

# MOVEM

MAGAZIN



/ MILOŠ BIKOVIĆ

MARINA ABRAMOVIĆ / RADE ŠERBEDŽIJA / FASHION REPORT BERLIN

CANALI

1934



BOSS

BOSS  
HUGO BOSS

## Impresum / Impressum

Izvršni direktor / Executive Director

**Ašok Murti**

Urednica / Editor

**Tijana Duraković**

Art direktor / Art Director

**Marija Joksović**

Autori / Authors

**Slavica Pešić** (menadžer za odnose sa javnošću Muzeja savremene umetnosti u Beogradu / PR manager Museum of Contemporary Art), **dr Aleksandra Damjanović** (specijalista psihijatrije / Psychiatrist), **Prof. dr Goran Rađen** (specijalista interne medicine / Internal Medicine Specialist), **Zoran Janković** (vlasnik i art direktor ID Hair Academy / owner and art director ID Hair Academy),

**Miloš Maksimović, Nebojša Mandrapa,**

**Tijana Duraković, Ivanka Rendulić, Dejana Babović**

Brend direktor / Brand and Content Director

**Nina Reljić**

Marketing i produkcija / Marketing and production

**Nina Tarabar**

Fotografija / Photography

**Miralem Čaušević**

**Braca Nadeždić**

**Mika Knežević**

**Miša Obradović**

**Nebojša Babić**

**Filip Koludrović**

Prevodilac / Translator

**Ljiljana Mandrapa, Ivana Popović**

Lektor / Proofreader

**Jana Kovačević**

Štampa / Print

Rotografika

Kontakt

tel/fax +381 11 311 0604

office@movem.co.rs

**MOVEM**  
FASHION

# SADRŽAJ

## CONTENTS

### MARINA ABRAMOVIĆ

Nakon 44 godine ponovo u Beogradu  
In Belgrade again after 44 years

### MILOŠ BIKOVIĆ

Trudim se da svetu prikazem Srbiju na način koji zaslužuje  
I try to present Serbia in the way our homeland truly deserves

### FASHION INSIDER: BERLIN

Digitalna moda  
Digital fashion

### KENECHI BELUŠEVIĆ

Koliko daš, toliko ti se i vrati  
Give as much as you expect to receive

### RADE ŠERBEDŽIJA

Povratak na beogradsku pozornicu nakon tri decenije  
A comeback to the Belgrade stage after nearly three decades

### ART

Svetla umetnička budućnost  
Painting a bright future for Belgrade's art scene

### IRENA TRIFUNOVIĆ

Rečnik biznis žene - MULTITASKING da ili ne?  
Businesswoman Lexicon: Multitasking - YES or NO?

### COACHING

Četiri tehnike za smanjenje stresa  
Four techniques to reduce stress

### HUMANITARIAN ORGANIZATIONS

Zajedno za svetliju budućnost svih  
Together for a brighter future for everyone

16  
32

46

56

72

76

78

82

98

# UVODNIK INTRO

Autor / Author AŠOK MURTI



Kada bi trenutak u kome se sada nalazimo dobio validnu medicinsku anamnezu, verovatno bi bio svrstan u spektar bipolarnih bolesti. U ovom trenutku jako nas brine globalno zagrevanje, požari u Amazoniji i preterana konzumacija svega; sa druge strane, mnogo manje smo provocirani da reagujemo na beskrupolozno uništavanje naših vodotokova i poslednjih delova priobalja u okolini Beograda – drugim rečima, na uništavanje biodiverziteta koji ovaj deo Evrope čini toliko specifičnim i jedinstvenim. Nervira nas to što ne možemo da se kolima prebacimo iz tačke A u tačku B, iako se one, realno, nalaze na 10 minuta hoda. Komarci nas iritiraju toliko da smo spremni da zarad sopstvenog komoditeta žrtvujemo, recimo, pčele. Sa jedne strane, ceo svet želi da bude deo sveta, a sa druge, želi da ga taj tako nastali globalni univerzalizam ostavi na miru i da ga pusti da se igra samo po sopstvenim pravilima. Želimo da nas poštuju, a ni sami nismo sasvim sigurni šta mi poštujemo. Želimo nova, jaka iskustva, eksploziju emocija, pravo da sve posedujemo, dok istovremeno ne pristajemo ni na jedan ustupak. Dajemo sebi za pravo da iz svake kulture zagrabimo ono što nam se dopada, a onda smo povređeni kada se nama desi

identična stvar. Naš identitet i naša verovanja sve su više virtuelni, a realan svet nam služi samo kao nametnuta pauza. Putujemo sve dalje, ali ulažemo sve manje napora da razumemo svet koji nas okružuje. Možda jedino ono što stavljamo između sebe i sveta – naša odeća – predstavlja medijum koji univerzalno prepoznajemo kao mogućnost da progovorimo o sebi tako da nas drugi u trenutku razumeju. Zato – birajmo mudro svoje saveznike u tome...

The medical history of the present time would probably state that it suffers from a bipolar disorder. Currently we are very concerned about global warming, fires in Amazon rainforest and overconsumption. On the other hand, we do not react in the same way to the destruction of our waterways or the remaining coastal area in Belgrade, and with it the destruction of biodiversity which makes this part of Europe so specific and unique. We are frustrated because we cannot get from point A to point B by car, even though it would take us 10 minutes to walk that distance. We are so irritated by mosquitos that we would sacrifice, for example, bees, to make ourselves more comfortable. On one hand, everyone wants to be part of the world, but on the other hand, they want to be excluded from such global universalism and be able to play by their own rules. We want to be respected, while we ourselves are not certain of what we have respect for. We want new, unforgettable experiences, an explosion of emotions, the right to possess everything, while not accepting compromise. We feel entitled to appropriate what we like from every culture, but we feel offended when the situation is reversed. Our identities and beliefs are becoming more virtual, reality is just a break we are forced to take. We travel further and further, but we put less and less effort in understanding the world around us. Perhaps our clothes alone, the sole thing between us and the world, are still the only medium we universally recognize as an opportunity to express ourselves in a way instantly understandable to others. Therefore, we need to choose such allies wisely.

# DIREKTOR KAO BOŽANSTVO VS ZAPOSLENI

## HIS MAJESTY THE MANAGER VS EMPLOYEE

Autor / Author BRANKO RADUJKO

Postoji priča o tome kako je direktor ljudskih resursa u nekoj velikoj kompaniji zatekao svog mladog saradnika, ispred koga je stajala hrpa papira, kako nešto pažljivo čita. Upitao ga je šta to radi, a kada mu je pripravnik odgovorio da čita pristigle biografije kandidata za otvorenu poziciju u kompaniji, direktor je podigao polovinu papira sa one hrpe i bacio ih u veliku kantu za otpatke. Pripravnik se iznenadio i uplašeno rekao – *Nemojte direktore, možda se baš tu nalazi biografija nekog odličnog ili čak najboljeg kandidata* – na šta mu je direktor odgovorio – *Možda, ali nama ne trebaju kandidati koji nemaju sreće.*

Ova priča slikovito opisuje uobičajene probleme savremenog menadžmenta. Činjenica da si ti direktor daje ti za pravo da pomisliš da imaš odlike božanstva. Ne tragaš za dodatnim znanjem, jer veruješ da sada kada si direktor – znaš sve.

Trebalo bi mnogo više prostora da se opišu primeri ocenjivanja i samoocenjivanja zasnovanim na kompetencijama i to koliko često moćni rukovodioci sebe ocenjuju najvišom mogućom ocenom, zanemarujući pri tome činjenicu da najviša ocena znači – ne može bolje.

Danas je znanje, više nego ikada pre, potrebno svakoj organizaciji, jer se one više ne utrkuju samo sa svojim konkurentima nego sve više i sa tehnološkim supstitutima. Koristite li češće SMS ili *Viber* odnosno *WhatsApp*? Zna li da su u Norveškoj 48,4% svih novih automobila prodatih u prvih šest meseci ove godine činili automobili na električni pogon? Kada se konkurenciji i supstitutima doda i trka sa pametnim mašinama, koja nam tek predstoji, onda je jasno koliko je važno da savremeni menadžer ne propusti nijednu priliku za usvajanje ili pridobijanje novih znanja. Zato je važno da menadžer bude svestan da nije božanstvo, da nije najpametniji i da nije nezamenljiv. Važno je prihvatiti ljude, slušati ih pažljivo, razmišljati o njihovim predlozima, dati im priliku i ohrabriti ih da

One day the HR manager in a large company found his young assistant with a huge pile of papers on his desk, reading something carefully. The manager asked what he was doing and the assistant replied that he was reviewing the resumes of people who had applied for an open position in their company. The manager immediately picked half of the resumes from the table and threw them in the trash. The assistant, unpleasantly surprised, cried: „Please sir, don't do that. The best candidates for the job might be among those files.“ „Perhaps you're right,“ said the manager, „but I don't want unlucky people working in our department.“

This story illustrates perfectly the common problems of modern management. Some managers think that the fact that they occupy top positions in a company gives them the right to consider themselves gods of the business world. They don't have to work on their self-improvement and professional development anymore because they have become experts in everything.

It would take a lot more to write down all the examples of competency assessment and self-evaluation and how often the almighty CEOs rate themselves as “10” out of “10”, disregarding the fact that the highest possible score actually means - cannot be better.

Every company needs to push the frontiers of knowledge now more than ever, because they are not just trying to outperform the competition, but also the increasing number of technological substitutions. Do you text using SMS, Viber or WhatsApp? Did you know that 48.4% of new cars sold in Norway in the first six months of 2019 were powered by fully electric engines? With the competition, cutting-edge technology and demand for smart machines on the horizon, it is essential for a modern manager to be constantly open to learning about new concepts and new ideas. Managers have to be honest with



te prilike realizuju. Potrebno je pružiti iskren i detaljan *feedback*, ali i saslušati sugestije i primedbe pametnih ljudi.

Uostalom, svi menadžeri su poštovaoci legendarnog Stiva Džobsa, pa bi vredelo da uvek imaju na umu njegovu čuvenu misao – ***Nema smisla zapošljavati pametne ljude, a onda im govoriti šta treba da rade; zapošljavamo pametne ljude kako bi oni nama govorili šta da radimo.***

themselves - they are not gods and irreplaceable. What is more, the best thing they can do is to not be the smartest person in the room. They should be attentive listeners, consider the suggestions of other members in their team, acknowledge their ideas, provide them with helpful feedback and encourage them to grow and explore new possibilities along their career path.

It is not a secret that managers have a special respect for the legendary Steve Jobs and his legacy. Therefore, it seems logical to always keep in mind his famous quote: ***“It doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do.”***

Važno je da menadžer bude svestan da nije božanstvo, da nije najpametniji i da nije nezamenljiv  
Managers have to be honest with themselves  
- they are not gods and irreplaceable

#MolteniGroup



PAUL SEATING SYSTEM— VINCENT VAN DUYSSEN  
D.156.3 ARMCHAIR— GIO PONTI  
JAN COFFEE TABLES— VINCENT VAN DUYSSEN

VICINO TABLE— FOSTER + PARTNERS  
RANDOM CARPET— PATRICIA URQUIOLA  
ARTWORK— ALEK O.

**IDC** Home & Office  
Furniture

ŽORŽA KLEMANSOVA 24, BEOGRAD, SRBIJA  
WWW.IDC.RS INFO@IDC.RS +381 11 303 7 303

**Molteni & C**

# FOTOGRAFSKA PRICA FROM A PHOTOGRAPHER'S ANGLE

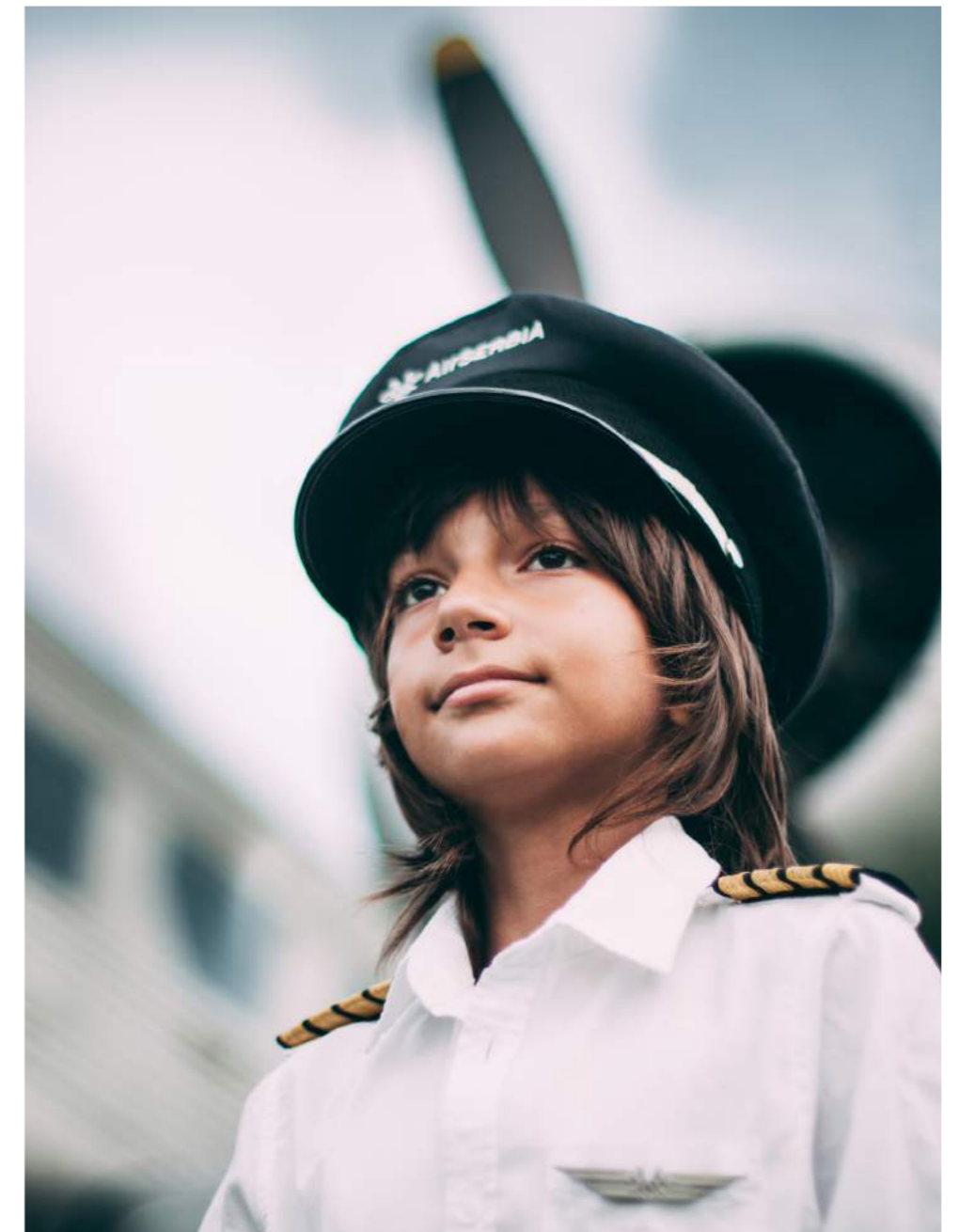


***“Fotografije su nastale na početku mog bavljenja fotografisanjem porodica, 2014. ispred Muzeja vazduhoplovstva”, svoju priču započinje fotografkinja Jovana Rakezić.***

U želji da izbegne trendove i da najemotivnije prenese priču svake porodice i napravi uspomene u koje je utkana njihova priča, ljude fotografiše u okruženju koje za njih nosi posebnu simboliku, bez doterivanja stvarnosti. U slučaju ovog fotografisanja lokacija je odabrana jer je Marko voleo avione - njegovi tata i deka su kapetani, a neki od starih aviona koji se nalaze u pozadini vozio je Markov deka. Iako su fotografije sa početka Jovanine karijere, ideja je ostala ista: beleženje stvarnosti, ali bez veštačkih osmeha!

***“The photographs were taken in 2014, at the beginning of my career as a family photographer, in front of the Aviation Museum”, says the photographer Jovana Rakezić.***

In an attempt to avoid popular trends, to present each family's story in a touching manner and create memories interwoven with their stories, she takes photographs of people in places which are particularly important for them, without embellishing the reality. In the case of this photograph, the location was chosen because Marko loved airplanes – both his father and grandfather were captains, and his grandfather even flew some of the old planes in the background. Although these photographs date back to the beginning of Jovana's career, the idea is the same: capturing reality, without fake smiles!





# MARINA ABRAMOVIĆ

Autor / Author SLAVICA PEŠIĆ

Fotografije / Photos DUŠAN RELJIN, TheMahler.com, Marina Abramović Archives



Od 21. septembra ove do 20. januara naredne godine Beograđani mogu videti prvu evropsku retrospektivu najveće umetnice performansa na svetu. Izložba Čistač je istorijska izložba i najveći kulturni događaj na ovim prostorima u proteklih nekoliko decenija. Za čitav region, ovo je kulturni događaj bez presedana.

Nakon 44 godine od poslednje samostalne izložbe u Beogradu, koja je i tada održana u Salonu Muzeja savremene umetnosti, ova izložba nam donosi celokupni uvid u pedesetogodišnju karijeru najveće dive performansa našeg doba. Izložbu čine sve faze njenog rada, od kojih je svaka ukorenjena u određenom vremenu i u određenoj intelektualnoj i kulturnoj situaciji. Marina Abramović je važna u istoriji umetnosti jer ponovo skreće pažnju na umetnost performansa, koja kod nas, uprkos svojim slavim počecima 70-ih godina, u poslednje vreme nije bila preterano zastupljena.

Kraljica dugotrajnih i iscrpljujućih performansa ličnim primerom prelazi vlastite mentalne i fizičke granice i pokazuje šta sve umetnik može da učini svojim telom,

Between September 21<sup>st</sup> and January 20<sup>th</sup> next year, the citizens of Belgrade will be able to see the first European retrospective dedicated to the greatest performance artist in the world. "The Cleaner" is a historic exhibition and certainly the biggest cultural event in this area both in this and the previous years. Actually, this cultural event is without precedent in the entire region.

44 years after her last solo exhibition in Belgrade, which was then held in the Salon of the Museum of Contemporary Art, this exhibition gives us a comprehensive insight into the career of this performance diva of our time spanning 50 years. The exhibition includes all stages of her work rooted in a certain time period, intellectual and cultural situations. Marina Abramović is significant in the history of art because she draws attention again to performance art, which had its glorious beginning in Serbia in the 70s, because as a genre it has not been that present here lately.

As the queen of long and exhausting performances, she pushes her mental and physical boundaries and demon-



dokazuje da telo nikada ne nestaje iz umetničkog polja i da je telo umetničkog subjekta osnovna alatka i materijal sa kojim se može raditi.

Postavku u Muzeju savremene umetnosti čine, kako Marinini rani slikarski i konceptualni radovi, solo performansi i zajednički rad sa tadašnjim umetničkim i životnim partnerom Ulayem, tako i kulturni radovi iz njene samostalne karijere. Na ovoj retrospektivi publika će moći da pogleda više od 120 radova (slike, crteži, objekti, fotografije, audio i video radovi, filmovi, scenografije, reperformansi i arhivska građa).

Beograđani će moći da dožive i rad Umetnik je prisutan, koji predstavlja najznačajniji trenutak u karijeri Marine Abramović, jer je upravo zahvaljujući njemu ona dobila zasluženo institucionalno priznanje od strane jedne od najuglednijih i najuticajnijih muzejskih ustanova na svetu – Muzeja moderne umetnosti u Njujorku. U praksi tog muzeja tako ekstenzivno prikazivanje izložbe performansa predstavljalo je presedan. Ta izložba označila je ulazak umetnosti performansa – i to ulazak na velika vrata – u stare muzejske institucije tog tipa.

Rad Umetnik je prisutan je od Marine Abramović napravio planetarnu zvezdu, zvezdu koja prevazilazi granice umetnosti. Iako je i do tada bila poznata i slavljena u širim kulturnim krugovima, nakon tog rada je svaka osoba na svetu znala za Marinu Abramović. On označava njen veliki okret prema radu sa publikom. Tokom tri meseca trajanja izložbe, ona je celokupno radno vreme Muzeja provela nepomično sedeći i sučeljavajući se sa pogledima svih posetilaca koji su želeli da sednu prekoputa nje.

Za izložbu u Beogradu dodali smo nekoliko radova koji će biti ekskluziva u odnosu na prethodne evropske muzeje koji su ugostili izložbu Čistač. Plava haljina iz performansa Stupanje na drugu stranu, koji je izvela 2005. godine u Gugenhamu (Muzej u Njujorku), jedan je od tih radova.

strates what artists can achieve with their own bodies. She shows that the body is always part of the artistic field, the main tool and material one can work with.

The exhibition in the Museum of Contemporary Art features early paintings and conceptual works, solo performances and joint work with her artistic and personal partner of that time, Ulay, as well as iconic pieces from Marina's solo career. This retrospective will showcase more than 120 pieces of work (paintings, drawings, objects, photographs, audio and video works, films, scenography, re-performances and archival materials).

