

# MOVEM

MAGAZIN



*O grečkama*

**ANITA MANČIĆ**

*ABOUT MISTAKES WITH ANITA MANČIĆ*

NOVA ERA FILMOVA I SERIJA / ŽENE KOJE SU GRADILE BEOGRAD  
/ RAT STRIMING SERVISIA

*A NEW ERA OF FILM AND SERIES / WOMEN WHO BUILT BELGRADE / THE WAR BETWEEN STREAMING SERVICES*

CORNELIANI

MOVEMENT  
FASHION

Mercator Centar Beograd - Tel. 00381 60 8121 062

# SADRŽAJ

## CONTENTS

### ART MEETS ART

Da li uopšte znamo šta koncept *fine dining* označava?  
Do we even know what the fine dining concept means?

### DATAIZAM

Kao nova religija  
Dataism as a new religion

### ANITA MANČIĆ

Kako zavoleti svoje greške  
How to fall in love with your mistakes

### DENIS LEO HEGIĆ

Vera u preventivnu snagu umetnosti  
Believing in the preventive power of art

### IZ UGLA DŽEJMS BONDA

Evolucija muške mode  
Evolution of men's fashion from the perspective of James Bond

### ŽENSKO ARHITEKTONSKO DRUŠTVO

Žene koje su gradile Beograd  
Women's Architectural Society - Women who built Belgrade

### NOVA ERA

Filmskog i serijskog stvaralaštva u Srbiji  
A new era of film and series production in Serbia

### RAT STRIMING SERVISA

Zlatno doba  
War between streaming services - The golden age

8

12

16

38

46

66

76

80

## IMPRESUM / IMPRESSUM

### IZVRŠNI DIREKTOR / EXECUTIVE DIRECTOR

Ašok Murti

### UREDNIKA / EDITOR

Tijana Duraković

### ART DIREKTOR / ART DIRECTOR

Marija Joksović

### AUTORI / AUTHORS

Ivanka Rendulić

Nemanja Maraš

Branko Radujko

Goran Pitić

Dušan Mrđen

Zoran Slavujac

Goran Mirković

ID Hair Academy

### BREND DIREKTOR / BRAND DIRECTOR

Nina Reljić

### FOTOGRAFIJA / PHOTOGRAPHY

Braca Nadeždić

Mika Knežević

Nebojša Babić

### PREVODILAC / TRANSLATOR

Ivana Popov

### LEKTOR / PROOFREADER

Jana Kovačević

### ŠTAMPA / PRINT

Rotografika

Kontakt / Contact  
tel/fax +381 11 311 0604  
office@movem.co.rs

Kontakt za oglašavanje  
Advertising contact  
tbajic@newmediateam.rs

**MOVEM**  
FASHION





# UVODNIK INTRO

Autor / Author AŠOK MURTI



Moderna civilizacija bazira se na verovanju da svako polaže pravo na slobodan protok ideja i dobara. To pravo generacije rođene u eri interneta uzimaju zdravo za gotovo, a i oni stariji su, nakon kratkog perioda privikavanja, počeli da veruju da je takav koncept života neranjiv. Nemamo strpljenja i ne možemo da čekamo. Imamo pravo da se u bilo kom trenutku stvorimo na bilo kojoj tački na planeti. Imamo mogućnost da radimo sa bilo kog mesta na Zemlji. **Imamo pravo (kao i mogućnost i resurse) da nam ceo život bude u pokretu, a da se pritom nikada ne osetimo kao nomadi.** Na tome je zasnovano i ono što definiše naše živote u praktičnom smislu. Od ekonomije do religije – pred nama se pruža mnoštvo izbora. Neke od njih možda ne možemo da načinimo sami za sebe, ali su nam oni, bar u teoriji, omogućeni. Ali, šta ako nam se ta sloboda izbora odjednom ukine? **COVID 19 predstavlja savremeni oblik onoga što su u neka druga, mračnija vremena bile ale i bauci.** U iskustva modernog društva sada možemo upisati i ono koje nam je donedavno bilo poznato samo iz distopija prikazanih u književnosti ili na filmu. Ono što ne sme da nam se desi je da klaustrofobija postane stanje svesti, a karantin stanje duha. Sloboda je pravo svakog stanovnika planete, a ne samo nas.

Sve se deli, a u to, nažalost, ulaze i manje dobre stvari, kao što je pomenuti COVID 19. Uvek su postojale pošasti koje su se širile po svetu, ali se nikada do sada nije desilo da glasine o pošasti prestignu samu pošast. **To što se ne plašite ne znači da ste neodgovorni.** Nemojte misliti da ovakve situacije dokazuju da su u pravu oni koji su oduvek tvrdili da svako treba da bude u svom toru. Najvažnije je da imate na umu da se vremena kada se „nešto dešavalo nekom tamo drugom, a ne nama“ nikada neće vratiti. **Ono što je sigurno da je život fenomen koji se uvek nastavlja.** To će se desiti i ovoga puta, siguran sam. A mi vas čekamo baš tu.

Modern civilization is based on the belief that everyone is entitled to the free movement of ideas and goods. That right is taken for granted by those generations born in the internet era, and those older, after a short adaptation period, started to believe that such concept of life is invulnerable. We are impatient and we cannot wait. We have the right to be anywhere on the planet at any moment. We have the possibility to work from any place on Earth. **We have the right (as well as the resources and opportunity) to move around our entire lives and yet never feel as nomads.** This also represents the basis for what defines our lives in practical terms. From economy to religion, we are offered many choices. Some of them we can't make ourselves, but they are, at least theoretically, still there. But what if that freedom of choice is suddenly taken away from us? **COVID-19 is a contemporary form of what in some other, darker times, were ala demons and boggarts.** To the experience of modern society we can now add that which up until recently was known just from dystopian stories, as presented in literature or films. It is imperative that claustrophobia does not become a state of consciousness, and quarantine a state of spirit. Freedom is the right of every person on this planet, not just us. Everything is shared, but that, unfortunately, includes those not so good things, like the abovementioned COVID-19. There have always been contagions spreading around the world, but this is the first time that the rumors of contagion spread faster than the contagion itself. **So, if you are not afraid, that does not mean that you are irresponsible.** Do not think that these times prove right those who claim that it is every man for himself. The most important thing to keep in mind is that those times when "something happened to someone else, and not to us" will never happen again. **One thing is certain – life is a phenomenon and it keeps on going.** That will happen this time as well, I am sure. And we will be waiting for you.

# ART MEETS ART

Autor / Author TIJANA DURAKOVIĆ  
Fotografije / Photos UROŠ ŽIVKOVIĆ

„Mala porcija po skupim cenama” – opis koji često čujemo kada je reč o fine dining restoranima. Ali, pre nego što osudimo, a da nismo ni probali, da li uopšte znamo šta koncept fine dining označava?

*Small portion at a high price – a frequent description of fine dining restaurants. But before we pass judgement, without even experiencing it, do we even know what the fine dining concept means?*

Svaki fine dining restoran je jedinstven, ali ono što ih sve povezuje jeste ponuda jela koja su u smislu ukusa i estetike dovedena do potpunog savršenstva, kakvo u kućnoj kuhinjskoj izvedbi nije moguće postići. Fine dining odlikuje spoj različitih kuhinja i raznih struktura, čijim se kombinovanjem formira meni sačinjen od osam do deset jela, serviranih u malim količinama. Mešavina namirnica, esencija i senzacija, praćenih posebno izabranim vinima, obrok pretvaraju u jedinstveni kulinarski performans.

Kompleksnoj strukturi jela suprotstavljen je sveden ambijent restorana, jer je ideja da se uživa u jelima, a ne u zabavi koju pružaju igrači ili pevači. Ne zato što oni nisu deo fine dining kulture, već zato što fokus treba da bude na čulu ukusa. Ono što dodatno oplemenjuje prostor jesu umetnička dela na zidovima, koja se uklapaju u čitavu filozofiju. Beli stolnjaci su nekada bili deo lične karte svakog fine dining restorana, ali ta praksa je u velikoj meri napuštena, pa se danas mogu videti i stolovi bez stolnjaka. **Obišli smo upravo jedan takav restoran, pod nazivom HOMA, koji se nalazi na Dorćolu, a njegove vlasnike Filipa i Vlastu pitali smo šta za njih predstavlja fine dining i zamolili ih da nam kažu nešto više o novom projektu ART MEETS ART, na kojem uveliko rade.**

**Vlasta:** Umetnosti sam bio okrenut tokom čitavog odrastanja, i oduvek sam želeo da ona prožima sve što radim, od muzike, preko estetike jela, do ambijenta. Filip i ja smo došli na ideju da pozovemo poznate umetnike i da zajedno kreiramo menije od po šest jela. Projekat smo nazvali Art Meets Art, a ideja je da se meni smenjuje na dva meseca, u sklopu regularne ponude restorana Homa.

**Filip:** Želeli smo da objedinimo ljude koji na isti način pristupaju umetnosti i hrani i da zajedno stvorimo nešto konkretno. Hteli smo da izađemo van okvira svog delovanja i da testiramo granice tako što ćemo ući u kreativan proces sa ljudima čijem se radu lično divimo i koji su naši česti gosti.

Every fine dining restaurant is unique, but their common thread is that the dishes they offer are, in terms of taste and aesthetics, perfected down to the very last detail, and such degree of perfection cannot be achieved at home. They represent a synthesis of various cultures and different structures combined into eight to ten dishes served in small portions. A mix of ingredients, essences and sensations, complemented with carefully selected wines create a unique culinary performance.

As opposed to the complexity of the dishes, the ambience is always minimal, because the idea is that the pleasure should come from the dishes, not from singing and dancing. Not because that is not considered part of fine dining culture, but because the focus is on the sense of taste. What adds to the room is artwork on the walls, which matches the philosophy of the concept. White tablecloths were once an integral part of every fine dining restaurant, but since that has gone out of style to a great extent, today there are restaurants with no table covers. **Today we visited one such restaurant in Dorćol called “HOMA”, and we asked its owners Filip and Vlasta what fine dining meant to them and talked about their new project “ART MEETS ART”, which they had been working on for some time.**

**Vlasta:** Growing up I have always loved art, and I have always wanted it to permeate everything that I do, from music, dish aesthetics, to ambience. Filip and I came up with the idea to invite famous artists to help us create menus consisting of six dishes. We called that project “Art Meets Art” and the idea was for menus to alternate every two months as part of regular offer at “Homa”.

**Filip:** We wanted to gather the people who share the same ideas about art and food, and to create something specific together. We wanted to step outside of our field of activity and to test out limits, by taking part in a creative process with people whose work we admire and who are our frequent guests.

**Homa je prepoznatljiva po jelima koja liče na mala umetnička dela. Odakle inspiracija da se povežete sa ljudima iz raznih sfera umetnosti?**

**Vlasta:** Trudimo se da stvaramo drugačije stvari, a da li je to umetnost – to prepuštamo našim gostima da procene. Ljudi koji dolaze u Homu razumeju ono što mi radimo i zavoleli su koncept fine dining restorana. Inspiraciju nalazimo u svakom novom danu i u svakom našem gostu.

**Čije menije ćemo imati priliku da probamo?**

**Vlasta:** Naši gosti će imati čast da probaju jelovnike koje ćemo kreirati sa spisateljima Biljanom Srbljanović i Vladimirom Pištalom, glumcem Milanom Marićem, umetničkim fotografom Milošem Nadaždinom i muzičarem i jednim od vodećih marketinških stručnjaka Srđanom Šaperom.

**Ranije ste imali i projekat Homa around the world, a u Beogradu uspešno poslujete više od deset godina.**

**Filip:** Stalno sebe izazivamo da probamo nove stvari u poslu, godišnje stvaramo između 100 i 150 potpuno jedinstvenih jela.

**Vlasta:** Projekat Homa around the world podrazumevao je rekonstrukciju klasičnih jela svetske kuhinje na svaka dva meseca. Stalno smišljamo nove ideje kako bismo se profesionalno razvijali. Za deset godina promenili smo više od 30 jelovnika.

**Kako izgleda osmišljavanje jelovnika sa umetnicima? Ko vodi glavnu reč?**

**Vlasta:** Oni daju inicijalne ideje za fine dining izražaj. Mi smo tu da te ideje nadogradimo.

**Filip:** Prvo ih pozivam da sednem sa svakim od njih jer mi čin obedovanja uvek kaže mnogo o ljudima.

**“Homa” is famous for dishes looking like small works of art. Where did the idea to unite with people from different artistic spheres come from?**

**Vlasta:** We try to create something different, but whether that is art, that is for our guests to decide and experience. People who visit “Homa” understand what we do and they have fallen in love with the concept of fine dining. Every new day and every new guest are our inspiration.

**Whose menu will we have the opportunity to taste?**

**Vlasta:** Our guests will have the privilege to try the menus we will create with writers Biljana Srbljanović and Vladimir Pištalo, actor Milan Marić, artistic photographer Miloš Nadaždin, and Srđan Šaper, a musician and one of the leading marketing experts.

**You have also carried out a project “Homa Around the World”, and you have been operating successfully in Belgrade for more than 10 years.**

**Filip:** We constantly challenge ourselves to try new things in business. We create between 100 and 150 completely new dishes per year.

**Vlasta:** Project “Homa Around the World” included the reconstruction of classical dishes from different world cuisines every two months. We keep coming up with new ideas so that we would grow professionally. In 10 years we have had more than 30 menus.

**What is it like collaborating on a menu with artists? Who is in charge?**

**Vlasta:** They provide us with initial ideas for the fine dining expression. It is our job to build on that.

**Filip:** First I have a sit-down with every one of them, because I always learn a lot about people by having a meal



Mnogi sastanci koje sam imao su zapravo bili uvod u poslovne odluke. Ljudi se pred hranom potpuno ogole, a meni to pomaže da ih razumem i da sprovedem u delo to što su zamislili. Zadatak našeg tima je da interpretira viziju jela koju ima umetnik i daćemo sve od sebe da ta interpretacija impresionira i umetnike i buduće goste. Svako od njih ima slobodu da predloži i način na koji želi da jelo bude posluženo, možda će neko imati ideju da jelo treba jesti zatvorenih očiju (smeh). Svako treba da doživi meni kao kreaciju koja je u potpunosti njegova, a koju ćemo mi sprovesti u delo tako da se zajedno ponosimo.

**Istorija hrane je veoma bogata oblast, mnoge stvari se vremenom modifikuju, dok su izvorno bile sasvim drugačije. Gde je mesto fine dining-a u Srbiji?**

**Vlasta:** Nažalost, moram da kažem da je progres u ovoj grani spor. Očekivao sam da će fine dining biti mejnstrim i da ćemo se odmaknuti od ideje da je srpska tradicionalna kuhinja početak i kraj svakog obroka. Živimo u gradu gde je ponuda restorana na zavidnom nivou, ali se bojim da na nivou ponude hrane nema mnogo napretka. Poštovanje za izuzetke, ali sve je veći fokus na zabavi, dok se onome što se nalazi na tanjiru poklanja sve manje pažnje. Naš fokus je zaista samo na hrani. I dalje se ne možemo pohvaliti da postoji izgrađena fine dining scena, iako sam pre deset godina očekivao da će se ona razviti. Ova kritika nije na račun ugostiteljskih objekata, već nas kao društva.

**Filip:** Ja imam malo drugačije mišljenje. Mene raduje svaki mali napredak, koji lično doživim u tome što radimo. Procesi su kompleksni i predstavljaju spoj nauke i umetnosti. Znanje se uvećava iskustvom i stalnim guranjem sebe u vatru kako bi se isprobalo nešto novo. Nemamo stolnjak, a fine dining smo – ono što je za nekoga nezamislivo, za nas je zamislivo. Sigurno smo mnogo napredovali i pojedinačno i kao tim. Naši gosti to i prepoznaju.

**Vlasta:** Slažem se sa Filipom, ipak smo uspeali da steknemo stalnu publiku, a to je rudarski posao. Naš zadatak u Homi je da se na neki način bavimo kulturom i da imamo odabranu publiku na koju ćemo biti veoma ponosni. Naši gosti nas inspirišu da i dalje pomeramo granice i zato svakodnevno želimo da im ponudimo jedinstvene stvari, kakva je upravo projekat ART MEETS ART.

**Filip:** Sve se svede na to da barataš jednostavnijim ukusima, ali da u tehničkoj izvedbi to mora da bude perfektno. Tako, i mi nudimo obična jela, ali ih rekonstruišemo. Naša ideja je da svaki gost ima lep ambijent, da hrana pravi atmosferu, i da se proba nešto što je poznato, a da se doživi nešto novo i bolje. Neka umetnost govori svoju priču.

with them. Many of these meetings were actually the beginning of a business cooperation. When eating people are completely exposed, and that helps me understand them and turn their ideas into reality. Our team is tasked with interpreting their vision of a dish, and we will do our best to impress them, as well as our future guests. Every artist can also suggest how the dish should be served, maybe someone will think that the food should be consumed with eyes closed (laughter). Everyone should perceive the menu as their own creation, and we will turn it into something we'll all be proud of.

**Food preparation has a rich history. Many things were originally completely different, but have changed over time. What is the status of fine dining in Serbia?**

**Vlasta:** Unfortunately, I have to say that this branch is progressing very slowly. I have expected that fine dining will become mainstream and that we will step away from the idea that every meal should be based on the traditional Serbian cuisine. We live in a city with a great variety of restaurants, but unfortunately when it comes to the food offered, not much progress has been made. With all due respect to some, but the focus is increasingly on the entertainment, and not the dish. We truly focus only on the food. We still cannot say that the fine dining concept has been established, although I expected that ten years ago. This criticism is not directed at restaurants, but at us, as a society.

