

BRAND NEW WORLD CONFERENCE #9 / BELGRADE

09 / 10 / 11  
OCTOBER 2014



# BELGRADE BRAND NEW DESIGN WEEK WORLD

## #9

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

CREATE  
NEW  
VALUE!

BDW FESTIVAL:  
06 - 12  
OCTOBER 2014



GENERAL INFORMATION

# BELGRADE DESIGN WEEK 2014 BRAND NEW WORLD CONFERENCE #9

BDW FESTIVAL DATES  
October 6-12<sup>th</sup> 2014

BDW CONFERENCE DATES  
BRAND NEW WORLD #9  
9/10/11 October 2014

BDW CONFERENCE VENUE  
Old Staklopan Factory, Dorćol  
Strahinjića Bana 7-9, Belgrade, Serbia

CONFERENCE OPENING HOURS  
Thursday to Saturday 11:00 - 19:00

CONFERENCE ENTRY  
Entry to all BDW events is free, except to  
the Brand New World Conference, and  
events marked with "invitation only"

BDW 100% FUTURE SERBIA  
October 6-12<sup>th</sup>

BDW DIZAJNPARK EXHIBITIONS  
October 7 - 12<sup>th</sup>, open from 10:00 - 20:00

BDW OPENING CEREMONY  
October 7<sup>th</sup> 19:00 - 22:00  
Old Staklopan Factory, Dorćol  
Strahinjića Bana 7-9, Belgrade, Serbia

CREATIVE FORUM SERBIA  
October 8<sup>th</sup> from 21:00 - 24:00  
Old Staklopan Factory, Dorćol  
Strahinjića Bana 7-9, Belgrade, Serbia

PKS DESIGNLABS 2014  
7/8 October from 11:00 - 19:00  
Old Staklopan Factory, Dorćol  
Strahinjića Bana 7-9, Belgrade, Serbia

BDW DESIGNPREMIERS & BDW  
100% FUTURE SERBIA LOCATIONS  
All over the city of Belgrade.  
Please find exact locations in this  
booklet's specific sections.

TAXI NUMBERS IN BELGRADE  
To book a taxi in Belgrade, call:  
Lux Taxi: +381 11 30 33 123  
Beogradski Taxi: +381 11 9801  
Pink Taxi: +381 11 9803

EMERGENCY NUMBERS IN  
BELGRADE  
Police 192  
Firebrigade 193  
Ambulance 194

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BDW IS MEMBER OF  
THE BUREAU OF EUROPEAN  
DESIGN ASSOCIATIONS

HIGH PATRONAGE  
PRESIDENT OF SERBIA  
MAYOR OF BELGRADE

WITH THE SUPPORT OF  
EU DELEGATION IN SERBIA AND THE  
SECRETARY OF CULTURE OF THE CITY  
OF BELGRADE

PKS DIZAJNLABS PATRON  
CHAMBER OF COMMERCE AND  
INDUSTRY OF SERBIA

BDW DIZAJNPARK PATRON  
GORENJE

BDW IDEA PARTNERS  
PROHELVETIA, SWISS EMBASSY  
IN SERBIA, CREATIVE INDUSTRIES  
FUND NL, DUTCH EMBASSY IN  
SERBIA, JAPAN FOUNDATION,  
ISRAELI EMBASSY IN SERBIA, DESIGN  
MUSEUM HOLON

SUPPORTED BY  
GERMAN EMBASSY IN SERBIA,  
INDIAN EMBASSY IN SERBIA,  
MEXICAN EMBASSY IN SERBIA,  
LASVIT, LAUFEN, STUDIO  
STRUCTURA, LAMDA DEVELOPMENT,  
BRAND NEW WORLD

BDW OFFICIAL CAR AND  
VIP SHUTTLE  
AUDI by PORSCHE SCG

BDW OFFICIAL CARRIER  
AIR SERBIA

BDW PRESS SUPPORT  
TOS

BDW OFFICIAL ACCOMMODATION  
HOTEL CROWNE PLAZA BELGRADE  
Vladimira Popovića 10  
11000 Belgrade

★ BEDA

JOVAN JЕLOVAC, OSNIVAČ BEOGRADSKЕ НЕДЕЉЕ ДИЗАЈНА

## UVODNA REČ

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



Ceo moj život sam imao jednu određenu ideju o Srbiji - da parafraziram čuvenu prvu rečenicu generala De Gola iz njegovih "Ratnih memoara". To je ideja društva znanja, za koju je prvo potrebna kultura znanja, uz pomoć moje struke - dizajna. Sa tom idejom sam pre deset godina pokrenuo BDW, koji danas u svetu spada možda čak i među desetak najcenjenijih takvih manifestacija. Doduše, ne i u Srbiji.

### Šta je dizajn?

U principu, sve oko nas. Nije istina je da je sve oko nas politika ili trgovina, kao što vam se čini kada otvorite novine - rekao je Haime Hajon na BDW-u 2010. To je tek 1%, a 99% je dizajn - ono što je neko osmislio da nas pokrije, zaštiti, preuze, nauči, nahrani... usreći, razvije, inspiriše. Dizajn je osnovno sredstvo za oblikovanje društva u 21. veku, za pomoć zajednici i stvaranje radnih mesta, i teško zemlji koja ne koristi to oruđe.

U Srbiji, kreativna zajednica je žrtva vladavine vrednosnog sistema pop kulture. Adorno je smatrao pop kulturu instrumentom ekonomskog i političkog kontrole, koji iza permisivnog paravanja sprovodi konformizam. „Industrija kulture nudi slobodu da se bira između onog što je stalno istovetno“.

I zato BDW opet, jer BDW ne nudi istovetno. U očajnoj atmosferi u zemlji posle poplava, nekvalifikovanja na svetsko prvenstvo u fudbalu, rata u Ukrajini i recesije sa smanjenjem plata, moramo da se ohrabrimo i dalje borimo za kulturne i privredne reforme, kao i društvo znanja.

### BDW je svet!

I zato se ove godine vodimo lajtmotivom "BRAND NEW WORLD", koji precizno opisuje ono što i čini: dovod najbolje iz SVETA u Srbiju, i istovremeno predstavlja najbolje iz Srbije u SVETU. Predstavljamo naših pet složenih, a u stvari jasnih programa tokom nedelje: Pre svega BDW-ovu svetski

poznatu međunarodnu konferenciju, devetu po redu, koja pored dvadesetak svetskih superzvezda kreativnih industrija, po prvi put na "Serbian Innovation Session-u" predstavlja pažljivo odabrane predstavnike domaće kreativne scene. Na pratećoj izložbi BDW DizajnPark najnovije svetske i domaće tendencije u dizajnu ukrištaju se u vatrometu inspiracije, a prethode im vrhunske međunarodne radionice za profesionalce.

I sve to opet na novoj lokaciji, u skladu sa misijom BDW-a da usmeri pažnju javnosti na zapostavljena ikone domaće arhitekture - što uporno činimo poslednjih deset godina - u staroj fabriци STAKLOPAN na Dorćolu, koju čemo posle godina propaganja čistiti i umiti za BDW. Ako dodamo još i izložbu najvećih domaćih kreativnih snaga od Kalemegdana do Slavije, kao i naš temperamentan večernji urban-i program, radujemo se još jednom punokrvnom izdanju BDW-a, koji od jednom eksplodira u gradu, onako kako to samo Beograd ume, zahvaljujući partnerima, pokroviteljima, i pre svega posetiocima i toj fantastičnoj atmosferi koju prave.

Zašto ljudi toliko vole BDW?

Mišljenja sam da je istinska tajna BDW-a, kao što je slučaj sa ključnim ličnim doživljajima, da nas čini užvišenijim nego što zapravo jesmo. Na BDW dodeš da gledaš,слушаš, učiš, upijaš i uživaš, što naravno i činiš, ali ono u čemu je poenta, jeste da iz BDW-a izadeš sa potpuno novim setom parametara putem kojih meriš život. BDW je stvarno tako dobar! Moguće je da postoje delovi BDW-a koji treba da budu popravljeni, delovi koje ne volite, ali ako mene pitate, a posetio sam jako puno konferencija i nedelje dizajna u svetu, BDW predstavlja savršenu ideju bar konferencije, intenzivnije nego mnoge druge... Ako uspete da doživljaj konferencije pretvorite u visoku umetnost, uspeli ste da istinski oplemenite život. I zato ne propustite ovaj deveti BDW - dobrodošli u jedan BRAND NEW WORLD!

Jovan Jelovac, osnivač i kustos BDW-a



## BRAND NEW WORLD

4 KLJUČNE TEME MODERNOG DRUŠTVA KOJIMA JE POSVEĆEN BDW  
4 KEY ISSUES OF MODERN SOCIETY BDW IS DEDICATED TO



### SPREČAVANJE ODLIVA MOZGOVA

BDW podstiče stvaranje uslova za povećanje broja radnih mesta INOVATIVNOG DRUŠTVĀ, koji zahtevaju vrhunsko, svetsko znanje i obrazovanje, kao prioriteta nacionalne strategije Vlade Srbije, kao i svih pametnih zemalja pogodenih krizom.

### PODSTICAJ PRIVREDI

BDW promoviše sektore kreativne industrije, koji su ključni ne samo za povećanje obima trgovine kao jedine privredne aktivnosti u zemlji danas, nego pre svega za pokretanje poslova INOVATIVNE PROIZVODNJE, i utiču na otvaranje radnih mesta.

### KONTINUIRANO OBRAZOVANJE

BDW je jedina konferencija u Jugoistočnoj Evropi koja kroz konkretnе primere INOVATIVNOG RAZMIŠLJANJA najuspešnijih svetskih kompanija, brendova i kreativaca, uči naše individualce, državne službenike i poslovne ljudе kako da se prilagode promenama u svetskoj ekonomiji.

### EVROPSKE VREDNOSTI

Vodeće evropske i svetske kulturne i trgovачke institucije, kao i ambasade u Srbiji, velikodušno podržavaju dolazak vrhunskih predstavnika svojih zemalja na BDW, čime ispunjavaju misiju promovisanja evropskih vrednosti, radi napretka Srbije i cele regije.

### PREVENTION OF BRAINDRAIN

BDW nurtures conditions for the growth of jobs characteristic for an INNOVATION SOCIETY, requiring cutting edge knowledge and education, as new priority of the Serbian Government's national strategy, like in all other smart countries effected by the crisis.

### IMPULSE TO BUSINESS

BDW is promoting sectors of the creative industry which are crucial for developing of not import, as the only active sector in Serbia today, but for pushing forward INNOVATIVE business start-ups and production, capable of creating a reasonable amount of new jobs.

### PERMANENT EDUCATION

BDW is the only conference in the SEE region which teaches individuals, government and businesses how to adapt to changes in today's economy, through concrete examples of INNOVATIVE THINKING, showcased by leading global creatives, brands and corporations.

### EUROPEAN VALUES

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

KO SMO MI / WHO WE ARE

## 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, workshops and cutting edge design exhibitions, 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!**



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GREATEST  
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CENTURY

# WWW.BELGRADEDDESIGNWEEK.COM

## BELGRADE DESIGN WEEK 2014

OCTOBER  
06<sup>TH</sup> / 12<sup>TH</sup>  
2014



MONDAY  
06 OCTOBER  
**BDW  
100%  
FUTURE  
SERBIA™  
OPENING**

KC GRAD  
DELIKATES MONDAY:  
BDW COOKS  
FOR YOU

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

CEREMONY FOR  
BEST YOUNG  
SERBIAN  
DESIGNERS  
AND SHOPS

KC GRAD -  
EVROPSKI CENTAR ZA  
KULTURU I DEBATU  
BRÁCE KRSMANOVIC 4  
/ FREE ENTRY

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@BELGRADEDDESIGNWEEK.COM](mailto:WORKSHOP@BELGRADEDDESIGNWEEK.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

DESIGN & BUSINESS MASTERCLASS

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

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

BRAND MANAGEMENT WORKSHOP

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

14:00 MUSEUM MANAGEMENT MASTERCLASS

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

HOW TO REALISE YOUR POTENTIAL WORKSHOP

**IVAN ŽIVKOVIC /  
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 DESIGN ENTREPRENEURSHIP MASTERCLASS

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

FOOD DESIGN WORKSHOP

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

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

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

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 - SKERLICEVA 6  
/ INVITATION ONLY

