

(Re)positioning of the
(South Eastern) European
region(s) through culture



Belgrade Youth Centre
European Centre for Culture
and Debate Grad
Ilija M. Kolarac Foundation
Gallery Zvono
Aeroklub
French Institute in Belgrade
EU Info Centre in Belgrade

Creative Europe Desk Serbia is an implementation body of the Creative Europe programme, formed within the Ministry of Culture and Information of the Republic of Serbia. The task of the Desk is to support cultural institutions and civil society organizations in Serbia which would like to participate in the Creative Europe programme. Creative Europe Desk Serbia implements the sub-programme Culture, which is part of the Creative Europe programme. By signing the agreement on participation in Creative Europe, each country has committed to establish an implementation body (of the Creative Europe programme), which operates at the national level. The Republic of Serbia signed the agreement in Brussels on June the 19th, 2014.

In order to increase the number of participants from Serbia, Creative Europe Desk Serbia will continuously organise seminars and training programmes to transfer knowledge related to the bidding procedure and financial support; give presentations of previously successful projects of organizations from Serbia as well as from the region and Europe; organise conferences on important issues of regional and international cooperation (the state and potential of the cultural system in Serbia, existing national and European cultural policy instruments which develop international cooperation, European cultural networks, modern concepts of international cooperation, etc.), as well as on topics in the field of cultural policy and management related to the priorities of Creative Europe (mobility of professionals in the field of culture, building audiences, creative industries and modern business models, etc.); organize training in cultural institutions through direct work with employees; and promote the importance of inter-sectoral cooperation.

18th April, Tuesday
Ilija M kolarac Foundation
5 Studentski trg St
-Hall

20.00–20.30

Opening of the Forum Creative Europe 2017

Vladan Vukosavljević, Minister of Culture and Information
Dimitrije Tadić, Head of the Creative Europe Desk Serbia

Opening of exhibitions:

Creative Europe co-funded projects: Heroes we love (Museum of Yugoslavia), Balkan Design Network (Mikser), Shared Cities: Creative Momentum (DAB)

Zvono Gallery Young Artists: Jovana Banjanac and Vuk Ćuk

20.30

Concert and Cocktail

D.K. Paris, France

19th April, Wednesday
Belgrade Youth Centre
22 Makedonska St
-Great Hall

TOPIC 1: (RE)POSITIONING OF THE SOUTH EASTERN EUROPEAN REGION THROUGH CULTURE

09.30–10.00

Registration

10.00–11.45

Creative Europe – priorities and connecting: Public meeting of the Creative Europe Desks

representatives of the following countries: Arlinda Kondi, Albania, Aida Kalender, Bosnia and Herzegovina, Vesela Kondakova, Bulgaria, Biljana Prentoska FRY Macedonia, Gabor Mondik, Hungary, Andrei Chistol, Moldova, Bianca Floarea, Romania, Ines Kežman, Slovenia, Anera Stopfer, Croatia, Milena Ražnatović, Montenegro, Dimitrije Tadić, Serbia

Presentation of results of research on regional cultural cooperation, Svetlana Jovičić and Anica Tucakov, Kristina Kujundžić, research team

With the aim of joint defining of recommendations for the development of the South Eastern Europe region within the Forum, Creative Europe Desk Serbia organised the research (Re)positioning of the South Eastern European region through culture. The research was carried out in all countries of the region and it mapped and analysed: the presence of artists from the region on relevant international manifestations, most important projects and initiatives of regional cooperation, strategic documents and legal framework of regional cooperation, content of tourist promotional campaigns of South Eastern Europe countries. The research also includes surveying cultural professionals with the topic of strategic directions of development of South Eastern Europe region through culture

Moderator: Dimitrije Tadić,
Head of the Creative Europe Desk Serbia

12.00–13.30

Panel 1: Experts in the field of cultural policy

Davor Mišković, Drugo more, Rijeka, Croatia
Aida Kalender, Akcija, Sarajevo, Bosnia and Herzegovina
Violeta Simjanovska, Centar za izvođačke umetnosti Multi-
medija, Skopje, Macedonia
Vesna Čopič, Univerzitet u Ljubljani, Slovenia
Milena Dragičević Šešić, University of Arts, Belgrade Serbia
Moderator: Nina Mihaljinac, project manager,
Culture Desk Serbia

