

belgrade
design
week



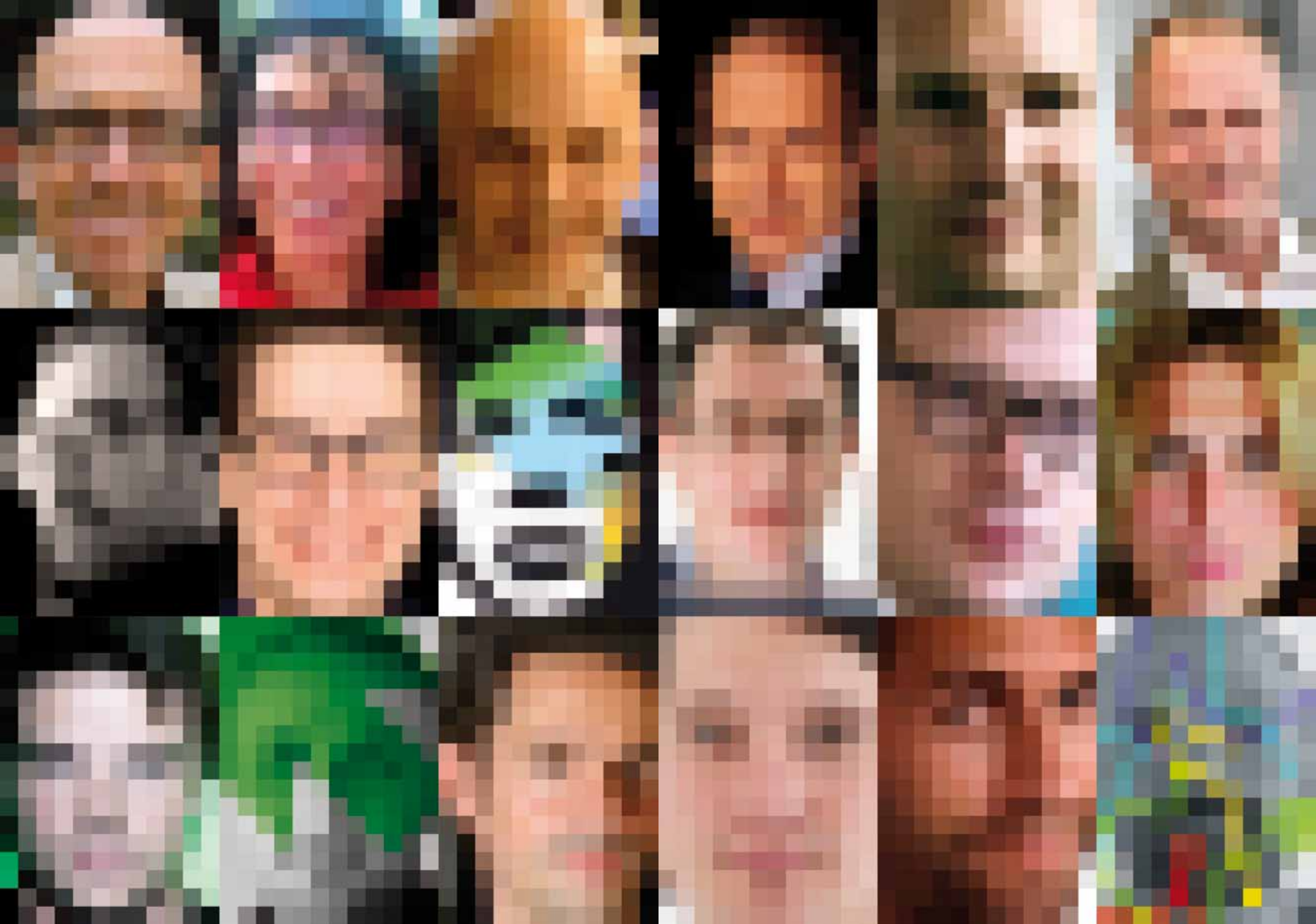
DIZAJN PARK

THE BELGRADE
DESIGN WEEK
MAGAZINE

Issue #0 Summer 2010



Belgrade Design Week 2010
POST REPORT
PARTNERS' EXPOSURE





Foreword

Good day.

Today is a good day in deed. You only need to take a look at BDW's mission and vision statements, to find out that what you are holding in your hands might not look like a giant step for mankind, but certainly marks a completely new perspective for BDW. It is namely our firm intention to serve the creative community between Milan and Istanbul 365 days a year, with a special dedication to our home-hub, Belgrade. And the magazine in front of you is the first of around twenty new exiting design-related products to follow from October 2010 on.

Those new offers will include BDW's new winter conference in November 2010 named "BELGRADE DESIGN WEEKEND" with an important new REGIONAL AWARD, several "DIZAJNPARK" magazine issues a year, a new BDW WEB PORTAL/BLOG, completely new, innovative monthly business meetings under the name of "CREATIVE THURSDAYS" and many more remarkable and quite relevant projects in the pipeline... of which the most special will certainly become the new "BDW VIP MEMBERSHIP" proposition, a rather exclusive service for a selected few of our South East European and global members, who want to enjoy the full benefits of knowledge, information, entertainment and networking famously connected with BDW.

The "DIZAJNPARK" magazine for example, will be sent personally only to a limited number of our 2000 VIP members, and not sold on newsstands or as standalone offer, as we don't wish to create any competition to our valuable media partners. This is also why we are calling

this issue "Number ZERO", as it really holds the official report to our 2010 partners about the joint exposure at the BDW SUMMER CONFERENCE in May/June 2010, albeit a very detailed one, which probably no other creative/cultural event in SEE can present in this magnitude.

Therefore we decided it was worthy being called "DIZAJNPARK MAGAZINE" in the first place, while as of November 15th 2010, when the first "regular" issue comes out of print, you will be able to sample the amazing editorial work of our contributors from all over the world - representing the same unique and rich experiences of one BDW conference day, let's say, only digested in a handy, thick, printed format, for you to save and keep as future reference point, complimented with special unlimited access to our new web-portal, our new events, workshops, concerts, happenings etc throughout the yearly season...

For those of you, that is, who will in deed become BDW VIP MEMBERS AND PARTNERS.

We are looking forward to developing such an exiting relationship with our audience in the 2010 / 2011 season, and each new yearly season from thereon, from October to October... and are certainly hoping to have provided an inspirational overview of how good and relevant the BDW festival was in 2010. As this momentous happening serves as case-study how important BDW is for this region's economy, and what kind of important topics can be developed for our society with the help of BDW.

**Welcome to the new era of BDW
with the new "DIZAJNPARK MAGAZINE"!**

Your BDW TEAM, BELGRADE, SUMMER 2010

Basic Information

DATE:
May 31st 2010 – June 05th 2010

LOCATIONS-

CONFERENCE:
Atelje 212,
Svetogorska 21

WORKSHOPS:
Belgrade City Council,
Trg Nikole Pašica 6

OPENING CEREMONY:
National Bank Of Serbia,
Nemanjina 17

NIGHT PROGRAM / PARTIES:
Plastic Light & Magacin

PREMIERES:
Bang & Olufsen,
Sisterlogic, Eglo,
Jasen, Ormolu,
Aquaboutique, Atelje 212,
Mosaic

VIP DINNERS:
Public, Zaplet, Klub
Književnika, Balzac

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belgrade design week 2008
May 08 2008



"The participants list is impressive! Belgrade Design Week is the best professional event I ever participated in. But to me it also has emotional significance. I am in Belgrade again, twenty years later. I was not sure what to expect but I encountered a fantastic atmosphere and amazing people. I have a feeling I have old friends here."

KONSTANTIN GRČIĆ, BDW 2008



B: Program

1. SMART² CONFERENCE

- 1.1 First Day
- 1.2 Second Day
- 1.3 Third Day

2. SMART LAB

- 2.1 First Day
- 2.2 Second Day

3. DIZAJNPREMIERES

- 3.1 BDW 2010 Grand Opening Ceremony
- 3.2 Showroom Cocktail Receptions
- 3.3 GTF Exhibition Opening
- 3.4 Mosaic Cocktail & Dinner Party
- 3.5 Banca Intesa & Mobilni Magazin Cocktail Receptions
- 3.6 VIP Dinners

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- 4.1 MTV Party
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- 4.3 The Great Banca Intesa Party
- 4.4 The World Famous BDW Closing Party
- 4.5 BDW Thank You White Party

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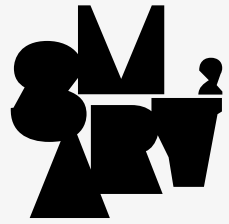
11. BELGRADE DESIGN WEEK 2010 IN NUMBERS



"Belgrade truly touched and moved me. It is difficult to describe feelings that overflow me. Your desire to bring people together, your dedication and commitment to an idea, the need to look the people in the eye, the inner beauty I have encountered here, all is so sincere and real. There are not many such places on the planet. Please, invite me again!"
Ross Lovegrove, BDW 2006



*Dear Partners,
thank you very much for making BDW 2010 the most
successful, most beautiful, and above all, most relevant
BDW ever, for Belgrade, Serbia, the South East Europe
region and the entire design world. BELGRADE DESIGN
WEEK would never be possible without your support!*



BDW
 May 31st till
 June 5th 2010
 CONFERENCE
 June 3rd till
 June 5th 2010

THE GREATEST CREATIVE MINDS of the 21st Century



5th jubilee BDW

UTO/TUE 01/06/2010
BUSINESS OF DESIGN
 Workshop
"SMART STARTUP"
 Participants: 50 members of the Serbian creative industry
Moderation: Agencija za Privredne Registre, Privredna Komora Srbije, Nacionalna Agencija za Regionalni Razvoj, Mane Radmanovi -PURE, Marko Macura-MEMBRANE
 Supported by the Fund for Open Society

LAB2
 10:00h
 Naziv radionice "Smart Start - Pametan Početak" na jedinstven način generiše osnovnu ideju radionice - podsticanje mladih i njihovo informisanje o pravima, obavezama i mogućnostima pri samostalnom pokretanju sopstvenog biznisa. Učesnike će sa svim neophodnim informacijama upoznati predstavnici najrelevantnijih državnih institucija. Uz to, BDW će prezentovati studije slučaja dva biroa - jednog arhitektonskog i jednog dizajnerskog. Radionica se organizuje pod pokroviteljstvom Ministarstva ekonomije i regionalnog razvoja.



SRE/WED 02/06/2010
CREATIVE THINKING/ DESIGN EDUCATION
 Workshop
"SMART KIDS - THINKING MUNARI"
 Participants: 100 educators, teachers, professors, students, educational managers, children
Moderation: Yaffa Gaon, Israel
 Supported by Ministry of Education, Serbia

LAB5
 10:00h
 Na ovoj revolucionarnoj radionici legendarne Jafe Gaon iz Izraela će biti prikazan doku-mentarni film "Think Munari - Think Design", praćen predavanjem i upoznavanjem učesnika sa konceptom rada i metoda-logije čuvenog italijanskog umetnika i krea-tivca - Bruna Munarija, a zatim će se održati dve radionice - jedna za od- rasle i jedna za decu, kako bi se na direktnom primeru pokazalo kako kreativnost nastaje kao sportni način dečjeg razmišljanja, i kako je najproduktivnije treba negovati i kod odraslih. Ovu radionicu je podržala Ambasada Izraela.



ČET/THU 03/06/2010

PET/FRI 04/06/2010

SUB/SAT 05/06/2010

SMART STARS
 10:00 Dušan RS/IT
 10:45 Ola Rune/ Claes Runa Koivisto Rune SE
 11:40 Laurent FETIS FR
 12:25

Aernoud Bourdrez NL
 Seyhan Ozdemir/Autoban TR
 Tobias Kohlhaas/Weiss-Heiten DE

Lorenz Prommegger/x architekten AT
 Danilo Mandelli/Viabizzuno IT
 David Linderman/Hi-ReS! UK

12:30 - 13:00 PAUSE & PRESS CONFERENCE

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13:00 Bjarke Ingels/BIG DK
 13:45
 13:50 Lars Holme Larsen/KILO DK
 14:35
 14:40 Jacob van Rijs/MVRDV NL
 15:25

Werner Aisslinger DE
 Andrew Stevens/ Graphic Thought Facility UK
 Mario Nanni IT

Jaime Hayon UK/ES
 Nika Zupanc SI
 Martí Guixé ES

15:30 - 16:00 PAUSE & PRESS CONFERENCE

15:30 - 16:00 PAUSE & PRESS CONFERENCE

15:30 - 16:00 PAUSE & PRESS CONFERENCE

SMART BRANDS
 16:00 Simon de Pury/Phillips de Pury UK
 16:30 Jens Martin Skibsted/Biomega DK
 17:10 Burkhard Remmers/Wilkhahn DE
 17:40 Gianluca Borgesi/Zanotta IT
 17:45
 18:15

SMART CULTURE
 Mirko van den Winkel/Stylepark DE
 Galit Gaon/Design Museum Holon IL
 Arhan Kayar/Istanbul Design Week TR
 Dylan Griffith/MTV MILAN NL/IT

SMART CITY
 10 most important projects that changed the face of Belgrade in 2009-2010

Ticket price 100 eur
 *students 75 eur

ARCHITECTURE/ECOLOGY
 Workshop
"SMART ARCHITECTURE"
 Participants: 50 Serbian architects and governmental decision makers on all levels - from local to state
Moderation: BELLS, Srbija
 Supported by The Embassy of the Netherlands. MATRA/KNIP

LAB3
 13:00h
 U mnogim zemljama u svetu je održiva arhitektura kao način projektovanja i gradnje već postao trend, dok je u najnaprednijim društvima uveliko standard. Promovisanje načina, modela kao i svih benefita koji proističu iz ekološkog projektovanja i "seeding" ideje obnovljive i energetski efikasne gradnje jeste jedna od najvažnijih misija BDW-a, kao motora kreativne industrije u Srbiji i Ambasadora životne sredine, kao nosioca promena. Ova radionica je omogućena donacijom Holandske ambasade.

WORKSHOPS
 May 31st till
 June 2nd 2010
 Free entry

LAB6
 13:00h
BUSINESS OF FASHION
 Masterclass
"SMART FASHION"
 Participants: 20 selected members of the Serbian fashion industry
Moderation: Dušan Paunovi , Milano/New York
 Supported by GTZ - Gesellschaft fur Technische Zusammenarbeit/Germany

Dušan Paunović, naš istaknuti međunarodni dizajner koji radi u Italiji, čiji je brend zastupljen u luksuznim radnjama u Njujorku, Londonu i Tokiju, osim predavanja na konferenciji posebno će se predstaviti i dvadesetini naših modnih dizajnera na vrlo ekskluzivnoj master-radionici. Tema će biti modni dizajn i kreiranje sopstvenog uspešnog brenda na PAMETAN, svetski način. Čitav projekat omogućila je Nemačka organizacija za tehničku saradnju (GTZ).



LAB4
 16:00h
CULTURAL MANAGEMENT
 Workshop
"SMART EINDHOVEN - LET'S GO DUTCH (ON CULTURE)"
 Participants: 100 members of Serbian cultural institutions on all levels
Moderation: Cees Donkers, City Hall of Eindhoven, Holland, co-organizer of Dutch Design Week

Smart Eindhoven - Let's Go Dutch! Cees Donkers, predstavnik gradskog veća holandskog grada Ajndhovena, podeliće sa učesnicima ove radionice svoje iskustvo u uspešnoj saradnji državnog sektora i gradskih institucija sa privatnim inicijativama na polju kulture i kreativnih industrija. Cees je osnovao Dutch Design Week, a radionica je namenjena predstavnicima gradske uprave i kulturnih institucija, univerzitetskim profesorima, kao i Ministarstvu kulture.



LAB7
 16:00h
LIGHTING DESIGN
 Workshop
"SMART LIGHT / LIGHTING DESIGN IN SHOPPING MALLS"
 Participants: 50 Serbian architects, students, developers, engineers
Moderation: Zeki Kadirbeyoglu, ZKLD LIGHT, Turkey
 Supported by National Chamber of Engineers, Serbia

Radionica SMART LIGHT obrađuje temu dizajna osvetljenja u tržnim centrima i namenjena je inženjerima, arhitektama, dizajnerima, enterijeristima, preduzimačima i investitorima. Dizajn tržnih centara izrastao je u jednu od najdinamičnijih sfera arhitekture, a kvalitetno osvetljenje u ovim projektima igra ključnu ulogu. Svetski superstar osvetljenja iz Istanbula Zeki Kadirbeyoglu, upoznaće učesnike radionice sa novim trendovima u dizajnu osvetljenja enterijera i eksterijera modernih tržnih centara.



SVE LOKACIJE I PRIJAVE NA: WWW.BELGRADEDESIGNWEEK.COM



The participants list is impressive! Belgrade Design Week is the best professional event I ever participated in. But to me it also has emotional significance. I am in Belgrade again, twenty years later. I was not sure what to expect but I encountered a fantastic atmosphere and amazing people. I have a feeling I have old friends here.

Konstantin Gr i
 (guest and lecturer at Belgrade Design Week conference - Modern², May 2008)



Belgrade truly touched and moved me. It is difficult to describe feelings that overflow me. Your desire to bring people together, your dedication and commitment to an idea, the need to look the people in the eye, the inner beauty I have encountered here, all is so sincere and real. There are not many such places on the planet. Please, invite me again!

Ross Lovegrove
 (guest and lecturer at Belgrade Design Week conference - April 2006)



Legendarni glamur BDW-a stvara i pratiči program DESIGN PREMIERS svako veče od 20 - 23h, kao što su svečana otvaranja, vernisaži i izložbe, poput predstavljanja 50 najboljih radova konkursa "Oživi plastiku" - Banca Intesa, filmske premijere, VIP večere, prijemi u ambasadama, galerijama i muzejima, te najvažniji događaj kojim se zatvara Beogradska nedelja dizajna: Beogradski Grand Prix Dizajna u novom hotelu Belgrade Art Hotel, koji se svečano otvara upravo za vreme BDW-a. Od "black tie" prijema, preko koktela i večera u opuštenu atmosferu tokom koje su Peter Saville and Luigi Collani otkrili umetnost pripremanja mučkalice, do godišnje Pecha Kucha Noći i prikazivanja najboljeg filma sa Venecijanskoj Bijenala - BDW dizajn Premijere imaju sve, uključujući predstavljanje novih kolekcija u gradskim showroomovima kao što su Ormolu, Eglo, Bang & Olufsen, AquaBoutique, Lightlogy, Rubicer, Beofabrikor, Sisterlogic, Kare, Jasen...



Tokom pet dana trajanja pete Beogradske nedelje dizajna, od 01. do 05. juna, u okviru legendarnih noći dizajna u saradnji sa MTV-em predstavljamo pravi mali festival klupske muzike i kreativnosti. Uspeh prošlogodišnjeg programa DizajnNights garantuje fenomenalan provod, sa najzanimljivijim događajima - nastupima domaće zvezde Sevdah Baby-ja i danskog dizajna trija KIBISI. Najveća zvezda programa DizajnNights je svakako Simon de Pury, koji će izvesti ekskluzivni DJ set, dok će takođe iz Londona doći i GTF. Podršku pružaju i resident DJ-evi Red Bull Music Academy Team-a.



SRE/WED 02/06/2010 **BDN1**
 23:00h
 04:00h
MTV PARTY
 BDW OPENING PARTY
SEVDAH BABY, BGD
 RED BULL MUSIC ACADEMY TEAM
 FUNKYEIT WITH FAV. MIXTAPE
KIBISI, COPENHAGEN
 RED BULL MUSIC ACADEMY TEAM

ČET/THU 03/06/2010 **BDN2**
 23:00h
 04:00h
IAA SERBIA PARTY
 WORLD EXCLUSIVE DJ SET
SIMON DE PURY, LONDON
 RED BULL MUSIC ACADEMY TEAM

PET/FRI 04/06/2010 **BDN3**
 23:00h
 04:00h
SOUND & VISION PARTY
 WORLD EXCLUSIVE DJ SET
GTF, LONDON
 RED BULL MUSIC ACADEMY TEAM

SUB/SAT 05/06/2010 **BDN4**
 23:00h
 04:00h
BDW CLOSING PARTY
 WORLD EXCLUSIVE DJ SET
SURPRISE ACT
 RED BULL MUSIC ACADEMY TEAM





A. Belgrade Design Week 2010

Intro

"BELGRADE DESIGN WEEK is a one-off: a unique set-up that is free from the corporate atmosphere that so often pervades other such events.

The energy, optimism and warmth of Jovan and his team flows through every event – lectures, workshops, meals & drinks alike!

I've never been good at sitting in a dark lecture hall for more than an hour or so at a time, but found myself doing three lectures back to back at Belgrade – such was the quality of speakers. Timetabling was crazy at times, but at BDW everybody seems happy to 'go with the flow' – and has an even better time for doing so.

The City of Belgrade should be very proud of this gem."

DYLAN GRIFFITH, MTV MILAN

1. The Chemistry of Belgrade Design Week

Founded in 2005, as a true rarity in the world of festivals - as a non-profit NGO, BELGRADE DESIGN WEEK is the first festival of creative industries and modern business in Serbia and the South East European region, covering an area home to more than 100 million people from Milan to Istanbul.

For six years now, BELGRADE DESIGN WEEK has successfully forged intercultural and business connections between the global design scene, the regional creative industries and the city of Belgrade. BDW reinvents with its concept the tradition of grand international festivals of culture such as Bitef, Fešt and Bemus in Belgrade, within a new contemporary context of design. Filling the gap of the missing presentation of the creative industries in South East Europe, BDW is adding for the first time ever Serbia onto the global design map, while demonstrating a clearly international and cosmopolitan philosophy.

We firmly believe that design today is much more than just a tool for the achievement of profits and economic success. We see it as a carefully crafted methodology for the introduction and realization of new ideas to our own society.

It is in pursuit of this goal that BELGRADE DESIGN WEEK, despite the situation in which in Serbia and the region there is practically no "design industry" that would justify organizing a serious fair, accomplishes its mission by gathering global leaders in the fields of architecture, design, branding, advertising, culture, publishing, media and communication once a year in Belgrade at its famous international conference, followed by satellite programs such as creative workshops, master-classes, exhibitions and promotions.

Apart from the massive pro-European audience of the highest quality, composed of opinion makers and creative leaders of the whole region, what makes BELGRADE DESIGN WEEK and our

creative conference so special and different is most of all the impressive participants list, which constantly grows and each year involves more and more global leaders of the creative industries. The list of esteemed participants of BELGRADE DESIGN WEEK in the past five years, lecturers at our conference, includes more than 150 leading creatives, artists, architects, designers, branding and advertising experts, curators, publishers, entrepreneurs, critics, in one word - the greatest creative minds of the 21st century!

Some of the world's superstars who were speakers at BELGRADE DESIGN WEEK are Ross Lovegrove, Konstantin Grcic, Daniel Libeskind, Karim Rashid, Peter Saville, Luigi Collani, Patrizia Urquiola, Droog Design, Askan Mergenthaler of Herzog&Meuron, Juergen H. Mayer, Tony Chambers, Marcus Fairs, Konstantin Grcic, Patrizia Moroso, Shin Azumi, Paola Antonelli, Eugenio Perazza of Magis, Patrizia Moroso, Hella Jongerius, Gaetano Pesce, Ora Ito...

To most of them the participation at BELGRADE DESIGN WEEK was in the same time their very first visit to Belgrade, Serbia and the whole region, but also a unique chance for the local and regional creatives and professionals to get introduced to their work and ideas live from the first row.

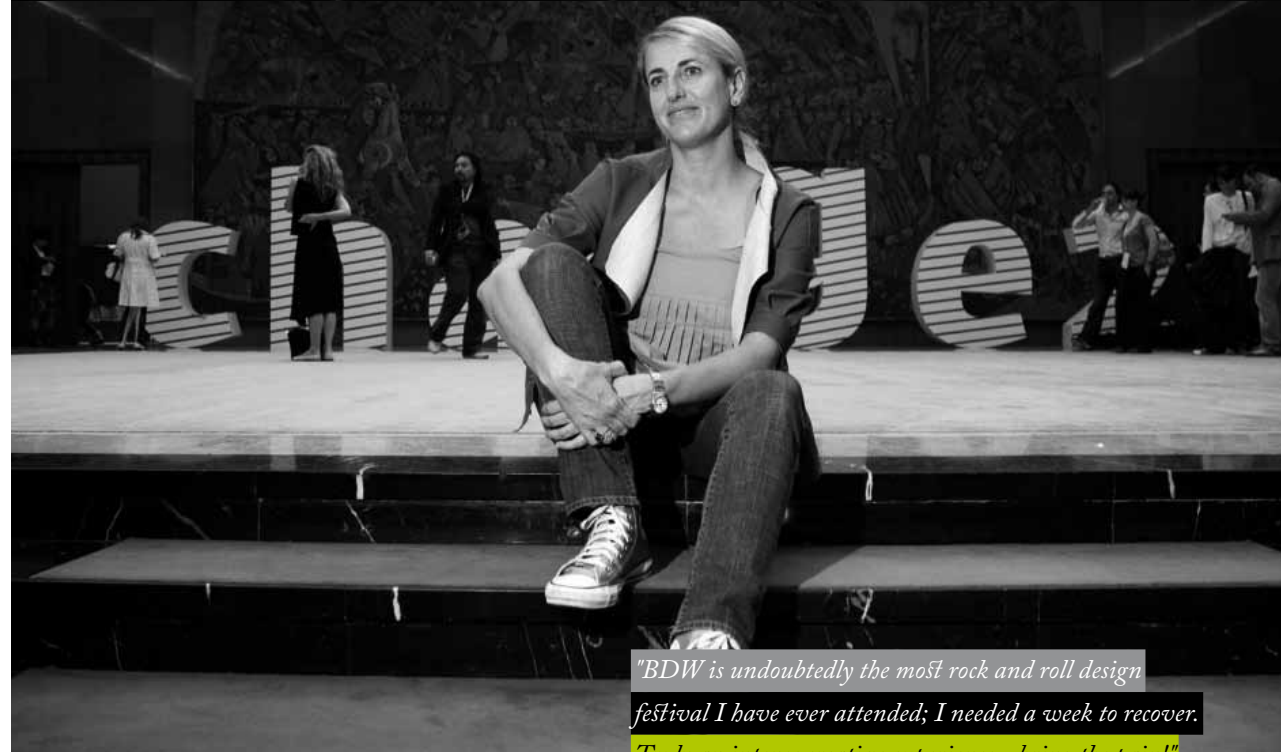
During the fifth, jubilee BELGRADE DESIGN WEEK, Belgrade once again became the global capital of creative ideas and host to the most impressive participants list ever, for a brief, but intensive week.

Bjarke Ingels, Jaime Hayon, Mario Nanni, Marti Guixé, David Linderman of Hi-ReSi, Nika Zupanc and Jacob van Rijs of MVRDV were just seven of the twenty-seven brilliant new top speakers who shared their knowledge, experience and ideas with our passionate audience. >>>



"BELGRADE DESIGN WEEK is really good. We were extremely well looked after, and the conference was dynamic, interesting and different. The food and the parties were also very memorable! Thanks for inviting us, we had an excellent time."

NATALIE HUNTER - AIRSIDE, BDW 2009



"BDW is undoubtedly the most rock and roll design festival I have ever attended; I needed a week to recover. Truly an intense creative experience - bring the pain!"

FRED DEAKIN - AIRSIDE/LEMON JELLY, BDW 2009





And a word about BDW's delegates: just as those Red Star football fans, known for ferociously firing up their club but in the same time gentlemanly applauding to guests' excellence, BDW delegates are famous by word of mouth in the world of design for being true connoisseurs and in the same time childishly emotional, sincere and supportive towards those whose work they appreciate.

The importance of BELGRADE DESIGN WEEK is recognized by many world-leading opinion-makers and media in the fields of design and creative industries, which results in the fact that BELGRADE DESIGN WEEK each year generates international media value of more than 5 million EUR, combining the word «BELGRADE» with keywords like «DESIGN, PROGRESS, INNOVATION, KNOWLEDGE, FUTURE, QUALITY...» in global and local reviews. Belgrade is a city of great festival culture, but also of equally grand festival expectations, nurtured in the golden age of socialism. So we at BDW try to provide the framework only, the inspiration, and let everything flow from thereon as organic, as spontaneous as possible. Perhaps this really marks the key difference between us and other important global festivals.

Namely, after leaving behind all logistical, technical, financial and similar aspects, the whole know-how revolves around the CHEMISTRY of the festival – taking care of the question «Is everyone getting the proverbial buzz from the excitement at BDW or not?»...

Like with a good movie: expensive effects, animation or camera trickery stay in the shadow of that special feeling weather you follow a film BREATHLESS from beginning to end, swallowing scene after scene as soon as the lights go off. For this accomplishment, only one thing bares responsibility: the good old story and the mastercraft of the story's guide - the director.

That's more or less the situation with BDW: something inexplicable happens each year, and then the whole world talks again with excitement about Belgrade and the experiences of its Design Week.

Jovan Jelovac,
Curator and Founder of BDW, is branding expert and Creative Director of pan-European network trans:east*brand architects



"Dear design friends, Belgrade is engraved in my heart in many ways. First of all – the people. So open and interesting! Then, the wonderful, soft organisation of the event which was one of the very best I ever attended. The superb building. The joy to be with my dear friend Ross Lovegrove on stage and to meet Karim Rashid! All this together was unforgettable and please invite me again!"

LUIGI COLLANI, BDW 2006



2. BDW 2010 - SMART²

Never before did Belgrade have so many events in the fields of architecture, design and creative industries! This new energy undoubtedly means one thing - the five year effort by BELGRADE DESIGN WEEK to waken the feeling for the importance of creative industries in "modern knowledge societies" is finally yielding higher interest and demand for new knowledge. We call that - SMART²!

SMART² Platform

BDW serves as a SMART platform for knowledge and exchange for global thinkers, creative talent, patrons, artists, entrepreneurs, investors, media, decision and opinion makers. It exists to connect the creative industries and the world of business without bias, and allow Belgrade to fulfill its regional creative potential.

Very much like its famous 70's festivals, Belgrade today is appropriating a festival in the widest possible field of design, unique for gathering leading international creatives and giving them roles of educators, with a somewhat lesser, but still important emphasize on producers and manufacturers. A festival that at the same time aims to create a quality space for emergence of SMART production in Serbia and South East Europe, worthy of its name.

The exclusive message of BELGRADE DESIGN WEEK to those who work in real businesses and with real responsibilities towards their societies, «to pause and reflect on their practice», renders this festival a SMART and unique workshop of ideas, concepts, contemplations and inspirations. BDW is a unique opportunity in South East Europe to decisively influence the development of a whole new generation of experts in areas of creation, communication and business, inspiring them to new partnerships, investments and developments.

SMART² ISSUES ADDRESSED:

Braindrain

BDW nurtures conditions for growth of SMART jobs that require science and education, which is one of the priorities of the national strategy of the Serbian Government, as well as of all other SMART countries effected by the crisis.

Impulse to Business

BDW is showcasing sectors of the creative industry which are crucial for developing of not trade only, but SMART business start-ups, production and export as well, creating a wealth of new jobs.

Permanent Education

BDW is the only conference in the SEE region which teaches individuals, government and businesses how to adapt to fast changes in today's global economy, through concrete SMART examples showcased by world famous creatives, brands and companies.

European Values

The finest global cultural institutions and embassies in Serbia kindly support lectures by their countries' leading representatives at BDW, fulfilling the SMART mission of promoting European values for the benefit of Serbia and the entire region.

BDW today is the only multidisciplinary educational festival of this magnitude in Serbia and the entire SEE region, amidst a plentitude of entertainment content, at which representatives of the creative industry who generate real changes in the global economy today, explain how a competitive, SMART society is being developed.

And not just any experts, mind you, but THE GREATEST CREATIVE MINDS OF THE 21st CENTURY, who eagerly await that unique BDW audience feedback!

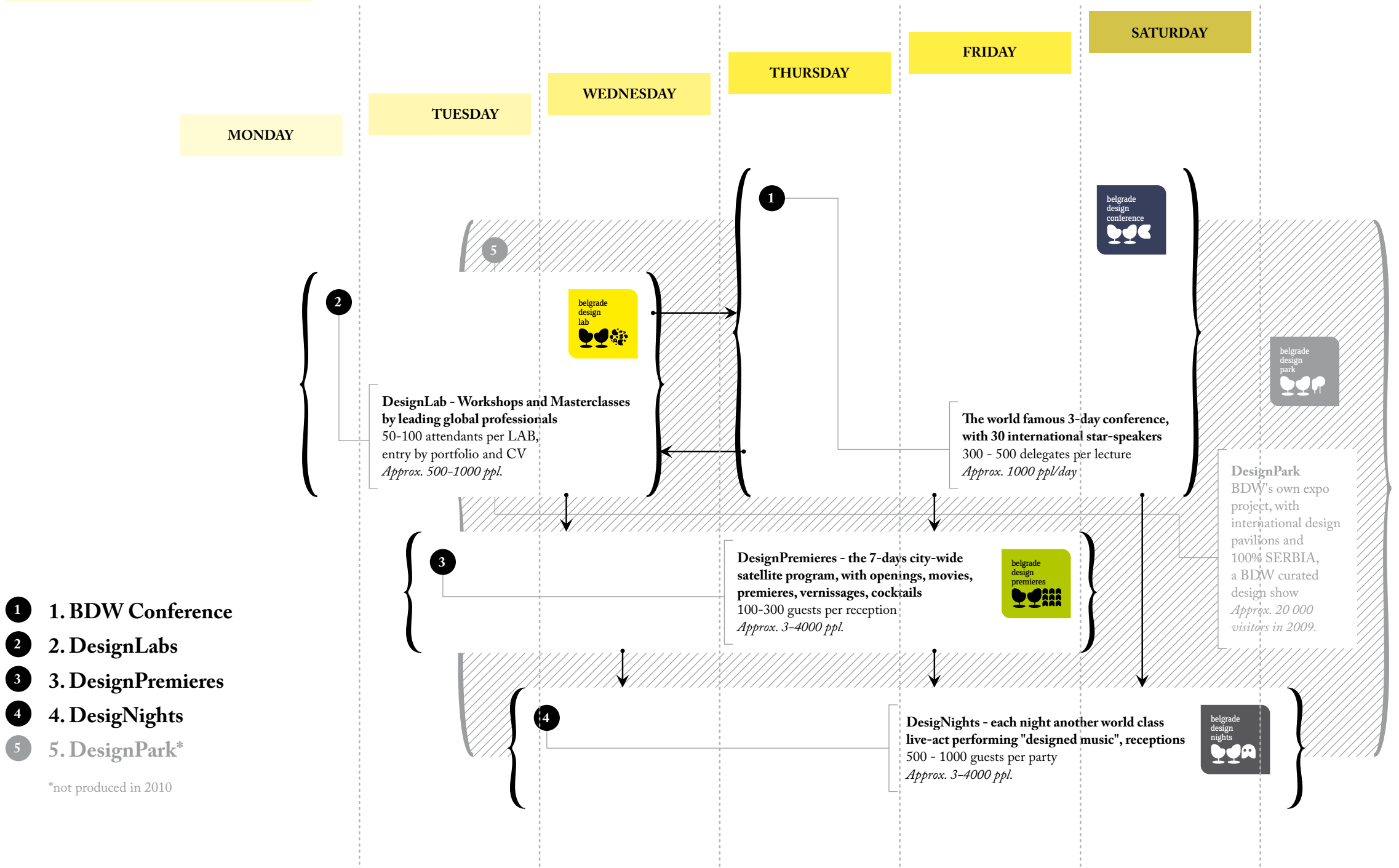


"BELGRADE DESIGN WEEK was full of amazing energy, with thousands of people coming from all the neighboring countries. We engaged in great lectures, shows, parties, and intensive discourse about the renewal and new design enlightenment of Belgrade. It was the catalyst for design, branding, and change in Serbia. Design in Serbia took off and became a public subject."