The citizens of Belgrade will also be able to see "The Artist is Present", the artwork representing the most crucial moment in the career of Marina Abramović, because it earned her the well-deserved institutional acclaim from one of the most distinguished and influential museums in the world – the Museum of Modern Art in New York. The Museum broke the precedent by displaying extensively an exhibition of performance art. That marked the introduction of performance art in such old institutions.

This piece of work turned Marina into a global star, a star crossing the boundaries of art. Up until then she had been known and celebrated in wide cultural circles, but after that moment every single person in the world knew about Marina Abramović. That artwork also marked her shift towards working with the audience. During the three months of the exhibition and at all times during working hours of the Museum, Marina sat motionless and faced all the visitors who wanted to sit opposite her.

We added several pieces exclusively to the exhibition in Belgrade, which were not part of the previous exhibitions in European museums which hosted "The Cleaner". One of them is the "blue dress" from the "Entering the Other Side" performance at the Guggenheim Museum in New York in 2005.

U  
S  
U

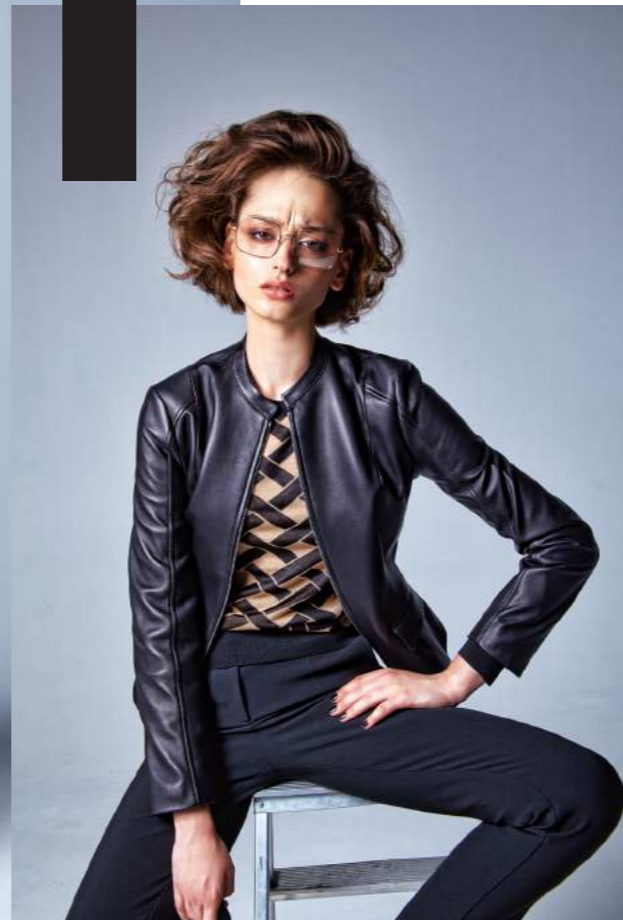
×

# DARE TO

be different and to be yourself,  
so that you can fulfill your  
every day...



D  
I



×

S



E

da budeš drugačija i svoja, baš  
takva da sama sobom obojiš  
sopstveni dan...

×





Fotograf / Photographer: Miša Obradović  
Modni urednik / Fashion editor: Ashok Murty

Šminka / MUA: Marko Nikolić  
Frizura / Hair: ID Academy  
Asistent stiliste / Stylist assistant: Vanja Vujanović  
Model: Ivana Trivić (@modelscoutingoffice.com)  
Model nosi garderobu i aksesoar brenda BOSS /  
The model wears BOSS total look  
Naočare / Glasses: Yason

# IRIS NEW BALKAN CUISINE

Autor / Author TIJANA DURAKOVIĆ  
Fotografije / Photos NEW BALKAN CUISINE

Mesto susreta hrane i stila  
Where food and style meet

Dizajniranje garderobe je slično kuvanju – u oba slučaja potrebni su nam pravi sastojci da bismo dobili kvalitetan proizvod. Moda i hrana se umnogome prepliću i međusobno inspirišu. Kroz istoriju, dizajneri su hranu često koristili kao medijum, a neretko su, inspirisani hranom, otvarali i svoje lokale. I danas je svaki od njih, ako drži do sebe, na ovaj ili onaj način upleten u ugostiteljstvo, a to ide dotle da se restorani pretvaraju u modne piste. Osim ukusa, koji je glavna okosnica „gastro-modnog” sveta, važno mesto zauzima i estetski aspekt hrane. Zbog toga ne čudi što u restoranima sve češće posežemo za foto-aparatom kako bismo, pre nego što počnemo da uživamo u ukusu obroka, najpre zabeležili njegovu pažljivo osmišljenu dekoraciju.

U Beogradu postoji mesto gde se magija ukusa i estetika prepliću u punom sjaju, a to je originalni kulinarski koncept Iris New Balkan Cuisine, koji svakog meseca gostima predstavlja potpuno nov jelovnik, a sva jela su pripremljena od namirnica sa Balkana. Vanja Puškar, vlasnik i osnivač, duboko veruje da svaka namirnica nosi karakter tla sa kog potiče, a njegova kuhinja kroz vizuru hrane dočarava autentični Balkan. Na ovaj način on ljudima koji nisu sa ovih prostora pruža priliku da Balkan sagledaju na potpuno neočekivan način. U duhu višedecenijskog trenda afirmacije lokalnih proizvoda, kako kroz hranu, tako i kroz određene estetske elemente, Iris New Balkan Cuisine predstavlja svoje ideje na kreativan način, uzdižući jednu originalnu lokalnu priču na globalni nivo.

Designing clothes is a lot like cooking - you need the right ingredients to get a perfect final product. The worlds of dressing and eating are intertwined and they have been a timeless source of inspiration for each other. Fashion designers often use food as a platform for their collections and in the last few years major fashion brands have started opening cafés, restaurants, and bars hoping that the way to their consumers' hearts is through their stomach. In addition to flavors as pillars of this “gastro-fashionable” world, the aesthetic of dishes is as crucial as their taste. We eat with our eyes first and it is not surprising that we like to take a photo of nicely decorated food on our plate and then enjoy our meal.

In Belgrade there is a gastro paradise where the magic of flavors and culinary aesthetic go hand in hand. The original concept of Iris New Balkan Cuisine introduces a brand new menu every month and all of the ingredients used to prepare dishes are local. Vanja Puškar, the restaurant's founder and owner, believes that food carries with it an undeniable sense of place and his modern twist on authentic Balkan cuisine is a visionary spectacle. In this way he gives people coming from other parts of the world the opportunity to understand what Balkan cuisine can be. Following the popular trend of promoting local products by using innovative cooking techniques and the art of serving food, Iris New Balkan Cuisine brings its culinary vision to life through creative approach and takes this regional story to the global stage.



Prvo što smo primetili je veoma jednostavan i sveden dizajn uniformi osoblja. Bela košulja, bela kecelja i sportske udobne patike. „Ideja je napraviti rasterećujući prostor gde ništa ne treba da iritira čula ili odvlači pažnju sa onoga što čini temelj našeg poslovanja, a to je hrana”, ističe Vanja.

Pitali smo Vanju gde pronalazi inspiraciju za jela: „Uvek naglašavam da je za inspiraciju najbitnije da budemo u raspoloženju u kom dopuštamo sebi da budemo inspirisani. U kreativnom okruženju i radnoj atmosferi stvari funkcionišu daleko jednostavnije i to se definitivno vidi i u samom rezultatu. Želja nam je da u naš degustacioni meni kompresujemo što više elemenata koji oslikavaju ovo podneblje. Pravilno dozirano bombardovanje čula”.

U restoranu Iris New Balkan Cuisine pravila ne postoje. Njihova stvaralačka filozofija usmerena je pre svega na gosta i njegov doživljaj ovog jedinstvenog koncepta poigravanja čulima. „Mislim da tu može da se povuče jaka paralela sa modom, muzikom ili nekim drugim vidom kreativnog izražavanja. Uvek je potrebno nešto novo kako bi se održala pažnja”, navodi Vanja.

Na vama je samo da posetite ovu raskrnicu ukusa i estetike na adresi Sarajevska 54, a za više informacija posetite sajt [newbalkanuisine.com](http://newbalkanuisine.com).

**PASTA ZA GURMANE – PREPORUKA VANJE PUŠKAR  
DOMAĆI PLJUKANCI SA TELEĆIM BRIZLAMA, LEŠNIKOM  
I SPANAĆEM**

Pljukance kuvamo u slanoj vodi nekoliko minuta. Brizle

The first thing we notice at Iris is a simple staff outfit – a white shirt, white apron and sporty, comfortable shoes. “The idea is to create a relaxing space where nothing would divert the diners' attention from food which is the focal point of our concept,” explains Vanja.

We ask Vanja where he finds inspiration for menu development. “It's all about the mood that allows us to be inspired. Things are running smoothly and efficiently in a creative and positive work environment and that definitely has a huge impact on our goals and results. We want to include in our three-day tasting menu as many ingredients that reflect this area as possible and engage all five senses when the food is placed before our guests.”

At Iris New Balkan Cuisine there are no rules. Iris food philosophy is primarily focused on guests and their experience of this unique concept of playing with the senses. “There is a strong parallel between cooking, fashion, music and other forms of creative expression. You always have to offer something new to keep people interested in your work,” says Vanja.

Finally, we invite you to discover this beautiful interpretation of traditional flavors masked in contemporary plating at 54 Sarajevska Street. For more information visit [newbalkanuisine.com](http://newbalkanuisine.com).

**VANJA PUŠKAR RECOMMENDS  
HOMEMADE STROZZAPRETI PASTA WITH VEAL SWEET-  
BREADS, HAZELNUTS AND SPINACH**

Cook strozzapreti pasta in salted water for a couple of



potopimo u mešavinu vode i soli (rastvor 2%) na minimum 6 sati. Posle toga ih ocedimo i začiniemo ruzmarinom ili majčinom dušicom. Brizle sečemo na sitne kockice, sotiramo na maslacu nekoliko minuta sve dok ne počne proces karamelizacije. Vratimo na dasku za sečenje, dodatno iseckamo i ponovo vratimo na zagrejan maslac u tiganj. Dodamo iseckan praziluk, med, i po potrebi još soli. Dodamo pljukance. Pažljivo nalivamo mesnom supom, pomerajući tiganj kružno kako bi se stvorila emulzija masnoće i tečnosti. Po potrebi dodajemo još maslaca, iseckan peršunov list i listiće spanaća. Po želji možemo da dodamo rendani tvrdi kravlji sir. Nakon serviranja sve posuti karamelizovanim lešnikom.

minutes. Soak the sweetbreads in water mixed with 2% salt solution for at least 6 hours. Drain the sweetbreads and coat with rosemary or breckland thyme. Cut the sweetbreads in small, square pieces. Melt the butter in a frying pan and fry the sweetbreads until they start to caramelize. Remove the sweetbreads from the pan, place them on a cutting board, cut them additionally. Return the meat to the frying pan. Add chopped leeks, honey and more salt if needed. Add strozzapreti pasta. Carefully pour the meat soup while making circles with the pan to create an emulsion of fat and liquid. Add more butter, if needed, chopped fresh parsley and spinach. Add grated hard cheese (optional). After serving, sprinkle with caramelised hazelnuts.



Vanja Puškar,  
vlasnik Iris New Balkan Cuisine  
Vanja Puškar,  
owner of Iris New Balkan Cuisine

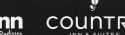


**RADISSON COLLECTION**

OLD MILL BELGRADE

Welcome to the  
**EXCEPTIONAL**

A COLLECTION OF OUR FINEST HOTELS  
[radissoncollection.com/old-mill-hotel-belgrade](https://radissoncollection.com/old-mill-hotel-belgrade)



RADISSON  
REWARDS

RADISSONHOTELS.COM

RADISSON  
MEETINGS



Jedan od najpoznatijih hindu hramova u Bangaloru, Kote Venkataramana  
One of the most famous Hindu temples in Bangaloru, Kote Venkataramana

# SVE BOJE INDIJE ALL THE COLORS OF INDIA

Autor / Author IVANKA RENDULIĆ  
Fotografije / Photos IVANKA RENDULIĆ

Moje poznanstvo sa Indijom, isprepletano ličnim vezama i kontaktima, počelo je na neobičan način. Nisam znala šta me čeka, ali desilo se to da sam se bespovratno zaljubila u tu zemlju. Putovanje sam počela u gradu na jugu Indije, Bangaloru, u državi Karnataka. Taj grad je svojevrsni IT raj. Prisustvo velikih internacionalnih tehnoloških kompanija je u mnogim aspektima promenilo dinamiku i puls grada, pa ga zbog toga nazivaju i Silikonskom dolinom Indije. Imala sam neverovatnu sreću da ovu jedinstvenu kulturu i tradiciju upoznam kroz perspektivu i priče porodice Kothakota, čiji su članovi bili naši domaćini. Opisujući jedan naš dan, provešću vas kroz boje koje će me uvek podsećati na Indiju.

### **Zelena u indijskoj kulturi i tradiciji simbolizuje novi početak i sreću.**

Dane bismo počinjali na najzelenijem i najmirnijem mestu u Bangaloru, u predivnom parku Kabon (Cubbon), posle vožnje natrpanim ulicama, koja je na trenutke izgledala kao video igrice, čak i kao pitanje života i smrti. Umetnici iz porodice domaćina, Adi i Šilpa, svako jutro upravo tu održavaju besplatne muzičke radionice na kojima izvode stare indijske pesme koje žele da od zaborava sačuvaju za naredne generacije.

### **Crvena predstavlja žensku energiju, vatru i senzualnost i vezuje se za boginju Durgu, majku i zaštitnicu univerzuma.**

Nakon parka, vreme je za posao. Jutarnji rituali majke Šahi, tihe i nezaustavljive sile i pokretača porodice, izuzetno su me zainteresovali. Šahi se najpre poklanja svom božanstvu u malom kućnom hramu – sobi za pudžu (pooja room), zatim se šminka, crtajući svoj crveni bindi (tačku na čelu), pa oblači i namešta sari tako da stoji savršeno tokom celog dana. Dok se spremala, otkrila mi je kako nikada nije obukla isti sari dva puta.

Iako je vlasnica velike klinike, Šahi nikad ne govori o svom uticaju i moći. Skromna je i povučena, kao i većina žena koje sam imala prilike da upoznam, ali nam je tokom našeg boravka ipak na delikatan način stavljala do znanja da je ona gazda u kući.

### **Žuta simbolizuje muževnost i ozbiljnost, snagu i izdržljivost. Česta je boja odevnih predmeta savremenih muškaraca.**

My firsthand experience of India, intertwined with personal relationships and new acquaintances, was anything but ordinary. I didn't know what I was going to discover and I never dreamed that I would fall in love with India irrevocably. The starting point of my journey was in Bangalore, the capital of the Indian state of Karnataka. It is one of the world's biggest tech hubs owing to the presence of major international IT companies, which has gradually changed the dynamics and the pulse of the city. Bangalore is also widely recognized as the Silicon Valley of India.

I felt incredibly fortunate to have been able to learn about the unique Indian culture and traditions from the perspective and life stories of our hosts, the Kothakota family. I will tell you about one of the days my two companions and I spent on the subcontinent and the mesmerizing colors that will remind me of India forever.

### **In Indian culture and tradition, green symbolizes a new beginning, harvest and happiness.**

When our drive through the crowded city streets, which at moments felt like being in a video game or even in a life or death situation, finally ended, we found ourselves in Cubbon Park, the greenest and most peaceful place in Bangalore. That is where our day began. Every morning, artists from our host family, Adi and Shilpa, run free music workshops shaded by tall trees and perform old Indian songs in order to preserve them for future generations.

### **Red represents sensuality and purity, as well as dynamism and fertility. It is often associated with the goddess Durga, the mother of the universe.**

After the park, it was time for a spell of tradition. Morning rituals of mother Shahi, an emotionally calm and mentally strong woman and the heart of the family, provided a glimpse into fascinating centuries-old customs. First she prayed to her deity in a sacred area of Indian homes, called the pooja room. Then she skillfully drew a bindi (a red dot) on her forehead, puts on and draped her saree so that it stayed on perfectly the entire day. As she was getting ready, she told me that she had never worn the same saree twice.

Although she owns a big hospital, she never talks about her influence or power. She is modest and shy, just like most women I met. Yet in a very subtle way she makes it clear that she has the final say in family matters.



Ponovo se vozimo u grad, ovoga puta auto-rikšom. Pored stotinu raznobojnih i živih hinduističkih hramova, jedna građevina nas je posebno očarala svojom gracioznošću. Palata sultana Tipu izgrađena u vreme vladavine čuvenog vladara, u 18. veku, ostavila nas je bez daha, a pored prelepog orijentalnog stila, posebno se ističe zlatno-žutim lukovima.

**Plava se najviše povezuje sa bogom Krišna, koji je uvek predstavljen u ovoj boji. Ona predstavlja otvorenost i različitost i simbol je beskonačnog i nemejljivog.**

Domaćini nas vode u nacionalni park Valparai. Kada smo stigli u mali smeštaj u srcu planine, prvo što su nam rekli bilo je: „Ne plašite se ako budete čuli zvukove životinja, mi ovde imamo sve – od slonova do leoparda“. Tek tada nam je bilo jasno da smo zapravo u sred džungle, a naši domaćini su mislili da bi bilo zabavno da troje Evropljana dovedu tu i vide njihove reakcije. Tako smo upoznali indijski smisao za humor.

Nakon prvobitnog kulturnog šoka, nestvarno lepa planina čija priroda oduzima dah, noćni safari, beskonačne plantaže čaja sa ponekim ušuškanim selom oduševili su nas i i ostavili nam uspomene za ceo život.

Do nekog novog susreta!

**Yellow symbolizes prosperity and sanctity and the women of the subcontinent apply it on their face and body in the form of herbal ingredients.**

We were on our way back to the city, this time in an auto rickshaw. Among dozens of colorful and vibrant Hindu

temples, there was one architectural masterpiece that captured our attention most with its graceful appearance. Tipu Sultan's Summer Palace, built during the reign of the valiant Tipu Sultan in the 18th century, left us speechless. Oriental style, magnificent golden-yellow arches and protruding balconies make this palace one of the most noteworthy creations of the ancient times.

**Blue is associated with Lord Krishna, one of the most important Indian deities, who is portrayed as having blue skin. Blue is a symbol of the infinite and the immeasurable.**

Next stop - National Park in Valparai. The first piece of information we received in a small lodging house located at the heart of the mountain was: "Don't let the animal sounds frighten you. You can see everything here - from elephants to leopards." Suddenly it dawned on us that we were in the middle of the jungle. Our hosts thought it would be funny to bring three Europeans there and see their reaction. That is how we became familiar with Indian sense of humor.

After the initial cultural shock, the India tour far exceeded our expectations. We brought home suitcases full of memories of unrealistically beautiful mountains, stunning nature, safari nights, endless tea plantations and villages scattered across the landscape. India, the home to a myriad of symbolic colors, will always have a special place in my heart.

Looking forward to seeing you soon!



# THE FUTURE IS YOURS.

**ERSTE**   
Bank

#VERUIJUSEBE  
**200**



# MILOŠ BIKOVIĆ

Autor / Author TIJANA DURAKOVIĆ  
Fotografije / Photos FILIP KOLUDROVIĆ

Trudim se da svetu prikažem Srbiju na način koji zaslužuje  
I try to present Serbia in the way our homeland truly deserves

Zajednički imenitelj svih projekata u kojima učestvuje mladi glumac i producent Miloš Biković jeste njegova nesevakidašnja strast – strast prema umetnosti, prema ispravnom sistemu vrednosti, prema veri, prema zemlji u kojoj je rođen. Sa njim smo razgovarali o nekim starim ulogama, ali najviše o njegovoj novoj ulozi, u kojoj se veoma dobro snašao – uloji ambasadora kulture Srbije.

**Uz vas stoji epitet „ambasador kulture Srbije“. Koliko je za vas ta uloga izazovna?**

Čovekov identitet se definiše njegovim obrazovanjem i vaspitanjem, koje on nosi, pre svega, iz kuće. Pod tim ne mislim samo na vaspitanje iz porodice, već i na vaspitanje iz zajedničkog doma, zemlje u kojoj je čovek rođen. Moja zemlja je moj dom, ona je naš zajednički dom, i stepen kulturnog obrazovanja pojedinca je, po mom mišljenju, uslovljen osnovnim vaspitanjem koje nosimo iz društva iz kojeg potičemo, iz našeg naroda. Uloga ambasadora kulture podrazumeva kombinaciju manira, obrazovanja, informisanosti i ponašanja koje je u skladu sa određenim sistemom vrednosti. Tu ulogu smatram vrlo izazovnom, jer ona zahteva da čovek bude disciplinovan i da se kontinuirano usavršava kako bi je ostao dostojan i kako bi opravdao poverenje javnosti. Tzv. self-help literatura, mediji, društvene mreže i društvo uopšte stalno nas podsećaju na to da je važno raditi na sebi. Za mene to, jednostavno, znači – biti hrišćanin.

