



Beograd2020

PATRONAGE



Beograd

CITY OF BELGRADE



# BELGRADE DESIGN WEEK 2011

WATCH AND MEET IN BELGRADE: **SNØHETTA IITTALA GORAN LELAS ARIK LEVY POSTLERFERGUSON HARRI KOSKINEN JAVIER MARISCAL PETER ZEC / RED DOT JONAS PETERSSON / FORM US WITH LOVE STEFAN DIEZ SIMON WATERFALL & DALJIT SINGH ARCHITONIC ONEDOTZERO BOŽANA KOMLJENović / ZAHA HADID STUDIO MOTHER LONDON NICK LEAF / MTV WIEDEN+KENNEDY THOMAS GEISLER / MAK EMMA STENSTRÖM OFIS ARCHITECTS DEJANA KABILJO DIETER MEIER / YELLO MIKE MEIRÉ WOLFGANG TSCHAPPELLER JOERG KOCH / 032C ANDREA KLARIN**

## BDW Lecturers 2006 - 2010

### Design

Ross Lovegrove /UK, Konstantin Grcic /DE, Shin Azumi /JP, Jaime Hayon /UK/ES, Marti Guixé /ES, Ola Rune, Claesson Koivisto Rune /SE, Gaetano Pesce /IT/USA, Patrizia Urquiola /ES/IT, Nika Županc /SI, Lars Holme Larsen, KILO Design /DK, Mario Nanni /IT, Dusan Paunović /IT/RS, Werner Aisslinger /DE, Branko Lukić, Nonobject /RS/US, Erwan Bouroullec /FR, Arne Quinze, Quinze and Milan /BE, Adam Tihany /US/IL, Defne Koz, US/TR, Hella Jongerius /NL, Matali Crasset /FR, Sacha Lakić /FR/RS, Renny Ramakers, Droog Design /NL, Ora Ito /FR, Karim Rashid /CA/US, Luigi Colani /DE, Maxim Velcovsky /CZ, Jens Martin Skibsted, Biomega /DK

### Architecture

Daniel Libeskind /US/DE, Rem Koolhaas /NL, Juergen H. Mayer /DE, Bjarke Ingles of BIG /DK, Lorenz Promegger and Rainer Klasik of X-Architekten /AT, Jacob Van Rijs, MVRDV /NL, Winka Dubbeldam /US/NL, Seyhan Ozdemir of Aurtoban /TR, Boštjan Vuga, Sadar Vuga /SI, Chicco Bestetti, Paola Lenti /IT, Ascan Mergenthaler, Herzog & de Meuron /CH, Vaso Perović, Bevk Perovic Arhitekti /RS/SI

### Graphic Design and Branding

Petar Saville /UK, Rasmus Ibfelt of E-Types /DK, Tobias Kohlhaas and Birgit Holzer of Weiss Heiten /DE, Andy Stevens of Graphic Thought Facility /UK, Laurent Fetis /FR, Michel de Boer of Studio Dumbar /NL, Saša Vidaković of SVI design /UK/RS, Nick Clark of The Partners /UK, Mirko Ilić /US/RS, Christian Schroeder of Landor /UK/DE, Florian Dengler and Marcus Oltmans of Metadesign /DE, Manfred Stoeckl of Minds /AT, Sicco van Gelder of Brand Meta /NL, Miles Newlyn /UK, Nicholas Ind of Medinge /UK/SE, Phillipe Mihailovic /FR/RS

### Communication

David Linderman, HiRes! /US/UK, Fread Deakin, Nataly Hunter and Malika Favre of Airside /UK, Joost Perik, BSUR /NL, Nicholas Rope of Poke /UK, Michael Baulk of The Mill /AMW /UK, John Winsor & Neil Riddell, Crispin Porter + Bogusky /US, Marta Di Francesco, MTV Network /IT/UK, Graham Fink, MC &

Saatchi /UK, Andy Barmer and Sonja Medić, The Mill /UK/RS, Dylan Griffith, MTV /US/NL, Davor Bruketa, BRUKETA & ŽINIĆ /CR, Jan Rijkenberg, BSUR /NL, Christopher Barrett and Matthijs de Jongh, KesselsKramer /UK/NL