KARIM RASHID, BDW 2006



3. BDW Festival Segments



4. BDW Target Audience

BDW offers a great number of information, strategic insights and thoughts on key business decisions of a modern organization. Therefore, the festival is especially attended by:

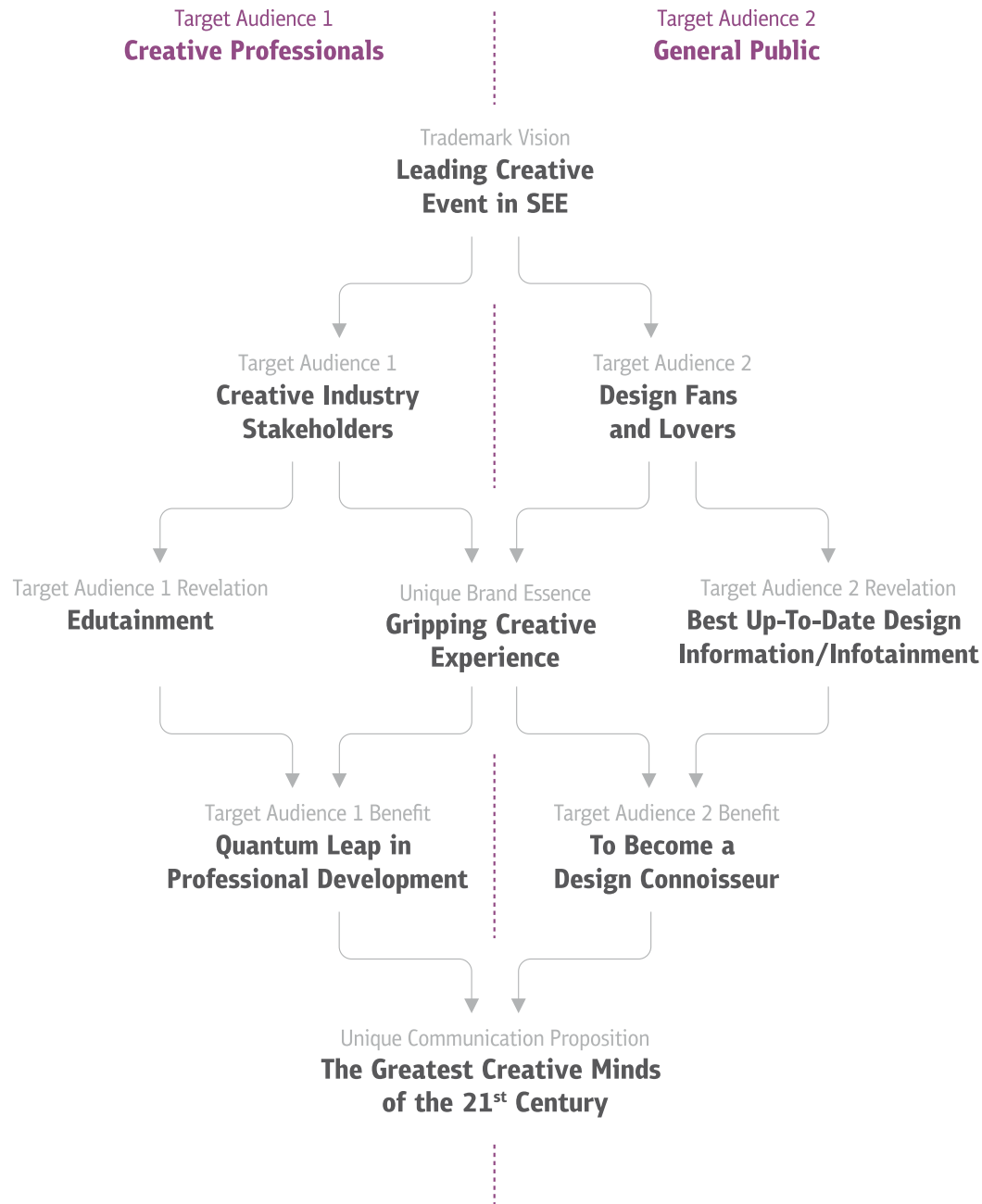
- * Professionals in creative industries
- * Executives
- * Presidents and owners of companies in all sizes
- * Municipal and regional managers
- * State administration
- * Marketing experts
- * Brand managers
- * PR and communications specialists
- * Business consultants
- * Advertising, branding and design agencies and professionals
- * Independent design and marketing specialists
- * Media and entertainment industry
- * Managers in culture;
- * Architects and urban planners;
- * Students of architecture, business, economy, design, branding, marketing, advertising, media and communication, cultural and arts management...
- * ...as well as over 150 accredited journalists >>>



street fashion
LÉTNIJE
NOĆI
Ko je i šta nosio
na ŽURCI IAA
organizovanoj
u okviru Belgrade
DESIGN Weeka



BDW Brand Strategy



WHAT IS THE PARTNERS' MAIN BENEFIT FROM PARTNERSHIP WITH BDW?

Two diametrically opposite, and yet equally crucial artifacts for brand development, promotion and reputation of your esteemed company – REACH and IMAGE.

BDW is unique in providing you with both amazing REACH and aspirational IMAGE at the same time – usually events are EITHER reputation- OR popularity-driven – a successful combination is rare:



First, REACH – the precisely calculable range and placement of your message according to all standard exposition criteria of your brand – media, visitors, target audience, etc.

In 2009 BDW has achieved a record in media value, worth more than 6 million EUR.

BDW 2009 had nearly 30.000 visitors thanks to DESIGNPARK, and routinely 10.000 visitors in 2010 without the own exhibition space program, as well as several million consumers of printed, web and TV reportages, and advertisements in all sort of media.

All reports and interviews made during BDW are being published and shown through the whole year by Serbian and SEE regional media, while hundreds of thousands viewers watch the BDW TV CHRONICLE each evening on national television.

Second, IMAGE – enormous regional and global prestige and reputation, by being connected to key words such as DESIGN, KNOWLEDGE, PROGRESS, INNOVATION, FUTURE: BELGRADE DESIGN WEEK.

No other event in the whole region of nearly 100 million people (ex Yugoslavia and all surrounding countries) is that much and strongly linked to the image of DESIGN.

In the entire region, only BDW has a 5 years long tradition and it has been chosen as one of the top 10 globally most important creative conferences by world leading authorities.

BDW established cooperation with almost all relevant world festivals, media and authors in the fields of architecture, design, advertising, media and publishing. The evident result of this cooperation is probably the world's most exceptional line-up of speakers comparing to any other creative conference.

5. BDW 2010 Media Impressions

"...The Serbian capital Belgrade was briefly the centre of the European design scene last week as it hosted the fifth annual BELGRADE DESIGN WEEK (BDW). Three days of talks and presentations from leading architects and designers drew an enthusiastic crowd of locals and international observers, including icon magazine... But often the best part of this kind of conference is the treats that come as a surprise. Dutch intellectual property lawyer Aernoud Bourdreuz, for instance, proved electric on the subject of conflict resolution in the creative industries. Simon de Pury of auction house Phillips de Pury gave an interesting overview of the market for limited-edition design on Thursday and then astonished nearly everyone by DJing in the Magacin nightclub the following night..." "... The real selling point of Belgrade's design week is its amazing spirit..."

William Wiles, ICON Magazine, UK

"...Today is the final day of BELGRADE DESIGN WEEK and the fact that I haven't blogged about it yet (I've been here since Wednesday) is a credit both to the busy schedule of the seminars and after hours, exhibitions and events and also to the warm hospitality of the festival's host Jovan Jelovac and his team..."

Gavin Lucas, CREATIVE REVIEW, UK

"...Jaime Hayon was judged the best performer among those who followed on the stage of the BELGRADE DESIGN WEEK, during three intense, really amusing days of conferences. He was awarded the prize, a pair of shoes, among the shouts and the wild dancing of the Magazine club, in one of the nights when the designers festival moved, en masse, in the inflamed atmosphere of the Serbian capital... A definitely peculiar kermesse, under the sign of informality and irony, a string of days devised for generating meetings between designers and those revolving round their world, who make it turn, who portray it. The event, started in 2005, and accomplished, this year too, with great energy (and with the help from many private companies) is congenial to many stars of the moment, from Ross Lovegrove to Konstatin Grcic and deserves being attended and supported..."

Valentina Ciuffi, ABITARE, IT

"...Belgrade is growing, invigorating, and beautiful. A city with creative and enthusiastic people. In early June architecture and design enthusiasts got together for BELGRADE DESIGN WEEK. During an intensive three days, creative minds from different industries showcased their work, gave talks and presentations, sparked dialogue and debates..."

Nancy Jehmlich, STYLEPARK, DE

6. Partnership Models

BELGRADE DESIGN WEEK 2010 has went beyond the usual sponsorship packages (silver, platinum statuses and other distant relationships) and created genuine partnership relations, as analyzed in this report. Our "Pošt Report - Partners Exposure", offers a detailed overview of the festival program precisely related to the exposure of this years' partners.

This serves two purposes: Primarily to laser sharp showcase our partners' exposure at BDW 2010, and secondly to show our partners an overview of all benefits and privileges that result from a partnership with BDW.

We list here the basic partnership models realized during BDW 2010. Each of our offers contains a common red thread: A unique and true partnership relationship, with a lot of involvement in the festival program, that can not be easily copied by any next sponsor or event in town...

This unique approach also ensures that our partner's affiliation with BDW values is, beyond the logo, intensively linked to impressions like design, progress, innovation, Belgrade, world-class, superstars, future, culture, experience, education, creativity, networking, professionalism, passion, energy, modern, change, speed, collaboration, European, information, socially-responsible, legacy, popular, Serbia, South East Europe, gripping, exiting, international, sustainable, ecological, SMART...

In fact, SMART squared!

Having said that, we are aware that we can be better and that we shall try even harder to improve the partner's exposure at BDW in every single aspect. We sincerely hope that we will have the opportunity to prove that.

Best regards,
Filip Marić, BDW Marketing

BDW Partnership models:

1. General partners

- Principal Partner
- Institutional Patronages

2. Program Partners

- Idea Partners
- Partner of 100% Serbia
- Partner of a conference day
- Partner of a Smart Lab project
- Partner of DesignPremieres
- Partner of DesiGNights
- Design Grand Prix Award
- Special event Partner
- BDW TV Chronicles Partner
- BDW Livingroom Partner
- Lecturers' Patronage
- Exhibitions Patronage
- Interview Chair Partner
- BDW Publishing Partners (Web, Book, Film, Report)
- Creative Thursdays Partner

3. Logistical Partners

- Carrier Partner
- City Break Partner
- City Guide Partner
- Video Partner
- Web Partner
- Printing Partners
- Transportation Partner
- Accommodation Partner
- VIP dinner Partner
- Location Partner
- Catering Partner
- Design Lounge Partner
- Technical equipment Partner
- Opening Ceremony Partner

4. CSR Partners

- Smart Students Partner

5. Media Partners

- Key Media Partners
- International and Local Media Partners

>>>

BDW partners with six basic support categories:

1. Media

2. Logistical Partners

3. Exposure Partners - Business and Institutions

4. Business Grants Partners

5. Foreign and Domestic Cultural and Government Institutions

6. Institutional Grants Partners

"Imagination and creativity are some of the fundamental values of Banca Intesa, but also of any other business entity which thinks ahead. We support BELGRADE DESIGN WEEK as it generates a uniquely creative energy, motivates us and provokes us to continually question and push the borders, year after year. Thank you for this abundance of inspiration!"

MAJA KOLAR, MARKETING AND COMMUNICATION DIRECTOR,
BANCA INTESA, SERBIA

Partners of BDW 2010 were exposed in the main communication channels of BDW 2010:
 BDW 2010 web portal, BDW 2010 conference brochure, BDW 2010 TV chronicle,
 BDW 2010 movie, BDW 2010 book, BDW 2010 location branding

Example

Exposition

Institutional Patronage



- Special status of the patron of BDW 2010.
- Placement of the logotype in the official program of BDW 2010 with patron status, in BDW 2010 brochure, in the BDW 2010 ad and on the oscar wall.
- VIP Dinner invitations

Partner of one Smart² Conference day



- Placement of the Banca Intesa exhibition inside of the BDW 2010 location
- Complete organization of cocktail party inside of the BDW 2010 location at the end of conference day
- Complete organization of cocktail party inside of the BDW 2010 location at the end of the conference day
- Party in the location of the BDW 2010 DizajNights
- Special video articles about Banca Intesa cocktail party and exhibition, and exclusive broadcast of the interview with representative of Banca Intesa in BDW 2010 TV chronicle
- Broadcast of special video in the pauses between speakers during the conference
- Joint press conference announcing BDW 2010 partners
- 1/1 ad, article about the exhibition and article about the party in BDW 2010 brochure
- Placement of the logotype in the official program of BDW 2010 as the official bank and as partner of the day, in BDW 2010 brochure on the second conference day page and on the oscar wall
- Banca Intesa banner placed on home page of the BDW 2010 web portal
- Branding inside of BDW Opening location
- Branding inside of the BDW Smart Labs location
- VIP Dinner invitations

Partner of the Smart Lab project



- Opening speech of representative of the partner at the workshop
- Complete organisation of cocktail party inside of the BDW 2010 Smart Lab location
- Placement of the logotype in special poster of the workshop and on the oscar wall
- Mentioning in every article about workshop in BDW TV chronicle, BDW 2010 brochure, BDW 2010 web portal, BDW 2010 book, BDW 2010 movie
- Banner placed on Smart Lab page on the BDW 2010 web portal
- Branding inside of the BDW Smart Labs location
- VIP Dinner invitations

Example

Exposition

Participant of DesignPremiers

ORMOLU

- 2-hour time slot in the DesignPremieres program
- Design and production of the universal invitation for DesignPremieres program
- Design and production of the special invitation for Ormolu cocktail
- Special video articles about Ormolu cocktail party, and exclusive broadcast of the interview with representative of Rubelli (brand represented by Ormolu) in BDW 2010 TV chronicle
- Mentioning of the cocktail party in various articles about BDW in specialized magazines and newspapers
- Article about the partner in BDW 2010 brochure
- Article about the partner at BDW 2010 web portal
- VIP Dinner invitations

Partner of DizajNights



- Special party organized within BDW DizajNights program
- Exclusive DJ set and complete music program organized by BDW 2010
- Design and production of the special invitation for IAA party
- Special video articles about IAA party in BDW 2010 TV chronicle
- Branding of the party location
- Mentioning of the party in various articles about BDW magazines and newspapers
- Article about the party in BDW 2010 brochure
- Article about the party at BDW 2010 web portal

Partner of the Smart Students project



- Mentioning of the project and its partners in various articles about BDW magazines and newspapers
- Article about the project in BDW 2010 brochure
- Article about the project at BDW 2010 web portal

BDW City Break Partner



- Mentioning of the project and its partner in various articles about BDW magazines and newspapers
- Article about the project at BDW 2010 web portal

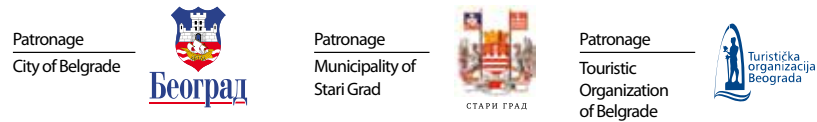
Lecturers' Patronage - Idea Partner



- Broadcast of special video in the pauses between speakers during the conference
- Broadcast of special video during the presentation of patronized lecturers
- Special video announcing interview with patronized lecturers and logo broadcasting during the interview
- Placement of the logotype on the oscar wall
- Placement of the logotype in the article about patronized lecturers
- Samples placement in the BDW 2010 conference location
- VIP dinner invitations

7. BDW 2010 Partners / Thanx²

BDW POKROVITELJ / BDW PATRONAGE



BDW PARTNERI / BDW PARTNERS



BDW PODRŠKA / BDW SUPPORT



BDW HOSPITALITY



SMART STUDENTS PARTNERS



BDW PARTNERI PREMIJERE / BDW VERNISAGES PARTNERS



BDW NIGHTS



INTERNATIONAL MEDIA PARTNERS / INTERNACIONALNI MEDIJSKI PARTNERI



LOCAL MEDIA PARTNERS / DOMAĆI MEDIJSKI PARTNERI



8. BDW 2010 Location - Atelje 212

The location chosen for the lectures of the greatest creative minds of the 21st century was Theatre Atelje 212, with a good reason - as the first avant-garde stage of Eastern Europe.

It came to life in the small hall of the old Borba in 1956, in front of 212 chairs, with the opening night of the play *Faußt* staged by Mira Trailović. It was founded by a group of actors, producers, writers, and musicians, at a moment when there emerged a need for a theater that would play a new avant-garde drama of a great influence in Europe at that time. Atelje 212 was the first theater in Eastern Europe on whose stage the performance "Waiting for Godot" by Samuel Beckett was played. When he became manager of the Atelje, the famous director and architect Bojan Stupica designed and prepared plans for the construction of the new theatre building, at its current address. In 1964 the new building was opened. The rotating stage mechanism was built afterwards, and the roof could be removed in the summer.

The present appearance of the building results from the renovation started in 1988 and it represents the joint work of Ranko Radović and Radivoje Dinulović. The renovated theatre was reopened on August 1st 1992.



Location:
Atelje 212, Svetogorska 21

Bah

Belgrade Art Hotel



9. BDW 2010 Hotel - Beograd Art Hotel

Inspired by modern Italian design, hotel BAH represents a real fashion oasis located in the most exclusive and vibrant district of Belgrade, on Knez Mihajlova street. With 55 uniquely designed rooms and suites, a bar, restaurant, 2 board rooms and a sauna, Beograd Art Hotel meets all the specific needs of modern urban life and business people.

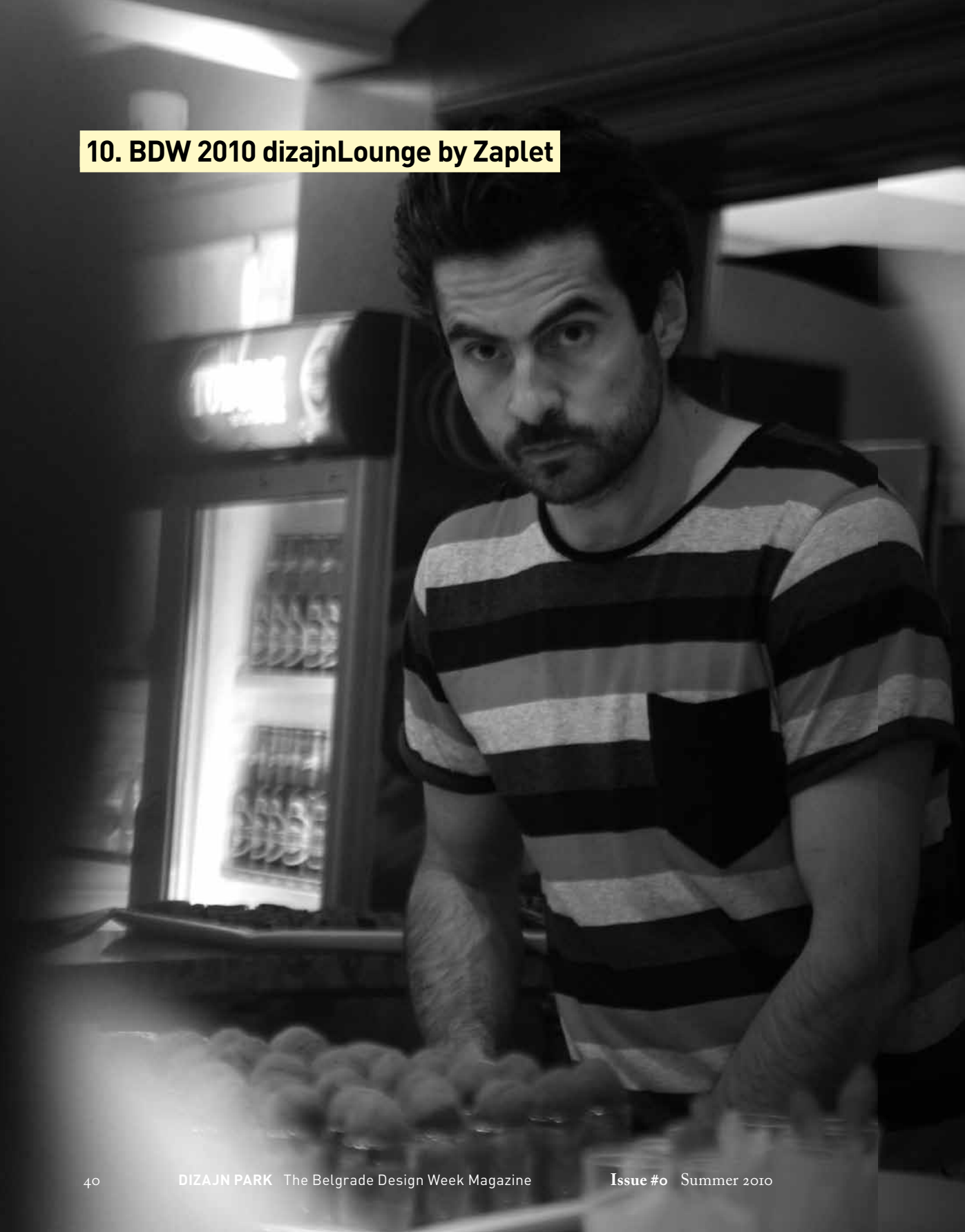
The hotel provides its guests a chance to enjoy the soul and the spirit of Serbia's capital.

The proximity of Kalemegdan fortress and other historical heritage locations, restaurants, cafes and night clubs is offering BAH's guests many options to render their stay unforgettable. The hotel location is a perfect choice, no matter what your cause of visiting Belgrade is.

In its opening days the hotel was honoured to accommodate the eminent superstars of global design - the lecturers, media and guests of BELGRADE DESIGN WEEK 2010. Now we would like to invite all of you reading this to visit this new and unique spot in Belgrade!



10. BDW 2010 dizajnLounge by Zaplet



ЗАПЛЕТ

Zaplet represents a unique combination of what Serbia never had before: tasty and carefully prepared national specialities, an eclectic wine card, modern interiors, and a selected music playlist as an important experience segment.

The permanent flirt with Belgrade's art scene always brings freshness in the visual identity of the restaurant, in form of a massive billboard showing works of numerous young Serbian artists, design menus etc...

11. BDW 2010 Travel & Accommodation

Belgrade City Break



Thursday

Arrival to Belgrade. Assistance at the airport. Transfer to the hotel. Accommodation.

Friday

After breakfast in the hotel, the regular panoramic sightseeing tour of Belgrade with photo stop. Duration of 3 hours. Pick up in front of the hotel. There is also the possibility of optional tours in Belgrade or free time for shopping, visiting museums, galleries etc.

Saturday

Breakfast in the hotel. Free day for exploring the city or excursions. Optional excursions, attached. Free time in the afternoon.

Sunday

Transfer to the airport.

Accommodation	Double Room	Single Room Sppl.
Hostel	240	66
3* Hotel	295	120
4* Hotel	320	150
4* Hotel Prestige	310	145

Rates in EUR per person

(minimum 2 person)

Taxes are included in the price.

The price includes:

Transfers from/ to the hotel;
3 nights BB in double room;
Regular panoramic sightseeing tour with an English speaking guide;
Entry to the „BELGRADE DESIGN WEEK“
Rakia Bar Tour – history and story of making the traditional drink rakija with tasting of different sorts of rakija;
Dinner in Skadarlija;
Glob Metropolitien Tours welcome gift, a map of Belgrade included;

Not included:

Air ticket / Personal expenses / Additional night supplement in double room:

Note:

The possibility of air ticket purchase in Glob Metropolitien Tours:



Belgrade truly touched and moved me. It is difficult to describe feelings that overflow me. Your desire to bring people together, your dedication and commitment to an idea, the need to look the people in the eye, the inner beauty I have encountered here, all is so sincere and real. There are not many such places on the planet. Please, invite me again!

Ross Lovegrove
(guest and lecturer at Belgrade Design Week conference – April 2006)



The participants list is impressive! Belgrade Design Week is the best professional event I ever participated in. But to me it also has emotional significance. I am in Belgrade again, twenty years later. I was not sure what to expect but I encountered a fantastic atmosphere and amazing people. I have a feeling I have old friends here.

Konstantin Grčić
(guest and lecturer at Belgrade Design Week conference - Modern², May 2008)



Belgrade Design Week is fantastic! It is a conference with a great international reputation. I have heard so many friends, professionals and peers who said it was one of the best conferences in the world, and something you must do! So, I had no doubts in saying yes when Jovan asked me to do it 6 months ago. Belgrade Design Week is different, it's a bit crazy, and the special passion and the energy is what makes it really good!

Tony Chambers/Wallpaper
(guest and lecturer at Belgrade Design Week conference – Speed², May 2009)



"Belgrade is a city of **great festival culture**, but also of equally **grand festival expectations**, nurtured in the golden age of socialism. **Belgrade Design Week** is trying to provide the framework, the inspiration only, and let everything flow from thereon as organic, as spontaneous as possible. Namely, after leaving behind all logistical, technical, financial and similar aspects, the whole know-how revolves around the **CHEMISTRY** of the festival - is everyone getting the proverbial **buzz** from the excitement at **BDW** or not... Like with a good movie: expensive effects, animation or camera stay in the shadow of the that **special feeling** weather you follow a film **BREATHLESS** from beginning to end, swallowing scene after scene as soon as the lights go off. For this feat only the **STORY** bares responsibility; the good old story and the mastercraft of the story's guide - **the director**. That's more or less the situation with BDW: something inexplicable happens each year, and then the whole world talks again with excitement about Belgrade and the festivities of **Belgrade Design Week**."

Jovan Jelovac,
founder and creative director of Belgrade Design Week

WWW.BELGRADEDESIGNWEEK.COM

12. 2010 Key Local Media Partners

BDW TV Chronicle Partner



BDW Key Daily Newspaper Partner



BDW Key Web Partner



BDW Key Magazine Partner



BDW Key Blog Partner



BDW Nights Partner



PREĐSTAVLJA



13. Smart Students Partners

It is very important to emphasize that, thanks to the generosity of 6 Serbian companies, 60 of the best students from various Serbian universities received the donation to attend the entire conference. They were chosen with help of a special BDW support projekt by the major students' information portal in Serbia - Infoštud. Those companies have shown great corporate and social responsibility towards our society and those who will inherit this world.

In the name of the BDW team, THANK YOU!

"Mislim da su predavači pre svega ispunili moja očekivanja kada su u pitanju inspiracija i kreativnost i profesionalnost u svojoj oblasti. Pošto moja interesovanja više okupiraju grafički, ilustracija i web dizajn mislim da bi se program mogao proširiti malo više kada su u pitanju te oblasti, kao i oblast animacije, koja je takođe sama po sebi kreativna."

Tamara Lukić, student Fakulteta tehničkih nauka u Novom Sadu

"Ono što sam videla na BDW-u uspeo je i da me zainteresuje, nasmeje, edukuje i pre svega, inspiriše. Uživanje je prisustvovati govorima koje drže ljudi sa svetske dizajn scene, a to što su sa nama podelili svoje kreativne ideje i želje za promenom bila je čast. Želela bih da se zabvalim organizaciji BDW-a i Infoštud-u na ovoj fenomenalnoj prilici. Nadam se da ćemo se srešti još koji put."

Anja Petrović, student Šumarskog fakulteta u Beogradu



"BDW is a very special and very important event for Belgrade, a true celebration for designers! This year, Atelje 212 was the place where world design, architecture and marketing masters gathered to present their work, talk about their inspiration and the process of creation and realization. The audience was especially impressed with Bjarke, Marti Guixé and Nika Zupanc, the charming guest from Slovenia. This was really the unique opportunity that all these talented people gather in one place and to transfer onto the Belgrade audience their experience, ideas and knowledge. We are very grateful to organizers for this spectacular design show and we wish them to organize an even better BDW next year."


NIKOLA DRAGAŠ, POŠTA SRBIJE

B. Belgrade Design Week Program

Thursday, June 3.

The first day of the festival's epicenter – the famous international creative conference, this year themed SMART²! And to put it short - as our dear friends from the DESIGNED.RS blog said: "It was spectacular!" We succeed in what no one believed could had been done! In a year of brutal economic crisis with almost no institutional support, we gathered the world's greatest creative minds of the 21st century in the small but historical building of the Atelje 212 theatre!

Unlike our gigantic enterprises of last years, when we converted iconic architectural landmarks of the City of Belgrade to uniquely designed BDW stages - as such very often empty or functionally disused spaces of great historical value that needed endless amounts of time, energy and funding, but often lacking basic electricity or running water, not even speaking of stage equipment - we settled for the rational choice. A theater with all the comforts (padded seating for Christ's sake :) for producing a world-class show!



I'M A
WHORE

So the setting this year was somewhat subdued and calm - not least because of torrential rainshowers, unprecedented for June in Belgrade, brought to us probably by the 10-ish strong UK media gang - but this particular theater was not chosen accidentally! It was in fact a perfectly planned coup to produce the jubilee 5th BDW on an equally legendary parquett.

Atelje 212 was namely the first ever theater stage in Eastern Europe to play western avantgarde after WWII - from Ionescu, Sartre to the famous Beckett's "Waiting for Godot" production. It was also the place where the first world class festival in ex-Yugoslavia was staged, the legendary global theater festival BITEF, and we thought it was only appropriate for BDW to walk in those footsteps!

1.1 Smart² Conference:

First Day, Thursday 03.06.2010

Thursday, June 3.

On the day earlier, this morning and in two consecutive days over thirty (30!!!) leading creative superstars from over 20 nations flew in from London, Paris, Milan, Bologna, New York, Istanbul, Amsterdam, Stockholm, Ljubljana, Hannover, Vienna, Tel Aviv, Barcelona, Madrid, Frankfurt, Copenhagen, Eindhoven, Berlin and Rotterdam. We all finished our 'wake-up' double espressos and the heavenly mousse au chocolate cups with a strawberry in the amazing Zaplet design lounge, opened the curtains, and on this very rainy morning, the international creative conference SMART SQUARED could start.

The conference was announced by the founder and curator of BDW, Jovan Jelovac, followed by the official opening speech of the Head of the Municipality of Stari Grad, Ms. Mirjana Bozidarevic, who was the key partner helping BDW nestle in the Atelje 212 theater, the prime venue in her municipality. Thank you for this support, Mirjana!

And the marathon began!

Speakers:

1. Dušan Paunović – Dušan / Italy
2. Ola Rune – Claesson Koivisto Rune / Sweden, Supported by Embassy of Sweden
3. Laurent Fetis / France
4. Bjarke Ingels – BIG / Denmark, Supported by Danish Arts Agency
5. Lars Holme Larsen – Kilo Design / Denmark, Supported by Danish Arts Agency
6. Jacob Van Rijs – MVRDV / Netherlands, Supported by The Netherlands Embassy
7. Simon de Pury – Philips de Pury / UK
8. Jens Martin Skibsted – Biomega / Denmark, Supported by Danish Arts Agency



Ambassade van het
Koninkrijk der Nederlanden

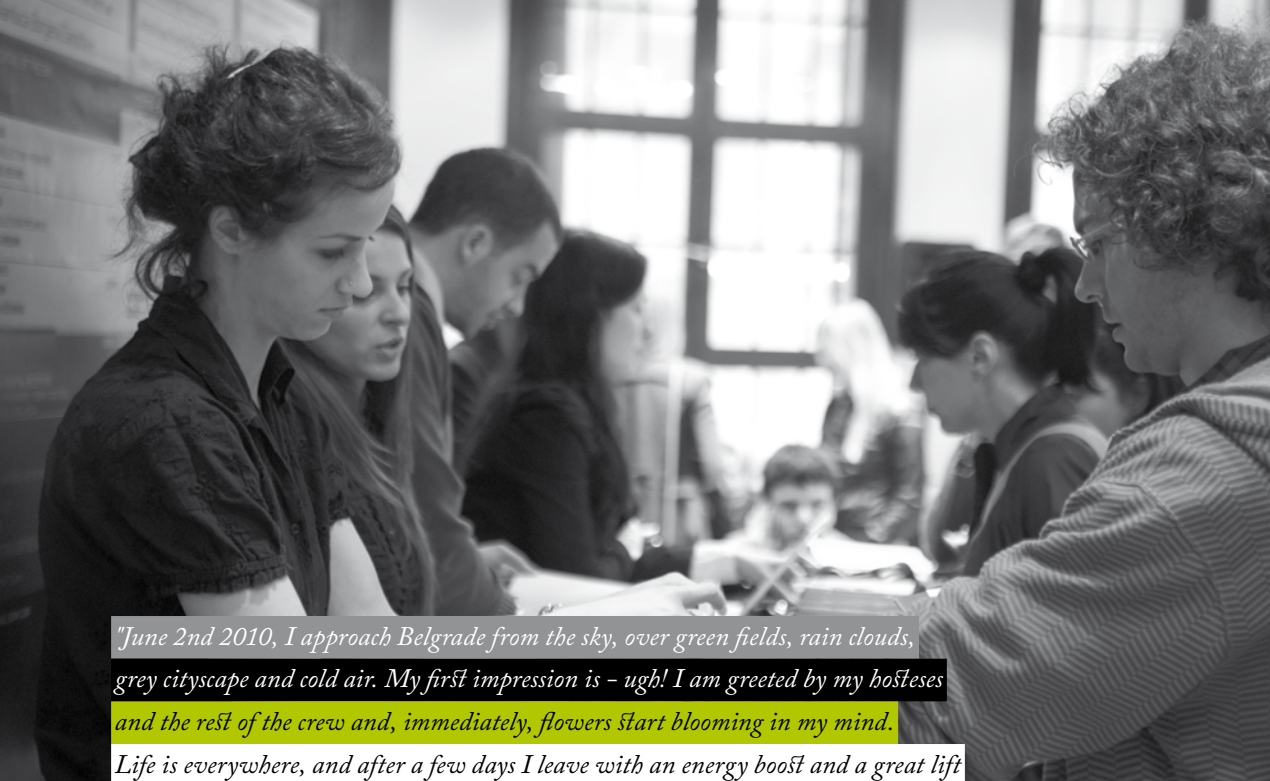


"We need to find sustainable solutions that will improve the living conditions for individuals and for the society as a whole. BELGRADE DESIGN WEEK inspires to such a development by inviting speakers who are identifying the challenges in society and who are also offering creative solutions. It is therefore very important that we inform about the successful initiatives that have been carried out in the world, and BDW could be a forum for that and a forum where design and sustainable development could be discussed."

HELENE LARSSON, CULTURE
COUNSELLOR, EMBASSY OF
SWEDEN IN BELGRADE, SERBIA



Bjarke Ingels



"June 2nd 2010, I approach Belgrade from the sky, over green fields, rain clouds, grey cityscape and cold air. My first impression is - ugh! I am greeted by my hostesses and the rest of the crew and, immediately, flowers start blooming in my mind.

Life is everywhere, and after a few days I leave with an energy boost and a great lift in spirits. I am sad to go but I am sure to return. Belgrade is alive!"

OLA RUNE, SE



Ola Rune



"Belgrade was an unexpected, inspiring and energizing experience. A very unorthodox & charismatic host, harems of beautiful hostesses, less beautiful speakers with their advantages too (mainly the speaking part) and finally some recognition of my talent as a DJ.

Biomega & KiBiSi colonized Belgrade for a brief moment. Actually, for the first time my KiBiSi partners, Lars Larsen, Bjarke Ingels & I were speaking at the same event - a seal of grandeur I gather. Some day I want to be remembered as the Caliph of Belgrade - & the designer bicycle pioneer."

JENS MARTIN SKIBSTED

BIOMEGA, DK



MVRDV

Jacob van de Rijns



Jens Martin Skibsted



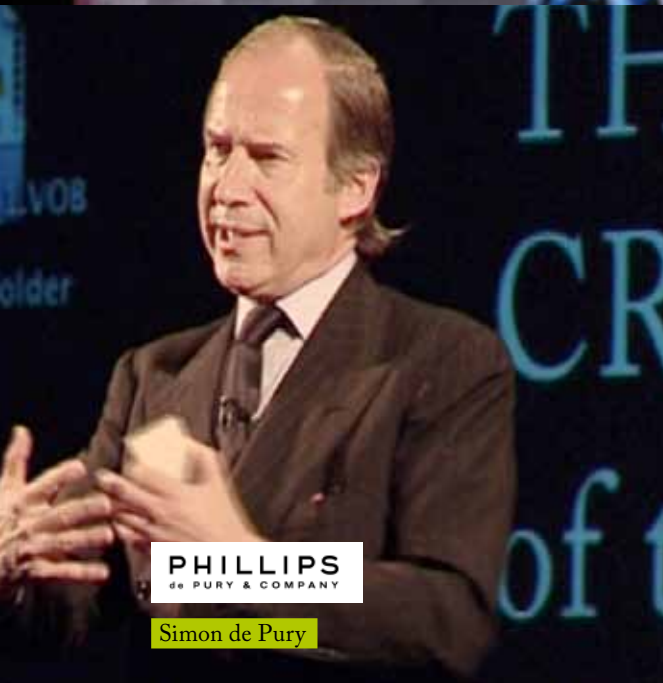
Marko Maršičević, Milena Dragičević - Šešić, Aleksandar Peković

"A smart thing is BELGRADE DESIGN WEEK, inviting great speakers from the whole world and make them meet, discuss, comment and expose their thought and quotes in a very distressed manner in one of the most wonderful and preserved town in Eastern Europe.