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

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

**BRAND  
NEW  
WORLD  
#9**

**BELGRADE  
DESIGN  
WEEK**

**OLD  
STAK**  
STAKLOPAN  
FACTORY  
STRAHINJIĆA BANA 7-9  
DORČOL,  
BEOGRAD



TUESDAY 08 OCTOBER  
**CREATIVE FORUM DAY**

FRIDAY 10 OCTOBER  
**ARCHITECTURE DAY**

SATURDAY 11 OCTOBER  
**DESIGN DAY**

SATURDAY 11 OCTOBER  
**COMMUNICATION DAY**

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

KEYNOTE: NL AMBASSADOR

**MASSIMILIANO FUKSAS** STUDIO IT

**KIM HERFORTH NIELSEN / 3XN** DK

**BLEED** NO

KEYNOTE: CH AMBASSADOR

**TOM STRALA** CH

**JONAS WAGELL** SE

**BBH / BARTLE BOGLE HEGARTY** UK

KEYNOTE: DE AMBASSADOR

**GUIDO WOSKA / DESIGNIT** DE

**NICHOLAI WIIG HANSEN** DK

**OMAR SOSA** ES

13:30 BREAK / COCKTAIL RECEPTION

SERBIAN INNOVATION SESSION

AGENT PROVOCATEUR: **GALIT ALIT GAON** IL

**SPACE DESIGN**

DVA STUDIO RS

**IGOR PANTIĆ** RS S

**MILOŠ DIMIĆ** DE / RS DE / RS

**DRAGAN ZLATKOVSKI** RS

BREAK / COCKTAIL RECEPTION

SERBIAN INNOVATION SESSION

AGENT PROVOCATEUR: **BIRGIT LOHMAN** DE

**PRODUCT DESIGN**

**IRENA KILIBARDA** RS

**GAVRILO BOŽOVIĆ** CH / RS

**UGLJESA VRCELJ** RS

**MAGDALENA KLAŠNJA** RS

**NIKOLA KOLJA BOŽOVIĆ** RS

SERBIAN INNOVATION SESSION

AGENT PROVOCATEUR: **SUDHIR HORO** IN

**COMMUNICATION DESIGN**

**SAŠA VIDAKOVIĆ** UK

**VUK RŠUMOVIĆ** RS

**ALEKSA GAJIĆ** RS

**UROŠ OTAŠEVIĆ** RS

**SAATCHI & SAATCHI** RS

16:00 BREAK / COCKTAIL RECEPTION

**ZUZANNA SKALSKA** NL

**STUDIO DRIFT** NL

**IDO GARINI / STUDIO APPÉTIT** NL

BREAK / COCKTAIL RECEPTION

**NICOLAS LE MOIGNE** CH

**CHRISTIAN KEREZ** CH

**LANG / BAUMANN** CH

**MICHEL ROJKIND** MX

**IDIS TURATO** HR

**IGOR KORDEY** HR

**BDW DIZAJNPREMieres** OLD STAKLOPAN FACTORY, STRAHINJIĆA BANA 7-9 FREE ENTRY WITH REGISTRATION EXCEPT TO VITO 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 - SKERLICEVA 6  
/ INVITATION ONLY

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

**DUTCH BDW DINNER**  
RECEPTION AND DINNER  
DUTCH RESIDENCE - BOTICEVATEČEVA  
/ 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

**X**

**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



# LIFE IS COLOURS. COLOURS ARE LIFE.

Inside the timeless shape there is inspiringly practical cooling appliance. A combination of vintage design and different shades of cool make for a perfect design item that brings a welcome accent in kitchen interior. It also blends easily with the surroundings as it comes in three options: only refrigerator, with freezer up and with freezer down. Each has signature dimensions, elegant character and all the features that one may expect from a true charmer.



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Life Simplified

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POWERED BY  
**gorenje**  
**BDW LOCATION OLD STAKLOPAN FACTORY**

STRAHINJIĆA BANA 7 - 9 / BELGRADE



Centralni deo ovogodišnjeg BDWa - radionice, konferencija i prateće izložbe - se održavaju u STAROJ FABRICI STAKLOPAN - u Stahinjića Bana 7 - 9 na Dorćolu, od 6 - 12. oktobra, pod pokroviteljstvom vlasnika - kompanije GORENJE.

BDW 2014 je deveti za redom međunarodni festival kreativnosti koji se održava na još jednoj, "zaboravljenoj" a kulnoj gradskoj lokaciji, u sred centra Grada, koju, nakon godina zapuštenosti, BDW vadi iz kolektivnog zaborava Beogradana. Nakon što je otkrio i revitalizovao u to vreme praznu Palatu Federacije, bombardovan hotel Jugoslavija, napušteno skladište Kluz, zatvoren Muzej savremene umetnosti, kao i brojne druge kulne lokacije u proteklih deset godina, BDW 2014 van s ponosom predstavlja još jedan umiven biser srpskog industrijsko-arkitektonskog nasleđa: staru fabriku STAKLOPAN, koja je, iako smeštena u srcu beogradske „Silikonske doline“ - čuvenoj ulici Strahinjića Bana koja vrvi od dešavanja - obavijena velom nevidljivosti, kao čuvena zgrada - fantom iz filma „Senka“.

The central part of this year's BDW - workshops, conference and exhibitions - are staged at the OLD STAKLOPAN FACTORY - Stahinjića Bana Street 7 - 9 in Dorćol, 6th - 12th October, under the patronage of the owner - GORENJE.

BDW 2014 is the ninth international festival of creativity in row, that happens in yet another "forgotten" iconic urban location, reclaimed by BDW from years of neglect and complete wipe out from the collective memory of the citizens of Belgrade. After finding and rejuvenating the at that time empty Palace of Federation, the bombed out Hotel Jugoslavija, the abandoned Kluz department store, the shut down Museum of Contemporary Art, along with numerous other iconic locations in past ten years, BDW in 2014 proudly presents you another polished gem of Serbian industrial architectural heritage: the old STAKLOPAN factory, smack in the middle of Belgrade's bustling "Silicon Valley" - the famous Strahinjića Bana Street - yet covered by a thick layer of invisibility - like the famous Phantom building in the movie "The Shadow".



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OLD STAKLOPAN FACTORY  
STRAHINJIĆA BANA 7 - 9

BELGRADE DESIGN WEEK 2014  
PRVI DAN KONFERENCIJE / CONFERENCE DAY ONE

# BRAND NEW WORLD CONFERENCE

THURSDAY 09 OCTOBER 2014

OLD STAKLOPAN FACTORY  
BELGRADE, STRAHINJIĆA BANA 7 - 9

## 1ST CONFERENCE DAY

KEYNOTE: NL AMBASSADOR

11:00 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 APPÉTITE NL



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## MASSIMILLIANO FUKSAS STUDIO IT

[WWW.FUKSAS.IT](http://WWW.FUKSAS.IT)

Ako ste ikada pomicali da je arhitektura jedna obična disciplina, očigledno nikada niste bili u društvu Massimiliana Fuchsasa. Sada ćete imati priliku da saznete kako ovaj neverovatni italijanski arhitekta kroz svoj rad širi optimizam osećaj da je sve moguće.

Reći će vam zašto treba da se borite protiv forme, oblika i stila, a ako budete pažljivo slušali, možda saznete šta to ljudi zapravo žele od arhitekata. Na kraju, Fuchsas će vam objasniti filozofiju svog rada i reći zašto arhitekte stalno moraju sve da preispituju.



If you ever thought that architecture was just a discipline, you have obviously never been in the company of Massimiliano Fuchsas. This time, you will have an opportunity to find out how this incredible Italian architect shares optimism and the sense of possible through his work.

He will tell you why you should fight against form, shape and style and if you listen carefully you might find out what people actually want from architects. Finally, Fuchsas will explain you the philosophy of his work and the reason why architects must always question everything.

## KIM HERFORTH NIELSEN / 3XN DK

[WWW.3XN.COM](http://WWW.3XN.COM)

Za 3XN iz Kopenhagena jedno je sigurno - njihova kreacija je zasnovana na najboljoj danskoj tradiciji čiste funkcionalnosti i jednostavne lepote. Svaki novi projekat nadovezuje se na njihove prethodne rade, i uvek izaziva konvencionalnost. Oni kažu da svaki novi projekat vide kao istraživanje koje obogaćuje njihovo iskustvo i oblikuje njihov pristup.

3XN će vam objasniti kako uspevaju da kombinuju dijapazon znanja o materijalima, tehnologiji i potrebama korisnika, sa organizacijskom snagom u finansijskom menadžmentu, menadžmentu projekata i izvršavanjem. Saznaćete takođe na koji način vaš sadašnji rad postaje arhitektonsko nasleđe.



For 3XN from Copenhagen one thing is certain - their creation is built on the best Danish tradition of clear functionality and simple beauty. Each new project rests on the shoulders of their previous work, even though they always challenge conventions. They say that each new project is seen as a research that enhances their experience and sharpens their approach.

3XN will explain how they manage to combine a broad knowledge of materials, technology and user needs with organizational strengths in financial management, project management and execution. You will also find out how making today's work becomes tomorrow's architectural heritage.

## SVEIN HAAKON LIA & ASTRID FELDNER / BLEED NO

[WWW.BLEED.NO](http://WWW.BLEED.NO)

U dizajnu Bleed-a identitet i iskustvo su kreirani kroz razvoj koncepta, umetničke direkcije, grafički dizajn i dizajn usluga. Njegovi osnivači, Svein Haakon Lia i Astrid Feldner će vam objasniti kako oni uspevaju da stvore mešavину kultura i disciplina koje dovode u pitanje današnje konvencije u umetnosti, vizuelnom identitetu, interakciji i medijima.

Na BDW-u možete sazнати зашто je važno da rizikujete i budete drugačiji, zabavljate se, razmenjujete ideje i nikada ne prestajete da učite.



In Bleed's design identity and experience are created through concept development, art direction, graphic design and service thinking. Bleed's founders Svein Haakon Lia and Astrid Feldner are going to share with you how they manage to create a mix of cultures and disciplines that challenge today's conventions around art, visual language, interaction, media and identity.

Find out from them why you have to take chances and to be different, have fun, share ideas and never stop learning.

## ZUZANNA SKALSKA / 360 INSPIRATION NL

creative  
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[WWW.360INSPIRATION.NL](http://WWW.360INSPIRATION.NL)



BDW ima čast da predstavi Suzanu Skalsku, direktorku odeljenja za trendove u kompaniji VanBerlo iz Ajndhovena, koja važi za jednu od vodećih evropskih agencija za strategije, dizajn i implementaciju. Budite prvi koji će od Suzane saznatи kako da pomoći klijentima da postignu vrhunske vrednosti u poslovanju i kako da uklope stručnost i maštu.

Zašto je važno da dizajneri osmisle rešenja koja su relevantna i zašto ne možete razumeti klijente ako samo sedite u kancelariji, samo su neke od stvari koje ćete sazнати na ovom predavanju!

BDW has the honor to present Zuzanna Skalska, the Head of Trends at VanBerlo from Eindhoven, considered one of Europe's leading strategy, design and implementation agencies. Be the first to learn from Zuzanna how to help your clients to reach ultimate business values, and how to combine expertise with imagination.

Why it is important for designers to come up with solutions that are relevant, and why you can't understand your clients just by sitting behind your desk- these are some of the things you will find out at this lecture!

## RALPH NAUTA /STUDIO DRIFT NL

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WWW.STUDIODRIFT.COM



Studio Drift istražuje odnos između prirode, tehnologije i čovečanstva. Njihov rad podrazumeva stalnu saradnju sa naučnicima, univerzitetskim katedrama, istraživačkim ustanovama, programerima i inženjerima; ta saradnja dovodi do zaista inovativnih i revolucionarnih projekata. Svetlo je ključni element njihovog rada.

Njihova filozofija se zasniva na pravljenju dijaloga između suprotnosti. Saznaćete kako spojiti prirodu i tehnologiju i kako stvoriti projekat koji je na tankoj granici između dizajna i umetnosti. Zasigurno će vas podstićati da zapazite stvari koje ste prestali da primećujete.

Studio Drift explores the relationship between nature, technology and mankind. Their working process involves continuing collaborations with scientists, university departments, research facilities, programmers and engineers; the results are truly innovative and ground-breaking projects. Light is a key element in their work.

Their philosophy is based on creating a dialogue between opposites, and you will be able to find out how to combine nature with technology and how to create the project that balance on the fine line between art and design. They will for sure encourage you to see things you no longer notice.

## IDO GARINI /STUDIO APPETIT NL

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WWW.STUDIOAPPETIT.COM



Od predavanja Ida Garinija ćete sigurno ogladneti - za njegovim idejama! Garinijeva kompanija, Studio Appetit, definije proces transformisanja jednog predmeta, sastojka, ili iskustva, pomoću umetnosti i dizajna, u senzaciju ukusa. Ido i njegov tim postavljaju izazove za ljude i hranu, preispitivanjem originalnog koncepta kroz neuobičajenu instalaciju, skup posebnih usluga i performans.

Postaviće vam izazov: da razmislite o konceptu jestivog dizajna i zadiviti vas svojim nastojanjem da stvori nove načine doživljaja hrane i njenog konzumiranja. Kuvanje zaista nikada nije izgledalo bolje!

The lecture of Ido Garini will most certainly make you feel hungry – for his ideas! Garini's company, Studio Appetit, defines the process of using art and design to transform an object, ingredient, or experience into an appetizing sensation. Ido and his team challenge people and food, by questioning the original concept through unorthodox installation, special service collection, and performance.

He will challenge you to think about the concept of eating design, and he will amaze you with his effort to create new ways to experience food and eating. Cooking really never looked better!

## SERBIAN INNOVATION SESSION / SPACE



Posle ogromnog uspeha prošlogodišnjeg "Belgrade Innovation Session-a", koji je publici u Srbiji prikazao po prvi put zajedno vrhunske urbane planere, političare, preduzetnike, developere i arhitekte, BDW sada proizvodi svoj prvi ikada "Serbian Innovation Session". To je platforma za vodeće domaće kreativce da prezentuju svoje najnovije razvoje i projekte koji će promeniti lice Beograda, Srbije i sveta. Sesije su planirane da postanu ubuduće stalni deo čuvene međunarodne konferencije BDW-a, da bi na ovaj jedinstven način okupili krem srpskih donosilaca odluka, kako onih koji stvaraju ovde tako i onih iz inostranstva, i otvorili javnu debatu između njih i čuvene, temperamentne publike BDW-a, koja će, da izazov bude veći, UŽIVO glasati za najboljeg spikera među njima.

