugoslavia Library, the Belgrade City Library, the Belgrade City Library – The Periodical Department, the “Vuk Karadžić” Library in Kragujevac, the “Museums, Gallery and Library” in Budva, the “Reževići” Memorial Centre in Reževići, the “Crvena komuna” Memorial Centre in Petrovac, the Student Association of Belgrade, the Red Cross of Belgrade and from many private collections.

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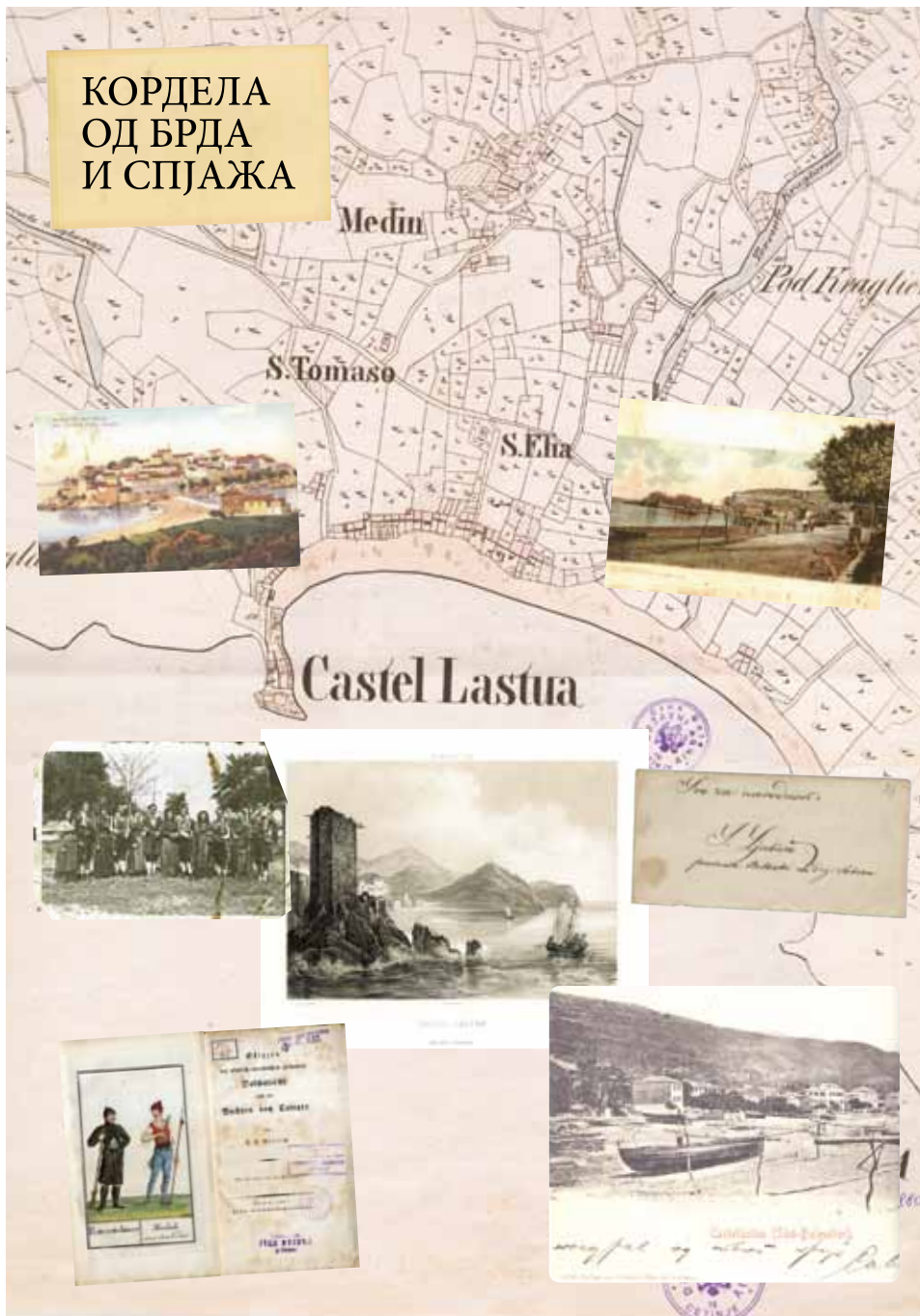
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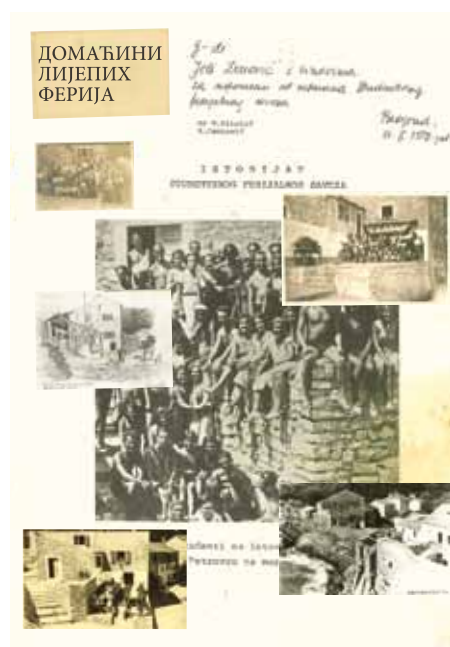
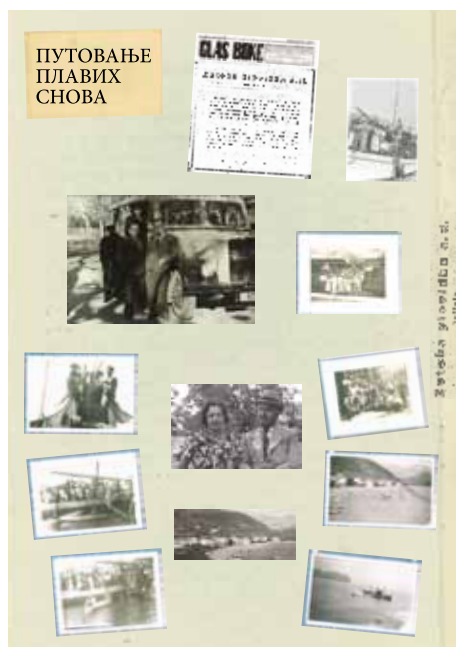
Dušan Medin