Thanks to BDW I met nice and passionate people

I love BELGRADE DESIGN WEEK"

LAURENT FETIS, FR



"Mercedes-Benz Serbia and Montenegro with its youngest brand Smart was not accidentally the partner of this year's BDW. The car that is a class for itself, characterized as the car that unites everything which is considered for a good design – has its own character, stands out of the mass and above all is unique – just like BDW. Since the task of the designer is to provide the right answer for problems in visual communications of every kind or in every segment of the society, I am convinced that smart represents this idea in a concrete form and therefore was the best representative of auto industry in this year's Belgrade Design Week. Mercedes-Benz Serbia and Montenegro, through the partnership with Belgrade Design Week, tried to support the intention of the organizers which is to enable young people in Serbia to meet great world designers, learn from the best, and to together with their idols find the answers on all questions and to find their own creative expression. We are glad that we were given the chance to present to Belgrade audience the creative expression of the designers from the auto industry, which is best reflected in smart."

MILOVAN DEVIĆ,
DIRECTOR MERCEDES
BENZ CARS, SERBIA
AND MONTENEGRO



Interview with Laurent Fetis - Designed.rs Web Portal, Serbia June 2010

You have started early on while you were still in school. One of your first commission works was a logo for the Parisian radio station Radio FG. At this time you have also decided to switch from architecture to design. Why and how did this happen?

While studying architecture I discovered quite quickly that I was not very good for that and I think I would have been a very bad architect if I continued to do this, so I decided to switch to something else. At the same time I was more interested in objects and details. I did a kind of competition to go to an arts and crafts school "Art Déco" in Paris and then I started... I was already doing stuff before I was doing architecture when I was younger. I was doing illustrations for concert posters by hand where I was living at the time. Later at Art Déco I have learned to improve in a more professional way and I did not lose my instinct from the early years but it did become more organized and professional.

So you felt more comfortable doing graphic design?

The thing is, I have always, despite this discipline seen this as something a bit less important for art. At a certain time while at Art Déco, I understood the potential and that if I was already doing this, it wasn't innocent. It was because this way of working was permitting me to different kinds of actors and different disciplines. If I was doing graphic design I could work with an architect and do stuff for him and in a certain way still be involved in architecture. I could also work with a product designer and change disciplines. I also have the chance to meet different kinds of people such as art dealers or ancient art collectors that I initially wouldn't have expected to meet. It's quite fun meeting these kinds of different people.

So how do you feel your work has changed over time, once you've chosen to put architecture behind and go into design?

I have never really done architecture, I was just studying it. It wasn't really a job - I've been

far into the studies but I haven't really done anything connected to architecture.

What was the thing that really inspired you to go into design?

At one point I think I was influenced by English graphic design, and especially by the work of GTF (Graphic Thought Facility) and FUEL. It was a really particular generation of English graphic designers that inspired me because they were doing something that was visually as strong as art. It was not just art put as an ornament, it was in itself a creation with an intelligent approach.

How was the French scene when you started out?

It is a little pretentious to say, but honestly from what I remember it was horrible [laughter]. It was really, really horrible.

So was this a rebellious kind of thing where you wanted to take things in your own hands?

I was absolutely not paying attention to the French scene. I was more focused on what I was starting to discover - like the approach of American artists. We were working also with designers in the same area during this period, this was at the end of the 90-ies - there were artists like Paul McCarthy, Mike Kelley in California.

I was really touched by their art and they were also working with a super interesting designer like Jeffrey Kelly. All this new wave from California which is more connected to the Cranbrook Academy. This influenced me a lot and also the work of Martin Kippenberger who also did books, as well as most of the English scene, but also people I've met in France like M/M. At this this point we were chatting a lot, and I did an internship at their atelier in Paris. It was quite cool to understand how to deal with personal creation and business as well, because if you want to continue you have to understand the market and it's exactly the same for artists.

It took me some time to understand that everything is a bit like a business too, it's not so innocent like it seems on the outside. When you create something really special, your creation isn't like business, but your activity is a bit like it.

Did you manage to integrate this into your own work and the French scene in general by incorporating design and its commercial aspects?

The commercial aspect in a certain way is the initial deal. People come to you because they want to sell something to other people, it's pretty much for that. It's not for letting you having a vision. You could say you have a vision and such, but at the end, the final point is that everyone wants to sell something.

During this year's BELGRADE DESIGN WEEK, there has been a lot of talk about the communication and relationship with clients. You mentioned you don't have much trouble with your clients, or is this just luck? Did you ever have to say no to a client? What's your approach?

Concerning the clients, in fact the thing this is that when I first meet them and I get briefed about the project I see when something will not work. If they want me to do something that I'm unable to do, they should work with somebody else. For example, sometimes people come to me wanting me to do exactly the same thing that I've done for someone else, so I kindly explain that it's impossible. I also know that if I do that there is a possibility of them going to someone else and ask them to rip-off the stuff I've done because they absolutely need it and have no other idea for something else. Generally, I'm lucky because I explain to my clients what should be done, especially because I also choose what I want to work on. My job is also to drive the client and explain to them what is better for them. Sometimes when they ask me something that I don't agree with, I ask them why they want it, and then I have a better understanding of their needs. Sometimes I have a client who comes to me asking me to enlarge the text and then I ask them whether they really want it bigger or more legible. The same applies to color and equilibrium.

So generally you tend to find that golden middle with your clients?

I'm not completely into that either because I'm not trying to seduce the client or to make them become my friends. In fact, sometimes it would be better if I did that, but I'm really a bit tough when it comes to that.

You've also done a lot of multimedia work. Some of the stuff you do ranges from posters, album cover design, book design and strictly commercial work for clients such as Toyota. Do you see yourself going deeper into design or moving more towards art direction?

I love art direction more and more. The thing that is super is that you don't have to produce everything yourself. Art direction in a certain way is also a very strong creation. It's about choosing the right person to do the right thing. I'm lucky to do it more, but I think I'm not doing it enough. I would love to do it more and it could be better because I'm becoming lazier and lazier [laughter].

Does this mean that you're going to stop strictly designing?

No, I'm not going to stop. I can't stop working - I always have ideas and I always want to do something. Even discussions with friends turn into projects, hence I always have something "sur le feu" (on the back-burner) as we say in French... I have no special desire to change. I have been called to do film titles and I'm okay with doing that, as well as many other different projects. The only difficulty is to find the time to do them well. In this way art direction is good for that because you do a project and count on people to do different parts while contributing to the overall quality of the final product. I love this total control [laughter]. When you're involved in art direction, you don't have to deal with bad images. If you do a catalog, and there is a bad image of an installation done by an artist, you're free to change that by choosing the people best suited for the job - in this case, a photographer that can take the best possible photo. Art direction is really the top...

So you're really aiming towards achieving your ultimate goal with art direction?

I am doing this for the Paris Social Club magazine and some other stuff. I have also started to work for a theater with a photographer named Nan Goldin, and the funny thing is that I'm supposed to be in charge of art direction. I have explained them though that she's Nan Goldin and that she does everything she wants. I also know that it's quite hard to work >>>

with her because she's a diva. If she doesn't want to go to a meeting, she won't come [laughter].

You've done some interesting projects and you're renowned for doing album covers and posters. How did you come up with doing Beck's poster for "Sea Change"?

He called me. In fact, initially he called me to do the album design. Unfortunately it wasn't done on time and it didn't go through since they asked me to do it way too late. He did call me back to use the images for the poster and asked me to do some other stuff for him as well. He just called me one summer saying: "Hi, this is Beck, I love you work. I'd like you to do my album cover for me." and I was like "Cool, no problem."

So going back to client relationship, was Beck easy to please and work with?

Oh yeah, it was super easy. I sent him everything and he was like - "super." Not to brag, but I think I'm very lucky. Sometimes I do happen to create stuff that is perfect. It's for this reason that I'm working at several things at the same time. Sometimes I spend a half a day on something and I'm like - "Ah, super!" I think the first ideas are the best ones. I always thought that. The quicker I do something, the better the project is, in fact. For example, I've done Beck in only one day. For the Social Club I do the drawings at the last minute, just before they go to print.

There's Beck, there's the Social Club. There's the whole music scene. You've done stuff for Tahiti 80, Mellow, M83 and it seems like your work is very tied to the music scene. How does music inspire you as a designer?

I grew up with music. I was going to a lot of concerts when I was a teenager, and I was really influenced by the looks of the people that were attending the concerts - especially the attitude of the young people and the way they dressed. It created a kind of strong imagery and my teenage years influenced me a lot and my interest in music. I was also really curious to see how much pop and rock music could create such an influence on people, like the aesthetic, trying to look like their idols - it's something really fascinating. I think I also use this medium to

create my vision of a band and create a kind of aesthetic that people who listen to this music and look at the cover will adopt. Essentially it becomes their aesthetic and no longer mine.

I loved it when for example when I saw that at the Social Club people cut stuff and then put that in their rooms, just like teenage posters. I loved this idea, and that's why the magazine is constructed as a poster that people adopted as a really popular media. I love this idea of doing really popular stuff that people could appropriate easily - posters, free magazines... I don't like stuff done for a few privileged people. I know that it's necessary to have that and it's cool.

I don't mind having some stuff like this, but the most important thing and the most influential is the image that people have in their mind. For example, everybody knows Coca Cola and then you have Chanel who's bags are owned by a few even though it's an icon. You have designers like Raymond Loewy who has done the design for Coca Cola, and it's pretty crazy when you can say that you've done something like that... it's super!

You've mentioned that the French design scene was pretty poor when you started out. How is the scene in terms of design back in France today?

It's better now. In fact, the thing is that people have the Internet and can see what's happening in other countries. I have met a lot of young designers who finished school... I think education in France is not so good because there are no big schools. You don't see schools like Lausanne or Rietveld Academy. You don't see these types of schools in France. Art Déco used to be a good school but now I'm not sure if it's still at the top. All the big figures have gone, and there are only two or three good professors, but not as many as before. >>>

BELGRADE DESIGN WEEK 2010. You're in Belgrade for the very first time. What was the reason that made you decide to come?

I wanted to see some of the lectures. I've seen the work of the people presenting and I was like "Wow! This is super!" It's the kind of thing that I don't have the time to do. If I had the time to go just for my pleasure I probably wouldn't because



I would tell myself that I have to work. This is perfect because I'm working and I can also see the lectures. What I've seen this morning was super interesting. For example, I've seen some of Ola's work only magazines and it's super to see the way he works. I was dying to see GTF's lecture but unfortunately I have to leave sooner than expected tomorrow. It's obvious that it's important to meet people that do the same things as yourself, and it's cool because it allows you to say "I should push for that... at the moment I'm far from that... I was loving that before... also this needs to be done."

So what are your plans for the future when you go back to Paris?

At the present time I'm working for an auction house and helping them to renew their image - their catalog, and their editorial stuff. Mostly the publications linked to selling objects. It's a long

project that will probably take up most of June. After that I have a catalog about the gardens of Tivoli, the Italian 18th century gardens. I've been commissioned to the titles for a musical movie. After that I have that theater project that I mentioned with Nan Goldin. Albums - the new cover for Tahiti 80 and "The Best Of in Japan." I also have to do the signage for Jean-Michel Basquiat's exhibition. I have a bunch of stuff to do every day and at the present time there are only two of us at the office but I need another person to help us. I'm not sure what I want to do, but I do have a project in mind that I want to develop, however I need to find a business person to make it happen.

Any words of advice for your colleagues?

For the young colleagues I have an advice - stay faithful to that thing that makes you want to do this job. It's very serious... [laughter] ❁

Interview with Bjarke Ingels - Playboy Magazine, Serbia May 2010

Bjarke Ingels, world superstar of contemporary architecture, is using the mixture of his creativity, optimism and disarming personality trying to change the surface of earth in accordance to how modern people would love to live. The results are spectacular. He will present them soon at BELGRADE DESIGN WEEK.

On Zira island, mountains consist of buildings that will be built. Seven buildings shaped into seven legendary peaks of the mountain-state.

"Zira is an attempt to merge the notion of landscape and city by creating an artificial ecosystem where the entire island and its urban development not only resembles mountains - but also operates like mountains. Mountains are ecosystems. They create shelter from the wind, the accumulate heat from the sun and collect rainwater in streams and lakes. In the same way the inhabited mountains of Zira Island form manmade landscapes of terraces and roofgardens that take part in a manmade ecosystem of renewable resources, thermal flows, passive and active solar gains and water - and waste management", says Bjarke Ingels, the director and founder of BIG (Bjarke Ingels Group), an architecture studio from Copenhagen, for the Serbian edition of Playboy.

It is outrageous how young Bjarke is. Not because he is wearing jeans, ALL-STARS trainers and a print t-shirt, something that architects of his caliber simply don't do. Not even because he is 36, as that isn't the first youth either.

Since he graduated in 1998, he won more than thirty competitions for designs of incredible buildings or whole city-districts, alone or representing some of the teams. This year, BIG will represent Denmark with its pavilion at the EXPO in Shanghai. Bjarke is a visiting professor at Columbia, Harvard and Rice University.

He has won more than 20 awards for

architecture, 15 of them are international. He designed the manifesto of his studio as a comic book. And on the top of that, his favorite philosopher is Nietzsche. How does 36 now sound to you?

He actually wanted to draw comic books - GRAPHIC NOVELS. Since there is no faculty where he could specialize this, he enrolled architecture to UPGRADE HIS DRAWING. Alongside, he is suddenly getting turned on architecture and starts to like the mix of the two art disciplines:

"I was working on a comic called ARCHI-WOMAN, about a superhero that would design buildings to battle his enemies - in addition she would always get dispensations for height limits and instant permits and super cheap construction costs - and of course - always happy clients, neighbors and users. But of course- those were way too unrealistic superpowers - flying or shooting giant spider webs seems a lot more believable."

Somewhere between these problems and wishes lies the manifesto, which Bjarke designed in form of a comic book. He explained in ICON MAGAZINE that since architects usually jump over the text and immediately focus on photos, the idea was to use comics to smuggle MEDICINE INTO THE PUDDING. The medicine is presented with a disarmingly optimistic but in the same time pragmatic vision of architecture, concised in a seemingly silly catchword YES IS MORE, a paraphrase of LESS IS MORE, the slogan of the minimalistic vision of the world, art and everything else. The optimism lies in the promotion of Bjarke's fight with architectonic windmills - clients' requests, legal, financial, technological and other restrictions, which in the end turn the project into a compromise between the initially created and the possible solution.

"I don't believe in compromise", says Bjarke. "Compromise is what happens when all parties are equally unhappy. Rather I believe in finding these impossible back bending designs that twist and turn to make everybody happy without stepping on anyone's toes. In fact I believe that committing yourself to satisfy every

single demand - reasonable or otherwise - can be a way to drive architecture over the edge of the ordinary and into unseen and untested hybrids of forms and function." Yes Is More. Clear? No? Never mind. Now you will see how Darwin and Nietzsche fit in this.

"At least I think Darwin is one of the people that best explained how we work. His famous evolutionary tree from "The Origin Of Species" could practically be a diagram of how we work. Life and architecture evolves through generations of design meetings in a process of excess and selection - way too many individuals - or ideas - are born, than can possibly survive. Only the ones that live long enough to mate, pass on their attributes to the next design meeting - and gradually a new idea evolves."

Bjarke's first workplace was at Rem Koolhaas' studio OMA. Rem is more than a famous architect - he was a kind of mentor to Bjarke, maybe even an idol.

"At the time I arrived there, I was convinced that OMA was like this cult where everyone had the same approach and was driven by the same ambition and understanding", Bjarke said for ICON: "And that was so massively not the case... I sometimes thought I was the only one who had actually read any of the books, at least the words in them. Instead of the organized, clear and orderly process, it was anarchy. Rem would never give you the scheme, he would just demand that you come up with something. And as a result, of course, I think there was an incredible waste of effort... so much wasted effort and ambition discarded almost without conversation."

However successful the collaboration was, regarding competitions and awards won, Bjarke thought that all this must be possible to achieve more efficiently and better and... less awkwardly. When years later, Koolhaas dropped by at the BIG studio during his travel through Copenhagen, he was evidently disappointed with the joyful atmosphere in Bjarke's studio. "When I was establishing BIG I believed that I can do this incredible interesting work and to have fun

alongside, that everything doesn't have to be so... rough."

That is why he had created the company which equally strictly selects ideas and solutions, but based on the mutual goals set, talks and discussions, and while during all other time 70 people of different ages, nationalities and races have fun:

"I think the anatomy of a joke and a brilliant idea is often quite related. What makes you laugh is the fact that you hear an entire story, you are presented with the context and all the facts. When the punchline drops you laugh because it totally surprises you, but at the same time makes perfect sense - just a completely upside-down unexpected sort of sense. It is the same with an innovative idea - it is perfectly logical and natural, yet completely unforeseen and fresh. So a relaxed and humorous workspace is not only more fun - it is also potentially more ingenious."

Not only potentially, it seems. When BIG competed for the construction of two buildings for an institution with the core business of finding solutions for life in accordance with the environment, the clients said to Bjarke and his architects: "We don't want a monument, we want a live building". The main project dictated a pretty basic shape - two edifices, one 100 and the other 200 meters tall. Only the facade was left for interpretation. "Then we asked ourselves, why don't we re-think about the facades and see if we can think out this new frame, maybe the buildings could evolve into something new", Bjarke said.

They won the competition with the facades, which from top to ground are covered with perforated aluminum plates, resembling a wrinkled, cut dress. The plates block the sunlight and are oriented towards soft light from the north. The closed part of the facade consists of details born in cooperation with a company working on usage of solar energy. Glass ducts collecting solar energy dry the air and reduce the energy usage for 70 percent, "through an ingenious way of thermal flow usage of >>>

the air, salt and osmosis". The wrinkled dress moves and forms the main entrances, urban squares, panoramic meeting rooms... "The result is that a possibly classical architecture of this building has evolved into an economic and ecologically sustainable one", Bjarke explains.

He has already seen many of his projects realized and some of them are incorporated in the lives of many people. Does the way that his projects change people's lives surprise him?

"No - on the contrary. I am very aware of the fact that architecture is the art and science of continually refurbishing the surface of our planet, so it actually fits better to the way we want to live. We architects have the power - and the responsibility - to design the framework of our life, so it allows us - and even stimulates us - to do what we want, rather than forcing us into preconceived molds that restrict our freedom of expression and the unfolding of our lives."

But, how can he know exactly what I need?

"Understanding precedes action - you cannot act on the world before you know how it works. To acquire the best possible understanding we combine all kinds of knowledge gathering: quantitative and qualitative data, personal experience and trial and error. Sometimes we simply combine different life forms that normally only exist separately - i.e. combining the suburban house with a garden with a penthouse apartment with spectacular views.

Essentially that's how all of the incredible diversity of the biosphere evolved - by combining the attributes of two parents with often very different personalities and qualities - and over generations all the plants and animals of the planet evolved. We attempt to do the same - only much, much faster."

In Helsingore a nautical museum is being built, designed by BIG, but there also follows a lawsuit: The Danish Architect's Society has sued the client because they allowed Bjarke and his friends to break one of the conditions set by

the competition and by doing this they have put others in an uneven position. "Someone from the other studios called and asked if they can place some content outside the water fronts and they have been refused. We didn't ask anything. Basically, we don't ask because we can get no for an answer. We think that it is much better to present a smart project, than to think what we are going to do with it."

This one and similar examples have caused that many people in contemporary architecture believe that a good part of Bjarke's success lies in his disarming personality, in his capability to bring the client closely related to his project, not the other way around. Bjarke never said that this is not true, but he reminds us about the frustration with small budgets, restrictive construction rules, misunderstandings with neighbors of new buildings...

"If you are a sculptor - you can simply hammer on a block of marble until it looks like the woman you're trying to portray. All you need is your hammer and chisel and a big block of stone. If you are an architect you need to convince an army of decision makers that this is the right way to go - your colleagues, your consultants, the clients, the users, the neighbors, the contractors, the city officials etc.. So in a way - your ability to transmit your ideas to people around you, is your hammer and chisel. If you can't get all the others to buy into the idea, it will simply never happen. So I can't think of anything more important than spreading ideas - except I guess for actually coming up with big ideas in the first place".

This is exactly when the success contributes, contributes a lot. Bjarke is aware of this and that is what he told us. However, where is our infamous philosopher friend Nietzsche here?

"Nietzsche's most radical idea was to liberate thinking from a moral and ideological straight jacket and rather considering the art and science of creating concepts. The artist-philosopher was not a guardian of the truth or what Nietzsche called "A MONKEY OF HIS OWN IDEALS", but rather a free spirit capable of coining new



concepts and new ideas to fit a constantly evolving universe. His famous statement that the man is not a goal but a bridge - not a final result but part of an evolutionary process, works perfectly with our view on architecture. It isn't a static or final entity - but an ongoing exploration of how to make the world a better place. Architecture is a bridge to reach the goal of maximizing the potential, liberating an unrestricted unfolding of human life."

If he is capable to understand Nietzsche with optimism, then it certainly must be that the world looks full of bright potential, from Bjarke Ingels' viewpoint. However, even if we live in a world that differs a lot from his own, maybe one day we will get a chance to stand below the arch of the buildings which he creates with his colleagues in BIG, and at least for a moment feel their enthusiasm, faith in people, the own power and the right to change the planet. ❀

What is BDW for you, Nancy?

"What a great combination: a city which is really impressive and first of all very inspirational, with all the visible architectural contrasts and young movements + a group with a relative similar background get together in that city and discuss about their passion. Thank you very much for such great days."

NANCY JEHMLICH, STYLEPARK

1.2 Smart² Conference:

Second Day, Friday 04.06.2010

Friday, June 4.

10am (OK, maybe just a bit later than that :), the second day of BELGRADE DESIGN WEEK'S conference begins. Again we share with you the impression of our friends from DESIGNED.RS (spiced with our own comments quite a bit). As they saw it, if the first day was "spectacular", the second day was "full with joy!" So, here it is...

As we have famously overrun our schedule on Thursday, we had to ask a few kind speakers to open today's session, instead of having the privilege to close last night's. We hereby wish to thank again the gentlemen Borgesi and Remmers for being so flexible with BDW 2010.

Speakers:

1. Gianluca Borgesi - Zanotta / Italy
2. Seyhan Ozdemir - Autoban / Turkey, Supported by TIKA
3. Burkhard Remmers - Wilkhahn / Germany, Supported by GTZ
4. Mirko van den Winkel - Stylepark / Germany, Supported by GTZ
5. Aernoud Bourdrez - Use - IP / Netherlands, Supported by The Netherlands Embassy
6. Tobias Kohlhaas - Weiss-Heiten / Germany, Supported by GTZ
7. Werner Aisslinger / Germany, Supported by GTZ
8. Andy Stevens - Graphic Thought Facility / UK, Supported by British Council
9. Mario Nanni - Viabizzuno / Italy
10. Galit Gaon - Design Museum Holon / Israel, Supported by The Embassy of Israel

gtz



BRITISH COUNCIL | 70 YEARS IN SERBIA



Ambassade van het Koninkrijk der Nederlanden



"Been a few weeks after the end of BELGRADE DESIGN WEEK, but in my mind it is still alive - all the energy collected in the three very intense days in Belgrade. I enthusiastically accepted the invitation to the BDW 2010 but, honestly, I did not expect to live a so unique experience: BDW Conference is an incredible concentration of creativity, freedom, passion and feeling that involves all participants. Amazing - the people of the organization guided by the genius and crazyness of Jovan!"

GIANLUCA BORGESI

ZANOTTA, IT



gtz



Wilkhahn

Burkhard Remmers



"It is exciting to discover that in one week so much mind-storming could happen. BDW was for me a fascinating event, a place to meet some of the most creative minds and take a new perspective on the environment that surrounds us. This is a kind of event that can make a difference."

MR. YAIR FROMMER

DEPUTY AMBASSADOR OF ISRAEL IN SERBIA



"Beograd is a regional centre and BDW is really professional and sympathy all over to me. Major compliments to all, you're doing a great pioneering. Such a pity that local business and government still don't grasp the real importance and potential of it. If countries like UK, DK, NL support it, this is because it is quality; Serbia should support it because it is important and (more) Serbian companies should participate to reap the benefits in cooperation with serbian designers."

MIRKO VAN DEN WINKEL

STYLEPARK, DE

Gianluca Borgesi, Burkhard Remmers, Mirko Van Den Winkel, Jovan Jelovac



Galit Gaon



STYLEPARK

Mirko Van Den Winkel



Werner Aisslinger



"It's completely privately run, and it's completely one-to-one in its relationships – it's kind of like a family affair, where everybody is instantly local upon arrival, rather than a business affair like Milan or the London Design Festival"

WILL WILES, ICON MAGAZINE, UK



Ambassade van het Koninkrijk der Nederlanden

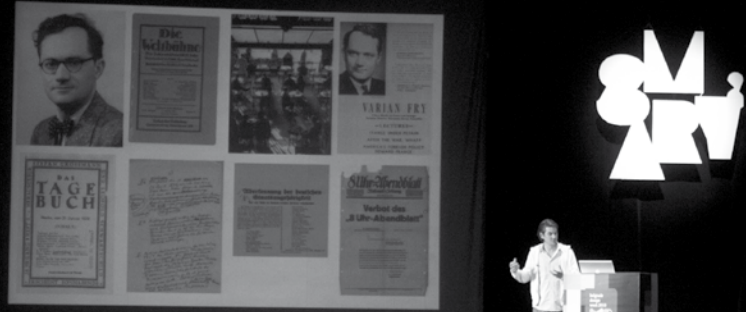
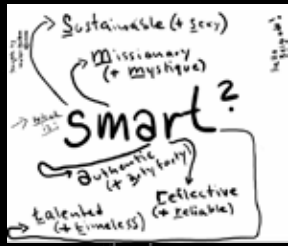
Aernoud Bourdrez



Mario Nanni



Yaffa Gaon, Birgit Hoelzer



gtz  Tobias Kohlhaas



"It was great that the speakers and the attendees were actually to share ideas and express their views as opposed to solely exhibition purposed fairs. It was very impressive, how successful and innovative individuals from various disciplines spoke about their worlds and how the audience interactively took part. To have attended and to have experienced this interaction at BELGRADE DESIGN WEEK made me very pleased. I would like to extend my congratulations to the BDW organizers due to this successful event."

SEYHAN OZDEMIR, AUTOBAN, TR



GTF

Andy Stevens

 BRITISH COUNCIL | 70 YEARS IN SERBIA



Seyhan Ozdemir



GTF

Andy Stevens

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**Interview with Gianluca Borgesi
- www.ministudiomagazin.com, Serbia
Summer/Fall 2010**

**Have you always wanted to work
in design industry?**

When I started the faculty of Architecture at Milan's Polytechnic I thought I would become an architect. Later during the course of my studies I had the chance to do a stage at Zanotta, one of the most important companies in the field of design furniture. There I discovered the design at its most and my passion for the industrial product grew, since from the esthetic point of view it has many analogies with an architectural work.

What's the key of Zanotta's successful design?

The key of Zanotta's success lies in the company's mission itself, that was defined by its founder Aurelio Zanotta in the Fifties, that is to say that a company may make profit and culture at the same time. To achieve this Zanotta has always focused and invested on research and experimentation, activities necessary for making innovation.

Your favorite project of Zanotta?

It is quite difficult choosing just one product, but if I have to I choose the Sacco armchair because it is an object I would never give up in my home.

**Who are the people who buy Zanotta's
furniture?**

The people buying Zanotta products are people who try to get the top quality as well as to furnish their homes with strong personality objects, object that in terms of expressive viewpoint create "difference" and "uniqueness". The people buying Zanotta products do not like conformism and approval.

**Have any famous people bought Zanotta's
furniture?**

Famous people surely purchase our products but we do not like chasing this information in our communication and relying on "celebrities". On the other hand we are very honored to learn and communicate when art or design museums from all over the world purchase Zanotta products for

their permanent collections.

**You are on the move all the time; your favorite
destination is...?**

Going to the mountains on the Swiss Alps.

**How do you feel as a guest in Serbia and what is
your opinion about our country?**

I don't know Serbia that much to judge it thoroughly. I stayed in Belgrade just a few days where I felt so much positive energy and I appreciated the friendliness and hospitality of the people.

**What do you think about Serbian design,
would you single out something that you
particularly like?**

I believe that Serbian design has huge margins in the near future for growing and developing. In my job I take care of visual communication and from this viewpoint it looks like Serbia is ahead and in its best examples there is no much difference with the creativity in the West European countries.

**Where do you find inspiration for work, where
do you fuel yourself with energy?**

The inspirations should be taken everywhere: in any place and moment of your own life. I think that both in life and at work, there is always something to learn from any other person.

Your special corner in your home?

The bedside table. There I can leave things so disorderly and messy.

Favorite furniture?

As to the type, it is the sofa. It is more and more a multitasking product on which we spend much of our time at home.

What is your favorite wine?

I am very fond of wine and I like changing and drinking different wines coming from various regions, even not Italian. Among the white wines I appreciate a lot the Sauvignon del Collio or the sparkling wines from Franciacorta; among my favorite red wines there is Nero d'Avola in this moment, that is produced in Sicily.

How do you see the future?

I am optimistic and always look so positively to the future. The future is an opportunity to improve themselves trying to make things better everyday. It is quite clear to everybody, especially in the more developed countries, that the next few years will be very important, with important decisions to take avoiding mistakes in order to pursue sustainable development. We absolutely must not delay on social and environmental issues because the quality of life for future generations is at a stake.

Do you read design magazines?

**Interview with Seyhan Ozdemir
- Casaviva Magazine, Serbia
May 2010**

When and how did you choose your profession?

I wanted to be an architect ever since elementary school. The need to create is something which people feel in different ways, I wanted to show it through architecture and design.

**What's your definition of design? What's
your credo?**

We tend to carry a narrative style, and develop each project as if it was a story, with a storyline of its own. We enjoy starting with a good architectural space and preferably one which has a past. By developing the space, continuing existing stories and making the composition within it work well together, we also tend to show relevance to modern life in our work.

**Do you believe that experience of consumer
is the most important thing? And what
about emotions?**

We are known for designing pieces which have an emotional touch, and we believe in taking inspiration from our memories, experiences and

In the office I receive and read plenty of magazines coming from all over the world, above all about design but not only.

Where do you get news from?

Mainly from the Web. It is absolutely the best instrument for information and communication.

**What do you think of the mini STUDIO
magazine?**

Mini Studio Magazine is a "fresh" magazine, graphically edited and with nice images. Regretfully I cannot read the content because I do not know the Serbian language. ❁

surroundings when designing products. We use high quality materials which adds value to our products, and the hand-crafted aspect makes it all the more unique for the experience of the consumer. Some of our products remind us of childhood memories, Sledge is a good example of this. A newer design, Nest, has a protective shell, again playing with emotions.

Why did you name your studio Autoban?

When we decided to found our own company we decided that we didn't want its name to be obviously connected to design, or a particular sector of design. We wanted it to be connected subtly to a way of life which reflected what we do. We realised that when one drives on the highway, the road leads straight ahead, and occasionally there are junctions where you must make a choice whether to turn off or to keep going straight ahead. These choices are like the decisions we make in life, the fast pace of the highway is like the busy lives we lead, with the quick decisions which ultimately make us who we are. The way the word "Autobahn" in Turkish comes from the German word "Autobahn" was also perfect for us as we wanted to run an international company, with a suitably international name. >>>

Is Autoban gallery a kind of showroom strictly presenting your design?

Yes, The Autoban Gallery provides us with a showroom type space where visitors can view our products in our home town of Istanbul, and it also functions as a design shop for locals. All design work is done in our office, just a few doors down from the gallery.

You express yourselves at large scale of projects, tell me something about the most important and about architectural latest ones.

Most recently, in the year of 2009, we have completed several projects in different sectors, including retail, restaurant, office and residential projects. These are The House Cafe Kanyon, the – 10th cafe in the House Cafe chain which is located within the valley-like structure of the shopping mall Kanyon. We recently completed the luxury fashion brand Vakko's flagship store in Nişantaşı and also their store selling top brands from all over the world - v2k Designers. In terms of residential projects we completed Ojeni Apartment, a compact, modern home in the historical centre

of Istanbul, and redesigned Ayazpaşa House. Most recently, we have completed Zenovich, the new House Cafe Suites. Architecturally, we are working on a residential development in Istanbul titled Nef36. Other than our ongoing local projects, at the moment we have two interior projects abroad which are soon to be completed, one in Madrid and one in Hong Kong.

You are inspired by the chaos of the mega city, contrasts, contradictions and what else...?

We take inspiration from the lives we lead, not only the streetlife of the city, but also our travels and even from films. We believe it helps to be an all-rounded person with broad interests and experiences which one can reflect in design with an individual approach.

What will be a next challenge for you?

From products to interiors and architecture, every new project is a challenge for us. At the moment we feel quite involved with the world of art, and you might say that doing something more immersed in art is one of our next challenges. ❁

Interview with Burkhard Remmers - www.ministudiomagazin.com, Serbia Summer/Fall 2010

What's the key to your successful design?

We call our product philosophy "Responsible Furniture". Primarily, this means furniture with a long-lasting appeal, a combination of sustainable and perceptible quality. It also means unique, timeless and attractive designs and innovative function with added value for the customers. Added value means furniture that goes that extra mile. It's not about a new chair, but about better seating, not about a new table, but about better communication and interaction

between people, not about a new sofa but about better relaxation ... This is the way that genuine innovations are created and shape the whole industry across the globe.

The second step is to turn these new ideas into quality results. We try to find as simple and permanent answers as possible to complex questions. Reduce to the max describes our design process perfectly. Functionality also includes the emotional aspect of design, something we call "emotional practicality". With this concept as our starting point, we developed several potentially classic products, such as the FS-Line office chairs (1980) and Modus (1994). Other

examples include the standing aid Stitz (1992), or the Confair folding table (1994). All these products are still in the range and very popular. Currently, we are setting the next benchmark with the three-dimensional, flexible ON. It has just become the first German product ever to be voted "Best of Competition" at the American trade show NeoCon.

You are on the move all the time; your favourite destination is...?

I love London, Paris, Tokyo and Chicago. But Belgrade fascinated me too. It could be a case of love at second or third sight. After all the travelling I do, my absolutely favourite destination however is home. I live in Hanover, in Europe's probably most underestimated city.

How do you feel when you are guest in Serbia and what is your opinion about our country?

I only got to see Belgrade. The rugged charm of the city and the contrast between present and past is fascinating. You feel the city is open to go any way and nothing has been totally decided yet. This is what lent the BELGRADE DESIGN WEEK its charm. It was a hive of activity and everyone I have come across to date, does what they do with extreme dedication. At the same time they are warm and hospitable.

What do you think about Serbian design, would you single out something that you particularly like?

I have to admit that I really don't know. Konstantin Grčić is probably not viewed a protagonist – or is he? But is there even such a thing as typical Serbian design? I no longer believe in national trends. In a globalised world, overflowing with media, there are so many different concepts of design which are nowadays at home in virtually all countries. Perhaps the country of origin is sometimes obvious – Italian, Scandinavian, French or even typical German design. Does typical Serbian design exist, above and beyond the more traditional, folkloristic style?

Where do you find inspiration, where do you fuel yourself with energy?

I fly to Africa at least once a year. And I don't

stay in luxury hotels, but in basic accommodation. Life there helps you get things into perspective. It generates gratitude and humility and gives you strength for new challenges.

Your special corner in your home?

Definitely the kitchen.

Favourite furniture?

At home, I have a kind of hammock in the living room. This is the place I enjoy reading, mulling things around in my head, or just daydreaming.

What is your favourite wine?

I like to drink a full, red wine from Sicily. It's a basic table wine called Corvo.

How do you see the future?

We should very quickly grasp the fact that we are a global community and need rules to regulate the way we act. Because our lives are interlinked in every single way. I believe there are huge opportunities to positively influence the way people behave by using design. In terms of the ratio of possessing and using things. But we are running out of time. The clock's ticking and we mustn't leave the next generations with unsolvable problems. In the Gulf of Mexico, we will see if we can repair what we have destroyed.

Do you read design magazines?

Yes, if I have time. I try to keep an international overview. I read a lot, but nothing regularly.

Where do you get news from?

Because my e-mail address is a public one, I am inundated with news and innovations. They come from all over the world and from every direction. I still have to work out how to deal confidently with these media.

What do you think of the mini STUDIO magazine?

I enjoyed answering the questions. Until now, I didn't know anything about it. The BDW heightened my awareness of Serbia and Belgrade. I am now more on the ball. Studio Magazine seems to be a good route – even if I don't understand the language. ❁

Interview with Andrew Stevens - Designed.rs Web Portal, June 2010

You're renowned for your exhibitions?

How did all of this get started?

It started with a colleague... not a colleague, a friend at college who was studying curation and art history Claire Catterall. After we all left, we were doing bits of work and she went to the Design Museum as an assistant curator. We had a very strange episode where we won ten thousand pounds in a luxury game... anyway, it's a long story featuring a terrible British TV celebrity.