After great success from last year's "Belgrade Innovation Session", which included the city's top urban planners, politicians, developers, architects and entrepreneurs together on stage for a very first time, BDW now produces its first ever "Serbian Innovation Sessions". Its a premier showcase for leading Serbian creatives to present their most contemporary developments and projects that are changing the face of Belgrade, Serbia and the world. The sessions are planned to become a fixture at future BDW conferences, in order to gather the creme-de-la-creme of our country's movers and shakers, who live both in Serbia and abroad, and open a public debate between those leading Serbian creative minds of the 21st century and the famously passionate BDW public, who, to make for an even bigger challenge, will vote LIVE for the best lecturer among them.

## ALEKSANDRU VUJA I MILAN ĐURIĆ /DVA STUDIO RS

WWW.DVASTUDIO.RS



## IGOR PANTIĆ RS/UK

WWW.IGORPANTIC.NET



Milan Đurić and Aleksandru Vuja are the proud winners of this year's most coveted architecture prize in Serbia - the "Salon of Architecture Grand Prix". They have received this award for the innovative children's daycare center in New Belgrade, a public investment by the City of Belgrade.

## MILOŠ DIMČIĆ - PROGRAMMING ARCHITECTURE RS/DE

WWW.PROGRAMMINGARCHITECTURE.COM



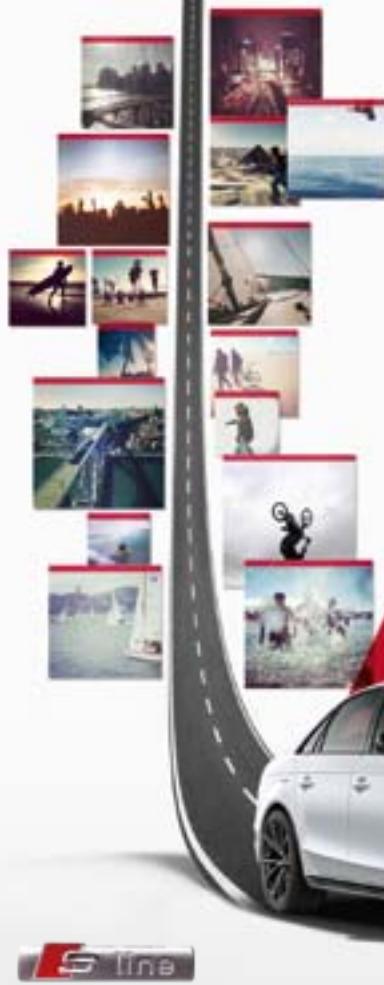
## DRAGAN ZLATKOVIĆ RS

WWW.SOLARDECATHLON2014.FR



Programming Architecture is founded by Miloš Dimčić, after finishing his PhD at the Institute of Building Structures and Structural Design at the University of Stuttgart. Starting in 2006, he has been developing software used in the building industry and has been programming methods of Static optimization within his PhD research.

Dragan Zlatković graduated at the University of Belgrade, at the IT department. He became part of the RESSÒ team and its only participant from Serbia. The team was formed by the ETSAV Faculty and created to participate at the International Competition - Solar Decathlon Europe 2014, in Paris.



## Život je vožnja. Audi je nešto više.

Neke stvari morate da osetite da biste poverovali u njih. S line je jedna od njih.



Otmena, zavodnička spoljašnjost sada je dobila na sportskoj dinamici, zbog koje Audi A4 deluje robusnije i izazovnije. A unapredeni i bogati dizajn unutrašnjosti sada je još otvoreniji za najmoderne tehnološke inovacije.

Od kožnog multifunkcionalnog volana, xenonskih svetala, parking senzora pozadi, preko sportskih sedišta, tempomata, bluetooth interfejsa, do sportske suspenzije i osamnaestoinčnih felni, sve je tu radi vašeg vrhunskog užitka. A tu je i superiorna MMI navigacija sa displejom od skoro 17 cm sa visoko kvalitetnom prezentacijom mape Srbije i brojnim opcijama koje navigaciju čine preglednijom. Na raspolaganju vam je i mogućnost kontrole glasom, MP3 plejer sa kompatibilnim DVD plejerom, prostori za memoriske kartice, AUX-IN konekcija za druge uređaje, kao i ozvučenje sa 8 ravnomerno raspoređenih zvučnika.

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[www.porschescg.rs](http://www.porschescg.rs)

[www.audi.rs](http://www.audi.rs)

## BRAND NEW WORLD CONFERENCE

FRIDAY 10 OCTOBER 2014

OLD STAKLOPAN FACTORY  
BELGRADE, STRAHINJIĆA BANA 7 - 9

2ND CONFERENCE DAY

KEYNOTE: CH AMBASSADOR

11:00      TOM STRALA CH  
JONAS WAGELL SE  
BBH / BARTLE BOGLE HEGARTY UK

13:30      BREAK / COCKTAIL RECEPTION  
  
SERBIAN INNOVATION SESSION  
AGENT PROVOCATEUR: BIRGIT LOHMAN DE

14:00      PRODUCT DESIGN  
IRENA KILIBARDA RS  
GAVRILO BOŽOVIĆ RS  
UGLJEŠA VRCELJ RS  
MAGDALENA KLAŠNJA RS

16:00      BREAK / COCKTAIL RECEPTION

16:30      NICOLAS LE MOIGNE CH  
CHRISTIAN KEREZ CH  
LANG / BAUMANN CH

## TOM STRALA CH

swiss arts council  
**prchelvetia**

WWW.STRALA.CH



Neponovljivi Tom Strala će definitivno promeniti vaš pristup kompleksnosti ovog sveta. Kaže da su njegovi radovi umetnička dela ispred kojih možete da sednete, da im se divite, inspirišete se da razmišljate o životu i uhvatite dublje misli o svakodnevnim predmetima koje inače koristimo bez razmišljanja. Na BDW čete čuti njegovu priču o potrebi za strašću u umetnosti, i tome kako je potrebno da ljudi počnu ponovo da maštaju.

Objasnje zašto u kompromisu ne možete pronaći snagu, i kako globalni komercijalni i politički problemi, kao i formalne, mentalne vizije, psihološki i ekonomski parametri tržišta oblikuju način na koji dizajneri stvaraju i razmišljaju.

The one and only, Tom Strala, will definitely change the way you face the complexities of the world. It is said that his works are pieces of art you can settle in front of, get amazed, inspired to think about life, and catch some deeper thoughts about everyday-life-objects that we use so thoughtless. At BDW you will hear Strala speaking about the necessity of passion in art, and the urgent necessity for people to start dreaming again.

He will explain why you cannot find intensity in compromise, and how global, commercial and political problems, as well as formal, mental visions, and the market's psychological and economic parameters shape the way designers create and think.

## JONAS WAGELL SE

WWW.JONASWAGELL.SE



Upoznajte Jonasa Vagela, švedskog arhitekta i dizajnera iz Stockholm-a. Školovan se i u oblasti marketinga, upravljanja projektima i komunikacije. Kaže da je deo njegovog posla da redukuje, oduzima, skida slojeve da bi otkrio suštinu odredene funkcije ili naglasio neki karakterističan oblik. Zanimljivo je kako nastoji da u sve predmete - velike i male - utisne isti DNA.

Na njegovom predavanju čete steći utisak o tome kako uspeva da stvari održi jednostavnim, a da ih istovremeno učini skromnim i provokativnim. Saznaćete šta je to "velikodušni minimalizam" i da li će projekat Mini House uticati permanentno na naš način života.

Meet Jonas Wagell, Swedish architect and designer located in Stockholm. He is also trained in marketing, project management and communication. He says that his work has to do with reducing and taking away - stripping down to reveal the essence of a function or emphasize a characteristic shape. It is interesting how he strives to give all objects - big and small - the same DNA.

His lecture will give you a hint of his way to keep things simple and yet to make them humble and quirky. You will learn what "generous minimalism" means, and whether his Mini House project will permanently affect the way we live.

## JEREMY ETTINGHAUSEN BBH / BARTLE BOGLE HEGARTY UK

WWW.BARTLEBOGLEHEGARTY.COM



BBH

Bartle Bogle Hegarty je jedna od najpoznatijih svetskih advertajzing agencija. Osnovana u Londonu 1982. godine od strane Džona Bartla, Nadjela Bugla i Džona Hegartija, agencija je proizvela kampanje za mnoge od najčuvanjih svetskih brendova kao što su Audi, PlayStation, Levi Straus, British Airways, Johnnie Walker.

BBH je dva puta proglašavana za agenciju godine na internacionalnom festivalu advertajzinga u Kanu i osvojio 32 nagrade IPA efektivnosti od 1988 do danas! BBH ima kancelarije u Londonu, Njujorku, Sao Paolu, Singapuru, Šangaju, Mumbaju i Los Andelesu i zapošljava preko 1000 saradnika širom sveta.

## CHRISTIAN KEREZ CH

WWW.KEREZ.CH



Kerez je švajcarski arhitekta novog talasa, koji iza sebe ima izuzetne izvedene građevine. Njegova arhitektura se često povezuje sa Konkret Kunstom (Betonkom umetnošću) kao i sa ogoljeniču infrastrukturnih radova kojima priznaje da je fasciniran. Takođe je fasciniran japanskom arhitekturom, za koju smatra da je mnogo eksperimentalnija nego bilo koja druga. Iako nikada nije gradio u Japanu, Kerez kaže da "intelektualna velikodušnost" te zemlje neguje naprednu arhitektonsku scenu.

On će nam objasniti zbog čega je više zainteresovan za transformaciju najosnovnijih elemenata u arhitekturi, nego u kreiraju novih oblika, definisanju materijala ili boje. Što je, ukratko, najbolji primer nove švajcarske škole.

He will explain why he is more interested in changing the most basic elements that exist in architecture, than he is in creating a new shape or defining materials, details or colors, which is in a nutshell, the best example of the new Swiss school.

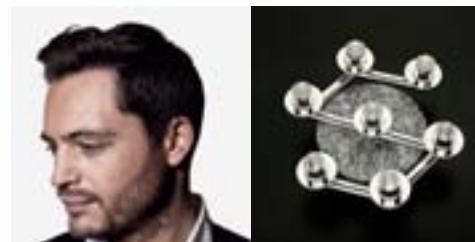
## NICOLAS LE MOIGNE SE

swiss arts council  
**prchelvetia**

WWW.NICOLASLEMOIGNE.CH

Vešt pristup Lemoanja je elegantan kontrapunkt haosa superzasićenoj kulturi dizajna. Njegovi radovi su proslava jukstapozicije. Oni pokazuju razumevanje i sposobnost za kompleksnost i kontraste: naizgled krhki a ustvari elastični, s jedne strane umetnički a sa druge industrijski, sigurno sofisticirani a bez trikova. Kao majstor mačevalaštva on se probija i balansira između suprotstavljenih materijala, obrazaca i konvencija za izradu projekata koji su rigorozni i uravnoteženi.

Koliko je teško da uparite nešto što je nespojivo, a što je inspirisalo Nikolasa da se okrene suprotstavljanju – dodrite da čujete sve o tome na BDWu 2014!



Le Moigne's dexterous approach is an elegant counterpoint to the chaos of our supersaturated design culture. His designs are a celebration of juxtaposition. They show an understanding of, and capacity for, complexity and contrast: seemingly fragile yet resilient, at once artisanal yet also industrial, assuredly sophisticated yet without guile. Like a master swordsman he parries and ripostes between opposing materials, forms and conventions to produce designs that are rigorous and balanced.

How hard it is to pair something that is incompatible, and what inspired Nicolas to incline towards juxtaposition – come and hear all about it at BDW 2014!

## SABINA LANG & DANIEL BAUMANN / LANG / BAUMANN SE

swiss arts council  
**prchelvetia**

WWW.LANGBAUMANN.COM

Švajcarski prostorni umetnici Sabina Lang i Daniel Bauman su poznati po svojim izuzetnim intervencijama, koje radikalno menjaju javni prostor i zauzimaju enterijere umetničkih institucija. Artistički lepo predstavljeni, njihovi šareni, eksperimentalni, i marljivo urađeni projekti su poziv za više smelosti u kreiranju privremenih instalacija, za koje se često čini da obećavaju pristup nekom skrivenom svetu. Rade u širokom spektru materijala - drveta, metala, boja, tepiha i gumenim materijalima - ali je njihov medijum je zapravo prostor.



The Swiss spatial artists Lang/BAUMANN are renowned for their extraordinary interventions, which radically alter public space or occupy the interiors of art institutions. Beautifully presented, their colorful, experimental, and rigorous projects are a call for more audacity in creating temporary installations that often seem to promise access to a hidden world. They work in a wide range of materials - wood, metal, paint, carpet and inflatable structures - but their true medium is space.

They will explain how they achieve a delicate balance between clearly defined categories like public and private space, art and functionality, and just how big is their love for stairs is.