### Curators and Promoters

Ben Evans, London Design Festival /UK, Maurizio Ribotti, ZonaTortona /DesignPartners /IT, Paola Antonelli, MoMA /IT/US, Arhan Kayar, Istanbul Design Week /TR, Galit Gaon, Design Museum Holon /IL, Rabih Hage /UK, Cees Donkers, DDW /NL, Luisa Collina, Fabrizio Pierandrei, Alessandro Pierandrei, Politecnico di Milano /IT, Branka Dimitrijevic, MSU /RS, Denis Ivošević, Istra Tourist Board /CR, Jesus Marino Pascual, Rioja /ES, Stephen Davies, Advertising Producers Association /UK, Marva Griffin Wilshire, Saloni Satellite Milano /VE/IT, Deyan Sudjic, Design Museum London /UK, Yaffa Gaon /IL, Laura Woodroffe of D&AD/UK

### Media and Publicists

Tony Chambers, Wallpaper /UK, Mirko Van de Winkel, Stylepark /DE, Marcus Fairs, dezeen.com /UK, Birgit Lohman, Designboom /IT/DE, Angharad Lewis and Richard Bucht, Grafik Magazine /UK, Judy Dobias, Camron PR /UK, Alice Rawsthorn, International Herald Tribune /UK/US, Veran Matic, B92 /RS, Mark Sinclair, Creative Review /UK, Robert Thiemann, FRAME /NL, Julius Wiedemann, Taschen /BR/DE, Friedrich von Borries /DE

### Entrepreneurs

Eugenio Perazza, Magis /IT, Patrizia Moroso, Moroso /IT, Giuseppe Lana, Alessi /IT, William Sawaya&Paolo Moroni, Sawaya & Moroni /IT, Gianluca Borghesi, Zanotta /IT, Danilo Mandelli, Viabizzuno /IT, Simon De Pury, Phillips De Pury /CH/UK, Burkhard Remmers, Wilkhahn /DE, Peter Bonnen, MUUTO /DK, Aernoud Bourdrez /NL, Simon Jacomet, ZAI Ski /CH, Peter Husted, Normann Copenhagen /DK, Alfonso Leonessa, Agape /IT, Dalia Saliamonas, Camper /ES, Jakob Odgaard, Bang & Olufsen /DK, Stefano Serra & Sergio Viotti, Tecno SpA /IT, Gaye Cevikel, Gaia & Gino /TR, Jovo Majstorović, G-Tec /US/RS, Matthias Huettebrauer, DesignHotels /DE

belgrade  
design  
week



## One Minute CV

WHO WE ARE is the annual meeting point of South East Europe's creative industries, in Belgrade, Serbia, now in development to become a year-round one stop solution for the creative community.

WHAT WE DO is make the connections between some of the foremost creative minds on the planet, their ideas, their products, their processes, and you.

HOW WE DO this is by producing a world class conference and a cutting edge regional design show, while making time for our guests to explore the gourmet and nightlife capital of the region - Belgrade.

WHEN WE STARTED in 2005, we envisaged a private, non-profit event funded in equal part by reputable national government and international institutions, commercial sponsors and visitor's box office sales. Since then, we have been included into top ten

creative events in the world by leading global opinion makers.

WHERE WE HELP is in showcasing object and graphic design, architecture, branding, advertising, music, digital media, tv, art, publishing, film, fashion, media and all other forms of design related business.

WHY WE EXIST is to connect the creative industries and the world of business without bias, and allow Belgrade to fulfill its regional creative potential. As a measure of our success, ask Daniel Libeskind: after his lecture at BDW 2008 he walked away with the commission to design the master plan for Belgrade's new waterfront development.

AS YOU READ THIS, IDEAS AND CONNECTIONS FORGED AT BDW ARE BLOSSOMING AROUND THE WORLD. THIS YEAR IT'S YOUR TURN.