Anyway, after we won this money, and after buying a computer we designed this very fancy poster for ourselves that had foil, silk screen and glow in the dark and we sent it out trying to get work, and we got nothing. Claire had an exhibition coming up about plastics at the Design Museum and she thought this kind of fun way of doing graphics and materials could be good, so we got called in to do the graphics on this plastics exhibition at the Design Museum.

From that we also then got asked, and I felt very honored because they thought we're great - I think it's because we were so bloody cheap [laughter] we got asked to design an exhibition celebrating 100 years of the Royal College of Art which we graduated from two or three years before. We worked with Russell Warren Fisher who was a designer couple of years above us and he was a tutor at the college, and together we designed a very big show. It was the first time I think I felt stress, ever. He designed this very big show for no budget and that was seen by Dinah Casson who was a tutor on interior design at the Royal College of Art. There was a fantastic company in a non-college life, Casson Mann, they were the best exhibition designers in the UK, and they work internationally. We struck up a relationship with them, and so many of our designs for exhibitions have been done in collaboration with Casson Mann, smaller ones we do on our own, but then we've also worked with people like Ben Kelly who did the great Hacienda club, Ab Rogers and Richard Rogers, a fantastic interior designer...

So it's all collaborative stuff?

Very collaborative. When we do exhibitions on our own, they're usually for small places like the Design Museum where there's not really a budget for a big team.

You have a very good relationship with designers?

Yeah, but we're probably doing less now but we have a great history of doing nice work. The last show we did was with Dejan Sudjic that was first opened in Istanbul, it was Design Cities, and we did the whole thing for that. It continues through exhibition work not because it's great money but it's very time absorbing on the studio... and, it's this chance to work with people who are specialists in their field. And you know, you look at that presentation of Werner Aisslinger this morning, and that lovely hotel that he designed. That's kind of a dream job for us in a way, you've got someone with a 3D sensibility like Werner doing that, and then you think how graphics can be applied in that setting and you work together and so it's for, you know, that type of setup that we're always looking for in exhibition design. It's a nice niche to be in. There's companies like Miah Scoffin in London who are graphic designers who do lovely exhibition work. It's not a big world, and you often need a bit of experience to kind of plan it.

You're quite influential bearing in mind that Creative Review readers have voted your company as one of the most influential in design alongside other big names such as Marc Farrow and Jonathan Ive. This is really the top of worldwide design...

That's incredibly flattering, and I know my mum looks after a copy of that magazine very well [laughter]. I think we just ended up with a good set of people, not only myself but Paul Hewitt as the director...

But what does this voice from the audience tell us about the state of British design and its taste?

I think it's interesting in Britain, because I think taste is a funny issue in the UK. It was interesting hearing the guy's comment about saying "you go to Britain and everyone sits on a shit chair." I don't disagree, but I think even amongst designers

in Britain there is a fear about being to designery. You go to any designer's house and they'll always have some piece that they love, but it's very rare that it will be kitted out in top European design. I think taste in Britain is a bit more eclectic. I think it's a bit less prescribed as "this is good taste, this bad taste" I think there's more of a cross over in that.

Your design is very unobtrusive, you're not using too much graphics to emphasize things, you're letting the image flow and the typography is very informal and kind of really there to serve the purpose of communication...

I think it came from that 60's thread we talked about of Alan Fletcher, Bob Gill, Derrick Birdsall. There's a simplicity to it, and if the material... I think we're very fortunate to work with lovely material, so there's no need to fill space with graphic design. We're trying to find a lovely form or methodology to present that work, that's basically that idea of systems and things. I think that we decided at the beginning that our work would be about trying to serve the purpose of the brief and the project. You can't, I think, deny a style. I think if someone sees a piece of work saying "this looks a bit like Graphic Thought Facility" you cannot be that neutral, but it's definitely not being about developing...

It's more about what kind of style of photography that you're choosing, and from there that the art direction is very strong?

It's funny because an art director is a phrase I always felt... I would never call myself an art director. I think of an art director as an incredibly confident-driven designer who'll be on set saying "do this, do that" [laughter] ... but I think we are quietly very strong art directors. In a sense that we're trying to define an envelope for a project, saying - this is the premises it will operate within and that can do is often give freedom for great photographers and great illustrators to do work that feeds... we just kind of set up a context sometimes and then I think, particularly, the work we've done with Nigel Shaffran for the Globe Theatre. The Globe was an interesting project that we have gotten handed down from Pentagram.

Was that photography shot on purpose? Was it set up?

Nigel's photography?

Yes.

Just to go back a little bit to the beginning... so we went to see "The Globe", and at first we thought it's a bit of a touristy place we've never been. Angus Hyland, the designer at Pentagram told us to go and see it because it's very interesting. We met then Mark Rylands, the creative director - an incredible personality who really won us over. Although it's about traditional practice in terms of the space and the costume and the design of the theatre, it's here and now. It's actors living now, trying to get emotions from audiences living now.

In all this history, we also have to find a way that is also now. We wandered around with him backstage, and we noticed that obviously everyone is in these beautiful hand-made costumes but at the same time they're getting their drinks from a coffee-machine or warming a pot-noodle in a toaster and there was this great clash of "now and then." Since we admired Nigel's work, his very cool way of finding interest in space... so we just said to Nigel that we just want this mix of old and new. The way he works was to observe, and he wasn't in a kind of reportage way. He was just sitting there quietly and things would happen, but then he would say "excuse me that looks really good, can I just take a picture?" - so he would pose them.

So they were doing things that they would be doing anyway like - being dressed, having their break, or looking at their lines or having their make-up done. Only retrospectively, I think, we realize how paintily that was. You think back to a Caravaggio, so he would obviously have to think of a scene, pose it, and paint it. That was just a very nice way to work. The bodywork in the corridors has Nigel's work, and then it's got work of two photographers who we work with quite a lot - Angela Moore and Annabelle Elston. Similarly, it's a nice dialogue - obviously it's not about us saying photograph this in this way or with this much bleed... >>>

So you're trying to give a lot of freedom to the people you're working with to express themselves?

I am very much like that. Some of Annabelle's ideas, they were ways of creating photography that she was developing anyway for herself in her sketchbook. She would come and show us, and we'd go - "that's really exciting" and then we'd think how it could be applied, so it's very collaborative like that, which is again a good way to work. I think you're gonna get the best work from someone when they believe in it and you're not telling them what to do.

Designing for culture and designing for companies like Habitat. What is the difference between the two? Does one offer greater freedom?

I think it's fundamentally not a big difference. It's about having a client who trusts you, who believes in you. I don't think the budget is a key thing. I think it is about... there is a big difference between a Gagosian project and a Design Museum, and even a Frieze project. Frieze is not a huge budget but it's a huge profile, and it seems that people like Larry Gagosian or Laura Hoptman from New Museum or Richard Armstrong from Carnegie and Guggenheim Museum. There is different reasons for doing different jobs.

Are you working outside of the UK?

A little... we're currently working with Quadra, a Danish textile company. We've been doing projects with Vitra for the last couple of years. With Gagosian, we're working with the New York office.

How do you manage to lure this kind of business into the office?

How did we get these jobs? It's all from connections and people and word of mouth. It's not marketing...

I read a book by Adrien Shaughnessy in which he mentions that only 5% is reserved for advertisement, while the other 95% is focused around who you know...

I would say that. We never advertise... we did that

first poster, that was enough. That was it. The only other poster that we've done for ourselves since that one was when we had a show in Japan.

How relevant is this year's BELGRADE DESIGN WEEK's concept (Smart Squared) for the current global economic situation as far as the way things are going right now?

I think the concept is ideal to be smart. I think it's a bit of an old cliché maybe because people told us that we'd finish college and have no jobs. Things happen when there's not a lot of money around. People rather than just going and getting snapped up in a pyramid in a bigger company, people go out and do things for themselves and beg favors from each other. I just think that kind of smartens us, brings out intuition which helps finds gaps which is a good way to work. I thought it was well spoken by Mirko who said that you can't expect to walk up to Mr. Capellini - and go "I'm gonna do this." You have to make things happen. When there's things like Milan, there's always these kinds of little satellite shows and people see things, and they pick it up...

So, you have to be smart?

You have to persevere and be lucky... and everything, don't you, really? [laughter] You can't rule out luck. But I quite like that... that you have to be smart. It's not just a matter of saying which studio should I pick and work for?

Someone once said it's better to be wise than smart

I'm slowly getting there... [laughter] I wouldn't put myself in that league. [laughter]

Lastly, what are you plans for this summer?

I am going to a little festival with my wife and daughters in a vw camper van. It's a nice little literary/music festival in Cornwall. Hopefully the sun will shine... and then we'll do a bit of sitting in a hammock, listening to very wise people speaking and play music, and then I'm going to Devon. So English seaside... buckets and spades, fish and chips. Not too much design... [laughter] ❀

Interview with Mario Nanni - Elle Dekor Magazine Serbia, Fall 2010

When craft meets poetry – MARIO NANNI The Art of Light & Shadow

This year BELGRADE DESIGN WEEK was honored to invite and present the work of Mario Nanni, a founder of Viabizzuno, one of the most renowned brands in the field of light design. Mario Nanni works and creates in his studios in Milan, London, Barcelona and Bologna. Curiosity and interest in lighting and contacts with architects and designers made him enter the world of light design experiments over 35 years ago. During that time, he transformed the game of light and shadow into an art form. Just take a look at the light design he created in various interiors, exhibitions and fascinating projects such as the Italian Pavillion on the 12th International Architecture Exhibition at the Biennale in Venice or illumination of the facade of the Scala in Milan. He currently spends most of his time working in the studio Mario Nanni progettiŝta, a creative workshop for design solutions between poetry and craft.

Where did your passion for lighting come from?

I have loved it since I was a child. I was about six or seven years old when, while playing with light bulbs, I realized that different scenes can be created using light effects. I was fascinated with light and I realized how much energy it generates for people. For me, as a person who first became an artizan, it is important to transform my technical know how into poetry which has a certain message, makes a person think, especially about the fact that only by improving our relations and by good communication can we face the problems of this polluted and unreliable world.

When you start working on a new project, what is the most important thing to consider?

In the beginning, the most important thing is to listen and observe: the client, the location,

the architecture, and to pay a lot of attention to the stories they tell you and to the history of the given location. I always tell my assistants that a person can't just wake up one morning and decide to make a project: a project is a product of knowing how to listen and observe the things that surround us.

Lighting usually depends on the main project. Does the opposit happen sometimes: that a designer or an architect is inspired by your work?

Now it happens more often. My friends tell me I am lucky to be working only with important clients. But I don't think that there are more or less important clients. It is all based on a dialogue, exchange of ideas, which are being embraced, as we create together.

Is there some creative way for us to lighten our living space, without investing too much?

The simplest thing we can do is to use television or a computer monitor as a light source. If they are used that way, our space will always be dynamic, because the light always changes and moves, depending on what is presented on the screen. We can also use a simple light bulb which we can drop from the ceiling, to about 10 centimeters above the floor. That way, the lightened spot gets a new volume, it creates the illusion of a larger space and a special kind of energy is created around that light source.

What does darkness represent to you?

Darkness is a chance to enjoy moments of peace and tranquillity, of mental relaxation, a time to reflect and gather ideas. A time to be with oneself and dream about the future. ❀

By Igor Vidović Courtesy of ELLE Dekor Serbia, Fall Edition, 2010.

1.3 Smart² Conference:

Third Day, Saturday 05.06.2010

Saturday, June 5.

After 10 months of working nearly 24/7, everyday breakups (since you never get home to him/her at the promised time:) and quitting your job almost equally often in a recognizable & impulsive Hollywood style, one would think that the only logical thing would be to immensely look forward to the last day of the festival. Strangely, it was just the other way round. We wished it could have lasted forever.

The last day of BDW 2010 was something like a historical clash of global creative titans! Remember Godzilla vs. Megaron? Well, then please do take a look at the closing day of SMART². And you will easily imagine how hard it was for the audience to vote for the winner of this years BELGRADE DESIGN GRAND PRIX, the traditionally awarded prize for best speaker at the conference.

austrijski kulturni forum^{beg}



Trimo

BRITISH COUNCIL | 70 YEARS IN SERBIA



Speakers:

1. Arhan Kayar – İstanbul Design Week / Turkey, Supported by TIKA
2. Lorenz Promegger – X Architekten / Austria, Supported by Austrijski Kulturni Forum
3. Danilo Mandelli – Viabizzuno / Italy
4. Nika Zupanc / Slovenia, Supported by Trimo
5. David Linderman – Hi-Res! / UK, Supported by British Council
6. Jaime Hayon / Spain / UK, Supported by British Council
7. Marti Guixé / Spain, Supported by ICEX
8. Dylan Griffith – MTV / USA
9. Smart City Panel: Damjan Stanković, Svetlana Mojić, Studio Re:act, Rade Kosanović, Zoran Stefanović – Stefan GP, Srđan Stanković – Supernatural, Dušan Nešić

If you thought no one could take more after such an intellectually and creatively intensive day, you are wrong. Although a bit exhausted, the BDW audience persisted through the last program segment – Smart City, where seven carefully selected Serbian creatives teams and individuals presented their projects.

"I am thrilled by BDW! You made it possible for me to attend BDW for the first time and THANK YOU A LOT for this. Starting from the next year I will be graduate and BDW will be listed in my agenda as MUST SEE, like Exit for example, which is listed there already.

During BDW I have collected many positive experiences and I have learnt from the guests like Bjarke, Jaime, Nika, Marti and others that being on the stage and invited from BDW as someone who their ideas and thoughts turn into reality, means that you are above all HARD

WORKING, COMMUNICATIVE and free to PLAY :)"

SENKA MILANOVIĆ, KRAGUJEVAC,

FACULTY OF FORESTRY IN BELGRADE,

SMART STUDENT PROGRAM

"I like BDW because it's the best design "home delivery service" you can get in this part of the world. BDW brings greatest creative thinkers right to our doorstep. I wish this packed creativity could leave more visible marks in the way how we perceive design and creativity in our own community, but this is our job to follow the ways other people enlightened for us. BDW brings people together and that is why British Council supports it."

IVANA DJURIŠIĆ, PROJECTS & COMMUNICATIONS MANAGER

BRITISH COUNCIL SERBIA





"The fifth BELGRADE DESIGN WEEK was hugely interesting, and its informal atmosphere can't be beat. I look forward to returning."

WILL WILES, ICON MAGAZINE, UK

"Running in the morning through the city (down what the Germans call a "Fussgangerzone") and being amazed by all the grand empty old buildings that reminded me of my Berlin beginnings. Graffiti on buildings. Lovely broken walls with acne'd facades from decades of reverse-engineering. Discovering that all the ships on the river were party boats and open till the morning. Sweating so much in one of the clubs, my phone got messed up. Losing phone in said club. Visiting Belgrade police station to report a then stolen phone to a twenty-something cop with a doctor's labcoat, listening to Rammstein (loudly) while hacking out my report on a pre-electric typewriter that looked (and sounded) as if it was from some era before typewriters were invented. Thinking of Naked Lunch. Thinking of Die-Hard. Listening to architects talk about porous facades. Thinking of old smart bombs. Imagining the flash and crunch of several floors of reinforced concrete collapsing in on themselves. Wondering why I'm the only interactive guy here. Why are there so many beautiful women in Belgrade? Why are there so, so many beautiful women in Belgrade?"

DAVID LINDERMAN, HI-RES! LONDON, UK



 Trimo

Nika Zupanc



austrijski kulturni forum^{beg}

X Arhitekten



 BRITISH COUNCIL | 70 YEARS IN SERBIA

Hi-Res!

David Linderman

"Great impressions from the conference,
but also from the city,
from the parties,
and from the food!"
MARTI GUIXÉ, ES



Marti Guixé



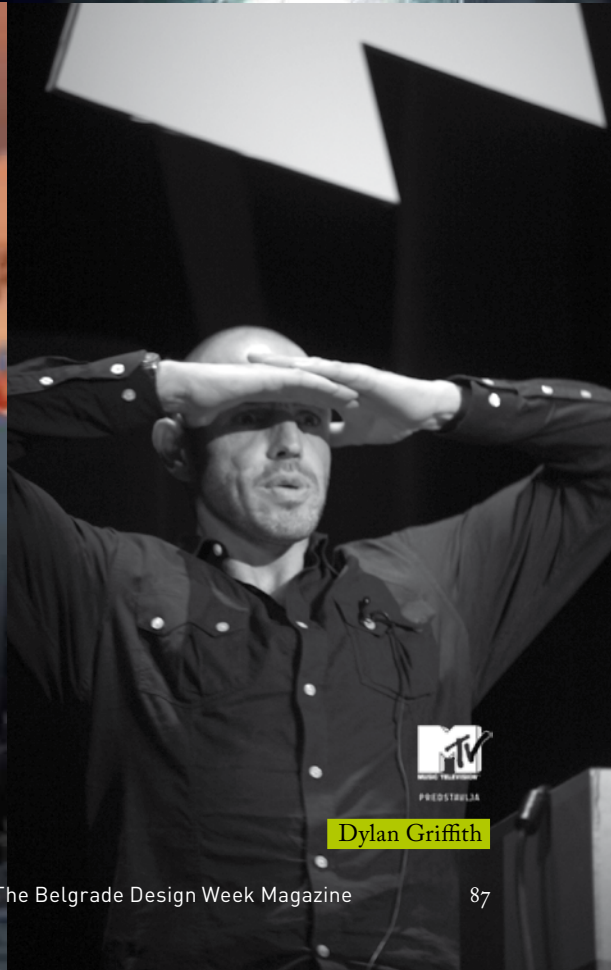
Viabizzuno
Danilo Mandelli



"Wake up, wake up! Smart wake up!"
ARHAN KAYAR, ISTANBUL DESIGN WEEK



Arhan Kayar



Dylan Griffith



SMART CITY



Svetlana Mojić



Zoran Stefanović



Svetlana Mojić, Damjan Stanković, Re:a.c.t, Dušan Nešić, Supernatural, Rade Kosanović



Re:a.c.t



Damjan Stanković

Smart City, the final panel of this year's conference smart², gathered seven most successful creatives that have marked the previous year by giving key impulses to the creative industry of Belgrade! In this session, delegates enjoyed the unique opportunity to directly learn and hear from the greatest creative experts in Serbia about planning, production and results of their projects that are about to mark or already represent parameters for the development of the entire society. By decision of the BDW team, as a donation for the citizens of Belgrade, the entry to this session was free.

Interview with Nika Zupanc - Elle Magazine Serbia, May 2010

Expanding the Boundaries

One of the biggest female stars at the forthcoming BELGRADE DESIGN WEEK will be the young Slovenian designer Nika Zupanc.

After she graduated from the Faculty of Fine Arts and Design in Ljubljana in 2000, Nika Zupanc started her career as an independent designer and has been working on numerous successful projects with globally known brands ever since, such as Moooi or Moroso. She exhibited her works at many design-exhibitions, fairs and events, winning numerous awards. Her latest exhibition GONE WITH THE WIND has been shown in Milan in the beginning of April 2010, and was produced with the support of the QBISS by Trimo.

What is your favourite object that you have designed till now, and why?

It is the Lolita Lamp, for sure. It is my first one and the dearest. I wouldn't be where I am now without it.

What do you think about trend that, for example, architects make design for clothes and accessories, and fashion designers make design for furniture?

I think that cross disciplinary creativity can bring extraordinary results - as long as the parameters of every profession are always taken

seriously, with a lot of knowledge, selfcriticism, care, passion and devotion.

What is your biggest and (or) the most daring business challenge?

To make a good living and to give back to the community by realising my deepest dreams.

How well do you know Serbian design and designers, and what do you think about it?

I am for sure very well aware of BELGRADE DESIGN WEEK. I believe it became one of the most intriguing and relevant design industry meetings around the world. And I am looking forward very much to be part of it.

What is the biggest designer trend for 2010? Do you like it?

I do not believe in trends - and if there are any, I do not tend to like them. I think that a truly creative designer always has to search much beyond the trend. The inspiration has to be found in our most ordinary everyday life experiences.

In your eyes, who is a designer - icon?

I am impressed and touched by the greatness of Marcel Wanders. I think he is an excellent art director of Moooi and a very sensitive person, open to new understandings of the design itself and the design scene in general. And this is where we all have to contribute in our own way. To move the boundaries of our understandings of all the things and matters that surround us. ❁

Interview with Dylan Griffith - Večernje Novosti Newspaper, 11th June 2010

Dylan Griffith about the first international rebranding campaign of the world's largest music TV station.

The Way I Changed The MTV

One of the guests of the 5th Belgrade Design

Week was the Creative Director of the MTV World Design Studio, who gave a lecture "POPX1000%" on the first MTV international rebranding campaign and the latest transformation of the MTV UK sister channel. The International MTV rebranding uses a visual language which shows the intensive mixture of human emotions cut with the energy of pop culture multiplied by 1000%. Dealing with 8 alphabets meant that a type driven solution

was not an option, so tapping into immediate pan-global human emotions and themes, (love, desire, wonder, adrenalin etc.) was the goal with these identities. Each identity is driven by a particular emotion or theme that relates to 'pop culture' in general and more specifically to cornerstone programs within the MTV1 schedule. The identities bring together design talent from 4 continents guaranteeing a plethora of styles and true international vision.

As creative director in 2007, you successfully rebranded British channel S4C, and for that work you have been awarded with two D&AD and Cannes award. While you work for the BBC resulted with 6 BAFTA awards! How would you describe your interventions in the two cases?

S4C was a particularly interesting challenge. I had a 500,000 GBP budget, no management dictated guidelines and therefore, carte blanche. Bearing this in mind, I throw everything I had into the job. The BBC had its own very different set of challenges. Brand guidelines, rules and general company structure are rather established. Funny enough though, showing a bit of constructive creativity goes a long way in the BBC.

What makes your work different and specific? Is it a different approach, different identity and design in the case of the MTV? How different is it comparing to BBC?

With the BBC you do have a number of strict rules and boundaries to follow. While MTV on the other hand has brand legacy that is always fresh, youthful and ground breaking.

Is the target group of the MTV same as it was 25 years ago? Do you still address the same people?

Yes it is. MTV is and has been the number one global youth brand. MTV does not grow old with you, you grow out of it.

What values is MTV trying to present to people with its massive impact?

A reflection of youth Pop Culture, aspirational and groundbreaking.

Was the rebranding of the MTV really necessary at this point? Why did you decide to

do these changes?

It is the perfect time to do the rebrand. This is the first time MTV has done a rebrand globally giving the brand a unified look and feel everywhere in the world. It's less about being locally relevant and more about relevant to the emotions of youth.

What was the basic idea for the MTV rebranding campaign and how did it all start?

Again, we focused on emotions and the programs themselves. It started with a general consensus that all MTVs around the world should be more unified in how the brand is presented to our audience/user.

What does POPX1000% mean?

It's not about Pop Music BUT Pop Culture to the extreme (multiplied by 1000%).

Is the essence of MTV in the equality and universality, or on the other side - in differences and connecting all those differences?

It really is a bit of both. You can argue that with this rebrand we are producing a very universal interaction with the brand. However, we engage differences and work with graphic and motion design houses all over the globe. We are about the emotions of youth, wherever they may be.

Is today's MTV a typical product of globalization with all its positive and negative effects?

We feel we are the product of the positive effects of globalization, such as communication and empowerment.

What emotions or themes did you target as crucial for each of the identities, in terms of their role in popular culture?

Positive emotions; Joy, Love, Surprise, Optimistic... We are the brand/channel of positive aspirations of young people. Finally, I just want to add that the rebrand of MTV had its ground breaking worldwide introduction in your region with MTV Serbia being our first local channel to go POPX1000%.

This is why when I was asked to participate in this year's Belgrade Design Week, I jumped at the opportunity. ❁

2.1 Smart Lab:

First Day, Tuesday 01.06.2010

WORKSHOP

LET'S GO DUTCH (ON CULTURE)

THE CITY AS A LABORATORY

UTO/TUE 01/06/2010
16:00h / UPRAVA GRADA BEOGRADA-mala sala
Trg Nikole Pašića 6

CULTURAL MANAGEMENT
Workshop
"SMART ENDHOVEN"
LET'S GO DUTCH (ON CULTURE)
Participants: 100 members of
Serbian cultural institutions
and artists

Moderation: Cees Denkers,
City Hall of Eindhoven, Holland, co-organizer
of Dutch Design Week.

PAMETNI AJNDHOVEN-SMART ENDHOVEN
Smart Endhooven - Let's Go Dutch: Cees Denkers, predavačnik gradskog veća
holandskog grada Eindhovena, predavač suvremenih i savremenih arhitekturnih
u saradnji s državnim sektorom i gradskim institucijama za pripremu inicijativa
za podršku kulturne i kreativne industrije. Cees je osnovao Dutch Design Week
a radionica je namršena zaposlenima u Ministarstvu kulture, predstavnicima
gradske uprave i kulturnih institucija, saradničkim profesionalcima, beogradskim
i regionalnim muzejima i galerijama, monadama u kulturi, sociolozima,
profesionalnim arhitektima i dizajnerima, ali i mladim kreativcima i studentima.

Ovo je prva radionica iz serije "Smart Labs" - radionice otvorene samo za prijavu na
www.belgrade.designweek.com

BELGRADE DESIGN LABS SUPPORTED BY:

WORKSHOP

**PAMETNA ARHITEKTURA
SMART ARCHITECTURE**

UTO/TUE 01/06/2010
13:00h / UPRAVA GRADA BEOGRADA-mala sala
Trg Nikole Pašića 6

ARCHITECTURE/ECOLOGY
Workshop
"SMART ARCHITECTURE"
Participants: 30 Serbian architects and governmental
decision-makers on all levels - from local to state

Moderation: BELLS, Srbija
Supported by: The Embassy of the Netherlands,
MATS/NOBP

U mnogim zemljama u svetu je održivo arhitektura
kao način projektovanja i gradnje već postala trend,
dodu je u mnogobrojnim društvima sveleko standard.
Promotivajući načina, modela kao i svih benefita
koji proizilaze iz ekološkog projektovanja i "building"
koje odražava i energetske ciljeve gradnje jeste jedna
od najvažnijih mislija BDW-a, kao i jedna od ključnih
inducija u Srbiji. I Ambasadora životne sredine (projekta
BELLS) kao i mislija prava. Ovo radionice omogućiće
donošenjem holandske ambasade.

Ovo je prva radionica iz serije "Smart Labs" - radionice otvorene samo za prijavu na
www.belgrade.designweek.com

BELGRADE DESIGN LABS SUPPORTED BY:

WORKSHOP

**SMART START-UP
PAMETAN POČETAK**

UTO/TUE 01/06/2010
10:00h / UPRAVA GRADA BEOGRADA-mala sala
Trg Nikole Pašića 6

BUSINESS OF DESIGN
Workshop
"SMART START-UP"
Participants: 50 members
of the Serbian creative industry

Moderation: Agencija za Privredne Registre,
Privredna Komora Srbije, Nacionalna Agencija
za Regionalni Razvoj, Mane Radmanović-PURE,
Marko Macura-MEMBRANE

Supported by the FUND FOR OPEN SOCIETY

PAMETAN POČETAK - SMART STARTUP
Naziv radionice "Smart Start-up"
Pametani Početak" na jedinstven način
povezuje poslovnu i kreativnu industriju -
potpuno mladim i njihovim informacijama
o pravima, obavezama i mogućnostima
pri samostalnom pokretanju sopstvenog
biznisa. Ključne će se sa svim neophodnim
informacijama upoznati predstavnici
najrelevantnijih državnih institucija.

Uz to, BDW će prezentovati studije slučaja
dva biznisa - jednog arhitektonskog i jednog
dizajnerskog. Radionica se organizuje pod
pokroviteljstvom Ministarstva ekonomije i
regionalnog razvoja.

Ovo je prva radionica iz serije "Smart Labs" - radionice otvorene samo za prijavu na
www.belgrade.designweek.com

BELGRADE DESIGN LABS SUPPORTED BY:



Ministarstvo ekonomije i regionalnog razvoja



On Tuesday, June 1, the warming-up began! The Small hall of the City Administration (Nikola Pašić Square), kindly donated by the Secretariat of Culture of the City of Belgrade, was opened to all interested citizens, professionals and students, carefully selected by BDW from several hundreds of entrants, who have responded with a registration followed with a decent professional portfolio to BDW's call for workshop participation. Both the invitation as well as the participant's selection have been laser-sharp tailored to top representatives of the Serbian professional scene relative to the workshop's subject, including a few talented youngsters.

But the key reason for the unexpected public feedback was certainly the choice of topics and the moderators performing the workshops and master-classes. BELGRADE DESIGN WEEK once again confirmed its serious attitude towards social responsibility and helping the creation of the society of knowledge. Proving itself not only as a festival but also a platform connecting the creative sector with representatives of institutions, businesses and educational centers. We covered tactically very richly differentiated design and society topics: architecture, ecology, fashion, object, lighting, educational, strategic/town planning, start-up and business - design, and illustrated them with specially commissioned posters and web invitations by the branding agency trans:eašt.

As BDW's joint production with several key partners such as The Embassy of the Netherlands, Bells etc, BELGRADE DESIGN WEEK organized 6 workshops with useful themes and eminent global and local moderators, within the program Smart Labs. Entry to this important professional education project was free, as BDW's donation to the citizens of Belgrade.

At the first workshop, named "Smart Start-Up", BDW and some of the most relevant governmental institutions: The Business Registers Agency (Mileva Petrović), The Serbian Chamber of Commerce (Vera Veljanovski), The National Agency of the Regional Development (Milena Vasić), Studio Pure (Mane Radmanović) and Studio Membrane (Marko Macura), tried to encourage young people, participants of the workshop, in the brave attempt to effectuate themselves professionally, by presenting necessary information about their rights, obligations and opportunities in the situation of starting their own businesses. Also, two case studies were presented, of running architecture and design offices. The workshop was organized under the auspices of the Ministry of Economy and Regional Development.



The second workshop **"Smart Architecture"** introduced participants to the importance of sustainable architecture as a particular way of designing and building, seen as a standard by the most developed societies. Promoting the methods, models and benefits arising from environmental design, as well as seeding the idea of renewable and energy-efficient constructing is one of the most important missions of BDW - the engine of the creative industry, and its workshop partners "Environmental Ambassadors" - the pillar of sustainable changes in Serbia. Moderators: Aleksandra Knez Milojković (BELLS), Jasminka Pavlović (The Ministry of Environment and Spatial Planning), Miloš Petrović (Novi Beograd Municipality), Dragan Stunjaš (dia), Sandra Božić (dia). This workshop had been made possible by kind support of the Embassy of the Netherlands.

The last workshop of the 1st day brought to Belgrade one of the founders of the famous Dutch Design Week and representative of the Eindhoven City Council – Cees Donkers. In front of some of the most important representatives of Belgrade's and Serbia's cultural, academic, creative, public and governmental sector, Donkers has shown and discussed brilliant projects which changed the city of Eindhoven, as a result of fruitful cooperation among private initiatives and public institutions. He showcased urban regeneration projects like SMALLEHAVEN and particularly highlighted the methodology with which the City of Eindhoven came to such brilliant results over a carefully planned course of time.

Cees also outlined strategies and initiatives that gradually led to the development of Dutch Design Week in Eindhoven, resulting and collaborating with all possible scales of activations - from small artists' collectives to major international corporations like Phillips, helping in the course saving iconic urban architectural landmarks like the Witte Dame and Strijp S, relicts of an industrial era bygone, now hubs of creative thinking and business start-ups. Followed with utmost concentration and an almost stunned audience asking questions about possible parallels in Belgrade and Novi Sad, the **"Smart Eindhoven"** workshop resulted in an inspiring discussion and useful networking.



"I see BDW as the focal point for both creative and business like forces that strive to transform and upgrade the Serbian socioeconomic environment and increase its competitiveness and attractiveness, both as a place that is source of great creative minds and ideas, as well as place where creative businesses can find their home."

"This bdw's role is often not well recognized, but is vitally important for the establishment of a healthy and productive relationship between design and economy, an evident missing link so far, that few organizations were able to address and solve."

GORAN KOVAČEVIĆ, INDUSTRY ADVISOR

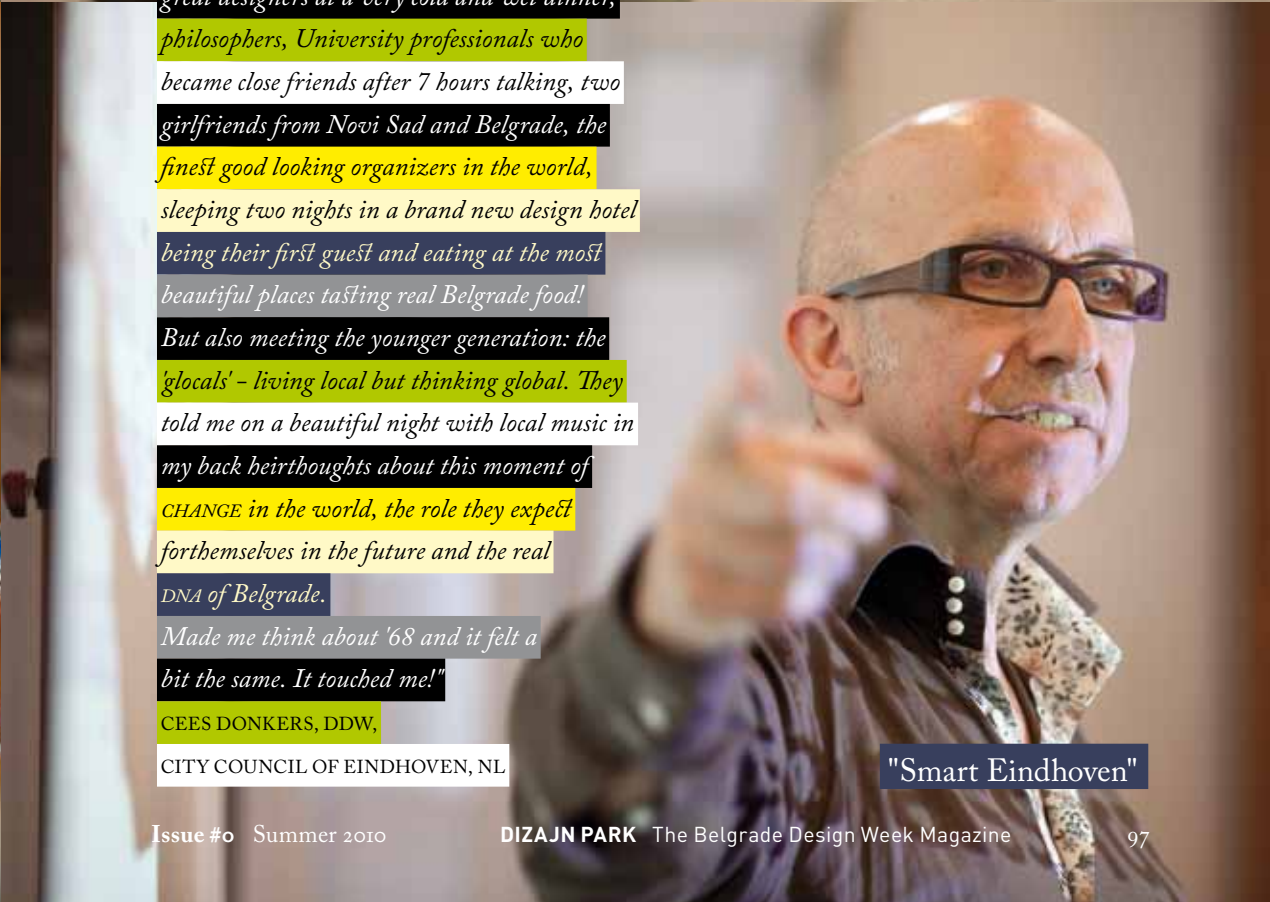
WOOD PROCESSING AND BUILDING

MATERIALS, USAID SERBIA

"Smart Start-Up"



"Smart Architecture"



"Smart Eindhoven"

"The BDW was impressive (again). Meeting great designers at a very cold and wet dinner, philosophers, University professionals who became close friends after 7 hours talking, two girlfriends from Novi Sad and Belgrade, the finest good looking organizers in the world, sleeping two nights in a brand new design hotel being their first guest and eating at the most beautiful places tasting real Belgrade food! But also meeting the younger generation: the 'glocals' - living local but thinking global. They told me on a beautiful night with local music in my back heirthoughts about this moment of CHANGE in the world, the role they expect for themselves in the future and the real DNA of Belgrade. Made me think about '68 and it felt a bit the same. It touched me!"