13.30–14.00

Coffee break, catering

14.00–15.30

**Panel 2: Successful connections: successful
examples, projects and regional co-productions**

Vesna Milosavljević, SEEcult.org, Belgrade
Milica Pekić, Kooperativa, Belgrade
Maja Lalić, Mikser, Belgrade
Moderator: Milan Đorđević, project manager,
Culture Desk Serbia

19th April, Wednesday
Belgrade Youth Centre
22 Makedonska St
-Great Hall

TOPIC 2: LANGUAGE, POLICY AND THE SINGLE MARKET OF BOOKS

15.45–17.15

Round table: Strategies of development of the single book market

Andrea Lešić-Thomas, Sarajevo, Bosnia and Herzegovina
Enes Halilović, Sent and Eckermann, Novi Pazar
Ana Pejović, Association Krokodil, Belgrade
Andrej Lovšin, Traduki network for literature and books
(Berlin), Ljubljana, Slovenia

Moderator: Mladen Vesković, Ministry of Culture and Informa-
tion of the Republic of Serbia

19th April, Wednesday
Belgrade Youth Centre
22 Makedonska St
- Stage Hall

15.45–17.15

Speed date with representatives of Creative Europe Desks:

Lithuania, Albania, Bosnia and Herzegovina, Bulgaria,
Greece, Macedonia, Hungary, Moldova, Romania, Slovenia, Cro-
atia, Montenegro and Serbia

19th April, Wednesday
Gallery Zvono
5 Višnjićeva St

19.00–20.00

Opening of the exhibition OTHER SIDE by Cabinet SR:CH (Swiss & Balkan designers)

20th April, Thursday
Aeroklub
4/2 Uzun Mirkova St

WORKSHOP WITH EXPERTS IN THE FIELD OF MANAGEMENT IN CULTURE:

Camille Jutant
Sarah Cordonnier
Selma Laribi
Pierre Brini
Pascale Bonniel Chalier

Masters programme

"Management of international cultural projects"
-University LUMIÈRE LYON 2, France

11.00-12.30

We Are Europe:

how artists cooperate within European projects,
presentation of projects and lecture

12.30-13.15

Coffee break, catering

13.15-16.15

Workshop, group work, priorities of the Creative Europe programme: mobility, audience development, digitisation and new business models

Registrations for participating in the workshop are mandatory. Please send applications with descriptions of project ideas for applying to the Creative Europe programme (sub-programme Culture) at latest until 7th April to the email address: kreativna.evropa.radionice@gmail.com More info about the call can be found on the website of the Creative Europe Desk Serbia www.kreativnaevropa.rs

20th April, Thursday
French Institute Serbia
Knez Mihailova St 31

18.00–19.30

Culture Factory #4

Cross views on electronic music festival Arty Farty
-Nuits Sonores and Belgrade festival Mikser

Vincent Carry, Nuits Sonores festival, Lion, France
Maja Lalić, Mikser festival, Belgrade

20th April, Thursday
European centre for culture and debate GRAD
4 Braće Krsmanović St

12.30–14.00

**Arnaud Pasquali, European Commission (EACEA),
welcome speech**

Visual Arts and Audience Development

Johanna Marcadé-Mot, Novo Doba, Belgrade

Milica Ivić, Matrijaršija, Belgrade

Jelena Ognjanović, Gallery of Matica Srpska, Novi Sad,
presentation of the project Hear. Me Bringing Youth and
Museums Together

Dimitrije Tadić, Competition for financing of art works from
the field of visual arts of the Ministry of Culture and Media
of the Republic of Serbia

Moderator: Dušan Savić, Gallery of the Belgrade Youth Centre

TOPIC 3: REGIONAL COOPERATION; INTERNATIONALISATION AND STRATEGY OF POSITIONING IN EUROPE AND THE GLOBAL SOCIETY

14.15–15.45

European Capitals of Culture and the development of cities

Kostas Spanos, Creative Europe Desk Greece, Elefsina 2021
Đurđijana Jovanović, competition Cities in focus of the Ministry of Culture and Media of the Republic of Serbia
Vuk Radulović, Foundation Novi Sad 2021

