



Time to Create New Values

The Belgrade Design Week (BDW) took place from 6th to 12th October in the old Staklopan factory in Dorćol, bringing together more than 20 speakers from different areas of the creative industries worldwide and presenting exhibitions of international and domestic creative and professional workshops intended for future professionals

In today's globalised and over-saturated society, in which items repeatedly lose their character and significance, the main role of design is to create new value. It should also be considered that design is not art, but rather a very profitable business of the modern era that is based on ideas and creativity. In this new economy one can no longer sell products and services, but rather events that are created around products and services. Design has become a powerful tool because it is ubiquitous.

In a study published by the European Commission in 2006 the socio-economic impact of the new economy was measured for the first time through analysis of the cultural and creative sector of the EU. The result is a turnover of close to €654 billion a year and nearly six million new jobs. That's why it's no wonder that the 2014 to 2020 period has been declared the years of the creative industries by the EU. These industries are expected to help progress in all spheres of life and first and foremost lead to an exit from the economic crisis. Architecture, multimedia, fashion, visual arts, traditional crafts, publishing, media, film, advertising and performing arts have gained a very responsible position in the recovery of western economies.

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The most represented sectors of the creative industries in Serbia are architecture, fashion design, publishing and advertising. However, it is a long journey from creativity to the creation of creative industries in Serbia. Accelerated work is currently being done to raise awareness of the importance of this area, local potential, legal and strategic frameworks, all of which was contributed to significantly by this autumn's Belgrade Design Week (BDW). Since it was founded in 2006, BDW has slowly emerged from its format of a seven-day festival and has today grown into an event with ever increasing social significance.

BRAND NEW WORLD

Under the slogan "Create new value", this year's BDW, which is the largest event of the creative industries in this part of Europe, presented the latest trends in design for the ninth time.

The contemporary world has many problems - environmental, ethical, economic, political, with an ever-pre-

sent need for new and better solutions. Some possible solutions were this year offered by lecturers, artists and designers from Israel, Japan, the Netherlands, Switzerland, Germany and Mexico. For the first time, side by side with the world's creative

minds, presentations were also made by authors from Serbia who live and work here, but also those based abroad. They provided a new perspective on architecture, branding, business, communication, design, film, fashion and publishing.

Speaking about this year's festival, BDW founder and programme director Jovan Jelovac stressed that "For the first time Serbia is following current trends, because from this year it has become part of the Creative Europe programme, which has earmarked €1.46 billion for projects in the field of the creative industries in future EU member states." For the first time in the nine years of its existence the importance of this event was also recognised by the state, which is why the BDW was this year held under the patronage of the President of the Republic of Serbia and the Mayor of Belgrade, in cooperation with the Serbian Chamber of Commerce and with the support of embassies.

CREATIVE MINDS OF THE 21ST CENTURY

The central part of this year's event was that international conference that was this year held under the slogan "Brand New World", alongside the obligatory "Design Park" exhibition and the "Design Labs" professional workshops. The new platforms "Serbian Innovation Session" and "100%

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Future Serbia" were also presented. The conference was divided into three thematic days - architecture, design and communications.

The best lecturer was singled out as Swiss architect Christian Kerez, creator of the dual family home with only one wall, and that a dividing wall, which he built in Zurich's Witikon quarter. Kerez is considered an architect of the new wave, whose work is often linked with "Konkrit Kunst", i.e. concrete art with the nakedness of infrastructure works which he admitted fascinate him. According to Kerez, "the key to the problems of the modern age are to be found in simplicity and functionality."

Guido Woska, creative director of studio Designit from Copenhagen, gave a presentation entitled "The human sensor - Data in the age of wearables", in which he posed a very important question - will technology change human evolution? In his opinion, the most important factor in contemporary design is feeling, because people and technology will be increasingly connected. With "wearables technology" that relationship already represents an inseparable symbiosis.

Other participants of the conference included Swiss ar-

CREATIVE PLAYGROUNDS, SERBIA

This year, as a continuation of BDW, the project "100 Creative Playgrounds for Children" was initiated and resulted in the first design of a playground that opened in Kalemegdan Park this year. It is also a successful example of public-private partnerships that can be seen as one of the models of development projects in the field of culture in Serbia.



SATYA SHEEL - METRO VALLEY, INDIA

Architect Satya Sheel believes that cities must follow the dynamics of social change and become spaces for the integration of people and ideas, but they must also transform with the establishing of new models based on understanding society and local conditions.



JEREMY ETTINGHAUSEN, BBH

The Audi commercial's slogan "Vorsprung durch Technik" (progress through technology) was celebrated by car manufacturers and marked the beginning of the global rise of its creator: London-based creative agency Bartle Bogle Hegarty (BBH). Jeremy Ettinghausen is the creative director and a partner at this agency, which has received 32 international awards and employs more than 1,000 workers worldwide.