**Filip:** My opinion is somewhat different. I am delighted to see even some progress, as experienced through our work. The process is complex and it involves both science and art. Knowledge broadens through experience and by pushing yourself to try something new. We don't have tablecloths, but we represent fine dining. What is inconceivable for some is conceivable for us. We have certainly improved a lot, both on a personal level and as a team, and our guests recognize that.

**Vlasta:** I agree with Filip, we have managed to establish our regular clientele, and that is not an easy job. Our job at "Homa" is to touch upon culture in a way and to have a selection of guests we are very proud of. They inspire us to keep pushing our limits and that is why we want to offer them something unique every day, like the "ART MEETS ART" project.

**Filip:** It all comes down to dealing with simple tastes, but technical execution has to be perfect. We offer basic dishes, but reconstructed. Our idea is that food should create the atmosphere, that each guest should enjoy the pleasant ambience, try something familiar, but experience something new and better. The art should tell its story.

Jelovnike ćemo kreirati sa Biljanom Srbljanović i Vladimirom Pištalom, Milanom Marićem, Milošem Nadaždinom i Srđanom Šaperom.

We will create the menus with Biljana Srbljanović and Vladimir Pištalo, Milan Marić, Miloš Nadaždin, and Srđan Šaper.



# MOVEM FASHION ONLINE SHOP

OD JULA NA  
[www.movem.rs](http://www.movem.rs)

BOSS  
HUGO BOSS

CANALI  
1934

CORNELIANI

ZEGNA

HUGO  
HUGO BOSS

EMPORIO ARMANI

TRUSSARDI  
JEANS

TUMI

# DATAIZAM KAO NOVA RELIGIJA

## DATAISM AS A NEW RELIGION

Autor / Author PROF. GORAN PITIĆ

*„Kreativnost je videti ono što svako vidi, a razmišljati o onome o čemu niko nije” – Albert Ajnštajn*

*“Creativity is seeing what others see and thinking what no one else has ever thought” - Albert Einstein*

**Koliko ozbiljno razmišljamo o trendovima koji ubrzano menjaju svet i koliko smo sposobni da stvaramo budućnost čineći je, makar i delimično, predvidivom? Da li smo svesni trenutka u kojem se svet nalazi i koliko smo spremni da iskoristimo pružene šanse i najzad savladamo neizbežne izazove?**

Ova i mnoga druga pitanja postavljaju se u trenutku kada je svet, zahvaljujući četvrtoj industrijskoj revoluciji i ekspanziji interneta, hiperkonektovan i kada najvredniji resurs na planeti postaje – podatak, odnosno njegovo razumevanje, koje dalje podrazumeva mogućnost kontrole.

Tektonski poremećaji se javljaju na polju ekologije, ali i u ekonomskim i društvenim tokovima. Zato i nije iznenađujuće što su se u fokusu ovogodišnjeg Svetskog ekonomskog foruma u Davosu, osim standardnih tema, kao što su nove napredne tehnologije i njihov uticaj na privredu i društvo, naše i klimatske promene i pitanje očuvanja planete.

Ljudski nemar, polarizacije i tenzije svetskih razmera, kao i rast svetske populacije, koja je udvostručena od kraja Drugog svetskog rata, najveća su pretnja po biokapacitet planete.

Ovaj fascinantni trenutak u ljudskom razvoju, obeležen eksponencijalnim razvojem novih tehnologija i fantastičnim mogućnostima unapređenja svih sfera ljudskog života, narušavaju konflikti, nestabilnosti, krize, finansijski baloni, rast nejednakosti, rizici od ratova i terorizma, kao i velike migracije.

Ipak, zahvaljujući globalizaciji i društvenim medijima, svet je postao mnogo pristupačniji. **Dataizam, kako kaže**

**How much do we think about the trends that change the world rapidly? Are we capable of creating the future, thus making it predictable, even in part? Are we aware of the moment we live in? How ready are we to seize the chances we have and overcome the inevitable challenges?**

These and various other questions are being brought up at the time when, owing to the fourth industrial revolution and the expansion of the internet, the world is hyperconnected and when the most valuable resource is data, i.e. its understanding, which then entails the possibility of control.

Tectonic disturbances occur in the area of ecology, but also in relation to economic and social circumstances. It is therefore not surprising that this year's World Economic Forum in Davos, in addition to the standard topics, i.e. new advanced technologies and effects on economy and society, focused on climate change and the issue of preserving the planet.

Human negligence, polarization, tension on a global scale and the growth of the world's population, which has doubled since World War II, are the greatest threat to the planet's biocapacity.

This fascinating moment of human evolution, marked by new technologies being developed at an exponential rate and by fantastic possibilities to improve all areas of human life, is ruined by conflicts, instabilities, crises, financial balloons, increased inequality, risks of war and terrorism, as well as by mass migrations.

Nevertheless, thanks to globalization and social media, the world has become much more accessible

**Harari, postaje nova religija. Svet se od humanizma, koji nas uči da istinu otkrivamo iznutra, transformiše ka dataizmu, pružajući prostor algoritmima koji upravljaju podacima.**

One države i pojedinci koji pokušavaju da stvaranjem budućnosti smanje njenu neizvesnost u fokus stavljaju pitanje prilagođavanja obrazovnog sistema budućim potrebama tržišta rada, od čega će zavisiti kvalitet razvoja.

Za kakav svet obrazujemo mlade ljude? Kakva su znanja, veštine i kompetencije potrebne? Postojeći trendovi nameću nove potrebe brže nego što obrazovanje može da im se prilagodi.

Uprkos brojnim nepoznicama koje donosi budućnost, **izvesno je da su nam potrebni fleksibilni obrazovni modeli, koji, oslobađajući kreativnost u kontekstu novih tehnologija, osposobljavaju mlade ljude da budu inovativni, odgovorni i svesni trenutka u kojem žive.**

Koncept obrazovanja je pred velikim izazovima – prvenstveno kada je reč o razvoju onih aspekata humanosti koje veštačka inteligencija ne može da preuzme. Tu je, zatim, i pitanje smislenosti, odnosno potreba za vrlo senzibilnom i promišljenom medijacijom pri svrsishodnom uključivanju novih tehnologija u život mladih. Novi koncept obrazovanja mora da ponudi i premisu održivosti, odnosno mora da podrazumeva razvijanje i snaženje ljubavi prema prirodi i očuvanju životne sredine. Izazov je i kako tretirati informaciju u 21. veku, kada istina nije ono što je nekada bila i kada je na snazi tzv. postčinjenična politika.

**Izvesno je da obrazovanje mora da se prilagodi promenama čiji smo svedoci, ali i onim promenama koje samo naslućujemo, da mladim ljudima pruži znanje i da osnaži njihove kognitivne i interpersonalne veštine, a time i njihovu fleksibilnost i adaptabilnost.** Zbog toga nije dovoljna samo reforma obrazovanja, već je potrebna njegova transformacija, kako u pogledu sadržaja (učenje fenomena prilagođenih realnom svetu umesto predmeta), tako i u pogledu načina rada i provere znanja (puko memorisanje sadržaja i kultura „jednog tačnog odgovora” moraju da ustupe pred modernim konceptima). Tako će sadašnje mlade generacije, ali i generacije koje tek dolaze, moći da se ravnopravno uključe u globalizovani svet i na pravi način oseće čudesni trenutak u kojem živimo.

than before. **According to Harari, dataism is becoming a new “religion”, and the world is moving away from humanism, which teaches us to uncover the truth from the inside, towards dataism and making room for algorithms which manage data.**

Those countries and individuals that try to reduce the uncertainty of the future by creating it, focus on the issue of adjusting the education system and of compliance with future labor market needs, on which the quality of development depends.

What kind of world are young people educated for? What knowledge, skills and competencies are necessary? Current trends are changing more rapidly than education is being adjusted to new needs.

Despite the unknown aspect of the future, **it is clear that we need flexible educational models which, by liberating creativity in the context of new technologies, enable young people to be innovative, responsible and aware of the time they live in.**

The concept of education is facing great challenges, primarily concerning the development of those aspects of humanity that cannot be overtaken by artificial intelligence. Then there is the matter of reasonableness, i.e. the need for sensible, thought out mediation when it comes to the inclusion of new technologies in the lives of young people. The new educational concept must also be sustainable. In other words, it must instill and reinforce love towards nature and environmental conservation. What also poses a challenge is how to treat information in the 21<sup>st</sup> century when the truth does not have the same significance as before and when the post-factual politics policy is in force.

**It is clear that education needs to be adjusted to the changes we are all witnesses to, but also to those we are just anticipating.** Education also has to provide young people with the knowledge and competencies which will improve their cognitive and interpersonal skills, thereby enhancing their flexibility and adaptability. That is why education reform is not enough. Its transformation is necessary, both in terms of content (studying phenomena, in relation to the real world, instead of subjects) and work and testing methods (memorization of content and the culture of “only one correct answer” must take a back seat to modern concepts). In that way current generations and those to come will be able to be an equal part of the globalized world and to truly experience the marvelous moment we live in.

# VINSENT VAN DUJSEN

Autor / Author IDC  
Fotografije / Photos IDC

Vinsent Van Dujsen, rođen 1962. u belgijskom gradu Lokerenu, diplomirao je arhitekturu na Višem institutu za arhitekturu „Sin-Lukas” u Gentu. Nakon školovanja počeo je da radi kao asistent Alda Čibića u legendarnom milanskom studiju Ettorea Sottasa. Godine 1990. osnovao je svoj studio u Antverpenu, u Belgiji, fokusirajući se na arhitekturu i dizajn enterijera, pogotovo na male stambene i prodajne objekte.

Njegovi radovi su arhitektonske kreacije, pre purističke nego minimalističke, nastale iz duboke povezanosti arhitekture i dizajna enterijera. U tim kreacijama se posebna pažnja poklanja izboru materijala i precizno razrađenim detaljima, a njihove glavne odlike su funkcionalnost, trajnost i udobnost.

Vinsent Van Dujsen nema potrebu da privlači pažnju virtuosnim oblicima niti ga interesuju kratkotrajni vizuelni efekti: prostori i predmeti koje kreira su pročišćeni i jednostavni, jakog karaktera i precizne forme, bez obzira na to da li je reč o elegantnom nameštaju ili lusteru za Svarovski, što rezultira vanvremenskim dizajnom.

Van Dujsen je dobio značajno internacionalno priznanje kada je 2016. imenovan za kreativnog direktora vodeće italijanske kompanije u proizvodnji dizajniranog nameštaja *Molteni / DADA*. Dolaskom na tu poziciju doneo je kompaniji novu energiju, vodeći pritom računa o njenom nasleđu i globalnoj prepoznatljivosti i otvorio nove horizonte kako za sopstvenu kreativnost, tako i za evoluciju brenda.



Njegovi radovi su arhitektonske kreacije, nastale iz duboke povezanosti arhitekture i dizajna enterijera.

His designs are architectural creations born from a profound relationship between architecture and interior design.

Vincent Van Duysen was born in 1962 in Lokeren, Belgium, and graduated in architecture at the Higher Institute of Architecture Sint-Lucas, in Ghent, before working in Milan as an assistant to Aldo Cibic in the legendary studio of Ettore Sottsass. In 1990, he established his studio in Antwerp, Belgium, focusing on architecture and interior design, especially on small residential and retail buildings.

His designs are architectural creations, more purist than minimal, in which the choice of material and the precise details are crucial. They are born from a profound relationship between architecture and interior design. Functionality, durability, and comfort are the prime components of his creations.

For Van Duysen, there is no need to attract attention with virtuoso shapes. He is not interested in short-term visual effects. The spaces he designs and objects he creates are pure and simple, with character and precise form, whether it is elegant furniture or a chandelier for Swarovski, which results in a timeless design.

He received significant international recognition when he was appointed creative director of the leading Italian designer furniture company Molteni/DADA in 2016. When appointed, Van Duysen brought new energy into the company, while at the same time taking care of the company's legacy and global recognition, and opened up new horizons both in terms of his creativity and brand evolution.



Kako zavoljeti greške sa

# ANITOM MANČIĆ

Autor / Author TIJANA DURAKOVIĆ  
Fotografije / Photos NEBOJŠA BABIĆ

## HOW TO FALL IN LOVE WITH YOUR MISTAKES WITH ANITA MANČIĆ



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

Anita Mančić poznata je po svojoj neponovljivoj harizmi i bogatoj glumačkoj karijeri na televiziji, filmu i pozorištu – ona je istovremeno i dostupna i nenametljiva, i obična žena u televizijskoj seriji i heroina neke drugačije priče u drami Biljane Sribljanović. Jedna je od retkih glumica domaćeg glumišta koja ima i Žanku i Steriju i Ljubinku i Zorana, ali koja uprkos svemu tome šarmantno i skromno kaže da „nije baš sigurna da je to uspeh“.

„Skoro sam upoznala jednu mladu talentovanu glumicu koja se na jednoj nedavno održanoj premijeri jako uplašila. Moj savet za nju bio je da ode kod svog najboljeg prijatelja. Dok sam pokušavala da je utešim, shvatila sam koliko meni znači moj posao. Sve što uložiš, vratiće ti se. Tako sam i nju nekako pokušala da smirim. Scena je mesto koje nikad ne izneveri, jer tu postoji pravda. To je moja realnost i time sam se vodila ceo život. Nikada nisam gradila karijeru, ali ono što mi je bilo bitno je da znam šta ne želim i šta ne mogu. Nisam u zabludi da mogu da igram belog labuda, jer ne mogu. Tako su nastajali moji izbori“ – kaže Anita na početku našeg razgovora.

Anita Mančić is known for her unique charisma and rich acting career on television, film and on stage - at the same time she is available and unassuming, a common woman in a TV series and a heroine of a different story in a drama by Biljana Sribljanović. She is one of the few Serbian actresses who has the awards “Žanka Stokić”, “Sterija”, “Ljubinka Bobić” and “Zoran Radmilović”, but who, in spite of them, charmingly and humbly says that “she is not certain that means success”.

“Not long ago I met a young talented actress who got really frightened at a recent premiere. My advice for her was to go to her best friend. And while I was trying to comfort her, I realized how much my job means to me. Everything you give will come back to you. That is how I tried to calm her down. Stage is a place that never lets you down, because there is justice. Stage is my reality and that is what guided me through life. I was never building a career. But it has always been important to me to know what I don't want or what I can't do. I am under no delusion that I can play the white swan, because I cannot. That is how I made my choices” – says Anita at the beginning of our conversation.

Scena je mesto koje nikad ne izneveri, jer tu postoji pravda. To je moja realnost i time sam se vodila ceo život.

Stage is a place that never lets you down, because there is justice. It is my reality and that is what guided me through life.



**Da li se vodite parolom da čovek najbolje uči na svojim greškama?**

Nažalost, ne. Nekim ljudima je dovoljno da jednom pogreše i to im bude škola za ceo život. Ja, zbog vere u ljudsku dobrotu, nekako često ponovim neke greške, a to se najčešće odnosi na očekivanja koja imam od drugih ljudi. A život je zapravo i lepši i bogatiji upravo zbog te različitosti između nas.

Teško je učiti na tuđim greškama, na njih gledam pre kao na upozorenje. Često postanem rigidna, jer od ljudi očekujem previše. To je greška koju nikako ne mogu da ispravim.

**Dozvoliti sebi greške – luksuz, sloboda ili nešto treće?**

Verujem da je to vrsta slobode. Život je lep, jer nikad ne znaš šta će se desiti. Ne znaš koga ćeš sresti i kada će te čovek koga znaš po lošem iznenaditi dobrim – i obrnuto. Treba biti spreman na sve, da vas tuđe ili sopstvene greške ne bi izbacile iz takta. Zato je bitno ostati svoj i dosledan sebi.

**TEŠKO JE UČITI NA TUĐIM GREŠKAMA, NA NJIH GLEDAM PRE KAO NA UPOZORENJE.**

**IT IS HARD TO LEARN FROM SOMEONE ELSE'S MISTAKES. I THINK OF THEM AS WARNINGS.**

**Do you adhere to the deeply held belief that people learn the best from their mistakes?**

Unfortunately, no. For some people it is enough to make one mistake and learn from that. Because I believe in good in people, I tend to frequently repeat some mistakes, mostly when it comes to my expectations from others. But life is actually better and fuller because of our differences.

It is hard to learn from someone else's mistakes. I think of them as warnings. I often become rigid, because I expect too much of people sometimes. That is a mistake I can never make right.

**Allowing yourself to make mistakes – is it a luxury, freedom, or something else?**

I think it is a kind of freedom. Life is beautiful, because you never know what is going to happen. You don't know whom you are going to come across, and when a person you remember by bad things is going to surprise you with something good, and vice versa. We have to be prepared for everything, so that the mistakes of others, or our own, don't throw us out of balance. That is why it is important to be yourself and remain consistent.



Dozvoliti sebi greške je vrsta slobode. Treba biti spreman na sve, da vas tuđe ili sopstvene greške ne bi izbacile iz takta.

Allowing yourself to make mistakes is a kind of freedom. We have to be prepared for everything, so that the mistakes of others, or our own, don't throw us out of balance.

**Jednom prilikom ste rekli da „današnji trenutak stoji na ivici žileta” – da li i sada tako mislite?**

Svakodnevica je balansiranje između nemogućeg i realnog. Ljudska priroda je takva da uvek teži lepom i idealnom, ali okolnosti u kojima živimo retko kada su takve. Ta ivica žileta o kojoj sam govorila je uska linija između dve strane života. U svakom trenutku lako možeš da padneš.