Moderator: Violeta Milošević,
Parent Library "Ljubomir Nenadović" Valjevo

15.45–17.00

Coffee break, catering and networking

17.00–18.15

Panel 1: Macro-regional European cooperation

Eglė Deltuvaitė, Creative Europe Desk Lithuania
Gabor Mondik, Creative Europe Desk Hungary
Danko Ćosić, Danube Competence Center, Belgrade

Moderator: Dejan Ubović,
European centre for culture and debate GRAD

18.15–18.30

Break

18.30–19.45

Pane 2: Micro-regional European cooperation

Violeta Kačakova, Lokomotiva, Skopje, Macedonia
Fahrudin Kladničanin, Academic initiative Forum 10, Novi Pazar

Mina Radmilović Pjevac, cooperation of the region within IPA projects, coordinator of the Antenna of Culture Desk Serbia

Moderator: Miroslav Tamburić, Forca, Požega

21.00

YusYus, concert

ACCOMPANYING PROGRAMME FOR STUDENTS

10.00–13.00

Arnaud Pasquali, European Commission (EACEA),
welcome speech.

Regional connecting through youth projects (workshop)

Students of management and cultural policy of the Faculty of Dramatic Arts in Belgrade are heading a workshop of conceptualising of regional cultural youth projects, which has the aim of defining strategic priorities of cultural cooperation of young people in the region of South Eastern Europe. The workshop is intended for students of arts and social sciences who will be familiarised with the core instruments of cultural policy in the field of regional cooperation, and also with basics of project management in culture (writing project descriptions).

13.30–14.00

Coffee break, catering

14.00–15.15

Dichotomy (a workshop for students of art faculties)

The workshop is realised in cooperation with the Belgrade Week of Architecture 2017 and it is intended for students of the Faculty of Architecture, Faculty of Visual Arts and Faculty of Art and Design. Students will be assigned a task to design and realise objects, interactive installations, applied objects of varying characteristics and/or appearance that connect two extremes, two opposites making a dichotomy by using analogous and digital tools.

20th April, Thursday
Ilija M. Kolarac Foundation
5 Studentski trg St
-Small Hall

12.00–13.30

**Presentation of the competition of sub-programme
MEDIA**

Nevena Negojević, Head of Media Desk Serbia

13.30–14.00

Coffee break, catering

14.00–15.15

**Successful project from Serbia in the sub-programme
MEDIA**

Mara Prohaska, Beldocs, Belgrade

Jelena Mitrović, Bas Celik Production House, Belgrade

15.15–15.30

Break

15.30–17.00

**Regional cooperation in the field of museums and
cultural heritage: key topics, potentials and chal-
lenges, in cooperation with Europa Nostra Serbia**

Milica Tanasijević, SEE Heritage Network, Belgrade

Tatjana Cvetičanin, Balkan Museum Network, Belgrade

Gorjanka Horjan, ICOM SEE, Zagreb, Croatia

Neda Knežević, Museum of Yugoslavia, Belgrade

Moderator: Višnja Kisić, Europa Nostra Serbia, Belgrade

Guide through the exhibition Shared Cities: Creative Momentum

21st April, Friday
EU Info Centre
7 Kralja Milana St
-Hall

10.30–11.00

**Creative Europe programme – successes and challenges
of Serbia's participation**

Nevena Negojević, Head of the MEDIA Desk Serbia and
Dimitrije Tadić, Head of the Creative Europe Desk Serbia

11.00–12.30

**Presentation of projects of European cooperation
Relais culture Europe Paris, France**

Martha Gutierrez, Relais culture Europe
Laurence Barone, Relais culture Europe

12.30–12.45

Break

12.45–14.45

In search for partnerships,
presentations of five organizations from France

14.45–15.15

Coffee break, catering

15.15–16.45

Establishing partnerships:

speed dates with five organizations from France

Questions and answers – sub-programme Culture,

Dimitrije Tadić, Head of the Desk, Nina Mihaljinac, Jovana Rapajić and Milan Đorđević, Project Managers, Culture Desk Creative Europe Serbia

Questions and answers – sub-programme MEDIA

Nevena Negojević, the Head of MEDIA Desk Serbia
Una Domazetovski, Project Manager, MEDIA Desk Serbia

-Glass Hall |

15.15–16.15

Questions and answers - project budgets and legal framework

Đurđa Janičijević, Culture Desk Serbia
Milica Isailović, Ministry of Culture and Media RS

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