PETAK / FRIDAY 10. 10. / 14:00 - 16:00 H

## SERBIAN INNOVATION SESSION / OBJECT



Posle privilegije prve sesije o srpskoj inovativnosti, koja se bavila uslovno rečeno prostornim znanjima kao što su arhitektura, urbano planiranje, i slične kategorije, uz učešće Aleksandru Vuje iz Beograda, Miloša Drinčića iz Stuttgart, Igora Pantića iz Londona i Dragana Zlatkovića iz Srbije, drugog dana ne propustite sesiju o dizajnu - proizvoda, mode, digitalnog, nadljudskog, veštacke inteligencije, samostalnog, ekološkog, domaćeg, svetskog, avantgardnog i tradicionalnog, uspešnog i tek lansiranog, etabliраног i tek započetog! Najbolji srpski kreativci iz kategorija koje su ranije bile poznate pod nazivom "industrijski" dizajn razmeniće svoje stavove, iskustva i predstaviće svoje spektakularne radove iz celog sveta, sa posebnim osvrtnom na Srbiju danas. Ne zaboravite - glasanje za najboljeg spikera UŽIVO i dalje traje!

After enjoying the first "Serbian Innovation Session" on spatial arts such as architecture, urban planning and similar related categories, with participation of Aleksandru Vuja from Belgrade, Miloš Drinčić from Stuttgart, Igor Pantić from London and Dragan Zlatković, don't miss the second instalment, the session on design - object, fashion, digital, superhuman, artificial intelligence, ecological, domestic, global, avantgarde and traditional, successful and still aspiring, established and starting up! The best Serbian creatives of categories formerly known as "industrial design" exchange their views, experiences and present their stunning work from all over the globe with a particular focus on Serbia today. Remember - the LIVE voting continues!

## IRENA KILIBARDA RS

DSIGNED-BY.CC

## GAVRILO BOŽOVIĆ CH/RS

WWW.STUDIOAPPETIT.COM



Architect, studied at the Belgrade Faculty of Architecture and founded "Dsigned-By" in 2008. Dsigned-By is working mostly in the fields of interior design, architecture and visual communication projects, and was present at more than 20 design fairs and expositions worldwide from 2010 to 2014.

## UGLJEŠA VRCELJ RS

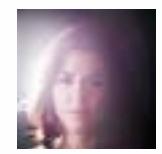
DVO-IKA.COM



## MAGDALENA KLAŠNJA RS/US

WWW.MAGDALENAKLASHNJA.COM

Magdalena Klašnja is a cutting edge Serbian costume and fashion designer, working in film, theater TV and fashion. Currently she lives in New York, where she has been working for fashion brands such as Eugenia Kim, daril K, Dianne Von Furstenberg and others.



**BRAND NEW WORLD CONFERENCE**  
**SATURDAY 11 OCTOBER 2014**  
OLD STAKLOPAN FACTORY  
BELGRADE, STRAHINJIĆA BANA 7 - 9

**3RD CONFERENCE DAY**

**KEYNOTE: DE AMBASSADOR**

11:00 **GUIDO WOSKA / DESIGNIT DE**  
**NICHOLAI WIIG HANSEN CH**  
**OMAR SOSA NO**

13:30 **BREAK / COCKTAIL RECEPTION**  
**SERBIAN INNOVATION SESSION**  
AGENT PROVOCATEUR: SUDHIR HORO IN

14:00 **COMMUNICATION DESIGN**  
**SAŠA VIDAKOVIĆ 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**

## GUIDO WOSKA / DESIGNIT DE



WWW.DESIGNIT.COM

Gvido Woska je direktor za saradnju sa klijentima kompanije DESIGNIT, globalne agencije za brending, dizajn i inovacije. Čvrsto uveren da dizajn i inovacija stvaraju održive poslovne vrednosti, DESIGNIT sarađuje sa velikim brojem međunarodnih brendova i radi na njihovom definisanju i pozicioniraju na tržištima koja se svakim danom sve brže menjaju.

Zato ne smete propustiti ni jednu reč njegovog predavanja, jer od ovog čoveka možete mnogo da naučite! Ponudiće vam svoju stručnost, iskustvo i znanje u oblasti brendinga, i objasni kako da izbegnete stvari koje niko ne želi da kupi.



Guido Woska is Chief Client Officer of Designit, a global branding, design and innovation agency. As a firm believer in the philosophy that design and innovation create sustainable business value, Designit works with many international brands on defining and building their position in markets that change faster every day.

That is why you shouldn't miss a single word of his lecture, because this is the guy who can teach you a lot! He will put his expertise, experience, insights and branding knowledge at your disposal and will explain how to avoid to make stuff that no one wants to buy.

## NICHOLAI WIIG HANSEN DK



WWW.WIIGHANSEN.COM

Sa izraženom radoznašću i željom da stvara, i velikim entuzijazmom, Nikolai Vig Hansen nije sumnjavao da će raditi kao dizajner. Kada dizajnira, on sam sebe koristi kao ciljnu grupu, što znači da Nikolai vizualizuje potrebe klijenata na osnovu sopstvenih preferencija. Proporcije su izuzetno važni u njegovom radu, a detalji se ne dodaju iz perspektive dekoracije već samo ako služe nekoj svrsi.

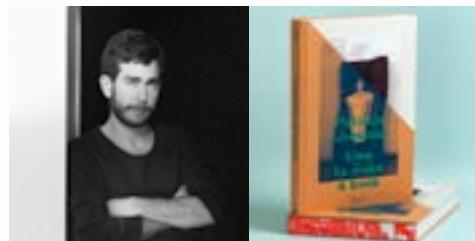
Kada treba da dizajnira novi proizvod Nikolai ga uvek osmišljava u glavi do krajnjeg ishoda pre nego što skicira i jedan crtež – možda biste voleli i vi da pokušate?

With a hard-wired curiosity, a pronounced desire to create, and great enthusiasm, Nicholai Vig Hansen has never had any doubts that he would work as a designer. When he designs he uses himself as the target group meaning Nicholai visualizes the clients needs based on his own preferences. Proportions are extremely important in his work and details are not added from a decoration perspective but only if they serve some kind of purpose.

When Nicholai designs a new product he always thinks the product to end in his head before sketching a single drawing – maybe you would like to try too?

## OMAR SOSA ES

[WWW.OMARSOSA.COM](http://WWW.OMARSOSA.COM)



BDW predstavlja art direktora, grafičkog dizajnera i izdavača iz Barselone: Omara Sosu. Njegov rad kreće se od dizajna knjiga i časopisa, do kreiranja brend identiteta, dizajna izložbi i uspešnog povezivanja kreativnih profesionalaca. Njegov časopis Apartamento osvojio je nagradu asocijacije D&AD za Najbolji časopis u 2010 (Best Entire Magazine of 2010).

Sosa će vam reći sve o tome kako je uzbudljivo raditi za klijente kao što su: Flos, Louis Vuitton Group, Rizzoli International, DDG Partners, Corriere Della Sera, Patricia Urquiola, Ricardo Bofill Architecture itd., a možda će vam reći i koliko e-mail-ova se trenutno nalazi u njegovom inbox-u... Ako nije previše zauzet igrajući vreli flamenco na bini...

BDW presents Barcelona based Art Director, Graphic Designer and Publisher - Omar Sosa. His work spans from designing books and magazines to creating brand identities, designing exhibitions and generating successful liaisons among creative professionals. His magazine, Apartamento, was awarded the Best Entire Magazine of 2010 by the D&AD association.

Sosa is ready to tell you all about the excitement of working for clients such as Flos, Louis Vuitton Group, Rizzoli International, DDG Partners, Corriere Della Sera, Patricia Urquiola, Ricardo Bofill Architecture etc., and he might share with you how many emails are waiting in his inbox right now... If he's not too busy performing hot flamenco on stage...

## MICHEL ROJKIND / ROJKIND ARCHITECTS MX

MÉXICO | GOBIERNO DE LA REPÚBLICA  
EMBAJADA DE MÉXICO  
EN SERBIA  
SRE | SECTORIAL DE  
RELACIONES EXTERIORES

[WWW.ROJKINDARQUITECTOS.COM](http://WWW.ROJKINDARQUITECTOS.COM)



Na njega treba obratiti pažnju: da je vas časopis Wallpaper proglašio za 150 Movers, Shakers and Makers ("150 Pokretača, revolucionara i stvaralača") koji su protresli svet u poslednjih 15 godina, kako biste se osećali? Ako ste zatečeni ovim pitanjem, Majkl Roškind će vam reći iz prve ruke kako se on osećao kada je 2011. godine postao deo ovog ekskluzivnog kluba.

Govoriće o novim izazovima za savremeno društvo i objasniti zašto danas predlog jednog projekta mora da ima dodatnu vrednost i da zajednici ponudi nešto za uzvrat.

Here is something to think about: if Wallpaper magazine named you one of "150 Movers, Shakers and Makers" that have rocked the world in the last 15 years how would you feel? Well, if you are caught with the question, Michel Rojkind will tell you firsthand how he felt when in 2011 he became part of that group.

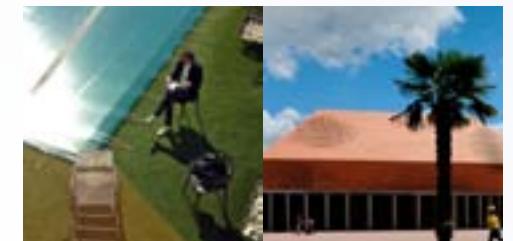
He will tell you something about new challenges that are addressing the contemporary society and explain why nowadays a design proposal needs to have added value and to give something back to society.

## IDIS TURATO HR

[WWW.IDISTURATO.COM](http://WWW.IDISTURATO.COM)

U našem dugogodišnjem nastojanju da predstavimo scenu najboljih kreativaca iz biće Jugoslavije, na BDWu 2014. ćete imati prilike da budete u društvu sjajnog arhitekte iz Zagreba - Idisa Turata. Veliki potencijal ovog izuzetnog čoveka je vidljiv u svakom njegovom projektu. Ipak, pogrešno je reći da je u pitanju samo arhitekta.

On je veoma talentovan i za pisanje i za muziku. Od Turata ćete čuti kako izgleda stvoriti nešto što će trajati večno i na koji je projekat naročito ponosan. Otkrijte gde nalazi inspiraciju da projektuje, piše i svira, i u kojoj od ove tri aktivnosti najviše uživa.



As a result of our attempt to present the best creative minds from the former Yugoslavia, this time, at BDW 2014, you will have a chance to be in the company of a great architect from Zagreb - Idis Turato. The great potential that this magnificent man has is obvious in every project he has ever done. Still, if you say that he is just an architect you will be wrong.

His talents for writing and music are also emphasized. Expect to hear from Turato how does it feel to create something that will last forever and which project is he most proud of. Find out where he finds his inspiration to design, write and play, and which of these three he enjoys the most.

## IGOR KORDEY HR

[WWW.EN.WIKIPEDIA.ORG/WIKI/IGOR\\_KORDEY](http://WWW.EN.WIKIPEDIA.ORG/WIKI/IGOR_KORDEY)

Čast da zatvori celokupnu konferenciju ima kreativac od ključne važnosti za razvoj celog regiona - prostor biće Jugoslavije ne bi bio isti bez Igora Kordeja, definitivno najproduktivnijeg i nauspešnijeg strip umetnika i ilustratora u regionu.

Njegova profesionalna karijera traje više od 30 godina, a njegovi umetnički stripovi i ilustracije objavljivani su širom Evrope, u SAD-a, Latinkoj Americi, Kanadi. Saznajte od Igora kako bi on nazvao svoj žanr, na koji dizajn je najviše ponosan i kakav je osećaj znati da se vaš rad može naći u brojnim javnim i privatnim kolekcijama od Nacionalne biblioteke, pravo do studija Džordža Lukasa.



The honor to close the entire conference will have one of the most prominent creative mind who is a key factor for development of the region – the entire region of the former Yugoslavia wouldn't be the same without Igor Kordey, definitely the most prolific and most successful comic artist and illustrator in the region.

His professional career goes, mainly upward, for over 30 years. His comic artwork and illustrations were published all over Europe, USA, Canada and Latin America. Find out from Igor how would he name his genre, on which design is he most proud of, and how does it feel to know that your work can be found in numerous public and private collections, from National Library of Congress straight to George Lucas studios.

SUBOTA / SATURDAY 11. 10. / 14:00 - 16:00 H

## SERBIAN INNOVATION SESSION / STORY



We had the immense honor to listen to some of the the most innovative Serbian designers working all over the world on day two - Uglješa Vrcelj, Irena Kilibarda, Gavril Božović and Magdalena Klašnja. Today, in our third and final installment of the session, we will find out whats hot in the marvelous world of communication - the arguably widest branch of the creative industries. The great honor to close the first "Serbian Innovation Session" goes to the arguably best Serbian designer living abroad - Sacha Vidakovich from London, Aleksa Gajić - the most successful Serbian comic author in the past decade, Uroš Otašević - the phenomenal special effects designer from New York, and as the proverbial cherry on top, fresh from winning with his debute movie at the Venice film festival - the young director and playwriter Vuk Ršumović.