**Da li je tačno da se u životu plašite samo dosadnih uloga?**

Sa godinama se broj mojih životnih strahova ipak uvećao. Sada imam više uloga i one nisu dosadne, jer imam mnogo više iskustva. Rad na njima je lakši i nosi sa sobom manje izazova. Lako je postati klaustrofobičan kada nema kreativne razmene sa novim ljudima i kada nema novih iskustava ni novih pristupa. U ovom delu moje karijere sve nekako ide lako – reditelji znaju šta od mene mogu da očekuju i ja znam šta mogu da očekujem od njih. Jedino nas naši strahovi ograničavaju. Zato je bitno biti hrabar i, ako treba, napraviti grešku. U ovim godinama ne možemo da iznenadimo lošim. Više hrabrosti i istraživanja – pa čak i ako treba da se propadne. Ako se propada, neka se makar propada slavno.

**Koju grešku sebi niste dopustili da napravite zbog straha od neuspeha?**

Sebi dozvoljavam sve što je u okviru onoga što ja smatram ljudskošću, moralnošću, poštenjem. Kada se završi dan, meni je najbitnije da mogu mirno da spavam.

**U poslednje vreme najviše vas hvale zbog uloge u predstavi „Vrat od stakla”. Učestvovali ste u brojnim izrazito dramskim komadima sa veoma teškom tematikom. Kako takve uloge utiču na glumca koji ih nosi?**

Pored ove uloge, izdvojila bih još jednu predstavu, koja se i danas igra – „Dok nas smrt ne rastavi”, gde glumim ženu koja je bolesna od raka i u kojoj pred publikom tokom predstave upadam u neku vrstu ropca. Nakon gledanja ove predstave neki doktori i psiholozi su mi govorili „Nemoj to da radiš, telo pamti”. Meni to nije bilo jasno, moj zadatak je da budem uverljivija, „da prebacim preko rampe”, što kažemo mi glumci, dok u jednom trenutku zbog te uloge nisam iskusila fizičke probleme. U trenucima gušenja na sceni osetila sam da dodirujem granicu koju ne smem da pređem, kada u organizmu počinju da se događaju procesi koje ne mogu da kontrolišem, fizičke manifestacije onoga što glumim. To me je uplašilo. Ali tako smo i radili, da bude realno, da nam publika veruje. Smrti, ubistva, samoubistva – dramski događaji na sceni itekako i fizički i psihički utiču na naš život.

**Pa da zaključimo onda – greške su naši pomoćnici ili neprijatelji?**

Za mene su uvek veliki pomoćnici. Volim greške, ne volim da ih ponavljam. Ako su nove, onda su dobrodošle!

**Once you said that “today’s moment is on the edge of a razor blade” – do you still think that?**

Our everyday life involves balancing between the impossible and real. Human nature is such that it always strives towards beautiful and ideal, but our living circumstances are rarely such. That razor blade edge I was talking about is the thin line between the two sides of life. At any moment you can easily fall.

**Is it true that your only fear in life is boring roles?**

Over the years the number of my fears has grown. Now I have more roles, and they are not boring, because I have more experience. Playing them is easier and less challenging. It is easy to become claustrophobic when there is no creative exchange with new people, no new experiences or new approaches. At this point of my career everything goes smoothly – the directors know what they can expect from me, I know what to expect from them. The only limiting factor is our fears. That is why it is important to be courageous and, if necessary, make a mistake. We cannot surprise unpleasantly at this age. More courage and searching are necessary, even if we need to fall. And if we fall, well, at least let’s make it glorious.

**Which mistake did you not allow yourself to make because of fear of failure?**

I allow myself everything that is within what I consider to be human, moral and honest. At the end of the day, the most important thing for me is that my conscience is clear.

**Recently you were highly praised for your role in the theater production “Vrat od stakla”. You have been part of many dramas covering difficult topics. How do such roles affect the actor?**

In addition to that role, I would mention another production that is still part of repertoire today – “Dok nas smrt ne rastavi”, in which I play a women with cancer and at one point I start rattling in front of the audience. After watching it, some doctors and psychologists told me: “Don’t do that, the body remembers”. I didn’t understand that, my job is to be convincing, “to go over the edge”, as us actors would say, until at one point I started having physical problems. In those moments of suffocating on the stage I could feel myself nearing the edge I must not go over, when certain processes start going on inside my body that are beyond my control, the physical manifestations of my acting. That frightened me. But that is how we do it – we make it real so that the audience believes us. Deaths, murders, suicides – dramatic events on stage do have an impact on both our physical and mental state.

**In conclusion – are mistakes are allies or enemies?**

For me they are always great allies. I love mistakes, I just don’t like repeating them. If they are new, they are welcome!

U ovim godinama ne možemo da iznenadimo lošim. Više hrabrosti i istraživanja – pa čak i ako treba da se propadne. Ako se propada, neka se makar propada slavno.

We cannot surprise unpleasantly at this age. More courage and searching are necessary, even if we need to fall. And if we fall, well, at least let’s make it glorious.



# FOTOGRAFSKA PRIČA

## FROM A PHOTOGRAPHER'S ANGLE

Autor / Author NEMANJA MARAŠ  
Fotografije / Photos NEMANJA MARAŠ

U jednom trenutku života svi shvatimo da stvari možda ne izgledaju onako kako su nam ih predstavljali, da možda mi nismo onakvi kakvim su nas doživljavali i da nismo ono što su nas ubeđivali da jesmo. U tom trenutku treba imati hrabrosti i suočiti se sa situacijom, jer je to jedini način da ispravno izgradimo svoju ličnost. Kada trčim za tramvajem, kada gledam na sat, kada sam obuzet posmatranjem jednog portreta, **ne postoji JA, rekao bi Sartre, što dalje govori da samo sam sa sobom ja mogu biti JA i samo u izolaciji, upuštanjem u mentalni post**

At one point in life we all realize that maybe things are not as we were told and that perhaps we are not what others thought and persuaded us we were. At that moment it is necessary to be courageous and face the situation, because that is the only way to form our character the right way. "When I run after a streetcar, when I look at the time, when I am absorbed in contemplating a portrait, **there is no I!**" Sartre would say, meaning that I can only be me when I'm by myself and only in isolation can I understand myself, by going on



**„Moraš prvo da odeš, da te svi izgube i da oprostiš sebi što si otišao. Moraš da odeš i da budeš sam, da vidiš ko si, i onda da sebi oprostiš što si to što jesi... Ovo je bilo početno polazište iz kog je Metanoia nastala kao projekat 2014. godine.”**

**“First you have to leave, to have everyone lose you, and then forgive yourself for leaving...You have to leave and be by yourself, find out who you are and forgive yourself for being who you are... This was the starting point which led to the Metanoia project in 2014.”**

**lišen svakodnevnih ovozemaljskih uživanja, mogu spoznati sebe.** U januaru 2016. godine, vođen upravo tom idejom, odlazim u izolaciju, u hotel „Slavija” u Beogradu, ciljano odabran kao lokacija koja poziva na odustajanje i time stvara još veći izazov za istrajavanje u ovom projektu i njegov uspeh. U „Slaviji” sam proveo 11 noći, potpuno

**a mental fast, away from everyday earthly pleasures.** In 2016, with this idea in mind, I isolated myself by going to “Slavija” hotel in Belgrade, chosen precisely because the location is tempting you to give up, thus making perseverance and successfully realizing this project even more difficult. I spent 11 nights at the hotel, completely

izolovan od spoljnog sveta i posvećen sam sebi. Taj metod sam praktikovao nekoliko puta i iz iskustva mogu da kažem da njega svako treba da primeni bar jednom u životu, jer osama i tišina zaista imaju terapeutsko dejstvo, kako kada je reč o procesu stvaranja, tako i kada je reč o staranju o sebi.

isolated from the outside world, dedicated to myself. From experience and after repeating this more than once I can say that everyone should try this method at least once in life, both for creative purposes and as personal therapy, because solitude and silence truly have a therapeutic effect in the process of taking care of yourself.



*Metanoia* je reč kojom se označava fundamentalna promena u ljudskoj ličnosti – napuštanje lažnog sebe u zamenu za rađanje nekog novog i otvorenijeg, u procesu koji prati susretanje sa unutrašnjom prazninom.

Metanoia as a word represents a fundamental change of human character, abandoning your false self in exchange for becoming someone new, more open, in the process which involves facing your inner hollowness.

Na tom putu sam već više od šest godina, svašta sam sagledao i promenio, ali daleko sam od kraja. Ovo je jedan od onih projekata koji se može razrađivati čitavog života.

**Ovo je prvi put da ovaj projekat u nekoj celovitoj formi prikazujem javnosti i u planu je da u narednih godinu dana postavim izložbu i završim umetničku knjigu nastalu u ovom putovanju.**

I've been on this path for over six years. I have found out a lot and changed a lot, but I am far from over. This is one of those projects you can spend your whole life developing.

**This is the first time I am presenting this project to the public in a unified form, and I plan on putting on an exhibition and finishing an artist's book resulting from this journey.**

mood for love  
mood for love  
mood for love  
mood for love  
mood for love  
mood for love  
mood for love  
mood for love  
mood for love  
mood for love



Find it, shake it, never fake it.

Model nosi: BOSS total look  
Model wears: BOSS total look



Modeli nose: BOSS total look  
Models wear: BOSS total look



Fotografija dole / Photo below

Model muški: BOSS sako, Corneliani pullover, Trussardi pantalone, BOSS kaiš / Model ženski: BOSS total look  
 Model male: BOSS jacket, Corneliani pullover, Trussardi pants, BOSS belt / Model female: BOSS total look



Fotografija levo / Photo on the left

Model levo: BOSS sako, pantalone i majica, Trussardi prsluk, Corneliani papuče /  
 Model u sredini: Corneliani jakna, BOSS majica, Trussardi pantalone, BOSS patike  
 Model desno: ZZegna pullover, Corneliani prsluk, BOSS bermude i patike  
 Model ženski: BOSS total look  
 Model left: BOSS jacket, pants and shirt, Trussardi vest, Corneliani slippers /  
 Model in the middle: Corneliani jacket, BOSS shirt, Trussardi pants, BOSS sneakers  
 Model right: ZZegna pullover, Corneliani vest, BOSS shorts and sneakers  
 Model female: BOSS total look



Modeli nose: BOSS total look  
Models wear: BOSS total look



**Miele**

# VAŠOJ OSETLJIVOJ GARDEROBI POTREBNA JE PRAVA NEGA

Miele. Immer Besser.



Model levo: Corneliani sako i košulja, BOSS cipele / Model u sredini: BOSS total look /  
Model desno: BOSS sako, Corneliani košulja, BOSS pantalone i kaiš  
Model left: Corneliani jacket and shirt, BOSS shoes / Model in the middle: BOSS total look /  
Model right: BOSS jacket, Corneliani shirt, BOSS trousers and belt

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

Šminka / MUA: Tanja Vidanović; Frizura / Hair: ID Hair Salon @Aleksandar Janković  
Asistent stiliste / Stylist assistant: Vanja Vujanović  
Podrška / Fashion support: Nina Reljić, Snežana Marković  
Modeli / Models: Tihana Lazović, actress;  
Mihajlo Stevanović, sound engineer; Nedeljko Tomić, lighting assistant;  
Matija @FOX models; Aleksandar @FOX models  
Lokacija / Location: Buddha – Bar Belgrade (design by ARHI.PRO)

www.miele.rs | info@miele.rs | Balkanska 2 | Bulevar Zorana Đinđića 64a | telefon +381 11 22 77 111

# INFINITY BAZENI

Autor / Author  
ZORAN SLAVUJAC

POGLEDI KOJI  
OSTAVLJAJU  
BEZ DAHA!

BREATHTAKING  
VIEWS!



Marina Bay Sands hotel, Singapur  
Marina Bay Sands hotel, Singapore

Sa nestrpljenjem čekamo da se stvari vrate na svoje i da ponovo možemo slobodno da putujemo i otkrivamo svet. Dok se to ne desi, dodajemo nekoliko zanimljivih destinacija na putničku listu želja! Pored najboljih hotela, restorana sa Mišelinovim zvezdicama i drugih ekskluzivnih sadržaja,iskusni svetski putnici imaju još jedan kriterijum za odabir destinacija – najbolji *infinity* bazeni.

Smatra se da ideja o ovom konceptu potiče još iz 17. veka. Ipak, ovaj tip bazena je u komercijalne svrhe prvi upotrebio američki arhitekta Džon Lotner tek 60-ih godina prošlog veka, dok su najveću popularnost ovi bazeni dostigli u poslednjih deset godina.

**Zbog toga vam predstavljamo naš izbor pet najljepših *infinity* bazena na svetu.**

We are eagerly waiting for things to come back to normal so that we could travel and discover the world again. Until that happens, we are adding a few interesting destinations to your travel wish list! Apart from the best hotels, Michelin star restaurants and other exclusive amenities, experienced globetrotters have another criterion in mind when choosing a destination – the best infinity pools.

It is believed that this concept originated in the 17<sup>th</sup> century. On the other hand, this type of pool was first commercialized by American architect John Lautner in the 1960s, while their popularity surged in the last decade.

**Therefore, we present to you our top five most beautiful infinity pools in the world.**

## **HOTEL MARINA BAY SANDS, SINGAPUR**

Na 57. spratu ovog čuvenog hotela nalazi se još čuveniji *Sands SkyPark Infinity Pool*, koji je nesumnjivo svetski broj jedan u ovoj kategoriji, a ujedno je i najviši krovni bazen, budući da se nalazi na 194 metara nadmorske visine. Zbog neverovatnog pogleda na panoramu grada, ali i jedinstvene arhitekture, predstavlja jedno od mesta najprijemčivijih za *Instagram*.

## **HANGING GARDENS, BALI**

Nalazi se u Ubudu, u srcu prašume, i zahvaljujući svom visećem dizajnu na dva nivoa kod posetioca stvara osećaj lebdenja iznad drveća. Još jedna je potvrda zašto Bali sa pravom zovu „Ostrvo bogova“.

## **BELMOND HOTEL CARUSO, ITALIJA**

Ova atrakcija je smeštena na najvišoj tački iznad grada Ravelo i deo je istorijske palate iz 11. veka. Zahvaljujući prelepom pogledu na Amalfijsku obalu i Tirensko more, ovaj kompleks predstavlja idealni spoj luksuza i tradicije.

**SMATRA SE DA IDEJA O INFINITY POOL  
KONCEPTU POTIČE JOŠ IZ 17. VEKA.**

IT IS BELIEVED THAT THE INFINITY POOL  
CONCEPT ORIGINATED IN THE 17TH CENTURY.

## **MARINA BAY SANDS HOTEL, SINGAPORE**

On the 57<sup>th</sup> floor of this famous hotel there is an even more famous “Sands SkyPark Infinity Pool”, which is undoubtedly the best in the world in this category, and also the highest rooftop pool at 194m above sea level. Due to the amazing panoramic view of the city, as well as its unique architecture, it is one of the most “instagramic” places in the world.

## **HANGING GARDENS, BALI**

It is located in Ubud, at the heart of the jungle, and its 2-level hanging design gives the visitors a feeling as if they are floating above the trees. This is yet another confirmation why Bali is rightfully called “the Island of Gods”.

## **BELMOND HOTEL CARUSO, ITALY**

This attraction is located at the highest point above the city of Ravello, and it is part of a historical palace from the 11<sup>th</sup> century. Overlooking the beautiful Amalfi Coast and the Tyrrhenian Sea, this complex is an ideal combination of luxury and tradition.

**ZAHVALJUJUĆI POSEBNOJ DIZAJNU, ONI  
STVARAJU ILUZIJU BESKONAČNOSTI I STAPANJA  
SA HORIZONTOM.**

OWING TO SPECIAL DESIGN, THEY CREATE AN  
ILLUSION OF INFINITY AND MERGER WITH THE  
HORIZON.

#### HOTEL SAN ALFONSO DEL MAR, ČILE

Na 100 kilometara od Santijaga, u čileanskom mestu Algarobo nalazi se „Kristalna laguna” – najveći spoljašnji bazen na svetu. Deo je kompleksa hotela *San Alfonso del Mar*, dugačak je 1013 metara i zauzima površinu od osam hektara, što je jednako površini više od devet fudbalskih terena. Posebno je zanimljiva činjenica da je bazen ispunjen filtriranim vodom iz okeana, a njegova najveća dubina iznosi čak 35 metara.