**Šta se trudite da poručite svetu kao predstavnik kulturne scene Srbije?**

Trudim se da na najbolji način predstavim sadržaj i atmosferu kulturne scene u Srbiji. Srbija je iz geopolitičkih razloga pod informativnim udarom, a kulturna scena je ugrožena pod naletom neoliberalnog kapitalizma i monopola u medijima, koji, na štetu opšteg kulturnog dobra, stavljaju zaradu u prvi plan. Samim tim, dolazimo u situaciju da je izveštavanje o kulturnoj sceni potisnuto, a moralo bi biti na prvom mestu u medijima. Trudim se da jednostavnim porukama opišem Srbiju kao lepu zemlju, bogatu kvalitetnim ljudima. Pokušavam da promovišem sve ono što su neki veliki ljudi stvorili i ostavili nam u

There is one common thing connecting all the projects involving young Serbian actor and producer Miloš Biković – his remarkable passion. Passion for art, ethical values, religion, and for his homeland. We had the chance to discuss all these. We talked about some of his past roles and, more importantly, about a new one he performs so well – the role of Serbia's Creative ambassador. This honor was awarded to Biković as part of the "Serbia Creates" platform, launched by the Creative Industries Council of the Serbian Prime Minister, with a view to promoting Serbian artists and scientists in the world.

**What do you find most challenging about this important role?**

Our identity is formed and shaped throughout our individual experiences, including the education we get in school, life lessons we learn from our parents and from the world around us in general. Serbia is my home. Serbia is our home. Therefore, the level of cultural education of any individual in Serbia is directly related to the basic upbringing we receive from our society, from our people. The role of a creative ambassador of culture involves a set of manners, education, being well-informed, along with proper behavior according to the specific system of values. I find this role quite challenging. It requires a high level of discipline and constant self-improvement in order to meet public expectations and to remain worthy of the role. Self-help books, media, social media, and society in general highlight the importance of being a lifelong learner and the best version of yourself. Or, simply said, of being a good Christian.

**What is the message you want to communicate to the world as a representative of the Serbian cultural scene?**

I try to reach a wider audience and inform them about the background of the Serbian cultural scene and everything it includes. Serbia has been in the media a lot due to geopolitical reasons. The cultural scene is jeopardized by the rise of neoliberal capitalism and media monopolies that put profit before the well-being of culture. All this leads



Miloš Biković ulogu ambasadora kulture smatra vrlo izazovnom i trudi se da jednostavnim porukama opiše Srbiju kao lepu zemlju, bogatu kvalitetnim ljudima

Miloš Biković finds the role of Serbia's Creative ambassador quite challenging but his message is simple. He tries to describe Serbia as a beautiful country and a home of smart and talented people

nasleđe.

**Ko vas u tom pogledu inspiriše?**

Nemam uzore u tom smislu, ali veoma poštujem stvari koje za našu zemlju čine i način na koji to rade naučnici, mladi matematičari, Novak Đoković, vaterpolisti, košarkaši i ostali pojedinci koji svojim trudom i zalaganjem neguju prave životne vrednosti.

**Svetska kinematografija se ubrzano menja. Da li možete da nam ukratko prenesete svoje utiske poredeći stanje na početku vaše karijere sa sadašnjim stanjem?**

Stvari su se drastično promenile. Upadljivija je razlika između Holivuda i ostatka sveta. Rуска kultura filma, koja je po mnogo čemu slična našoj kulturi, kao i kineska, koja je nama daleka i nepoznata, ubrzano se razvijaju. Sve to je dovelo do brojnih preokreta, a svet je, usled globalizacije i digitalizacije, postao tesan. Došlo je do kreiranja velikih platformi kao što su HBO, Netflix, BBC i druge, kojima se mnogi stvaraoci sve više okreću. Tako je bioskop uglavnom postao rezervisan za filmove koji su bogati specijalnim efektima, a ostali žanrovi, počevši od komedija, preko drama, pa sve do trilera, preselili su se na pomenute platforme. Serije i mini-serijali su preuzeli vođstvo u odnosu na dugometražne filmove.

**Kako vodite korak sa promenama u industriji?**

Kada ste aktivni član industrije, onda se trudite da idete u korak sa promenama tako što stalno radite na sebi. Informišem se svakodnevno, trudim se da pratim svetske trendove i da ih uklopim u svoja poslovna razmišljanja i afinitete. Velika imena su često odbijala da igraju u serijama koje su kasnije doživele uspehe velikih razmera, kao, na primer, kada je Rej Liota odbio ulogu Tonija Soprana, ulogu koja je Džejmsa Gandolfinija proslavila. Važno je da pratite kretanja i da budete prilagodljivi – naravno, ne po svaku cenu, nego u skladu sa već postavljenim kriterijumima i

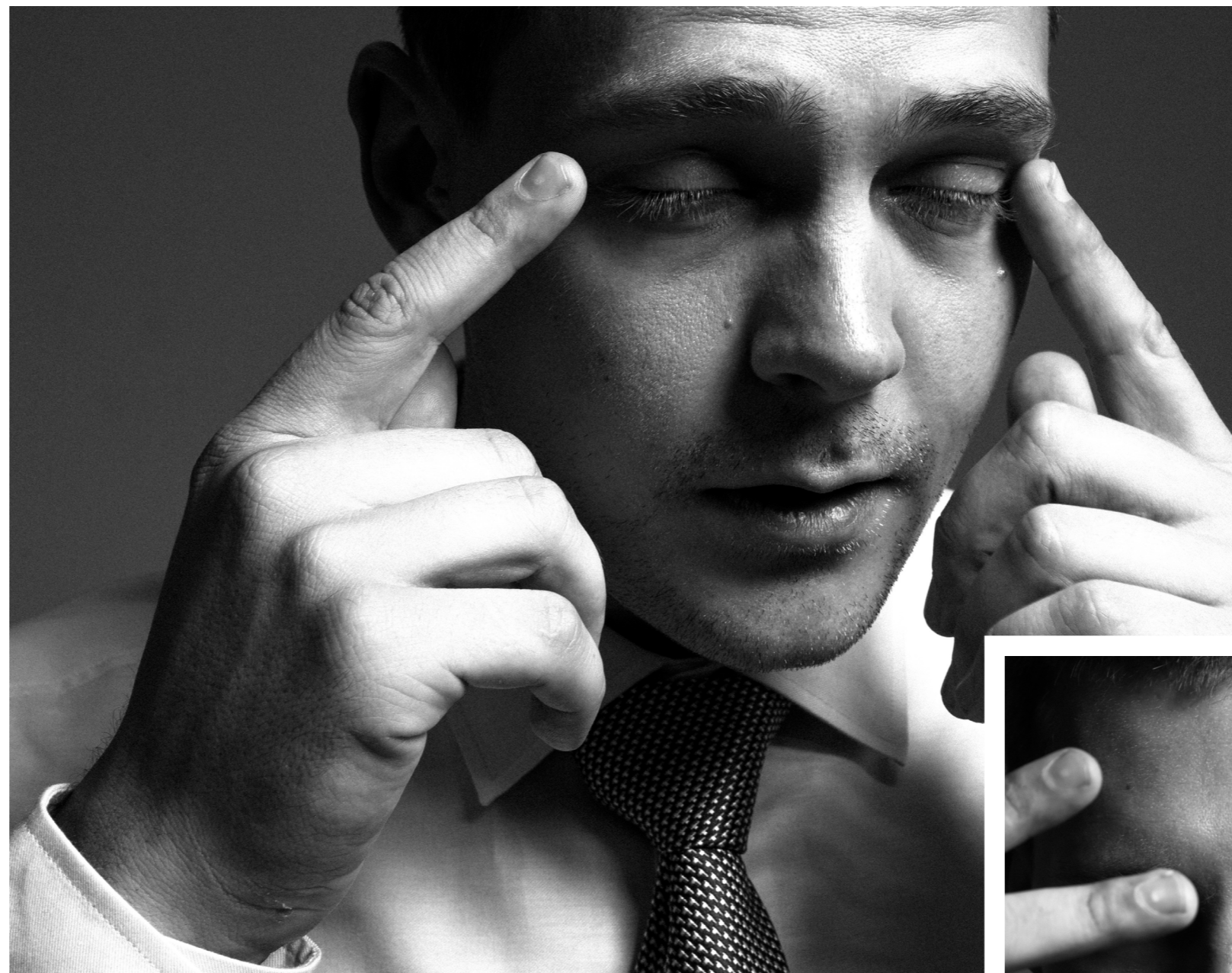
to a situation where culture is less and less present in the media, which is negative, since I believe that information regarding culture should be one of the top priorities. My message is simple. I want to describe Serbia as a beautiful country and a home of smart and talented people. Many of them have succeeded in making a difference for future generations and I'm proud of being able to promote the priceless heritage they have left us.

**Who inspires you in this respect?**

Even though I actually don't have role models, I admire individuals who did great things for our country, such as scientists, Novak Djoković, water polo players, basketball players, and young mathematicians. They nurture true life values through their diligence, enthusiasm and achievements.

**Global film industry has undergone numerous changes in recent years. What are your impressions when you compare the beginning of your career and the present time?**

Things have changed drastically. There is a striking difference between Hollywood and the rest of the world. The Russian film culture that resembles ours, as well as the Chinese film culture we know little about, are developing rapidly. Major shifts have occurred in this area, and the world is getting smaller owing to the globalization and digitalization process. Large streaming platforms such as HBO, Netflix and BBC have been created and many filmmakers are increasingly focusing on them. Today we mostly go to the cinema to watch blockbusters packed



Veoma poštujem stvari koje za našu zemlju čine i način na koji to rade naučnici, mladi matematičari, Novak Đoković, vaterpolisti, košarkaši...

I admire individuals who did great things for our country, such as scientists, Novak Djoković, water polo players, basketball players...

Miloš nosi garderobu i aksesoar brenda BOSS /  
Miloš wears BOSS total look



Stvari su se drastično promenile. Upadljivija je razlika između Holivuda i ostatka sveta  
Things have changed drastically. There is a striking difference between Hollywood and the rest of the world

normama koje su vam važne.

**Odnedavno radite na projektu promocije turizma u Srbiji. Kažite nam nešto više o tome.**

Počeo sam sa promocijom festivala „Kustendorf klasik“ uz Emira Kusturicu, koji radi fenomenalne stvari za našu zemlju u smislu promocije kroz kulturu. Na čelu sa svojom producenstvom kućom „Arhangel studio“ pokrećem snimanje filma, a dovodimo i franšizu serije „Kuhinja“ u Beograd. Neće biti rađena adaptacija na lokalnu, već ćemo, po ugledu na materijal koji je publika imala priliku da vidi, napraviti originalnu verziju „Hotela Eleon“, koja će pratiti nastavak priče u Beogradu. Pored toga, radim na izradi video-blogova i na tome da u Beograd dovedem novinare, glumce i uticajne pojedince na društvenim mrežama. Trudim se da prikazem Srbiju onako kako smatram da ona to zaslužuje. Želim da što više ljudi dođe u Srbiju, ali ne zato što će od toga Srbija imati ekonomske koristi. Postoji nešto važnije. Čini mi se da nedovoljno cenimo sebe, zato mislim da ćemo kroz oči posetilaca koji se oduševljavaju lepotom na koju smo mi navikli i mi sebe videti jasnije i da ćemo se podsetiti toga ko smo i šta smo i ponovo početi sebe da poštujemo.

with special effects, while other genres moved to these platforms, starting with comedies, dramas and thrillers. TV series and miniseries are taking the lead, leaving feature films behind.

**How do you keep up with the trends in your industry?**

As a member of the industry you have to stay on top of its changes by constantly looking for opportunities to improve yourself and perform better. I regularly navigate through the news online, try to follow global trends and adjust them to my working philosophy and sphere of interest. Big-name stars often refused to be part of TV shows that later proved to be massive hits, for instance Ray Liotta turned down the role of Tony Soprano that helped James Gandolfini rise to fame. The key is to stay up-to-date with current events and be flexible, not at all costs of course, but rather in harmony with the criteria and standards that matter to you.

**You have been engaged in a project for the promotion of Serbian tourism. Could you tell us more about it?**

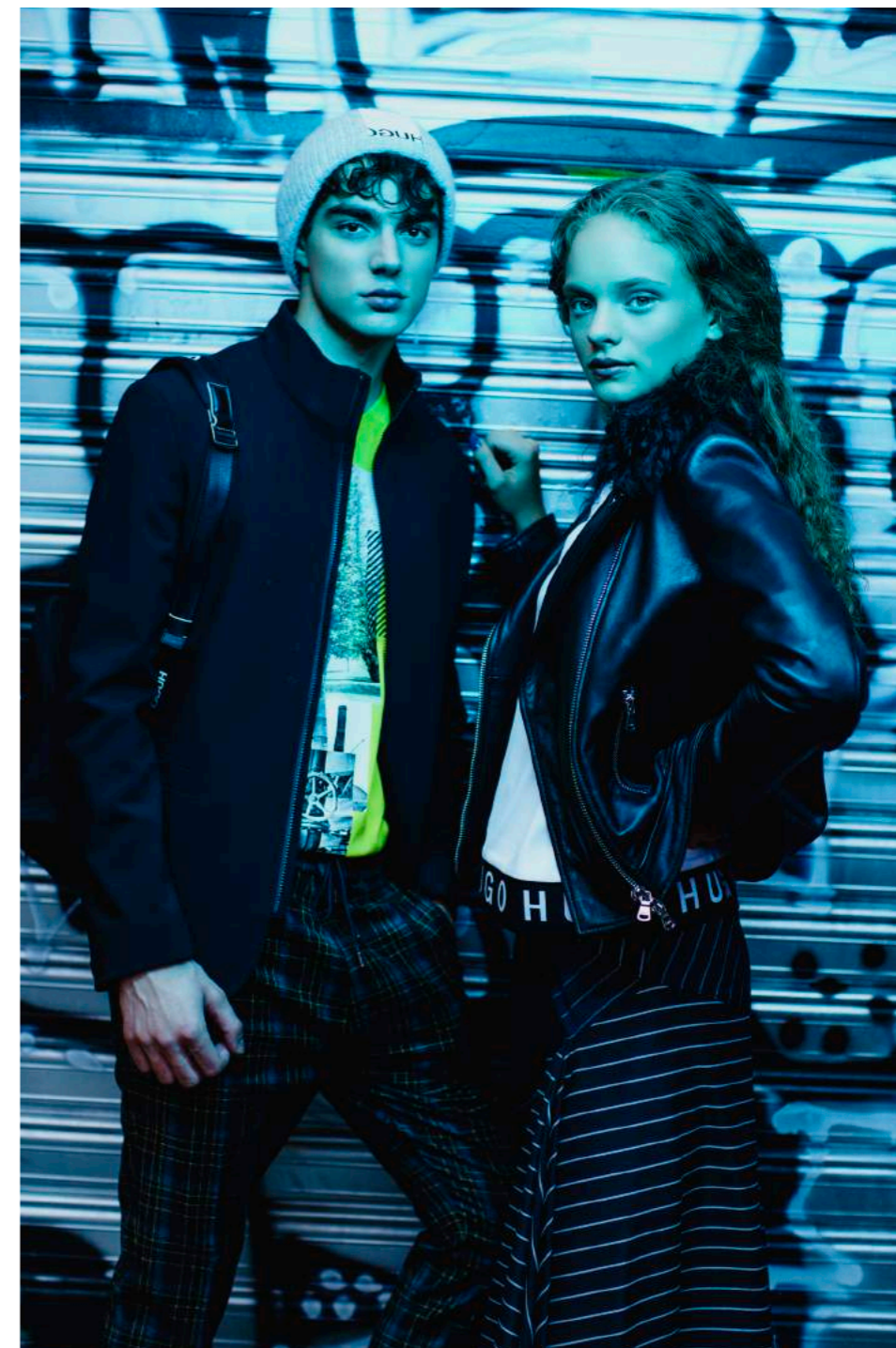
I am glad to join Emir Kusturica in the promotion of his Kustendorf CLASSIC Festival. He does amazing things for our country in terms of its promotion through culture. I also started shooting a movie with my production company Arhangel studio, and we bought the franchise for the Russian TV series “Kitchen”. The show won’t be a local adaptation, since we are going to create an original version of “The Eleon Hotel” based on the episodes people in Serbia have already watched, and the story will continue in Belgrade. At the same time, I am making video blogs, and I am actively inviting foreign journalists, actors and social media influencers to Belgrade. I try to present Serbia in the best light possible, so that more and more people from abroad come and visit my country. Not just because Serbia will benefit from that economically, but for another reason which is even more important. I feel we stopped appreciating ourselves the way we should. Therefore, the eyes of foreigners enchanted with our natural beauties and historical wonders we often take for granted can serve as a mirror to see ourselves more clearly, they can remind us who and what we are, and help us finally regain our self-respect.



# NEKONVEN NCIONALNO

JE KONVENCIJA

Stereotipi su tu da budu  
promenjeni. Počni od sebe.



## THE UNCONVENTIONAL IS THE NEW CONVENTIONAL

Stereotypes are there to be  
changed. Start with yourself.







Fotograf / Photographer: Mika Knežević  
Modni urednik / Fashion editor: Ashok Murty

Šminka / MUA: Branislav Nikić ([modescoutingoffice.com](http://modescoutingoffice.com))  
Frizura / Hair: Branislav Nikić ([modescoutingoffice.com](http://modescoutingoffice.com))  
Asistent stiliste / Stylist assistant: Vanja Vujanović  
Modeli / Models: Miloš Ž. & Simona (@[demonsmodelmanagement](https://www.instagram.com/demonsmodelmanagement))  
Modeli nose garderobu i aksesoar brenda HUGO /  
The models wear HUGO total look  
Naočare / Glasses: Yason



# / FASHION INSIDER: DIGITALNA MODA

## FASHION INSIDER: DIGITAL FASHION

Autor / Author AŠOK MURTI  
Fotografije / Photos HUGO BOSS

Vrelo leto u Hugo Boss svetu obeležila je tzv. capsule kolekcija HUGO x Liam Payne, koja je predstavljena na Berlinskoj nedelji mode.

Današnji modni trendovi fokusiraju se na kontrolisanu distribuciju informacija putem društvenih mreža i na prodaju. Dizajn kao takav je sekundaran, a intenzivno se radi na tome da se udovolji klijentu i da on bude aktivno uključen u dizajn proizvoda.

Najnoviji trend je da se na prezentacijama modnih kolekcija daje minimalna količina informacija o samim proizvodima, dok se mnogo više govori o imidžu i identifikaciji sa samim brendom. Zašto je tako? Zbog ubrzanja u plasmanu garderobe, nemoguće je sustići konkurenciju tzv. fast fashion brendova, koji u trenutku mogu da se inspirišu dizajnom iz kolekcije visoke mode i plasiraju ga na tržište. Zato se veliki i ozbiljni brendovi dovijaju na sve načine. Kolekcijske revije koje se prezentuju su tzv. image revije, koje ne moraju da imaju nikakvih dodirnih tačaka sa onim što se kupcima predstavlja na kraju.

The HUGO x Liam Payne capsule collection, launched at an experimental event during Berlin Fashion Week, marked this summer in the HUGO BOSS brand universe. Perhaps the most interesting characteristic of the fashion world today is the focus on providing limited access to information through social media and sale. Good design receives less attention as fashion companies intensively work to please their customers and increase their engagement in the design process in any possible way. The latest trend is to provide just a few details about the collection during fashion shows while saying more about the image and identification with the brand. Why is that so? Due to the growing number of see-now, buy-now collections it is impossible to keep pace with fast fashion brands, that can be "inspired" by a specific high class design in the moment and place it on market. Therefore, big and luxury brands have to be clever in order to over-



Nekadašnja fabrika papira u istočnom Berlinu bila je savršena scenografija za predstavljanje kolekcije HUGO x Liam Payne. Former paper factory in east Berlin provided the perfect backdrop for the reveal of the capsule collection HUGO x Liam Payne.