# The Chemistry of BELGRADE DESIGN WEEK

[www.belgradedesignweek.com](http://www.belgradedesignweek.com)

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.

THE GREATEST  
CREATIVE MINDS  
*of the 21<sup>st</sup> Century*

belgrade design week 2008  
May 08 - 10, 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, BDW 2006

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, Fest 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 21<sup>st</sup> 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.



*"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 GRIC, BDW 2008

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-ReS!, 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.

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 BREATHELESS 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:cast\*brand architects

## BDW 2011 - FUTURE<sup>2</sup>

In a country without any significant «design industry» to speak of, we have chosen to produce a «creative festival» with the international conference FUTURE<sup>2</sup> as main program segment. This was important in order to open, for the first time in Serbia and SEE, the discussion of shaping our future with the impetus of creative industries - those people behind architecture, branding, urban planning, design, fashion, film, publishing, media, advertising etc - by bringing key representatives of the creative community - the audience of BDW - in direct dialogue with key representatives of the local and national administration, as well as with key international stakeholders.

BDW is the only multidisciplinary EDUCATIONAL FESTIVAL of this magnitude in Serbia, 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, modern economy is being developed. And not just any experts, but the GREATEST CREATIVE MINDS OF THE 21ST CENTURY, who eagerly await Belgrade's famed audience and those unique BDW vibrations, so very well known all around the world! That is why we greet you once again and invite you not to miss our traditional sixth conference FUTURE<sup>2</sup>, because never before has there been such a line up of speakers in one single place!

As part of the DESIGN WEEK from the 26th to the 28th of May, our famous three-day educational conference FUTURE<sup>2</sup> will be focused on scenarios for the future: finding solutions, ideas, models, tendencies for future needs based on European values and standards, with the goal to define, understand and establish frameworks for the future society. Delegates will have the opportunity to inform themselves about latest global developments from the creative industries, to learn from the leading

international companies, brands and individuals on how to adapt to changes in the future economy. For the first time within the BELGRADE DESIGN WEEK, our traditional late night program of passionate "BDW DIZAJNIGHTS" is planned as a full blooded urban music festival, with the appearance of world-known superstars five days in a row. Additionally, our well-established "BDW DIZAJNLABS" workshops and masterclasses, will complement as each year the city-wide satellite daily program of film projections, exhibitions, cocktail receptions and promotions, known under the name of "BDW DIZAJNPREMIERES".

### FUTURE<sup>2</sup> ISSUES ADDRESSED:

#### Braindrain

BDW nurtures conditions for growth of FUTURE 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 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 FUTURE 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 FUTURE 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 FUTURE mission of promoting European values for the benefit of Serbia and the entire region.



*"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





# BDW2011: FUTURE<sup>2</sup>

## 23-28 MAY 2011

WWW.BELGRADEDESIGNWEEK.COM



CITY OF BELGRADE

**PON/MON 23 MAY UTO/TUE 24 MAY SRE/WED 25 MAY**

### BDW DIZAJNLABS - WORKSHOPS FOR PROFESSIONALS (FREE ENTRY)

MUNICIPALITY VRAČAR - NJEGOŠEVA 77

#### FUTURE<sup>2</sup> FILM

FILM MASTERCLASS

10:00

**Gary Hustwit** US  
Masterclass for film-makers and designers: How to make movies about typography and graphic design, and then again about industrial and product design, and make all those design chicks fall in love with you?

#### FUTURE<sup>2</sup> TOYS

TOY DESIGN WORKSHOP

**Goran Lelas** CRO  
Workshop for object designers, theater and TV professionals, and everyone involved in child education: How to get into MoMa's collection?

#### FUTURE<sup>2</sup> ARCHITECTURE

ARCHITECTURE MASTERCLASS

**Božana Komljenović / Zaha Hadid Studio** RS/UK  
Masterclass for architects, planners and administration: Showcases from the world's most successful architectural office - How to design in private/public partnership?

#### FUTURE<sup>2</sup> SOCIETY

SOCIETY MASTERCLASS

13:00

**Lia Ghilardi / Noema** UK  
Masterclass for cultural managers, state and municipal administration: How to plan cultural and strategic development for a successful city and culture-led regeneration?

