

MODERN ARCHITECTURE IN THE 20TH CENTURY

Selma Mujčić
Ulcinj MNE

HOTEL „GALEB“ THE IDENTITY OF THE CITY

INTRODUCTION

With the right position, on the south of Montenegro, Ulcinj became the favorite tourist destination. Generally until the 19th century the accommodation in Montenegro came down to smaller inns, rooms in private buildings remodeled for this purpose, usually without a bathroom, and often without a toilet. But when the first hotels were built in Ulcinj it was a big step for tourism. Especially when the first modernist buildings in Montenegro were built, like the hotel “Ko-Op” (later „Galeb“).

The name Ko-op, in a narrower sense, is an abbreviation denoting cooperative investment and hotel management. In a broader sense, the architecture of that building belongs to avant-garde aesthetic production which is analogous to the ideas of the New Objectivity (Neue Sachlichkeit), or architectural and works of art from the Swiss Co-op cycle architect Hannes Meyer.

The hotel “Ko-Op” was established in 1939 by two Croatian architects, Hinko Bauer and Marijan Haberler named



Caption: Wikipedia - Ulcinj

FROM TRADING TO TOURIST TOWN

The history of Ulcinj started in the 5th century b.c. Through time Ulcinj was a target for many empires because of its location. It was in the center of the Mediterranean sea but as well it had an open coast with a big port welcoming many merchant from all around the world. That's why the architecture of the old town of Ulcinj is diverse. With time regardless of the occupier, the city was growing and becoming a trading but also a touristic place.

BIG STEPS

When the first hotels were built it was a new and modern tourism beginning in Ulcinj. And with the opening of hotel “Ko-Op” in 1939, it was a sensational opening. Because never before was such a modern and majestic hotel seen in this area, cooperated by the Co-op society. In a journalistic article from that time it was described as an uniquely beautiful building with all the features of the last word in hotel architecture, and no equal on the Adriatic coast. It was described as a unique comfort, wonderful restaurant and reading rooms all in glass, with 66 guest rooms.

The socialist hotel “Galeb” in its self-governing time looked like a cruiser from the brotherly-capitalist future waiting for the signal to sail to the open “doors” of the Adriatic sea. “Galeb” as well initiated, after the 2nd world war, the opening of more modernist hotels on the coast of Ulcinj. In the late 80s Ulcinj had accomplished 40% touristic profit on the territory of Montenegro, of which two thirds were tourists from Germany.



Caption: Facebook page „Wlo Jodrow u Ulcinju“ (Once upon a time in Ulcinj)



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NEW DOES NOT ALWAYS MEAN BETTER

But the history of this hotel doesn't end with its construction. After the war in 1943 the hotel was reconstructed and made as a workers' resort. 12 years later the hotel was rearranged and renamed in hotel “Galeb” (Seagull), and kept that name till the very end. Throughout its existence it has been renovated and reconstructed many times. But 68 years later after its construction its final end comes, when the privatisation of the hotel begins and is fully demolished, in order to build a newer and better version of such a hotel in its place.

In 2006 the Montenegrin company “Roksped doo” bought the hotel for 5.75 million euros. The main contract agreement was to invest in the hotel 15,4 million euros and to make out of it a 5 star hotel. The investment was planned to begin in 2007, and in 2009 the first guests were supposed to be welcomed. In the meantime, the hotel was demolished and “Roksped” announced the construction of a new luxury hotel of 5 stars.

A YEAR TO REMEMBER

Since 2007 instead of hotel “Galeb”, which represented the touristic center but also was one of the main income sources during summer. Now we have another parking place.

Hotel “Galeb” was the identity of the town, will be remembered by the old and the young. “Galeb” served the city for 68 years, and when we look from the beach up the hill, we will remember a majestic architecture, not only for that time but as well for this time.



Caption: Vgr4Line (The demolition of the hotel)



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