

BREAD CULTURAL HERITAGE

“There is not a thing which is more positive than bread”

Dostoyevsky

Bread is one of the greatest discoveries of humankind! Bread is a product of nature and culture!

There is no doubt that Bread is the most present food at tables worldwide. **When a child takes his first bite of bread he will be attached to it for the rest of his life. It is the basic food and metaphor, a symbol of success and failure, power and weakness.** The secret of Bread lies in its true gastronomic, spiritual and cultural uniqueness.

Religious Breads are present in every period of human life, from birth to death, end even after death. Bread is **a lasting bond with the passing desire for eternal life.** The story about Breads is a story about the ethical and symbolic life of humans which has always been genuine! This is a story about us! It teaches us the wisdom which keeps universal values for all generations alive, for children and adults alike. Because of that it should not be forgotten!

Considering this, we still know very little about it: symbolical and ethnological meanings, cultural influence through history, Bread varieties, baking methods and, in general, about its value for our everyday life.

Many aspects of the respective "Bread heritages" have not been researched yet. Meanwhile traditional recipes have been forgotten or are in danger of being forgotten.

With those goals in mind the Balkankult Foundation has started to work on a long-term program called *Bread Cultural Heritage* in 1996. Bread is an exceptionally wide and deep topic. Methodologically it can be researched only *structurally, namely mosaically* through a series of projects and sub-projects, which will shed light on certain phenomena.

That's why the program results are different according to topics, methods of approach, aesthetic styles - unequal in professional research and the amount of data collected, but they all contribute, each in their own way, in creating a unique profile of bread as a cultural heritage.

The program *Bread Cultural Heritage* is officially a sub-project of the *European Food Project* of ERICArts (European Research Institute for Comparative Cultural Policy and the Arts), Home page: www.ericarts.org

To sit at the table with honor, to break bread,
to rise from the table with honesty:
to bring good news, to take away better news.
May God grant us this!

MAIN OUTCOMES

BOOKS

ATLAS - Bread Museums in Europe

Editor in Chief: Dimitrije Vujadinović,

Language: Multi-language - English

Color illustrations, 112 pages

ISBN 86-84159-13-6

2006

There are more than fifty museums of bread in Europe. This publication, consisting of a wide range of museums profiles all over Europe, is supposed to serve as a practical and expressive source of information for any kind of interested public - visitors, researchers, scientists, teachers, connoisseurs etc.

Naturally, each of these "Houses of Bread" tells its own, unique story. Some of these museums are dedicated to displaying the several decades long tradition of family baking, others tell a story of a place or a region, while some of them display the role bread played in the history of various civilizations and religions.

A Collection of Proverbs of all Nations on Bread and Baking

Author: J. H. Macadam

Language: English, 160 pages

ISBN 86'84159'14'4

2006

Bread is one of the most omnipresent symbols in ethnology, cultures and religions. It is mentioned not only in many toasts, sayings, games and oaths but also in curses and imprecations.

In that context, the multi-language book of Scottish author J H Macadam *A Collection of Proverbs of all Nations on Bread and Baking* is a unique publication. It was first published back in 1924 and now again, eight decades later. This book is a result of the author's patient work and undoubtedly the world's best collection of proverbs on bread and baking published so far.

Bread in 200 ways

Author: Dimitrije Vujadinović

Language: Serbian, 146 pages

ISBN 978-86-84159-16-0

First edition 1996, second 1997, third 1999, fourth 2002, fifth 2008

The book "Bread in 200 Ways" consists of two parts: a historically-ethnological essay on bread and 200 traditional and modern recipes, used throughout the world, for making bread (national, festive breads, piquant breads with basic historic and/or gastronomic facts for each kind of bread), rolls and cakes from bread dough. The remarkable beauty of the publication is due to the colourful photos of bread.

Potato Bread (Maniere de Faire le Pain de Pommes de Terre)

Author: Augustin Parmentier
Language: Serbian, 64, pages
ISBN 978-86-84159-17-7
2008

The book was first printed in the Royal Printing House in Paris back in 1779. The main topic was how to make bread using potato flour, but the work is more complex than that. This book is also an autobiographical account of a battle between a progressive and creative spirit against prejudice, primitivism, false scientists and unproven facts, in a war against one of the biggest enemies of humankind, and today's rider of the Apocalypse - Hunger!

Two hundred and thirty years later, this book is being reprinted in Serbian.

Sacred Language of Vlach Breads

Author: Paun S. Durlić
Language: Serbian,
Color illustrations, 56 pages
ISBN 978-86-84159-22-1
2010

Materials for the book are collected within the project *Vlach Ritual Breads*. In this book, for the first time the general public is shown one aspect of the spiritual culture of the Vlachs in Eastern Serbia, which has been preserved through the centuries through ritual bread and customs, among which the most prominent is *pomana* (mourning periods); during this ritual the Vlachs make over a hundred breads.

At 60 pages more than 40 major sacred Vlach breads were processed, with illustrated color photos and detailed description. The book includes a list of literature.