#### HOTEL CAMBRIAN, ŠVAJCARSKA

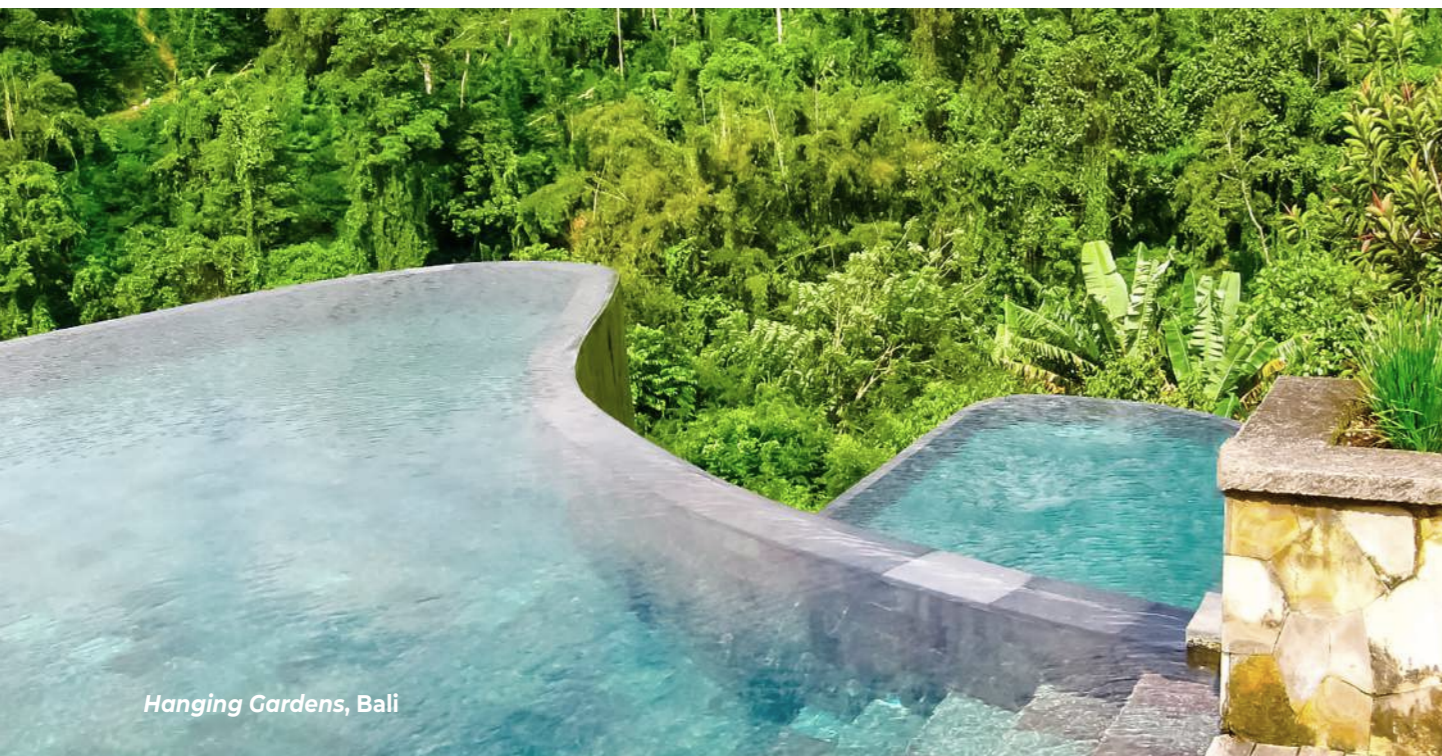
Skijanje ne mora biti jedina asocijacija na Alpe. To odlično potvrđuje ovaj bazen, u kojem možete plivati u toploj vodi uz pogled na glečere koji su prekriveni snegom i ledom. Osim ove atrakcije, hotel je poznat i po vrhunskom spa centru, ali i po kuhinji, koja se oslanja na bogatu tradiciju tog podneblja.

#### SAN ALFONSO DEL MAR HOTEL, CHILE

The Chilean city of Algarrobo, 100km from Santiago, is home to “Crystal Lagoon” – the largest outdoor pool in the world. It is part of the San Alfonso del Mar complex and it is 1013m long and covers the area of around 8 hectares, i.e. of more than nine football fields. It is particularly interesting that the pool is filled with filtered ocean water, and its greatest depth amounts to 35m.

#### CAMBRIAN HOTEL, SWITZERLAND

The Alps are not associated just with skiing. That is well demonstrated by this pool which combines swimming in warm water while looking at the glaciers covered in snow and ice. In addition to this attraction, the hotel is famous for its exquisite spa and cuisine, which relies on the rich tradition of that area.



Hanging Gardens, Bali

Međutim, arhitektura *infinity* bazena tek treba da doživi svoj vrhunac. **Najavljeno je da će tokom 2020. godine početi izgradnja prvog 360° infinity bazena na svetu, koji će biti otvoren sa svih strana.** Ovo buduće „svetsko čudo” zvaće se *Infinity London* i nalaziće se na vrhu 55-spratnog hotela, a zahvaljujući zidovima i podu koji će biti od stakla pružaće nesevakidašnji pogled na englesku prestonicu, ali i na hotelske prostorije koje se nalaze ispod njega.

Nevertheless, the infinity pool architecture is yet to reach its peak. **It has been announced that the building of the first 360° infinity pool in the world is set to begin in 2020, and the pool will not be enclosed at either side.** This next “wonder of the world” will be called “Infinity London” and it will be located on top of a 55-story hotel. Owing to the glass sides, it will provide an unbelievable view of the English capital, but also of the hotel premises below.



Infinity pool concept, London  
businessinsider.com

# Samsonite



## MAGNUM

HEAVY IN SECURITY.  
LIGHT IN WEIGHT.

### 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 • f House of Samsonite-Serbia • @houseofsamsoniteserbia

# DENIS LEO HEGIĆ

Autor / Author IVANKA RENDULIĆ

Fotografije / Photos HARALD GEIL, BEN GROSS, DACIAN GROZA, BART VAN KERSAVOND

Vera u preventivnu snagu umetnosti  
Believing in the preventive power of art



Upoznajemo vas sa **enfant terrible** berlinske umetničke scene, Denisom Leom Hegićem, kustosom savremene umetnosti međunarodnog kalibra, autorom i umetničkim kritičarem.

We introduce you to Denis Leo Hegić, the **enfant terrible** of Berlin art scene, the internationally renowned curator of contemporary art, an author and art critic.



KITRA, instalacija „Bonjour Tristesse”  
KITRA, „Bonjour Tristesse” instalation

Denis Leo Hegić može se pohvaliti impresivnom biografijom – sa umetnicima koji su nedavno postali apsolutne zvezde poslednjeg *Art Bazela* u Majamiju radi kao glavni kustos Muzeja savremene umetnosti u Tajvanu, osnivač je Muzeja sadašnjeg trenutka (*Museum of Now*), jedan od kustosa Bijenala savremene umetnosti u Havani, kustos velike izložbe u Sankt Peterburgu kojom je obeleženo sto godina od revolucije. Njegovu postavku *Monumenta* u Lajpcigu nemački nedeljnik „Fokus” opisao je kao „najvažniju izložbu godine”.

#### NEKONVENCIONALAN PRISTUP UMETNOSTI

Svoju karijeru započeo je kao arhitekta, ali brzo je naučio da ne može nositi „više šešira u isto vreme”. „**Ono za šta sam se svesno odlučio jeste šešir stvaraoca kolekcija i izložbi savremene umetnosti**”, započinje svoju priču Denis.

Smatra da nikome nije potrebna još jedna umetnička izložba koja nastaje samo radi pukog stvaranja i postojanja izložbe. Uverenja je da je umetnost, pored sporta i kuvanja, najbolje neverbalno sredstvo komunikacije. „**Čak i u najmračnijim satima ljudske istorije, uspeli smo da komuniciramo jedni sa drugima kroz umetnost. Radije ću završiti kao naivni luzer, nego prestati da verujem u preventivnu snagu umetnosti**”, objašnjava nam Denis.

Sva umetnost je relevantna, a najbolji umetnici slušaju svoje nadahnuće, a ne kustose ili zahteve tržišta koje definišu galerije.

He has an impressive biography – together with artists who were the absolute stars of the last Art Basel in Miami, he works as the main curator of the new Museum of Contemporary Art in Taiwan, he is the founder of the Museum of Now and one of the curators of Havana biennial exhibitions of contemporary art, as well as the curator of the great exhibition marking the 100<sup>th</sup> anniversary of the revolution in Saint Petersburg. German weekly "Focus" described his exhibition "Monumenta" in Leipzig as "the most significant exhibition of the year".

#### UNCONVENTIONAL APPROACH TO ART

He started his career as an architect, but soon realized that he couldn't wear many hats at the same time. "**The hat that I deliberately chose is the one of a creator of collections and exhibitions of contemporary art**", says Denis.

He thinks that no one needs yet another art exhibition, organized just for the sake of organizing one. He believes that art, in addition to sports and cooking, is the best non-verbal means of communication. "**Even in the darkest hours of human history we managed to communicate with each other through art. I prefer being a naive loser than losing faith in the preventive power of art**", explains Denis.

All art is relevant, and the best artists follow their inspiration rather than give in to curators and market demands defined by galleries.

## MUZEJ SADAŠNJEG TRENUTKA

Ono što je najinteresantnije u biografiji ovog uspešnog kreativca je činjenica da je on osnivač *pop-up* muzeja *Museum of Now*. U pitanju je novi nomadski koncept umetničkih postavki koje putuju po celom svetu. Nastao je kao odgovor na klasičan model muzeja, koji predstavlja nepomičnu instituciju koja uzima artefakte iz svih krajeva sveta i donosi ih u jedan centralizovani prostor da bi ih sačuvala i arhivirala za naredne generacije.

**„Mislim da imamo mesta za dodatni, novi koncept, koji mene mnogo više zanima, a to je ideja o muzeju koji ne sedi i ne čeka da inspiracija dođe i pokuca na njegova teška vrata, već koji se kreće i neprestano traži inspiraciju – gde god da se ona nalazi”,** kaže Hegić i dodaje: **„Svakim izdanjem predstavljamo novu izložbu umetničkih dela i polovinu svakog izdanja otkupljujemo za rastuću muzejsku zbirku”.**

Krajem 2019. godine Muzej sadašnjeg trenutka imao je svoju inauguraciju u Berlinu.

## MUSEUM OF NOW

The most interesting thing in the biography of this successful creative individual is the fact that he is the founder of the *pop-up* Museum of Now. It is a nomadic concept of art exhibitions travelling around the world. It has emerged in response to the classical model of a museum as an immobile institution which gathers artefacts from all parts of world and brings them to a centralized location in order to preserve and archive them for future generations.

**“I think there is room for another, new concept which I am more interested in, and that is the idea of a museum which does not wait for inspiration to come and knock on its heavy doors, but which is mobile and in constant search of it, wherever that inspiration may be”,** says Hegić. **“With each edition we present a new display of works and acquire half of every exhibition for the growing museum collection”,** adds Hegić.

At the end of 2019 Museum of Now had a very successful edition in Berlin.

Museum of Now je novi nomadski koncept umetničkih postavki koje putuju po celom svetu.

Museum of Now is a nomadic concept of art exhibitions travelling around the world.



Olek, performans Museum of Now  
Olek, Museum of Now performance

#### UMETNOST U DOBA SELFIJA

Okruženi smo instant sadržajima, ali Denis to ne vidi kao problem za umetnost – baš naprotiv. On kaže da nije forma ta o kojoj treba da se brinemo. Radi se o tome kako iskoristiti postojeću stvarnost za oblikovanje bolje budućnosti.

„Svako od nas je kustos svog instagram profila. Ali činjenica je da je umetnost oduvek bila u realnom vremenu. Ono što se prenosi u jutarnjim vestima, neko možda već popodne oslikava na nekom od mnogih betonskih zidova u bilo kom gradu na svetu”, objašnjava autor.

#### KOSMOPOLITIZAM NA SLOVO B

Radio je i živeo u različitim krajevima sveta, ali ne voli da potencira glamurozne lokacije i ističe da kosmopolitizam nije pitanje destinacije, već otvorenosti uma.

„Poznajem klinge iz Bugojna koji su mnogo ispred mnogih mladih rođenih u Londonu. Moj lični trojac su tri grada koja počinju slovom B, a koji su snažno uticali na moj put, i koji utiču na mene i danas: Berlin – Beograd – Bejrut. Sva tri grada su bipolarna, na raskršću kultura, teški su, tvrdoglavi, zaglavljani. Baš kao i moja bosanska glava”, završava svoju inspirativnu priču Denis.

#### ART IN THE AGE OF SELFIES

We are surrounded by “instant content”, but Denis does not see that as a problem for art, just the opposite. He says that it is not the form we should worry about, but rather how to utilize the existing reality to shape a better future.

“We are all curators of our own Instagram profiles. But the fact is that art has always been and remains in real time. What is on the news in the morning someone might be painting on one of the many concrete walls in any city in the world”

#### COSMOPOLITANISM IN THREE Bs

He worked and lived in different parts of the world, but he doesn't like to direct attention to glamorous locations and he emphasizes that cosmopolitanism is the question of having an open mind, not of location.

“I know kids from Bugojno who are much ahead of those born in London. However, my favorite trio are three cities starting with a letter B, which have influenced my path and still have an impact on me today: Berlin – Belgrade – Beirut. All three of them are bipolar, on the crossroads of cultures, difficult, stubborn and stuck - just like my Bosnian head”.



Amoako Boafo, „Black Diaspora”  
Museum of Now

# OPEL ASTRA SEDAN PERFORMANSE IZNAD KLASE

12.699€



NEMAČKI KVALITET,  
CENA SAMO ZA SRBIJU

1.4 Turbo 140KS

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

Prikazani izgled automobila je samo ilustracije radi. Za sve detalje i konkretne ponude molimo kontaktirajte Opel dilere. Opel Southeast Europe LLC i ovlašćeni dileri zadržavaju pravo da promene ili povuku akciju u bilo kom trenutku i bez prethodne najave.



#MolteniGroup



GREGOR SEATING SYSTEM — VINCENT VAN DUYSEN

**IDC** Home & Office  
Furniture

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

**Molteni & C**

# Iz ugla Džejmša Bonda

# EVOLUCIJA MUSKE MODE

## EVOLUTION OF MEN'S FASHION FROM THE PERSPECTIVE OF JAMES BOND

Autor / Author ZORAN SLAVUJAC

Iako je od pojave prvog filma o Džejsmu Bondu, najpoznatijem svetskom tajnom agentu sa dozvolom za ubijanje, prošlo već šest decenija, interesovanje za njega i dalje ne jenjava. U susret novom, 25. filmu o Džejsmu Bondu, koji nosi naziv „Nije vreme za umiranje“, odlučili smo da analiziramo kako je izgledala evolucija muške mode iz ugla tajnog agenta 007.

Za njega može da se kaže da je prava ikona stila. On generacijama unazad predstavlja primer kako muškarac treba da izgleda. Njegova odeća je dobro skrojena, odlično pristaje njegovoj građi, ali je pre svega udobna, kako bi u svakoj prilici mogao da izvršava svoje zadatke.

Ukoliko bismo birali jedan look koji najbolje opisuje Džejmša Bonda, onda je to zasigurno tamnoplavi smoking.

Kroz ovu franšizu do sada je prošlo sedam glumaca, a svaki od njih dao je lični pečat ulozi Džejmša Bonda. Još 60-ih godina je Šon Koneri bio sinonim za dobro obučenog muškarca, dok aktuelni Danijel Krejg važi za apsolutnog trendsetera.

Za veliki broj obožavatelja, Šon Koneri je oličenje tajnog agenta i njegovog stila. Upravo je on taj koji je definisao lik agenta 007 i stvorio njegovu karakteristično oblačenje i hladno držanje. Preferirao je trodelna siva odela sa, u skladu sa tadašnjim trendovima, dužim sakoom, bele košulje, široke tamnosive kravate i teget derbi cipele, a od materijala – tvid i flanel. Naravno, njegov najvažniji modni dodatak bio je čuveni automobil Aston Martin, koji je postao jedan od simbola Bonda, Džejmša Bonda.

Lik agenta sa dvostrukom nulom u ovom periodu obeležio je legendarni Rodžer Mur, koji se u ovoj ulozi našao čak sedam puta. Najčešće je birao jednobojne

Six decades after the first film about James Bond, the most famous secret agent in the world with a license to kill, the interest of the audience does not wane. While gearing up for the new, 25<sup>th</sup> installment called "No Time To Die", we decided to analyze the evolution of men's fashion from the perspective of the secret agent 007.

He can be considered a true icon of style and for generations he has represented a personification of what a man should look like. His clothes are well-tailored, they fit well with his physique, but are primarily comfortable, so that he could fulfill his tasks at any time.

If we have to choose one Bond look which defines him perfectly, it would definitely be a dark blue tuxedo.

So far 7 actors have been part of this franchise and every one of them left a mark on this role. Even in the 1960s Sean Connery was synonymous with a well-dressed man, while currently Daniel Craig is considered an absolute trendsetter.

For many of the fans, Sean Connery is the embodiment of a secret agent and his style. It was him who defined the character of 007, its cold posture and style. He preferred three-piece gray suits with a longer jacket in accordance with the fashion of that time, white shirts, wide dark gray ties and dark blue derby shoes, and in terms of materials – tweed and flannel. Of course, his most important accessory was the famous Aston Martin, which became one of the symbols of "Bond, James Bond".

The character of the double 0 agent in this period was marked by the legendary Roger Moore, who played this role seven times. Most frequently he opted for monochrome white shirts with wide collars, along with

bele košulje sa širokim kragnama, uz originalne kravate i večernje sakoe u boji. Pored tomputa, koji je bio jedan od njegovih simbola, uspeo je da vrati u modu i trilbi šešir kao obavezni modni detalj. Međutim, iako je njegov stil suštinski vezan za eru sedamdesetih, Rodžer Mur biće zapamćen i kao Džejms Bond koji se po stilu više uklapao u generaciju onih kojoj bi trebalo da pripada Bondov otac.

Nakon Mura, imali smo priliku da upoznamo Timotija Daltona, čiji je stil odudarao od Bondovog dotadašnjeg šablona, na koji je publika navikla. U njegovom ormanu dominantna je bila ležerna garderoba. U situacijama u kojima je morao da nosi formalno odelo izgledalo je kao da sa njim i nije baš u najboljim odnosima. Opušteno odelo ležernog kroja u bež boji, bela košulja čije je prvo dugme otkopčano i braon mokasine – ukoliko, tako bismo mogli da opišemo njegovo uobičajeno izdanje. Za razliku od svoja dva prethodnika, koji su imali uredne i stilizovane frizure, Dalton je negovao neuredan izgled, zbog kojeg se uvek činilo kao da se upravo vratio iz borbe sa protivnikom.

Za agenta 007 najčešće se vezuje smoking i baš u tom izdanju Pirs Brosnan odnosi ubedljivu pobjedu. Bez izuzetka, svaka njegova večernja kombinacija bila je praćena crnom leptir-mašnom, belom džepnom maramicom, dugmadi za manžetne i kvalitetnim satom. Nažalost, u dnevnom izdanju odela koja su mu besprekorno stajala činila su da više podseća na industrijskog mogula nego na tajnog agenta – sve je bilo na mestu, ali nekako previše ugađeno.

distinctive ties and colored evening jackets. Besides cigars, which were one of his symbols, he managed to make the trilby hat popular again as an integral accessory. However, although his style is essentially associated with this decade, Roger Moore will be remembered as a James Bond whose style corresponded more to the generation of Bond's father.