**SAŠA VIDAKOVIĆ**  
UK/RS



[WWW.SVIDESIGN.COM](http://WWW.SVIDESIGN.COM)

With more than twenty years of experience in the field of visual communication and branding, Sasha Vidakovic has created communication strategies, identity programs, packaging, environmental graphics, as well as books, brochures and catalogues, for clients ranging from big global brands to small businesses and individuals.

**VUK RŠUMOVIĆ**  
RS



[WWW.IMDB.COM/NAME/NM0996145/](http://WWW.IMDB.COM/NAME/NM0996145/)

Born in Belgrade in 1975, he studied writing for film, theatre, TV and radio at the Faculty of Drama Arts in Belgrade. He premiered his feature lenght directorial debut "No One's Child" at the 2014 Venice International Festival's Critics' Week. The film received three awards.

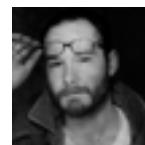
**UROŠ OTAŠEVIĆ**  
RS/US



[HTTP://WWW.IMDB.COM/NAME/NM0652754/](http://WWW.IMDB.COM/NAME/NM0652754/)

Uroš Otašević, born in Belgrade, moved to New York to obtain a Masters degree in at the Parsons New School. Developing his digital visual effects skills, he now signs off major Hollywood movies like The Perks of Being a Wallflower (2012), Moonrise Kingdom (2012) and The Secret Life of Walter Mitty (2013).

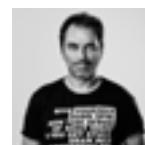
**ALEKSA GAJIĆ**  
RS



[ALEKSAGAJIC.BLOGSPOT.COM](http://ALEKSAGAJIC.BLOGSPOT.COM)

Graduated at the Academy of Applied Arts in Belgrade in 1998. in the class of Rastko Cirić with the now world famous comic strip "Technotise". Works since 1996 as illustrator of old school Serbian youth magazine "Zabavnik". From 2000 working for the French comics editing house "Soleil", publishing since than 8 new color albums in 10 countries.

**ŽARKO VELJKOVIĆ**  
**IVANA ZEKOVIĆ**  
/ SAATCHI & SAATCHI  
RS



[WWW.SAATCHI.RS](http://WWW.SAATCHI.RS)

Saatchi & Saatchi is a global company for creative communication with headquarters in New York and 140 offices in 76 countries. Saatchi & Saatchi is part of the Publicis group, the world's third largest communication group.



  
**TIKKURILA**

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POWERED BY  
CHAMBER OF  
COMMERCE AND  
INDUSTRY OF SERBIA

## PKS DIZAJNLABS™ 2014

Medunarodne radionice PKS DIZAJNLABS su jedan od ključnih segmenta Beogradske nedelje dizajna, čija osnovna svrha je da omoguće besplatne obrazovne sesije za kreativne profesionalce, kao i da pruže trening za sve poslovne ljude u Srbiji, podstaknu saradnju i upoznaju srpske dizajnere sa preduzetnicima, i promovišu vrednosti i mogućnosti koje kreativne industrije generalno otvaraju privredi Srbije.

PKS DIZAJNLABS otvaraju Beogradsku nedelju dizajna, 7. i 8. oktobra, u prostorijama stare fabrike Staklopan u ulici Strahinića Bana 7-9 u Beograd. PKS DIZAJNLABS se realizuju u saradnji sa Privrednom komorom Srbije, čime PKS čini jedan važan korak u demonstraciji novog načina rada i saradnje sa kreativnim industrijama: reformisani PKS je "mesto koje treba da informiše i edukuje privrednike i upoznaje ih sa suštinom, potrebom i načinom nastupa na određenim tržištima, kao i sa projektima i mogućnostima konkurenčnosti za sredstva iz EU i drugih fondova".

The international PKS DIZAJNLABS workshops are one of the key segments of the BDW, with the main purpose to provide free educational sessions for creative professionals and training for businesspeople in Serbia, initiate cooperation and introduce Serbian designers with entrepreneurs, and to promote values and opportunities that creative industry open for the Serbian economy.

The PKS DIZAJNLABS open the BDW festival on October 7th and 8th, presenting all-day programmes in the old Staklopan factory in Strahinića Bana Street 7-9 in Belgrade. The PKS DIZAJNLABS are produced in cooperation with the Chamber of Commerce and Industry in Serbia, demonstrating an important new step in thinking and collaboration with the creative industries for the reformed Serbian Chamber, as "place of information and education for entrepreneurs, getting them acquainted with the essence, opportunities and methods of presence on various markets, as well as with projects and methods of application to EU and other funds".

UTORAK / TUESDAY 7.10. / 11:00 - 12:30 H

### ETHICAL FASHION

MASTER CLASS MODERATED BY:  
BOJANA DRAČA / DE

Koliko znamo o poreklu svoje odeće i lancu proizvodnje? Prvi korak je informisati i edukovati potrošače, zatim pronaći načine da se promeni njihovo ponašanje. Ovaj masterklas se bavi i jedinim i drugim, nudeći uvid u tečkalnu proizvodnju kroz ceo lanac snabdevanja i rešenja iz perspektive jednog modnog dizajnera.

Master class on ethical fashion management for the fashion industry, media and academia.

SUPPORTED BY THE SERBIAN MINISTRY OF INTERNAL AFFAIRS



UTORAK / TUESDAY 7.10. / 12:30 - 14:00 H

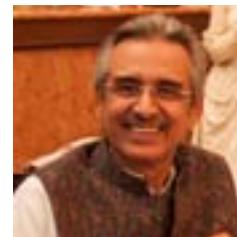
### DEMOCRACY & URBAN PLANNING

MASTER CLASS MODERATED BY:  
SATYA SHEEL / METRO VALLEY / IN

Gradovi moraju da prate dinamiku društvenih promena i postanu prostor integracije ljudi i ideja, moraju se transformisati postavljanjem novih modela, koji se baziraju na razumevanju društva i lokalnih uslova. Tokom interaktivnog masterklasa namenjenog arhitektama, urbanistima, sociolozima i ekonomistima pokrenuće se aktuelna pitanja sadašnjih problema u gradovima.

Master class for urban planners, architects, city planners, policy makers and practicing professionals committed to creating an equitable livable environment.

SUPPORTED BY THE INDIAN EMBASSY IN SERBIA



UTORAK / TUESDAY 7.10. / 14:00 - 15:30 H

### MUSEUM MANAGEMENT

MASTER CLASS MODERATED BY:  
GALIT GAON / DMH / IL

Masterklas za profesionalce u kulturi o finansiranju i o tome kako da uspešno upravljaju muzejima iz perspektive biznisa. Gaon će takođe podeliti sa učesnicima radionice svoje viđenje o kustosima kao vrlo važnim delom svakog muzeja i svake izložbe, kako muzej postaje mesto u kome se debatuje i kritički razmišlja kao i zbog čega je važno da ljudi češće posećuju muzeje.

Master class on culture management for managers and professionals on how to run a successful museum as business.

SUPPORTED BY THE EMBASSY OF ISRAEL



UTORAK / TUESDAY 7.10. / 15:30 - 17:00 H

### DIGITAL DESIGN

MASTER CLASS MODERATED BY:  
GAVRILO BOŽOVIĆ / RS / CH

Fokus radionice je saradnja dizajnera i inženjera, koja je poslednjih godina napravila revoluciju u oblasti umetnosti povećavajući spektar medija izražavanja. Radionica će se baviti vezom generativnog dizajna i algortarma za stvaranje vizuelnih predstava. Dizajnери kontrolišu algoritam i njegove granice, koji onda stvara neograničene varijacije u dizajnu.

Workshop for digital entrepreneurs and creatives, designers, coders, IT and marketing executives.

SUPPORTED BY PRO HELVETIA



SREDA / WEDNESDAY 8.10. / 11:00 - 12:30 H

### BUSINESS OF DESIGN

MASTER CLASS MODERATED BY:  
ASTRID FELDNER / BLEED / NO

"Ako ovo funkcioniše, čuvaće nas od toga da budemo uhvaćeni. Ako ne, čuvaće nas od starenja." MacGyver Nekoliko pitanja o tome šta želimo da istražujemo u ovoj radionici: Koji je značaj osećaja u dizajnu? Koliko pravila treba da pratimo? Šta definisiše granicu između umetnosti i dizajna?

Master class for graphic designers, branding experts and advertisers by the avantgarde Norwegian branding and design studio.

SUPPORTED BY THE FIRST LADY OF SERBIA



SREDA / WEDNESDAY 8.10. / 12:30 - 14:00 H

## BRANDING & ENTREPRENEURSHIP

MASTER CLASS MODERATED BY:  
SAŠA VIDAKOVIĆ / UK

Masterklas namenjen preduzetnicima, vlasnicima brendova i kreativnim direktorima. Saša Vidaković se bavi strategijama komunikacije, brendiranja i prezentovnja produkta i usluga. Spektar delovanja ovog interdisciplinarnog dizajnera pokriva produkt dizajn, brendiranje, strategije komunikacije.

Master class for entrepreneurs and brand owners, designers, branding and marketing executives from the best Serbian graphic designer from London.



SREDA / WEDNESDAY 8.10. / 14:00 - 15:30 H

## HOW TO REALISE YOUR POTENTIAL

MASTER CLASS MODERATED BY:  
IVAN ŽIVKOVIĆ, THE SCHOOL OF LIFE BELGRADE / RS

Da li imate skrivenu želju da zatresete zemlju kao igrač flamenka? Da li želite da se bavite starom veštinom knjigovezaštva i da radite od kuće? Recesija je izazvala mnoge naše lične vrednosti. Kao rezultat toga, mnogi od nas sada ponovo procenjuju stvari koje su nam zaista bitne.

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.



SREDA / WEDNESDAY 8.10. / 15:30 - 17:00 H

## FOOD DESIGN

WORKSHOP MODERATED BY:  
IDO GARINI / STUDIO APPÉTIT / NL

Od radionice Ida Garinija ćete sigurno ogladneti - za njegovim idejama! Studio Appétit je umešto samog dizajniranja ili kuvanja, napravio koncept zvan APPÉTITING, koji možemo prevesti kao poboljšanje apetita, koristeći dizajn da bi se transformisao predmet, sastojak ili iskustvo u senzaciju apetita.

Workshop for creatives, entrepreneurs and, simply, gourmands, by the cutting edge Dutch food design guru.

SUPPORTED BY THE CREATIVE INDUSTRIES FUND OF THE NETHERLANDS



SREDA / WEDNESDAY 8.10. / 17:00 - 18:30 H

## DESIGN ENTREPRENEURSHIP

MASTER CLASS MODERATED BY:  
MARC VIARDOT / LAUFEN / CH

Negde između teze i sinteze... o menadžmentu u dizajnu, o vođstvu u dizajnu, od savoir-faire do inovacije, od gradenja brenda do prodaje i na kraju sve pod okriljem saradnje ... Masterklas za preduzetnike i dizajnere od strane vodećeg švajcarskog dizajn preduzetnika koji je pomogao da Laufen doživi globalni uspeh.

Master class for businesspeople and designers by the Swiss entrepreneur who helped bring LAUFEN to global success.

SUPPORTED BY LAUFEN / CH



## CONTACT

LAMDA DEVELOPMENT S.A.

[HTTP://WWW.LAMDA-DEVELOPMENT.NET](http://www.lamda-development.net)

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37A KIFISSIAS AVE. (GOLDEN HALL)  
151 23 MAROUSSI  
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TEL. 0030 210 7450600

FAX. 0030 210 7450645





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**BDW DIZAJNPARK™**

Predstavljamo BDW DIZAJNPARK 2014 - izložbe u staroj fabriči STAKLOPAN - u Beogradu, ulica Stahnića Bana 7-9, Dorćol - POWERED BY GORENJE.

Vremena otvaranja:  
7-12 Oktobar, od 10:00 - 20:00, ULAZ SLOBODAN

Svake godine na DW DIZAJNPARKU svedoci smo male ali pažljivo odabranje selekcije desetak izložbi o dizajnu, koje snažno reflektuju sadržaj naše čuvene konferencije, prezentujući našoj cenjenoj publici vodeće svetske kreativne umove 21-og veka.

BDW DIZAJNPARK izložbe, ove godine pod pokroviteljstvom GORENJA, prikazuju nam najnovije radove iz više od deset zemalja. To je jedan lucidan vatromet kreativnosti, koji sa lakoćom iznenađuje, obrazuje i obogaćuje atmosferu celog festivala. Pri čemu je smešten u još jednu zaboravljenu lokaciju urbane gradske ikone, akcijom BDW-a otete od godina nemara i kompletnog brisanja iz kolektivne memorije građana Beograda.

Ovogodišnji BDW DIZAJNPARK je omogućen velikodušnom podrškom partnera: LASVIT, LAUFEN, PROHELVETIA, CREATIVE INDUSTRIES FUND NL, JAPAN FOUNDATION, ISRAELSKA AMBASADA U SRBIJI, DESIGN MUSEUM HOLON, STUDIO STRUCTURA, DSIGNED-BY, AUDI, RIGIPS, TIKKURILA i TOBLER.