#### FUTURE<sup>2</sup> OBJECT

OBJECT DESIGN WORKSHOP

**Dejana Kabiljo** RS/AT  
Workshop for professional furniture designers: How to survive in Vienna, become a star in Milan and spread love and euro all over the world?

#### FUTURE<sup>2</sup> MANAGER

CREATIVE MASTERCLASS

**Snask** SE  
Workshop for advertisers, branding and marketing managers: How to carefully craft corporate love-stories? Designing brands & lifestyles by the agency situated in the heart of Stockholm.

#### FUTURE<sup>2</sup> MOBILE

ADVERTISING WORKSHOP

16:00

**TIM w.e.** PT  
Workshop for advertising and media: How to design, plan and exploit the future of communication / Apps for mobile phones for special events, new interactive media entertainment?

#### FUTURE<sup>2</sup> BRAND

BRANDING MASTERCLASS

**Manfred Stoeckl / Minds Brandmakers** AT  
Workshop for for marketing executives, CEO's, and branding experts: How to conquer consumer's minds? No share of market, without share of minds!

#### FUTURE<sup>2</sup> DEVELOPMENT

URBAN DEVELOPMENT MASTERCLASS

**ParquExpo** PT  
Masterclass for urban planners, environmentalists, administration: Urban and spatial planning, with emphasis on urban and environmental rehabilitation and redevelopment.

19:00

COCKTAIL OF THE DAY

COCKTAIL OF THE DAY

COCKTAIL OF THE DAY

### BDW DIZAJNPREMIERES

20:00

**BDW2011 GRAND OPENING CEREMONY**

**OMNI DESIGN COCKTAIL / GALERIJA SINGIDUNUM**  
**OMNI DESIGN NIGHT - SERBIAN DESIGN AT THE GLANCE / MUZEJ PRIMENJENE UMETNOSTI - GALERIJA ŽAD**

**100% FUTURE SERBIA GRAND OPENING / CHOOMICH DESIGN DISTRICT**  
**DESIGN PORTUGAL BY PARQUEXPO / GALERIJA SKC**  
**OMNI DESIGN NIGHT - 4X EXCELLENCE / MUZEJ PRIMENJENE UMETNOSTI - GALERIJA ŽAD**

**ČET/THU 26 MAY**

**PET/FRI 27 MAY**

**SUB/SAT 28 MAY**

### BDW CONFERENCE FUTURE<sup>2</sup>

JUGOSLOVENSKO DRAMSKO POZORIŠTE - KRALJA MILANA 50

#### FUTURE<sup>2</sup> STARS (FREE ENTRY)

FUTURE EUROPEAN STARS

11:00

**Vincent Deger / The Comision of the European Union in Serba** RS  
**Dejana Kabiljo** RS/AT  
**Dejan Miljković & Jovan Mitrović** RS

#### FUTURE<sup>2</sup> CITY (FREE ENTRY)

FUTURE MODELS FOR BELGRADE

**Dragan Đilas / Mayor of Belgrade** RS  
**ParquExpo / Urban Development** PT  
**Branislav Grujić - PSP Farman / West** 65 Beograd RS

#### FUTURE<sup>2</sup> SOCIETY (FREE ENTRY)

FUTURE MODELS FOR SERBIA

**Božidar Đelić / Deputy Prime Minister** RS  
**Wolfgang Tschapeller / Architect** AT  
**Aleksandra Drecun / Center for the Promotion of Science** RS

12:00

**Marko Luković** RS  
**Andrea Klarin** RS  
**Milica Delević / The European Integration Office of the Government of Serbia** RS

**Mario Sua Kay / Zvezdani Grad** PT  
**Thomas Geisler / Curator MAK Wien** AT  
**Aleksandar Peković / Beograd 2020** RS

**Emma Stenström / Konstfack** SE  
**Božana Komljenović / Zaha Hadid** RS/UK  
**Dragan Šutanovac / Minister of Defence** RS

