



THE™  
GREATEST  
CREATIVE  
MINDS  
OF THE 21<sup>ST</sup>  
CENTURY

MONDAY  
06 OCTOBER

**BDW  
100%  
FUTURE  
SERBIA™  
OPENING**

KC GRAD  
DELIKATESS MONDAY:  
**BDW COOKS  
FOR YOU**

19:00 - 22:00  
**100 YOUNG  
SERBIAN  
DESIGNERS IN  
100 BELGRADE  
SHOPWINDOWS  
AWARDS**

CEREMONY FOR  
BEST YOUNG  
SERBIAN  
DESIGNERS  
AND SHOPS

KC GRAD -  
EVROPSKI CENTAR ZA  
KULTURU I DEBATU  
BRAĆE KRSMANOVIĆ 4

/ FREE ENTRY

BDW 100% FUTURE SERBIA™ OPENING  
BDW COOKS FOR YOU  
100 YOUNG SERBIAN DESIGNERS IN 100 BELGRADE SHOPWINDOWS AWARDS  
CEREMONY FOR BEST YOUNG SERBIAN DESIGNERS AND SHOPS  
BDW 2014 OPENING CEREMONY  
BDW DIZAJNPARK DINNER

TUESDAY 07 OCTOBER  
**GRAND OPENING DAY**

**BDW DIZAJNLABS™**  
2 DAYS OF WORKSHOPS, MASTERCLASSES AND SESSIONS FOR PROFESSIONALS  
IN COOPERATION WITH THE CHAMBER OF COMMERCE AND INDUSTRY OF SERBIA  
FREE ENTRY: WITH INVITATION OR REGISTRATION WITH CV AND PORTFOLIO:  
APPLY AT [WORKSHOP@BELGRADEDESIGNWEEK.COM](mailto:WORKSHOP@BELGRADEDESIGNWEEK.COM)

11:00 **ETHICAL FASHION MASTERCLASS**

**BOJANA DRAČA** DE  
Masterclass on ethical fashion management for the fashion industry, media and academia. SUPPORTED BY THE SERBIAN MINISTRY OF INTERNAL AFFAIRS

12:30 **DEMOCRACY & URBAN PLANNING MASTERCLASS**

**SATYA SHEEL / METRO VALLEY** IN  
Masterclass for urban planners, architects, city planners, policy makers and practising professionals committed to creating an equitable livable environment. SUPPORTED BY THE INDIAN EMBASSY IN SERBIA

14:00 **MUSEUM MANAGEMENT MASTERCLASS**

**GALIT GAON / DMH** IL  
Masterclass on funding for managers and culture professionals on how to run a successful museum as business. SUPPORTED BY THE EMBASSY OF ISRAEL

15:30 **DESIGN ENTREPRENEURSHIP MASTERCLASS**

**GAVRILO BOŽOVIĆ** CH  
Workshop for digital entrepreneurs and creatives, designers, coders, IT and marketing executives.

17:00 **SERBIAN ARCHITECTURE MASTERCLASS**

**100 CREATIVE PLAYGROUNDS FOR CHILDREN OF SERBIA** RS  
BDW and MADA Architects, Belgrade, show how they produced the first Serbian design-playground in Belgrade, Kalemegdan, and the roadmap to 99 more. SUPPORTED BY THE FIRST LADY OF SERBIA

WEDNESDAY 08 OCTOBER  
**CREATIVE FORUM DAY**

11:00 **DESIGN & BUSINESS MASTERCLASS**

**BLEED** NO  
Masterclass for graphic designers, branding experts and advertisers by the avantgarde Norwegian branding and design studio.

12:30 **BRAND MANAGEMENT WORKSHOP**

**SASHA VIDA KOVIĆ** UK  
Masterclass for entrepreneurs and brand owners, designers, branding and marketing executives from the best Serbian graphic designer from London.

14:00 **HOW TO REALISE YOUR POTENTIAL WORKSHOP**

**IVAN ŽIVKOVIĆ / THE SCHOOL OF LIFE BELGRADE** RS  
The recession has challenged many of our personal values. As a result, many of us are now reappraising the things that really matter to us.

15:30 **FOOD DESIGN WORKSHOP**

**IDO GARINI / STUDIO APPÉTIT** NL  
Workshop for creatives, entrepreneurs and, simply, gourmants, by Dutch food design guru. SUPPORTED BY THE CREATIVE INDUSTRIES FUND OF THE NETHERLANDS

17:00 **DESIGN ENTREPRENEURSHIP MASTERCLASS**

**MARC VIARDOT / LAUFEN** CH  
Masterclass for entrepreneurs and designers by a leading Swiss design impresario who helped bring LAUFEN to global success. SUPPORTED BY LAUFEN / CH

THURSDAY 09 OCTOBER  
**ARCHITECTURE DAY**

**BRAND NEW WORLD™ CONFERENCE**  
BDW'S WORLD FAMOUS 3-DAY INTERNATIONAL CREATIVE CONFERENCE  
ENTRY WITH VALID 2014 TICKET: RESERVE TICKETS AT [WWW.BELGRADEDESIGNWEEK.COM/TICKETS](http://WWW.BELGRADEDESIGNWEEK.COM/TICKETS)  
THE ORGANIZER RESERVES THE RIGHT TO CHANGE TERMS, SPEAKERS, LOCATIONS