PROJECTS

Bread – cultural heritage

International Ex-libris Competition
Catalogue /English/
ISBN 978-86-84159-14-6

A global Ex libris competition on the topic of *Bread – cultural heritage* is organized by Breadculture.net (BalkanKult Foundation) in cooperation with the Ex libris Association of Belgrade, EricArts Institute from Bonn, Ankara Ex Libris Society, and the Museum of Bread in Ulm. At the competition, which was announced early in 2006, 412 artists from 48 countries participated with 822 works.

The best 200 ex-libris from the competition were exhibited in Belgrade and in various cities within the region and Europe.

Holy and Traditional breads

Intercultural Dialogue

Project supervisor Prof. Dr Vesna Marjanović, ethnologist

The goal of this project is for us to discover more about the tradition, culture and religion we belong to as well as to learn about the tradition, culture and religion of other people through a unique theme, which is traditional and holiday breads. The significance of the project lies within the act of expanding intercultural dialogue.

The realization of the project will be based on the territory of Vojvodina (Serbia) a great example of "Little Europe", namely a multi-cultural, multi-national, multi-religious and multi-language community where over 26 different nations have been living for more than three hundred years.

Our cooperatives on this project are the hard-working housewives which are the real preservers of customs and tradition. They have prepared breads and other bread products which they regularly make throughout the year on special occasions for their household, friends and neighbors.

The collected material will be organized and presented in the middle of 2010.

Vlach Ritual Breads (Paificum Walashorum)

Project Supervisor Paun S. Durlić, ethnologist

The ritual breads of the Vlachs have been preserved until today in a large range of forms, as a living tradition, which is rarely seen elsewhere in the world. Their age, development and complexity goes beyond the narrow ethnic borders and represents a true part of the shared cultural heritage of Serbia, the Balkans and Europe.

The main goal of the project is to gather culturological, ethnographic, linguistic, historical, folklore and similar data on Vlach ritual breads, in order to create a unique database. Work on the project began in 2004 and will last until 2012.

COLECTION OF EXIBITIONS WITH BREAD AS A MAIN TOPIC

- Bread – cultural heritage, the best 200 ex-libris from the competition
- Russian advertisement posters on the topic of bread and bakeries from 1897 to 1959 (21 posters)
- The Vlach Bread of the Immortals, photography exhibition by Finnish artist Jaakko Haikkila
- Poster exhibition from the Ulm Bread Museum in Germany (26 posters)
- Bread and Beer Civilization - Ancient Egypt, author Dimitrije Vujadinović (32 photos and text panels)
- Incomplete and Imperfect Story - An exhibition of photographs by Aleksandar Kelić (40 photos)

INTERNATIONAL BREAD FESTIVAL

This international bread festival held in Novi Sad is an event that among other things brings together cultural, business and scientific aspects related to this 6,000-year old bread history.

The festival organizer is Breadculture.net (Balkankult Foundation) with co-organizers Zitovojvodina (Association of Mills and Bakeries) and the Food Technology Institute from Novi Sad. It was held under the auspices of the Executive Council of Vojvodina and its Secretariat for the economy.

The Bread festival in Novi Sad celebrates bread and baking and represents a one of a kind European event.

The festival program consisted of four segments: Bread – Cultural and Spiritual Heritage; Scientific – Professional Aspects; Masters of Bakery; Education.

The festival has been organized every year in the last week of September, since 2007. The Festival always begins with cultural and scientific programs in the galleries, City Library, Cultural Center and the Food Technology Institute.

In the last four days, the festival program moved to the Liberty Square in downtown Novi Sad to present the work of bakery masters. The stage featured concerts, theater plays and other programs.

The cultural program included: Exhibitions (the major goal of the exhibitions is to present a rich bread cultural heritage); Symposium (a number of discussions and lectures thematically connected to the culture of bread); Program for children (The program included an exhibition of children's drawings featuring bread, teaching children about the bread history and culture, quiz show); Concerts (This part of the program took place on the main stage at the Freedom Square. The musical program focused on a modern interpretation of ethno-sound (world music); Promotion of new publications.

Masters of Bakery: In ethno-houses at the Freedom Square, around 50 bread makers and producers of sweet and savory bakery products exhibited their traditional and new products by baking various specialties as the audience watched. The visitors were able to taste and buy all the baked goods.

Serbian Bakers Competition in two disciplines: for the best «cipovka» (traditional Vojvodina bread) and the most beautiful bread dough creation.

Scientific – professional aspects: Is primarily expressed through the achievements of professionals working in the Food Technology Institute from Novi Sad. It includes a number of discussions and lectures such as: New rules regarding the quality of bakery products; The implementation of Food Safety Legislation on the baking industry; Certification of bakery products etc...

The Festival evaluation was conducted on the basis of brief interviews with exhibitors and visitors by a group of journalists. The participants and visitors were equally pleased with the event's organization, the quality of exhibits and the large number of visitors.