TOM STRALA, SWITZERLAND

In the framework of his exhibition of furniture "Strala is Present", architect Tom Strala announced that people today "must start imagining and that it is essential they have passion, desire and intensity, which cannot be reached through compromise".



UGLJEŠA VRCELJ, SRBIJA

The founder of the Dvoika creative studio, Uglješa Vrcelj, deals with the design of modern bicycles. He presented his new handmade wooden model at the Paris Design Week and the Eurobike Exhibition Show, where he received positive reviews.



OUT OF THE BOX, ISRAEL

This is an exhibition of innovative wooden items made by Israeli designers. They are characterised by simplicity, functionality and unexpected solutions.



STUDIO APPETIT, NETHERLANDS

Ido Garini from Studio Appetit makes jewellery from food like a real goldsmith - rings, bracelets, hair grips and earrings. These pieces of jewellery are really solid, comfortable, beautifully designed and, primarily, edible.



chitect Tom Strala, who designs chairs, tables and lamps instead of buildings, and Jeremy Ettinghausen, a representative of British independent advertising agency BBH, which has the most awards in the world and is famous for its commercials for Levi's, Audi, Johnnie Walker and PlayStation.

In cooperation with the Serbian Chamber of Commerce, "Design Labs" - workshops and master-classes were organised for future professionals. From the design of clothing, textile production management, urban planning, urban development dynamics, financing culture and the management of museums, digital design and start-up entrepreneurship, these workshops followed very current topics. Most notable among them were work-

shops on the development and planning of cities by Indian architect and urban planner Satya Sheel and food designer Ido Garini from the Appetit studio.

In the context of the BDW "Design Park" exhibitions of photographs, everyday objects, installations, glass items and experimental works in the field of digital and graphic design were presented. The stand-out exhibition among them was entitled "Out of the box" and showcased innovative wooden items made by Israeli designers.



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CREATIVE POTENTIAL OF SERBIA

Within the BDW's "Serbian Innovation session" local authors had the opportunity to present their latest projects. Architect Miloš Dimčić currently works at one of the largest research centres in the world, "Kapsarc" in Riyadh, according to the design of the Zaha Hadid studio. He deals with programming in architecture that eases the design and construction process. In his opinion, "the 21st century will be marked by work on the improvement of energy efficiency in all aspects of engineering activities," and his recommendation is that a new generation of architects can control the entire production process.

Saša Vidaković leads his team at the SVI Design studio in London's Notting Hill. He deals with communication strategies and the branding and presentation of products and services, which was the main theme of his "Branding and Entrepreneurship" Master-class. Uroš Otašević recently completed his work on special effects within the production of Darren Aronofsky's new movie spectacle "Noah" with a budget of \$125 million dollars, of which only \$45 million was set aside for visual effects. A presentation was also made by agency

Saatchi & Saatchi, which has enjoyed a decade of success and received its latest award this June at the Cannes Lions World Festival of Creativity, where it received a Bronze Lion for its "Hronika Pretnje" (Chronicles of Threats) campaign, realised in cooperation with the Commission for Investigating Murders of Journalists and the OSCE.

Within the regular session of the Serbian Chamber of Commerce it was noted that "in the last three years Serbia has exported more software than raspberries," which was assessed as a sign that Serbia should expand the focus of its economic activity. The result was this year's establishment of the Council for the Development of the Creative Industries within the Serbian Chamber of Commerce. Its task is to establish the "Strategy for the Development of the Creative Industries from 2015 to 2020".

In conjunction with the Serbian Chamber of Commerce, the National Library of Serbia and the Ministry of Culture and Information, this year also saw the release of the publication "Creative Industries Serbia", which presented the research of the Group for the Creative

Economy. Based on the results of the group, which comprises renowned speakers from the field of culture and the arts, some 35 authors, companies and products from the local creative sector were selected and presented in September at the 7th China Cultural Industry Expo in Xi'an. China was chosen because it today represents the fastest growing market for products and services of the creative industries.

According to Hristina Mikić, executive director of the Group for the Creative Economy, the key to domestic development of the creative industries is primarily to be found in "professionalizing and advancing the standard of excellence," noting that they are, first and foremost, "essential mechanisms confirming and affirming creativity and knowledge as positive values in our society".

Belgrade Design Week began spreading ideas about the importance of the creative industries and as a result today there are several independent projects that run on the same track – the "Mikser" platform "Nova Iskra", "Share conferences", "TEDx conferences", the film festival "Cinema City" from Novi Sad, the Resonate festival of new media and digital art and several design and technology incubators – all aimed at developing the society of knowledge in Serbia. It was necessary for the spread of ideas to include the state, in order for Serbia to expand the focus of its economic activity. ■