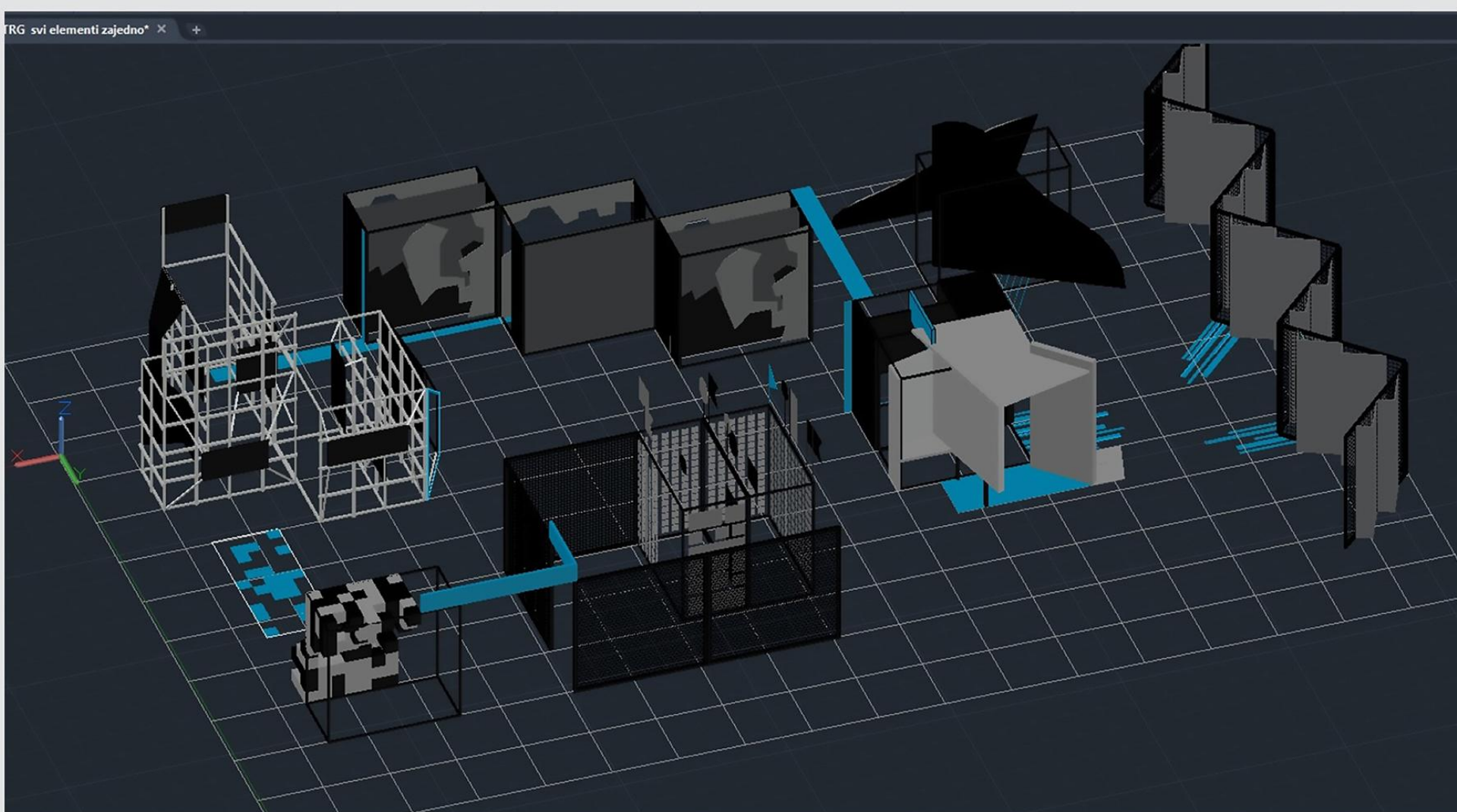