After Moore, we were introduced to Timothy Dalton, whose style did not fit into the Bond pattern the audience had got used to. Casual clothing was dominant in his wardrobe. When he had to wear formal attire, it looked as if it didn't quite agree with him. A casual, relaxed beige suit, a white shirt with the first button undone, brown moccasins – that was his usual style. Unlike his two predecessors whose hair was neat and styled, Dalton preferred a messy look, as if he had just finished fighting his enemy.

A 007 agent is most often associated with wearing a tuxedo, and Pierce Brosnan was definitely the best at that. His evening clothes were without exception accompanied by a black bow tie, a white pocket square, cuffs and a high-quality watch. Unfortunately, during the day those befitting suits made him look more like an industrial mogul than a secret agent – everything was perfect, but perhaps too perfect.



Bond mudro kombinuje tradicionalni britanski stil sa modernim elementima, ali tako da pritom ne izgubi na eleganciji.

Bond wisely combines the traditional British style and modern global influences on men's fashion, without affecting elegance.



Od 2005. godine u ulozi Džejmisa Bonda gledamo Danijela Krejga, koji je po mišljenju mnogih najsiroviji, ali istovremeno i najžeštniji Bond do sada. Osim odela, on rado nosi džins, rolke i neformalne jakne i baš ga je zbog te kombinacije stilova Tom Ford okarakterisao kao prototip onoga kako savremeni muškarac treba da izgleda.

Rukavi košulje moraju uvek da budu bar jedan centimetar duži od rukava sakoa. Ovo važi samo za klasične košulje, dok kod košulja sa manžetnama rukav mora da bude duži bar dva centimetra. Dobar izbor dugmadi za manžetne, koja mogu biti pravi statusni simbol, odličan su način da se impresionira sagovornik.

Istovremeno, Bond se poigrava i sa drugim elementima, poput omiljenog pića. Do najnovijeg nastavka on je birao čuveni „promućkani, ne promešani“ koktel votka-martini, dok sada uvodi novinu u vidu bezalkoholnog piva *Heineken 0.0*, koji za njega predstavlja savršen izbor na radnom zadatku.

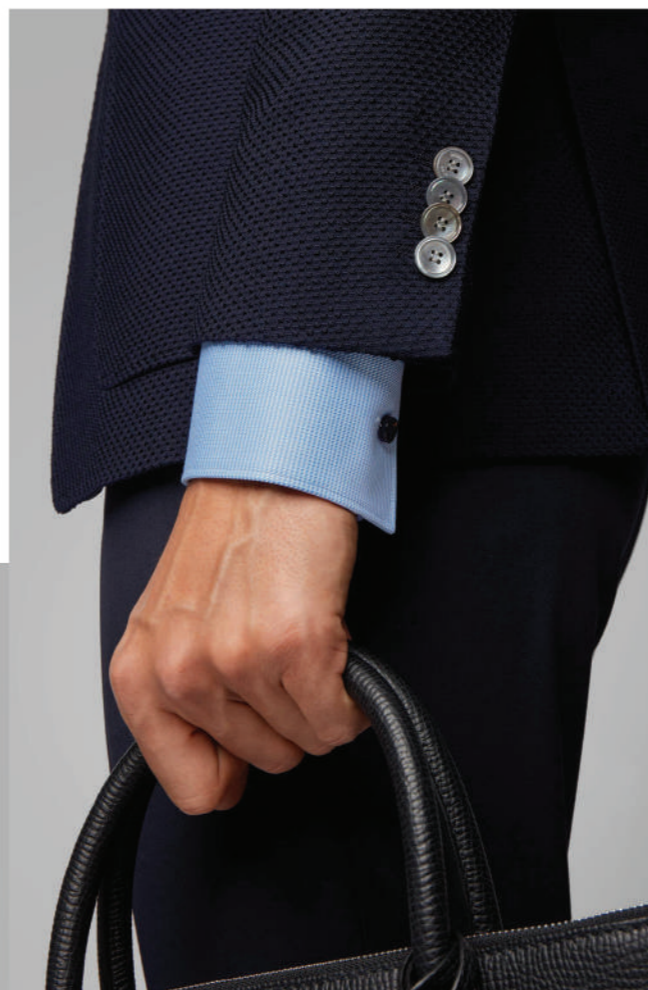
Bond mudro kombinuje tradicionalni britanski stil sa modernim elementima, ali tako da pritom ne izgubi na eleganciji. Staru krilaticu da „odelo ne čini čoveka“ on je dopunio nastavkom: „...ali kreira prvi utisak“.

Since 2005 Daniel Craig has been James Bond, and according to many he is the rawest, but at the same time the most casual Bond so far. Apart from suits, he likes to wear jeans, turtlenecks and informal jackets. That combination of styles is why in Tom Ford's words he is the prototype of what a contemporary man should look like.

Sleeves of a shirt must always be at least 1cm longer than the sleeves of a jacket. This is true only for a classic shirt. When wearing a shirt with cuffs, the sleeve must be at least 2cm longer. A good choice of cuffs is a great way of making an impression on his interlocutor, and they can be a true status symbol.

At the same time, he doesn't just play with wardrobe, but with other elements as well, like his favorite drink. Before "Skyfall" in 2012 he had always opted for the "shaken, not stirred" vodka-martini cocktail, but since then he has introduced something new – Heineken zero-alcohol beer.

Bond wisely combines the traditional British style and modern global influences on men's fashion, without affecting elegance. The old saying "clothes don't make the man" Bond complemented with: "but they create the first impression".



# BOND INSPIRED LOOK

x košulja  
BOSS



x torba  
BOSS



x kravata  
BOSS



x cipele  
BOSS



# OKVIRI KOJE ČETE ZELETI OVE SEZONE

GLASSES FRAMES  
YOU'LL WANT  
TO HAVE THIS  
SEASON

Autor / Author DUŠAN MRĐEN  
Fotografije / Photos YASON / BOSS



**Već dugi niz godina naočare predstavljaju jedan od najvažnijih modnih dodataka.**

Da biste nosili dioptrijski okvir, nije neophodno da imate dioptriju. Naočare nose i oni kojima one služe kao statusni simbol, i oni koji se trude da pomoću njih izgrade autoritet, ali i oni koji bi samo želeli da se poigraju sopstvenim imidžom. Pored toga što nam omogućavaju da bolje vidimo svet, naočare nam služe kao ultimativni modni detalj na licu. One se biraju pažljivo i moraju ispuniti zahteve onih koji ih nose sve do najsitnijih detalja.

Zbog toga želimo da Vam olakšamo izbor i predstavimo naša tri omiljena i trenutno najpopularnija okvira sa kojima ne možete pogrešiti ni u jednom od tri prethodno navedena slučaja.

## CRNI OKVIRI

Kao i uvek, nezaobilazne crne dioptrijske naočare i ove sezone našle su se u centru pažnje. Veoma se dobro uklapaju uz sve modne kombinacije i često ih biraju oni koji žele da izgledaju ozbiljnije i poslovnije. Biraju ih kako umetnici, tako i intelektualci, oni kojima je potreban detalj kojim bi nepogrešivo istakli svoju moć, ali i oni koji bi želeli da budu shvaćeni ozbiljno.

Nezaobilazni su deo svake kolekcije i nude ih svi brendovi koji imalo drže do sebe – od Tom Forda do Prade.



**For years now eyeglasses have been one of the essential accessories in the fashion world.**

Wearing glasses does not necessarily mean that you need them to see better. Some wear them because they are a status symbol, others because they need help in asserting authority, and some just want to change their image. In addition to helping us see the world around us better, they are also the ultimate fashion accessory for your face. They are carefully chosen and they have to fully satisfy the wearer.

That is why we want to facilitate your choice and present to you our 3 favorite and currently the most popular frame types which will be the right choice for you, regardless of why you will be wearing them.

## BLACK FRAMES

As always, the inevitable black diopter eyeglasses are at the center of attention this season. They go very well with every outfit and are often chosen by those who wish to appear more serious and professional. They are the choice of artists and intellectuals, of those who need a certain detail that would unequivocally assert their power, as well as of those who want to be taken seriously.

#### NEOBIČNI OKVIRI

Kada želite da budete drugačiji, pronađite neobične naočare koje ćete obožavati jer će Vas po njima drugi pamti.

Okvir *Nina* brenda *Ray-Ban* osvojio je srca mnogih žena čim se pojavio na tržištu. Odmah je postao *must-have* model dioptrijskih naočara, a zasigurno je najbolji izbor za devojke koje vole da eksperimentišu.

Svake sezone i u ovoj paleti modela postoji neki brend koji se izdvoji po popularnosti. Dioptrijski ramovi *Armani Exchange* su ove sezone osvojili titulu „neizbežnog“ komada i postali najtraženiji. Svojim dizajnom projektuju auru odvažnosti i samouverenosti oko svakoga ko ih ponese. Sa takvim naočarima nije vam potreban nakit da budete primećeni, one same govore više od hiljadu reči.

#### METALNI OKVIRI

Metalni okviri su se na talasu nostalgijom obojene retro estetike 70-ih vratili na velika vrata. Pomislite na Roberta Redforda ili Klinta Istvuda i dobićete jasnu sliku o čemu govorimo. Oni mogu biti rešenje ako želite da ostavite utisak duhovitosti i elegancije ili da zaokružite imidž osobe prefinjenog ukusa. S njima je lako stvoriti upečatljiv izgled. Učinite da Vam dioptrijske naočare budu ukras na licu i da svaki dan želite da ih nosite.

Ljubitelji naočara *Ray-Ban* oduševili su se novim modelom inspirisanim 70-im godinama. One daju jedinstven izgled i veoma lako se kombinuju uz sve odevne kombinacije, a sjajno stoje pripadnicima oba pola.

They are a necessary part of every collection, from Tom Ford to Prada, and every brand that cares about its image has them on offer.

#### UNUSUAL FRAMES

When you want to be different, get yourself unusual glasses that you will adore because others will remember you by them.

Ray-Ban frame “Nina” conquered the hearts of numerous women as soon as it hit the market. The glasses soon became a must-have and “Nina” is definitely the best choice for women who like to experiment.

Each season one brand stands out from the rest as the most popular. This season Armani Exchange diopter frames won the title of the ‘essential’ accessory and became the most in-demand glasses. Their design projects an aura of fearlessness and self-confidence onto each wearer. With these glasses you don’t need jewelry to be noticed, they already speak a thousand words.

#### METAL FRAMES

Metal frames came back with a bang as part of the nostalgic trend modeled on the 70s retro aesthetics. Think of Robert Redford or Clint Eastwood and you will know exactly what we are talking about. They can be perfect if you wish to appear witty and elegant, or look as someone with sophisticated taste.

Ray-Ban fans loved the new 70s inspired model. It provides a unique look and it is easily combined with every outfit, and it looks great on both genders.



Da biste nosili dioptrijski okvir, nije neophodno da imate dioptriju. Naočare nose i oni kojima one služe kao statusni simbol, i oni koji se trude da pomoću njih izgrade autoritet.

Wearing glasses does not necessarily mean that you need them to see better. Some wear them because they are a status symbol, others because they need help in asserting authority.



#### Dušan Mandić

član vaterpolo reprezentacije Srbije  
na Olimpijskim igrama u Tokiju 2020

## Aktivirajte olimpijski duh!

### Olimpijski paket

Plaćajte našim olimpijskim karticama, a mi ćemo deo prihoda od svake transakcije donirati Olimpijskom timu Srbije, i to bez dodatnih troškova po vas.

### Podržimo zajedno naše olimpijce na putu do Tokija!



Saznajte više na: [www.voban.rs/olimpijskipaket](http://www.voban.rs/olimpijskipaket)  
Vojvođanska banka a.d. Novi Sad  
Zajedno do Tokija

Zvanična banka  
Olimpijskog tima  
Srbije

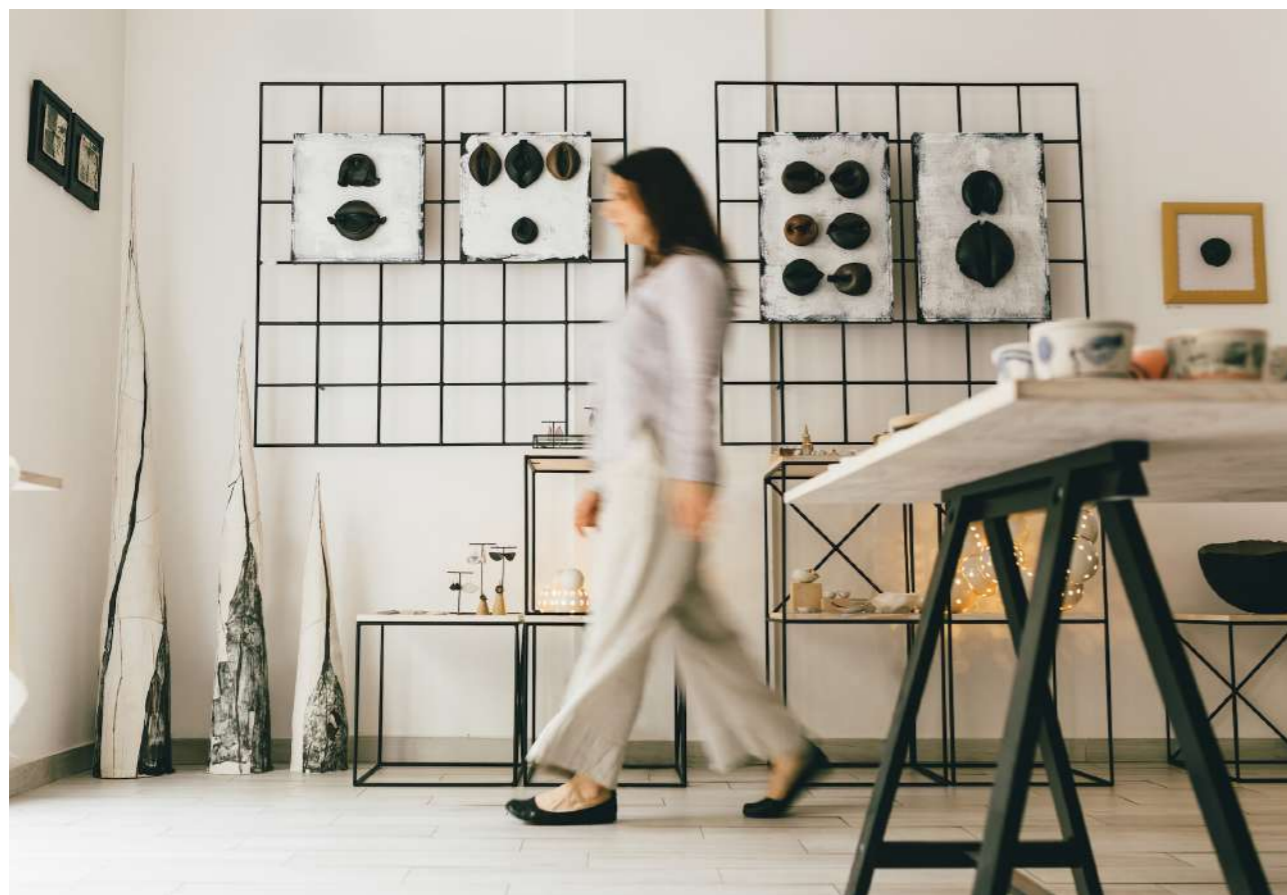


Stara, a savremena

# NJENO VELICANSTVO KERAMIKA

OLD, BUT CONTEMPORARY  
HER MAJESTY, CERAMICS

Autor / Author IVANKA RENDULIĆ  
Fotografije / Photos SUZAN GABRIJAN, BOSS



Jedna od najinspirativnijih saradnji koje je BOSS ostvario bila je neočekivana saradnja sa fabrikom porcelana Meissen krajem prošle godine. BOSS i Meissen su se udružili u zanimljivo partnerstvo, koje je rezultiralo unikatnom modnom kolekcijom inspirisanom jednostavnim, ali efektno izvajanim porcelanskim figurama.

U to kreativno putovanje BOSS se upustio vođen misijom da ukaže na jedan od najvećih globalnih problema današnjice – nestajanje životinjskih vrsta. Upravo zato, sa idejom jačanja svesti o njihovoj zaštiti, na odevnim komadima kolekcije našli su se afrički lav, leopard, slon, nosorog i bizon, koji su bili deo čuvene Majsenove kolekcije skulptura od porcelana pod nazivom *Big Five*.

Prestižna nemačka umetnička manufaktura Meissen već 300 godina neguje bogatu tradiciju nežne trodimenzionalne umetnosti i iznedrila je kolekcionarske komade nastale u saradnji sa nekim od najuspešnijih svetskih vajara. Iako istorija umetničke keramike u našoj zemlji započinje tek krajem 19. veka, savremeni domaći keramičari svojim umećem i talentom odavno stoje rame uz rame sa svetskim umetnicima.