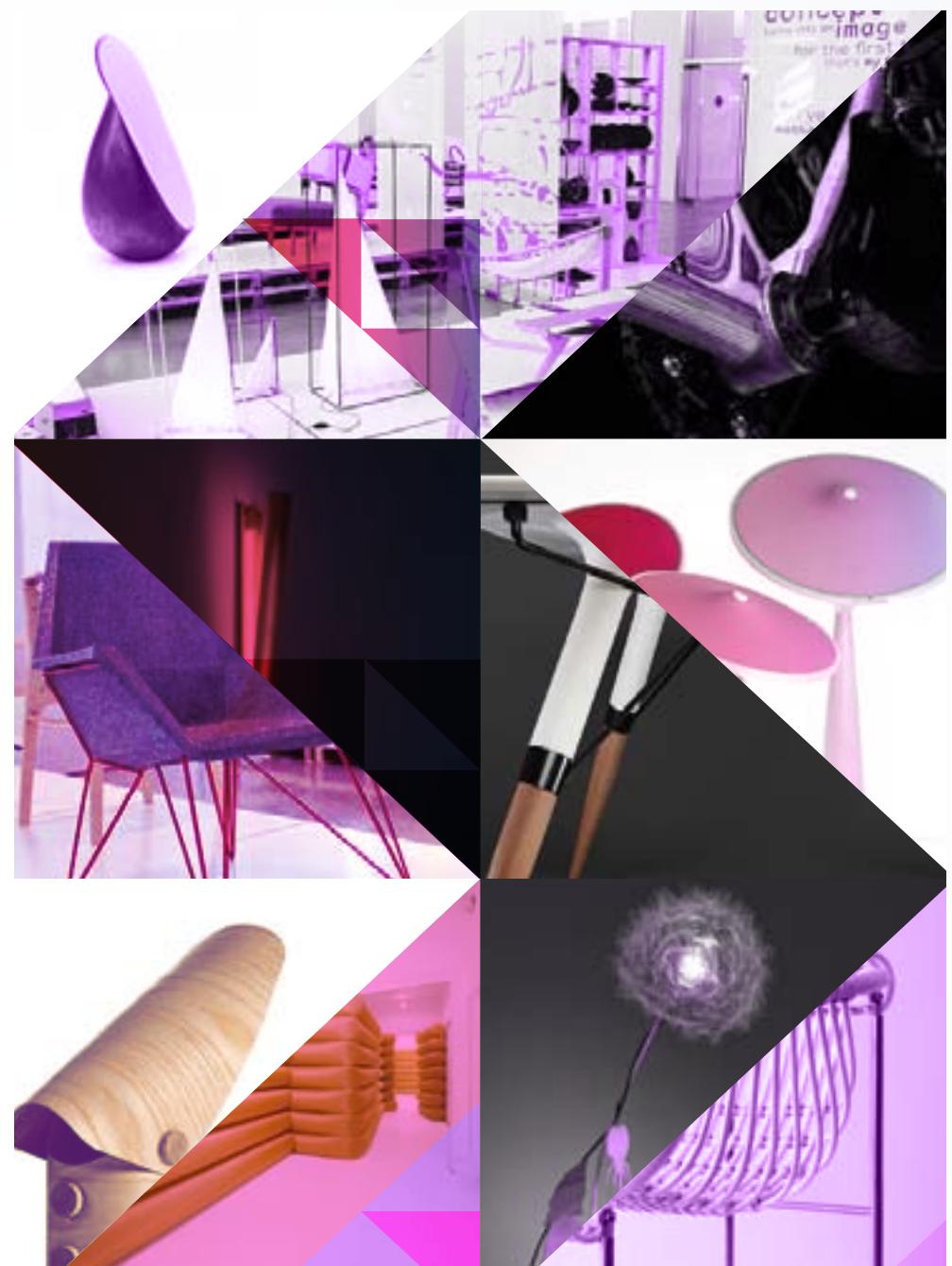
Presenting the 2014 BDW DIZAJNPARK exhibition - at the OLD STAKLOPAN FACTORY - in Belgrade, Stahnića Bana Street 7-9, Dorćol - POWERED BY GORENJE.

Opening times:  
October 7-12, from 10:00 - 20:00, FREE ENTRY

Every year at the BDW DIZAJNPARK, we witness a small but carefully curated selection of design exhibitions, which are strongly related to the famous BDW international conference's content, presenting the latest global findings of "The Leading Creative Minds of the 21st Century".

The BDW DIZAJNPARK exhibitions, this year powered by GORENJE, showcase latest works of from over ten countries. It is a lucid firework of creativity, which surprises, educates and enriches the atmosphere of the event with an unprecedented easiness, in yet another "forgotten" iconic urban location, reclaimed by BDW from years of neglect and complete wipe out from the collective memory of the citizens of Belgrade.

This year's BDW DIZAJNPARK was made possible by generous support from LASVIT, LAUFEN, PROHELVETIA, CREATIVE INDUSTRIES FUND NL, JAPAN FOUNDATION, ISRAELI EMBASSY IN SERBIA, DESIGN MUSEUM HOLON, STUDIO STRUCTURA, DSIGNED-BY, AUDI, RIGIPS, TIKKURILA and TOBLER.



## OUT OF THE BOX DESIGN MADE IN ISRAEL DESIGN MUSEUM HOLON

[WWW.DMH.ORG.IL](http://WWW.DMH.ORG.IL)

SUPPORTED BY



Ova izložba kroz predmete za svakodnevnu upotrebu opisuje način na koji se izraelski dizajneri bore da održe strast za stvaranjem uprkos borbi za egzistenciju. Obično se kaže da je borba za opstanak majka svih izuma. Izgleda da su na planu dizajna, umetnici primorani na još više od toga. Oni moraju da razmišljaju nekonvencionalno, da razviju jedinstven pogled na svet, da imaju svež i neočekivan pristup problemima i da nalaze rešenja. U ovom svetu, od dizajnera se očekuje da briliraju i budu odgovorni, da u socijalnom i ekološkom smislu razmišljaju napredno. Kako oni rade, šta ih motiviše, i kako od njih možemo da naučimo nešto procesima razmišljanja i inovacijama koje su zaštitni znak dizajna u Izraelu.

The exhibition describes through common objects, the way in which Israeli designers cope with the passion to create in the face of the necessity to exist. Survival, as is commonly stated, is the mother of all inventions. It seems that in the fields of design, the artists are required to do even more. They are required to think out of the box, to develop a unique point of view, a fresh and unexpected way to observe problems, as well as construct solutions. In this world, designers are expected to excel, and be responsible, to take an advanced social and ecological position. How do they operate, what drives them, and how may we learn from them about the thinking processes and innovations that are the hallmark of design in Israel.



“Mi nismo poznati po čuvenim katedralama ili po materijalnoj kulturi”, pišu Amos Oz i Fania Oz Salzberger u svojoj novoj knjizi Jews and Words (Jevreji i reči). „Kontinuitet jevrejske kulture uvek je bio vezan za govor i pisanu reč, za široke labyrinthe interpretacije, debate i nesuglasice, ljubav i sumnju.

Čini se da veza između kreativnog procesa, ljudske inovacije i prenošenja hiljadu godina starih tekstova, nikada nije bila tako dobro artikulisana“. U svojoj prvoj knjizi u kojoj temeljno istražuje oblast izraelskog dizajna između devedesetih godina i početka 21. Veka, Prof. Mel Bajars (Mel Byars) je pre desetak godina izraelski dizajn nazvao „najbolje čuvanom tajnom“.

“We are not known for famous cathedrals, or our material culture”, write Amos Oz and Fania Oz-Salzberger in their new book Jews and Words, “Jewish continuity has always hinged on the uttered and written word, on an expanding maze of interpretation, debates, and disagreements, love and casted doubt.” It seems that the link between the creative process, human innovation and a thousand years old textual transition, has never been so well articulated.

“The best kept secret” – this is what Prod. Mel Byars called Israeli design approximately a decade ago, when he wrote the first extensive book to survey the fields of Israeli design between the nineties and the beginning of the 21st century.

## COMFORT #8

### SABINA LANG & DANIEL BAUMANN LANG / BAUMANN

LANGBAUMANN.COM

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swiss arts council  
**prhelvetia**



Sabina Lang i Daniel Baumann žive u Burgdorfu (Švajcarska). Saradjuju od 1990. godine. Njihov rad čine instalacije, skulpture, slike velikih formata na zidovima i podovima i arhitektonске intervencije. Ovo dvoje umetnika u radu koriste mnogo različitih materijala – drvo, metal, farbu, tepihe i strukture koje se mogu naduvati – ali njihov najvažniji medij je prostor. Mnogi od njihovih radova su pravljeni za konkretnе prostore, a neki su modularni i mogu se prilagođavati različitim situacijama. Pažljivom analizom lokacije i konteksta za svoje intervencije, Lang/Baumann započinju dijalog sa zadatom situacijom, često kroz poigravanje sa očekivanjima, remeteći ustaljene šabone percepcije.

Sabina Lang and Daniel Baumann live in Burgdorf (Switzerland) and have collaborated since 1990. Their body of work includes installations, sculptures, large-scale wall or floor paintings, and architectural interventions. The two artists work in a wide range of materials—wood, metal, paint, carpet and inflatable structures—but their true medium is space. Most of their works are site-specific, some are modular and can be adapted to different situations. Through careful prior analysis of the location and context of their interventions, Lang/Baumann initiate a dialogue with the existing situation, often playfully upending expectations and disrupting patterns of perception.

## STILL AND SPARKLING

### NENDO FOR LASVIT NENDO

WWW.NENDO.JP  
WWW.LASVIT.COM

SUPPORTED BY

LASVIT

JAPAN FOUNDATION



Izložba „Still and Sparkling“ japanskog dizajn studija Nendo, sastoji se iz pet konceptata: press lamps, inhale lamps, innerblow i overflow tables, the x-ray vase i growing vases. Poznata po složenom postupku istraživanja i eksperimentalnom pristupu dizajnu, pomoću kojeg je dizajner Oki Sato kombinovao lakoću i minimalizam u oblikovanju svakog modela. Ova kolekcija nežnih predmeta odbacuje tradicionalne tehnike duvanja stakla. Odlikuje ih nepravilnosti koje se često smatra greškom u izradi. Ovi modeli su plod saradnje sa zanatlijama kompanije Lasvit i predstavljaju najbolji mogući proizvod eksperimentisanja metodom "pokušaja i grešaka", a to su kreacije koje nisu previše kontrolisane radom dizajnera i zato se odlikuju posebnom leptotom.

Japanese design studio Nendo's "Still and Sparkling" exhibition is composed of five concepts: press lamps, inhale lamp, innerblow and overflow tables, x-ray vase and growing vases, recognized for the duality evident in the research and experimental design approach, whereby principal designer Oki Sato mixed lightness and minimalism to form each work. the resulting collection of delicate pieces rejects traditional glassblowing techniques, embracing instead the irregularities typically considered defects within the craft. The concepts are the fruit of collaboration with Lasvit's glassblowers, and represent the best possible outcome of the trial and error approach: designs not overly controlled by the hands of the designers.



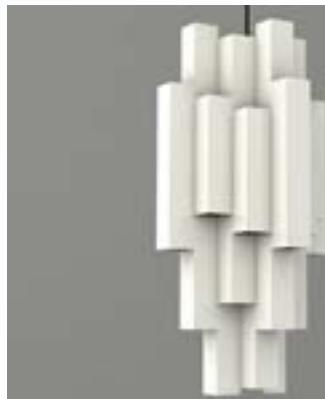
## STRALA IS PRESENCE

TOM STRALA / STRALA

[WWW.STRALA.CH](http://WWW.STRALA.CH)

SUPPORTED BY

swiss arts council  
**prhelvetia**



Neopterećen efemernim trendovima i ograničavajućim normama, Tom Strala stvara jedinstvene kolekcije. Njegovi umetnički predmeti poznati su i cenjeni i kao sofisticirani, precizno izrađeni i užvremeniji umetnički komadi, i kao funkcionalni predmeti.

Independent from ephemeral trends and narrowing norms, Tom Strala realizes unique collections. His objets d'art are known and appreciated both as sophisticated, precise and timeless pieces of art as well as objects of function.

## JUXTAPOSITION

NICOLAS LE MOIGNE

[WWW.NICOLASLEMOIGNE.CH](http://WWW.NICOLASLEMOIGNE.CH)

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**prhelvetia**



Nicolas Le Moigne obožava da dizajnira predmete od polistirena, kartona, plastike, pene i drveta. Predstaviće kolekciju figura koje u daljem procesu proizvodnje postaju gotovi predmeti.

Nicolas Le Moigne is passionate about designing objects in polystyrene, cardboard, plastic, foam or wood, and presents a selection of volumes that became real objects in further manufacturing process.

## FREEDOM TO RESHAPE LAUFEN

KONSTANTIN GRČIĆ / TOAN NGUYEN

[WWW.LAUFEN.COM](http://WWW.LAUFEN.COM)

SUPPORTED BY

**LAUFEN**

Bathroom Culture since 1894 [www.laufen.com](http://www.laufen.com)



LAUFEN's exhibition presents the Swiss company as it is - pushing the boundaries of its SaphirKeramik technology that has revolutionized the bathroom world for its exceptional characteristics, combining resistance, lightness and slimness. Working together with Konstantin Grčić and Toan Nguyen, LAUFEN will show SaphirKeramik's formal possibilities through the realization of a set of washbasins that exhibit the brand's aim to go beyond the limits of the material. Laufen is the only company in the world to produce SaphirKeramik, a unique material perfected after five years intensive research and development.