CEES DONKERS, DDW,
CITY COUNCIL OF EINDHOVEN, NL

2.2 Smart Lab:

Second Day, Wednesday 02.06.2010

WORKSHOP

PAMETNA MODA SMART FASHION

SRE/WED 02/06/2010
13:00h / UPRAVA GRADA BEOGRADA-mala sala
Trg Nikole Pašića 8

BUSINESS OF FASHION
"SMART FASHION"
Participants: 20 selected members
of the Serbian Fashion Week /
Moderation: Dušan Plamonić /
Milano/New York
Supported by STZ - Gesellschaft
für Technische Zusammenarbeit / Germany

PAMETNA MODA - SMART FASHION
Dušan Plamonić, naj istaknuti međunarodni
kreator modne industrije, čiji je brend zauzeo
vokalitet na modnom tržištu u Njujorku, Londonu i
Tokiju, ovaj predavač na radionici će
pokušati da se predstavi i domaćim modnim
dizajnerima u vrlo edukativnoj, master
klasici. Tema će biti modna dizajna
kao ključ uspešnog uspešnog brenda na
BALKANU, posebno u Srbiji. Ova radionica
omogućuje Nemačkoj organizaciji za
tehnčku saradnju STZ.

BELGRADE DESIGN LABS SUPPORTED BY:
Beograd DUSAN gty

Znač opreznosti: ovaj događaj može biti odloženo ili otkazano zbog nepovoljnih vremenskih uslova. Za više informacija posetite našu veb stranicu na www.belgrade-design-week.com

[WWW.BELGRADEDESIGNWEEK.COM](http://www.belgrade-design-week.com)

WORKSHOP

PAMETNO OSVETLJENJE SMART LIGHT

SRE/WED 02/06/2010
16:00h / UPRAVA GRADA BEOGRADA-mala sala
Trg Nikole Pašića 8

LIGHTING DESIGN
Workshop
"SMART LIGHT /
LIGHTING DESIGN IN SHOPPING MALLS"
Participants: 50 Serbian interior designers, architects,
students, developers, engineers
Moderation: Zeki Kadırbeyoğlu, ZKLD LIGHT, Turkey

Radi ova SMART LIGHT idejama tema dizajna osvetljenja u trgovinskim i razvojnima
je i razvojnima, arhitekturna, dizajnerska, arhitekturna, produkcijska i investiciona.
Osim iz oblasti osvetljenja, govoriti će i o razvojnima i o osvetljenju, a posebno
ovakve su u ovom projektu govoriti će i o osvetljenju, a posebno ovakve su u ovom projektu
Zeki Kadırbeyoğlu, osvetljenja u ovom projektu govoriti će i o osvetljenju, a posebno
ovakve su u ovom projektu govoriti će i o osvetljenju, a posebno ovakve su u ovom projektu

Znač opreznosti: ovaj događaj može biti odloženo ili otkazano zbog nepovoljnih vremenskih uslova. Za više informacija posetite našu veb stranicu na www.belgrade-design-week.com

[WWW.BELGRADEDESIGNWEEK.COM](http://www.belgrade-design-week.com)

BELGRADE DESIGN LABS SUPPORTED BY:
Beograd ZKLD

WORKSHOP

THINKING MUNARI

SRE/WED 02/06/2010
10:00h / UPRAVA GRADA BEOGRADA-mala sala
Trg Nikole Pašića 8

CREATIVE THINKING / DESIGN EDUCATION
Workshop
"SMART KIDS -
THINKING MUNARI"
Participants: 100 educators, teachers,
professionals, students, educational
managers, publishers, children
Moderation: Yaffa Gaon, Israel

PAMETNA DECA - SMART KIDS
Nemačka kreativna i inovativna organizacija, koja je
osnovana 1999. godine, organizuje radionice i predavanja
za decu i odrasle. Ove radionice su namenjene deci i
odraslima, a cilj im je razvijati kreativnost i inovativnost
dece i odraslih. Ove radionice su namenjene deci i
odraslima, a cilj im je razvijati kreativnost i inovativnost
dece i odraslih. Ove radionice su namenjene deci i
odraslima, a cilj im je razvijati kreativnost i inovativnost
dece i odraslih.

Znač opreznosti: ovaj događaj može biti odloženo ili otkazano zbog nepovoljnih vremenskih uslova. Za više informacija posetite našu veb stranicu na www.belgrade-design-week.com

[WWW.BELGRADEDESIGNWEEK.COM](http://www.belgrade-design-week.com)

BELGRADE DESIGN LABS SUPPORTED BY:
Beograd STZ



The second day of the workshops started with something completely new and never before shown in Serbia – the cutting edge workshop "Smart Kids - Thinking Munari" about the famous Bruno Munari and his creative methodology. The energetic and tireless Yaffa Gaon, a fine Israeli intellectual who had the opportunity to work with Munari for 20 years, brilliantly moderated this workshop, introducing more than 60 participants to the design and creativity as a way of thinking.

School principals, teachers, educators from Belgrade's schools, kindergartens and children creative centers for a moment went back to their childhood, making charming sculptures with spaghetti, marshmallows and colorful ribbons. The highlight was when the group of 20 kids joined the grown-ups, all together drawing, gluing, and thinking creatively! Yaffa proved what is written on her card: The one that can do anything!

"I am still puzzled over the question whether there are no rules in Belgrade or nobody obeys rules. Whatever the case, both are perfect for the creation of great ideas and great plans. I met inspiring people. Some of them genius. The people with whom I want to realize some of the ideas and plans that rooted during the BDW. One day we will say: and it all started in Belgrade."

AERNOUD BOURDREZ, USE-IP, NL



DUŠAN



After the BDW team managed to unglue all the spaghetti and marshmallows from the table surfaces, another fantastic workshop began. **"Smart Fashion"**, moderated by the most successful global fashion designer of Serbian origin, Dušan Paunović, gathered about 20 fashion designers, who had a great chance to take a first-hand advice about the smart business approach to ready to wear high-couture. Serbian designers were so thrilled with Dusan and his work, that the workshop and discussion continued for about hour and a half longer than planned. The next day it turned out that "hunger for more" became the new trademark of BELGRADE DESIGN WEEK. And we are so proud of it!

When Dusan and other designers moved to the lobby to continue discussion, the third workshop called **"Smart Light"** could have finally begun! The world's superstar of lighting design, the charming Zeki Kadirbeyoglu, from Istanbul planned to show his remarkable projects in the field of architectural lighting design in shopping malls. Most notably the new super-buildings of Sir Norman Foster in Asia for which he designed the lighting, with all the multidisciplinary and multimedia involved... Well, at least he TRIED to, as he had to do it the old fashioned way. His computer broke down and for an hour no slides could be projected.

But it didn't decrease the quality of his lecture, neither the interest participants showed in his great work, and Zeke in deed managed to gather almost 100 Serbia's top architects, lighting designers and producers. BDW was very proud that we managed to create this kind of immediate connection between two really neighboring cities – Istanbul and Belgrade, sharing so much common heritage, but knowing so few facts about each other's super-contemporary achievements.



*"BDW is "Being with your whole creative self in WONDERLAND".
Getting out of the line (box), navigating into the world of sensation and intellect, showing curiosity and sharing knowledge, living in clear and vague situations, bringing Art & Design to talk to each other, loving, touching, eating, growing, expecting the unexpected and yet always being surprised, never accepting what was planned a month earlier.
And people, interesting people, creative people, wonderful, open-minded people, beautiful people, people who think DESIGN IS A WAY OF THINKING."
YAFFA GAON, IL*

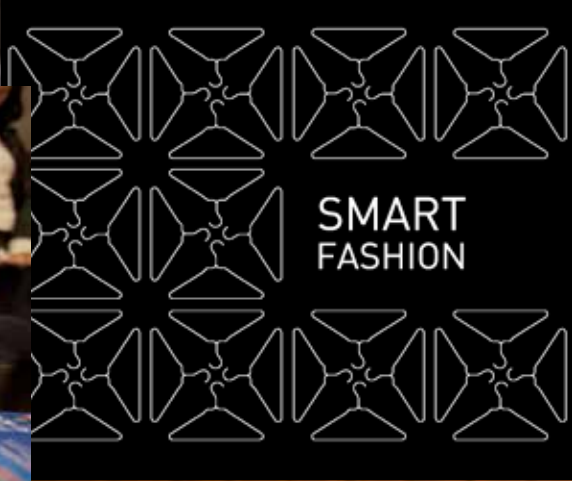
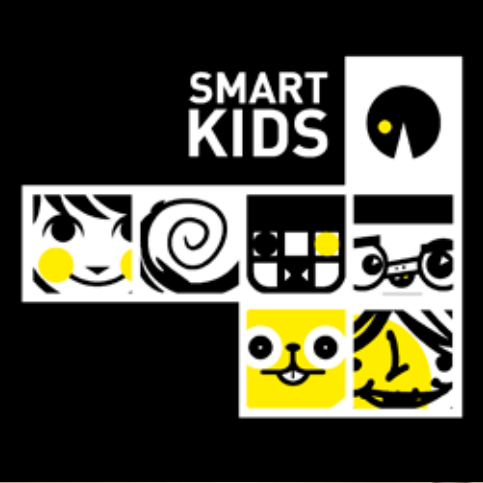
"Smart Kids - Thinking Munari"



"Smart Kids - Thinking Munari"



"Smart Fashion"



"Smart Light"



"Smart Light"



"Smart Light"



"Smart Fashion"



"Smart Kids - Thinking Munari"



"Smart Eindhoven"



"Smart Fashion"



"Smart Light"



"Smart Light"

The BELGRADE DESIGN WEEK was the best design conference I have ever enjoyed – the specific spirit of the city in a kind of in between status, the rough tension which can still be felt ten years after the bombs, the pride and the looking for new orientation especially in the young generation – all this is giving the BDW a special flair far away from the current events of the global design circus. In addition the enthusiastic organizational team trying hardly but unsuccessfully to keep the program along the schedules, the informal exchange between the international speakers, the loss of any discipline, the parties on the river... what ever and how ever the interrelations between these aspects are working – it makes the BDW an unique, likeable, inspiring and productive event, I will never forget.

BURKHARD REMMERS, DE

3.1 BDW 2010 Grand Opening Ceremony

BDW 2010 was officially announced by the German Ambassador, H.E. Mr. Wolfram Maas, at the gallery of the National Bank of Serbia. BELGRADE DESIGN WEEK kicked off with a spectacular fashion show presenting the best of Serbian fashion design, in organization of MTD Forum.



Народна банка Србије

On Monday, 31 of May, the gallery of National Bank of Serbia hosted over 500 invites for the Grand Opening Ceremony of the 5th jubilee BELGRADE DESIGN WEEK. Despite the pouring rain that night, fans and friends, design lovers, artists, diplomats, journalists and various celebrities gathered together to celebrate the beginning of what has turned out to be the most successful BELGRADE DESIGN WEEK with the most impressive line-up and foreign guests ever.

Founder and chairman of BDW, Jovan Jelovac, proudly emphasized the festival's remarkable global reputation, which was once again firmly proven in 2010. His Excellency, German Ambassador to Serbia, Mr. Wolfram Maas, officially opened the festival and expressed his support to this important event, as well as his pleasure for the fact that German creative industry was to be presented with 4 impressive names & companies. At the end of the evening, organized by MTD (Fashion, Textile & Design) Forum, a fashion show of about 10 prominent Serbian designers took place.



"The interaction of different cultures inspires, creates new visions and innovative implementation possibilities, which often can serve as driving power for the economic development. Therefore, design is an important economic factor, that needs to be more affirmed in our society. BELGRADE DESIGN WEEK is not only a great, dynamic and creative event, but it also uses the synergy of international know how in design and contributes in this way to establish a connection between the creative industry and the business world."

SNEŽANA NIKOLIĆ,
PROJECT MANAGER, GTZ SERBIA



Andreas Binder, CEO Mercedes - Benz, Serbia and Montenegro



Fashion Show, MTD Forum



H.E. Wolfram Maas, the Ambassador of the Republic of Germany



Issue #o Summer 2010



Jovan Jelovac, BDW founder and chairman

3.2 Showroom Cocktail Receptions

Despite the heavy rain and the unexpected cold weather for South East Europe in June, the "designPremieres" program proved to tick yet another mission box for BDW 2010. Behind the vivid atmospheres and relaxed cocktail receptions of "designPremieres", lies BDW's important business initiative to promote Belgrade's design related industries that are heavily affected by the economical crisis. The project's attention goes to trade, exhibition and HoReCa industries related to design and the creative industries, by bringing fresh and professional visitors to their showrooms and focusing media on their offers, forming a premier annual framework for design-presentations in Serbia.

Not only did hundreds of local visitors come to see each one of the openings, vernissages and enjoy the cocktail parties offered by "designPremieres" each night, but also high profile international speakers, stakeholders and important global journalists, who were able to see and experience the best Belgrade can offer. Next to numerous coverages in local media, we will be following closely the feedback in international media, jointly with our partners from the Tourist Organization of Belgrade, who kindly supported their visit to BDW 2010.

TUESDAY: BANG&OLUFSEN, SISTERLOGIC

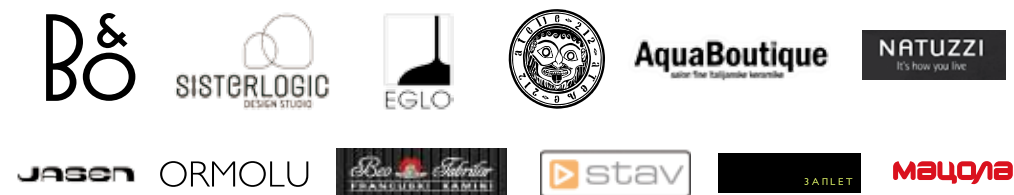
WEDNESDAY: EGLO, JASEN

THURSDAY: ORMOLU

FRIDAY: GTF EXHIBITION@ATELJE 212, AQUABOUTIQUE

Location equipped by:

BEOFABRILOR, STAV, ZAPLET, MACOLA, NATUZZI



TUESDAY 01/06/2010

1 20:00h **BANG & OLUFSEN** Showroom, Čika Ljubina 15

2 21:00h **SISTERLOGIC** Showroom, Bulevar Despota Stefana 7 / Prizemlje

WEDNESDAY 02/06/2010

3 20:00h **EGLO** Showroom, Stefana Prvovenčanog 28

4 21:00h **JASEN** Showroom, Ugao Južnog Bulevara i Maksima Gorkog

THURSDAY 03/06/2010

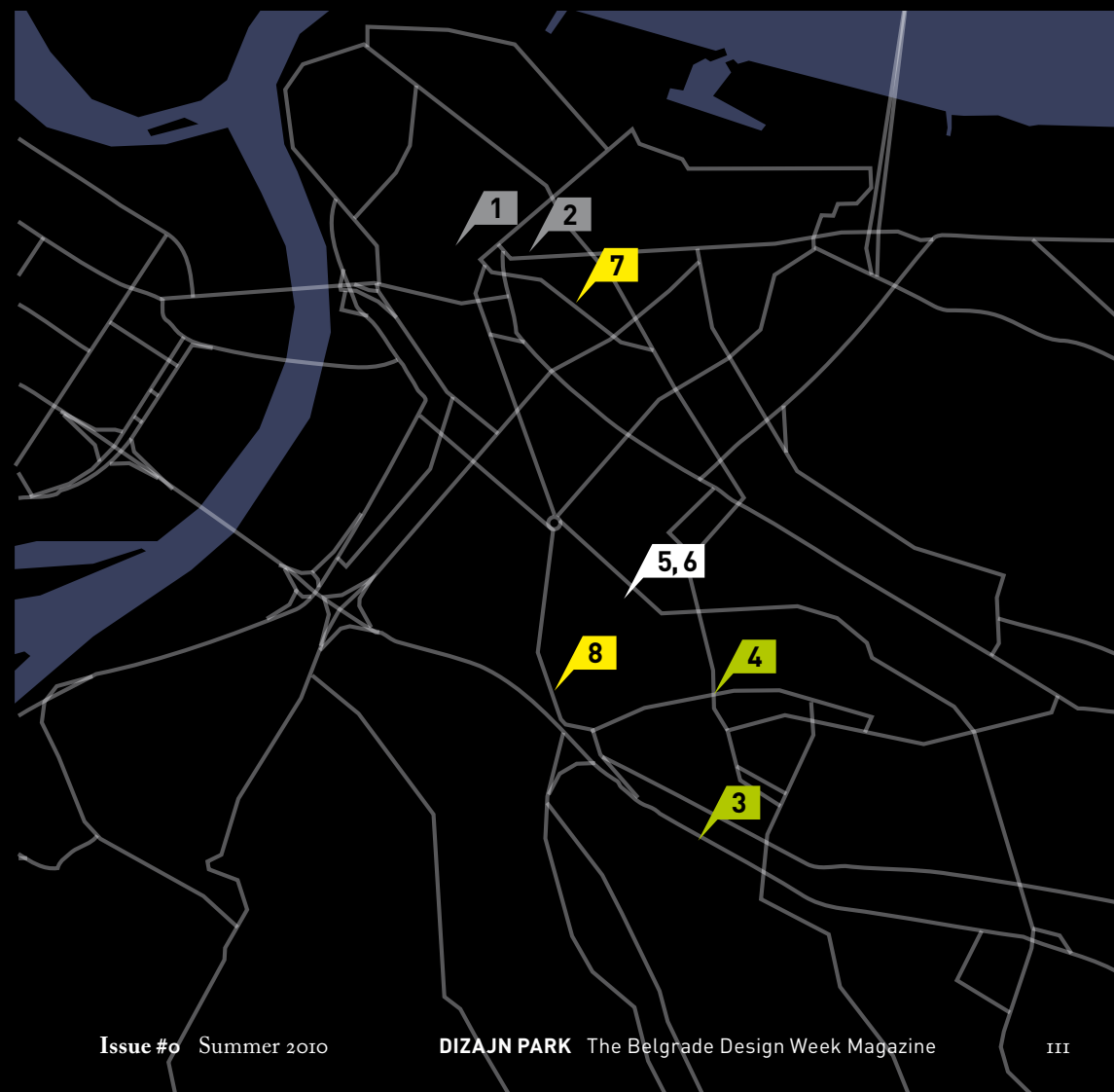
5 20:00h

6 21:00h **ORMOLU** Showroom, Mutapova 16

FRIDAY 04/06/2010

7 20:00h **GRAPHIC THOUGHT FACILITY** Atelje 212, Svetogorska 21

8 21:00h **AQUA BOUTIQUE** Showroom, Bulevar Oslobođenja 43





Bang & Olufsen



Sišterlogic



ORMOLU

POZIVNICA ZA KOKTEL
COCKTAIL INVITATION

03.06.2010.



THE GREATEST
CREATIVE MINDS
of the 21st Century



Ormolu



AquaBoutique



Rosana Busetto, Rubelli @ Ormolu



Miroslav Lazović, AquaBoutique



Rosana Busetto and Bjarke Ingels @ Ormolu



"BDW is an instrument of awareness and enlightenment of the Serbian and regional consciousness about the gift that man possesses within himself: a gift to design, organize and create the world around himself. Beauty is the most wonderful gift to human life on earth. BDW has opened the door and blew the wind in the back of a new era of creative people in this country, people whose visions represent the future of the country in which we live."

INTERIOR DESIGNER
LJILJANA IVANOVIĆ,
SISTERLOGIC, SERBIA



Stefan Ivanović, Jasen



Ljiljana Ivanović, Sišterlogic



Suzana Jovanović, EGLO

3.3 Graphic Thought Facility

Exhibition Opening



Graphic Thought Facility (GTF) is a London-based graphic design consultancy. Established in 1990 the practice is jointly owned by three directors - Paul Neale, Andy Stevens & Hew Morgan. GTF created identities of many seminal British institutions such as London's Design Museum and the Royal College of Art.

Andy Stevens opened the exhibition of selected GTF's works that have pushed the boundaries of communicating cultural events: Frieze Art Fair in London, Shakespeare's Globe Theatre & Folkestone Triennial. The exhibition was possible due to the kind help of the British Council on occasion of its 70th anniversary in Serbia, with the support of the O3ONE Gallery, Belgrade.



"BDW was a wonderfully rewarding experience. I think the mix that made it work so well was a tangible passion for design realised in the most relaxed and friendly atmosphere that I have come across for any event like this – truly inspirational, long may it thrive."

ANDREW STEVENS - GRAPHIC THOUGHT FACILITY, UK



Andy Stevens



3.4. Mosaic Cocktail & Dinner Party

After one of the best BDW days ever, once again the entire BDW team, lecturers & partners rushed to change their clothes and meet up at the newly opened Beograd Art Hotel, in their gastronomic temple - the Mosaic restaurant, which they like to describe as a place for "those who know better and have seen more". All of our great speakers who were still in Belgrade for the last night of BDW 2010, all of our dear partners and patrons from numerous embassies, institutions, premiers showrooms and businesses, enjoyed the amazing Mediterranean dinner & wine with kind invitation from our generous hosts from the BAH hotel.



3.5 Banca Intesa & Mobilni Magazin

Cocktail Receptions

At the end of conference day marathons, on Friday and Saturday in the foyer of Atelje 212, two delightful and relaxing cocktail were organized in honour of two partners of BELGRADE DESIGN WEEK 2010 - Banca Intesa and Mobilni Magazin.

Design-Food catering by the famous Belgrade restaurant Zaplet was the cherry on top for all conference delegates and numerous guests of the cocktail.

BELGRADE DESIGN WEEK I BANCA INTESA
VAS POZIVAJU NA KOKTEL POVODOM
OTVARANJA IZLOŽBE "OŽIVI PLASTIKU".

BELGRADE DESIGN WEEK AND BANCA
INTESA INVITE YOU TO THE COCKTAIL
OPENING RECEPTION OF THE EXHIBITION
"BRING PLASTIC TO LIFE".

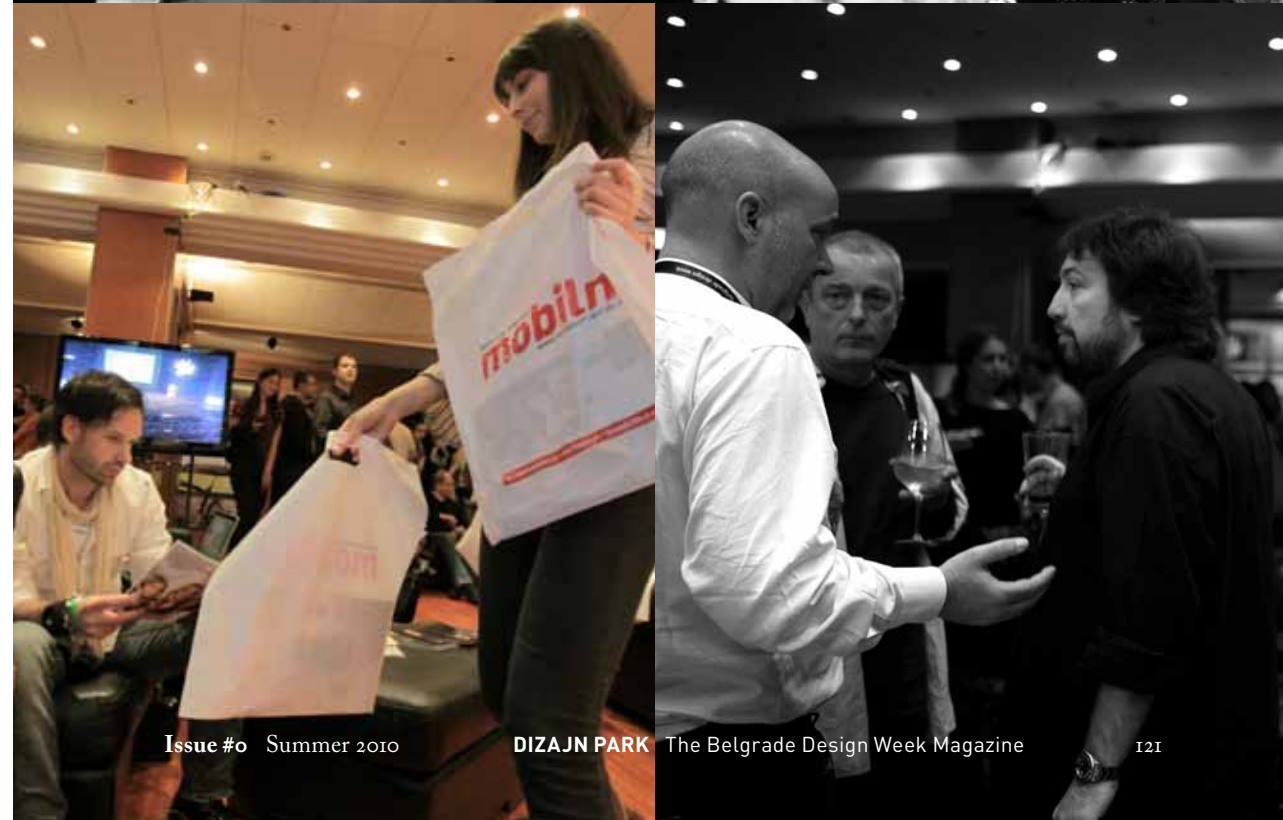
PETAK 4. JUN U 18:30h
LETNJA SCENA ATELJEJA 212

FRIDAY, JUNE 4th, 6:30PM
ATELJE 212, SUMMER STAGE

WWW.BELGRADEDESIGNWEEK.COM

 **BANCA INTESA**

TECH-LIFE magazine
mobilni





Maja Kolar,
marketing and communication director,
Banca Intesa, Serbia



*"Do not make the same mistake as I did when coming to BDW,
by planning things too tight and efficient.*

But take time to enjoy it to the max. You will not regret it."

JACOB VAN RIJS, MVRDV STUDIO, NL



3.6 VIP Dinners

BELGRADE DESIGN WEEK 2010 organized four exclusive VIP dinners for speakers, guests and partners of BDW 2010 in cooperation with its hospitality partners. We would like to thank our kind hosts for allowing the global creme-de-la-creme of design and media, as well as to BDW's generous partners and supporters, to sample the finesses of Serbian cuisine, and above all, Belgrade's warmth and hospitality. BDW tried to mix what can objectively be described as best representatives of Belgrade's invigorating gourmet scene, who all honestly and passionately presented diverse directions of Serbian dishes, from grassroots-traditional to more experimental, contemporary takes.

The partner-restaurants were:

TUESDAY: PUBLIC

WEDNESDAY: BALZAC

THURSDAY: KLUB KNJIŽEVNIKA

FRIDAY: ZAPLET



Balzac

ЗАПЛЕТ



Balzac



Klub Književnika



Zaplet



Public



Zaplet



Klub Književnika



Public



Mosaic



Zaplet



Public



Balzac



Zaplet

Belgrade Designweek is a masterpiece in the art and science of conference design – and a hell of a good way to spend 3 days in Serbia!

BJARKE INGELS, BIG, DK



Balzac



Klub Književnika



Mosaic



Zaplet



Zaplet



Zaplet

4. BDW DizajNights



During the 5th BELGRADE DESIGN WEEK we presented in collaboration with MTV what seems to have grown into a spontaneous contemporary urban club festival of "design" music and creativity. The now almost legendary "desigNights", this year in some of the best clubs of Belgrade, was BDW's another initiative of support and promotion for the capital's lifestyle scene in crisis.

Last year's "desigNights" program became famous for great performances of world famous music names: Rob Garza/Thievery Corporation, Federico Aubele, Cineplexx and the spectacular Fred Deakin/Lemon Jelly act, whose unforgettable performance closed BDW2009, with approximately 4000 satisfied visitors of Belgrade "desigNights", while the Late'Nite program was performed by resident DJs of the Red Bull Music Academy Team.

Replicating the same success formula in 2010, BDW once again guaranteed a fantastic time to its visitors, contributing to the image of Belgrade as a gourmet and nightlife capital of New Europe. Keep reading and you'll be surprised to see whom we welcomed at the DJ desk this year!

What a fantastic feast this Belgrade Design Week was! Inspiring, exciting and full of intensive dialogue. More than any other conferences BDW was showing, why we are all Designers – because it's about the vibe, the passion, the people and the culture of exchange. Belgrade! We'll come back!

TOBIAS KOHLHAAS & BIRGIT HOELZER
WEISS-HEITEN, DE



Plastic Light

4.1 MTV PARTY, Wednesday 02. 06. 2010.



The night continued at the Light Plastic club, with the joint MTV PRESENTS official Belgrade "desigNights" opening party! After the energetic Sevdah Baby band's live performance, Belgrade was the proudest city in the world – it hosted the premiere of an incredible virgin-DJ trio-performance! The supercharming KiBiSi boys from Copenhagen – Bjarke Ingels, Lars Larsen & Jens Martin, founders of Kilo design, Big architecture and BIOMEGA bikes, had their incredible DJ debut with what they called Funkyzeit with their favorite mixtapes! We absolutely loved it!

As proper introduction to this hot night, the Tourist Organization of Belgrade presented its new approach to presenting our capital worldwide, brought to BDW fresh from the first global showcase in Frankfurt a week earlier. The young crowd loved to see the mix of their city's multimedia imagery, to be followed by all the musical excitement later in the night.



4.2 IAA PARTY

Thursday 03.06.2010.



The unbelievable Simon de Pury at the Magacin nightclub was performing as DJ! He absolutely astonished the crowd with his performance! You'll find many photos in our gallery as an evidence! It was an amazing night!

Our proud hosts were the Serbian Chapter of the IAA, the International Advertising Association, a one-of-a-kind strategic partnership which champions the common interests of all the disciplines across the full spectrum of marketing communications. Their Chairmen, the kind Miša Lukić of Leo Burnett Belgrade, called the night open and all hell broke loose following Simon's beats!



4.3 THE GREAT BANCA INTESA PARTY

Friday 04.06.2010.



After midnight we ordered about 15 taxis to go to the Light Plastic nightclub, despite the pouring rain! And what happened there? We were sooooo close to another AMAZING world premiere! The “Cool Brit”, “Plaid Shirt Man” or simply – the legendary Andy Stevens himself should have been DJ-ing that night for the first time in his life! And we were so looking forward to it. But, unfortunately, it turned out that there were technical problems that we couldn't solve and Belgrade missed what could have been an astonishing sensation, as, actually, Andy brought some 100 years old 7 inch vinyls 'unplayable' at modern DJ desks. However, our trusty Red Bull Music Academy DJs managed to 'save the night' and throw us a great party anyway. We apologise to Andy, and promise to invite him again just to DJ in Belgrade next year! And we have a firm agreement with our kind hosts from this evening, Banka Intesa, to make the night even more successful!



4.4 THE WORLD FAMOUS BDW CLOSING PARTY

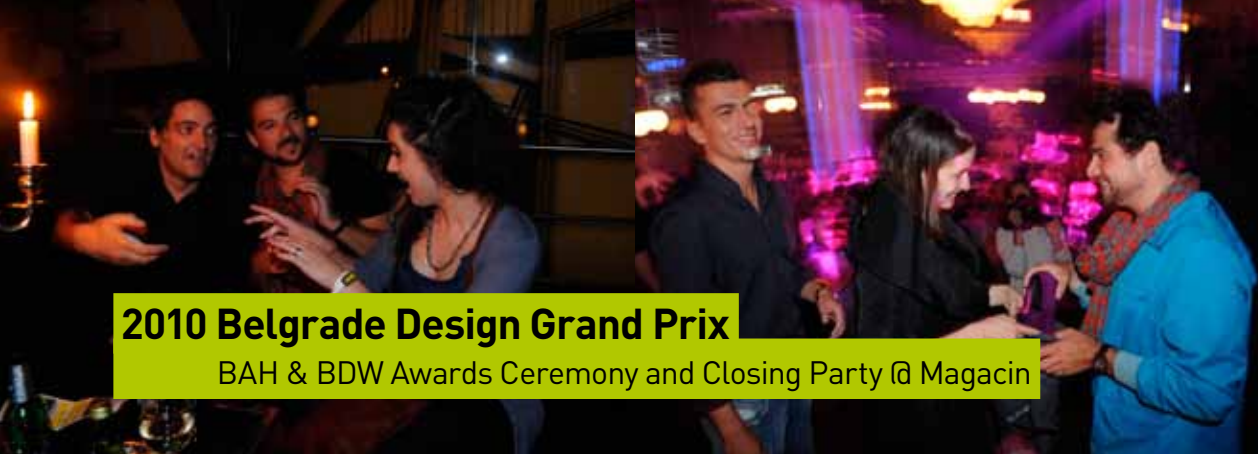
Saturday 05.06.2010.



When all the spotlights of BDW turn off, all the awards have been given away, hundreds of interviews completed, dozens of exhibitions, speeches, lectures and workshops have closed their doors, then is the time for some very special lights to be turned on: private lights - the stage of the legendary closing party of BDW! The night when all our friends and comrades left their worries to celebrate the end of one year of hard work.

Bah
Belgrade Art Hotel





2010 Belgrade Design Grand Prix

BAH & BDW Awards Ceremony and Closing Party @ Magacin



4.5 BDW 2010 Thank You White Party



After having slept for a week, the BDW team organized one final THANK YOU party for all our supporters and delegates in the garden of the famous Belgrade restaurant Klub Knjizevnika, with one special condition: ALL IN WHITE!

BDW guests were obviously thrilled with this condition and some 400 people came in summer white outfits to Belgrade's thrilling heat, that finally kicked in that night! The atmosphere was amazing, pink champagne with strawberries was all over the place, and the party continued till past midnight. Among the guests were BDW 2010 delegates, partners, VIPs, celebrities and representatives of the art & creative community of Belgrade.

To all of you beautiful people - THANK YOU and see you next year at the 6. BelgradeDesignWeek!

"My BDW began in Milan, having a crazy meeting with Jovan at the Design Library in Zona Tortona.

09:15 A short espresso with Mauricio Ribotti : 'Are you sure you're having a meeting with Jovan this time in the morning? It must be a mistake!'

09:40 A man with a small black suitcase enters the café 'HI CARO!' Both man hug 'Oh! Galit, you are also here?' We sit down and immediately start to talk 'design'. After 3 espressos I know I have found my partner for the next revolution.

Coming to BDW was wonderful, like meeting old friends. BDW is the most passionate conference, full of amazing designpeople that share impossible designdreams. I was honored to be a part of this group - and would love to see you all again!"

Galit Gaon, Design Museum Holon, IL







C. Belgrade Design Week: Communication Channels

What is BDW for you, Gavin?

"BELGRADE DESIGN WEEK was a lot of fun. There was a great range of speakers from architectural, graphic and product design practices who all delivered insightful presentations about their work and their particular approach to design. Also, the organizers' choice of post-conference restaurants was also superb – it was great to get a real flavor of Belgrade at the end of each day's conference activities and meet, talk with, and hang out with the festival's illustrious speakers. In short, BDW is a brilliant event. Please, can I come back again next year?"

GAVIN LUCAS, CREATIVE REVIEW



June 3rd till
June 5th 2010



od 9.650€



PHOTO GALLERY

1. WEB PRODUCTION



- NEWS
- CONFERENCE
- PREMIERES
- LABS
- NIGHTS
- PRESS
- ABOUT
- PARTNERS
- ARCHIVE

The new 2010 BDW web site, considering the nature and the international character of the festival, is the main global information source and promotional channel. Having that in mind, the realization and design concept of the detailed web site were carefully organized, with exclusive and rich contents like image galleries and movies, detailed news and copywriting, and it is being considered one of the most relevant design portals in SEE today.