**Kreativni centar „Blatobran” čini deset umetnika mlađe i srednje generacije koji imaju zajednički cilj da kroz izlagačku delatnost, prezentacije, predavanja i druge forme umetničkog izražavanja edukuju širu publiku i unaprede svest o značaju umetnosti i dizajna u savremenom društvu. Kroz rad istoimene galerije koja se nalazi u Gospodar Jevremovoj ulici u Beogradu, okupljeni stvaraoci predstavljaju i promovišu primenjenu umetnost, ali pre svega keramiku, kao specifičnu umetničku disciplinu.**

„U poslednjih desetak godina širom sveta, a i u Srbiji, svedoci smo obnovljenog interesovanja najšire publike za sve vrste primenjenih umetnosti, a naročito za one discipline koje su povezane sa starim zanatima i imaju koren u njima i koje zahtevaju tehničko umeće. To je neka vrsta reakcije na svakodnevni život, koji se sve više odvija u sferi digitalnog i virtuelnog, ali takođe i na tokove u savremenoj umetnosti, koja je za jedan deo publike postala otuđena, elitistička i okrenuta intelektualnim promišljanjima, pri tome zanemarujući potrebu za čulnim i estetskim doživljajem. Upravo u tim okolnostima keramika, kao osobena disciplina koja u sebi objedinjuje i likovno i primenjeno, doživljava svoj procvat”, otkriva nam Lana Tikveša, docent na Fakultetu primenjenih umetnosti i jedan od umetnika okupljenih oko „Blatobrana”.

Keramika se, kao oblast umetnosti koja se bavi formom i objektima u prostoru, može posmatrati i kao podvrsta vajarstva, ali se, za razliku od klasičnog vajarstva,

One of the most inspiring collaborations BOSS achieved last year was the unexpected one with the Meissen porcelain manufactory. BOSS and Meissen formed a partnership which resulted in a unique fashion collection inspired by simple, but extraordinarily sculpted porcelain figurines.

BOSS started this creative journey with the objective to have an impact on one of the greatest global problems today – the extinction of animal species. With the idea of

raising awareness of their protection, the clothing from the collection included the African lion, leopard, elephant, rhino and bison motifs, all of which were part of the famous Meissen “Big Five” porcelain collection.

The prestigious German artistic manufactory Meissen has been maintaining the rich tradition of the delicate “tridimensional” art for 300 years, thus it produced collection pieces in collaboration with some of the most successful sculptors in the world.

Although the history of ceramic art in our country began only at the end of the 19<sup>th</sup> century, modern Serbian ceramic artists have for long been at the same level as the artists from around the world in terms of their skill and talent.

**Creative Center “Blatobran” consists of ten artists, both young and of middle ages, with the same objective, and that is to educate the audience and raise awareness of the importance of art and design in modern society through exhibitions, presentations, lectures and other forms of artistic expression. In the gallery of the same name, located in Gospodar Jevremova Street in Belgrade, the artists gathered there present and promote applied art, but primarily ceramics as a specific art discipline.**

“In the last ten years or so we have witnessed a renewed interest of the audience in all forms of applied art both in the world and in Serbia, particularly in those disciplines connected to or originating from old crafts and requiring technical skill. That is some sort of reaction to the everyday life which increasingly takes place in the digital and virtual spheres, but also to contemporary art which a part of the audience deems distant, elitist and dedicated to intellectual thoughts, while disregarding the need for sensory and aesthetic experience. In such circumstances, ceramics, as a separate discipline combining both visual and applied arts, comes into bloom”, says Lana Tikveša, assistant professor at the Faculty of Applied Arts and one of the artists gathered around “Blatobran”.

Ceramics as an art discipline dealing with shapes and objects in space can also be considered a subcategory of sculpture, but unlike classical sculpture, it also includes the useful and the applied, and combines painting,



bavi i upotrebnim i primenjenim, objedinjujući slikarstvo, crtež, dizajn i skulptoralnu formu. Zbog tih širokih mogućnosti za eksperimentisanje i iznalaženje individualnog izraza, kao i zbog mogućnosti spajanja tradicionalnih tehnika i postupaka sa novim konceptima i idejama, oblast keramike ostaje savremena, aktuelna i sveža.

„Za ovu godinu 'Blatobran' je planirao nekoliko projekata, a prvi je nastavak serije predstavljanja mladih kolega u formi mini samostalnih izložbi u izlogu galerije. Ove godine predstavice se Sara Nikoliš, koja je upravo završila master studije na Fakultetu primenjenih umetnosti. Planiramo više tematskih grupnih izložbi i reviju unikatnog keramičkog nakita, kao i saradnju sa umetnicima iz inostranstva u vidu gostovanja izložbi i predavanja, ali i saradnju sa srodnim galerijama i udruženjima iz regiona”, kaže Lana.

drawing, design and sculpting. Due to these various opportunities for experimentation and finding one's own expression, the field of ceramics remains contemporary, current and fresh, while connecting traditional techniques with new concepts and ideas.

“For this year “Blatobran” planned several projects, first of them being the continuation of presenting young colleagues in the form of independent mini-exhibitions in the gallery. This year we introduce Sara Nikoliš, who just finished her master studies at the Faculty of Applied Arts. We have several themed group exhibitions and the presentation of unique ceramic jewelry planned, as well the collaboration with foreign artists in terms of hosting their exhibitions and lectures, in cooperation with similar galleries and associations from the region”, says Lana.



BOSS x MEISSEN



Na fotografijama se nalaze radovi članova galerije i udruženja „Blatobran”.

Photographs show artworks of the artists of Blatobran gallery.



TAMING THE STYLE ONE STEP AT A TIME



SWAG









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

Šminka / MUA: **Tanja Vidanović**  
Frizura / Hair: **ID Hair Salon @Aleksandar Janković**  
Asistent stiliste / Stylist assistant: **Jelena Đukanović, Vanja Vujanović**  
Modeli / Models: **Ana Delipara**, architect and set designer  
**Marija Marković**, location manager  
**Marko Samardžić**, architect and set designer  
**Mirko Lubarda**, fine art expert  
Modeli nose garderobu i aksesoar brenda HUGO /  
Models wear HUGO total look  
Naočare / Glasses: **Yason**  
Lokacija / Location: **Cetinjska district, Dvorištance club – Belgrade**

# ENDURE



# HUGO

HUGO BOSS

# ŽENSKO ARHITEKTONSKO DRUŠTVO

Autor / Author **IVANKA RENDULIĆ**  
Fotografije / Photos **ŽAD**

## Žene koje su gradile Beograd

Women's Architectural Society - The Women Who Built Belgrade



Kuća za odmor u Bigovu – idejno rešenje enterijera i eksterijera dr Jelene Ivanović Vojvodić  
Vacation house in Bigovo – exterior and interior design by dr Jelena Ivanović Vojvodić

Da li znate da je zgradu Osnovne škole „Kralj Petar I” projektovala prva arhitektkinja u Srbiji, Jelisaveta Načić, a da je za izgled zgrade Prve beogradske gimnazije zadužena arhitektkinja Milica Krstić, koja je vrlo uspešno radila između dva svetska rata?

Njihova imena možda nisu poznata široj javnosti, ali one su među najznačajnijim ženama koje su gradile Beograd. Tu su i Jovanka Bončić Katerinić – prva žena koja je dobila dve diplome istovremeno, čime je postala diplomirani inženjer građevinarstva i diplomirani arhitekta; ima li se u vidu da su obe diplome stečene u Nemačkoj, njena biografija postaje još više dostojna divljenja. Naravno, tu je i Milica Šterić – osnivačica i dugogodišnja direktorka Energoprojektovog sektora Arhitektura i urbanizam. Interesantna ženska ekipa se okupila 1957. godine oko ateljea LIK. To su bile Sofija Nenadović, Dušanka Menegelo Aćimović, Nada Filipon Trbojević i Vesna Matičević. One su, iste godine, sa Vladislavom Ivkovićem u timu, osvojile prvu nagradu na konkursu za pristanišnu zgradu beogradskog aerodroma u Surčinu.

### ARHITEKTURA (NI)JE MUŠKA PROFESIJA

Poslednjih godina, zaslugom aktivistkinja koje se okupljaju u zajedničkoj misiji udruženja pod nazivom Žensko arhitektonsko društvo ili ŽAD, o ženama koje su stvarale prestonicu Srbije kakvu danas znamo više se govori i piše. Donedavno ne tako poznata imena, arhitektkinje koje su bile aktivne u Srbiji od početka prošlog veka, sada se ističu kao uzori devojčicama i mladim devojkaama zbog značajnog traga koji su ostavile u urbanoj slici Beograda. **„Želimo da pokažemo da arhitektura nije profesija koja više 'leži' muškarcima nego ženama, već postoji jednakost u svakom smislu: kako u obimu istorijskog nasleđa koje su žene ostavile svojim radovima, tako**

Do you know that the building of the elementary school “Kralj Petar I” was designed by the first woman architect in Serbia, Jelisaveta Načić, and that the building of the First Belgrade High School was the work of Milica Krstić, a successful architect between two world wars?

The wider public might not be familiar with their names, but they are among the most significant women who built Belgrade. There is also Jovanka Bončić Katerinić – first woman to obtain two degrees simultaneously – in civil engineering and architecture. If we take into account that she got both of them in Germany, her biography becomes even more admirable. Of course, there is also Milica Šterić – founder and long-standing manager of the Architecture and Urban Planning department of “Energoprojekt”. In 1957 a group of interesting women - Sofija Nenadović, Dušanka Menegelo Aćimović, Nada Filipon Trbojević and Vesna Matičević, gathered around the “LIK” Studio, and together with Vladislav Ivković they were awarded the first prize at a competition that same year for the terminal building for Surčin airport in Belgrade.

### ARCHITECTURE IS (NOT) A MALE PROFESSION

The women who built the capital of Serbia as we know it have been more talked and written about in the recent years, owing to the female activists with a common mission of the “Women's Architectural Society” or “ŽAD” (Žensko arhitektonsko društvo). Although unknown until recently, female architects active in Serbia since the beginning of the last century are pointed out as role models for little and teenage girls due to the significant trace they left on the urban aspect of Belgrade.

**“We want to show that architecture is not a profession more suited for men than women. There is equality in every aspect: the historical legacy left by women and**



**ANJA  
IVANA  
MILIĆ**

**Anja Ivana Milić** jedna je od rodonačelnica ideje o osnivanju udruženja ŽAD. Suosnivač je i CEO najvećeg domaćeg privatnog arhitektonskog biroa Arhi.pro. Poznata je kako po brendiranju poslovnih prostora najvećih svetskih kompanija prisutnih u regionu, tako i po saradnji sa velikim svetskim arhitektonskim biroima. Saradnja je ostvarena na brojnim projektima u Srbiji i Crnoj Gori i donela joj je reference poput projekta *Porto Montenegro*, hotela *Regent*, hotela *One&Only Portonovi* i mnogih ambasada u Beogradu. Pripisuje joj se veliki broj realizacija, od kojih su najznačajniji poslovne zgrade: zgrada banke *Société Générale (OTP group)*, *IT park Indija*, *Navigator 1*. Nagrađivana je i na više javnih arhitektonskih konkursa. Iz oblasti enterijera, kao njene specijalnosti, izdvajaju se poslovne banke *Société Générale*, restoran *Piazza Druga*, *Hotel Envoy* i mnogi rezidencijalni objekti. Godine 2011. izabrana je za ambasadorku ženskog preduzetništva Srbije, u okviru projekta Evropske unije *WENS*, a 2019. godine ušla je u izbor preduzetničkog programa *European Winning Women* kompanije *Ernst&Young*.

**Anja Ivana Milić** is one of the first to come up with the idea to establish “ŽAD”. She is the co-founder and CEO of the largest domestic private architectural bureau “Arhi.pro”. She is famous for her work with the world's largest companies which operate in the region on branding their business premises, as well as for collaborating with large architectural bureaus from around the world. She collaborated on numerous projects in Serbia and Montenegro, such as “Porto Montenegro”, Hotel “Regent”, Hotel “One&Only Portonovi”, and many embassies in Belgrade. She realized many projects, the most significant being office buildings: *Societe Generale* bank (OTP Group), *IT park Indija*, *Navigator 1*. She was awarded at several open architectural competitions. When it comes to interior design, which is her specialty, the following stand out: *Société Générale* branches, “Piazza Druga” restaurant, “Envoy” hotel and various residential buildings. In 2011 she was titled the ambassador of female entrepreneurship in Serbia, as part of the *WENS* project by the European Union, and in 2019 she was selected by *Ernst&Young* for their entrepreneurial programme “European Winning Women”.



Kuća za odmor u Bigovu –  
idejno rešenje eksterijera dr Jelene Ivanović Vojvodić

Vacation house in Bigovo –  
exterior design by dr Jelena Ivanović Vojvodić

## JELENA IVANOVIĆ VOJVODIĆ

**Dr Jelena Ivanović Vojvodić** suosnivač je, sa suprugom, profesorom Goranom Vojvodićem, projektantskog biroa VIA, u okviru kojeg je realizovala preko 30 objekata, enterijera i planova. Za poslovni objekat *Roaming group* u Beogradu dobila je, kao koautor rada, nagradu Salona arhitekture 2019. godine, a nagrađivana je i na javnim konkursima za arhitektonska rešenja, od kojih je aktuelna nagrada za izradu idejnog rešenja za rekonstrukciju Muzeja grada Beograda. Bila je predsednik Društva arhitekata Beograda (2004–2008). Radila je kao redovni profesor na Fakultetu za dizajn i umetnost univerziteta Megatrend (2009–2017), a bila je i dekan tog fakulteta (2016). Koautor je i koosnivač projekta *BINA* (Beogradska internacionalna nedelja arhitekture) u organizaciji Društva arhitekata Beograda i Kulturnog centra Beograda. Jedna je od osnivača NVO organizacije *Dakomomo Srbija*. Takođe je i suosnivač Ženskog arhitektonskog društva i aktivni član Upravnog odbora tog udruženja.

**Dr Jelena Ivanović Vojvodić** co-founded the architectural design bureau “VIA” with her husband Goran Vojvodić. The bureau realized projects for more than 30 buildings, interior designs and plans. She was awarded at the Salon of Architecture in 2019 for the “Roaming Group” office building, as the co-author, and she was also awarded at open competitions for architectural solutions, the most recent one being the award for the conceptual solution for the reconstruction of the Belgrade City Museum. She was the chairwoman of the Association of Belgrade Architects (2004-2008). She was a full professor at the Faculty of Arts and Design at Megatrend University (2009-2017) and was also a dean of the faculty (2016). She is the co-author and co-founder of the project “BINA” (Beogradska internacionalna nedelje arhitekture – Belgrade International Architecture Week), organized by the Association of Belgrade Architects and the Cultural Center of Belgrade. She is one of the founders of the NGO “Dakomomo Srbija”. She is also the co-founder of the “Women’s Architectural Society” and an active member of the Society’s management board.

i u kvalitetu savremene arhitekture u kojoj one participiraju. Počevši od studija, gde se upisuje jednak broj studenata oba pola, pa do rada u biroima, gde je jednaka zastupljenost oba pola, dokazuje se da je arhitektura jednako muška i ženska profesija”, objašnjava nam arhitekta Anja Ivana Milić, jedna od osnivačica Ženskog arhitektonskog društva, i zaključuje: „Postoji zastoј u proboju žena na liderske pozicije izgradnje i autorstva, kao i u dobijanju nagrada na konkursima i napredovanju u akademskom poslu”.

Udruženje su pre četiri godine osnovale 24 eminentne arhitektkinje iz Srbije i Crne Gore.

Ono trenutno broji blizu 400 članica, koje podržavaju aktivnosti i doprinose volumenu i kvalitetu radova koji se svake godine selektuju za javnu izložbu stvaralaštva. Osnivanje strukovnog udruženja, čiji je zadatak da se gaji solidarnost, uspostavi sinergija i radi u cilju zajedničkog javnog nastupa, donelo je velike koristi arhitektonskoj sceni u regionu.

Rad arhitekata nije samo arhitektura, mnoge arhitekate izlaze iz originalnog opsega struke i kreću putem drugih kreativnih industrija, poput primenjenih umetnosti, mode, grafičkog dizajna, marketinga, novinarstva, preduzetništva. Strukovna udruženja su važna jer formiraju kritičnu masu, koja može da ima uticaj kako u struci, tako i u socijalnom i ekonomskom aspektu društva.

the quality of contemporary architecture they partake in. From the studies, which enroll the same number of students of both genders, to jobs at bureaus, where both genders are equally represented – all of this proves that architecture is equally a male and a female profession”, explains Anja Ivana Milić, architect and one of the founders of the “Women’s Architectural Society”, and concludes: “There is a halt in terms of women breaking through to the top positions when it comes to construction, authorship, awards and academic advancement.”

The association was founded four years ago by 24 eminent women architects from Serbia and Montenegro. It currently has almost 400 members that support activities, contribute to the scope and quality of works that are selected each year for a public exhibition. The regional architectural scene has benefited significantly from the establishment of this professional association, whose job is to foster solidarity, establish synergy and work towards the joint representation in public.

The job of an architect does not involve only architecture. Many have moved away from their original field of activity and have taken a different path in areas such as applied art, fashion, graphic design, marketing, journalism, entrepreneurship. Professional associations are important because they form a “critical mass” that can influence not only the profession, but also the social and economic aspects of the society.

**Dr Eva Vaništa Lazarević** je redovni profesor Arhitektonskog fakulteta Univerziteta u Beogradu, sa bogatim profesionalnim iskustvom u oblasti edukacije, arhitektonske prakse, naučnog istraživanja i uređivanja naučnih časopisa. Ekspertiza joj je iz oblasti urbane obnove i regeneracije. Osnivač je i vlastitog arhitektonskog biroa *Atelje Eva Vaništa Lazarević*, u kojem je sa timom ostvarila brojne projekte.

Objavila je dva udžbenika i preko 50 naučnih radova. Dobitnik je nekoliko desetina nagrada na domaćim i internacionalnim konkursima, a aktivna je i kao član žirija na arhitektonskim konkursima. Osnivač je Međunarodne naučne konferencije „Mesta i tehnologije” u Beogradu. Izdavač je, od 2014. godine, naučnih edicija koje uređuju Oksford i Kembridž. Gostujući je profesor u Evropi (*Politehnika Gdańska, Politecnico di Torino*) i u Emiratomima, a angažovana je i kao savetnik stranim kompanijama za izgradnju. Član je Naučnog odbora svetske asocijacije urbanista i planera – *ISOCARP*, a takođe i suosnivač i predsednica Ženskog arhitektonskog društva.