Kolekcija je nastala u saradnji sa Liamom i prati njegov jedinstven lični stil  
 Collection is co-designed with Liam and features unique references to his personal style

Međutim, upravo vođeni primerom fast fashion brendova, sve više velikih modnih brendova ulazi u saradnju sa imenima iz javne sfere za koje smatraju da su kompatibilni sa njima. Primer kompanije H&M, koja je započela saradnju sa velikim imenima mode uzet je kao predložak sa obrnutim ulozima – veliki brendovi ulaze u saradnju sa glumcima ili pevačima sa kojima rade tzv. capsule kolekcije, kao što je ova koja je prezentovana u Berlinu. Minimalistička struktura i visoki plafoni nekadašnje fabrike papira u istočnom Berlinu bili su savršena scenografija za predstavljanje kolekcije, a na samoj prezentaciji sve je bilo podređeno posetiocima, odnosno tzv. influencerima, kojih je bilo više nego što je nekada na revijama bilo novinara i počasnih gostiju zajedno. Kupci se ovde pojavljuju samo kao kurtoazni dodatak i služe da slika u medijima i na društvenim mrežama bude potpunija. Ceo prostor je postavljen kao niz atraktivnih pozadina za pravljenje selfija, koje liče na pozadine fotografija sa crvenog tepiha sa svim pratećim elementima.

come this challenge. Catwalks displaying new collections become more like concept shows that might not have so much in common with fashion products presented to end buyers. However, following the example of fast brands, more and more luxury fashion labels are now starting to collaborate with celebrities considered to be brand "compatible". Big brands took H&M's practice of working with top fashion designers and reversed it - they team up with movie stars and pop icons to create exclusive "capsule" collections with their personal touch, like the one presented in Berlin. The former paper factory, with its minimalistic structure and mammoth ceilings, located in east Berlin, was the ideal venue for the capsule collection reveal, a collaboration between Liam Payne and Hugo Boss. The event was attended by a host of international guests and influencers from Berlin's creative scene, featuring a special performance by Liam Payne himself. The shoppers were only a bonus in the picture of the brand's launch party published



Šarmantna kombinacija svečane i sportske odeće u ovoj kolekciji spaja tzv. statement grafičke logotipe jakih boja sa siluetama koje se nose sa lakoćom. Određeni ponavljajući motivi na komadima odeće inspirisani su tetovažom na Lijamovoj desnoj podlaktici. Ono što je posebno zanimljivo jeste da je kupovina te večeri bila moguća isključivo putem Instagram naloga brenda HUGO.

Brendovi kao što je HUGO velekupcima prezentuju kolekcije u sve prisutnijim digitalnim formatima. Na taj način, klijent će u bliskoj budućnosti, prilikom odabira konkretnih komada iz kolekcije, moći da sugeriše promene u formi i dizajnu, ali i da virtuelnim putem oseti kako će izgledati materijal od koga će taj isti komad biti napravljen.

Tako dolazimo do nove situacije – sam čin lansiranja kolekcije sve manje ima veze sa suštinom onoga što pokreće celu modnu industriju od njenih početaka, a to su revije organizovane u okviru nedelja mode širom planete. Prezentacija kolekcije postaje platforma za promociju onih za koje se smatra da su dovoljno uticajni da bi privukli potencijalne klijente, koji će tu robu kupovati i u realnim i u onlajn prodavnicama. Kako bi se izbeglo da se pogrešno protumači ono što se nudi, teži se tome da svaki komad bude prikazan što tačnije, čime se kupcu olakšava odluka o kupovini. Dizajner je sada tu samo neko ko služi kao posrednik između kupaca i brenda. A kuda će nas svi ti noviteti odvesti – ostaje da vidimo...

in the media and posted on social networks. The whole place has been set up as a sequence of visually appealing, must-take-a-selfie backdrops that resembled those used for red carpet photos with all the accompanying elements.

The 10-piece HUGO x Liam Payne collection features clothing, footwear and accessories, highlighting unique design elements, such as statement logo graphics with easy-to-wear silhouettes that blur the lines between formal and athleisure. The chevron that's incorporated in the HUGO logo was inspired by one of Liam's earliest tattoos on his right forearm. Moreover, the HUGO x Liam Payne capsule was the first time ever the brand released a new collection exclusively on Instagram for a 24-hour period. Brands like HUGO present their collections to wholesalers relying increasingly on the use of digital showrooms. In this way, in the near future, when selecting specific pieces from the collection, customers will be able to suggest changes in color and design, get a preview of their personalized garments and thus replicate the in-store experience online.

Finally, we face the fact that the act of launching a collection gradually moves from the essence of the entire fashion industry since its beginnings - fashion shows organized within fashion weeks around the globe - to platforms that promote influencers influential enough to "attract" potential customers and get them to buy the products both in physical and online stores. In order to avoid misinterpretation of what is being offered, each piece is displayed as accurately as possible, thus facilitating the purchase decision. The designer is there to bridge the gap between customers and fashion brands. However, we are yet to see where all these innovations will take us...



Više od 1.000 zvanica prisustvovalo je događaju, među kojima i Winnie Harlow, Stella Maxwell, Sasha Trautvein, Mario Bautista i Stefanie Giesinger  
More than 1.000 people attended the event including Winnie Harlow, Stella Maxwell, Sasha Trautvein, Mario Bautista and Stefanie Giesinger



# BOSS

HUGO BOSS

watches

## LEGACY KOLEKCIJA

BOSS Legacy kolekcija kombinuje klasični vintage stil sa više rafiniranim modernim i sportskim izgledom. Kolekcija inspirisana dizajnom satova za pilote. Za muškarca koji želi da ostavi jak, a ipak nenametljiv utisak sa izborom časovnika. Tipični veliki masivni arapski brojevi ne samo da privlače pažnju na sunray brojačniku, već omogućavaju i da se vreme očitava lako, u trenutku kada je to neophodno. Pridržavajući se teme avijacije, ovaj elegantni sat poseduje podbrojačnik na poziciji 6H za malu sekundaru, kvadratni displej za datum na poziciji 3H, upečatljive kazaljke u obliku mača i unikatnu izrezbarenu koronu.

Legacy model je savršeno prikladan za modno osvešćene muškarce koji cene tradiciju, imaju oko za moderan retro stil i želju za avanturom. Kolekcija dostupna u verziji sa narukvicom od nerđajućeg čelika i plavim brojačnikom ili sa platnenom sivom narukvicom i sivim brojačnikom.



Model sa platnenom narukvicom: 1513683



Model sa čeličnom narukvicom: 1513707

**Tehničke karakteristike:**  
Prečnik kućišta: 44mm  
Mehanizam: 2H sa malom sekundarom i datumom

# IMA LI PILOTA U AUTOMOBILU? WHO'S DRIVING THAT CAR?

Autor / Author MILOŠ MAKSIMOVIĆ

Da ste nekome pre dvadeset godina rekli da će vaš auto moći da izmeri i proceni odstojanje, a zatim i da sam sebe parkira na usko parking mesto, verovatno bi vas čudno gledali. Danas auto možete parkirati i isparkirati dodiranjem ekrana vašeg mobilnog telefona.

Slično važi i za sisteme detekcije prepreka na putu, sisteme samostalnog kočenja, prilagođavanja krivinama, a postoje čak i sistemi pripreme za neizbežni sudar.

Čini se da bismo moderne automobile lakše mogli da vozimo bez jednog točka nego bez akumulatora. Kilometri i kilometri žice i brdo računara gotovo da su važniji za sigurnu vožnju od samog vozača.

Senzori koje poseduju predstavnici premium segmenta izmeriće frekvenciju vašeg treptanja i pokrete oka kako bi utvrdili da li ste postali najslabija karika na tom putu, pa će vam, ako procene da je to slučaj, predložiti da malo odmorite pre nastavka puta, ne bi li vam sačuvali glavu.

Jedna od najzanimljivijih, najizazovnijih, pa, ako hoćete, i najstrašnijih stvari sa ove liste novih i budućih mogućnosti je – samostalna vožnja.

Lideri na polju tehničkih inovacija usavršavaju mogućnosti vašeg automobila tako da je on sa svakom sledećom iteracijom sve bliži tome da može da vozi sam. Naravno, pošto se zakoni razlikuju od zemlje do zemlje i od kontinenta do kontinenta, nije izvesno kada ćemo moći da pustimo volan i dozvolimo našem „letećem ćilimu“ da nas prebaci od tačke A do tačke B, dok mi, zavaljeni u luksuznim sedištima, obavljamo važne telefonske razgovore, dremamo ili isprobavamo različite filtere na novoj Instagram fotki.

Autor ovih redova često ima priliku da lično testira sisteme za ispravljanje grešaka vozača u novim automobilima i može da posvedoči da je to ponekad zaista zastrašujuće.

U jednom automobilu, čiju marku ne bih da imenujem (njeni vlasnici su poznati kao bahati vozači koji ne koriste pokazivače pravca prilikom prestrojavanja), ako ne podesite osetljivost sistema za održavanje u saobraćajnoj traci, a ležerno krenete u promenu trake bez uključivanja migavca, morate da se rvate sa volanom kako biste preuzeli kontrolu nad njim.

If somebody had told us 20 years ago that our car would be able to park itself by measuring, assessing and approving the parameters needed for this action and then squeezing itself into a tiny parking space, we would probably have stared at them in amazement. Today, however, by using our mobile device application we become merely fail-safe observers of the parking maneuver.

The situation is similar with road obstacle detection, automatic emergency braking, wheel alignment and the systems that prepare the driver for an inevitable crash.

This leads to the conclusion that computer-controlled drive-by-wire technologies are almost more important for safe driving than having all four wheels or the driver himself.

Moreover, sensors in premium cars will measure the frequency of your eye blinking and eye movements to determine whether you have become the weakest link on the road and alert you if it is time to pull over for a break in order to save your life.

One of the most attractive, challenging and controversial features on this advanced-technology option list is self-driving.

Leaders in the field of technical innovations increase the possibilities of your car becoming a fully autonomous vehicle with every iteration. Since driving regulations differ between countries and continents it is hard to say whether it is only a matter of time when reaching our destination would turn into leisure time. Comfortably seated we could let our invisible chauffeur drive us from point A to point B while we make an important phone call, take a nap or post a photo on Instagram.

The writer of this article often gets the chance to test advanced driver-assistance systems in new vehicles that help correct common driver errors. He says that these tests can sometimes be truly daunting.

For instance, with one car brand (whose owners in most cases are haughty drivers who never use blinkers when changing lanes), he discovered that if you didn't adjust the sensitivity of the lane keeping assist system and you started lane departure without using blinkers it would be

◆ S&L JOKIĆ JEWELRY & WATCHES

www.s-l.co.rs @sl\_jokic sl.jokic

Jednostavno, automobil vaše ponašanje tumači kao nenamerno, a zna da ste skloni greškama – jer ste čovek. Automobil, naravno, ne greši, jer je programiran da svoje funkcije obavlja precizno i u skladu sa propisanom procedurom: „IF –ovo, THEN – ono”.

Kamere u vetrobranu, prednjem grilu i retrovizorima u deliću sekunde konstatuju da prelazite liniju, ali nedostaje input koji dokazuje da je to voljna akcija, pa automobil prelazi u režim Vladislav Petković Dis, odnosno pomisli da vlasnik automobila „možda spava”.

Ta mogućnost, osim što zaista može da vas spasi ako od umora nakon duge vožnje klonete i u poslednjim kilometrima izgubite prekopotrebnu koncentraciju, istovremeno je deo složenijeg sistema, koji uz adaptivni tempomat sa radarom i neophodnim senzorima upravlja automobilom skoro bez vašeg učešća. Skoro, jer je potrebno da se u pravilnim vremenskim razmacima „javite” dodirivanjem volana.

Malo po malo, i mi ćemo, usled sve šire upotrebe ovakvih sistema i usled njihove dostupnosti, postati samo piloti u našim kolima. I to u režimu auto-pilota.

**Postavlja se samo jedno pitanje.  
Da li to zaista želimo?**

difficult for you to control the steering wheel.

The car interprets driver's mistakes we are all prone to making as unintentional. And the car is never wrong because the system is programmed to function accurately and according to the prescribed procedure "IF - this, THEN - that".

Cameras in the windshield, front grill and rear-view mirrors instantly detect if you are crossing over into another lane. On the other hand, there is nothing that shows if you are doing that deliberately, so the car may think that the person behind the wheel is sleepy.

This option, besides having the potential to eliminate car accidents due to a person's drowsiness after a long drive and the lack of focus, is also part of a more complex system. Together with adaptive cruise control with radar and required sensors, the system drives the car almost without your intervention. Almost, because you just have to signal "I'm here" by touching the steering wheel at regular intervals.

With these systems being increasingly used and available, it won't be long before we become pilots in our vehicles with autopilot features.

**The question is: "Is that what we really want"?**



Pametna inženjerska rešenja postala su *must have* na listi opreme koju želimo da poseduje naš sledeći ljubimac na četiri točka

Smart engineering solutions have become a must-have item on the list of equipment that comes with our new "4-wheel friend"



#PostcardsFromBerlin  
Drop One  
Photographed by Benjamin Alexander Huseby

**HUGO**  
HUGO BOSS

# KOLIKO DAŠ, TOLIKO TI SE I VRATI GIVE AS MUCH AS YOU EXPECT TO RECEIVE

Autor / Author NEBOJŠA MANDRAPA  
Fotografije / Photos MIRALEM ČAUŠEVIĆ



Keneči Belušević bavi se zanimanjem čiji pun naziv glasi: Senior Manager Commercial Development and sports CEEMCA. Naziv njenog zanimanja otkriva nam da ova uspešna žena vodi poslovne operacije za kompaniju Discovery na prostorima bivše Jugoslavije, Albanije, Mediterana i Izraela. Njeno iskustvo u medijskoj industriji počelo je angažmanom u poslovima vezanim za sportska TV prava, gde je pokrivala tržišta u Jugoistočnoj Evropi, radeći sa velikim brojem važnih partnera. Nakon toga se pridružila Discovery timu.

Studirala je pravo, poslovne i evropske studije, a karijeru je nastavila kroz rad u oblasti korporativnog prava, obrazovanja i poslovanja, što joj je pomoglo da stekne jaku osnovu i dragoceno iskustvo pre nego što se potpuno okrene medijskoj sceni.

Danas, Keneči je žena kojoj se mnoge kolege dive, što zbog izuzetnih dostignuća, talenta i profesionalizma, što zbog rezultata vezanih za Eurosport, Discovery, TLC i druge zanimljive kanale iz portfolija kompanije za koju radi.

**Keneči, hvala vam što ste prihvatili da za magazin MOVEM govorite o temi koja inspiriše milione ljudi širom sveta – o sportu. Koji je vaš omiljeni sport?**

Omiljeni sport mi je verovatno tenis i posebno sam srećna što mogu da ga pratim preko našeg Eurosporta. Timske sportove sam volela da gledam odmalena, dok sam tenis počela da pratim relativno skoro. U timskim sportovima imate veliki broj igrača, koji rade svoj deo posla kako bi se obezbedila pobeda, dok je u tenisu sve na jednoj osobi. Tačno je da igrači imaju trenere, fizioterapeute, kondicione trenere, asistente i slično, ali kada izađu na teren – sasvim su sami, nema nikog na koga mogu da se oslone. I tu dolazi do izražaja nečija individualnost i snaga karaktera. Tu se pokazuje talenat, mentalna snaga. Okolnosti o kojima govorim podsećaju me na situacije u kojima sam se i sama nalazila u određenim periodima u životu, kada sam morala da se sopstvenim snagama, bez ičije pomoći, probijam i idem napred.

**Da li ste nekada igrali tenis ili ga ipak radije samo gledate na TV-u?**

Uzela sam reket par puta, ali definitivno nemam veštine potrebne za taj sport. Kao tinejdžerka sam se oprobala u više različitih sportova, kao što su košarka i rukomet, ali sam na kraju završila na atletskoj stazi, trčeći 100 metara, što mi je najviše i odgovaralo. Sa druge strane, prija mi da gledam tenis na TV-u, jer sam jedan od gledalaca koji navija ne samo za igrače, već i za kanal na kom ide prenos, i uživam u uspehu koji taj kanal ostvaruje. Na primer, Eurosport je ove godine dostigao rekordnu gledanost u finalu turnira Australian open – svaki treći gledalac u Srbiji tada je bio uz naš kanal. Takođe, finale Vimbldona je ove godine gledalo tri puta više ljudi nego u 2018. To mnogo govori i o tome koliko je tenis popularan u Srbiji.

**Kako je sport postao deo vašeg života?**

Kao mlada devojka, tinejdžerka, bila sam veoma aktivna u sportu. Generalno sam strastvena prema životu i volim tu adrenalinsku groznicu. Sport je za mene nešto živo, prava stvar; on ujedinjuje ljude, bez obzira na to da li je reč o pojedinačnom ili timskom sportu. Iskustvo koje se u sportu stiče pobedama i porazima je ujedno i refleksija svakodnevnog života. Postoje lekcije koje se uče iz uspona i padova, a koje definišu svakog pojedinca. Stavovi koji se grade u takvim trenucima su takođe veoma važni.



Job description of Kenechi Belušević reads as follows: Senior Manager Commercial Development and Sports CEEMCA. This successful woman is in charge of Discovery's business operations in Ex-Yugoslavia, Albania, the Mediterranean area and Israel. Her experience in the media started with sports media rights and in the licensing industry, where she covered countries in Eastern Europe with key partners in broadcasting, right holders and media agencies, after which she joined Discovery Inc.

With educational background in legal, business and European studies, her career journey has taken her through corporate law, education, and business, providing her with valuable experience in a variety of fields before moving to the media industry.

Today, she is admired by many colleagues for her great achievements, talent and professionalism, and for the results achieved for Eurosport, Discovery, TLC, and other channels from the portfolio of the company she works with.

**Kenechi, thank you for talking for MOVEM magazine about the thing millions of people around the world enjoy so much - sports. Please tell us, what is your favorite sport?**

Tennis is probably my favorite sport and I am very glad that I can watch it on our very own Eurosport. I started to watch tennis as an adult. I do enjoy watching team sports where everyone in the team is doing their part to secure a win, but in tennis it is all about the players, who are on their own. They have their trainers, physiotherapists, assistants, etc. but when they go out on the court they are alone, sole performers, with no team mates to rely on. And

**Možete li da se dodatno osvrnete na tu paralelu između sporta i svakodnevnog života?**

Trčala sam 100 metara u srednjoj školi. Trčanje je za mene predstavljalo način da se nađem u drugačijem ambijentu u odnosu na svakodnevnne školske aktivnosti. U tome sam uživala. Bila sam takmičarski nastrojena – a i danas sam. Dešavalo se da nisam uspevala da ostvarim dobar rezultat, što sam doživljavala kao neuspeh. To je uticalo na sve oko mene – na školu, na odnose sa drugim ljudima. U strahu od poraza, nekada jednostavno nisam želela ni da se pojavim negde. Isto je i u poslu. Ipak, verujem da su pobeđe i porazi subjektivna stvar. U svakom slučaju, sve to mi je pomoglo da razvijem sopstveni odnos prema stvarima sa kojima se susrećem i okolnostima u kojima se nalazim. To vam je kao kada izlazite na trkačku stazu posle nekoliko nedelja treninga. Postoji ta nervoza, iščekivanje, priprema za trku, i onda je sve gotovo za nekoliko sekundi. Zato je neophodno da sve vreme imate fokus i da budete spremni da budete najbolji onda kada je to potrebno. To je stvar vežbe.

**Postoji li tajni recept za uspeh u poslu?**

Rekla bih da i dalje radim na svom usavršavanju i za sve što radim moram da uložim maksimum napora kako bih na kraju bila zadovoljna. Blagoslovena sam što imam dve lepe ćerke, o kojima brinem i kojima uvek govorim da u svemu treba da vide mogućnosti, a ne prepreke i izgovore. Potrebno je da verujete u sebe i da budete spremni na to da stalno učite, jer niko ne zna sve. Gradite odnose sa ljudima – koliko date, toliko vam se i vrati. Ovaj region je veoma strastven i veoma zainteresovan za sport. Isto tako, kada imate strast prema poslu i želju da uspete, rezultati će lakše doći. Što se Discovery-a i TLC-a tiče, naša publika voli autentičnost, prave ljude, iskrene životne priče, i to je ono što vođenje ovog posla čini zabavnim i prijatnim. Naši brendovi podgreavaju kod ljudi strast prema svetu, sportu, hrani, putovanjima, stilu, i privilegija je biti deo tog fenomena.

that's where the individuality and personality come out. That's where the talent and mental strength come out. At certain times in my life, I found myself in the same situation. I was on my own, having to dig deep inside myself to keep moving forward.

**Have you ever played tennis or do you prefer to watch it on TV?**

I have picked up a racket a few times, but I definitely have no skills. As a teenager I tried several team sports such as basketball and handball, but I finally found that running 100 meters was the most comfortable for me. On the other hand, it is great for me to watch tennis on TV, since I am one of the viewers who is not only cheering for the players, but for the channel itself, and enjoying its success. For example, Eurosport reached a record number of viewers this year during Australian Open's final, with every third viewer in the country watching our channel. And just recently we learned that our Wimbledon audience has tripled compared to last year. That is also the result of tennis popularity in Serbia.

**How did sport become part of your life?**

As a young girl, a teenager, I was very active in sport. I am passionate about life and I love the adrenaline rush. Sport unites, whether it is an individual sport or a team sport. I think the experience of winning and losing in sport is a

reflection of everyday life. There are lessons to be learned from the high and low moments in sport that define every individual, and the attitude you take from every experience is very important.