The promotion of BDW partners on the web site was one of key exposure points during BDW 2010, which can be seen in case study of the exposure of the Mercedes Benz's brand Smart.

www.belgradedesignweek.com



belgrade design conference   

DAILY DIARY



BDW web site home page

BDW PATRONAGE / BDW POKROVITELJ:

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DESIGN NIGHTS

- NEWS
- CONFERENCE
- PREMIERES
- LABS
- NIGHTS
- PRESS
- ABOUT
- PARTNERS
- ARCHIVE

PON/MON 31/5/2010
UTO/TUE 1/6/2010
SRE/WED 2/6/2010

ČET/THU 3/6/2010
 STARI GRAD

PET/FRI 4/6/2010
 BANCA INTESA

SUB/SAT 5/6/2010
 smart

belgrade design lab WORKSHOPS

belgrade design conference SMART STARS

10:00	LABX	LAB1	LAB4	10:00	DUŠAN	RS/IT	AERNOUD BOURDREZ/USE-IP	NL	LORENZ PROMMEGGER/X ARCHITEKTEN	AT
	FURNITURE DESIGN Masterclass "SEATING ME SOFTLY" Participants: 30 winners shortlist of BDW national design competition	BUSINESS OF DESIGN Workshop "SMART STARTUP" Moderation: APR, PKS, Agencija za Regionalni Razvoj, Mane Radmanović-PURE, Marko Macura-STUDIO MEMBRANE	CREATIVE THINKING / DESIGN EDUCATION Workshop "SMART KIDS - THINKING MUNARI" Moderation: Yaffa Gaon, Israel		10:45					
	12:30 - 13:00 PAUSE & PRESS CONFERENCE									
13:00		LAB2	LAB5	13:00	BJARKE INGELS/BIG	DK	WERNER AISSLINGER	DE	JAIME HAYON	UK/ES
		ARCHITECTURE / ECOLOGY Workshop "SMART ARCHITECTURE" Moderation: BELLS, Serbia	BUSINESS OF FASHION Masterclass "SMART FASHION" Moderation: Dušan Paunović, Milano / New York		13:45					
	15:30 - 16:00 PAUSE & PRESS CONFERENCE									
	SMART BRANDS									
	SMART CULTURE									
	SMART CITY									
16:00		LAB3	LAB6	16:00	SIMON de PURY/PHILLIPS de PURY	UK	MIRKO VAN DEN WINKEL/STYLEPARK	DE	SMART CITY	
		CULTURAL MANAGEMENT Workshop "SMART LIGHTING"	LIGHTING DESIGN Workshop "SMART LIGHTING"	16:30					10 MOST IMPORTANT PEOPLE WHO CHANGED THE DESIGN OF	

BDW web site program page

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20:00	BDP1 BDW 2010 GRAND OPENING CEREMONY FASHION SHOW MTD FORUM COCKTAIL RECEPTION NBS INVITATION ONLY	BDP2 BANG & OLUFSEN NEW COLLECTION PREMIERE AUDIO/VISUAL DESIGN	BDP5 EGLO NEW COLLECTION PREMIERE LIGHT DESIGN	BDP8 ORMOLU NEW COLLECTION PREMIERE FABRICS DESIGN	BDP11 GRAPHIC THOUGHT FACILITY NEW EXHIBITION PREMIERE BY BRITISH COUNCIL GRAPHIC DESIGN	BDP14
21:00		BDP3 SISTERLOGIC NEW COLLECTION PREMIERE FURNITURE DESIGN	BDP6 JASEN NEW COLLECTION PREMIERE FURNITURE DESIGN	BDP9 ORMOLU NEW COLLECTION PREMIERE FABRICS DESIGN	BDP12 AQUA BOUTIQUE NEW COLLECTION PREMIERE CERAMICS DESIGN	
	"BDW 2009" FILM MOVIE PREMIERE MIODRAG ILIĆ	BDP4 VIP DINNER PUBLIC	BDP7 VIP DINNER RESTORAN BALZAC	BDP10 VIP DINNER RESTORAN KLUB KNJIŽEVNIKA	BDP13 VIP DINNER RESTORAN ZAPLET	VIP DINNER RESTORAN MOZAIK HOTEL BAH

22:00



PREĐSTAVLJA



LIVE EVENTS

BDN1 PLASTIC LIGHT "BELGRADE DESIGN GUIDE" COCKTAIL RECEPTION TOURIST ORGANIZATION OF BELGRADE	BDN3 MAGACIN "IAA MEMBERS" PRESENTATIONS & COCKTAIL RECEPTION LEO BURNETT, SVA, LUKA BEOGRAD, TUBORG, COCA COLA, DELTA DMD, SOKO ŠTARK, ADRIA MEDIA	BDN5 PLASTIC LIGHT "OŽIVI PLASTIKU" MULTIMEDIA EXHIBITION OPENING & COCKTAIL RECEPTION BANCA INTESA	BDN7 MAGACIN "2010 BELGRADE DESIGN GRAND PRIX" AWARDS CEREMONY BELGRADE DESIGN WEEK & BEOGRAD ART HOTEL
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23:00



04:00



BDN2 PLASTIC LIGHT "MTV PARTY" BDW OPENING PARTY SevdahBABY LIVE BGD PLUS FUNKYZEIT WITH FAVORITE MIXTAPE KIBISI, COPENHAGEN RESIDENT DJ: RED BULL ACADEMY TEAM	BDN4 MAGACIN "IAA PARTY" INTERNATIONAL ADVERTISING ASSOCIATION SERBIA WORLD EXCLUSIVE DJ SET: SIMON DE PURY, LONDON RESIDENT DJ: RED BULL MUSIC ACADEMY	BDN6 PLASTIC LIGHT "BANCA INTESA PARTY" WORLD EXCLUSIVE DJ SET: ANDY STEVENS GTF, LONDON RESIDENT DJ: RED BULL MUSIC ACADEMY	BDN8 MAGACIN "THE WORLD FAMOUS BDW CLOSING PARTY" BELGRADE DESIGN WEEK WORLD EXCLUSIVE DJ SET: SURPRISE ACT, BELGRADE RESIDENT DJ: RED BULL MUSIC ACADEMY
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BDW web site, Daily Partners in header

SRPSKI / ENGLISH SEARCH SOUND OFF

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od 9.650€ smart

belgrade design week 2010

June 3rd till June 5th 2010

NEWS CONFERENCE PREMIERES LABS NIGHTS PRESS ABOUT PARTNERS

CHAIRMAN ONE MINUTE CV BDW BDW TEAM MISSION VISION

10:00 10:45

10:50 11:35

DUŠAN AERNOUD BOURDREZ/USE-IP ML LORENZ PROMMEGGER/X ARCHITEKTEN

OLA RUNE/CLAESSON KOIVISTO RUNE SEYHAN OZDEMIR/AUTOBAN TR DANILO MANDELLI/VIABIZZUNO IV

BDW web site, Mercedes promotional banner

SRPSKI / ENGLISH SEARCH SOUND OFF

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belgrade design conference SMART STARS

DUŠAN AERNOUD BOURDREZ/USE-IP ML LORENZ PROMMEGGER/X ARCHITEKTEN

OLA RUNE/CLAESSON KOIVISTO RUNE SEYHAN OZDEMIR/AUTOBAN TR DANILO MANDELLI/VIABIZZUNO IV

NEWS CONFERENCE PREMIERES LABS NIGHTS PRESS ABOUT PARTNERS ARCHIVE

MONDAY TUESDAY WEDNESDAY

DESIGN LABS

belgrade design week 2010

June 3rd till June 5th 2010

od 9.650€

NEWS CONFERENCE PREMIERES LABS NIGHTS PRESS ABOUT PARTNERS

CHAIRMAN ONE MINUTE CV BDW BDW TEAM MISSION VISION

close

PARTNERS

THANKS²

BDW PATRONAGE / BDW POKROVITELJ:

Patronage City of Belgrade **Beograd**

Patronage Municipality of Staro Grad **STARO GRAD**

Patronage Touristic Organization of Belgrade **Turistička Organizacija Beograda**

BDW PARTNERS / BDW PARTNERI:

BANCA INTESA **Bah** **smart** **gtz**

Koninkrijk der Nederlanden **BRITISH COUNCIL 70 YEARS IN SERBIA** **KUNST >**

MAI **AVALA**

MTV **BE92** **BLIC** **City**

Juergen M

"I discover world, from visual experience surprise to limitation again and exchange inclusive!"

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BDW web site, Partners page

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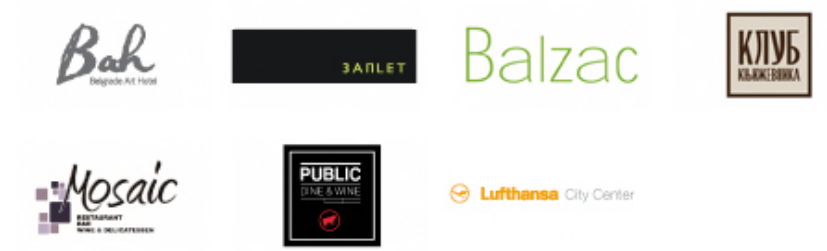


BDW SUPPORT / BDW PODRŠKA:



BDW HOSPITALITY:

BDW HOSPITALITY:



BDW PREMIERES PARTNERS/ BDW PREMIERS PARTNERI:



SMART STUDENTS PARTNERS:



BDW NIGHTS PARTNERS / BDW NIGHTS PARTNERI:

BDW web site, Partners page &td.

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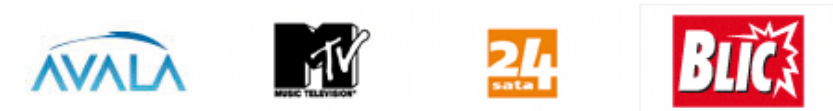
BDW NIGHTS PARTNERS / BDW NIGHTS PARTNERI:



INTERNACIONAL MEDIA PARTNERS / INTERNACIONALNI MEDIJSKI PARTNERI:



LOCAL MEDIA PARTNERS / DOMACI MEDIJSKI PARTNERI:



LOCAL MEDIA PARTNERS / DOMACI MEDIJSKI PARTNERI:



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NEWS/VESTI

NEWS/2010
Newsletter #21

WEEKLY news

JOŠ 1 nedelja do BDW 2010

DIZAJNIGHTS

belgrade design nights

MTV PRESENTS:
BDW dizajnNIGHTS @ PLASTIC, MAGACIN, OH! CINEMA, TUBE

Carlsberg Srbija

PRESTAVLJA

During the 5th Belgrade Design Week, from June 2nd to 5th, we present in collaboration with MTV, what seems to have grown into a contemporary urban small festival of club music and creativity - the now almost legendary designNights, this year in the best clubs of Belgrade...[read on, see the event program](#)

20/05/2010

BDW IN INDEPENDENT AND FINANCIAL TIMES

THE ECONOMIST

INDEPENDENT

Interior Design

BDW conference, SMART² announced as one of the biggest design events around the globe, coming up over the next few weeks.

Financial Times

The Independent

27/05/2010

MTV PARTY @PLASTIC LIGHT

2. juna 2010. izašila na jeziku Plastic Light, sa početkom u 22:30. restorani MTV organiziraju zabavu.

MANAGEMENT TO REVELATION

100% SERBIA

THE GREATEST CREATIVE MINDS of the 21st Century

Jurgen Mayer H.

"I discovered the most lively platform in the design world, from products to architecture, from strategies to visual experimentation. Design Week was a rich surprise that is beyond boundaries of disciplines and limitations of media. It was a place to meet old friends again and find new ones for future collaborations and exchange. And it was a great party - small - it's all inclusive."

BDW web site, Newsletter example #21

NEWS/VESTI

NEWS/2010
SMART - OFFICIAL CAR OF BDW 2010

U skladu sa tradicionalnom izjavom SMART², izjavom je i ova godina nastala BDW - smart festival, koji predstavlja intelektualna i kreativna izjava koja je uvek bila i ostaje takva.

smart festival je u okviru dizajnerske konferencije "Euphoric" koja predstavlja najbolju izjavu na svetu i smart festival je organizovan. Zbog toga nije to samo BDW je smart festival u kategoriji. Muzika, kreativnost i dizajn su BDW, ali i tako kao i BDW su organizovani.

MANAGEMENT TO REVELATION

100% SERBIA

BDW web site, News link, Case Study Smart exposition

NEWS/VESTI

NEWS/2010
SMART STUDENTS

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MANAGEMENT TO REVELATION

100% SERBIA

100% SERBIA
June 3rd till June 5th 2010

NEWS CONFERENCE PROGRAM LABS NIGHTS FOOD ABOUT PARTNERS ARCHIVE

NEWS/VESTI

NEWS/2010
SMART STUDENTS

On June 1st, 10 smart students that applied on the competition SMART STUDENTS have been awarded with smart for BDW conference, thanks to the donation of the companies Coca-Cola, Roche, Philips, T-Mobile, EA and Danube Foods Group.

In the name of all companies, congratulations to SMART STUDENTS!

MANAGEMENT TO REVELATION

100% SERBIA

BDW web site, News link, Case study of partners of the Smart Students program



BELGRADE DESIGN LAB

WORKSHOPS / RADIONICE

Workshops location:
Mala sala Gradske uprave grada Beograda
Trg Nikole Pašića 6

Each year in co-operation with its partners Belgrade Design Week organises workshops within the Design Lab program. This year the common theme of all workshops will follow the main festival and conference theme: Smart2 with the focus on innovative and smart solutions in different scopes of the creative industries. Belgrade Design Week is much more than just a festival. It is a platform orientated to connecting the creative sector with the representatives of government, institutions, business and educational centres. Thus, Belgrade Design Week aims to help and educate all members of the creative sector.

gtz

MTV PRESENTS

BDW dizajNIGHTS - QPLASTIC, MAGACIN, CINEMA, TUBE

During the 11th Belgrade Design Week, from June 2nd to 11th, we present in collaboration with MTV, what seems to have grown into a contemporary urban small festival of club music and creativity - the now almost legendary *dizajNights*, this year in the best clubs of Belgrade. Last year's *dizajNights* program became famous for great performances of world famous music names: Rob Garza/Theivery Corporation, Federico Aubele, Cineplex and the spectacular Fred Dewint/Lemon Jelly act, whose unforgettable performance dazed BDW2009, with approximately 4000 satisfied visitors of Belgrade *dizajNights*! Repeating the same success formula in 2010, BDW once again guarantees a fantastic time, with the most interesting events - performances of the Serbian star SevdahBABY and a super popular eurodisco band (with a good MTV hit in the charts as we speak ;) at the beginning and the end of the festival. The crown jewel of the program will be 3 special performances - Belgrade Design Week has a great honour to welcome at its DJ desk some of the greatest names of the contemporary global creative scene. They achieved world fame by their spectacular professional achievements, and BDW will show you the way they do it behind the mix-out, the charming boy from the sensational Danish design WU-KB-S, the indubitable present star of the *dizajNights* program - Simon de Pury, who will deliver a world-exclusive DJ set, as well as Andy Stevens from the famous London studio STF. The LateNite program will be performed by resident DJs of the Red Bull Music Academy Team.

BDW web site, Labs links, Case study partner of Smart Lab

BDW web site, DizajNights link, Case study partner of DizajNights

2. PRINT PRODUCTION

BDW 2010 produced a series of print documents:

1. The 8 pages A4 "Conference Sales Brochure", printed in more than 10.000 copies, distributed worldwide in the period from January to June 2010, from almost 7 000 physical addresses from London to all over the SEE region, to handouts in Milan Saloni in April 2010, and various Tourist Organization of Belgrade presentations (Frankfurt, Berlin, Zagreb), own BDW presentations (Budapest) for example.

2. The 44 pages thick and detailed "SMART SQUARED Brochure" with full festival program, printed in more than 20.000 copies, was carefully distributed all over Belgrade during the festival, to partners, prominent galleries, showrooms, HoReCa and tourist info points, as well as professional unions for design, architecture and advertising. The final copies were distributed to the several thousands of festival visitors in BDW locations.

3. The exposure of BDW partners was rich and meaningful in the conference brochure. Hereby we present the case study of the promotion of a "Day Partner" like Banca Intesa.

"My two big loves of 2010 was BELGRADE DESIGN WEEK and the TMA – 1 by KiBiSi that I presented there. Both are children of determination, team work and eagerness to create a long lasting value. BDW and the TMA-1 is founded on solid content, great vibes and acumen. BDW will stay with me."

LARS LARSEN, KILO DESIGN, DK

BDW brochure, cover page

Poseti izložbu na BDW-u!

OŽIVI PLASTIKU!
05/06/10
KONKURZ ZA MLADE BIZAJHERE

BANCA INTESA
Mislimo napred sa Vama

MasterCard

INTRO
THE GREATEST CREATIVE MINDS of the 21st Century

Kada je prošlo nekoliko meseci nakon što je održan 10. Beogradski Design Week, mnogi kreativci iz Srbije su se vratili u svoju domovinu i nastavili da rade na svojim projektima. Jedan od njih je i mladi dizajner iz Beograda, koji je svojim radom privukao pažnju međunarodne javnosti i osvojio prestižnu nagradu. Ova izložba će predstaviti njegove radove i omogućiti posetiocima da se upoznaju sa njegovim stvaralaštvom. Izložba će biti otvorena od 3. do 5. juna 2010. godine u okviru Beograda Design Week-a. Ukoliko želite da vidite ovaj izvanredan rad, posetite izložbu na Atrijeu 112 i pridružite se festivalu kreativnosti.

Online galeriju radova možete pogledati na: www.oziviplastiku.rs

BDW POKRETOCI / BDW PATRONS

City of Belgrade, Beograd, Municipality of Borčinci, Municipality of Borča, Municipality of Borčinci, Municipality of Borča

BDW PARTNERI / BDW PARTNERS

BANCA INTESA, Bah, smart, gtz, BEB2, BLIC, City, 24, AVALA, M1, BEB2, BLIC, City, 24, AVALA, M1

BDW PODRŠKA / BDW SUPPORT

Wapac, Sava, Cytel, NIS, REPUBLICA SRBIJA, SLOVA, KIBISI, BDU, Trimo, mtd, Autoban, Viobizzmo, ZKD, zanotta, Wilkhahn, PHILLIPS, KN, STAV, bels

BDW HOSPITALITY

Bah, Batac, Mosaic, thanks²

SMART STUDENTS PARTNERS

70 SERBIA, infostud, Rada, Coca-Cola

BDW PARTNERI PREMIJERE / BDW VENUE/VEG PARTNERS

ApoteBoutique, BETA, BETA, BETA, BETA, JACO, ORMOLU, GTF, 70 SERBIA, O3DNE

BDW NIGHTS

Erlebene, PHILLIPS, GTF, BANCA INTESA, CINEMA, NABARIS, Bah, M1

INTERNATIONAL MEDIA PARTNERS / INTERNACIONALNI MEDIJSKI PARTNERI

de zeeën, icon, CR, AVALA, 24, BLIC, BEB2, ROSTOR, CASINUS, arhit-ktor, lug, City, DesignZoo, Digtal, BOJANINA, DOMING, elkopio, EUREKA, HUSTI, KUCA, STAO, mobilni, oris, Studijam, POPROD, SEBUILT, SALON, GRAZIA, YellCo, chilloutm, infostud

DESIGN NIGHTS @ PLASTIC LIGHT, CINEMA TERRACE, TUBE

om June 2nd to 5th, we present in collaboration with MTV, what seems to be a small festival of club music and creativity - the now almost legendary designNights program became famous for great performances of great acts. Last year's designNights program became famous for great performances of great acts. Last year's designNights program became famous for great performances of great acts.

BDW 4 23:00 - 04:00
MAGASIN
"IAA PARTY"
INTERNATIONAL ADVERTISING ASSOCIATION - SERBIAN CHAPTER
WORLD EXCLUSIVE DJ SET: SIMON DE PURY LONDON
RESIDENT DJ: RED BULL MUSIC ACADEMY TEAM

BDW 5 22:00 - 23:00
"OŽIVI PLASTIKU"
MULTIMEDIA EXHIBITION OPENING & COCKTAIL RECEPTION
BANCA INTESA

BDW 6 23:00 - 04:00
CINEMA TERRACE
"BANCA INTESA PARTY"
WORLD EXCLUSIVE DJ SET: ANDY STEVENS OTF LONDON
RESIDENT DJ: RED BULL MUSIC ACADEMY TEAM

BDW 7 22:00 - 23:00
"2010 BELGRADE DESIGN GRAND PRIX"
AWARDS CEREMONY

BDW 8 23:00 - 04:00
TUBE
"THE WORLD FAMOUS BDW CLOSING PARTY"
BELGRADE DESIGN WEEK
WORLD EXCLUSIVE DJ SET: SURPRISE ACT

BDW PLASTIKU

Kada je prošlo nekoliko meseci nakon što je održan 10. Beogradski Design Week, mnogi kreativci iz Srbije su se vratili u svoju domovinu i nastavili da rade na svojim projektima. Jedan od njih je i mladi dizajner iz Beograda, koji je svojim radom privukao pažnju međunarodne javnosti i osvojio prestižnu nagradu. Ova izložba će predstaviti njegove radove i omogućiti posetiocima da se upoznaju sa njegovim stvaralaštvom. Izložba će biti otvorena od 3. do 5. juna 2010. godine u okviru Beograda Design Week-a. Ukoliko želite da vidite ovaj izvanredan rad, posetite izložbu na Atrijeu 112 i pridružite se festivalu kreativnosti.

"THE WORLD FAMOUS BDW CLOSING PARTY"

Kad se isključe reflektori BDW-a, dodele nagrade, završe stotine intervjua, desetine izložbi i vernisaža, svi govori, predavanja i se jedna sasvim posebna. TUBE: pozornice legendarne dizajna, noć kada se svi prijavljuju slavi koje označava kraj godišnjice rada. Preporuka: NIKAKO ne propustite

belgrade design week 2010

Bah etc

BDW brochure, Case study Banca Intesa exposition

REMMERS
WILKHAHN

www.wilkhahn.de

Kao ni jedna kompanija u svojoj delatnosti, Wilkhahn, međunarodno priznati proizvođač kancelarijskog nameštaja, decenijama predstavlja simbol kvaliteta pod oznakom "dizajnirano i napravljeno u Nemačkoj". Izrađivali su drvene stolice i nameštaj sve do 1950, kada je kompanija počela da stvara sopstveni dizajnerski jezik, spajajući povećanu funkcionalnost i održiviji dizajn. Wilkhahn ima vodeću ulogu i na polju brojnih inovacija koje su dobile nagrade, poput Nemačke nagrade za marketing (German Marketing Prize) i Nemačke nagrade za ekologiju (German Ecology Prize). Kompanija je osnovana u Nemačkoj (1907), a danas ima preko 600 zaposlenih širom sveta. Oni predstavljaju Wilkhahn na preko 90 tržišta svih kontinenata. To je kompanija koja izrađuje "Odgovorni nameštaj za profesionalni život!" Na Beogradsku nedelju dizajna dolazi direktor međunarodnih komunikacija kompanije Wilkhahn, Burkhard Remmers.



Like virtually no other company in the industry, Wilkhahn, the internationally acclaimed office furniture manufacturer, has stood for the quality label of "Design made in Germany" for decades. They started with making wooden chairs and furniture until the 1950's when company started to create its own design language by combining better functionalities and making more sustainable design. Wilkhahn also plays the leading role in numerous innovations that have been awarded prizes such as the German Marketing Prize and the German Ecology Prize. The company was founded in Germany (1907) and today has a staff of over 600 throughout the world. They represent Wilkhahn in 91 economies and on all continents. This is the company, which makes "Responsible Furniture for a Professional Life!" Burkhard Remmers, Head of International Communication, will be representing Wilkhahn at this year's Belgrade Design Week.

GIANLUCA
BORGESI/
ZANOTTA



recognized leaders in Italian design, and its founder, Aurelio Zanotta, explains that the explanation of his success is that he has produced both profits and culture, and that he has produced nationally famed architects and designers who have been called in to create the most important furniture in the world. They are Achille Castiglioni, Gaetano Piretti, and many others. In 1989, the "Zanotta Edizioni" started publishing furnishing objects that are close to the limited production of the past. Many creations are still in design history books and in major museums (New York's Museum of Modern Art, the Paris Centre Pompidou, the London Design Museum, etc.).

At this year's Belgrade Design Week, Zanotta will be represented by its Marketing and Communication Director, architect Gianluca Borgesi.



Belgrade
design
conference



34
Petak 04. jun
Friday, June 04

BANCA INTESA

SMART STARS

10:00-10:45 Aernoud Bourdrez/ USE-IP, NL	10:50-11:35 Seyhan Ozdemir/ AUTOBAN, TR	11:40-12:25 Tobias Kohlhaas/ WEISS-HEITEN, DE
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12:30 - 13:00 PAUSE & PRESS CONFERENCE

13:00-13:45 Werner Aisslinger, DE	13:50-14:35 Andy Stevens/ GRAPHIC THOUGHT FACILITY, UK	14:40-15:25 Mario Nanni/ VIABIZZUNO IT
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15:30 - 16:00 PAUSE & PRESS CONFERENCE

SMART CULTURE

16:00-16:30 Mirko van den Winkel/ STYLEPARK, DE	16:35-17:05 Galit Gaon/ DESIGN MUSEUM HOLON, IL	17:10-17:40 Arhan Kayar/ ISTANBUL DESIGN WEEK, TR	17:45-18:15 Dylan Griffith/ MTV WORLD DESIGN STUDIO, UK
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3. PROMO CAMPAIGN

Four most important promo channels of BDW 2010:

1. Ads in various domestic and international magazines (Kuca Stil, Yellow Cab, Digital photo, Kuhinje & Kupatila, Hausbau, SEE business&travel, Biznis Magazin, Ekonometar, Mobilni magazin, Taboo, SEE business, Oris, MiniStudio magazin, Singidunum, Biznis, Montenegro, Index magazin, City magazin, Icon, Creative Review etc.)

2. Banners on more than 50 web portals, worldwide, on leading global design websites such as KAK.ru, dezeen.com, designspotter, designed.rs, as well as leading national websites such as B92, Blic, 24 sata etc.

3. 20 seconds TVC in national and regional TV networks (B92, B92 Info, TV Avala, MTV).

4. A2 Posters distributed in more than 5.000 copies, in Belgrade, regional sales offices like Zagreb, Ljubljana, Budapest etc, and during Milan Saloni in April 2010.

The value of the BDW 2010 promo campaign is aprx. 200.000 EUR.

Icon magazine, May 2010, BDW advertisement

5th
BELGRADE DESIGN WEEK 2010
EXCITING CREATIVE CONFERENCE IN
JUST 100 EUR FOR THREE
DAYS* OF PROGRAM
USE IT'S NON-PROFIT.
HAPPENS IN THE NIGHTLIFE & GOURMET
CAPITAL OF NEW EUROPE - BELGRADE.
BECAUSE IT'S SEXY.
AND SMART.
IN FACT: SMART SQUARED.
SMART² - THE GREATEST CREATIVE MINDS OF
THE 21ST CENTURY
* WATCH AND MEET: LI EDELKOORT/GRAPHIC THOUGHT FACILITY/JAIME H
RUNE/BJARKE INGLES-BIG/BIOMEGA/LAURENT FETIS/MVDRV/ARIK LEVY/
NENDO/WILKHahn/SEYHAN OZDEMIR - AUTOBAN/DUŠAN/VICCARBE/
MARIO NANNI - VIABIZUNNO/DESIGN MUSEUM HOLON/X ARCHITEKT
MARTÍ GUIXÉ/VIENNA DESIGN WEEK/AERNOUD BOURDREZ/STYLE
BOOK NOW @ WWW.BELGRADED



WEB BANNERS



Kak.ru, BDW banner



Fanfara, BDW banner



Blic Online, BDW banner



B92, BDW banner



Vibe Your Self, BDW banner



Dezeen, BDW banner

4. EXPOSURE IN PRINT MEDIA

From January till June 2010, BDW has achieved a media coverage of total 110 articles published in local print media, while the full extent of media coverage starts only after the BDW with interviews produced during the event, published worldwide during the whole one year period until the next BDW 2011.

The media coverage includes articles published in national dailies such are Politika, Blic, Danas, 24 sata, Alo, Kurir, Dnevnik, weeklies such are Story, Singidunum Weekly, City Magazine, Ekonomist and monthly magazines such are Elle, Elle dekor, Grazia, Playboy, Mobilni magazin, Ekonometar, Biznis magazin, Casaviva, Market etc. This year BDW was covered by eight most notable international media representatives reporting live from BDW - Abitare Italy, Daily Telegraph, Financial Times, Icon, Creative Review, Guardian, Observer, all UK, and Stylepark Germany.

DAILY NEWSPAPERS



ПОЛИТИКА

Strana 14 / 18.6.2010.

Дизајнирање је као кување

За Хаумеа Ајона, добитника Гран прија Београдске недеље дизајна, спремање јела и стварање уметничког дела су две стране једног креативног новчића

Свестрани уметник Хауме Ајон је Шпанац који живи у Лондону. Мада је и тамо ретко, јер углавном путује. Дизајнира уметничке инсталације, ентеријере салона бројних реномираних продавница и колекционарских кућа, ципеле, намештај, ваја и слика. Радио је за Лондонску недељу дизајна, Фабержеа, Сваровског, Кампера... Његови радови излагани су у музејима у Лондону, Ротердаму, Базелу... И за све то добијао је бројна признања. „Icon Magazine“ доделио му је својевремено награду за најбољу инсталацију, „Wallpaper Magazine“ назвао га је креатором у успону а његови радови објављивани су у најпрестижнијим уметничким публикацијама широм света.

Гостујући на недавно завршеној Београдској недељи дизајна, нашој публици пренео је део своје огромне стваралачке енергије и, као што су то многи очекивали, опет добио награду – овога пута Гран при. Како каже, Београд му прија, јер је перспективан град, као и наша дизајн сцена.

– Желео сам да у Београд донесем енергију које имам на претек, да онима који су ме слушали пренесем једну поруку коју ширим куд год да идем и где год да предајем. А порука гласи: човек може да се забавља и када ради. Једноставно, ако ради са страху,



Хауме Ајон и његове ципеле



Једна од бројних инсталација

онда је сваки рад уживање, креативно пражњење. Уз професионализам. Уз озбиљност. Много путујем и често сам у моран, али кад почнем да радим све то нестаје. Није битно из које земље потичете, идеје су оно што прави разлику – каже Ајон (1974), који је индустријски дизајн студирао у Мадриду и Паризу, да би се потом придружио „Фабрици“ – академији за дизајн и комуникације коју је основала компанија „Бенетон“, где је био близу са радником легендарног Оливерџа Тоскенија. Од студента је за кратко време промовисан у шефа Одељења за дизајн, где је надгледао велике пројекте, од рада на опремању радњи, преко изложбених концепата до графичких решења. Онда се Хауме отиснуо у самосталност, стварајући своју прву колекцију дизајнираних играчака, керамике и намештаја.

Његова свестраност иницирала је, стога питање инспирације. Да ли је реч о његовом младалачком интересовању за графите и скејт борд кул-

туру, или је његово порекло обојило његово стварање – рођење у земљи Гаудија, на пример?

– Све што вас интересује боји ваш рад. Па тако и мој интерес за графите. Као и моје порекло. Али, највише ме инспирише живот. То је основа мог стварања, трансформација свакодневице у уметност. Радим различите ствари за различите клијенте али никада не размишљам у категоријама. Истовремено сам и дизајнер и уметник и архитекта. Ако имате добре идеје и ако умете да их пренесете правим језиком, што ми за сада полази за руком, можете да учините свашта. Не треба се бавити границама, треба бити неоптерећен, слободан – одговара Ајон, истичући да ипак не би могао да издвоји ниједан свој рад као остварење на које је посебно поносан, јер се сваки пројекат наслања на онај претходни. Јер је све са свим повезано.

– Сваки мој рад састоји се из милион прича али пошто их све ствара једна личност, оне су све у некаквој вези.

Можда бих могао да кажем да сам био пресрећан када сам се осамосталио и усудио да лансирам своју прву дизајнерску линију употребних предмета. У то сам уложио сву енергију и новац, много сам тада ризиковао. Испоставило се да се то исплатило...

После свега, ипак, како нам је рекао, размишља о нечему што на први поглед може да изненади. Гони га помисли да упише академију за куваре.

– Мој рад у дизајну једноставно се десно, нисам ни сам био сигуран да ћу се тиме бавити. Волео сам рецимо да кувам, и дан данас кувам доста и искрено, озбиљно размишљам да се томе и професионално посветим. Тиме би се можда бавио касније у животу. Јер, кување и дизајнирање је слично. Једина је разлика што се уметничко куварско дело може окусити и појести. Ако имате таленат да помешате праве састојке, као и у уметности, онда можете да урадите све што пожелите. Баш све!

М. Димитријевић



Žurka Beogradske nedelje dizajna

Tokom Pete beogradske nedelje dizajna, u saradnji sa MTV Srbija, u okviru legendarnih noći kreativnosti „dizajNights“, na beogradskom splavu „Plastic Light“ večeras će se održati žurka na kojoj će nastupiti Endi Stivenson iz čuvenog londonskog studija GTF.

Pametna nedelja dizajna

Od 29. maja do 5. juna održava se peti jubilejni *Belgrade Design Week*. Ove godine biće sastavljen iz nekoliko programskih celina, od kojih je najvažnija i najvažnija trodnevna kreativna i biznis-edukativna konferencija pod nazivom *SMART (PAMET)* – od 3. do 5. juna. Beogradska nedelja dizajna okuplja najveće kreativce i svetske mislioce današnjice, zbog čega je od vodećih svetskih stručnjaka i medija dobila priznanje za najbolju svetsku kreativnu konferenciju.

Poseban program BDW-a, pored izložbi, promocija i večernjeg muzičkog

programa, obuhvata i nekoliko edukativnih radionica koje će biti besplatne za sve zainteresovane. U okviru programa *Design Lab* jedna od radionica biće i *SMART START*. Mladi ljudi u Srbiji sve više prate trend svojih vršnjaka u inostranstvu, pa tako veliki broj tek završenih studenata kreativnih industrija želi da samostalno započnu sopstveni biznis, otvaranjem sopstvenog studija, biroa ili agencije. Cilj Beogradske nedelje dizajna, kao neprofitne organizacije, jeste da im pomogne u pokušaju samostalnog profesionalnog usmeravanja, i to pre svega predstavljanjem svih neophodnih informacija od strane najrelevantnijih državnih institucija – Aген-

ције за привredne registre, Privredne komore Srbije, Nacionalne službe za zaštitu intelektualne i Fondu za razvoj.

BDW će prezentovati studije slučaja dva biroa – jednog arhitektonskog i jednog dizajnerskog. Naziv radionice „Smart Start – Pametan Početak“ na jedinstven način generiše osnovnu ideju radionice – podstizanje mladih i njihovo informisanje o pravima, obavezama i mogućnostima pri samostalnom pokretanju sopstvenog biznisa. Radionica se organizuje pod pokroviteljstvom Ministarstva ekonomije i regionalnog razvoja, a svi zainteresovani mogu se prijaviti za učesnike putem e-mejla: workshop@belgradedesignweek.com.

Blic

Dodatak br. 12 / 1.6.2010.

Počela peta Nedelja dizajna - Kreativnost na tronu



Revijom domaćih dizajnera sinoć počela jubilejna Nedelja dizajna



Volfram Mas



Danica i Cile Marinković

U galeriji Narodne banke Srbije sinoć je nemački ambasador Volfram Mas svečano otvorio petu po redu „Beogradsku nedelju dizajna“. Publika je potom uživala u modnoj reviji desetak domaćih dizajnera.

Prisutne je pozdravio osnivač i kreativni direktor Nedelje dizajna Jovan Jelovac koji je podsetio da je ova manifestacija jedna od nekoliko najboljih kreativnih konferencija u svetu.

„Naša jedina misija je da postavimo još jedan centralni festival ljudi koji žive od kreativnosti, a koji je po komentarcima svetskih medija ujedno i najvažniji u celom regionu – istakao je Jelovac.

Dizajneri među kojima su

bili Vasilije Kovačev, Predrag Vukašinović, Snežana Lado- než, Evica Milovanov Penčić i drugi, predstavili su svoje prepoznatljive i jedinstvene komade garderobe iz najnovije kolekcije. Prisutni su videli haljine od najfinijih materijala po kojima su ručno tkani neobični krugovi, svečane toalete, helanke i tunike raznih boja. Uz svaku odevenu kombinaciju devojke su nosile odgovarajuću torbu, nakit i cipele.

Svi ljubitelji mode, arhitekture i dizajna moći će do 5. juna da uživaju u raznovrsnom programu. Večeras će biti predstavljene tri edukativne radionice pod nazivom „Pametna početak“, „Pametna arhitektura“ i „Pametna Ajndhoven“.

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Strana 2 / 17.5.2010.

BG nedelja dizajna - i izložbe i edukacija

Od 29. maja do 5. juna biće održana peta po redu Beogradska nedelja dizajna (Belgrade design week-BDW). Centralni događaj BDW-a biće trodnevna kreativna i biznis edukativna konferencija. Posetioci će moći da posete i brojne izložbe, da učestvuju u besplatnim edukativnim radionicama, a uveče da uživaju u bogatom muzičkom programu.

KREATIVNOST – Beogradska nedelja dizajna podeljena je na nekoliko celina, od kojih je najvažnija kreativna i biznis edukativna konferencija „SMART2“ (Pamet2), koja će biti održana od 3. do 5. juna. Više od 30 predavača iz Nemačke, Italije, Turske, Izraela, Holandije, Austrije, Švedske održaće predavanja, a neki od predavača biće i Bjarke Ingels, danski arhitekta koji je projektovao paviljon za Dansku na „Expo 2010“, Ola Rune iz švedskog dizajn studija „CKR“.

