

**'NEW KID IN TOWN' – BEGINNINGS AND TOPOGRAPHY OF THE RECORD INDUSTRY IN ZAGREB  
(CROATIA)**

ABSTRACT

The record industry was one of the primary modes of "music across borders," as international exchange and/or localization of global trends. Together with music shops, record companies are part of the musical topography of a city, what is the totality of manifestations of music: places where music is listened to or performed, places where music is taught, places that are dedicated to the distribution of sheet music, audio recordings or musical instruments, and places that keep alive the memory of musicians by way of memorials. Topography of the record industry and shops helps us to understand social dynamics of a certain cultural field and its anchorage in the social environment. The research will also show how (or if) citizens of Zagreb reacted to the new industry in town and what change this brought in record consumption. The topic is the history of the earliest shellac record companies in Zagreb (*Edison Bell Penkala*, founded in 1927, *Elektroton* and *Jugoton*) and shops, covering the era of some thirty years (from 1927 to the late 1950s), from the topographical aspect: (1) Where were record companies located, what was their position compared to other industries in town and what was the transformation of those locations later? (2) Where could shellac records have been bought in Zagreb, in which special shops or bookshops? (3) What venues are connected to listening of the records: cafés, hotels (e.g., dancing competitions), and private homes? (4) What special venue was Radio Zagreb (founded in 1926)? The research is a case study of the project "The Record Industry in Croatia from 1927 to the end of the 1950s," a topic that was until now not documented in Croatia in musicology or any other discipline.