**Dr Eva Vaništa Lazarević** is a full professor at the Faculty of Architecture at the University of Belgrade, with considerable professional experience in the areas of education, architectural practice, scientific research and editing scientific journals. She is an expert in the area of urban renewal and regeneration. She is also the founder of her architectural bureau “Atelier Eva Vaništa Lazarević”, where she, along with her team, realized numerous projects.

She published two textbooks and more than 50 scientific papers. She won dozens of awards at national and international competitions, and she is also an active member of the jury at architectural competitions. She established the International Academic Conference “Places and Technologies” in Belgrade. Since 2014 she has been publishing academic editions edited by Oxford and Cambridge. She is a visiting professor in Europe (*Politehnika Gdańska, Politecnico di Torino*) and in the Emirates, and she also works as an adviser for foreign construction companies. She is a member of the Scientific Committee of the International Society of City and Regional Planners (*ISOCARP*), as well as the co-founder and chairwoman of the “Women’s Architectural Society”.

## EVA VANIŠTA LAZAREVIĆ

/ FASHION TRENDS

x pantalone  
**BOSS**  
18.990 rsd



x kaiš  
**BOSS**  
10.990 rsd



x majica  
**BOSS**  
15.990 rsd

x patike  
**Zegna**  
79.490 rsd



x trenerka  
**BOSS**  
23.990 rsd

x torba  
**Tumi**  
46.990 rsd





x pantalone  
**HUGO**  
22.990 rsd



x kožna jakna  
**BOSS**  
75.990 rsd



x torba  
**BOSS**  
56.990 rsd



x sandale  
**BOSS**  
44.490 rsd



x blejzer  
**BOSS**  
50.990 rsd

/ FASHION TRENDS

#MolteniGroup



RATIO — VINCENT VAN DUYSSEN

**IDC** Home & Office  
Furniture

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

**Molteni & C** | **Dada**

# NO VIA VERA

## FILMSKOG I SERIJSKOG STVARALAŠTVA U SRBIJI

A NEW ERA OF FILM AND SERIES PRODUCTION IN SERBIA

Autor / Author IVANKA RENDULIĆ  
Fotografije / Photos FIREFLY PRODUCTION

Početak proleća u svetu zabave obeležio je ambiciozni novi televizijski projekat producenatske kuće *FireFly*, serija „Tajkun” u režiji Miroslava Miše Terzića, po scenariju Đorđa Milosavljevića. U fokusu ove uzbuđljive triler priče je omraženi biznismen koji je bogatstvo stekao 90-ih godina prošlog veka. Tumači ga glumac Dragan Bjelogrić, koga ćemo ovog puta videti u potpuno drugačijem svetlu.

Pored njega, ostale uloge poverene su Tihani Lazović, Vuku Jovanoviću, Hani Selimović, Aniti Mančić, Svetozaru Cvetkoviću i Branislavu Trifunoviću. Ovim povodom, ali i zbog drugih interesantnih projekata producenatske kuće *FireFly* razgovarali smo sa Ivanom Miković, suvlasnicom i direktorkom te producenatske kuće. Ona kaže da su očekivanja od ove serije velika, a da je najponosnija na to što je ona urađena u maniru i po standardima najboljih svetskih serija i što će gledaoci imati priliku da vide i jedan drugačiji svet, pre svega drugu stranu Beograda, onu koja je rezervisane za ljude iz visokog poslovnog okruženja.

„Trudili smo se da i slikom prikazemo stranu Beograda koju na televiziji retko vidimo – prelepi poslovni i stambeni prostori, široke ulice, umivene fasade, moćni automobili”, objašnjava nam Ivana na početku i dodatno nam približava aktuelnu seriju:

„Kao produkciji, težnja nam je da filmske autore koje izuzetno cenimo dovedemo u televizijsku industriju i da time podignemo standarde televizijskog

The beginning of spring in entertainment industry was marked by a new ambitious TV project by the “FireFly” production company – a series under the name “Tycoon”, directed by Miroslav Miša Terzić and written by Đorđe Milosavljević. This exciting thriller will revolve around a disliked businessman who acquired his wealth during the 1990s. This businessman will be played by Dragan Bjelogrić, whom we will see in a completely different light.

Apart from him, other roles will be played by Tihana Lazović, Vuk Jovanović, Hana Selimović, Anita Mančić, Svetozar Cvetković and Branislav Trifunović. Because of this, as well other interesting projects by “FireFly”, we talked to Ivana Miković, its co-owner and director. She says that expectations are high when it comes to this series and that she is particularly proud that it is made in accordance with the standards set by the best series in the world. Viewers will have an opportunity to see a different world, especially a different side of Belgrade – the one reserved for the people from high business circles.

“Visually we have tried to show a side of Belgrade that is rarely seen on television – beautiful office and residential buildings, wide streets, neat façades, powerful cars”, explains Ivana as she tells us more:

“As a production company, we endeavor to bring film authors that we hold in respect into the TV industry,



igranog sadržaja. Serija „Tajkun” je pred nas stavila ozbiljan zadatak – da uvežemo stvaraoce koji do sada nisu saradivali na istom projektu. Isplatilo se – dobili smo vrhunsku seriju”.

### IZ MEDIJA U PRODUKCIJU

Pre osnivanja producenatske kuće, Ivana je stekla bogato iskustvo rada u medijima – od *BBC-ja* i *FOX-a*, preko Antena grupe, do RTS-a, ali ističe da je film oduvek bio njena strast.

„Puno sam dobila time što sam sve o medijima naučila u *BBC-ju*. Mnogo godina kasnije to znanje sam koristila za neke televizijske formate i neke televizije i projekte koje sam stvarala od nule: to poslovno i životno iskustvo je nezamenljivo. Ipak, posle RTS-a poželela sam da mi filmska umetnost, koja je oduvek bila moja ljubav i strast, postane poziv”, priča nam Ivana.

### TRUDILI SMO SE DA I SLIKOM PRIKAŽEMO STRANU BEOGRADA KOJU NA TELEVIZIJI RETKO VIDIMO

#### FILMSKI STUDIO PO HOLIVUDSKIM STANDARDIMA

Po ugledu na globalni trend da se televizijska produkcija sve više približava filmskoj, i po atraktivnosti projekata i po budžetu, i produkcija *FireFly* se opredelila da kreira sadržaj izrazitog autorskog pečata, sa jakim imenima iz sedme umetnosti. Pored „Tajkuna”, u planu

thus raising the standard of TV live action programs. When it comes to “Tycoon”, we had a challenging task of connecting creators who hadn’t collaborated on the same project before. And it paid off – we made an amazing series.”

#### FROM THE MEDIA INTO PRODUCTION

Prior to founding a production company, Ivana gained considerable experience of working in the media – from BBC, FOX, Antenna Group, to RTS, but she says that film has always been her passion.

“I have learned everything about the media at BBC and that has been very beneficial. Years later I used that knowledge for some television formats, TV channels and projects which I started from scratch: that professional and life experience is irreplaceable. Nevertheless, after working for RTS I wanted to turn my lifelong love and passion – film making – into a profession”, says Ivana.

### VISUALLY WE HAVE TRIED TO SHOW A SIDE OF BELGRADE THAT IS RARELY SEEN ON TELEVISION

#### FILM STUDIO ACCORDING TO HOLLYWOOD STANDARDS

Based on a global trend of television production being increasingly similar to film production, in terms of project attractiveness as well as budgets, “FireFly” production is also inclined to create content with a distinct author’s mark, and

je više filmova i još dve serije koje će publika uskoro moći da vidi – „Klan” (scenarij i režija: Slobodan Skerlić) i „Močvara” (tekst: Milena Marković, režija: Oleg Novković).

Iako fokusirani pre svega na stvaranje serija i filmova, Ivana i njeni partneri najavljuju otvaranje filmskih studija holivudskog formata i standarda u Pančevu po ideji i konceptu Miljena Kreke Kljakovića. **U pitanju su tri studija, uz 4500 kvadratnih metara kancelarijskog prostora i radionice za izradu scenografije i kostima.** Ono što je interesantno jeste da će jedan od studija imati bazen za podvodno snimanje. Pored toga, kompleks će sadržati i otvoreni prostor, predviđen za snimanje eksterijera.

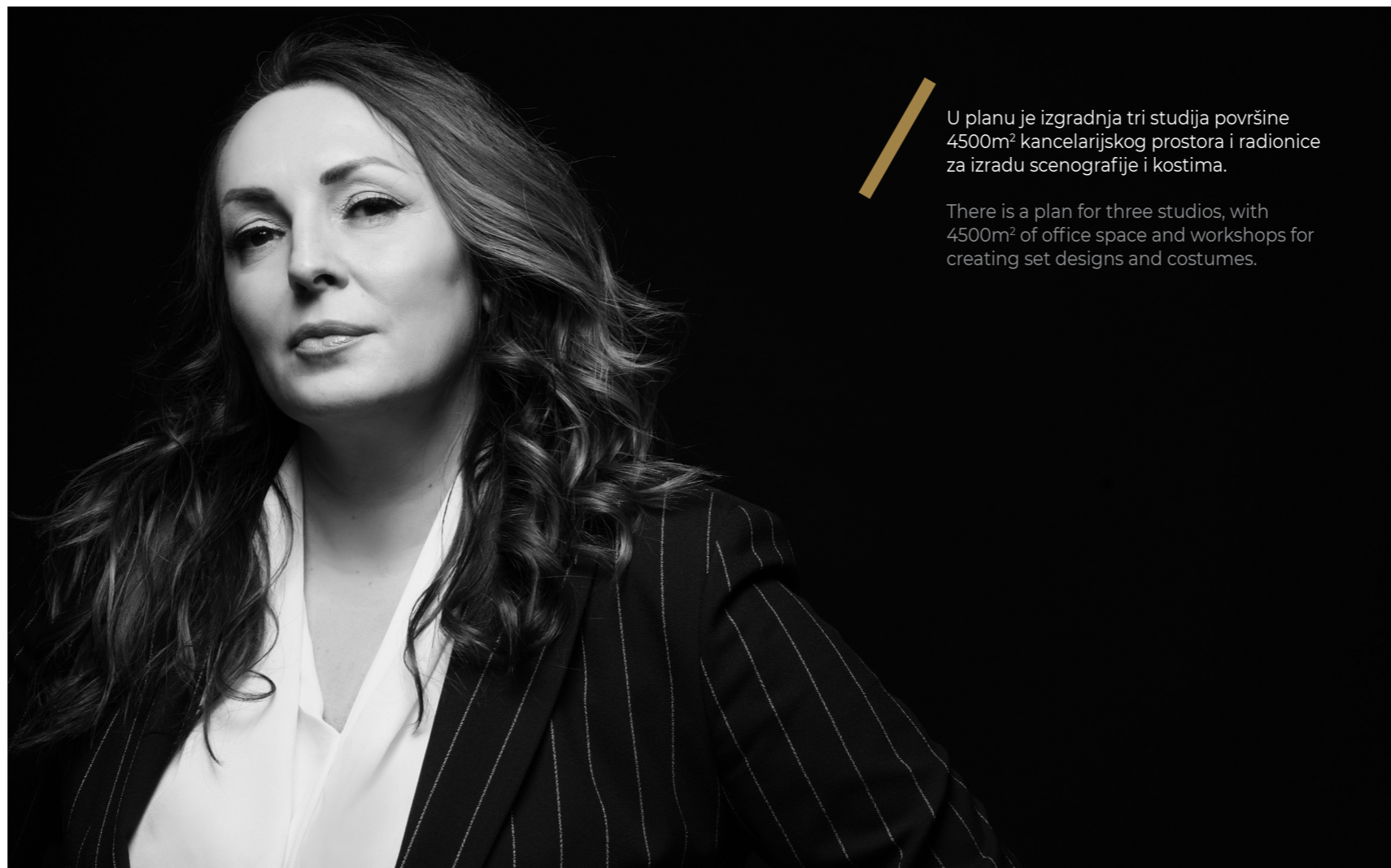
„Snimanje igranog programa je u ekspanziji svuda u svetu i radujem se što ćemo zbog odličnih produkcionih uslova moći da privučemo brojne strane produkcije i platforme da kod nas proizvode igrani program. Prve ideje za pravljenje studijskog kompleksa nastale su u prijateljskom razgovoru sa Miljenom Krekom Kljakovićem, koji godinama radi na velikim stranim visokobudžetnim filmovima. On je izradio prve nacрте studija, nakon čega sam ja napravila biznis plan i tako smo započeli realizaciju projekta. Tome treba pridodati i odličnu klimu i uslove za snimanje u vidu podsticaja koji se daju za sva snimanja koja se obavljaju na teritoriji Srbije”, kaže Ivana.

#### PROCVAT FILMSKE INDUSTRIJE U SRBIJI

Da filmska industrija u Srbiji doživljava ekspanziju, govori informacija da je samo prošle godine u Srbiji snimljeno preko 20 projekata filmskog i televizijskog sadržaja, što našu zemlju čini ubedljivo prvom u regionu. Ipak, ono što je ograničavajući faktor za dalji rast, pored nedostatka studija, jesu nedostajući kadrovi. Ivanina kompanija će se aktivno baviti obukom kadrova koji su nedostajući u filmskoj industriji, a to se većinom odnosi na „kreativne zanate” i znanja koja se mogu naučiti samo na setu.

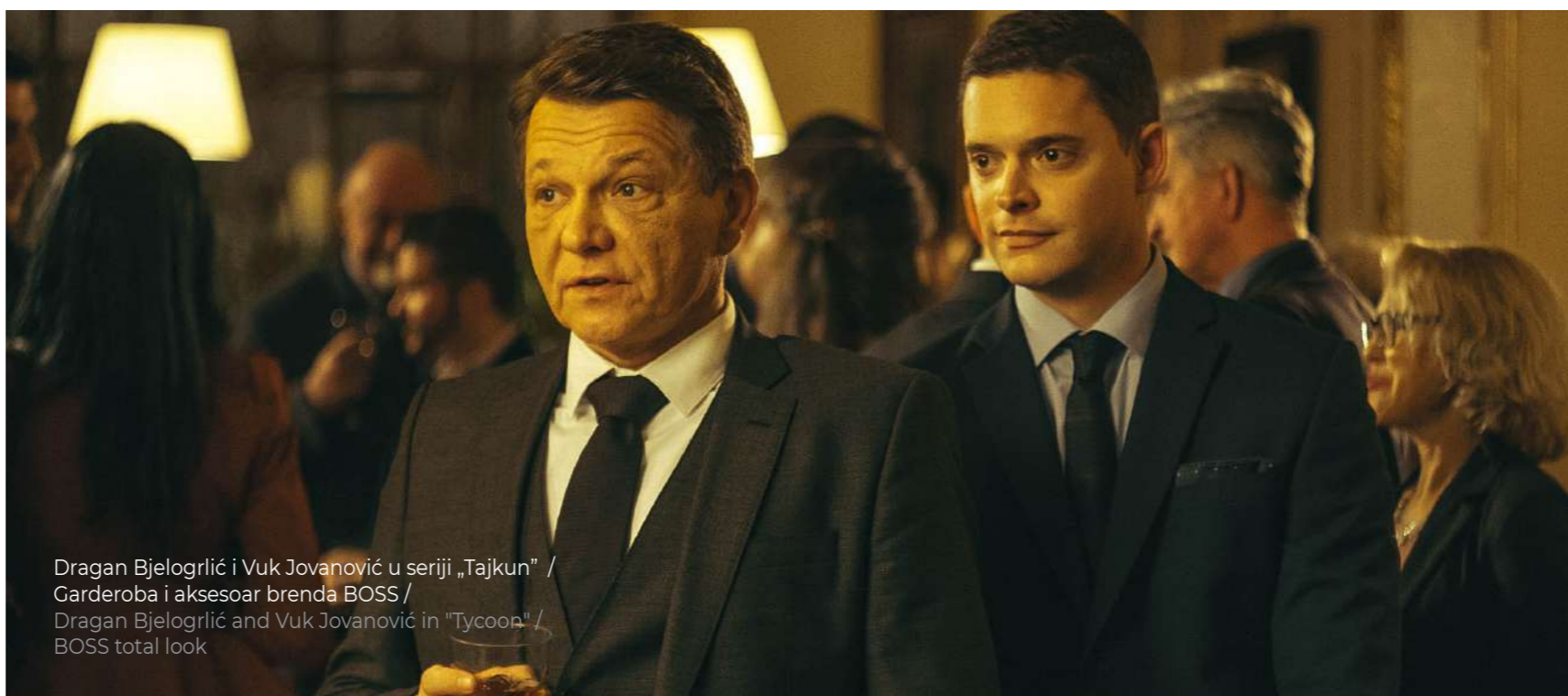
Ali, Ivana se tu sa svojim timom ne zaustavlja i otkriva nam samo deo planova za skorbu budućnost:

„Produkcija *FireFly* je dosta investirala u intelektualnu svojinu i otkupila prava na ekranizaciju nekoliko knjiga koje su klasici i bestseleri. Jedna od njih je i jedno od najatraktivnijih naslova domaće književnosti, „Besnilo” Borislava Pekića. Nju ćemo razvijati na engleskom jeziku, i to u formi igrane strukture. Osim toga, Tim Sebastijan, kolega sa kojim sam saradivala na *BBC*-ju, a koji je kreirao čuveni politički šou *HARDtalk*, pisac je političkih trilera i njegovu poslednju knjigu „Fatalni saveznik” takođe razvijamo u seriju na engleskom jeziku”.