**Could you elaborate more on the parallel between sport and everyday life?**

I ran 100 meters in high school. Sprinting was an outlet for me, the opportunity to be in a different place, to do something outside school work. I was competitive, still am. When I did not do well, it felt like a failure. It could impact everything around me - school work, relationships, and sometimes I just wanted not to show up. I had to learn how to deal with that, and with each win there was more pressure for the next day. The same is in business, but I believe victories and failures are subjective. And a fair share of both helped me develop my attitude to life. The race is like the next stage after a long period of training. There is anticipation, the build up to the race, and then it's all over in seconds. That is why you need to be focused all the time and ready to show your best when needed. It is a matter of practice.

**Is there some "secret ingredient" for success in business?**

I am still a work in progress and whatever I do I need to give it my best and be satisfied with what I have done. I have been blessed with two beautiful daughters that I am raising, and I tell them to see the possibilities, not the barriers and excuses. Believe in yourself, be open to learning all the time, no one knows everything. Build relationships and give as much as you expect to receive. This region is passionate and deeply interested in sports, so when you have the passion and the drive to work, results come more easily. As for Discovery and TLC, our audiences enjoy the authenticity, the real characters, the real-life stories, and all that makes running our business more fun and pleasant. Our brands are fueling people's passions for the world, sports, food, travel, lifestyle and it is rewarding to be a part of this phenomenon.



Keneči nosi garderobu i aksesoar brenda BOSS /  
Kenechi wears BOSS total look

**Miele**

**NOVA MIELE  
GENERACIJA 7000**



**INTUITIVNIJA NEGO IKADA PRE.**

Revolucionarne inovacije, za idealne rezultate.  
Nova definicija savršenstva.

#LifeBeyondOrdinary

# MOLTENI 80 GODINA DIZAJNA MOLTENI 80 YEARS OF DESIGN

Autor / Author IDC  
Fotografije / Photos IDC

Nakon Milana, Njujorka i Londona, grupacija Molteni, jedan od najpoznatijih italijanskih proizvođača nameštaja, otvara svoj flagship-store u Beogradu, prvi ovog tipa u istočnoj Evropi. Izložbeni salon se nalazi u nesvakidašnjem ambijentu betonskih skladišta Luke Beograd i na velikom prostoru predstavlja dva ključna segmenta Molteni grupacije – kućni nameštaj i kuhinje koje se od 1926. godine proizvode pod imenom DADA.

Danas jedan od vodećih proizvođača nameštaja na svetu, Molteni je i dalje u vlasništvu porodice osnivača Anđela Moltenija, za koje nema kompromisa kada je u pitanju superiorni dizajn, funkcionalnost i prvoklasni kvalitet.

Neka od najznačajnijih imena arhitekture i dizajna kao što su Aldo Rossi, Norman Foster, Žan Nuvel, Patricija Urkiola i drugi, su tokom proteklih 85 godina kreirali prepoznatljivi stil Molteni nameštaja i eleganciju koja nastaje u interakciji dizajniranih komada sa prostorom.

Molteni otvara novo poglavlje svoje istorije 2010. godine: prilikom posete studiju fotografa Paola Roselija, predsednik kompanije i sin osnivača, Karlo Molteni dolazi u kontakt sa radovima Đo Pontija, čuvenog milanskog arhitekta i jednog od rodonačelnika italijanskog dizajna. Iznenađen saznanjem da je najveći deo opusa arhitekta, protagoniste epohe 40'-tih i 50'-tih godina 20. veka, autora čuvenog milanskog Pireli tornja, sakriven od očiju publike, Karlo je osmislio plan da Pontijevi zaboravljeni radovi ugledaju svetlost dana. Tako je rođena Ponti kolekcija, sastavljena od fotelja, komoda i stolova koje je maestro dizajnirao specijalno za prostore koje je projektovao. Najznačajniji segment čine modeli rađeni za čuvenu vilu Plančar u Karakasu i Pontijevu kuću u Milanu.

Od aprila 2016. ulogu kreativnog direktora brendova Molteni / Dada preuzeo je poznati belgijski arhitekta i dizajner Vinsent van Dojsen. Svojim dolaskom je uneo duh severnoevropskog svedenog stila vodeći računa o nasleđu i globalnoj prepoznatljivosti grupacije Molteni.

Van Dojsen, u svojoj dugogodišnjoj karijeri, ima čitav niz realizovanih projekata industrijskog dizajna za brojne internacionalne brendove, dok je na polju arhitekture njegov studio angažovan na značajnim objektima širom sveta. Svoj arhitektonski izraz opisuje kao "dolazak do

After Milan, New York, and London, Molteni group, one of the most reputable Italian furniture producers, is opening a flagship store in Belgrade, the first of its kind in Eastern Europe. The showroom is located in the distinctive and unusual ambient of the concrete storages of Port of Belgrade, where two major segments will be displayed – residential furniture and kitchens, produced under Dada brand since 1926.

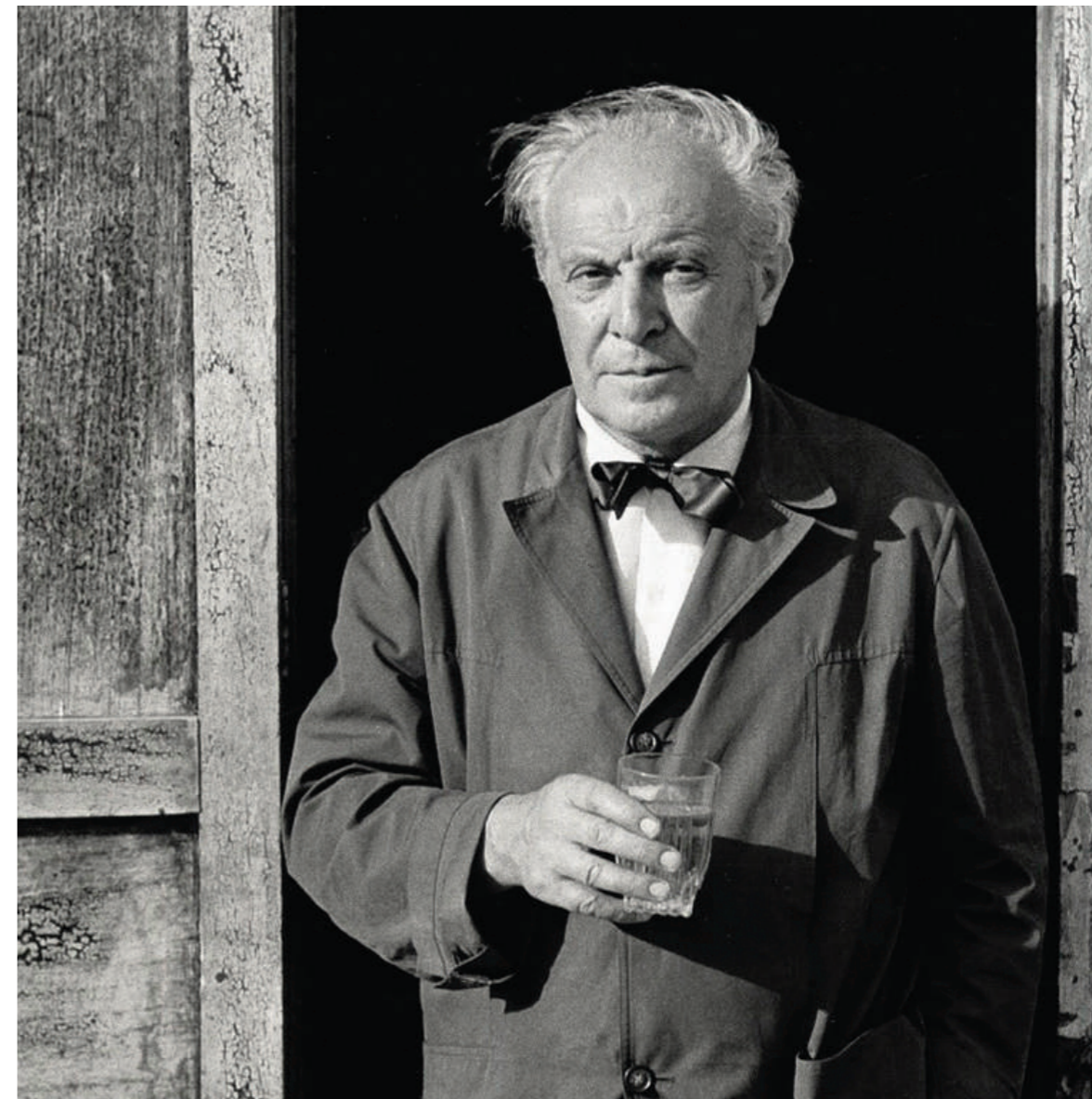
Today, being one of the leading global furniture producers, Molteni is managed by Angelo Molteni's heirs and is one of a very few still family-owned companies to whom superb design, functionality and first-class quality are a must.

Aldo Rossi, Norman Foster, Jean Nouvel, Patricia Urquiola, are just some of the distinguished names of contemporary architecture and design that have participated in creating signature Molteni style - perfect interaction between space and designed objects - in the last 85 years.

In 2010 Molteni opened a new chapter in its history. During his visit to the studio of photographer Paolo Rosselli, Gio Ponti's grandson, Molteni's President Carlo Molteni was astounded that superior and breathtaking designs by one of the greatest midcentury architects, protagonist of the 20th century's 40s and 50s, author of the world-famous Pirelli Tower, could live hidden for years, so he hatched a plan to let Ponti's forgotten gems see the light of day. That is a moment when Ponti collection was born. The Ponti collection consists of armchairs, tables, and cabinets that maestro designed exclusively for his projects, such as villa Planchart in Caracas and his own house in Milan.

In April 2016 Belgian architect and designer, Vincent Van Duysen was appointed a creative director of the Molteni&C and Dada brands. He brought the spirit of the northern European minimalist style but at the same time taking care of the legacy and global awareness of the Molteni group.

In his almost two-decade-long career prior to joining Molteni, he completed numerous projects for international brands, while in the field of architecture, his studio has been engaged in very significant projects throughout the world. He describes his architectural language as "going



Đo Ponti, čuveni milanski arhitekta i jedan od rodonačelnika italijanskog dizajna (na slici gore)  
Gio Ponti, the famous Milanese architect and one of the founders of Italian design (in the photo above)

suštine uz dodavanje slojeva prelepih materijala, tekstura i boja ali na miran, vedar i opušten način".

Danas je grupacija Molteni sveprisutna na polju enterijera: njihovi komadi nameštaja nalaze se svuda - od intimnog ambijenta kuće i stana do velikih javnih prostora.

Molteni proizvodi su kompletno proizvedeni u Italiji, sa potpunom kontrolom nad svakim aspektom proizvodnje, od izbora materijala do finalnog oblikovanja.

Molteni nameštaj, kuhinje DADA kao i kolekcija Ponti, dobiće svoje mesto od kraja septembra u novom izložbenom salonu u industrijskom ambijentu Luke Beograd.

to the essence and just adding layers of beautiful materials, textures, and colors but in a very quiet, serene and calming way."

Today, Molteni group is omnipresent in a field of the interior design: from intimate surroundings of private apartments and houses to public spaces.

Molteni DADA furniture is all 100% Made in Italy, with full attention to detail in each step – either being choice of material or design of the final product.

Molteni furniture, DADA kitchens as well as Ponti collection, will find its place by the end of September in the new flagship store in the industrial setting of the Port of Belgrade.

# Red efini si se

Menjaj se u pokretu ne gubeći ritam, od uloge do uloge, od jutra do večeri. Svakom trebaju heroji.

REDEFINE  
YOURSELF

Change on the go, without changing the rhythm, from one role to another, from dawn till dusk. Everyone needs a hero.



Model levo: **Corneliani** rolka i jakna, **BOSS** pantalone / Model u sredini: **BOSS** odelo i rolka / Model desno: **Corneliani** pantalone i jakna, **BOSS** šal  
Model left: **Corneliani** turtleneck and jacket, **BOSS** trousers / Model in the middle: **BOSS** suit and turtleneck / Model right: **Corneliani** trousers and jacket, **BOSS** scarf





Model nosi: **BOSS** pulover i sako  
 Model wears: **BOSS** total look



Model levo: **BOSS** rolka, pantalone i jakna, **Corneliani** patike / Model u sredini: **BOSS** odelo, majica i patike / Model desno: **BOSS** pantalone, košulja, sako i patike  
 Model left: **BOSS** turtleneck, trousers and jacket, **Corneliani** sneakers / Model in the middle: **BOSS** suit, shirt and sneakers / Model right: **BOSS** trousers, shirt, jacket and sneakers



Model levo: **BOSS** odelo, rolka i cipele / Model u sredini: **BOSS** rolka, kožna jakna, farmerke i kaiš, **HUGO** cipele / Model desno: **BOSS** kožna jakna, majica, patike i pantalone  
 Model left: **BOSS** total look / Model in the middle: **BOSS** turtleneck, leather jacket, jeans and belt, **HUGO** shoes / Model right: **BOSS** leather jacket, shirt, sneakers and pants



Model levo: **BOSS** pulover i jakna / Model u sredini: **BOSS** pulover, pantalone, jakna i šal / Model desno: **BOSS** sako, **Corneliani** rolka i pantalone  
 Model left: **BOSS** pullover and jacket / Model in the middle: **BOSS** pullover, trousers, jacket and scarf / Model right: **BOSS** jacket, **Corneliani** turtleneck and trousers



Model nosi: **BOSS** rolka i sako  
 Model wears: **BOSS** turtleneck and jacket



Model nosi: **BOSS** rolka / **Corneliani** odelo  
Model wears: **BOSS** turtleneck / **Corneliani** suit

Modeli nose: **BOSS** odeća, obuća i aksesoari  
Models wear: **BOSS** total look



Model levo: **BOSS** pullover, pantalone i šal, **Corneliani** kaput / Model u sredini: **BOSS** pullover i trenerka, **Corneliani** prsluk / Model desno: **Corneliani** pantalone i rolka, **BOSS** kaput  
Model left: **BOSS** pullover, trousers and scarf, **Corneliani** coat / Model in the middle: **BOSS** pullover and soft trousers, **Corneliani** vest / Model right: **Corneliani** trousers and turtleneck, **BOSS** coat



Fotograf / Photographer: Braca Nadeždić  
Modni urednik / Fashion editor: Ashok Murty

Šminka / MUA: Tanja Vidanović  
Frizura / Hair: ID Academy  
Asistent stiliste / Stylist assistant: Vanja Vujanović  
Modeli / Models: Zaim, Emir, Denis (@casumi)  
Modeli nose garderobu i aksesoar brendova BOSS i Corneliani  
The models wear BOSS and Corneliani  
Naočare / Glasses: Yason

# RADE ŠERBEDŽIJA

Autor / Author IVANKA RENDULIĆ  
Fotografije / Photos NEBOJŠA BABIĆ

## Povratak na beogradsku pozornicu nakon gotovo tri decenije

*A comeback to the Belgrade stage after nearly three decades*

Kosmopolitski duh, a slovenska duša, „mutni lik” sa Balkana ili ruski mafijaš u holivudskim filmovima A produkcije, poeta i govornik sa neponovljivim izrazom. Širina talenta i duše Radeta Šerbedžije dozvoljava sve ove osobine u jednom čoveku, a beogradska publika je nestrpljiva da na njegov rever doda još jednu „počasnu zvezdu”. Razlog za to je uloga čuvenog profesora istorije Džordža u pozorišnom komadu po tekstu Edvarda Olbija „Ko se boji Virdžinije Vulf”, u kojoj ćemo ga (ponovo) gledati od jeseni.

Ubrzo nakon što je devedesetih godina igrao ovu ulogu u jednom od beogradskih pozorišta, sa porodicom se odselio u Ameriku, gde je, korak po korak, izgradio uspešnu karijeru u Holivudu. Novi angažman u Beogradskom dramskom pozorištu predstavlja veliki povratak Šerbedžije u umetnički život srpske prestonice posle pauze duge 27 godina.

Čuveni komad „Ko se boji Virdžinije Vulf” igran je od svoje brodevske premijere 1962. na brojnim pozornicama širom sveta, a zaplet komada je jednostavan. Tokom jedne večeri sredovečni bračni par, univerzitetski profesor istorije Džordž i njegova žena Marta, podstaknuti alkoholom, započinju mentalno i emotivno iscrpljujuću verbalnu igru međusobnog optuživanja i zlostavljanja, uvlačeći u tu igru i svoje goste. Nakon inicijalnog uspeha predstave, po uzoru na ovaj tekst snimljen je film u kojem glumi neponovljivi duo – Ričard Barton i Elizabet Tejlor.

U najnovijoj domaćoj adaptaciji ove bezvremene priče igraju Rade Šerbedžija, Katarina Bistrović Darvaš i Milan Marić u alternacijama s Ljubomirom Bulajićem i Martinom Grđanom, kao i Nika Ivančić u alternaciji s Rominom Tonković. Režiju potpisuje Lenka Udovički, a dramaturgiju

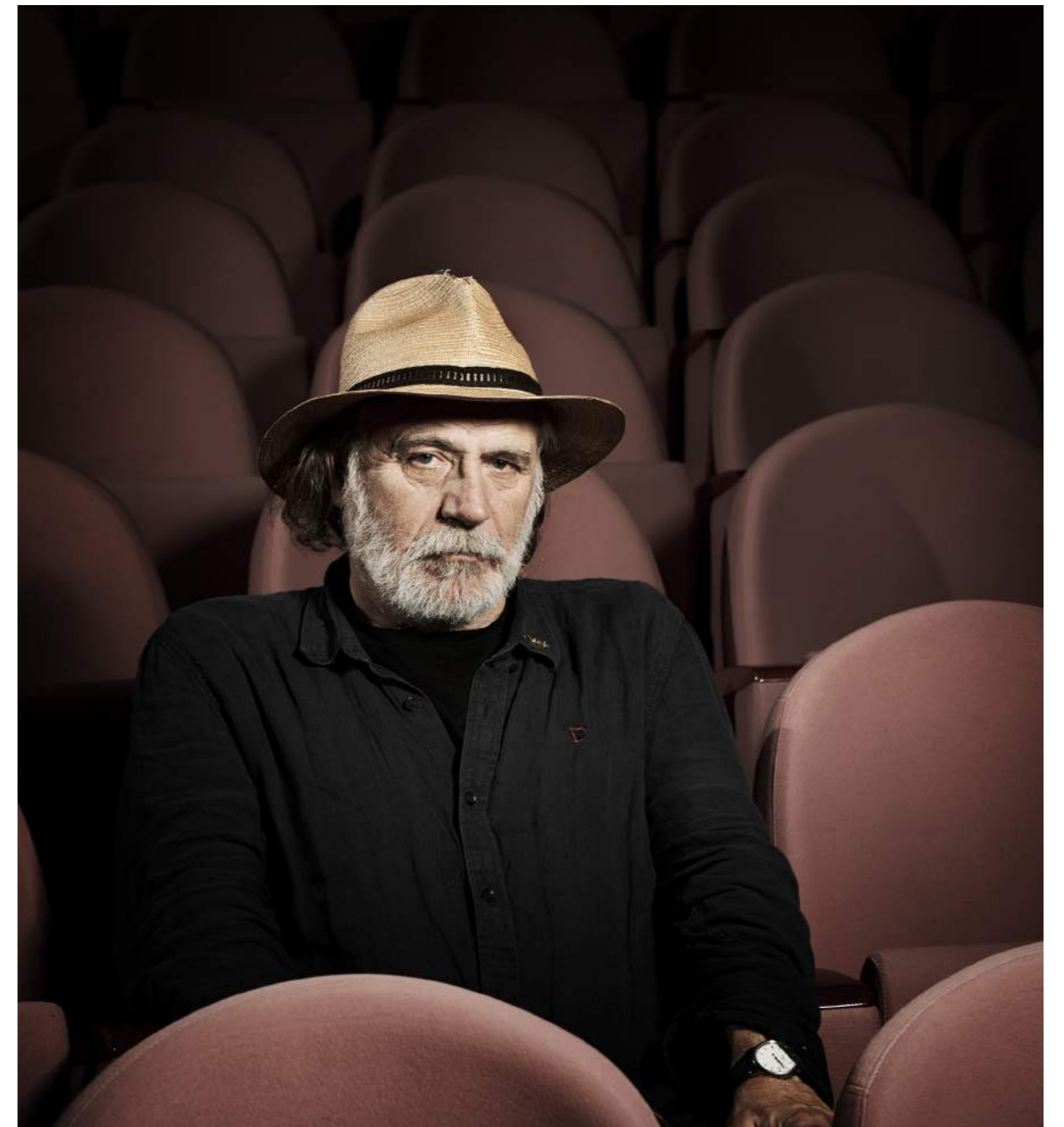
Citizen of the world with a Slavic soul, a “shady” person from the Balkans or a Russian villain in Hollywood blockbusters, a poet and gifted orator with unique charisma – these are the attributes that describe Rade Šerbedžija and the depth of his talent. However, Belgrade audience is eager to add more to that and applaud him for portraying the character of history professor George from Edward Albee’s classic (again) this fall.