11:00 **KEYNOTE: NL AMBASSADOR**

**MASSIMILIANO FUKSAS STUDIO** IT

**KIM HERFORTH NIELSEN / 3XN** DK

**BLEED** NO

13:30 **BREAK / COCKTAIL RECEPTION**

**SERBIAN INNOVATION SESSION**

AGENT PROVOCATEUR: **GALIT GAON** IL

14:00 **SPACE DESIGN**

**DVA STUDIO** RS

**IGOR PANTIĆ** RS

**MILOŠ DIMČIĆ** DE / RS

**DRAGAN ZLATKOVIĆ** RS

16:00 **BREAK / COCKTAIL RECEPTION**

16:30 **ZUZANNA SKALSKA** NL

**STUDIO DRIFT** NL

**IDO GARINI / STUDIO APPÉTIT** NL

FRIDAY 10 OCTOBER  
**DESIGN DAY**

11:00 **KEYNOTE: CH AMBASSADOR**

**TOM STRALA** CH

**JONAS WAGELL** SE

**BBH / BARTLE BOGLE HEGARTY** UK

13:30 **BREAK / COCKTAIL RECEPTION**

**SERBIAN INNOVATION SESSION**

AGENT PROVOCATEUR: **BIRGIT LOHMANN** IT

14:00 **PRODUCT DESIGN**

**IRENA KILIBARDA** RS

**GAVRILO BOŽOVIĆ** CH / RS

**UGLJEŠA VRCELJ** RS

**MAGDALENA KLAŠNJA** RS

**NIKOLA KOLJA BOŽOVIĆ** RS

16:00 **BREAK / COCKTAIL RECEPTION**

16:30 **NICOLAS LE MOIGNE** CH

**CHRISTIAN KEREZ** CH

**LANG / BAUMANN** CH

SATURDAY 11 OCTOBER  
**COMMUNICATION DAY**

11:00 **KEYNOTE: DE AMBASSADOR**

**GUIDO WOSKA / DESIGNIT** DE

**NICHOLAI WIIG HANSEN** DK

**OMAR SOSA** ES

13:30 **BREAK / COCKTAIL RECEPTION**

**SERBIAN INNOVATION SESSION** AGENT

AGENT PROVOCATEUR: **SUDHIR HORO** IN

14:00 **COMMUNICATION DESIGN**

**SAŠA VIDA KOVIĆ** UK

**VUK RŠUMOVIĆ** RS

**ALEKSA GAJIĆ** RS

**UROŠ OTAŠEVIĆ** RS

**SAATCHI & SAATCHI** RS

16:00 **BREAK / COCKTAIL RECEPTION**

16:30 **MICHEL ROJKIND** MX

**IDIS TURATO** HR

**IGOR KORDEY** HR

**BDW DIZAJNPREMIERES OLD STAKLOPAN FACTORY, STRAHINJIĆA BANA 7 - 9 FREE ENTRY WITH REGISTRATION EXCEPT TO VIP DINNERS (INVITATION ONLY)**

19:00 **BDW 2014 OPENING CEREMONY**  
BDW DESIGNPARK™ 2014 EXHIBITIONS  
PREVIEW OF THE 2014 DIZAJNPARK EXHIBITIONS  
OLD STAKLOPAN FACTORY - STRAHINJIĆA BANA 7 - 9  
/ FREE ENTRY

21:00 **BDW DIZAJNPARK DINNER**  
RECEPTION AND DINNER  
RADOST - KARADORDEVA 44  
/ INVITATION ONLY

**LAUFEN BDW DINNER**  
RECEPTION AND DINNER  
DIAGONALA 2.0 - SKERLETČEVA 6  
/ INVITATION ONLY

**BDW CREATIVE FORUM SERBIA™**  
CREATIVE INDUSTRY COCKTAIL RECEPTION  
**20 X 20 X 20 PECHA KUCHA NIGHT 2014**  
BEST SERBIAN ARCHITECTS, ILLUSTRATORS, FASHION, GRAPHIC AND PRODUCT DESIGNERS  
PRESENT 20 SLIDES EACH IN 20 SECONDS  
OLD STAKLOPAN FACTORY - STRAHINJIĆA BANA 7 - 9  
/ FREE ENTRY

**DISTANTE VERNISSAGE**  
OPENING OF NEW BELGRADE DESIGN QUARTER  
DISTANTE - NIKOLE SPASIĆA 4A  
/ INVITATION ONLY

**DUTCH BDW DINNER**  
RECEPTION AND DINNER  
DUTCH RESIDENCE - BOTIČEVA  
/ INVITATION ONLY

**BDW DIZAJNPARK™ VERNISSAGE**  
EXHIBITIONS GUIDANCE BY THE AUTHORS  
OLD STAKLOPAN FACTORY - STRAHINJIĆA BANA 7 - 9  
/ FREE ENTRY

**BDW PATRONS DINNER**  
RECEPTION AND DINNER  
OLD STAKLOPAN FACTORY - STRAHINJIĆA BANA 7 - 9  
/ INVITATION ONLY



21:00 **BELGRADE DESIGN GRAND PRIX™**  
AWARD CEREMONY AND RECEPTION,  
DINNER & THE LEGENDARY  
BDW CLOSING PARTY  
COMUNALE - BETON HALA, KARADORDEVA 2-4  
/ INVITATION ONLY

SUNDAY  
12 OCTOBER

**BDW  
DIZAJN  
PARK™  
2014  
EXHIBITIONS  
CLOSING**

10:00 - 20:00  
**FINAL BDW DAY -  
ALL DAY BRUNCH  
AND KIDS DAY**

OLD STAKLOPAN  
FACTORY  
STRAHINJIĆA BANA 7 - 9  
BELGRADE

/ FREE ENTRY

BDW DIZAJN PARK™ 2014 EXHIBITIONS CLOSING  
FINAL BDW DAY - ALL DAY BRUNCH AND KIDS DAY  
OLD STAKLOPAN FACTORY STRAHINJIĆA BANA 7 - 9 BELGRADE  
/ FREE ENTRY