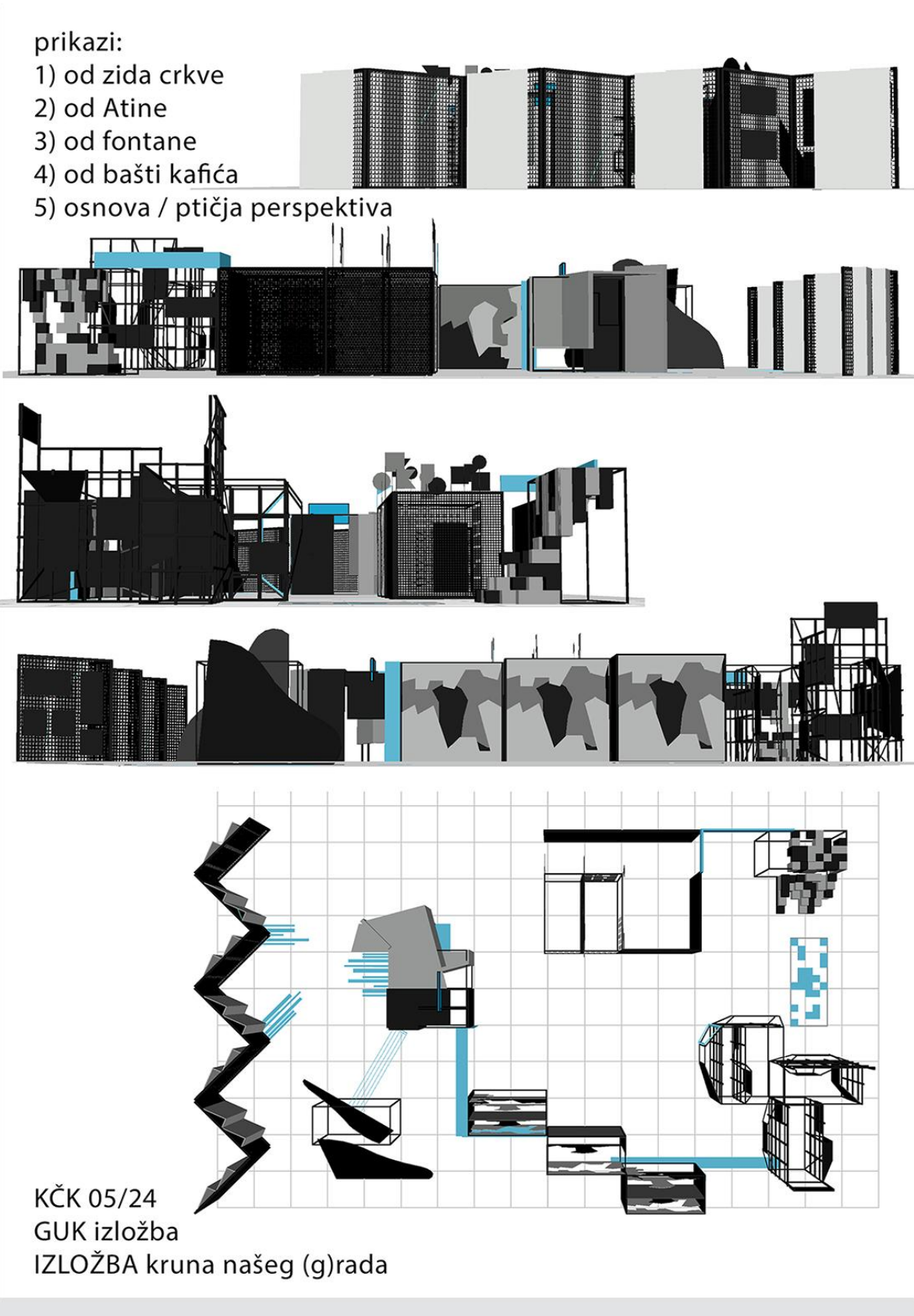
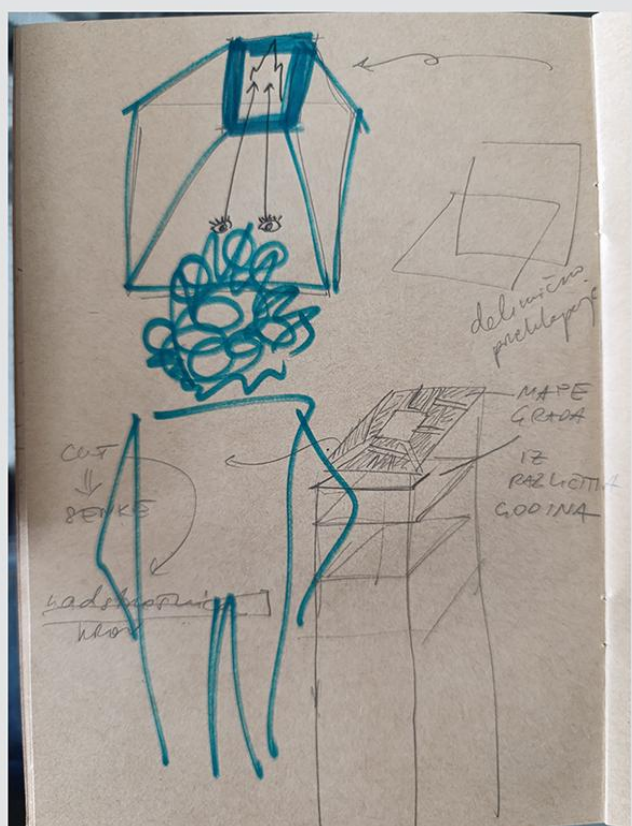
