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**Provenance of knowledge: from documentation to communication in various media: case study of The Zagreb City Museum Poster Collection**

The objective of this project is to leverage various media platforms to present the breadth of the Zagreb City Museum Poster Collection through: printed catalogue, interactive multimedia interpolated in the permanent exhibition and online catalogue enriched with contextual information and multiple interpretative layers.

The collection management system provides mechanisms of documentation of provenance of knowledge and preservation of referred sources (e.g. references to bibliographical sources, museum objects and personal communications). All interpretative information is documented to provide foundation for and encourage other authors' future analysis.

As a result of detailed primary research, the printed catalogue includes information on 350 posters and is equipped with more than 200 bibliographical units.

The interactive multimedia platform interpolated in the museum's permanent exhibition provides not only visual evidence and interpretative information about the posters but also a unique insight into Zagreb's societal, economic and political context from the period from 1910. to 1996. The historical evidence related to each poster includes information about e.g. authors' lives, printing houses, event context, etc. Posters, which relate to various topics and events, are presented in a chronological order, which enables understanding of the city's broader societal evolution.

Furthermore, the interactive timeline includes original photographs of posters placed in Zagreb streets and squares, providing additional insight to the changes of the urban landscape throughout the 20<sup>th</sup> century.