### THE GREATEST CREATIVE MINDS OF THE 21<sup>ST</sup> CENTURY (ENTRY WITH TICKET)

13:00

**Snøhetta** NO OPENING LECTURE  
**littala** FI  
**Ofis Architects** SI

**Dieter Meier / YELLO** CH  
**Architonic** CH  
**Geneva Lab** CH

**Mother London** UK  
**Wieden & Kennedy** UK

15:00

**Arik Levy** IL  
**Nick Leaf / MTV** UK  
**Goran Lelas** CRO

**Stefan Diez** DE  
**Peter Zec / Red Dot Award** DE  
**Form Us With Love** SE

**Postler Ferguson** UK  
**Onedotzero** UK  
**Simon Waterfall & Daljit Singh** UK

17:00

**Javier Mariscal** ES  
**Harri Koskinen** FI

**Mike Meirë** DE  
**Joerg Koch / 032C** DE

**Neville Brody** UK  
**Surprise Superstar** CLOSINGLECTURE

19:00

COCKTAIL OF THE DAY

COCKTAIL OF THE DAY

COCKTAIL OF THE DAY

20:00

**FILM: CHICO & RITA (ES)**  
Duration: 94 minutes

**FILM: HELVETICA (US)**  
Duration: 80 minutes

**FILM: 43 COLUMNS ON SCENE IN BILBAO (IT)**  
Duration: 52 minutes

22:00

### BDW DIZAJNIGHTS



**LIVE CONCERT: MATTHEW DEAR (UK)**  
DOM OMLADINE BEOGRAD / SALA AMERIKANA  
**MTV AFTERPARTY: DJ SNASK (SE)**  
DOM OMLADINE BEOGRAD / JAZZ SALA

**LIVE CONCERT: CHEW LIPS (UK)**  
STUDENTSKI KULTURNI CENTAR  
**MTV AFTERPARTY: BANDA PANDA PARTIES (RS)**  
STUDENTSKI KULTURNI CENTAR

**VIRTUAL CONCERT: TOUCH YELLO! AND HEIDI HAPPY (CH)**  
DOM OMLADINE BEOGRAD / VELIKA SALA  
**MTV AFTERPARTY: BANDA PANDA PARTIES (RS)**  
DOM OMLADINE BEOGRAD / JAZZ SALA

**BDW CLOSING CONCERT: LINDSTRØM (NO)**  
PC UŠĆE 25<sup>TH</sup> FLOOR  
**MTV AFTERPARTY: CHRISTIAN PEETZ (AT)**  
PC UŠĆE 25<sup>TH</sup> FLOOR

04:00

**Disclaimer:** The organizer reserves the right to change terms, subjects, speakers, locations.

## About Belgrade

More than four millennia of harsh Balkan history and a strategic location at the meeting place of two rivers have shaped Belgrade into a proud and beautiful city, where the locals have a refreshingly relaxed approach to life. It's also a place that takes pleasure seriously, offering one of the best clubbing scenes in Europe and a diverse cultural life.

A holiday in Belgrade offers the chance to explore a battered but spirited Balkan capital, where modern nightlife and busy shopping malls combine with a fascinating history to ensure there is never a dull moment for visitors. Belgrade will suit those seeking a city break with a difference.

Those who choose to travel to Belgrade are generally seeking more than just shopping and sightseeing, but wish to soak up the soul of this city, which has endured so much and emerged with a welcoming smile. There is no denying

that Belgrade has a vast and rich history that has shaped many of the city's attractions.

With a population of 1,630,000 (official estimate 2007), Belgrade is the third largest city in Southeastern Europe, after Istanbul and Athens. Its name in Serbian translates to White city. It covers 3.6% of the territory of Serbia, and 24% of the country's population lives in the city.

Belgrade is the centre of Serbian culture, education and science. It has the greatest concentration of institutions of national importance in the field of science and art. There is the Serbian Academy of Sciences and Arts, established in 1886 as the Serbian Royal Academy; the National Library of Serbia, established in 1832; the National Museum, established in 1841 and the National Theatre, established in 1869. The city is also the seat of the Belgrade University, founded in 1808 as the Great School, and of the University of Art.