After playing this role at one of the theatres in Belgrade in the 1990s, he moved with his family to the US and embarked on an acting career in Hollywood. Who’s Afraid of Virginia Woolf premiere at the Belgrade Drama Theatre in mid October will mark Šerbedžija’s big comeback on the artistic scene of Serbian capital after 27 years.

Edward Albee’s blistering masterpiece has been revived many times in theatres worldwide since its 1962 Broadway premiere. It examines the complexities of marriage of a middle-aged couple, Martha and George. Late one evening, after a university faculty party, they receive an unwitting younger couple, Nick and Honey, as guests. With the help of alcohol, Martha and George use them to fuel their own anguish and emotional pain and direct them towards each other. Night erupts into a no-holds-barred torrent of marital angst and verbal tirades. Inspired by a huge success of the play, its film version was released starring Richard Burton and Elizabeth Taylor.

Rade Šerbedžija, Katarina Bistrović Darvaš, Milan Marić / Ljubomir Bulajić / Martin Grđan, Nika Ivančić / Romina Tonković lead the latest local adaptation of this timeless story, directed by Lenka Udovički and featuring Željka Udovičić Pleština as playwright.

The peak of the tourist season from July to August was



Šerbedžija se posle više decenija vraća na beogradsku pozorišnu scenu ove jeseni  
Šerbedžija returns to Belgrade’s theater scene this fall after several decades

Željka Udovičić Pleština.

Predstava je pretpremijerno odigrana na Brionima, u pozorištu Ulysses, koje su Šerbedžija i njegova supruga Lenka Udovički osnovali pre 19 godina i koje je njihova umetnička kuća svakog leta. Tokom jula ove godine tvrđava Minor na Malim Brionima orila se od uzvika „bravo” i gromoglasnih ovacija posle pretpremijerno odigranih predstava. Kritičari sa velikim poštovanjem i hvalospjevima govore o čitavoj postavi i savremenom „čitanju” komada. Mi jedva čekamo da tu magiju doživimo i u Beogradu.

the perfect time for staging play previews at the Ulysses Theatre Šerbedžija founded with his wife Lenka Udovički 19 years ago and that has been their summer artistic home ever since. Fortress Minor on Mali Brijun island resounded with “bravo” and standing ovations at the end of each performance. The entire cast and contemporary interpretation of the play received highly positive reviews from critics. Some say they wouldn’t expect anything less, and we are looking forward to experiencing the same magic here in Belgrade.



Komad "Ko se boji Virdžinije Vulf" je pretpremijerno odigran na Brionima, gde se tvrđava Minor orila od uzvika „bravo” i gromoglasnih ovacija  
The play "Who's Afraid of Virginia Woolf" was pre-premiered at Brioni, where Fortress Minor resounded with "bravo" and standing ovations



Natalija je svoju umetnost predstavila na izložbi Women in Art for Peace u Savetu Evrope u Strazburu  
Natalija represented her art at the exhibition Women in Art for Peace at the Council of Europe in Strasbourg

# SVETLA (UMETNIČKA) BUDUCNOST PAINTING A BRIGHT FUTURE FOR BELGRADE'S ART SCENE

Autor / Author IVANKA RENDULIĆ  
Fotografije / Photos BRANKO STARČEVIĆ

Ona je mlada, rođena u Beogradu, a u svojoj umetnosti koristi nestandardne alate i nove načine komunikacije sa publikom, koje je izdvajaju od ostalih.

#### **Natalija Miladinović – Slikarka**

Iako nema dug stvaralački staž, Natalija Miladinović je svoju umetnost već imala prilike da predstavi u Srbiji, Francuskoj, Belgiji, Hrvatskoj, Japanu, Bosni i Hercegovini i na Kipru. U žižu javnosti dospela je kada je predstavljala našu zemlju na izložbi Women in Art for Peace u Savetu Evrope u Strazburu.

Njena slika nosila je naziv Peace, a njome je na nsvakidašnji način želela da pokaže kako su duhovnost i sloboda povezane sa prirodom predstavljajući neraskidivu vezu, koja je, zapravo – mir.

Natalija se do sada oprobala u različitim formama – crtežu, slikarstvu, fotografiji i skulpturi, a kaže da svoj umetnički izraz, koji se ogleda u slobodi i nesputanosti, najviše voli da iskazuje kroz žive boje i velike formate.

She is young, talented and born in Belgrade. She stands out in a sea of artists thanks to the alternative art tools she uses and new ways of interaction with the audience.

#### **Natalija Miladinović - Painter**

Although she started her artistic career not so long ago, Natalija has already participated in numerous exhibitions in Serbia, France, Belgium, Croatia, Japan, Bosnia and Herzegovina and Cyprus. She found herself in the spotlight in 2018 when she represented Serbia with the painting "Peace" at the exhibition Women in Art for Peace at the Council of Europe in Strasbourg. The message behind her painting is that spirituality and freedom topped with nature form the everlasting bond – peace.

Natalija explores her creativity through various forms of artistic expression - drawing, painting, photography and sculpting. The main characteristics of her work are vibrant colors and large formats as symbols of freedom and independence.



# IRENA TRIFUNOVIĆ

Autor / Author DEJANA BABOVIĆ  
Fotografije / Photos MIRALEM ČAUŠEVIĆ

## Rečnik biznis žene – MULTITASKING da ili ne? *Businesswoman's Lexicon: Multitasking - YES or NO?*

Multitasking je pre nekoliko godina postala tzv. buzz reč – mogla se pročitati u svim motivacionim knjigama i čuti u brojnim izjavama uspešnih ljudi. Aksiom je glasilo: Ukoliko želite da postignete ciljeve i da ostvarite zapažene rezultate, morate da radite više stvari istovremeno. Ali, da li je zaista tako?

Prema istraživanju Univerziteta u Saseksu, multitasking može oštetiti vaš mozak zbog visokog nivoa stresa koji izaziva stalno prebacivanje sa zadatka na zadatak, što dovodi do smanjene gustine moždane mase na određenim delovima mozga koji su zaduženi za empatiju, kontrolu i emocionalnu inteligenciju.

Mnogi stručnjaci u poslednje vreme ukazuju na to da manjak fokusa i koncentracije koji izaziva stalno „žongliranje“ zahtevima može biti poguban za vašu efikasnost i produktivnost. Takođe, najnovija istraživanja pokazuju da mozak teži da bude „lenj“, jer se tada oseća komforno. Kada ima usvojen obrazac, mozak radi u manjoj brzini i automatski reaguje. O hodanju, disanju ili pranju zuba ne razmišljamo – to su rutine koje mozak voli.

Sam izraz multitasking potiče iz sveta kompjutera i prvi put je iskorišćen za mogućnost softvera da u isto vreme obavlja više različitih zadataka koji se samostalno odvijaju i završavaju.

**Kako smo došli u situaciju da postanemo hodajući kompjuteri i da se osećamo kao da non-stop „multitaskujemo“?**

Kultura življenja 24 sata dnevno sedam dana u nedelji diktira ritam koji podrazumeva obavljanje više poslova istovremeno – od odgovaranja na mejlove dok čekamo da se testenina skuva, do animiranja naših mališana i pripreme prezentacije dok biramo odevnu kombinaciju. Sa druge strane, ako se osvrnemo na starije generacije u našim porodicama, ne možemo reći da su one bile manje uposlene – naprotiv. Razlika je samo u tome što nas je

Multitasking has become a kind of mantra in our culture. After being repeated so often it has become accepted and a buzzword - not only in motivational books but also in life stories of successful people. According to a widely held axiom, if you want to reach your goals, achieve remarkable results and do something pride-worthy, you need to be able to perform several tasks at the same time.

Can we multitask? And should we?

Recent studies reveal that multitasking is more stressful than doing one thing at a time and may even cause damage to your brain. Researchers at the University of Sussex in the UK found that heavy multitaskers have lower brain density in the anterior cingulate cortex, a region responsible for empathy as well as cognitive and emotional control.

Experts suggest that the lack of focus caused by juggling multiple tasks and dealing with distractions prevents us from performing tasks to the best of our ability. Furthermore, a new study shows that people prefer being lazy because our brains are wired that way. The brain tends to expend as little energy as possible and adopts patterns of behavior to respond automatically. We walk, breathe or brush our teeth without thinking and these are the routines our brain favors.

The term “multitasking” was coined in the world of computers, and in that context it describes an operating system which can execute multiple processes on a single computer seemingly simultaneously and without them interfering with each other.

**Why do we feel like we are multitasking all the time?**

The 24/7 work culture forces us to do a multitude of things at once - from making lunch, checking emails, keeping children entertained, finishing the project and choosing what to wear. However, if we look back at the past we can't say that older generations in our families were less

razvoj društva i nauke doveo u situaciju da nas širok izbor mogućnosti stalno izaziva da ih sve koristimo u isto vreme, sa ciljem da uradimo što više. Tako radimo na daljinu čak i kad smo otišli na odmor, i dok, uz peto poglavlje omiljene knjige, pijemo osvežavajuće piće na ležaljci, plaćamo mesečne račune.

O svemu tome, kao i o njenom odnosu prema ubrzanom ritmu današnjice, pričali smo sa uspešnom ženom u muškom svetu – **Irenom Trifunović, menadžerkom za komunikacije i marketing za četiri tržišta u regionu u kompaniji Opel, majkom dvoje dece i vlasnicom malog porodičnog biznisa.** Najveći izazov za savremenu poslovnu ženu i majku jeste usklađivanje roditeljstva i karijere. Njena rutina podrazumeva ustaljene aktivnosti uz jasno određivanje prioriteta, čak i onda kada to uključuje lična odricanja. Ona tvrdi da uz svaku izgrađenu ženu stoji ljubav, partner i porodica. Irena ne samo što je na važnoj rukovodećoj poziciji nego je i preduzetnica koja uspešno vodi privatni porodični biznis u oblasti ugostiteljstva. U tim vodama oživela je svoj talenat i potrebu za uređivanjem enterijera.

**Svakoj aktivnosti posvetiti pažnju**

„Moj dan počinje u pola šest ujutru. Tokom godina sam navikla da ustajem rano, to je vreme koje imam za sebe i za planiranje svih dnevnih aktivnosti. Dobra organizacija vremena je za mene ključna. Ne bih da zvučim čudno, ali gotovo da ne postoji vreme kada ništa ne radim. Uživam u radu, bez obzira na to o kojoj vrsti rada je reč – rad na sebi, rad sa mojom decom, rad na poslu ili u kući. Veoma

busy, because they weren't. The difference is that they didn't live in a more-on-our-plates-than-we-can-handle-at-one-time society that valued those who were good at multitasking, even away from the workplace. We sip our cocktails at the beach bar and pay our monthly bills via E-banking, while wondering what will happen in chapter five of our favorite book.

Multitasking was the topic of an interesting conversation we had with **Irena Trifunović, Opel Marketing and Communications Manager for Serbia, Macedonia, Montenegro and Albania, a woman who has successfully mastered a male-dominated workplace, a mother of two children and the owner of a small family business.** The greatest challenge in the life of every modern businesswoman and mother is finding the right balance between family and career. Her routine involves everyday activities and deciding on priorities, even if she has to sacrifice some of her time for their sake. She believes that behind every successful woman there is a loving and supporting family. Beside from being a manager, Irena is also a female entrepreneur. In her spare time she is in charge of a family-owned restaurant and this has helped her rediscover her talent and passion for interior design.

**Focusing on one activity at a time**

My day starts at 5:30 AM. Getting up early is the habit I have developed over the years so in the morning I have a little “me” time, but also enough time to plan the day ahead. I think good time management is of key importance for a successful and less stressful life. I don't want to sound weird but there's hardly a moment when I'm just sitting and doing nothing. I'm a true workaholic, whether I'm occupied with self-development and self-improvement,



Irena ističe da je najveći izazov za savremenu poslovnu ženu i majku usklađivanje roditeljstva i karijere. The greatest challenge in the life of every modern businesswoman and mother is finding the right balance between family and career, says Irena





Irena nosi garderobu i aksesoar brenda BOSS / Irena wears BOSS total look

retko gledam televiziju, dok su čitanje knjiga i magazina moja pasija.

Ipak, kada su dani brzi, moram reći da sam skoro sigurna da bez automobila mnogo toga ne bih stigla da uradim. Ima dana kada mi je to druga kancelarija, jer se vozim sa sastanka na sastanak, po decu u vrtić, pa sa njima u Liberte, našu malu porodičnu oazu mira. Drugi važan saveznik u postizanju svih obaveza je, pored automobila, ravna obuća. Sigurna sam da na štiklama ne bih ovako uspešno balansirala obavezama.

Obaveze i aktivnosti često poredim sa sportom. Kada šutiraju loptu u koš tokom igre, košarkaši imaju manju verovatnoću da će postići poen, jer je njihova pažnja tada usmerena na zadržavanje lopte, postizanje poena i odbranu od protivnika. Verovatnoća za bolji rezultat je veća kada igrač ima slobodno bacanje, jer je tada njegov fokus samo na jednoj aktivnosti. **Moj moto je da svaku aktivnost tretiram kao slobodno bacanje.**

Spletom okolnosti, tokom cele karijere radim u industrijama koje se često nazivaju „muške“, pa me zbog toga uvek prati pitanje: kako je biti žena u muškom poslovnom svetu? Nemam predrasuda i uvek stojim iza toga da su za uspešnu karijeru važne samo tri stvari: rad, rad i rad.

Ove godine sam dobila i potvrdu toga u vidu nagrade za najboljeg PR menadžera u autoindustriji, čiji sam prvi laureat. Imala sam neverovatnu sreću da sam u svim kompanijama, a pre svega u Opel, radila sa pravim liderima, koji su mi pokazali kako se gradi karijera. Ti ljudi su bili i ostali inspiracija za svaki moj naredni poslovni potez.”

**Naša poruka je da negujete svoja „slobodna bacanja“.**

playing with children, working in the office or at home. I rarely watch TV and I'm fond of reading books and magazines.

On busy days without my car I wouldn't be able to accomplish half of the things on my to-do list. My vehicle is like a second office, because I drive from meeting to meeting or pick up the kids from preschool so we can all go to Liberte, our family peaceful zone. Flat shoes are another little helper that gets me through the day. Balancing a pile of obligations on heels in my case is a mission impossible.

Sports phrases perfectly describe my daily duties and activities. During a basketball match, players are dribbling, passing, shooting, keeping possession of the ball and playing defense so it's harder for them to score a point since they are focused on so many tasks. On the other hand, when it comes to free throws there is a significantly higher chance that the ball will go through the hoop because the player pays full attention to only one activity. **Therefore, my motto is to treat each activity as a free throw.**

I never dreamed that I would work in a predominately male industry for such a long time, thus I can't escape that big question: how on earth did you manage to survive in the business of men? I'm not a one-sided person and I strongly believe that just three ingredients are needed to build a successful career: work, work, and work.

I'm so proud that my formula for success has been recognized in the form of the award "Best PR manager in the Serbian automotive industry for 2019" I received a few months ago, and of which I'm the first winner. In all the companies I have worked, with special reference to Opel as my current employer, I have been incredibly fortunate to cooperate with true leaders who instructed me and guided me through my professional development. They are the everlasting inspiration for every business decision I make.

**Take our advice. Embrace and cherish your "free throws".**



Spletom okolnosti, tokom cele karijere radim u industrijama koje se često nazivaju „muške“, kaže Irena

I never dreamed that I would work in a predominately male industry for such a long time, says Irena



## CRAFTED BY CENTURIES DESIGNED FOR YOU

Portonovi is an inspiring waterfront resort with marina and village residences positioned at the entrance to World Heritage breathtaking Boka Bay. State-of-the-art amenities, including a deep-water D-Marin Portonovi Marina, Europe's first One&Only and Espace Chenot Health Wellness Spa, embody an attitude of understated luxury at Portonovi.

Sophisticated and contemporary homes were designed with you in mind; citizens of the world, seeking meaningful connections, surrounded by culture and unspoiled nature.

**Choose your home, invest in your life.**



**PORTONOVİ**  
MONTENEGRO ESSENCE

PORTONOVİ  
MARINA & VILLAGE  
RESIDENCES

**One&Only**  
PORTONOVİ  
Montenegro

**ESPACE  
CHENOT**  
HEALTH & WELLNESS SPA

**D Marin**

PORTONOVİ WATERFRONT RESORT & RESIDENCES  
ENQUIRIES@PORTONOVİ.COM | +382 31 355 375 | PORTONOVİ.COM

# ČETIRI TEHNIKE ZA SMANJENJE STRESA

## FOUR TECHNIQUES TO REDUCE STRESS LEVELS

Autor / Author DR ALEKSANDRA DAMJANOVIĆ  
Fotografije / Photos PRIVATNA ARHIVA

Zamislite lift koji je napravljen od vrhunskog materijala i propisan za tačno određenu količinu tereta, ali se njime prevozi više ljudi nego što bi trebalo. Vreme odmiče, a opterećenje postaje sve veće. Kad se lift otkači, svi će potrčati da vide šta je pošlo naopako. Lift je metafora za dugotrajnu izloženost stresu – ono što se desilo sa liftom predstavlja očekivanu reakciju organizma na pritisak koji postaje veći nego što možemo da podnesemo.

Ipak, taj osećaj pritiska može da bude i pozitivan, kao, na primer, kada je reč o preseljenju, javnom nastupu, izgovaranju sudbonosnog DA ili tokom prvih dana na novom poslu. Srce brže kuca, adrenalin juri kroz vene, osećamo napetost koja nas tera da brže razmišljamo, puni smo snage. Međutim, pre ili kasnije, pozitivno prelazi u negativno. Dok pozitivan stres daje snagu, negativan stres stvara osećaj blokade i nemoći.

Kako se u savremeno doba svi borimo sa stresnim situacijama, nekada više, a nekada manje uspešno, stalno pronalazimo nove načine za prevenciju i umanjenoje stresa. Ovoga puta preporučujemo vam nekoliko bazičnih tehnika koje zaista deluju, a sve što vam treba je malo volje i discipline.

Tehnika „umirujućeg disanja“: Udahnite kroz nos, potom izdahnite na usta, duboko i sporo. Dok udišete i izdišete, koncentrišite se na vazduh koji vam ulazi u nos i izlazi kroz usta. Ponovite ovo tri puta za redom, ne više. Ovu vežbu možete ponavljati više puta tokom dana.

Tehnika „tri prsta“: Ukoliko ste skloni tome da krivite druge, slobodno uperite prst u njih, ali obratite pažnju na to da su tri prsta i dalje uperena ka vama. Ovo je mali trik koji će vas podsećati na to da nisu drugi krivi za to kako se osećamo, već smo sami odgovorni jer smo sebi dopustili da se tako osećamo.

Vreme za odluku: Kad neko od vas traži da nešto odlučite na brzinu, usvojite novi model odgovora: „Daj mi vremena da razmislim, pa ću ti javiti“. To je vaše pravo i ne dozvolite da vas ubede u suprotno.

Promena okvira: Izmenite pogled na stvari koje vam deluju stresno – umesto: „Ko zna koliko ću čekati u redu“, kažite sebi: „Sada taman mogu da završim knjigu“.

Think of your mind as an elevator, well-designed, but carrying more people than prescribed by its weight capacity. Over time, the elevator becomes more and more overloaded and the cable connected to the elevator eventually breaks. The elevator is a metaphor for what happens to you when you repeatedly experience high levels of stress. It demonstrates the expected response of your body when you're dealing with more than you can handle or when some challenge is beyond your ability.

However, some stress can actually be good for you, for example when you're moving to a new house, giving a speech, getting married or starting a new job. In general, good stress is short-term and can propel you forward and make you grow stronger or perform a task better when it comes in small doses. On the other hand, when stress becomes long-term it is often accompanied by feelings of helplessness because you don't have a lot of control over what is happening and you may begin to feel constrained or trapped.

In modern world no one's life is completely stress-free. Therefore, it is important to know how to manage stress in your life. Try these four simple and effective techniques for dealing with it.

Breathing exercise for relaxation: Sit or lie flat in a comfortable position. Put one hand on your belly and the other hand on your chest. Take a deep breath in through your nose, and let your belly push your hand up. Your chest should not move. Exhale through your mouth. Feel the hand on your belly go down, and use it to push all the air out. Your other hand should move very little. Do this breathing exercise 3 times in a row. You can repeat it several times during the day.

Three fingers technique: If you tend to blame others for how you react, feel free to point your finger at them. However, be aware that your other three fingers will be still pointing at you. This little trick will remind you not to blame others for your feelings. You have to accept responsibility for letting things escalate.

Decision-making criteria: When someone asks you to make a quick decision, adopt a new answering approach:



Dr Aleksandra Damjanović, specijalista psihijatrije  
Dr Aleksandra Damjanović, Psychiatrist

“Give me some time to think and then I'll let you know.”  
You have the right to do so and don't let anyone convince you otherwise.  
Looking on the bright side: Try to change a negative

mindset provoked by the stressful situations you encounter. Instead of saying “Who knows how long I will have to wait in line”, use the power of positive self-talk and think “Now I can finish reading my book.”