Poseban program BDW-a, pored izložbi, promocija, večernjeg muzičkog programa, obuhvataju i edukativne radionice. U okviru programa „Design Lab“ 1. i 2. juna biće organizovano šest besplatnih radionica koje su namenjene učesnicima različitih interesovanja i profila. Istaknuta izraelska intelektualka i predavač Jafe Gaon biće moderatorka radionice „Pensare Munari - Mis-



▲ Predavanja će držati brojni svetski priznati stručnjaci

Veliko interesovanje stranih medija

NOVINE Za ovogodišnji BDW vlada veliko interesovanje i inostranih medija. Konferenciji BDW-a i druga dešavanja pratiće novinari poznatih svetskih listova kao što su „Daily Telegraph“, „Guardian“, „Financial Times“, „Creative Review“, italijanski „Abitare“, nemački „Stylepark“, francuski „Luxure Culture“ i drugi.

liti Munari“, koja je namenjena predavačima iz oblasti dizajna, ali i učiteljima, pedagogima, vaspitačima i deci i na njoj će biti predstavljena metodologija čuvenog italijanskog umetnika i kreativca – Bruna Munarija. Ova radionica biće održana u sredu 2. juna od 10 do 12 časova.

– Naš istaknuti modni dizajner Dušan Paunović, čiji je brend zastupljen u najfinijim radnjama u svetu, održaće radionicu namenjen našim modnim dizajnerima i to 2. juna od 13 do 15 sati. Dušan

će svakom učesniku radionice pogledati i portfolio i dati savete za njihov dalji i uspešniji rad – kaže Bojana Gajić, PR Beogradske nedelje dizajna.

Oni koji žele da učestvuju na besplatnim radionicama treba da se prijave putem adrese workshop@belgradedesignweek.com. Cena karata za BDW biznis i edukativnu konferenciju „SMART2“ je 130 evra za sva tri dana predavanja, a studenti mogu da kupe karte po povlašćenju ceni od 75 evra. *M.Bulatović*

Peti put beogradska nedelja dizajna do 5. juna

Pamet na kvadrat po čitavoj prestonici

S. ŠULOVIC

Peta beogradska nedelja dizajna, od danas pa do 5. juna, ponovo će privući u epicentru kreativnosti. Godišnji predstavnici dizajna, arhitekture, brendinga i komercijalnog programa i ideju ovog obrazovnog festivala približava njegov osnivač i kreativni direktor Jovan Jelovac.

Bez podrške kakvu dobijaju ovakve manifestacije u drugim metropolama, Beogradska nedelja dizajna (BDW) uspjela je da se upiše u kalendar najznačajnijih kreativnih konferencija u svetu. Međimod, razvijanje domaćih dizajnera BDW sećano se otvara u poslednjem i najlepšem izdanju beogradske nedelje dizajna (BDW) uspjela je da se upiše u kalendar najznačajnijih kreativnih konferencija u svetu.

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Se otvaranja prethodne Beogradske nedelje dizajna: Jovan Jelovac

Za najbolje studente besplatno

Značajno je napomenuti da smo i u saradnji sa kompanijama koje su pripomogle sponzorstvo u organizaciji ovog obrazovnog festivala obeležili 60 besplatnih karata za najbolje studente domaćih fakulteta. Godinu je obilježio na taj način i najmlađi i potpuno novi studenti da se prijave i osvoje besplatne karte za konferenciju BDW - prijavite Jovan Jelovac.

Pančević, spiker koji će otvoriti konferenciju, naj je najpobitni ovogodišnji spiker. Dušan je verovatno jedan od najpobitnijih modnih dizajnera koji ima sopstvenu modnu marku u Njemačkoj i Milani, a prvi put će govoriti u domovini.

Koja je vizija budućnosti Beogradske nedelje dizajna? - Želimo da proširimo opseg sedmotednevnog festivala na multidisciplinarni i kontinuirani oblik obilježavanja partnera za izgradnju „društva znanja“ u jugoistočnoj Evropi. Aktivno nastojamo da povećavamo sa svim regionalnim centrima u okviru ovog do otvaranja trajnog regionalnog mrežnog dizajna u Beogradu.

postane konkurentna i modernizirana. Takođe, želimo da podstaknemo i stvaranje uslova za rani podizanje koji zahtevaju nauku i obrazovanje, čime bi se sprečio odliv mozgova. Kako je koncipiran program jubilarne nedelje dizajna? Da li će se razlikovati od prethodnih? - Nekiada pre Beograd nije imao ovako puno događaja iz oblasti kreativne industrije. Osim glavnih programskih celina, kreativne i izmenjive edukativne konferencije koja ove godine nosi naziv „Pamet na kvadrat“, organizujemo i šest besplatnih kreativnih i stručnih radionica za profesionalce i studente sa moderatorima, stručnjacima iz inostranstva koje će se u saradnji sa Sekretarijatom za kulturno naslijeđe i ministarstvu sa Gradske uprave na Trgu Nikole Pašića. Prateći program čine i promocije po slobodni nameštaju po

Blic, 07.06. 2010.

Završena peta Beogradska nedelja dizajna

Kreativnost na delu

Poslednjeg dana predstavljani su najuspešnijih dizajnera koji su obeležili proteklu godinu i dali svoj doprinos kreativnoj industriji Beograda.



Arhitektonsko rešenje za uređenje pijace Skadarlija, re. a. c. i. u studiju koji je predstavljen na Beogradskoj nedelji dizajna

SONJA ŠULOVIC

Peta Beogradska nedelja dizajna (BDW) završena je ovog vikenda predstavljanjem deset najuspešnijih kreativaca koji su obeležili proteklu godinu i dali svoj doprinos kreativnoj industriji Beograda. Haime Ajon, španski dizajner, predstavio je arhitektonsko rešenje za uređenje beogradske pijace Skadarlija i Kalemegana, a u studiju, projekat „Supermarket pokret“, dizajnerski koncept za

gometračni animirani film Alkise Gualda ili luksuzni enterijeri Svetlane Marje, samo je čuo onoga što je na sceni pozrećilo. „Atelje 212“ predstavljeno. Panel koji je okupio deset najuspešnijih srpskih kreativaca, po izboru saveta BDW, ujedno je bio i završnica pete Nedelje dizajna koja je nastala zahtevima u inovativnom hotelu „B&B“. Osim tima najboljih dizajnera, španski - britanski dizajner Haime Ajon (pono je i ručno izrađene jubilarne čepice beogradske dizajnera Vladimira Ljanevića.

Ovogodišnji program sastojao se iz nekoliko programskih celina. Najznačajniji bila je trodnevna kreativna (bim) - edukativna konferencija „Pamet na kvadrat“ koja se i po izboru sajta „Fajneniel tajms“ našla na prvom mestu liste najvažnijih globalnih događaja u juna. Vibe od 30 stručnjaka iz različitih oblasti savremenog dizajna koji su došli iz Engleske, Španije, Danske, Italije, Turske, Izraela, Holandije, Austrije i Slovenije predstavili su svoje projekte, ideje i rešenja za „beležicu predavanja“ je predstavio Dejvid Linderman iz Agencije za vizuelnu komunikaciju „Hi - Res“, Endi Stevens iz studija „Graphic Thought Facility“, arhitekta Bjørke Ingels, dizajner Ols Røne i dizajner i arhitekta Marti Gatlif. Završnica su imena čija predavanja je pratilo nekoliko stotina posetilaca iz zemlje i regiona.

U okviru programa „Dizajn let“ organizovano je i nekoliko besplatnih radionica, na raznim lokacijama u grada moglo se se videti postavke i izložbe, a u večernjim satima organizovan je „pametni dizajn“ prired.

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BDW je svet

Sve „negativno“ što smo videli u manifestaciji „društvo znanja“ jeste to što se iz Beograda izdvoji jedan od najboljih dizajnera, a ostalo je u Beogradu. Sve, što je negativno, jeste to što se iz Beograda izdvoji jedan od najboljih dizajnera, a ostalo je u Beogradu.



Arhitektonsko rešenje za uređenje pijace Skadarlija, re. a. c. i. u studiju koji je predstavljen na Beogradskoj nedelji dizajna

POLEMIKA

Jovan Jelovac

Prethodni program BDW-a, koji je bio u saradnji sa kompanijama koje su pripomogle sponzorstvo u organizaciji ovog obrazovnog festivala obeležili 60 besplatnih karata za najbolje studente domaćih fakulteta. Godinu je obilježio na taj način i najmlađi i potpuno novi studenti da se prijave i osvoje besplatne karte za konferenciju BDW - prijavite Jovan Jelovac.

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Prva zvezda svetskog dizajna gost Beograda

Jubilarna 5. beogradska nedelja dizajna održaće se od 31. maja do 5. juna u Ateljeu 212, dok će „after partiji“ biti organizovani u četiri beogradska kluba. Tema nedelje dizajna je pronalazjenje ekoloških, finansijskih i prostornih rešenja.

Zato su u pomoć priskočili ljudi kojima je stalo da se ova nedelja ne ugasi: Bels, Mercedes benz, Pošta Srbije, Todor, Banka Inteza i Britiš Kansil. Svako od njih imao je svoj razlog zašto se priključuje, a recimo, Mercedes će promovirati svoj model „smart“ automobila, koji ima najnižu emisiju ugljen-dioksida na svetu.

skog dizajna, pristao da u Beograd dode za „dž“. Inače, njegova predavanja koštaju između 10.000 i 20 000 funti. Njemu je pripala čast da predavanjem zatvori nedelju dizajna.

Svako veče od 20 do 21 biće organizovani šou-rumovi, a od 22 žurke u klubovima Magacin, Sinema, Tjub i Plastik, na kojima će DJ-evi biti i neki od arhitekata.



M. Maričić - A. Urošević

DOGADAJ - Neverovatno je kako smo uspešno uspjeli da organizujemo ovaj događaj sa obzirom na to da nismo dobili ni dinara pomoći. Ipak, mi stvaramo mogućnost za radna mesta i dovodimo 30 svetskih eksperata. Zanimljivo je da nas je „Fajneniel tajms“ proglasio za jedan od najboljih događaja na svetu, a pošto smo jedina konferencija na listi, to znači da smo najbolja svetska konferencija dizajna - kaže Jovan Jelovac, osnivač ove manifestacije.

Radionice i predavanja u Ateljeu držeće najvažnija imena svetskog dizajna: Haime Ajon, Dušan Panunović, Bjørke Ingels, Armond Burdez, Mario Nani... Zanimljivo je da je Haime Ajon, španski arhitekta koji važi za najveću zvezdu svet-



Београд у знаку дизајна

Фестивали „Миксер“ и „Београдска недеља дизајна“ од данас па до 5. јуна биће домаћини познатим именима светске креативне елите

У наредних дванаест дана у нашем главном граду биће организоване две уметничке смотре – фестивал „Миксер“ и „Београдска недеља дизајна“ – које ће окупити најпознатија и најактуелнија имена светске креативне сцене, представити их домаћој публици и на тај начин учврстати Београд на мапи атрактивних места за оваку врсту сусрета.

Овогодишњи „Миксер“ замисљен је као регионални фестивал креативности са јединственим „миксом“ садржаја, који промовише Балкан као нови развојни епитетар овог дела Европе. Фестивал, који почиње данас на територији индустријског погона „Житомилић“ на доњем Дорћолу и свечано се

држаји са савом догађаја, документарни филмови о креативној индустрији, студентски филмови, као и најзначајнији нискобуџетни филмови са новосадског фестивала „Синема сити“. Ево зона прокламаће све остале зоне и програме и „Миксер“ ће бити јединствени регрутни центар за акцију „Очистио Србију“ која се на територији Београда одвија 5. јуна. За љубитеље музике сваког дана фестивала у Парти зони биће организовани концерти, а вечерас у 22 часа наступиће незапањиви хор – Хоркестар, сат касније на сцену ступиће предводница новог српског поп-таласа „Сви на под“, док ће у поноћ свој програм извести словеначки диско двојца – Југо Диско. Улаз на концерт је бесплатан а детаљнији програм сви заинтерере-

дизајнер који је својом инсталацијом отворно прошлогодишњи Лондонски фестивал дизајна, Бјарке Ингелс, дански архитекта који је пројектовао павиљон за Данску на изложби Експо 2010, Марти Гунксе, познати шпански дизајнер и архитекта, и Оза Руње из Шведске. Очекује се да ће током свих седам дана трајања овог окупљања бити отворена и изложба „100% Србија“, у оквиру које ће излоге радити од Славје до Калемегана кресити радони наших познатих креативаца са илејом да се уметност измести на улице и приближи широј публици. У клубовима „Летњи пластик“, „Магацин“ и „Ох! синема“ у вечерњим часовима одржаваће се тематске вечери – Београдске дизајн ноћи – на којима



Бјарке Ингелс, Национална библиотека у Астани, Казахстан (учесник БДВ-а)

отвара у Експо зони у магацину овог простора у 18 часова, трајаће до 29. маја. Више стотина учесника у пет програмских целина, од Арт и Talent зоне лоциране у сисловима преко Експо и Едукационе зоне у магацинима, до Парти зоне лоциране на обали Дунава иза сислова, размештене мисаљена са домаћим експертима али и са ширим аудиторijумом. Биће ту дизајнер, архитекта, социолога, психолога, ево-активиста и људи из бизниса и медија. Посебно значајнаће биће отворени „литеративни биоскоп“, смештен између сислова и магацина, у којем ће се приказивати мултимедијални са-

својан могу да потраже на интернету на сајту www.mikser.rs

Већ 31. маја почиње „Београдска недеља дизајна“, која се свечано отвара истога дана у 20 часова у галерији Народне банке Србије на Славји-и. Овогодишњи БДВ биће састављен од неколико програмских целина од којих је најзначајнија тродневна креативна и бизнис-едукативна конференција под називом SMART² која је на програму од 3. до 5. јуна, када се уједно ова манифестација и завршава. Незадugo предавача у Атели 212 (простор у којем ће се одвијати конференција) биће и Хаиме Ајон, М. Димитријевић



Прошлогодишњи „Миксер дизајн експо“

ће се слушати музика познатих међународних диско-дејева. Посебан програм чинеће и неколико едукативних радионица, које су намењене различитим прстама професионалаца и које ће бити организоване од 31. маја до 2. јуна. Улаз на радионице је бесплатан док се учешће на SMART² конференцији плаћа у зависности од тога да ли је реч о претроради, продаји или куповини на дан манифестације и да ли зару купујеће за једномесечни програм или за сва три дана трајања конференције. Више информација о програму и ценама карта на сајту: www.belgrade.designweek.com М. Димитријевић

Дизајн је крхка биљка

Креативна индустрија може да донесе већу зараду привреди, али о њеј је потребно системски бринути, каже Јован Јеловац, програмски директор Београдске недеље дизајна

Београдска недеља дизајна (Belgrade Ign Week, БДВ) која ће радиционално одржу нашем главном граду 29. маја до 6. јуна, ове године сламали али значајан јубилеј – пет год постојања. Један од најпосећенијих креативних скупова, који баштајинивена

предавача главне програмске целине, конференције SMART², значеће много. А ту ће, према најважним организатора, између осталих, бити: Хаиме Ајон, Бјарке Ингелс, Марти Гунсе, Давид Линдерман (студио Hi-Res), студио X архитекте и MVRDV... Курјозитет је да ће конференцију отворити Душан Зупаниц, наш модни

изложбе и промоције по галеријама, а сам крај дана резервисан је за журке и филмове, као што су то, решимо, сада већ добро позната Пећа Кућа Ноћ, али и Београдске ноћи дизајна, на којима ће се слушати „дизајнирана музика“ попут прошлогодишњих Федерико Аубела, Тивери Корпорејши, Синеплекса и Лемон Целија – најављује Јован Јеловац, оснивач и програмски директор ове манифестације.

Међутим, иако је Београд у последње време постао живо место када су у питању дешавања из домена примењене уметности, филма, моде и адвертајзинга, оно што, према његовим речима, недостаје јесу институционална подршка и озбиљна брига о дизајну и креативним индустријама уопште. Заправо, каже Јеловац, стање код нас најгоре је у Европи и то негативно утиче на комплетну дизајн сцену у Србији. Јер, не постоји модерна привреда без креативне индустрије као кључног носиоца промена и иновација.

– Дизајн је јако крхка биљка која захтева пуно неге, нарочито од стране стручних лица са светским знањем и мандатом да инвестирају и неки новац, побрину се око неких селекција, пласирају нешто добро у свет. Сам по себи се мало боље држи једино адвертајзинг, јер толико пара зарађује на оглашавању да понекад може себи да дозволи да „негује“ и неки сопствени квалитет изнад дневних потреба клијената. За пет година постојања са нама се, решимо, никада нико није срео ни из једне институције етаблиране Србије, државних институција, великих компанија и слично (осим председника Републике Бориса Тадића, који је наш покровитељ и других посетилаца на церемонији отварања), никада нико није рекао: „Па цео свет



Јован Јеловац

бруји о вама, па и цела земља као и цело окружење је одушевљено тиме што сте остварили за нашу земљу, хајде да нешто урадимо заједничким снагама“ – истиче Јеловац, додајући да се буквално разболи кад види колику подршку добијају Недеље дизајна у Бечу, Стокхолму, Истанбулу, Торину, Базелу или Прагу. Добро је познато да је креативна индустрија у Европи и Америци доносила највеће зараде у домену привреде, што следствено доприноси и попуни државног буџета. Осим код нас и у још неколицини земаља, где то поље није системски подржано. На питање како та сарадња креативних људи и индустрије може и треба практично да изгледа, Јеловац одговара:

– Ево вам свеж и важан пример: Како српска компанија да дође до најзначајнијег светског аутора? Просто – на примеру Луке Београд која је захваљујући БДВ-у дошла до Даниела Либескинда. Он је дошао на БДВ да одржи предавања, ми смо позвали цео град да дође да га слуша, и он се следећег дана на њихову иницијативу срео са представницима Луке. Резултат је најбољи урбанистички план који је вероватно икада криво наш главни град, који је, стицајем околности, потпуно пао у сенку расправе око власништва, што је апсолутно ван територије БДВ-а. Али, ми смо нашу мисију испунили!

М. Димитријевић



Изложба „Thurnament“ Хаиме Ајона отворила је прошлогодишњи Лондонски фестивал дизајна

дизајнер, који има сопствену продајну марку у Њујорку и Милану, а ове ће му бити премијерни наступ у Србији.

– Истовремено, по целом граду одвијаће се креативне и стручне радионице за професионалце и студенте,

Beogradska nedelja dizajna od 29. maja do 5. juna

Peta Beogradska nedelja dizajna ugostiće više od 30 vodećih svetskih imena iz oblasti dizajna, arhitekture, brendinga i komunikacija. Oni su ujedno i predavači glavne programske celine pod nazivom „Pamet na kvadrat“.

Trodnevnu kreativnu i biznis - edukativnu konferenciju, pod nazivom „Pamet na kvadrat“, 3. maja otvara modni dizajner Dušan Paunović. Cena karate za trodnevnu konferenciju je 130 evra, za studente važi poskićena cena od 75 evra, dok je u saradnji sa domaćim kompanijama i institucijama najboljim studentima omogućeno besplatno učešće.

U toku predavača naći će se danski arhitekta Bjarke Ingels, poznati španski dizajner i arhitekta Marti Guze, kao i švedski dizajner Ola Rune. Gosti su i predavači iz Engleske, Nemačke, Italije, Turske, Izraela, Holandije i Austrije.

Program obuhvata i nekoliko besplatnih radionica, namenjene profesionalcima različitih oblasti, vodiće se od 31. maja do 2. juna. Zbog ograničenog broja mesta, potrebno je da se zainteresovani na vreme prijave putem mail adrese workshop@belgrade-designweek.com.

Kompletan program BDW - a može se pogledati na internet adresi www.belgrade-designweek.com



Modnom revijom domaćih dizajnera u galeriji Narodne banke Srbije 31. maja svečano se otvara jubilarna Beogradska nedelja dizajna, ove godine sastavljena

Ekonomist, 03.06. 2010.

Peta Beogradska nedelja dizajna

Pamet na kvadrat



Od 31. maja do 5. juna u Beogradu se održava Beogradska nedelja dizajna, slaveći petogodišnji jubilej. Od velikog broja ponuđenih sadržaja – izložbi, radionica, promocija, projekcija filmova, koncerata, mondenskih žurki..., upriličenih širom grada, organizatori izdvajaju

konferenciju Smart 2 (pamet na kvadrat) na kojoj gostuju „najveći kreativni umovi 21. veka“.

Više od 30 vodećih svetskih stručnjaka iz oblasti dizajna, arhitekture, brendinga, komunikacija, mode, filma, kulture i medija predstaviće se tokom poslednja tri dana manifestacije u Ateljeu 212 svojim manje etabliranim kolegama koji učesće u diskusiji plaćaju 150, ili 70 evra, ako su studenti.

Poprište izložbe “Sto odsto Srbija” su ove godine izložni radnji na potezu od Kalemegdana do Slavije, dok se u okviru BDW organizuje i promocija automobila “smart fortu”, koji na najpametniji način rešava problem parkiranja u gradu, kao i izložba sa konkursu “Oživi plastiku”.

Iako popularan među beogradskim poklonicima dizajna, BDW ima bolji renome u svetu jer je “drugačiji, pomalo lud, pun posebne energije i strasti”.

У ГАЛЕРИЈИ НАРОДНЕ БАНКЕ СРБИЈЕ И АТЕЉЕУ 212

Beogradska nedelja dizajna

Ovogodišnja, jubilarna 5. Beogradska nedelja dizajna (BDW) biće svečano otvorena danas u Galeriji Narodne banke Srbije modnom revijom domaćih dizajnera i dokumentarnim filmom Miroslava Ilića o prošlogodišnjoj manifestaciji. Ovogodišnja BDW, koji će trajati do 5. juna, biće sastavljen iz nekoliko programskih celina, od kojih je najznačajnija i najvažnija trodnevna konferencija i biznis-edukativna konferencija “Pamet na kvadrat” (Smart2) koja će biti održana u Ateljeu 212.

Predavači Konferencije će biti svetska imena iz sveta dizajna koji dolaze iz Danske, Španije,

Švedske, Nemačke, Italije, Turske, Izraela, Holandije, Austrije, Velike Britanije, Slovenije...

U okviru programa “Dizajn leb” (Design Lab), sutra, 1. i 2. juna biće organizovano nekoliko besplatnih radionica, namenjenih posetiocima različitih interesovanja i profila. BDW organizuje promociju automobila “smart fortu” (smart fortwo), koji na najpametniji način rešava problem parkiranja u gradu, kao i izložbu sa konkursa “Oživi plastiku”, organizovanog u saradnji sa bankom Inteza.

Konferencija “Pamet na kvadrat” ovogodišnje Beogradske nedelje dizajna našla se na prvoj po-

ziciji liste najvažnijih globalnih događaja u junu, po izboru sajta “Fajnenšijel tajms” (Financial Times) i urednika Hester Vejni. Povodom Konferencije Beograd će ugostiti novinare i urednike štampanih medija, kao što su “Gardijan”, “Dejli telegraf”, “Fajnenšijel tajms”, “Krijetiv riviju” ..., italijanskog “Abitare” magazina, kao i predstavnike “Stilspark” magazina iz Nemačke. Dodelom Beogradske Gran prija za dizajn biće zatvorena ova manifestacija u klubu “Tjub”. Kompletan program Beogradske nedelje dizajna se može pogledati na sajtu www.belgrade-designweek.com.

(Tanju)

Vreme sletova i masovnih pesama za nas je daleka prošlost

Aleksandra Čuk
DIZAJN

Beograd je uvek nekako bio u opreznim kreativnim, kulturno, Beogradske internacionalne radionice arhitekture, otpočeo je i Misker festival u skladu s njim. Dva dana u Beogradu se odvijaju različitih sadržaja, putuju takođe posvećena arhitekturi u kontekstu održivosti. O ovogodišnjoj celini biće reči i na Beogradske nedelje dizajna koja počinje večeras u Narodnoj banci Srbije, a arhitektura sa relevantnim predstavnicima se i u toku. Mednarodne konferencije BEOK, koja se odvijala u tržnom centru “Zira”. Uloženi ovih kreativnih događaja uglavnom su bili ili će biti “najveći”, reče samo “releasem” svetli i domaći stručnjaci iz različitih kreativnih oblasti, a potpuno nezavisno od njihova imena, organizatori ovih smotri jednako su posvećeni i podizanju afirmaciji mladih talenata. O ovogodišnjoj kreativnoj liniji spaliću malo jači od mesec dana, razgovarali smo sa Jovanom Jelovcem, osnivačem i predsednikom BDW, pred svečano otvaranje manifestacije.

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Na javno otvorenju manifestacije, Jovan Jelovac

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BDW May 29th till June 5th 2010 CONFERENCE June 3rd till June 5th 2010

THE GREATEST CREATIVE MINDS of the 21st Century

UTD/TUE 01/06/2010 LAB2 BUSINESS OF DESIGN Workshop "SMART STARTUP" Participants: 50 members of the Serbian creative industry Moderation: Agencija za Privredna Registra, Privredna Komora Srbije, Nacionalna Agencija za Regionalni Razvoj, Miro Radmanovic-PURE, Marko Macura-MEMBRANE Supported by the Fund for Open Society

Nakon radionice "Smart Start - Planiranje Poslovanja" na predstavi način generacije osnovnu ideju radionice - podizanje mladih i njihovo interesovanje o stvaranje vlastitih i mogućnosti pri stvaranju poslovanja i poslovanog sistema. U ovom delu sa puno neophodnim informacijama poznati predavaoci naprave kratki i detaljni prikaz ideja. U toku BDW će predstaviti studije slučaja osnove - jednog projekta kreativnog i jednog odnosa poslovanja. Radionica se organizuje pod pokroviteljstvom Ministarstva ekonomije i regionalnog razvoja.

belgrade design lab

SRE/WED 02/06/2010 LAB5 CREATIVE THINKING/ DESIGN EDUCATION Workshop "SMART KIDS - THINKING MUMARI" Participants: 100 educators, teachers, professors, students, educational managers, children Moderation: Yaffa Gonen, Israel Supported by Ministry of Education, Serbia

Nakon kreativnog radionice predstaviće Yaffa Gonen iz Izraela da li prikaz ideja - mentalni blok "Think Mumari - Think Design" pravi predavaoci i govornici koji su uspešno koriste kreativne ideje i kreativne metode u svojim radovima. U ovom delu predavaoci će predstaviti svoje metode i metode koje koriste u svojim radovima. U ovom delu predavaoci će predstaviti svoje metode i metode koje koriste u svojim radovima. U ovom delu predavaoci će predstaviti svoje metode i metode koje koriste u svojim radovima.

LAB3 ARCHITECTURE/ECOLOGY Workshop "SMART ARCHITECTURE" Participants: 50 Serbian architects and governmental decision makers on all levels - from local to state Moderation: BELLS, Srbija Supported by The Embassy of the Netherlands, MATRA/KNP

U mnogim zemljama u svetu je održava arhitektura kao način projektovanja i gradnje svojih prostora, ali je u mnogim zemljama ostalo uvek standard. Promovisanje načina, modela kao i svih benefita koji proizilaze iz ekološkog projektovanja i "seeing" slike stvaraju i energični efekti koje gradnje nije jedino od najvažnijih misli BDW-a, kao i osnove kreativne industrije u Srbiji i Evropske Unije. U ovom delu predavaoci će predstaviti svoje metode i metode koje koriste u svojim radovima. U ovom delu predavaoci će predstaviti svoje metode i metode koje koriste u svojim radovima.

WORKSHOPS May 31st till June 2nd 2010 Free entry

LAB6 BUSINESS OF FASHION Masterclass "SMART FASHION" Participants: 20 selected members of the Serbian fashion industry Moderation: Dušan Panošević, Milano/New York Supported by GTZ - Gesellschaft für Technische Zusammenarbeit/Germany

Dušan Panošević, veći odabir međunarodnih stručnjaka kao i oči u Srbiji, ali je i onaj koji je u ovom delu predavaoci će predstaviti svoje metode i metode koje koriste u svojim radovima. U ovom delu predavaoci će predstaviti svoje metode i metode koje koriste u svojim radovima.

LAB4 CULTURAL MANAGEMENT Workshop "SMART EINDHOVEN - LET'S GO DUTCH (ON CULTURE)" Participants: 100 members of Serbian cultural institutions on all levels Moderation: Coes Donkers, City Hall of Eindhoven, Holland, co-organizer of Dutch Design Week

Smart Eindhoven - Let's Go Dutch! Coes Donkers, predavaoci gradskog veća holandskog grada Eindhovena, predavaoci su u ovom delu predavaoci će predstaviti svoje metode i metode koje koriste u svojim radovima. U ovom delu predavaoci će predstaviti svoje metode i metode koje koriste u svojim radovima.



LAB7 LIGHTING DESIGN Workshop "SMART LIGHT / LIGHTING DESIGN IN SHOPPING MALLS" Participants: 50 Serbian architects, students, developers, engineers Moderation: Zeki Kadırbeyoglu, ZKLD LIGHT, Turkey Supported by National Chamber of Engineers, Serbia

Radionica SMART LIGHT predstavlja temu obojane svetlosti u trgovinskim centrima, kao i oči u Srbiji, ali je i onaj koji je u ovom delu predavaoci će predstaviti svoje metode i metode koje koriste u svojim radovima. U ovom delu predavaoci će predstaviti svoje metode i metode koje koriste u svojim radovima.



The participants list is impressive! Belgrade Design Week is the best professional event I ever participated in. But to me it also has emotional significance. I am in Belgrade again, twenty years later. I was not sure what to expect but I encountered a fantastic atmosphere and amazing people. I have a feeling I have old friends here.



Belgrade truly touched and moved me. It is difficult to describe feelings that overflow me. Your desire to bring people together, your dedication and commitment to an idea, the need to look the people in the eye, the inner beauty I have encountered here, all is so sincere and real. There are not many such places on the planet. Please, make me again!

100% SERBIA Takvim ovogodišnjeg BDW-a, u izuzetno radnoj od Kateregandana da Slavije čito gledati radove najboljih kreativaca Srbije.

belgrade design nights

UTO/TUE 01/06/2010 BOW 23:00h 04:00h MTV PARTY BOW OPENING PARTY SEVDAH BABY, BGD RED BULL MUSIC ACADEMY TEAM

SRE/WED 02/06/2010 BOW 23:00h 04:00h CARLSBERG PARTY FUNKYZEIT WITH FAV. MIXTAPE KIBISI, COPENHAGEN RED BULL MUSIC ACADEMY TEAM



belgrade design conference

ČET/THU 03/06/2010 SMART STARS 10:00 Dušan Panošević 10:45 Ola Rune/ Claesson Koivisto Rune 10:55 Laurent Fetis 11:40 Bjarke Ingels/BIG 13:45 Lars Holme Larsen/KILO 14:40 Jacob van Rijs/MVRDV 15:25 Simon de Pury/Phillips de Pury 16:35 Jens Martin Skibsted/Biomega 17:40 Burkhard Remmers/Wilkhahn 17:45 Gianluca Borgesi/Zanotta

PET/FRI 04/06/2010 Aernoud Bourdreux Seyhan Ozdemir/Autoban Tobias Kohlhass/Weiss-Heiten Werner Aisslinger Andrew Stevens/ Graphic Thought Facility Mario Nanni Mirko van den Winkel/Stylepark Galit Gaon/Design Museum Holon Arhan Kayar/Istanbul Design Week Thomas Geisler/Vienna Design Week

SUB/SAT 05/06/2010 Lorenz Prommegger/x architekten Danilo Mandelli/Viabizzuno David Linderman/Hi-ReSi Jaime Hayon Nika Zupanc Marti Guix



COCKTAIL OF THE DAY

COCKTAIL OF THE DAY

COCKTAIL OF THE DAY

SVE LOKACIJE I PRIJAVE NA: WWW.BELGRADEDESIGNWEEK.COM

Legendarni glumac BDW-a stvara i pravi program DESIGN PREMIERS svako veče od 20 - 23h, kao što su svečana otvaranja, vernisaži i izložbe, poput predstavljanja 50 najboljih radova konkursa "Ona plavica", Banca Intesa, filmske premijere, VIP večeri, premije u arhitekturnim galerijama i muzejima, te najveći događaj kojim se zatvara Belgrade Art Hotel, koji se svečano otvara upravo za vreme BDW-a. On "back to" organizira preko kafea i večera u opuštenoj atmosferi tokom koje su Peter Senke and Luigi Colaneri otvorili umetnost pripremanja maculature, da govore Pasha Kucha Noć i prikazivanja najboljeg filma sa Venecijanskog Biennale - BDW Design Premijere imaju sve, uključujući predstavljanje novih kolekcija u gradskim showroomsima kao što su Ormolu, Ego, Bang & Olufsen, Aqua Boutique, Lightology, Rubicat, Beafabriz, Sakerlog, Marc, Jasin.



ČET/THU 03/06/2010 BOW 23:00h 04:00h LA SERBIA PARTY WORLD EXCLUSIVE DJ SET IMON DE PURY, LONDON RED BULL MUSIC ACADEMY TEAM

PET/FRI 04/06/2010 BOW 23:00h 04:00h SOUND & VISION PARTY WORLD EXCLUSIVE DJ SET GTF, LONDON RED BULL MUSIC ACADEMY TEAM

SUB/SAT 05/06/2010 BOW 23:00h 04:00h BOW CLOSING PARTY WORLD EXCLUSIVE DJ SET SURPRISE ACT RED BULL MUSIC ACADEMY TEAM



GRAZIA DIZAJN



Biti DIZAJNER je privilegija

Kreativna direktorka Muzeja dizajna u Izraelu **Galit Gaon** gođa je Beogradske nedelje dizajna. Bisključivo za magazin GRAZIA govori o tome kako kultura može da bude zaštitni brend jednog grada, o uspehu muzeja i objašnjava ulogu žene u umetnosti

Ilona Farkašová

IZRAELSKI KAVIČKI GRIČEKI I ZAGADANA DAVANJA
ČUJE SE IZ BEGRADA I NERAZUMIJE, NEKADA SE...
"U Izraelu dizajn je privilegija, ali ne samo zato što je...
"U Izraelu dizajn je privilegija, ali ne samo zato što je...
"U Izraelu dizajn je privilegija, ali ne samo zato što je..."

...nešto posebno u dizajnerskoj zajednici. Naša misao...
...nešto posebno u dizajnerskoj zajednici. Naša misao...
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Beogradska nedelja dizajna

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...nešto posebno u dizajnerskoj zajednici. Naša misao...

Seyhan Özdemir & Selfer Çağlar

Kreativnost u paru

Mladi turski dizajnerski tandem Seyhan Özdemir & Selfer Çağlar, nekadašji studeni saradnici iz osnivača studija Autobahn, na svetskoj sceni ruku udaraju svojim projektima iz oblasti dizajna enterijera, arhitekture i kreiranja proizvoda. Dobitnici su brojnih nagrada i učenici najprestižnijih svetskih učilista, sajmovi i nedelje dizajna, a uslikani su i u Beogradu!



...nešto posebno u dizajnerskoj zajednici. Naša misao...
...nešto posebno u dizajnerskoj zajednici. Naša misao...

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Novi dizajneri

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Novi dizajneri

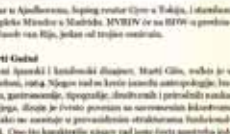
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Novi dizajneri

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AKTUELNO

PAMETNO NA KVADRAT

OVOGODIŠNJA, PETA I JUBILARNA BEOGRADSKA MEDIJALNA DIZAJNA PREOSTAVKA... PAMETNO NA KVADRAT



... i ...

... i ...

... i ...



... i ...

ILLUSTRATION BELGRADE DESIGN WEEK. A collage of images and text related to the design week, including a person holding a red heart, a woman in a red dress, and various architectural and design elements.

Najznačajniji kreativni događaj u regionu. An advertisement for a design event featuring a portrait of a man and text about creative events in the region.

arhitekturon graditelj iluzija. A magazine cover for 'arhitekturon' featuring a cityscape and the name 'Bjarke Ingels'.

VRILI NOVI SVET ARHITEKTURE. An article about modern architecture, featuring a large image of a building and text discussing architectural trends.

VRILI NOVI SVET ARHITEKTURE. A continuation of the article from the previous page, featuring a large image of a building and text.

VRILI NOVI SVET ARHITEKTURE. A continuation of the article from the previous page, featuring a large image of a building and text.

DUPLO PAMETNIJI. An advertisement for 'Duplo pametniji' featuring a man thinking and text about smart solutions.

5. EXPOSURE IN ELECTRONIC MEDIA/TV

RTS1, Dnevnik 2



RTS1, Dnevnik 3



B92, Vešti



B92, POPodne



Studio B, Još uvek budni



TV Avala, Jutarnji program



Enter, Biljana za Vas



6. EXPOSURE IN ELECTRONIC MEDIA/WEB

BDW was hugely promoted on various web portals, local as well as international. Top international media such as Financial Times, Independent, Abitare, Icon, Creative Review,

Designboom and Dezeen published articles and reports about BDW and presented it as one of the most important design related global events in year 2010.

www.abitare.it

The screenshot shows the website's layout with a main article titled 'BELGRADE DESIGN WEEK 2010' and several sidebars. The main article includes a photo of a dog in a red jersey and a man in a suit. The left sidebar contains 'OTHERS IN AGENDA' and 'FOLLOW US' sections. The right sidebar features a 'NEWS FEED' with various news items and a 'FROM THE EDITOR' section. The bottom of the page has a 'MOST VIEWED' section with several article titles.