## RESTONS-SERIEUX

GAVRILO BOŽOVIĆ

[WWW.RESTONS-SERIEUX.COM](http://WWW.RESTONS-SERIEUX.COM)

SUPPORTED BY

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Švajcarska agencija Restons sérieux predstaviće neke od svojih najnovijih eksperimentalnih radova, koji pokazuju u kom se pravcu kreću njihova istraživanja, i prikazati koje to nove oblasti dizajn može da istražuje u kombinaciji sa savremenom tehnologijom.

The Swiss agency Restons sérieux will showcase some of their latest experimental work, intended to show some of the new directions they are exploring, and to give a sense of the new territories design can explore when mixed with technology.

## TABLE T

IRENA KILIBARDA

[WWW.DSIGNED-BY.CC](http://WWW.DSIGNED-BY.CC)



Na Belgrade Design Week 2014 bit će u prilici da vidite remek delo Irene Kilibarde, čuveni sto Table T: ručno pravljen futuristički komad outdoor nameštaja koji je osvetljen iznutra.

At Belgrade Design Week 2014 you will be able to see Irena Kilibarda's masterpiece, the famous Table T: a hand-made space-age piece of outdoor furniture that lights up from within.

## THE OBSIDIAN PROJECT AND DANDELIGHT

STUDIO DRIFT

[WWW.STUDIODRIFT.COM](http://WWW.STUDIODRIFT.COM)

SUPPORTED BY

creative  
industries  
fund NL



Studio Drift je želeo da naglasi gotovo alhemiju odliku sintetičkog oksidijana, po principu „stvaranja nečega ni iz čega“, i istakne dijalog o moralnoj odgovornosti nalaženja rešenja za svetske probleme.

Studio Drift is keen to emphasize an almost alchemical, ‘something from nothing’ characteristic of synthetic obsidian, and to highlight a dialogue about the ethical responsibility of creating solutions for worldwide problems.

## PHANTASMS ON WHEELS

NIKOLA KOLJA BOŽOVIĆ

[WWW.NIKOLABOZOVIC.COM](http://WWW.NIKOLABOZOVIC.COM)



Izložba “Phantasm on wheels” Nikole Kolje Božovića proizvod je njegovog umetničkog istraživanja različitih aspekata automobila kao nosioca kulturnih i društvenih značenja.

The exhibition “Phantasm on wheels” by Nikola Kolja Božović presents the results of his artistic research on various aspects of the car as a carrier of cultural and social meanings.

# IMAGINE THE WOODEN BICYCLE

DVOIKA

DVO-IKA.COM



# PEOPLE

BRANKO STARČEVIĆ

WWW.BRANKOSTARCEVIC.COM



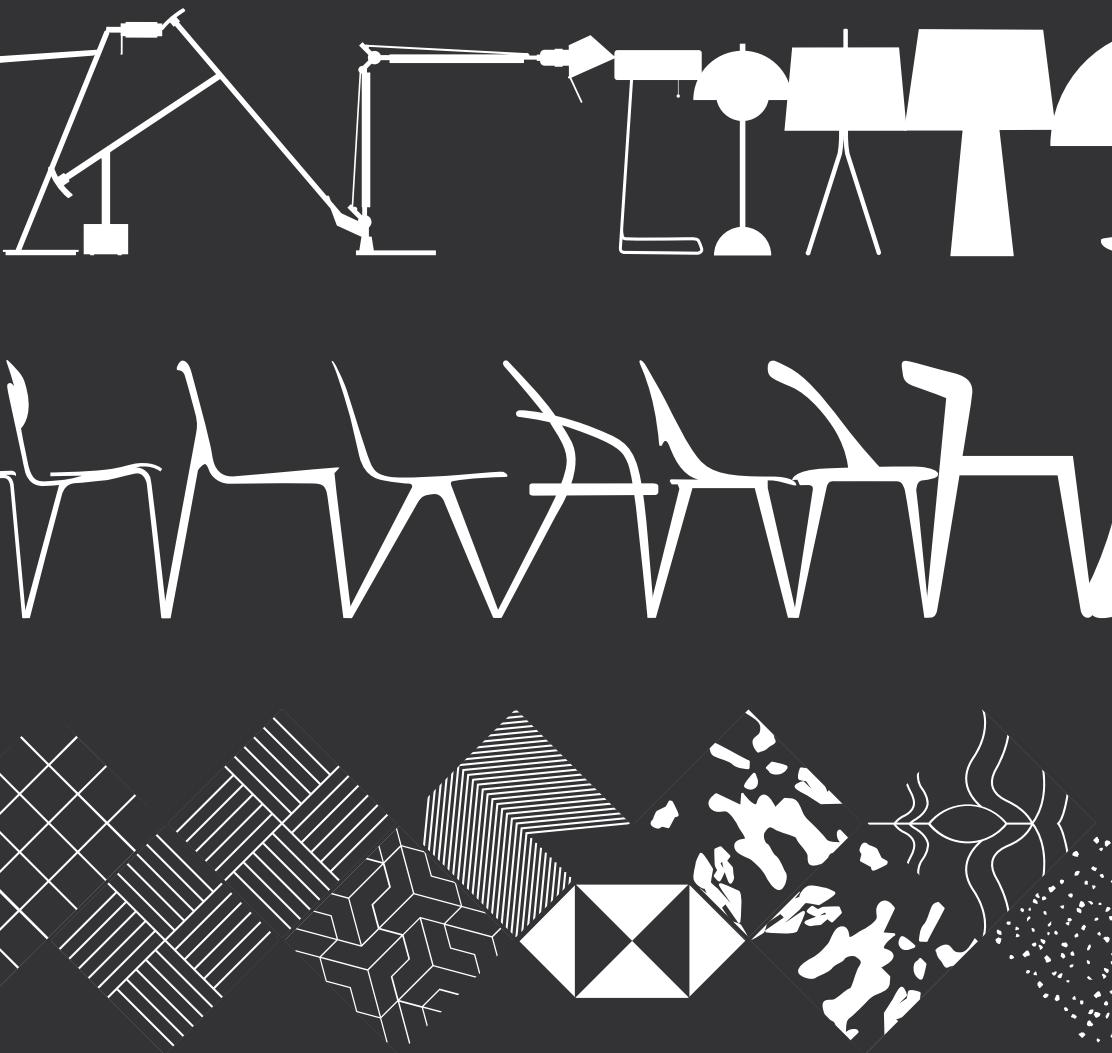
Imagine je najnoviji model gradskog bicikla koji je dizajnirao i izradio studio DVOIKA. To je izuzetno čvrst, ali istovremeno elegantan i sofističiran drveni bicikl, osmišljen tako da vožnju bicikla pretvorí u sasvim drugačije iskustvo, jer vozi brzo i gotovo nečujno, da upije sve čari jednog grada.

Imagine (is) the latest concept of the city bike ride. Designed and crafted by DVOIKA, it is an extremely solid, yet elegant and sophisticated wooden bicycle designed to provide new experience of cycling as it runs smoothly and almost stealthy. It allows cyclists to fully enjoy the ride and open up the senses so that he or she may perceive the city in its full scale.

Branko Starčević je fotograf iz Beograda koji se bavi portretnom i advertajzing fotografijom. Njegov rad odlikuje savremenost i nostalgičnost – to je primer promišljenog dokumentarističkog pristupa protkanog filmičnom patinom minulih vremena.

Branko Starčević is a Belgrade based portrait and advertising photographer who's work is both contemporary and nostalgic - an example of a well thought out documentalist approach bringing out the film patina of a bygone era.

SPECIFY THE RIGHT ONE  
FROM THE BEST.



# my SERBIA!

Culture Design

novi sad

NIS

Friendly

Festivals

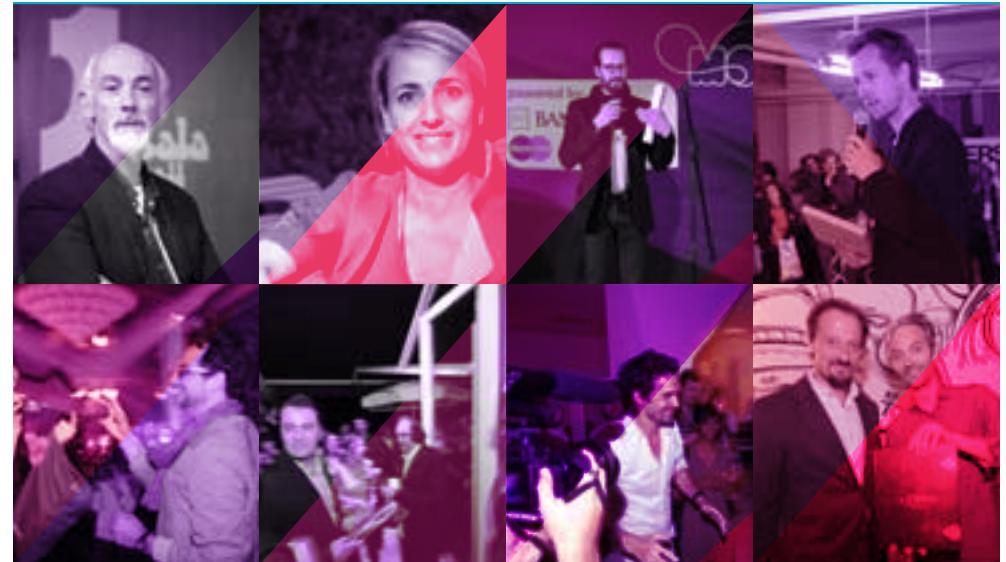
BELGRADE  
Diverse Nightlife

CITY BREAKS  
vibrant

cool



## BELGRADE DESIGN GRAND PRIX™



### BELGRADE DESIGN GRAND PRIX™ @COMUNALE KARADORDEVA 2-4, BETON HALA/ENTRY WITH INVITATIONS

The Belgrade Design Grand Prix™ is arguably the most important international award on the annual cultural agenda of Belgrade and Serbia, and at the same time a majestic framework for the closing ceremony of BDW.

8 WINNERS OF THE BELGRADE DESIGN GRAND PRIX™ AWARD 2006 – 2013

- 2006:** Ross Lovegrove
- 2007:** Patrizia Urquiola
- 2008:** Konstantin Grcic
- 2009:** Peter Bonnen / MUUTO
- 2010:** Jaime Hayon
- 2011:** Patrik Schumacher / Zaha Hadid Architects
- 2012:** Mathieu Lehanneur
- 2013:** Sebastian Noel / Troika

# 100% BELGRADE FUTURE DESIGN WEEK SERBIA

## BDW 100% FUTURE SERBIA™

Novo izdanje projekta BDW 100% FUTURE SERBIA, po četvrti put za redom predstavlja preko 100 mladih srpskih dizajnera u preko 100 izložba u centru grada, kao jedinstvena izložba koju Beogradani ovaj način doživljavaju samo na BDWu. Izložba će trajati od 06.- 12. oktobra.

BDW 100% FUTURE SERBIA nije još jedan CSR projekat za mlađe, nego pre svega prilika da se domaće tržište poveže sa najvećijim delom srpske kreativne scene. Cilj BDW-a jeste da saradnja ostvarena sa mladim srpskim kreativcima postane dugoročna i tržišna, i da se nastavi i na međunarodnom nivou. Ove godine, uz posebnu podršku naših prijatelja iz KC GRAD, pravimo urbanu premijeru ove velike izložbe u njihovom prostoru u Savamali, u Braće Krsmanovića 4, u ponedeljak 6. oktobra u 19h.