#MolteniGroup



VVD — VINCENT VAN DUYSSEN  
ARTWORK — GABRIELE DE SANTIS

**IDC** Home & Office  
Furniture

ŽORŽA KLEMANSOVA 24, BEOGRAD, SRBIJA  
WWW.IDC.RS INFO@IDC.RS +381 11 303 7 303

**Dada**

/ FASHION TRENDS



X  
Ranac / Backpack  
Emporio Armani  
58.490 rsd



X  
Pulover / Pullover  
BOSS  
29.990 rsd



X  
Držač kartica / Card holder  
BOSS  
12.490 rsd



X  
Čizme / Boots  
HUGO  
33.490 rsd



X  
Pantalone / Trousers  
BOSS  
23.990 rsd

X  
Čarape / Socks  
BOSS  
1.990 rsd





X  
Bluza / Blouse  
BOSS  
25.490 rsd



X  
Torba / Bag  
BOSS  
75.990 rsd



X  
Kožne bermude /  
Leather shorts  
BOSS  
37.990 rsd



X  
Cipele / Shoes  
BOSS  
41.990 rsd



X  
Kaiš / Belt  
BOSS  
5.990 rsd



/ FASHION TRENDS



X  
Rukavice / Gloves  
BOSS  
10.490 rsd

# PORODICA (JE) ZLATA VREDNA FAMILY (IS) TREASURE

Autor / Author **IVANKA RENDULIĆ**  
Fotografije / Photos **PRIVATNA ARHIVA**

Diamond spot je poznata juvelirnica u Beogradu koja je iznikla iz dugogodišnjeg porodičnog posla, započetog u čuvenoj zlatari Stanimirović u Nišu. Nakon 30 godina rada i uključivanja dve porodice u zajednički posao, nastao je novi koncept, koji se može pohvaliti najsavremenijom tehnologijom, bogatim znanjem i dizajnom dostojnim svetskih kreatora vrhunskog dijamantskog nakita. Njihovi proizvodi nose se u Srbiji, Rusiji, Ujedinjenim Arapskim Emiratima, a pre dve godine otvorili su radnju u Pragu.

Tim koji danas broji više od 20 ljudi vodi Tijana, direktorka firme i predstavnica četvrte generacije porodice Stanimirović koja se bavi juvelirstvom.

Porodica se prvo bavila časovničarstvom, pa je na to nadogradila i juvelirstvo, a Tijana je od malena stajala sa strane, gledala vešte ruke svojih predaka i maštala o tome kako iz gomile malih metalnih delića, koji se sklapaju satima, nastaje nešto što odjednom oživi. Odrastajući pored majstorâ svog zanata, Tijana se upustila u juvelirske vode počinjući od reparacije starog nakita. U tom svetu nema prostora za grešku, jer klijent juveliru poverava nešto što mu je u emotivnom smislu od neprocenljivog značaja.

Iz svog bogatog iskustva otkrila nam je da je najpopularnije drago kamenje na našim prostorima dijamant, a za njim slede rubin, safir i smaragd. Od nje smo saznali i to da žene uvek znaju šta im se dopada, a šta ne, kao i to da mlađi muškarci, kada odlučuju šta da kupe svojoj devojci ili budućoj ženi, obavezno uz sebe imaju savetnika.

Proces stvaranja nakita je najteži i najlepši deo priče. On počinje odabirom čistog zlata koje puni pozitivnom energijom i izaziva prijatno osećanje, a tim dizajnera, u zavisnosti od potreba tržišta, prilagođava dizajn krajnjim kupcima. U poslednje vreme dizajneri uglavnom ispunjavaju lične želje, ambicije i afinitete ljudi iz tima,

Diamond spot is an exclusive jewelry store in Belgrade that emerged from a family-owned and operated business established within the famous Stanimirović jewelry shop in Niš. After 30 years of partnership and commitment of two families, a new concept has been launched featuring state-of-the-art technology, extraordinary production skills and design that can match the artistry of world-class craftsmen of the finest diamond jewelry. Their jewelry wear women in Serbia, Russia, the United Arab Emirates, and two years ago they opened a new jewelry boutique in Prague.

Tijana Stanimirović, Diamond spot director and representative of the fourth generation of jewelry makers, today successfully leads the team of more than 20 employees.

Her family's business started as a small watchmaking company and as the business grew they ventured into jewelry making and excelled in it. From her early childhood Tijana watched the skillful hands of her ancestors make beautiful things in their workshop and imagined precious creations coming to life after being assembled for hours from a pile of small metal pieces. Growing up beside master goldsmiths, she fell in love with the profession and its secrets even before she started to repair old pieces of jewelry. It is a very delicate work that leaves no room for mistakes and corrections because every jeweler understands and values the emotional bond between the jewelry entrusted to the expert hands and its wearer.

She tells us that from her experience the most popular gemstones in our region are diamonds, followed by rubies, sapphires and emeralds. Female customers instantly know whether they like something or not, while young men always bring along a family member or a friend to help them choose the perfect piece of jewelry as a gift for their girlfriend or future wife.

gradeći svoju priču, koja se zasniva na pravim vrednostima, a ne na trendovima. Za njih su ideali očuvanje porodice, porodičnog nasleđa i tradicije, kao i odavanje počasti tradiciji. Porodica Stanimirović se trudi da Srbiju oplemeni i predstavi svetu u modernijoj formi. Njihova misija je očuvanje ličnog i nacionalnog identiteta.

Vođeni tom idejom, pored velikog izbora nakita čiji dizajn ide ispred svog vremena, predstavili su kolekciju u čijem dizajnu dominiraju tradicionalni elementi, kao što su pirotške šare. Na taj način ova juvelirnica želi da na modernom nakitu ostavi autentični i tradicionalni pečat uz simboliku dugovečnosti.

Tijana describes the jewelry making process both as the hardest and most delightful part of the journey, which begins with a selection of pure gold that radiates positive energy and evokes pleasant feelings. A team of designers create jewelry sketches according to the taste of their customers and market demands. However, they also express their vision and individuality through non-commercial yet wearable pieces and thus tell their own story based on true values, rather than fashion trends. Respecting and keeping family together, as well as preserving family heritage and tradition are the most important things for them. The Stanimirović family also strives to present their homeland in a more glamorous and sophisticated way to people around the world and their mission is to save their personal and national identity.

Therefore, in addition to a large selection of "ahead of time" designed jewelry, they introduced a collection inspired by traditional elements such as Pirot carpet patterns. Diamond spot takes pride in crafting modern jewelry pieces and combining them with authentic and traditional concepts to achieve a sense of timeless beauty.



Najpopularnije drago kamenje na našim prostorima je dijamant, a zatim slede rubini, safiri i smaragdi

The most popular gemstones in our region are diamonds, followed by rubies, sapphires and emeralds

# ZDRAVSTVENA USLUGA ZA SAVREMENOG ČOVEKA

## A HEALTH SERVICE FOR CONTEMPORARY PEOPLE

Autor / Author PROF. DR GORAN RAĐEN

Istraživanja su pokazala da u životu čoveka postoji sedam ključnih oblasti – ljubav, porodica, posao, prijatelji, lični razvoj, humanost i bogatstvo. Sve one imaju jednu zajedničku osnovu, temelj na kojem počivaju – zdravlje. Ukoliko narušite zdravlje, dolazi do stagnacije na svim poljima.

Često se dešava da zbog obaveza zanemarimo važnost redovnih zdravstvenih pregleda. Konstantna izloženost stresu, smanjena fizička aktivnost, neredovni obroci i brza hrana, koja obiluje mastima i ugljenim hidratima, vremenom uzrokuju poremećaje i oštećenja organizma, koja mogu prerasti u hronične bolesti.

Svestan potreba savremenog čoveka, MediGroup je kreirao uslugu totalnog zdravstvenog skrininga – za sve one koji žele da imaju kontrolu nad sopstvenim zdravljem, koji poštuju svoje vreme i žele da dobiju brze i precizne odgovore.

Totalni zdravstveni skrining ili THS (Total Health Screening) predstavlja jedinstveni paket pregleda i dijagnostičkih procedura, koji omogućava detaljnu kontrolu i preciznu procenu zdravstvenog stanja. Ono što izdvaja ovaj program jeste upotreba najsavremenijih metoda, magnetne rezonance i skenera poslednje generacije kako bi se precizno identifikovali svi faktori rizika za pojavu raznih oboljenja. U okviru THS-a posebna pažnja posvećuje se faktorima rizika vezanim za oboljenja kardiovaskularnog sistema i maligne bolesti, koji čine statistički najučestalije pretnje po zdravlje. Totalni zdravstveni skrining traje osam sati, završava se u toku jednog dana i može se obaviti u Opštoj bolnici MediGroup.

Mi znamo da vam je zdravlje ipak najvažnije. Znamo da vam je važno da ne čekate kod lekara i da znate da ste u sigurnim rukama.

Studies have shown that there are seven key areas in every person's life – love, family, work, friends, personal development, humanity and wealth. All of these share the same foundation – health. If your health deteriorates, stagnation ensues in all of these areas.

We often neglect the importance of regular health check-ups due to our responsibilities. Constant stress, reduced physical activity, irregular eating patterns and fast food abounding in fats and carbohydrates in time cause disorders and harm to the organism, which can evolve into chronic diseases.

Aware of the needs of contemporary people, MediGroup has created a new service – a total health screening, for all of those who want to be in control of their health, who appreciate their time and want to get accurate results quickly.

Total health screening or THS is a unique set of tests and diagnostic procedures which enable detailed examination and accurate estimation of health. What sets this program apart is the use of most recent methods, state-of-the-art MRI technology and scanners in order to accurately identify all risk factors for the development of various illnesses. THS pays special attention to risk factors in relation to diseases of the cardiovascular system and malignant diseases, which are, statistically, the most frequent threat to health. Total health screening lasts for eight hours, it is completed during one day and it can be conducted in MediGroup General Hospital.

We know that your health is the most important thing for you. We know that it is important not to wait for your doctor and to know that you are in good hands.

# TOTALNI ZDRAVSTVENI SKRINING

Potpuni pregled  
zdravstvenog stanja  
obavljen za samo  
jedan dan!



OPŠTABOLNICA  
MEDIGROUP

011 40 40 100

# MARIJA HANDMADE

Autor / Author TIJANA DURAKOVIĆ  
Fotografije / Photos MIKA KNEŽEVIĆ; WANNABE MEDIA

## Originalnost, autentičnost i održivost protkane tradicijom

Unique, authentic and sustainable fashion weaved into the  
fabric of tradition

Marija Ivanković Jurišić godinama je imala san o održivom modnom brendu inspirisanom tradicijom i modelima izrađenim od prirodnih materijala. Ovaj san je počeo da se ostvaruje 2004. godine, kada je u Šapcu osnovala umetničku radionicu Marija Handmade. Nakon brojnih revija i predstavljanja brenda širom sveta, u junu ove godine Marija je svoje modele predstavila i na čuvenoj italijanskoj Nedelji održive mode u Torinu.

### **Kako izgleda žena koja nosi vašu garderobu?**

Moje mišljenje je da je prava dama uvek pomalo izgužvana, jer je to znak da nosi isključivo odeću od prirodnih materijala. Takođe, žene koje nose našu odeću su svesne da pored spoljašnje, svojim izgledom treba da izraze i svoju unutrašnju lepotu. To su one koje su rekle NE kupovini odeće nastale na ljudskoj patnji, one koje žele da nose odeću sa elementima folklorne ornamentike, baziranu na srpskoj tradiciji i kulturi, one koje tradiciju prevode na savremeni jezik, ali i one koje kupuju manje, a biraju kvalitetnije.

**Stari zanati, nažalost, izumiru, a vi ste zlatni primer osobe koja i dalje neguje tradicionalne vrednosti i tehnike. Osim toga, vi zapošljavate i druge žene i podstičete žensko preduzetništvo.**

Naša umetnička radionica je kreativna platforma za izradu rukotvorina koja u svojoj proizvodnji tekstila čuva tradiciju koristeći tehnike ručnog rada i pravi unikatne komade odeće i kućnog tekstila u duhu modernog vremena.

After finishing her design studies Marija Ivanković Jurišić has been facing a challenge of every aspiring fashion designer - how to translate her ideas into something meaningful? Her biggest dream was to launch a sustainable fashion brand deeply inspired by Serbian tradition, and make garments from natural clothing materials. With a lot of work, dedication and confidence she started to bring this dream to life in 2004 when she opened Maria Handmade fashion atelier in Šabac. Numerous fashion shows and global promotion of her brand followed, and in June 2018 Marija had the honor to present her collection at prestigious Sustainable Fashion Week in Torino.

### **How does a woman wearing your clothes look like?**

I think that the outfit of an elegant and sophisticated woman is always a little bit wrinkled because she favors airy, second-skin feel of natural textiles. Women who wear our clothes know well that style is more than just being nicely dressed for the occasion. It reflects their personality as well. Therefore, our customers are women who said NO to shopping garments at a price paid in human misery. They like fashion inspired by Serbian tradition and culture combined with folklore ornaments, they translate retro look into modern wear, and finally they buy less and choose better.

**Centuries-old crafts are slowly dying out. On the other hand, your golden efforts to cherish and preserve traditional values and techniques are widely recognized.**



Prava dama je uvek pomalo izgužvana, kaže Marija  
A sophisticated woman is always a little bit wrinkled, says Marija

Tkanje, kao drevni zanat, moja je velika ljubav i inspiracija, pa tu tehniku najviše koristimo tkajući prirodna vlakna vune, pamuka, svile, konoplje i lana. Naša socijalna misija je da postanemo produktivniji i konkurentniji na domaćem tržištu, kao i na regionalnom planu i u okviru EU, i zbog toga ulažemo u ljude, nova znanja i alate. Izuzetno nam je bitno da radimo na osnaživanju i popularizaciji ženskog preduzetništva u

**What's more, you provide jobs for unemployed women in your hometown and encourage female entrepreneurship.**

Our workshop is a creative platform for traditional textile production. We craft unique pieces of clothes and homewear manually, thread-by-thread, with a subtle hint of modern touch. The traditional craft of weaving with a loom is my passion and inspiration, which is why we are



Srbiji, što postižemo angažovanjem žena iz teže zapošljivih kategorija.

**Održiva moda je sve prisutnija. Možete li nam približiti šta za vaš brend i vas lično znači održivost?**

Brend Marija Handmade promovise održivu modu, poštujući pet principa: pravimo odeću koja ne traje samo jednu sezonu, pravimo odevne predmete bez mnogo ukrajanja, po principu tkanja „od ivice do ivice“, trećina ukupne količine modnih detalja koje proizvedemo nastaje od recikliranog prediva, svaka nova kolekcija se izrađuje u skladu sa prethodnom, a odeća se pravi isključivo od prirodnih vlakana.

using this technique most to transform natural threads of wool, cotton, silk, hemp and flax into fabric.

Our social mission is to become more productive and competitive in the local market, as well as regionally and within the EU and to achieve this we are constantly investing in people, knowledge and tools. It's extremely important for us to continue to empower and champion female entrepreneurship in Serbia, as well as hire women from less employable categories.

Sustainability in fashion went from the margins to the mainstream. Could you be more specific about what sustainability means to you and your brand?

Marija Handmade promotes sustainable fashion based on the following five principles: we design timeless collections of enduring quality, we use "end-on-end" weaving pattern to make garments of a simple cut, one third of our accessories are manufactured from recycled yarn, new arrivals and previous collections are conceptually coherent, and our clothes are made only from natural threads.



Marija Ivanković Jurišić (na slici gore) pravi odeću isključivo od prirodnih vlakana  
Marija Ivanković Jurišić (in the photo above) makes clothes only from natural threads

Sams<sup>o</sup>nite

BORN  
TO GO



Samsonite is a registered trademark of / est une marque déposée de Samsonite IP Holdings S.p.A. © 2019 Samsonite

BRAND POINT

VELEPRODAJA Beograd: Bulevar umetnosti 4 • 011/400 23 66

MALOPRODAJA Beograd: Čika Ljubina 7 • Mercator centar • TC UŠĆE • Ada Mall Novi Sad: Mercator centar

www.brandpoint.rs

House of Samsonite-Serbia

@houseofsamsoniteserbia

# ZAJEDNO ZA SVETLIJU BUDUCNOST SVIH TOGETHER FOR A BRIGHTER FUTURE FOR EVERYONE

Autor / Author IVANKA RENDULIĆ

Bez brige o budućnosti dece i porodica i pružanja pomoći onima koji su najugroženiji nema perspektive i napretka za društvo. Zato se pojedinci sve više angažuju i rešavaju problem kroz privatne inicijative, pomažući onima kojima sistem ne može da pomogne ili ih je nekako „preskočio“. Jedan od glavnih zadataka humanitarne organizacije „Srbi za Srbe“ je pomoć višečlanim srpskim porodicama koje žive na rubu egzistencije. Udruženje je do sada organizovalo veliki broj humanitarnih akcija za socijalno ugrožene porodice sa područja Republike Srpske, Crne Gore i Srbije, sa naglaskom na Kosovo i Metohiju, kao i za brojne povratničke porodice iz Krajine i Federacije Bosne i Hercegovine. Sredstva za dobrotvorne akcije se prikupljaju svakodnevno putem dobrovoljnih priloga i organizovanjem brojnih humanitarnih događaja širom sveta.

Ono što je posebno zanimljivo za ovu organizaciju jeste to da nju vode mladi ljudi čiji je cilj da pokažu kako predstavnici generacije milenijalaca ne sede skrštenih ruku, slepi i bez sluha za tuđe probleme. Najbolji dokaz za to je Igor Rašula, čija je vizija učinila da ova organizacija danas broji više stotina volontera, deset zaposlenih osoba u Srbiji i Republici Srpskoj i preko 20.000 donatora širom sveta.

„Prethodnih 14 godina kroz ideju ‚Srbi za Srbe‘ prikupili smo 4 miliona evra donacija, pomoću kojih smo obezbedili vrednu materijalnu pomoć za više od 2400 socijalno ugroženih višedetnih porodica širom Balkana. Trudimo se da kroz svoj rad širim svest o važnosti dobročinstva u današnjem vremenu materijalizma, i da, pomažući brojnim porodicama i njihovoj deci, širim lanac dobročinstva u našem društvu, nadajući se da će deca kojoj pomažemo jednog dana biti u prilici da i sama pomognu nekome“, kaže Igor Rašula, predsednik organizacije „Srbi za Srbe“.

Sa druge strane, kako lokalne inicijative mogu da

There are no prospects for and progress of society without taking care of the future of children and families and providing help to those who need it the most. That is why individuals are becoming increasingly engaged and are solving the problems through private initiatives, helping those that the system cannot help or that the system “skipped” for some reason.

One of the main tasks of the “Serbs for Serbs” charity organization is to help Serbian families with many members which live a hand-to-mouth existence. So far the organization has organized numerous humanitarian activities for socially vulnerable families from Republika Srpska, Montenegro and Serbia, with the focus on Kosovo and Metohija, as well as for many returning families from Krajina and the Federation of Bosnia and Herzegovina. The funds for charitable activities are raised every day through donations and by organizing numerous humanitarian events all around the world.

What is particularly interesting about this organization is the fact that it is headed by young people whose goal is to show that the millennial generation does not just sit idly, ignoring other people’s problems. The real proof of that is Igor Rašula whose vision has turned this organization into one with more than 100 volunteers, 10 employees in Serbia and Republika Srpska and over 20,000 donors around the world.

“In the last 14 years ‘Serbs for Serbs’ has raised 4 million euros in donations, which we used to provide material assistance to more than 2400 socially vulnerable families with many children across the Balkans. Through our work we try to raise awareness of the importance of humanitarianism in today’s material world, and to spread humanitarianism in our society by helping numerous families and their children, hoping that the kids we help will one day be able to help someone else,” says Igor Rašula, the president of “Serbs for Serbs” organization.



Generacije milenijalaca ne sede „skrštenih ruku“, slepi i bez sluha za tuđe probleme  
The millennial generation does not just sit idly, ignoring other people’s problems

pokrenu i promene mnogo na području na kojem deluju, pokazuje organizacija „Stara Raška“, nastala 2000. godine na području opštine koja je decenijama jedna od najsiromašnijih i najzaostalijih u zemlji.

Držeći se slogana humanost nema naciju, ova organizacija svojim delovanjem pomaže svima, posebno se usredsređujući na to da Raška oblast ostane multietnički prostor na kojem će se održati postojeća demografska struktura stanovništva i da, ujedno, opstane kao takav prostor. Pored pomoći ugroženim porodicama, „Stara Raška“ je takođe pomagala i mladim srpsko-albanskim bračnim parovima.

Kroz poboljšavanje uslova za život i rad stanovništva, ali i kroz stvaranje mogućnosti za kvalitetan suživot, ova organizacija pokazuje da su tolerancija i razumevanje mogući.

On the other hand, local initiatives can initiate and change a lot of things in their area as is shown by the example of organization “Stara Raška”, established in 2000 in the municipality which has been one of the most destitute and stagnant in the country for decades.