TITLES OF EXHIBITION PANELS DESIGNED

1. Necklace of the Hills and the Beaches
2. Castel Lastua – Petrovac na Moru
3. Embellishing Petrovac and Its Surrounding
4. Blue Dreams Trips
5. Hosts of Pleasant Vacations
6. First Tourists
7. Happy Horizons of Youth Age
8. I Kiss the Salty Wave
9. Between the Two Blues
10. Attractive Lazaret Rocks
11. Turistical Signs
12. Travels and Visits
13. Open Album of Memories
14. Student Vacation
15. Lučice – Marvelous Bay
16. Colony of Sveti Stefan
17. Tents Among the Olive Trees
18. Bečići – Undercover Beach
19. Miločer – Choice of the Royal Family
20. Summer Vacations Ceased by War
21. Half of Century Later
22. The Association of Friends of Petrovac

КОРДЕЛА
ОД БРДА
И СПЈАЖА

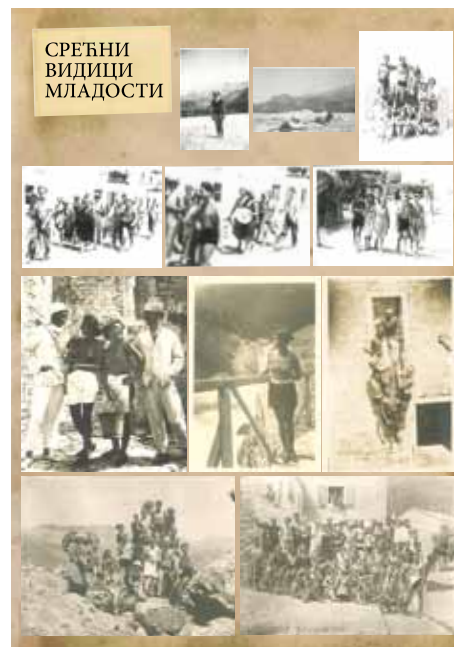




ПРВИЈЕНЦИ ТУРИЗМА



СРЕЋНИ ВИДИЦИ МЛАДОСТИ



ВАЛ СЛАНИ ДАНАС ЉУБИМ



ИЗМЕЂУ КОЛУРА ОД НЕБА И КОЛУРА ОД МОРА



ПРИМАМЉИВЕ СТИЈЕНЕ ЛАЗАРЕТА



ВРЕМЕПЛОВ ТУРИСТИЧКИХ ЗНАМЕЊА



ВИЈАЂИ И ВИЖЕТЕ



ОТВОРЕНИ АЛБУМ СЈЕЋАЊА



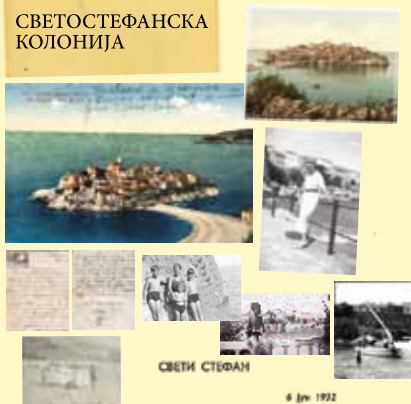
СТУДЕНТСКИ СТАЉУН



ЛУЧИЦЕ - ЧАРОВНИ ЗАЛИВ



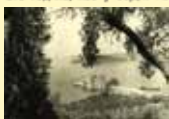
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СВЕТИ СТЕФАН

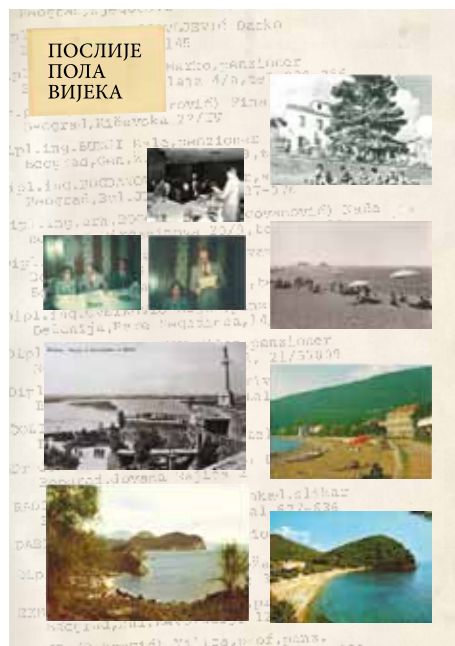
6 јун 1922

Свети Стефан је изненадно оживела Грмова
бајка. То је град који је, под проклетаством неке але
вила, пао у дугогодишњи зачаран сан. Колико ће тај
сан да траје! Сто година, као у бајци! Или више? Ко
би знао!



ШАТОРИ У МАСЛИЊАЦИМА





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Hotel WGrand, Petrovac
Hotel Vile oliva, Petrovac
Hotel Aman Sveti Stefan, Sveti Stefan
Caffe Ponta, Petrovac
Caffe Panini, Petrovac
Božidar i Mare Zenović Family, Petrovac
Ilija i Marina Medin Family, Petrovac

FRIENDS

“Crvena komuna” Memorial Centre, Petrovac
Ethnographic Museum, Belgrade
Akademija znanja, Budva





The Exhibition will be held in:

Petrovac, Gallery "Marko K. Gregović" (Memorial Centre "Crvena komuna") – 10–20. August 2013.

Belgrade, Gallery of Ethnographic Museum – 29. August – 10. September 2013.

Budva, Akademija znanja – 5–27. October 2013.

У
ЛБ