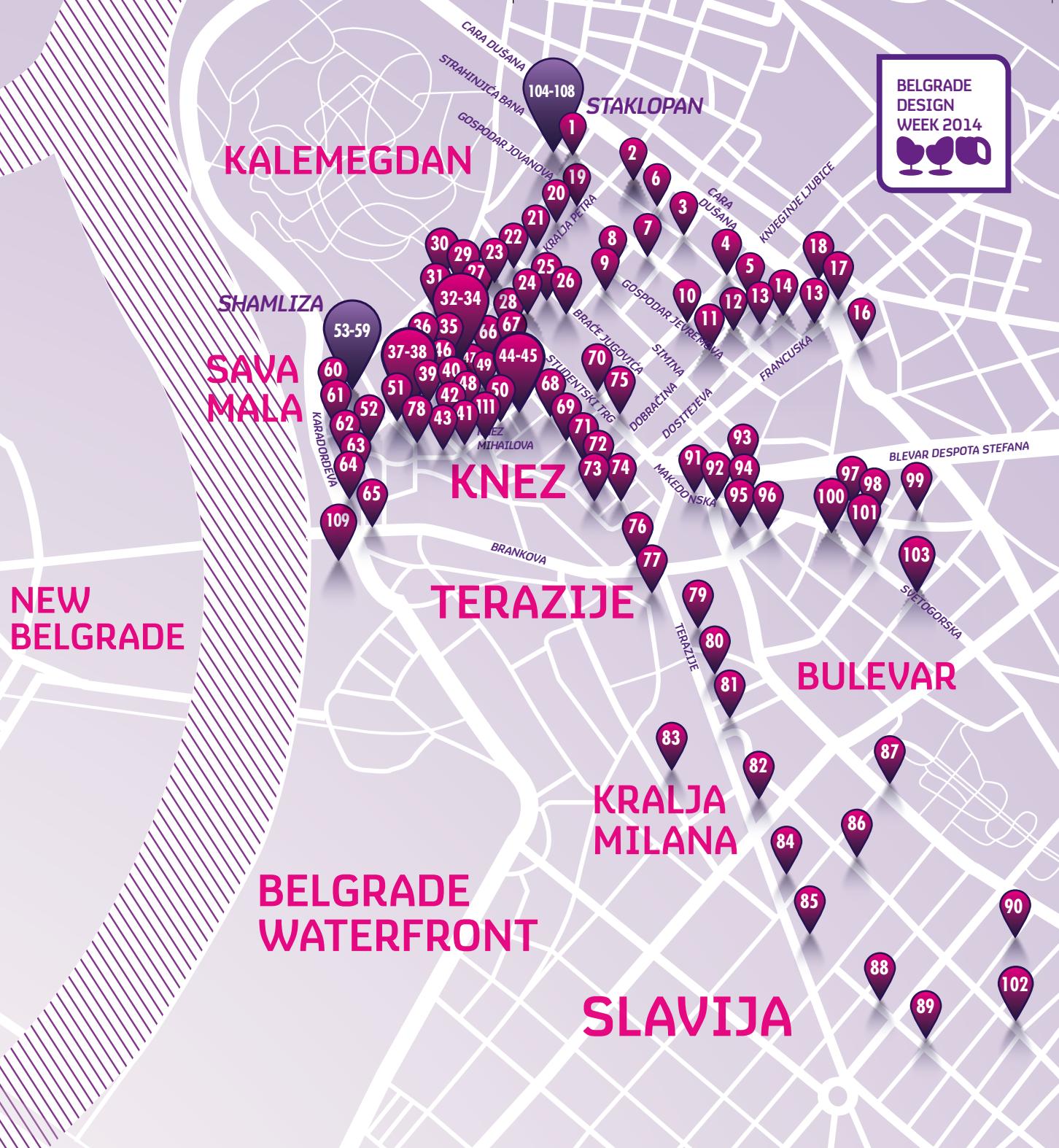
BDW 100% FUTURE SERBIA je jedinstven projekat ove vrste, čiji je cilj promocija najtalentovanih mladih kreativaca koji prvi put prikazuju svoje radove, ali isto tako i etabiranih autora, koji prvi put žele da izlazu po jedinstvenim propozicijama projekta u izložima u centru Beograda. Osnovna ideja je da se izložbe izmeste na ulice kojima ima pristup šira publike, a ne samo oni koji redovno posećuju galerije i izložbe. Prolaznici mogu da pogledaju izložene radove tokom šetnje od Kalemegdana do Slavije, kao i prvi put ove godine u staroj fabričkoj Staklopani na Dorćolu i u hub-u Shamliža, i da prema mapi distribuiranoj po celom gradu otkrivaju jasno označena mesta sa draguljima novog srpskog dizajna.

The new edition of BDW's 100%FUTURE SERBIA project is showcasing more than 100 Serbian designers in over 100 shop windows in the city center, in a unique format which the Belgraders can experience only at BDW. The exhibition is open from October 6th to October 12th.

BDW's 100%FUTURE SERBIA project is not another CSR project for the youth, but a unique opportunity to connect meaningfully with the most vivid part of the new Serbian creative scene. BDW's goal is that the collaboration with leading young Serbian creatives continues on an international level as well, and becomes long lasting and market-driven. This year, with special support of our friends from the KC GRAD, we organize the city premiere of this huge exhibition in their space in Braće Krsmanovića Street 4, on Monday, October 6th at 19h.

BDW's 100%FUTURE SERBIA is a unique project of its kind, whose main purpose is the promotion of the most talented young creatives, but also for established authors. The main purpose is to bring the exhibitions to streets where they can be seen by a wider audience, not only people who visit galleries and usual exhibition places. Passers-by may see the exhibited works on their way from the Kalemegdan Park to Slavija square in the very city center, as well as in the old Staklopan factory in Dorćol for the first time, but also discover interesting places following the well distributed map with clearly marked gems of new Serbian design.





1. SUNDRI POP  
JELENA STEFANOVIĆ ANGEL STUDIO  
Strahinjića Bana 21

2. STUDIO PRESEK  
SUPERMARKET CONCEPT STORE  
Višnjičeva 10

3. MILICA MARIĆ  
WOODMOODDESIGN  
BISTRO PASTIS  
Strahinjića Bana 52b

4. STUDIO PRESEK  
NACHOS  
Strahinjića Bana 66

5. KATARINA TODOROVIĆ  
KRKOVIĆ  
CAFÉ INSOMNIA  
Strahinjića Bana 66a

6. ŠKRABAC ANA BABIĆ  
SUPERMARKET STORE  
Višnjičeva 10

7. MILICA BALUBDŽIĆ  
KUBO  
Višnjičeva 10a

8. VLADIMIR I DIJANA  
ANDELKOVIĆ  
PODRUM VINA  
Višnjičeva 7

9. KLASA  
KLASA  
Višnjičeva 2

10. MAJA ĐURIĆ  
OFFIX  
Jevremova 41

11. MAJA MAKSIMOVIĆ I JELENA  
LUGONJA BRUKA DESIGN  
EATALIAN  
Gospodar Jovanova 47a

12. DUŠAN TUCAKOVIĆ  
BLACK TURTLE  
Gospodar Jovanova 56

13. COLDPRESS  
COLDPRESS  
Dobračina 23a

14. MIRJANA TROŠIĆ  
MAMAS BISCUIT HOUSE  
Strahinjića Bana 72a

15. IGOR AĆIMOVIĆ  
RED BAR  
Skadarska 17

16. JELENA KOŠARIĆ  
EXTREME INTIMO  
Džordža Vasingtona 60

17. IGOR ADAMOVIĆ  
NARODNA KNJIGA  
Cetinska 6

18. GUGADŽINA  
OKIOS  
Dušanova 68

19. ANITA KRSTIĆ  
SAN MARINA  
Kralja Petra 79

20. JOVANA GOLUBOVIĆ  
L'ATELIER  
Kralja Petra 67

21. ALEKSANDAR PAVLOVIĆ  
STRADA  
Kralja Petra 58

22. MOOSHAMA  
ZAVOD, SAVAMALA  
Kraljevića Marka 18

23. ESTER MILENTIJEVIĆ  
HOTEL ROYAL  
Kralja Petra 1

24. SANJA SPASIĆ  
ETNOGRAFSKI MUZEJ  
Studentski Trg 13

25. MILENA HRATNIĆ MILENIKA  
OBUĆA  
METROPOLITAN  
Zmaja od noćaja 9

26. MARIJA PETRIĆ  
AMC MODA  
Zmaja od noćaja 16

27. VALENTINA SAVIĆ  
DISTANTE  
Kralja Petra 44

28. MARIJA JOSIFOVSKI I RADE  
ZEČEVIĆ  
PINKO  
Uzun Mirkova 4

29. SARA DEVIĆ  
FRATELLI ROSSETTI  
Uzun Mirkova 4

30. SENKA BOGAVAC  
XYLON  
Uzun Mirkova 8

31. SNEŽANA JEREMIĆ  
THE SCHOOL OF LIFE  
Molerova 3

32. MARKO OBRADOVIĆ  
INGLOT  
Kralja Petra 41

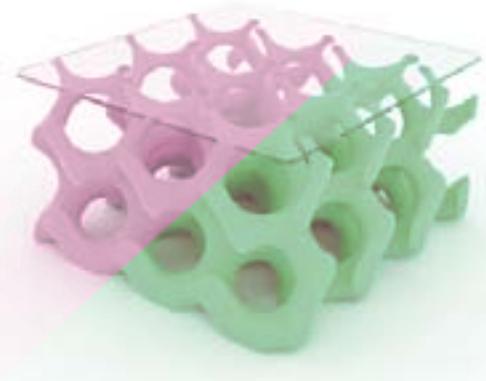
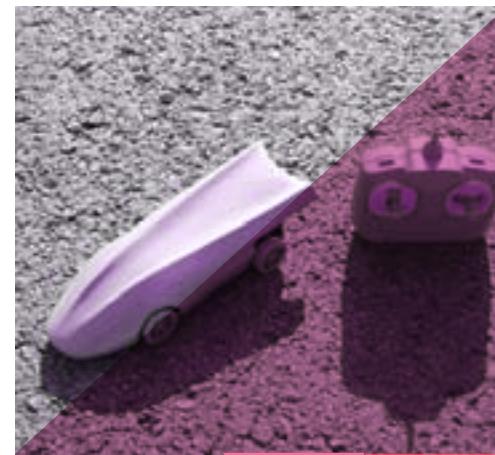
33. BLAŽENKA JOVANOVIĆ  
INGLOT  
Kralja Petra 9

34. MARIJA LUKIĆ  
INGLOT  
Kralja Petra 41

35. POPCYCLE  
LEILA RECORDS AND BOOKS  
Kralja Petra 41

36. MARKO OLJĀCA  
TRIBECA  
Kralja Petra 20

37. DRAGAN VUJIĆ UNIVERZITET  
METROPOLITEN  
STUDIO DOMINO  
Kralja Petra 10



**57. WOOD LINE DESIGN**  
SHAMLIZA  
Karadordeva 11

**58. STUDIO STRUKTURA**  
SHAMLIZA  
Karadordeva 11

**59. WOODMOODDESIGN**  
SHAMLIZA  
Karadordeva 11

**60. MARIJA TOMIC**  
KRUNA BOJE  
Karadordeva 49

**61. ANA UZON**  
ROPE  
Karadordeva 36

**62. PETAR BLAGOJEVIC**  
XYLON  
Karadordeva 61

**63. KATARINA CIRKOVIĆ**  
ALL SENSES  
Majke Jevrosime 20

**64. MARIJA JANKOV**  
ZAVOD, SAVAMALA  
Kraljevića Marka 1

**65. JELENA MATIC**  
ZAVOD, SAVAMALA  
Kraljevića Marka 1

**66. ANA MASNIKOSA**  
CREAM OF SCANDINAVIA  
Kralja Petra 22

**67. VLADIMIR PAVLOVIC**  
KNJIZARA DERETA  
Knez Mihajlova 46

**68. NEMANJA BELJA**  
ARTEFACTO  
Svetogorska 39

**69. OGNJEN DUROVIC**  
EVROGUINTI KNJIZARA  
Knez Mihajlova 35

**70. MARKO STANKOVIC**  
KFC  
Vasina 24

**71. DRAGANA RANITOVIC**  
VAPIANO  
Knez Mihajlova 7

**72. TAMARA MILETIĆ**  
GROF  
Cika Ljubina 10

**73. VLADIMIR KOVAC**  
BRIKI  
Obilićev venac 21

**74. ANA PAVLOVIC**  
THE SCHOOL OF LIFE  
Molerova 3

**75. MILENA VUKICEVIC**  
CAFFE ZMAJ  
Zmaj Jovina 15

**76. STUDIO PROCES**  
BENETON  
Terazije 6

**77. STEVAN SINDELIC**  
HOTEL MOSKVA  
Terazije 20

**78. DRAGANA OGNJENOVIC**  
SOFTWARE  
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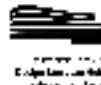


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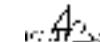
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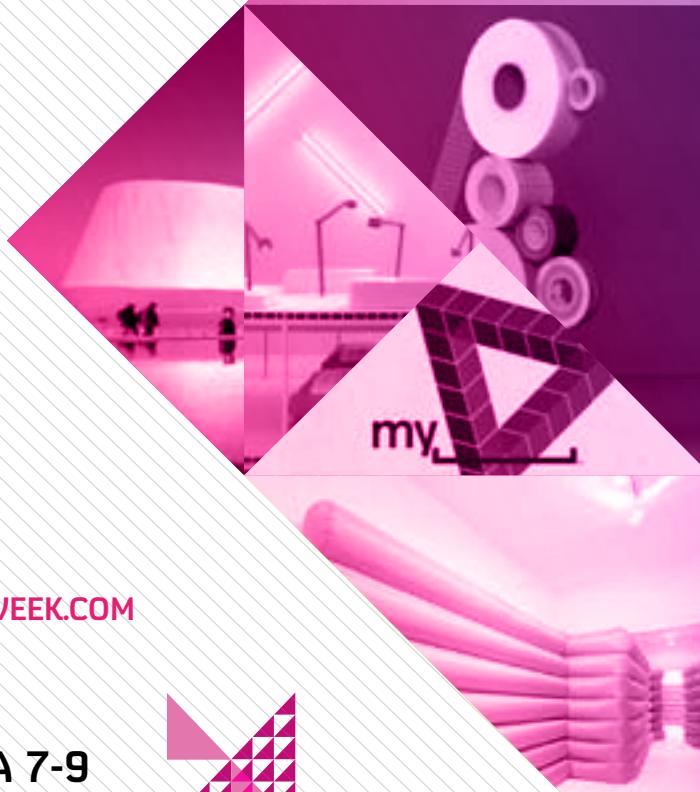
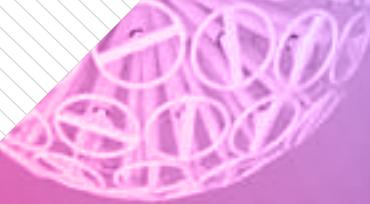
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