Sticking to the slogan “humanity has no nation”, this organization helps everyone with their activities, particularly focusing on Raška remaining a multiethnic area with the present demographic structure. Apart from helping vulnerable families, “Stara Raška” has also provided help to young Serbian-Albanian couples.

By improving living and working conditions and by creating possibilities for good-quality coexistence, this organization has shown that tolerance and understanding are possible.

“2019 marks an anniversary for ‘Stara Raška’ charity orga-

„Godina 2019. je jubilarna za humanitarnu organizaciju „Stara Raška“, jer u njoj obeležavamo 20 godina njenog postojanja i uspešnog rada. Sumirajući ostvarene rezultate ove organizacije, možemo zaključiti da je ona ne samo humanitarna, već i socijalna i nacionalna organizacija. Kapaciteti kojima danas raspolaže „Stara Raška“ i ostvareni rezultati nedvosmisleno potvrđuju da je ona izrasla u moćnu humanitarnu organizaciju, kakvih je u Srbiji malo“, poručuje osnivač organizacije Vojin Vučićević.

nization, because this year we celebrate 20 years of its establishment and successful operation. In summary of its results, it can be concluded that this organization is not only a charity, but also a social and national organization. The capacities of “Stara Raška” and its results unequivocally show that it has become a powerful charity organization, and there are not many organizations like that in Serbia,” says Vojin Vučićević, the founder of the organization.



Lokalne inicijative mogu da pokrenu i promene mnogo u području u kom deluju  
Local initiatives can initiate and change a lot of things in their area

# Discovery

POWER PEOPLE'S PASSIONS™



Discovery ★EUROSPORT TLC HGTV



# ADRESA STILA, NEGE I ZNANJA SYNONYM FOR STYLE, CARE AND KNOW-HOW

Autor / Author ZORAN JANKOVIĆ  
Fotografije / Photos ID HAIR ACADEMY

Više se ne dovodi u pitanje da li je odabir pravog komada odeće, onoga što jedemo ili mesta na koje odlazimo da „obnovimo energiju“, pa čak i izbor zanimanja kojim se bavimo, ono što spada u životni stil. Ovakav, naizgled narcisistički koncept, koji pojedinca postavlja u centar sopstvenog života, nastao je, u stvari, iz samo jednog razloga, a to je činjenica da samo zdrava, negovana i zaokružena osoba može biti istinski srećna i uspešna. U samo nekoliko godina, koncept vežbanja se potpuno promenio – od nečega što je predstavljalo dokolicu do nečega što spada u domen lične higijene i lepog vaspitanja. Svakodnevno se sve odgovornije odnosimo prema svim aspektima koji mogu da utiču na kvalitet našeg života i zdravlja. Zbog toga su nutricionisti i zubari postali naši najbolji prijatelji, a poseta lekarima deo rutine. Međutim, da li ste nekada, iskreno, priznali sebi da o kosi, njenoj nezi, onima koji je oblikuju i tretiraju nikada niste razmišljali u ovim parametrima? Istina je da smo, zarad estetskog zadovoljstva koje nam trendy frizura neosporno pruža, spremni da previdimo činjenicu da je svaki tretman kose, u svakom segmentu, prilično agresivna kombinacija hemije, mehanike i termike. Da li smo se ikada upitali koliki je uticaj svega toga na naše zdravlje i kako se sve to uklapa u životni stil kojem težimo?

Deluje da u doba Instagrama nema ničeg lakšeg od praćenja trendova; #fashion (yes, yes) lako nas dovodi do svega onoga što je apsolutno u trendu. Međutim, u eri „uradi sam“ saveta, tutorijala i naizgled beskonačnih mogućnosti, više je nego lako napraviti pogrešan izbor. Posledice nisu uvek estetske prirode – one se često mogu dugoročno odraziti i na vaše zdravlje. ali, kada je #identitet onoga kome poklanjate poverenje i vreme #stil, #nega i #znanje, onda je odabir logičan, posebno kada je reč o kosi.

ID Hair Academy (Kneza Miloša 23, Beograd) nudi savršenu kombinaciju onoga što savremena nega kose podrazumeva – sintezu well being-a i hairstyle-a

The choices we make regarding the clothes we wear, our daily menu, the places we go to “recharge our batteries” or even regarding our professional career are unquestionably a part of our lifestyle. There is only one reason behind this seemingly narcissistic concept of being number one in our own world, and that is the fact that only a healthy, well-rounded and well-groomed person can be truly happy and productive. In a very short time going to the gym has become more than just a popular leisure activity; now it is part of our self-care routine. Every day we become more aware of all the aspects that can affect our health and the quality of our life. Therefore, we regularly seek advice from nutritionists, dentists and doctors to maintain and improve our current health status.

However, have we ever asked ourselves why we never think about our hair and professionals responsible for hair care, styling and treatment within the same parameters? Due to personal satisfaction trendy hairstyles and haircuts can undoubtedly provide, we easily neglect the fact that every visit to the hairdresser’s involves an excessive amount of chemicals, mechanical and thermal treatments. Have we ever wondered how these things affect our health and whether they really match the ideal lifestyle we want to have?

In the age of Instagram it is quite simple to follow the latest trends, by searching for #fashion (yes, yes). On the other hand, this is also the era of do-it-yourself tips, tutorials and endless possibilities that can easily lead us to bad decisions. The consequences of this are not just cosmetic, but they can often have long-term effects on our health. However, when the #identity of those we give our trust consists of #style, #care and #know-how then we can be sure we are making the right choice, especially when it comes to our hair.

ID Hair Academy (23 Kneza Miloša Street, Belgrade) is a place that offers everything that modern hair care service entails - synthesis of well-being and hairstyle achieved

podjednako kroz hemijske tretmane (pre svega kolorizaciju) i negu. Pored nege kose, u ponudi je i usluga šminkanja u skladu sa trendovima koje diktiraju svetski vizažisti, a koje tim profesionalaca uspešno primenjuje, o čemu svedoče brojni editorijali, modne kampanje, reklame i spotovi. U svakom trenutku možete biti sigurni da će sve ono što je najnoviji dodatak u domenu nege i oblikovanja kose biti primenjeno istog trenutka na ovoj adresi. Tim koji se pažljivo formira već 20 godina i potpuno zaokružen užitak u salonu koncipiranom prema najstrožim svetskim standardima čine IDHA jedinim logičnim izborom. Kao franšizni partner brenda #Redken koji je brend broj jedan u svetu kada je reč o nezi kose, ID Hair Academy mora da primenjuje iste standarde kao i bilo koja ispostava ovog brenda u svetu.

A ono što REDKEN čini liderom u sferi sličnih proizvođača jeste to što vlas kose nije negovana samo spolja, već i dubinski, iznutra. Za to je posebno zaslužan Chemistry sistem, koji na oštećenu kosu deluje kao apoteka: leči je kombinovanjem niza postupaka, preparata i masaže od strane edukovanog frizera. Bez obzira na strukturu dlake, ovaj brend u svojoj paleti ima dijapazon preparata koji sa sigurnošću dovode do željenog tj. pravog rezultata.

Da li ste znali da je muška kozmetika segment koji se na tržištu najbrže razvija? U novom milenijumu više se ne smatra pristojnim ako se muškarac ne odnosi prema svojoj kosi na isti način kao i prema svom poslu i karijeri. Odnedavno je na tržištu Srbije dostupna i profesionalna linija za muškarce #RedkenBrews za negu i stilizovanje kose i brade. Njen nezaobilazni proizvod Color Camo za samo pet minuta bez farbanja prikriva sede i postepeno

through chemical treatments (primarily coloring ) and by using advanced hair care products. We also provide professional makeup services in accordance with the latest trends and techniques used by the world’s makeup artists. Numerous editorials, fashion campaigns, commercials and videos demonstrate the loyalty and satisfaction of our clients. At any moment you can be sure that all innovations in the field of hair care and styling are applied here according to the highest global beauty standards. Full in-salon service, carefully designed and maintained by our team for over 20 years, makes IDHA the best possible choice for you. As a franchise partner of #Redken, the world’s best hair care and styling brand, ID Hair Academy must apply the same standards as any other member of Redken’s global community.

What makes REDKEN a leader among the manufacturers of professional hair care, hair coloring and hair styling products is its mission to develop products that not only boost shine on the outside, but also repair and nourish hair on the inside. In this respect, Redken introduced Redken Chemistry - a comprehensive system of products that help hair stylists treat and transform every client’s hair to ensure a healthy and fashionable hair look. Regardless of the hair structure, the brand offers a wide range of products that safely lead to the desired result.

Did you know that male grooming products are one of the fastest-growing segments of the global beauty market? Taking a proactive approach to hair care is a must and should be part of every man’s grooming routine. The good news is that #RedkenBrews men’s hair care, men’s hair styling, grooming and beard products are also avail-



U eri „uradi sam“ saveta, tutorijala i naizgled beskonačnih mogućnosti, lako je napraviti pogrešan izbor. Ne dozvolite da vaša kosa strada!

In the era of do-it-yourself tips, tutorials and endless possibilities, we could easily make bad decisions. Don't let your hair suffer!

vraća prirodnu boju dlake kose i brade, istovremeno je negujući formulom bez amonijaka, obogaćenom uljem kinoe i proteinima.

Ovo je mesto na kojem ćete se na pravi način informisati o proizvodima i tome kako da ih na pravi način koristite. Prepustite se vrhunskim profesionalcima, učite od najboljih, negujte svoju kosu i bradu... Dobro došli!

**Saveti stručnjaka**

**Zoran Janković, vlasnik i art-direktor ID Hair Academy:**

„Predstoji nam još jedna sezona plavuša, što me posebno raduje, s obzirom na to da nam iz Redken-a stižu novi proizvodi namenjeni upravo njima. Preporučujem šampon i kondicioner iz kolekcije Color Extend Blondage, posebno dizajnirane za neutralizaciju neželjenog žutog pigmenta farbane plave kose, kao i neprikosnovenu kolekciju Extreme, jer je plavoj kosi uvek potrebna dodatna nega. Nikako ne smemo izostaviti ni prelive Shades EQ, koji boji daju intenzitet i svežinu. Drage moje dame, dođite da zajedno kreiramo trendove kolora i nege vaše kose!”

**Mesto stvaranja uspešnih fizera:**

Tim ID Hair Academy donosi novitete i pruža tehničke mogućnosti nadogradnje znanja, kako u šestomesečnoj obuci, tako i tokom kraćih tj. specifičnih kurseva. Temeljin pristupom radu i maksimalnom posvećenošću edukatora, korak po korak i veoma precizno, moguće je od potpunog neznanja dostići nivo frizera osposobljenog za samostalan rad. Ono što ovu frizersku akademiju izdvaja od ostalih jeste savršen balans između teorije i prakse, kao i rad na živim modelima kada su u pitanju šišanje i kolor.

Informacije o hair & make-up kursovima i obukama:

+381113066333; +381646473142; info@id-academy.com



able on the Serbian market. One of the most popular Redken Brews products is Color Camo Men's Hair color, a 5-minute custom grey camouflage, featuring ammonia-free dye technology that leaves hair with natural-looking results without unwanted gold or red tones. Quinoa oil and protein-rich formula help strengthen the hair and add healthy shine.

IDHA is definitely a place where you can be informed about the products and instructed how to use them properly. Leave your hair in the hands of professionals, learn from experts, and let your hair and beard look good...Welcome to ID Hair Academy!

**Professional hair advice**

**Zoran Janković, owner and art director of ID Hair Academy:**

"I am glad that blonde hair color will be in vogue again this season because new products coming from Redken are designed especially for this hair type. I recommend Redken's Color Extend Blondage shampoo and conditioner that eliminate unwanted yellow undertones and help strengthen hair's cuticles while battling brassiness and keeping the blondes bright. Blonde hair always requires extra care therefore you should try the Extreme Collection of products which combat damaged fibers, split ends and dry hair as well as Shades EQ Equalizing Conditioning Color Gloss that increases color intensity and adds tone and depth. My dear ladies, I invite you to come to our ID Hair Academy. Let's create our own hair color and care trends together!"

**Number one destination for hairdressing education**

The reputation of ID Hair Academy has been built on developing and providing six-month training programs or shorter specialized courses based on tech-led innovations. The knowledge and skills of experienced professionals unlock the great potential of young people and prepare them for their future careers by helping them to become 'work ready' in the hair salon industry. What makes this hairdressing academy unique is the perfect balance between theory and practice. Aspiring hair professionals will also have the opportunity to experience a real hairdressing environment and work with live hair models. For further details on our hair & makeup courses and training call +381113066333; +381646473142 or send an email to - info@id-academy.com



Da li ste znali da je muška kozmetika segment koji se na tržištu najbrže razvija?

Did you know that male grooming products are one of the fastest-growing segments of the global beauty market?

# MOVEM FASHION PRIVILEGE CLUB

Spisak partnera našeg kluba bogatiji je za nekoliko novih članova, pažljivo biranih kompanija koje su lideri u svojim delatnostima i baš kao i mi neguju odnos sa svojim klijentima. Predstavljamo vam neke od njih kao i pogodnosti koje nude ekskluzivno za vlasnike kartica Movem Fashion Privilege kluba. Detaljnije informacije i pregled svih partnera možete pronaći na sajtu [www.movem.rs](http://www.movem.rs).

The list of our club's partners has been complemented with several new members, carefully chosen companies which are leaders in their fields and which, just like us, cherish their relationship with their clients. We present you some of them, as well as the benefits they offer exclusively to the holders of Movem Fashion Privilege Club cards. Additional information and the list of all partners are available at [www.movem.rs](http://www.movem.rs).



**METROPOL PALACE**  
Bulevar Kralja Aleksandra 69, Beograd  
Tel. (+381 11) 33 33 100  
[www.metropolpalace.com](http://www.metropolpalace.com)

Vlasnici Movem Fashion Privilege Club kartice imaju popust od 15% na članarine u Spa centru, kao i mogućnost rezervacije smeštaja po posebnim korporativnim uslovima. Za detaljnije informacije kontaktirajte Movem Fashion Customer Service.

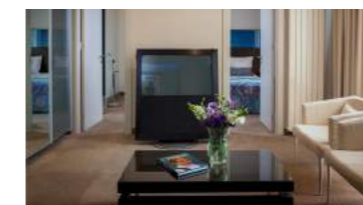
Movem Fashion Privilege Club card holders have a 15% discount on membership at the spa, and can book rooms under special corporate conditions. For more detailed information, contact Movem Fashion Customer Service.



**CROWNE PLAZA**  
Vladimira Popovića 10, Beograd  
Tel. (+381 11) 22 04 004  
[www.ihg.com](http://www.ihg.com)

Vlasnici Movem Fashion Privilege Club kartice imaju mogućnost rezervacije smeštaja po posebnim korporativnim uslovima. Za detaljnije informacije kontaktirajte Movem Fashion Customer Service.

Movem Fashion Privilege Club card holders can book rooms under special corporate conditions. For more detailed information, contact Movem Fashion Customer Service.



**HOTEL TOWNHOUSE 27**  
Maršala Birjuzova 56, Beograd  
Tel. (+381 11) 20 22 900

Vlasnici Movem Fashion Privilege Club kartice imaju mogućnost rezervacije smeštaja po posebnim korporativnim uslovima. Za detaljnije informacije kontaktirajte Movem Fashion Customer Service.

Movem Fashion Privilege Club card holders can book rooms under special corporate conditions. For more detailed information, contact Movem Fashion Customer Service.



**CREDO RESTORAN**  
Vase Čarapića 4, Beograd  
Tel. (+381 11) 40 03 000

Vlasnicima Movem Fashion Privilage Club kartice, Credo Restoran i Bar nudi 10% popusta na kompletnu Credo ponudu.

Credo restaurant and bar offers Movem Fashion Privilage Club card holders have a 10% discount on their complete offer.



**CANTINA DE FRIDA**  
Karađorđeva 2-4, Beograd  
Tel. (+381 11) 21 81 107

Vlasnici Movem Fashion Privilage Club kartice imaju popust od 10% na celokupan račun.

Movem Fashion Privilage Club card holders have a 10% discount on the bill.



**"BODY & MIND" STOTT PILATES**  
Bulevar kralja Aleksandra 54 levo/2  
Tel. (+381 11) 32 33 622  
www.body8mind.rs

Vlasnici Movem Fashion Privilage Club kartice dobijaju bonus trening.

Movem Fashion Privilage Club card holders get a free training session.



**ID HAIR ACADEMY**  
Kneza Miloša 23, Beograd  
Tel. (+381 11) 30 66 333  
www.id-academy.com

Vlasnici Movem Fashion Privilage Club kartice imaju popust od 10% na sve vrste frizerskih usluga.

Movem Fashion Privilage Club card holders have a 10% discount on all hairdressing services.

**ID HAIR SALON**  
Hilandarska 6, Beograd  
Tel. (+381 11) 30 39 404



**TRAVEL BOUTIQUE**  
Nebojšina 24, Beograd  
Tel. (+381 11) 344 00 44  
office@travelboutique.rs  
www.travelboutique.rs

Vlasnici Movem Fashion Privilage Club kartice imaju popust od 5% na cenu hotelskog smeštaja.

Movem Fashion Privilage Club card holders have a 5% discount on hotel accommodation prices.



**MIELE d.o.o.**  
Balkanska 2, Beograd  
Tel. (+381 11) 2277111

Korisnicima Movem Fashion Privilage kartice, Miele poklanja jednodnevnu školu kuvanja- Miele Kitchen Experience sa poznatim beogradskim kuvarom.

To Movem Fashion Privilage card users, Miele gives a one-day cooking course - Miele Kitchen Experience with a famous chef from Belgrade



**S&L WATCHES AND JEWELRY**  
Delta City, lok. 166  
Tel. (+381 11) 65 55 650  
sldelta@s-l.co.rs  
Ušće Shopping Centar, lok. 10  
Tel. (+381 11) 31 21 722  
watchplanet@s-l.co.rs  
Merkator Centar, Bul.Umetnosti 4  
Tel. (+381 11) 312 25 37  
watchplanet-mercator@s-l.co.rs

**Big Fashion, Višnjička 84**  
Tel. (+381 11) 4044 738  
slbigfashion@s-l.co.rs  
Bulevar kralja Aleksandra 86-90  
+381 11 655 0209  
slbulevar@s-l.co.rs

Vlasnici Movem Fashion Privilage Club kartice imaju popust od 10% na celokupan uvozni program.

Movem Fashion Privilage Club card holders have a 10% discount on all imported products.



**ŠASEC**  
Kaleničeva 3, Vračar  
060 43 44 311, 011 2454 959  
Venizelosova 6, Stari grad  
060 43 44 314, 011 3225 923  
Bulevar Kralja Aleksandra 284,  
Zvezdara  
060 43 44 413, 011 2280 861

**Merkator**  
Bulevar oslobođenja 4,  
Novi Beograd  
060 43 44 312, 011 3111 818  
Stadion, Zaplanska 32  
060 43 44 313, 011 7704 300

Vlasnici Movem Fashion Privilage Club kartice imaju popust od 10% na sve usluge hemijskog čišćenja i pranja odevnog i kućnog tekstila.

Movem Fashion Privilage Club card holders have a 10% discount on all dry cleaning services and washing of clothing and home textile.



**ST REGIS**  
BELGRADE  
THE RESIDENCES

# The New York Address in the Heart of Belgrade

The Residences at The St. Regis Belgrade brings the dynamic character of New York to the heart of the city in Belgrade Waterfront.

For more information about branded residences, please register on [belgradewaterfront.com](http://belgradewaterfront.com) or call +381 11 7888 888



©2019 BW Kula d.o.o. and ©2019 Marriott International, Inc. All Rights Reserved. The St. Regis logos are the trademarks of Marriott International, Inc. or its affiliates. BW Kula d.o.o. project The Residences at The St. Regis Belgrade are not owned, developed or sold by Marriott International, Inc., Starwood Eame Licence and Services Company BVBA or their affiliates. BW Kula d.o.o. Beograd uses the St. Regis trademarks and trade names under a licence from Starwood Eame Licence and Service Company BVBA. If this licence is terminated or expires without renewal, the residential project will no longer be associated with, or have any right to use, the St. Regis trade names or trademarks.

All of the services, amenities, benefits and discounts made available to residential owners at The Residences at The St. Regis Belgrade are as currently scheduled and are subject to change, replacement, modification or discontinuance. Fees may apply. All artist renderings are for illustrative purposes only and are subject to change without notification.

# MOVEM

FASHION

**BOSS**  
HUGO BOSS

  
**CANALI**  
1934

CORNELIANI

**HUGO**  
HUGO BOSS

EMPORIO ARMANI

TRUSSARDI  
JEANS

Z ZEGNA

TUMI

BOSS Store • Zmaj Jovina 18, Beograd

HUGO Pop-Up Store • Čika Ljubina 12, Beograd

MOVEM Fashion Multibrand Store • TC Merkator, Novi Beograd