## 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 Konstantin 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*

## BDW Conference 2011 - Future<sup>2</sup>



WATCH AND MEET IN BELGRADE:

**SNØHETTA IITTALA GORAN LELAS ARIK LEVY POSTLER  
FERGUSON HARRI KOSKINEN JAVIER MARISCAL PETER  
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LOVE STEFAN DIEZ SIMON WATERFALL & DALJIT SINGH  
ARCHITONIC ONEDOTZERO BOŽANA KOMLJENović  
/ ZAHA HADID STUDIO MOTHER LONDON NICK LEAF /  
MTV WIEDEN+KENNEDY THOMAS GEISLER/MAKEMMA  
STENSTRÖM OFIS ARCHITECTS DEJANA KABILJO  
DIETER MEIER / YELLO MIKE MEIRÉ WOLFGANG  
TSCHAPPELLER JOERG KOCH / 032C ANDREA KLARIN**



THE GREATEST CREATIVE MINDS  
of the 21<sup>st</sup> Century

## BDW DizajNights 2011

*BDW DizajNights - finally a modern  
"DESIGN MUSIC" festival in Belgrade*



### MATTHEW DEAR

DOM OMLADINE / 22h, MAY 25th 2011



Matthew Dear, DJ, dance-music producer, experimental pop artist and bandleader will perform in Belgrade with his band on May 25th. The Texas-born Dear moved to Michigan as a teenager, where he was inspired by the sound of Detroit Techno. Dear's first single was 1999's "Hands Up For Detroit". 3 albums followed. His highly anticipated fourth album, 2010's Black City, which will be presented at Belgrade Design Week, is the culmination of years of hard work and experimentation.

### CHEW LIPS

SKC / 22h, MAY 26th 2011

Chew Lips are probably the most explosive act of the BDW DIZAJNIGHTS festival. They will perform in Belgrade on next evening, Thursday May 26th. Chew Lips are an East London based dance-pop trio, formed in spring 2008. They consist of the singer Tigs and the multi-instrumentalists Will Sanderson and James Watkins. Chew Lips released their debut album Unicorn on January 2010, which received 4/5 stars in Q magazine.



### YELLO

DOM OMLADINE / 22h, MAY 27th 2011

The legendary Swiss electronic band Yello will be performing their virtual concert "YELLO TOUCH!" to Belgrade Design Week's audience on Friday May 27th. The group which consists of Dieter Meier and Boris Blank was established in the 70's and became well known for their singles "The Race" and "Oh Yeah". Yello's music has been popular on TV, advertising and movies. Their sound is mainly characterized by unusual music samples, a heavy reliance on rhythm and Dieter Meier's dark voice. The "YELLO TOUCH!" virtual concert is the latest technology development of spectacular HD imagery and sound technology, fronted by Heidi Happy's live vocals as well as Meier's and Blank's live appearance.



### LINDSTROM

PC UŠĆE 25.SPRAT / 22h, MAY 28th 2011



At the last night of the BDW festival, on Saturday May 28th the audience will have the opportunity to hear the Norwegian band "Lindström & Prins Thomas, at the traditional wild festival closing party, which also celebrates the Belgrade Design Grand Prix award. Hans-Peter Lindström is a Norwegian producer who works under the name Lindström. He often collaborates with fellow producer Prins Thomas (constituting together the band Lindström & Prins Thomas). Lindström won the major Norwegian music award Spellemannsprisen in 2008 for the song "Where You Go I Go Too". He released a DJ mix album for the Late Night Tales compilation.

*"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

Contact:

e-mail: [office@belgradedesignweek.com](mailto:office@belgradedesignweek.com)

address: BELGRADE DESIGN WEEK

Rige od Fere 22

11000 Belgrade, SERBIA

tel: 00381 (0)11 3283 235

00381 (0)11 3283 180

web: [www.belgradedesignweek.com](http://www.belgradedesignweek.com)



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