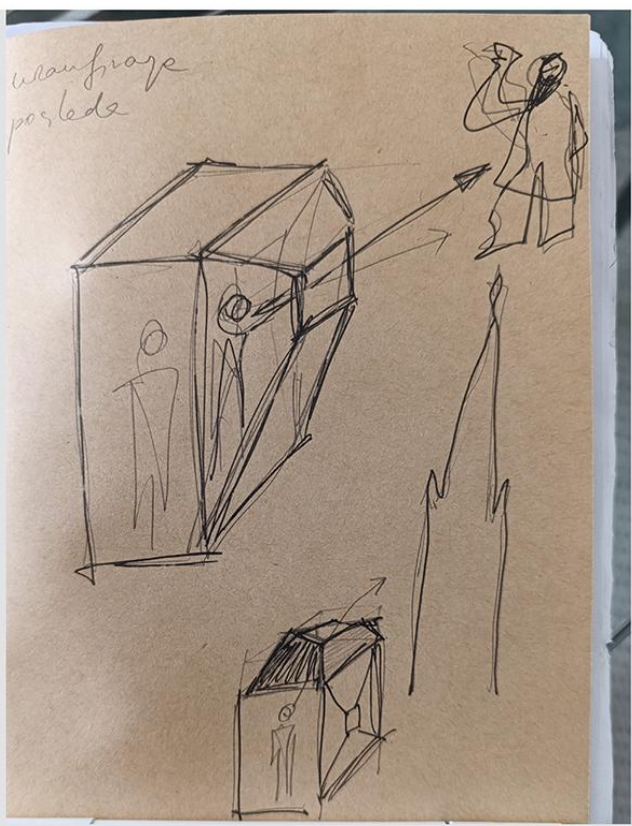