This screenshot shows a different view of the website, focusing on the 'BELGRADE DESIGN WEEK 2010' page. It features a large image of a man in a white hoodie and a man in a suit. The layout includes a main article, a left sidebar with 'OTHERS IN HIGHLIGHTS' and 'FOLLOW US', and a right sidebar with 'NEWS FEED' and 'FROM THE EDITOR'. The bottom of the page has a 'MOST VIEWED' section.

This screenshot shows another view of the website, focusing on the 'BELGRADE DESIGN WEEK 2010' page. It features a large image of a man in a white hoodie and a man in a suit. The layout includes a main article, a left sidebar with 'OTHERS IN HIGHLIGHTS' and 'FOLLOW US', and a right sidebar with 'NEWS FEED' and 'FROM THE EDITOR'. The bottom of the page has a 'MOST VIEWED' section.

Register

Current Issue	CRTV
Feed	Handbook

Creative Review Photography Annual

Entry deadline 18 | 06 | 2010 Enter here photographyannual.co.uk

CR Blog

Belgrade Design Week

Graphic Design, Illustration

Posted by Gavin Lucas, 5 June 2010, 18:27 Permalink Comments (1)



Today is the final day of **Belgrade Design Week** and the fact that I haven't blogged about it yet (I've been here since Wednesday) is a credit both to the busy schedule of the seminars and after hours exhibitions and events – and also to the warm hospitality of the festival's host Jovan Jelovac and his team.

Slightly annoyingly, the seminar timetable has, to a large extent gone to pot – as there's been no strict adherence to the schedule - some speakers have talked for two hours - rather than sticking to their 45 minute slot. So timing arrival at the theatre where the talks are happening with the beginning of the talk you want to attend has been tricky to say the least. However, fear not, I made it to some great talks - so here are some highlights:

On Wednesday, **Laurent Fetis** explained to his audience that he hadn't showed his work to press or publicised his work for several years and then proceeded to show dozens of images of some of his work from recent years, which included illustrations, editorial projects, record sleeves and logo designs:



DESIGNED LIVING BLOG O NAMA KONTAKT

News High5 Intervju Konkurs D-report Blenda D...

RE:BUS 18/05-24/06/2010

Designed

BETA

Uspesno | Registrovan

BDW počinje!

Svečano otvaraš OW 2010
U ponedjeljak 3. a u 20h, u galeriji Narodne banke na Šilavji (Nemanjina 17), ački ambasador Wolfram Maas (nično proglašiti početak BDW 2)

Nakon zvaničnog ob. Ambasadora i Jovana Jelovca, održavaće se dve prazne bice priredne koncert i revij od dizajners u organizaciji MTD. Porokom revije, bilo prikazan film o prošlejem BDW 2009.

Takođe, ove godine u okviru programa BDW-a, održavaće se **Design Premije** najistaknutijih kolektiva. Posetite i ova dešavanja i prisustvujte kolektivima koji će biti organizo u okviru promjene svitkog od savona istoga pojedinačno.

Tematski dopunjak u najukrasnijim beogradskim salonima. Svaki salon organiziran tip programa. Utaz je slobodan.

THE GREATEST CREATIVE MINDS
July 15, 2010

News

- BDW početak 18.06.2010
- High5 & Spisakovany Jedin: Vozak 17 18.06.2010
- PDP Convention Next Day 18.06.2010
- Proklamovani prošle javnog broka na „Alkohol“ 18.06.2010
- Služba posrednik plakata 18.06.2010

Tip of the day
Design is everything. Everything!
Paul Rand

DEUS SYSTEM Sigurni smo da ćete u našim posrednik present free paper to You...

ARTINFO www.artinfo.rs

YellowCab next next 2010

LETOBAK 01/06/2010

- 11:00h BAND & OLUFSEN Showroom, Čika Lubina 15
- 13:00h SISTERLOGIC Showroom, Bulvar Despota Stefana 7 / P...

SREDA 02/06/2010

- 20:00h EGOLO Showroom, Sifina Provenčanog 26
- 21:00h JASEN Showroom, Ulog Jutnjeg Bužinera i Maksima Cor...

ČETVRTAK 03/06/2010

- 20:00h ORMOLOU Showroom, Mutpova 16

PEKAR 04/06/2010

- 20:00h GRAPHIC THOUGHT FACILITY Ateje 212, Svetogorska 21
- 21:00h AQUA BOUTIQUE Showroom, Bulvar Oslobođenja 43

već gre: ★★★★★ prosje 4.2 (4)

Uloguj se ili registruj da bi ostavio komentar

© 2010 Designed.rs

RSS facebook YouTube twitter

2010 2009 2008 2007 all

July June May April March February January all

STYLEPARK

Design in the heart of Serbia by Nancy Jehmlich | July 15, 2010

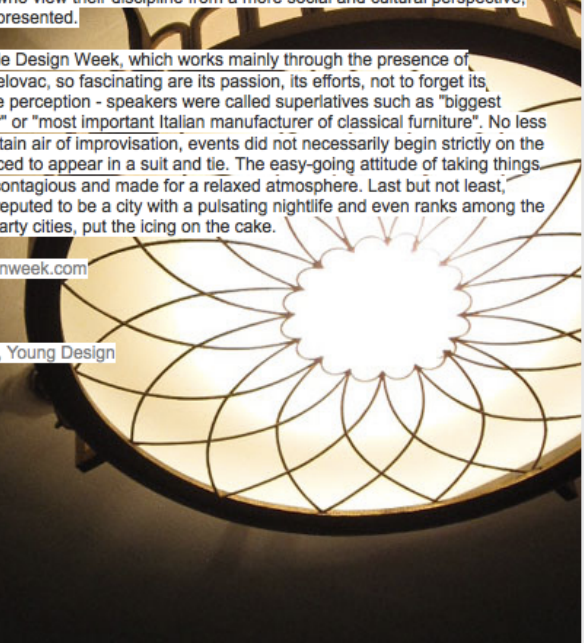
Belgrade is growing, invigorating, and beautiful. A city with creative and enthusiastic people. This brought about a density of cultural events seldom witnessed before. Be it the Belgrade Film Festival or the Theater Festival, which is now one of the oldest and most important in Europe. In early June architecture and design enthusiasts got together for Belgrade Design Week. During an intensive three days, creative minds from different industries showcased their work, gave talks and presentations, sparked dialogue and debates. Among those presenting were Bjarke Ingels, Simon de Pury, Jacob van Rijs, Martí Guixé, and Jaime Hayon. What ultimately turned Belgrade Design Week into a truly unique experience, however, was, in addition to the exciting and moreover diverse presentations from the protagonists - including architecture and design, graphic and product design as well as conflict solutions in the creative industry - the energy and determination of its initiators. Despite financial difficulties, the organizers, together with the support of numerous volunteers, single-mindedly committed themselves to establishing Belgrade as a creative capital. This remarkable spirit is what makes the private charitable event so special. "It's completely privately run, and it's completely one-to-one in its relationships - it's kind of like a family affair, where everybody is instantly local upon arrival, rather than a business affair like Milan or the London Design Festival," says founder and creative director Jovan Jelovac.

On the last day the "ten most successful people who have changed Belgrade's creative industry" were presented. They included industrial designer Damjan Stankovic, who created, among other things, the "Eko" traffic light, the outer ring of which is a clock that indicates the seconds remaining until the light turns green. Another project is "Cipher", a glass with a clever pattern, which, depending on the drink it contains, be it coke, milk or orange juice, displays the matching name in colorful dots. Likewise, the "Supernatural" project, which intends to heighten the Serbs' ecological awareness, and Studio Re:a.c.t, a group of architects who view their discipline from a more social and cultural perspective, were among those presented.

What make Belgrade Design Week, which works mainly through the presence of entertainer Jovan Jelovac, so fascinating are its passion, its efforts, not to forget its, charmingly selective perception - speakers were called superlatives such as "biggest German design star" or "most important Italian manufacturer of classical furniture". No less charming was a certain air of improvisation, events did not necessarily begin strictly on the dot, no one was forced to appear in a suit and tie. The easy-going attitude of taking things as they come was contagious and made for a relaxed atmosphere. Last but not least, Belgrade, which is reputed to be a city with a pulsating nightlife and even ranks among the leading European party cities, put the icing on the cake.

www.belgradedesignweek.com

fairs, Interculturality, Young Design



B92 - Život - Art & Dizajn - BDW: ...

Pretraži Život | Pretraži po celom b92.net

B92 **Light viraša** Emisija koja istražuje, pita, analizira, nagraduje!

Info | Sport | Biz | Video | FM **ŽIVOT** | Kultura | Auto | Putovanja | Tehnologije | Nekretnina | Blog | Forum | TV | **Radio** | više

Naslovna | Lični prostor | Nauka | Gastronofili | Ljubav | Seks | NovoDoba | Lepota | National Geographic | Moda | Ostalo

B92 > Život > Art & Dizajn

Preporučeno

strana 1 od 5 | idi na stranu | Otišao sam | Pošalj stranu

24. april 2010.

BDW: Dušan, Zantotta, Biomega

B92 u saradnji sa BDW premijerno predstavlja superzvezde koje će govoriti na petoj Nedelji dizajna (29.5-5.6). Ko su pokretači privrede celih gradova i regiona i sagovornici vodećih "grada" sveta koji će ove godine svoje vreme posvetiti Beogradu i BDW publiki?

Izvor: Belgrade Design Week



Iz Dušanove kolekcije za proleće/leto 2010.

DUŠAN

Dušan je rođen 1967. godine u Beogradu gde je diplomirao na Fakultetu isih umetnosti, dok je master studije završio na Institutu Marangoni u Milanu. Godine 1999. predstavio je svoju prvu kolekciju koju su odmah kupile najprestižnije modne radnje u Evropi i SAD.

Dušan ono što stvara posmatra kao luksuzne ready-to-wear proizvode sa elementima visoke mode, budući da radi isključivo sa najkvalitetnijim materijalima poput najboljeg kašmira i najfinije svile.

Nikada ne prati trendove već se uvek priklanja sopstvenoj filozofiji jednostavnog šika i udobnosti kao ideji vavrnerske elegancije. Beogradska nedelja dizajna ima veliku čast da na ovogodišnjoj konferenciji ugosti svog čuvenog sugrađanina.

GIANLUCA BORGESI / ZANOTTA

Zanotta je jedan od priznatih lidera u italijanskom industrijskom dizajnu. Osnivač kompanije, Aurelio Zanotta, kao objašnjenje svog uspeha navodi da je moguće stvoriti i profit i kulturu u isto vreme. Međunarodno priznati arhitekta i dizajneri uvek su bili pozivani da kreiraju proizvode za Zanotta, a neki od njih su Achille Castiglioni, Gae Aulenti, Marco Zanuso i mnogi drugi.



vesti

- Valičina jeste bitna!
- Najbolja hrana za teško razdvoje PMS-a
- Devojčice su pomretnije od dečaka?
- Dame, umorno pijte...
- Indijka daj šere vlastitim mlekoni
- Čel vas varaju, ne venajte im
- Suveverje potpuno naš ušmrat
- Zašto muškarci vole oralni seks?

ETARGET reklama

- LG GB102 za samo 1 dinar 50% popusta na pretplatu u prvih 6 meseci. Uz miz. postpaid paketo.
- Brand .RS paket Od 15. avgusta 14% popusta za paket domena .OO.RS + .RS.
- Weekend Media Festival 2010 Najveći regionalni festival medija, PR-a i marketinga. Rovinj 23.- 25. septembar
- Mondo Fantasy igra Biraj za pobjedu svoj! Premijer ligu i vredne nagrade

Dodaj oglaš

MAJOPULARNI ITALIJANSKI MAGAZIN ZA UREĐENJE INTERIJERA **99**

KWART

DESIGNERST.BE | LIVING | BLDG | DIZAJN | KONTAKT


NO GRADI GRAD?

Designed

Belgrade Design Week 2010 - Day 2

Drugi dan BDW konferencije Smart2 - Full with Joy!

Jules, 14 Jun 2010, 10:00am. 0 koma komentara SMART2 jeste kongresna nedelja dizajna. Prvi predavači (kongresni govornici) su bili **Gianluca Borgesi** i **Aurelio Zanotta**. Borgesi je arhitekta i interior marketing i kustos italijanskog savremenog postmodernog dizajna. On nam je predstavio svoje dizajnerske i arhitektonske ideje, kao i njegove ideje o budućnosti dizajna. Zanotta je predstavio svoje dizajnerske i arhitektonske ideje, kao i njegove ideje o budućnosti dizajna. On nam je predstavio svoje dizajnerske i arhitektonske ideje, kao i njegove ideje o budućnosti dizajna.



D-report

- BDW Beograd 2010 11.06.2010
- Belgrade Design Week 2010 - Day 2 11.06.2010
- Belgrade Design Week 2010 - Day 2 11.06.2010
- Belgrade Design Week 2010 - Day 1 09.06.2010
- Tema: Day - Evening 11.06.2010

Tip of the day

Tough on the Case, but Soft on the People!

Armed Boarder

DESIGNERST.BE

DEUS SYSTEM

YellowCab

ARTINFO

YellowCab

ARTINFO

DESIGNERST.BE | LIVING | BLDG | DIZAJN | KONTAKT

REVAMA **CARIBOU** **Designed**

24. Jun

Designed

Belgrade Design Week 2010 - Day 3

Treći dan BDW konferencije Smart2 - Full with Expectations!

Das treći je dan BDW konferencije (kongresni govornici) su bili **Gianluca Borgesi** i **Aurelio Zanotta**. Borgesi je arhitekta i interior marketing i kustos italijanskog savremenog postmodernog dizajna. On nam je predstavio svoje dizajnerske i arhitektonske ideje, kao i njegove ideje o budućnosti dizajna. Zanotta je predstavio svoje dizajnerske i arhitektonske ideje, kao i njegove ideje o budućnosti dizajna.



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DESIGNERST.BE

DEUS SYSTEM

YellowCab

ARTINFO

YellowCab

ARTINFO




7. TV PRODUCTION/ BDW TV CHRONICLE 2010

The BELGRADE DESIGN WEEK 2010 TV Chronicle was broadcasted on TV Avala, during four days (from Thursday, June 03rd to Sunday June 06th) with average duration of 30 minutes. Approximately 70.000 viewers watched the TV Chronicle every night.

It is important to mention that this year's TV chronicle varies from the usual, impersonal and purely informational form of cultural reviews. The next step is the production of the BDW 2010 movie.

BDW Chronicle 2010





Belgrade Design Week 2010
31. maj – 05. jun

8. PRESS CONFERENCES

On November 26th 2009 BDW organised its first press conference dedicated to 2010, in a different atmosphere - a specially designed DESIGN FOOD brunch for closest media partners in the Zaplet food temple.

Jovan Jelovac, founder and chairman of BELGRADE DESIGN WEEK, spoke about the importance of BDW and its educational role in the time of crisis, and announced the program and dates.

The final BDW 2010 press conference took place in the Media center of the National Tourism Organization of Serbia on May 24th 2010, in front of amazing 50plus media representatives.

BDW 2010 presented the key partners: Maja Kolar - Banca Intesa, Milovan Dević - Mercedes Benz, Ivana Đurišić - British Council, Vladimir Todorović - BAH, Aleksandra Knez-Milojković - Bells, Vojislav Kecman - Pošta Srbije i Branimir Jovanović - InfoStud.



9. LOCATION BRANDING

CONFERENCE LOCATION:

This year's BDW conference location, Atelje 212, provided the perfect backdrop for subtle but impactful partner's exposure. Following BDW's unique partnership philosophy of promoting content that can be related to the program, we provided space and attention for design gems like the smart car in the entry plateau, and the Banca Intesa exhibition "Ozivi Plastiku". Each BDW conference space allows for maximum partnership exposure: from spatial features promoting catering, food and beverages partners, as well as countless interior design possibilities - furniture, the official interview sofa, internet corners, special dedicated lounges, fireplaces, technology presentations (screens, sound etc...), all the way through event features such as partner's press conferences, cocktails of the day, all laser sharp tailored for up to 1000 selected opinion leaders/BDW delegates every day.

SATELLITE LOCATIONS:

The satellite programs such as Labs, Premiers, Nights etc., produced every day and every night during BDW on locations all over Belgrade, allow unlimited partner's exposure to be developed, from shopping windows labeling, on-site sampling and promotions, dedicated events and receptions, to own exhibitions and vernissages. BDW is encouraging general partnerships for all satellite event segments, that can easily be "owned" following the BDW content-logic: Workshops by service brands, consultancies, banks, learning institutes, Vernissages and Exhibitions by communication, luxury and FMCG companies, offering exposure at city-wide popular happenings every day with thousands of visitors, while the Night Parties offer an unrivaled exposure for leading social consumption & entertainment brands, from media & drinks, to corporate clients & professional associations wishing to entertain their members at BDW nights!



BDW location, Case study Smart exposition, outdoor

BDW location, outdoor branding



BDW location, Case study Beo-Fabrilor fire places exposition, Conference lobby



Gordan Janjić - Kamini Beo-Fabrilor

BDW location, Case study Mobilni magazin exposition, Conference lobby



SNAP SHOT IZ HRONIKE

BDW location, BDW Oscar Wall Key Partners exposition



BDW location, Case study Smart exposition exposition, Conference lobby



BDW location, Case study Smart exposition, Workshop space



BDW location, Case study Banca Intesa and Smart exposition, Facade banners



BDW location, Case study Banca Intesa exposition, Conference Cafe/Lounge



BDW location, Case study Banca Intesa exposition, Conference Cafe/Lounge



BDW location, Case study Trimo exposition, Conference stage



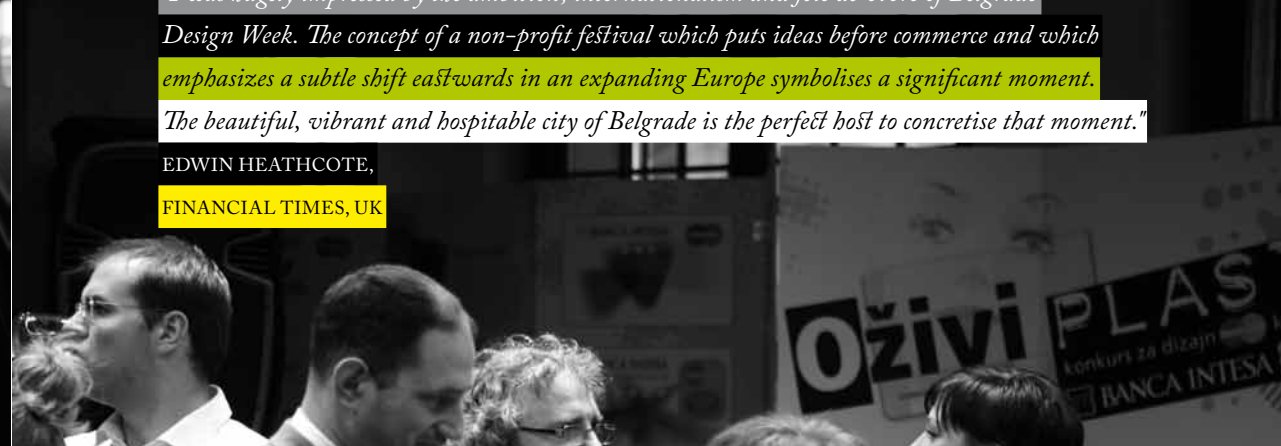
BDW location, Case study Red Bull exposition, Design Nights party



BDW location, Case study Carlsberg (Tuborg) exposition, Design Nights party



BDW location, Case study MTV exposition, Design Nights party



"I was hugely impressed by the ambition, internationalism and joie de vivre of Belgrade Design Week. The concept of a non-profit festival which puts ideas before commerce and which emphasizes a subtle shift eastwards in an expanding Europe symbolises a significant moment. The beautiful, vibrant and hospitable city of Belgrade is the perfect host to concretise that moment."

EDWIN HEATHCOTE,
FINANCIAL TIMES, UK



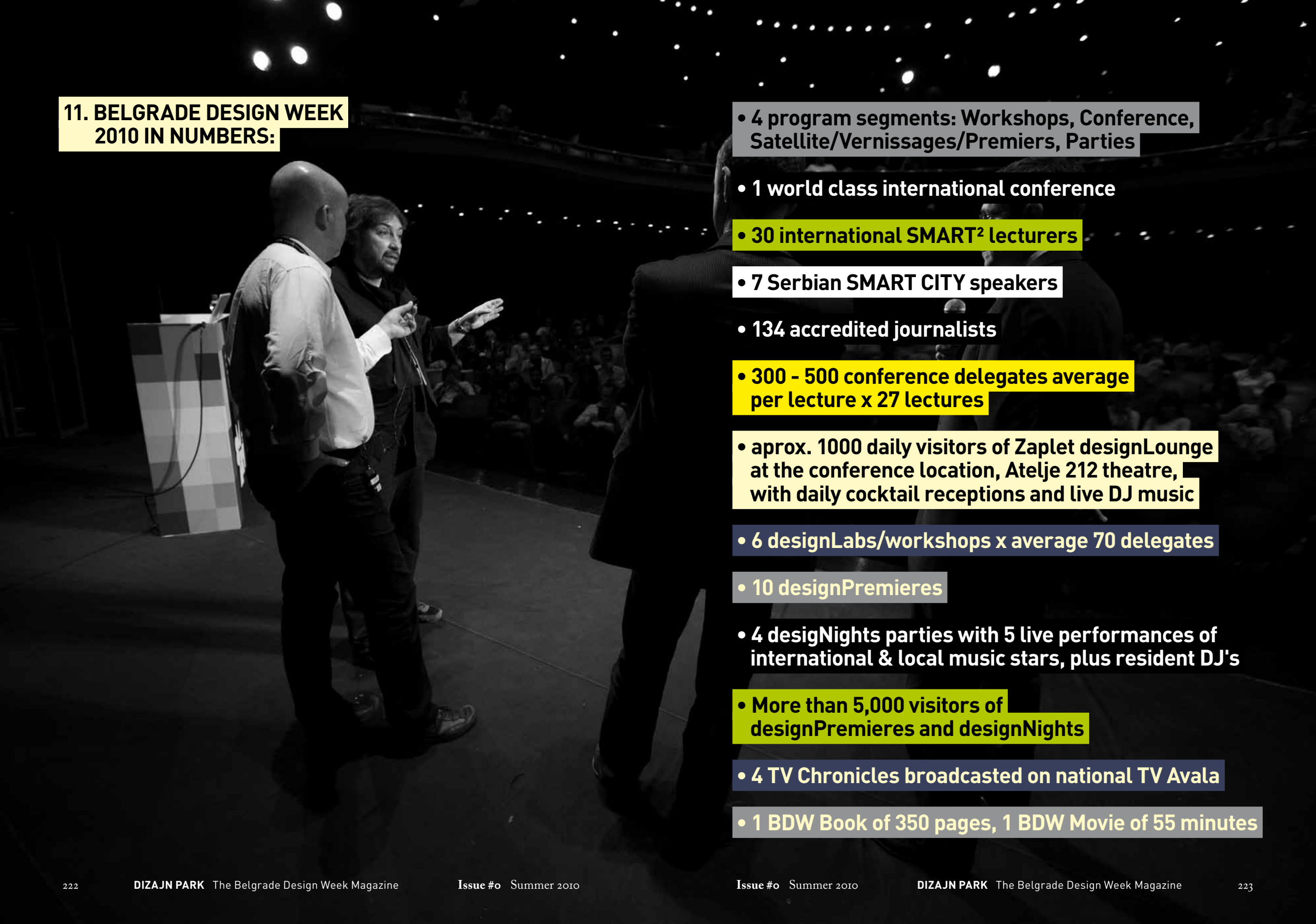
BDW location, Banca Intesa and Mobilni Magazin exposition, Conference cocktail receptions

10. MEDIA PLAN/ ADVERTISING VALUE

Perhaps the biggest security for a partner's investment into BDW presents the festival's huge and well planned advertising/media activity. It is safe to say that in the month preceding the festival week a total value of 200.000 EUR of BDW advertising is conquering the Serbian media space, making sure that all interested parties notice and get even a first understanding of the event, as well and inspirational invitation to join the various programs. This effect is additionally strengthened by the PR media value, which is not shown here but is certainly 4 - 5 times more worth just for the same period before BDW, with detailed announcements and media coverages of the upcoming festival, which ensure that several million people in Serbia and spillover countries are introduced again and again to BDW. After the event, the media PR value, which has risen to 1.000.000 EUR before BDW, again grows 3-5 times in one year time, with all the reportages about the festival around the world in all media, including national TV chronicles etc.

To come back to the advertising value - a significant proportion is carefully planned each year for key international professional media, such as leading global design websites like dezeen.com, ads in brochures of key global events like Zona Tortona, or full color ads in most important design magazines like Wallpaper, Icon or Creative Review. BDW creates each year for each media a carefully designed and produced application throughout all media: print ads, interactive web-banners linked to own BDW website, animated TV commercials, radio commercials, insertion promo - brochures etc. All this amazing media value would not be possible without first and foremost donations from our esteemed media partners! They make BDW visible and visited, and BDW wishes to express our gratitude by returning more and more high quality content for publishing to all of them each year.

	A	B	C	D	E
	BDW 2010 MEDIA PLAN				
1					
2	PROMOTION	MEDIA TYPE	SASON/TIME OF AD	VOLUME	COST
3	Ad - full page	Kuca stil	May	1	1,000 €
4	Ad - half page	Yellow Cab	May	1	400 €
5	PR text full page	Digital photo	May	1	900 €
6	PR text full page	Kuhinje & kupatila	May	1	900 €
7	PR text full page	Hausbau	May	1	900 €
8	PR text full page	SEE business&travel	May	3	3,000 €
9	Ad - full page	Biznis magazin	Mar/Apr	2	1,400 €
10	Ad - full page	Ekonometar	Mar/Apr/May	3	2,100 €
11	Ad - full page	Mobilni magazin	May	1	800 €
12	Ad - full page	Taboo	Apr	1	850 €
13	PR text full page	Casaviva	May	2	2,400 €
14	PR text full page	Grazia	May	2	3,400 €
15	Ad - full page	SEE business	May	1	1,000 €
16	Ad - full page	Oris	May	1	1,200 €
17	Ad - full page	Ministudio magazin	May	1	800 €
18	Ad - full/half page	Singidunum	Apr/May	5	3,500 €
19	Ad - full page	Biznis Montenegro	May	1	1,000 €
20	Ad - full page	City magazin	May	2	5,000 €
21	Ad - full page	Icon	May	1	3,800 €
22	Ad - full page	Creative Review	May	1	5,035 €
23	Banner	Designspotter.com	April 1 - May 31	60 days	2,500 €
24	Banner	Kak.ru	May 1 - May 31	30 days	2,200 €
25	Banner	Dezeen.com	May 1 - May 31	30 days	2,500 €
26	Banner	Designeast.eu	May 1 - May 31	30 days	500 €
27	Banner	Blic.rs	May 1 - May 31	30 days	1,100 €
28	Banner	Popboks.com	May 1 - May 31	30 days	1,400 €
29	Banner	Urbanbug	May 1 - May 31	30 days	300 €
30	Banner	Chillout.rs	May 1 - May 31	30 days	300 €
31	Banner	Seecult.org	April 1 - May 31	60 days	600 €
32	Banner	Clubbing.rs	April 1 - May 31	60 days	400 €
33	Banner	Beobuild.rs	May 1 - May 31	30 days	500 €
34	Banner	Dizajn zona	April - May 31	60 days	300 €
35	Banner	B92 .net	May 6 - June 6	30 days	3,000 €
36	PR text	B92 .net	March 6 - May 31	11	2,750 €
37	Banner	Fanfara.net	May 1 - May 31	30 days	500 €
38	Banner	Dominomagazin	April 1 - May 31	60 days	2,200 €
39	Banner	Infostud	May 1 - May 31	30 days	400 €
40	Banner	Designed.rs	May 1 - May 31	30 days	500 €
41	Banner	Ekapija	April 1 - May 31	60 days	1,000 €
42	TV commercial	Avala	May 25 - June 5	13 days	13,000 €
43	TV commercial	MTV	May 8 - June 5	29 days	12,800 €
44	TV & radio commercial	B92	May 1 - May 31	30 days	30,000 €
45	BDW TV Chronic (Avala TV)	BDW Production	June 3 - June 6	4 days x 30 min	72,000 €
46					190,135 €



**11. BELGRADE DESIGN WEEK
2010 IN NUMBERS:**

- 4 program segments: Workshops, Conference, Satellite/Vernissages/Premiers, Parties
- 1 world class international conference
- 30 international SMART² lecturers
- 7 Serbian SMART CITY speakers
- 134 accredited journalists
- 300 - 500 conference delegates average per lecture x 27 lectures
- aprox. 1000 daily visitors of Zaplet designLounge at the conference location, Atelje 212 theatre, with daily cocktail receptions and live DJ music
- 6 designLabs/workshops x average 70 delegates
- 10 designPremieres
- 4 desigNights parties with 5 live performances of international & local music stars, plus resident DJ's
- More than 5,000 visitors of designPremieres and designNights
- 4 TV Chronicles broadcasted on national TV Avala
- 1 BDW Book of 350 pages, 1 BDW Movie of 55 minutes

Mission

PRODUCE A GRIPPING ANNUAL MEETING POINT OF GLOBAL CREATIVE LEADERS WITH SERBIA AND SOUTH EAST EUROPE IN BELGRADE, WITH A NON-PAREIL DESIGN CONFERENCE AS CENTREPIECE.

In this time of global economic crisis and economy of transition still developing in Serbia and a large part of South East Europe, our MISSION can only be to survive and successfully stage yet another amazing seven-days-festival of the creative industries, albeit the most relevant one in the 100-million people region between Vienna and Istanbul.

The foundation is clear - we have an amazing reputation to defend and develop further: our famous international three days conference has been voted one of the best global creative conferences by worldwide opinion leaders and media, 5 years in a row, and the list of participants is growing and setting absolutely new standards and perspectives, globally unmatched!

Additionally to the conference, respectful to economical realities, we continue to develop our next true mission point: to each year again and again transform the streets, museums, showrooms, workshops, studios, galleries, schools, media, and in general, the MINDS of Belgrade, into a week-long international place of connection between the creative industries and the world of business, without bias, enabling our citizens and visitors to enjoy an inspirational city-wide festival, as well as allowing Belgrade to fulfill its creative potential.

Our MISSION is to convert Lecturers to Ambassadors, Visitors to Members, and Everyone to Loyal Supporter.

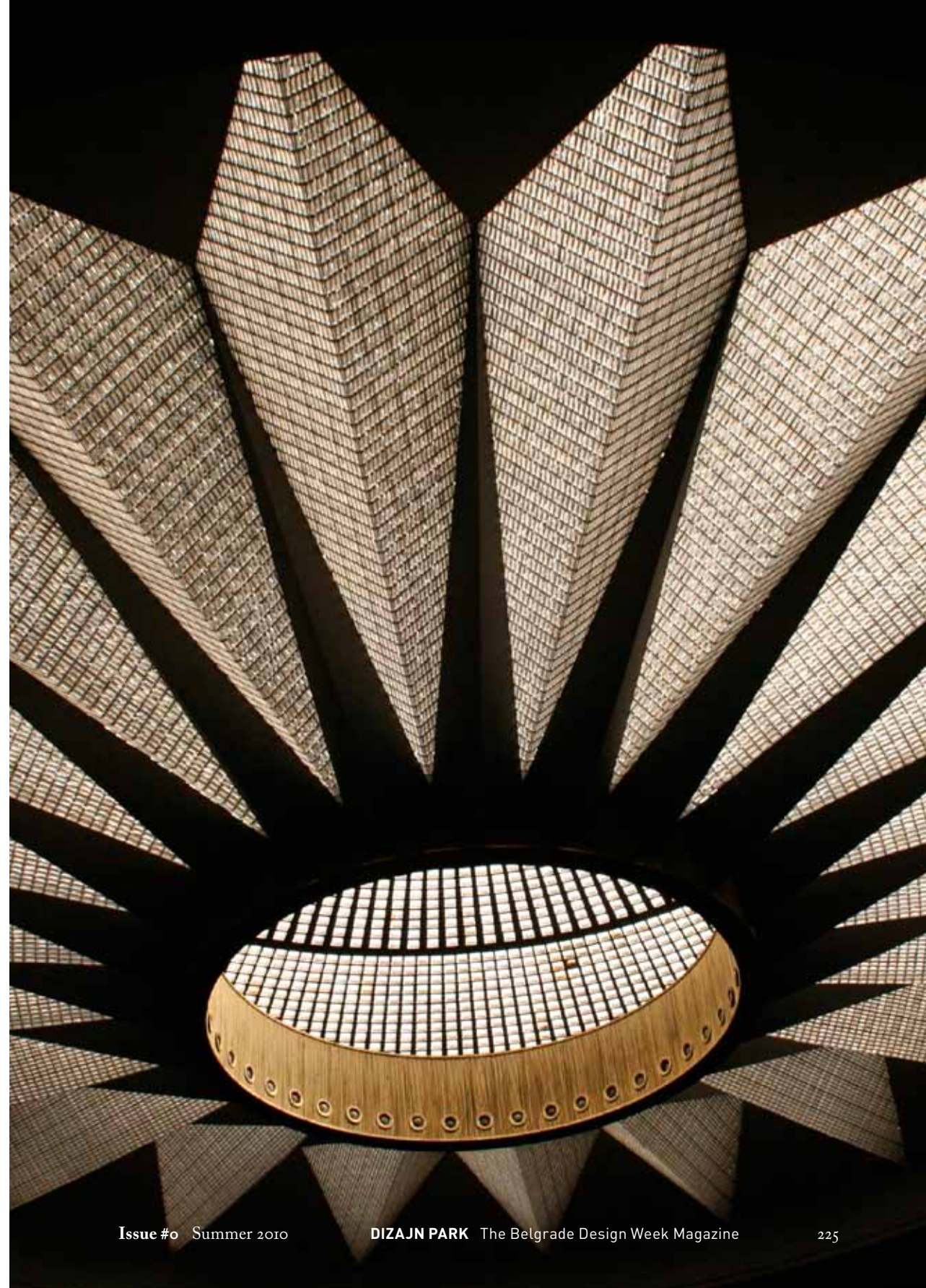
Vision

DEVELOP A YEAR-ROUND ONE-STOP NETWORK FOR THE ENTIRE SEE CREATIVE COMMUNITY, PROVIDING A CONTINUOUS CONNECTION WITH GLOBAL CREATIVE INDUSTRIES.

Our VISION is simple and organic, and firmly rooted in the current successful DNA of BDW: we are working hard to widen the extent of a seven-day festival into a more complex, year long continuous role of being the premier one stop partner for building a society of knowledge in SEE. To achieve this, we are further and deeper developing connections on two levels: firstly with all surrounding regional centers, as well as secondly with leading global design-hubs, ensuring a 365 days/year active two-way exchange of projects, ideas, collaborations. We not only help developing a network of creative cities worldwide, but in the process produce effective new tools such as websites, blogs, seminars and knowledge centers such as libraries and series of ongoing events, all the way to opening a permanent regional design museum in Belgrade.

BDW exists to be the bridge between the creative industries and the business world, the global design scene and the local and regional impetus, the private economy and the government administration, and last but not least, the connection between our famously passionate audience and the leading global creative minds of the 21st century.

Our successfully developed vision would firmly place Belgrade and Serbia as well as the whole SEE region on the global creative map, and ensure BDW's role as global partner to leading institutions and events devoted to building a better society with help of creative industries.



THANK YOU BDW PARTNERS!



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"BELGRADE DESIGN WEEK is a masterpiece in the art and science of conference design and a hell of a good way to spend 3 days in Serbia!"

BJARKE INGELS, DK

"I was hugely impressed by the ambition, internationalism and joie de vivre of BELGRADE DESIGN WEEK.

The concept of a non-profit festival which puts ideas before commerce and which emphasizes a subtle shift eastwards in an expanding Europe symbolises a significant moment.

The beautiful, vibrant and hospitable city of Belgrade is the perfect host to concretise that moment."

**EDWIN HEATHCOTE,
FINANCIAL TIMES, UK**

*"What a fantastic feast this BELGRADE DESIGN WEEK was!
Inspiring, exciting and full of intensive dialogue.*

More than any other conferences, BDW was showing, why we are all Designers - because it's about the vibe, the passion, the people and the culture of exchange.

Belgrade! We'll come back!"

**TOBIAS KOHLHAAS & BIRGIT HOELZER,
WEISS-HEITEN, DE**