



Platforma za mobilnost i međunarodnu suradnju etnologa i kulturnih antropologa  
Odsjek za etnologiju i kulturnu antropologiju  
Filozofski fakultet Sveučilišta u Zagrebu

Platform for Mobility and International Cooperation of Ethnologists and Cultural Anthropologists  
Department of Ethnology and Cultural Anthropology  
Faculty of Humanities and Social Sciences, University of Zagreb

**mobilnaEKA – Platforma za mobilnost i međunarodnu suradnju etnologa i kulturnih antropologa**  
Odsjeka za etnologiju i kulturnu antropologiju Filozofskog fakulteta Sveučilišta u Zagrebu

poziva Vas na predavanje pod naslovom

# The Notion of Style (*kulturni stil, životni stil*) in the Work of Croatian Anthropologist Vera Stein Erlich

koje će održati

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## Sažetak izlaganja:

Vera Stein Erlich first encountered American cultural anthropology in San Francisco Bay Area where she found a temporary academic refuge after long years of tribulations during the WW II and its aftermath in war-ravaged Croatia and Italy. Bearing a Wenner-Gren grant (and a heavy suitcase filled with ethnographic materials from the pre-War Yugoslavia), the door to the Department of Anthropology at the UC in Berkeley opened to her in 1951. She was supposed to write her PhD dissertation on Yugoslav family life and thereby finally complete her often disrupted research project which started in Croatia of the 1930s.

But she needed some additional anthropological intake that would help her build a more solid theoretical framework of her thesis. She constructed it from what she found at the department, in particular in the work of Alfred Kroeber, her PhD supervisor, the head of the department and then the supreme high priest of Boasian anthropology. The lecture will focus on the concept of (cultural) style that Stein Erlich borrowed from him, the genealogy of the concept and her adaptation of it that was to become one of the key concepts of her book *Porodica u transformaciji: studija u 300 jugoslavenskih sela* (Zagreb 1964) as well as of her subsequent publications.

## O predavaču:

Bojan Baskar is Professor of Social Anthropology and the Mediterranean Studies at University of Ljubljana. His fields of interest are in particular the Mediterranean anthropology (with the focus on Eastern Adriatic), anthropology of landscape, anthropology of food, imperial legacies, travel writing.

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### **mobilnaEKA – Platforma za mobilnost i međunarodnu suradnju etnologa i kulturnih antropologa**

Platforma je jedna od inicijativa Odsjeka za etnologiju i kulturnu antropologiju Filozofskoga fakulteta u Zagrebu, aktivna od 2013. godine, kojom se potiče i jača suradnja domaćih i inozemnih etnologa i kulturnih antropologa i znanstvenika srodnih disciplina. Organizacijom različitih događanja – radionica, predavanja, okruglih stolova i sl. – stvaramo prostor za razmjenu znanja i istraživačkih iskustava, za učvršćivanje veza domaćih i inozemnih znanstvenih institucija, za pokretanje zajedničkih istraživačkih projekata te za kritičko promišljanje akademske mobilnosti kao jednog od naglasaka znanstvenih politika. Koordinatorice: dr. sc. Petra Kelemen, dr. sc. Sanja Lončar i dr. sc. Tihana Rubić

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