

*The Beginnings of Photography 1839 – 1900*

*Summary*

Not long after the first photography was made (helio-engraving from 1826) the French inventor and photographer Niepce and Daguerre in 1839 made the *daguerotype*. The French government purchased this invention and conferred it to mankind. From that moment, until massive use of the roll film and Kodak camera in 1900, photography transcended on its journey through *kalotipia*, *ferrotipia* and *albumin photography*. We can also follow its development through the photography studio of Diesder, Nadar and other Parisian and Viennese photographers. The photographic process in use today was created in 1877. Gudwin was the first to use the celluloid film and G. Eastman produced in 1884 the roll film, and four years later a new type of photo camera was launched – the Kodak camera with a 100 shot film. This invention made a breakthrough in the history of photography.

News of the first photography in Serbia was brought by the Pesta paper *Serbske Narodne Novine* on 12 May 1840. They reported that a D. Novakovic took pictures of Belgrade “on a silver-plated copper sheet”. The first postcard in the world was issued by the editorial of the magazine *Zmaj*, edited by the poet J. Jovanovic Zmaj, in 1870 in Vienna. The postcard showed prospects of Constantinople on the left and of Moscow on the right side.

There were 40 photographers in Serbia in the period from 1860–1900. The first photography studio on the territory of Serbia today was opened by I. Oldal in Zrenjanin in 1854, and the first photo-studio in Belgrade, next to the Orthodox Cathedral Church, was opened by F. Gatenbein from Switzerland in 1860. In Belgrade at the time worked A. Jovanovic, A. Stojanovic, A. Feldman, L. Lecter, P. Hristic, M. Jovanovic and others, and in other towns in Serbia, J. Vlahovic in Pozarevac, T. Ilic in Kragujevac, P. Arandjelovic in Nis and others. The first photo-amateur exhibition was organized in Belgrade in 1901, and the same year the first photo-amateur club was established, which presented the end of one phase and the start of another important phase in the history of photography.