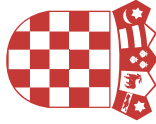


Croatian Naive Art



exhibition & sale! renowned
and highly appreciated by critics and art lovers
all over the world! **October 21-23**

Painting by Josip Generalic 'The Wedding Cake'



Consulate General of the Republic of Croatia

4119 White Bear Parkway, Suit 220

St. Paul, MN 55110

when

Oct 21

thursday 4-7pm

Oct 22

friday 11-7pm

Oct 23

saturday 11-7pm

where

Consulate General of the Republic of Croatia to the United States of America

4119 White Bear Parkway, Suite 220, St. Paul, MN

questions

Ivana Borsic

651-407-2752

Croatian Naive Art

Presenting exclusive Artists works—

Josip Generalic

Ivica Fister

Ivan Lackovic

Ivan Vecenaj

Milan Generalic

Nada Hegedusic Jankovic

Marija Bozic Peti

Stjepan Dukin

Martin Dukin

Zvonko Sigetic

Mato Toth

exhibition and sale

The Hlebine Painting School is common title for all paintings of naive expression coming from Hlebine and surrounding villages in Podravina (the northern plain part of Croatia by the river Drava). The name appeared for the first time in the newspaper The Zagreb News in 1932 in the article, which spoke about work of Krsto Hegedušić with peasant-artists in Hlebine. His work was granted by the expansion of the populist ideas, especially of cultural politics of the HSS (Croatian Peasants' Party), which encouraged ruralism, peasants' cultural and literal movements.

At the same time the nationally disintegrated intellectuals demanded something to be recognized as "Croatian art expression". Working on such demands K.Hegedušić defined the meaning have "our" or "plebian" art in 1925, as; "... an expression, which should be nationally independent, free from the European influence and social at the same time." 1927 he painted in Paris the picture "There five of us in the vineyard's hut" using temperas and technique of painting on the glass. This technique, colours, typology and theme would represent the formula of the beginning period of the Hlebine Painting School. He started working with Ivan Generalić and Franjo Mraz, another peasant from Hlebine, in 1930, but his demand for bringing art to higher level in Croatia in general, was made one of the aims of artistic association "Zemlja" (Earth).

Ivan Generalić and Franjo Mraz represented their drawings and water paintings on the third exhibition of "Zemlja" in Zagreb in 1931.

After banning the activities of "Zemlja" group (1935), the peasant-painters from Hlebine continued to organize exhibitions; F. Mraz exhibited his works alone in Koprivnica and together with I. Generalić he opened the first exhibition of the Croatian peasant-painters in Zagreb in 1936.

After World War the Second I. Generalić became the central person of the Hlebine School. He painted continuously, had exhibition in Croatia and abroad. All this encouraged young people in Hlebine and its surroundings to continue the tradition of painting on glass. He was the first who taught the so-called second generation of painters and they are F. Filipović, D. Gaži, M. Kovačić, I. Večernaj, I. Lacković – Croata and J. Generalić.

Popularity of the Hlebine School on the international level contributed to taking part of its representatives on the Biennale in Sao Paolo 1955 and on the world exhibition " 50 Years of The Modern Art" in Bruxelles in 1958.

Prepared by
Ivan Zarkovic
history of art teacher



Ivan Generalić's
'Making Cheese'



Ivan Vecenaj
'The Rooster'



MatoToth
'Wild Strawberries'