ENDEAVOURS
ROCăuțări HUKereséseket SRBPretirage

AUTHOR(S)/TEAM REPRESENTATIVES
*2Autor(i)/Reprezentanți echipei *2Szászok/A csapat képviselői *2Autori/ Predstavnici tima

miljena vučković

AREA
*2Suprafața *2Hasznosítható terület *2Korisna površina

200 sqm

COLLECTIVE/OFFICE
*2Collectiv/birou *2Kollektiva/iroda *2Kolektiv/biro

AGORA Novi Sad

PROJECT COMPLETION DATE
*2Data finalizare proiect *2Az építkezés befejezésének dátuma *2Datum završetka izgradnje

October 2024

EXTERNAL COLLABORATORS
*2Colaboratori externi *2Külső munkatársak *2Spoljni saradnici

General concept - Vukašin Tanurdžić, Kuća Čuvarkuća marketing agency, Novi Sad, Serbia

CLIENT
*2Client *2Ügyfél *2Klijent

marketing agency Kuća Čuvarkuća, Novi Sad City Office for Culture

PROJECT TITLE
*2Titlul proiectului în limba engleză *2A projekt címe *2Naslov projekta

Our crowning achievement

CONTRACTOR
*2Credite foto *2Építész *2Gradiitelj

marketing agency Kuća Čuvarkuća

PROJECT LOCATION
*2Locația proiectului *2Projekt helyszíne *2Lokacija projekta

Novi Sad, Serbia

PHOTO CREDITS
*2Credite foto *2Fényképek hitelei *2Foto krediti

Kuća Čuvarkuća, Brendomania Group, Miljena Vučković

BUDGET IN EUROS
*2Buget în euro *2Költségvetés euróban *2Budžet u evrima

10000

PROJECT DESCRIPTION IN MOTHER TONGUE
*2Descrierea proiectului în limba maternă *2A projekt leírása a pályázó anyanyelvén *2Opis projekta na maternem jeziku

Multimedijalna izložba Kruna našeg (g)rada je vizuelni prikaz istraživanja o efektima višegodišnjeg sprovođenja kulturne strategije Grada Novog Sada. Kroz osam paviljona koji prate poglavlja štampane brošure istog imena, izložba posetioce sprovodi kroz sve korake: od procesa istraživanja o kulturnim potrebama grada, preko implementacije - izrade kulturne strategije GNS, preispitivanja razumevanja, tumačenja i statusa kulturnog nasleđa, dobijanja zvanja prestonice kulture i realizacije programa u okviru toga, zatim zvanja UNESCO digitalne prestonice, do efekata, legata i trajnog nasleđa usvajanja i implementacije ključnih tačaka Strategije o kulturi. Izložba je oblikovana tako da poziva i "uvlači" posetioce u svoj prostor, da bude jasna i komunikativna, vizuelno dopadljiva i upečatljiva. Dizajn se referiše na vizuelni identitet korišćen tokom 2022. godine, odnosno programa Novi Sad Evropska prestonica kulture, što je bio zahtev marketing tima, ali i početna tačka od koje se dalje svaki punkt

razvijao kao nezavisni objekat, sa jedinstvenom porukom koju prenosi, pričom koju nudi i uliskom koji ostavlja. Istovremeno, svi paviljoni su vizuelno i prostorno bili povezani i plavom putanjom - vremenskom linijom tirkizne boje - iste nijanse kao zastava Grada. Istovremeno, kreiran je zanimljiv prostor za istraživanje i interakciju, kroz koji se doživljavaju različite vizure - kako same izložbe tako i okruženja Katoličke porte. Uramljivanje vizura i odnos prema okruženju bio je posebna tema dizajniranja prostora izložbe, zbog delimične transparentnosti paviljona, komunikacije prema svim stranama trga, ali i prema "unutrašnjosti" izložbe. Zbog toga izložba nije imala samo jednu dominantnu fasadu, a pažnja je posvećena i petoj fasadi, jer je od starta bilo planirano snimanje iz vazduha. Izložba je nudila različita iskustva i tokom dnevnih i večernjih sati.

The multimedia exhibition The crown of our work is a visual representation of research on the effects of the multi-year implementation of the cultural strategy of the City of Novi Sad. Through eight pavilions that follow the chapters of the printed brochure of the same name, the exhibition takes visitors through all the steps: from the process of researching the cultural needs of the city, through implementation - creating a cultural strategy of the GNS, reexamining the understanding, interpretation and status of cultural heritage, obtaining the title of capital of culture and the implementation of programs within that, then the title of UNESCO digital capital, to the effects, legacies and lasting legacy of the adoption and implementation of the key points of the Strategy on Culture. The exhibition is designed to invite and "draw" visitors into its space, to be clear and communicative, visually appealing and impressive. The design refers to the visual identity used during the year 2022, i.e. the Novi Sad European Capital of Culture program, which was the request of the marketing team, but also

the starting point from which each point was developed as an independent object, with a unique message it conveys, a story it offers and an impression it leaves. At the same time, all the pavilions were visually and spatially connected by a blue path - a turquoise colored timeline - the same shade as the City's flag. At the same time, an interesting space for research and interaction has been created, through which different views can be experienced - both the exhibition itself and the surroundings of the Catholic Gate. The framing of the vision and the relationship to the environment was a special theme in the design of the exhibition space, due to the partial transparency of the pavilion, communication towards all sides of the square, but also towards the "inside" of the exhibition. That is why the exhibition did not have only one dominant facade, and attention was also paid to the fifth facade, because aerial photography was planned from the start. The exhibition offered different experiences both during the day and evening hours.