U planu je izgradnja tri studija površine 4500m<sup>2</sup> kancelarijskog prostora i radionice za izradu scenografije i kostima.

There is a plan for three studios, with 4500m<sup>2</sup> of office space and workshops for creating set designs and costumes.



Dragan Bjelogrić i Vuk Jovanović u seriji „Tajkun” / Garderoba i aksesoar brenda BOSS / Dragan Bjelogrić and Vuk Jovanović in "Tycoon" / BOSS total look

with great names from the “seventh art”. Besides “Tycoon”, they have planned for several films and two more series that the audience will be able to watch soon – “Klan” (written and directed by: Slobodan Skerlić) and “Močvara” (script: Milena Marković, director: Oleg Novković).

Although Ivana and her partners are mainly focused on creating TV series and films, they have also announced the opening of film studios in Pančevo according to Hollywood format and standard, based on the idea and concept by Miljen Kreka Kljaković. **There will be three studios, with 4500m<sup>2</sup> of office space and workshops for creating set designs and costumes.** It is interesting that one of the studios will have a pool for underwater filming. In addition to that, this complex will have an outdoor area intended for exterior filming.

“Filming of live action programs is thriving around the world and I am excited that due to the great production conditions we will be able to attract numerous foreign productions and platforms to make their live action programs here. Initial idea about making a studio complex formed during a friendly conversation primarily with Miljen Kreka Kljaković, who had been working on large foreign high-budget films for years. After he made initial studio sketches, I prepared a business plan and so we started the project. Furthermore, the great environment for filming should be added to that, as well the great filming conditions in the form of incentives for all film making on the territory of Serbia”, says Ivana.

#### RESURGENCE OF FILM INDUSTRY IN SERBIA

Film industry in Serbia is thriving, which is supported by the fact that over 20 films and series were shot last year, making our country the leader in the region. However, apart from the lack of studios, another limiting factor for further growth is the shortage of staff. Ivana’s company will actively provide training for personnel, which is lacking in film industry, and the training will mostly concern “creative tradecraft” and knowledge that can only be gained on set.

But Ivana and her team do not stop there and she shares with us some of the plans for the development of programs both for domestic and foreign market:

“FireFly’ production has invested a lot in intellectual property and we bought the rights to adapt to screen several classics and bestsellers. Among them is one of the most appealing books of our literature, and that is “Rabies” (Besnilo) by Borislav Pekić, which we will develop in English in the form of a live action program. Moreover, Tim Sebastian, a colleague of mine from BBC, who created the famous political show “Hard Talk”, is a writer of political thrillers and we are developing his last book “Fatal Ally” into a series in English.”





# RAT STREAMING WAR BETWEEN STREAMING SERVICES

Autor / Author GORAN MIRKOVIĆ  
Ilustracije / Illustrations MARIJA JOKSOVIĆ

Prošla godina označila je početak **zlatnog doba za razvoj striming servisa** – atraktivni originalni sadržaji, najveći filmski i televizijski stvaraoci i nemilosrdan marketing proizveli su milione i milione novih vernih korisnika – i još mnogo više inkasiranih dolara zarade. Gledaoci širom sveta imali su prilike da uživaju u pet globalnih striming servisa sličnog cenovnog ranga pretplate, a kakva je situacija u Srbiji?

Korišćenje striming servisa sa pretplatom je u našoj zemlji još uvek u začetku, ali je atraktivnost filmova i serija koji se ekskluzivno mogu pogledati samo na jednom mestu uticala na znatno povećanje učešća domaćih korisnika u 2019. godini. Određeni servisi, kao što su *Apple Plus* i *Disney Plus*, trenutno nisu dostupni u Srbiji, ali duboko verujem da je samo pitanje vremena kada će oni stići i na naše tržište.

Last year marked the beginning of **the golden age for streaming services** – attractive original content, the greatest film makers and TV producers along with aggressive marketing generated millions of new and loyal users. And even more dollars in revenue! Viewers around the world have had the chance to enjoy the content of five global streaming services, their subscriptions costing approximately the same, but what about Serbia?

Although subscribing to streaming services is still in its early stages in our country, the appeal of films and series offered for viewing exclusively by a single streaming service has significantly influenced the rise in the number of domestic users in 2019. Certain services are not available in Serbia, such as *Apple Plus* and *Disney Plus*, but I believe that it is only a matter of time when they will be available on our market as well.

Ono što pojava ovolikog broja ozbiljnih konkurenata na tržištu jasno pokazuje jeste to da u ovakvim onlajn servisima ima novca.

Ipak, postavlja se pitanje: **ko će i na koji način uzeti najveći deo kolača?**

## JEDNO JE SIGURNO ORIGINALNI SADRŽAJ ĆE IGRATI IZUZETNO VAŽNU ULOGU U PODELI MOĆI!

**Hajde da pogledamo šta nas od originalnih naslova čeka u ovoj godini na svakom od većih striming servisa.**

### NETFLIX

Kako ljudi iz *Netflix-a* tvrde, pred početak 2020. godine ova platforma je imala 163,5 miliona aktivnih pretplatnika u svojoj bazi. *Netflix* je definitivno lider na tržištu, ali postavlja se pitanje: **još koliko dugo?**

Striming gigant iz Los Gatos je u 2019. godini oduševio filmom „*The Irishman*” i serijom „*The Witcher*”, a u 2020. godinu ušao je bez nekih očiglednih favorita. Gledajući listu projekata koje su najavili do kraja godine, jedino serija „*Ratched*” deluje interesantno. Serija produbljuje priču čuvene medicinske sestre iz „*Leta iznad kukavičjeg gnezda*” i upoznaje nas sa detaljima njenog života pre onoga što vidimo u kultnom filmu i romanu.

### „ZVEZDANE STAZE: PIKAR” – AMAZON PRIME

Iako je *Amazon Prime* još početkom prošle godine premašio broj od 100 miliona aktivnih pretplatnika, ovaj servis ni u 2019. godini nije imao brojke kojima bi mogao da parira *Netflix-u* i *HBO-u*. Platforma je ozbiljnije i pametnije počela da bira projekte koje će razvijati. *Amazon* polako gradi identitet svoje *on-demand video platforme* i ulazi u priču kao servis koji je spreman da se upusti u trku sa liderima na tržištu. Serijom „*Zvezdane staze: Pikar*” *Amazon* je uspeo da privuče znatnu pažnju publike.

Radnja serije koja je premijerno puštena na platformi *Amazon Prime* 23. januara odvija se dvadeset godina nakon finala „*Sledeća generacija*”, u 2389. godini. Radnja će pratiti Žan Luka Pikara u njegovom novom poglavlju života. Serija beleži pozitivne reakcije kod publike, a *Amazon* je odlučio da odobri budžet za drugu sezonu.

Smatram da se kompanija tek sprema da ozbiljno uđe u borbu za najveći striming servis jer njihova preskupa serija „*Gospodar prstenova*” počinje da se prikazuje naredne godine. To svi jedva čekamo!

### „FALKON I ZIMSKI VOJNIK”, „VANDAVIZIJA” – DISNEY PLUS

*Disney Plus* je krenuo snažno, pa je u prva 24 sata nakon što je platforma lansirana skupio oko 24 miliona pretplatnika! Kako statistike tvrde, *Disney Plus* trenutno ima oko 60 miliona korisnika.

Uz novu sezonu hit serije „*Mandalorijanac*”, koja nas očekuje do kraja godine, *Disney Plus* će sigurno najviše pažnje na sebe skrenuti projektima u kojima će prepoznatljiviji sporedni likovi iz popularnih Marvelovih filmova dobiti priliku da nas uvuku u svoje solo avanture. *Falkon* (*The Falcon*), *Zimski Vojnik* (*Winter Soldier*), *Grimizna Veštica* (*Scarlet Witch*) i *Vizija* (*Vision*) biće centralne figure dve nove Marvelove serije za koje smatram da će napraviti pravi bum. Pored toga, na *Disney Plus* ove godine stiže i nova sezona serije „*Ratovi klonova*”, što će uticati na publiku pri odabiru striming servisa.

The emergence of such a large number of serious competitors on the market has made it clear to everyone that, from the business perspective, there is money to be earned with these online services.

Still, the question is: **who will get the biggest piece of the pie and how?**

## ONE THING IS CERTAIN ORIGINAL CONTENT WILL PLAY A CRUCIAL ROLE IN THE DIVISION OF POWER!

**Let's take a look at which original titles await us this year on all major streaming services.**

### NETFLIX

According to *Netflix*, prior to 2020, this platform had 163.5 million active subscribers. *Netflix* is definitely a market leader, but the question is: how long will that last?

In 2019 the streaming giant from Los Gatos wowed with “*The Irishman*” and “*The Witcher*”, but it started 2020 with no obvious favorites in the works. Looking at the list of announced projects for this year, “*Ratched*” is the only thing that seems interesting. The series looks deeper into the story of the famous nurse from “*One Flew Over the Cuckoo's Nest*” and details her life prior to what is presented in the legendary film and novel.

### “STAR TREK: PICARD” – AMAZON PRIME

Although *Amazon Prime* exceeded 100 million active subscribers at the beginning of last year, in 2019 this service was no match for *Netflix* and *HBO*. The platform has started to choose which projects to develop more seriously and wisely. *Amazon* is slowly establishing the identity of its on-demand video platform and it is joining the race as a service which is ready to compete with the market leaders. With its series “*Star Trek: Picard*”, *Amazon* has succeeded in attracting the audience.

The series, which premiered on *Amazon Prime* on 23 January, is set twenty years after “*The Next Generation*” finale, in 2389. The story follows Jean-Luc Picard in his new chapter in life. The series has been met with a positive reaction from the audience, so *Amazon* approved the budget for the second season.

I believe that the company is just getting ready to become involved in the fight for the greatest streaming service title, since their big-budget series “*Lord of the Rings*” comes out next year. We are all looking forward to it!

### “THE FALCON AND THE WINTER SOLDIER”, “WANDAVISION” – DISNEY PLUS

*Disney Plus* had a great start – in the first 24 hours after the launch the platform gathered around 24 million subscribers! According to statistics, *Disney Plus* currently has around 60 million users.

In addition to the new season of the hit series “*The Mandalorian*”, which will come out by the end of the year, *Disney Plus* will attract the most attention owing to the projects involving the adventures of some of the famous supporting characters from popular Marvel movies. The *Falcon*, *Winter Soldier*, *Scarlet Witch* and *Vision* will be the central figures of two new Marvel shows, which I think will be huge hits. Besides that, this year we can expect the new season of “*Clone Wars*” on *Disney Plus*, which will have an impact on the audience when choosing a streaming service.

### „ZAVERA PROTIV AMERIKE” – HBO GO, HBO MAX

Pored novih sezona obožavanih HBO serija kao što su „Zapadni svet”, „Njegova mračna tkanja”, „Obuzdaj svoj entuzijazam” i „Beri”, verujem da će gledaocima privući i mini-serija „Zavera protiv Amerike”, zasnovana na istoimenom romanu Filipa Rota, iza koje stoji sjajni Džon Turturo. Radnja serije odvija se u alternativnoj američkoj istoriji, gde poznati avijatičar i nacistički simpatizer Čarls Lindberg postaje predsednik 1940. godine, a priča je prikazana iz vizure jevrejske porodice iz Nju Džerzija. Deluje da će ova serija biti za pamćenje!

HBO takođe izbacuje i „Mekmilioni”, dokumentarnu seriju koja prati neverovatnu istinitu priču bivšeg policajca, a sada revizora, koji je tokom deset godina ukradio milione dolara nameštanjem dobitnika Mekdonaldsove nagradne igre. Ova serija koristi dosta arhivskih snimaka i intervjua sa predstavnicima Mekdonaldsa, agentima FBI-ja, ali i saučesnicima koji su profitirali od ove zavere.

### APPLE TV PLUS

Apple je novi igrač na tržištu. Sa serijom „Jutarnji šou” Apple je uspeo da osvoji prvu SAG nagradu, zahvaljujući angažmanu Dženifer Aniston, koja tumači glavnu ulogu popularne televizijske zvezde. Dinamična serija o jutarnjem televizijskom šouu poseduje potencijal da bude jedan od kvalitetnijih novih projekata, u čiji će marketing Apple uložiti još više.

Nažalost, osim ovoga, Apple nema čime još da se pohvali. Platforma je i dalje mlada, a kako *Variety* tvrdi, Apple TV Plus ima svega 33,6 miliona pretplatnika, što definitivno govori da on još uvek ne može da stigne konkurenciju. Pored novih serija „Mythic Quest: Raven’s Banquet” i „The Banker”, Apple najviše nade polaže u dokumentarac „Beastie Boys Story”. Ipak, čini se da ti projekti neće privući širu javnost relativno novoj i sadržajem siromašnoj platformi.



### „THE PLOT AGAINST AMERICA” – HBO GO, HBO MAX

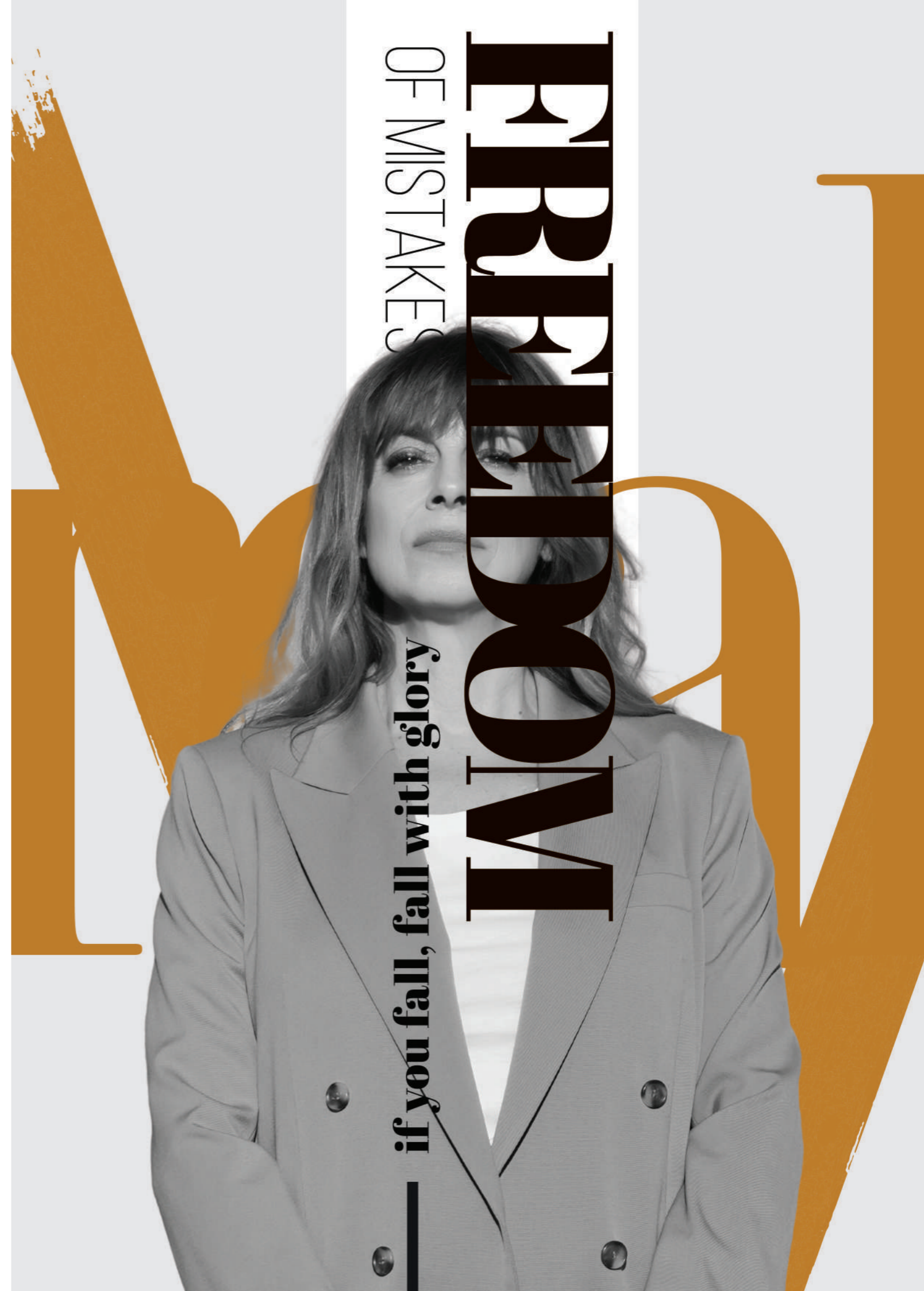
Apart from the new seasons of beloved HBO’s series such as "Westworld", "His Dark Materials", "Curb Your Enthusiasm" and "Barry", the viewers will, in my opinion, be interested in the mini-series "The Plot Against America" by the great John Turturo. It is based on the Philip Roth’s novel of the same name. The plot takes place in an alternative American history, where the famous aviator and a Nazi-supporter Charles Lindbergh became the president in 1940. The story is told from the perspective of a Jewish family from New Jersey, and it is promising to be remarkable.

HBO is also releasing "McMillions", a documentary series about an unbelievable true story of an ex-cop, now an auditor, who stole millions of dollars during a 10-year period by rigging the winners of the McDonald’s prize contest. This series includes archival footage and interviews with McDonald’s representatives, FBI agents, as well as with accomplices who benefited from this scam.

### APPLE TV PLUS

Apple is the new player on the market. With "The Morning Show" Apple won its first SAG award thanks to Jennifer Aniston being cast in the main role of a popular TV star. This dynamic series about a morning TV show has the potential of being among the better new projects, in which Apple will invest even more, in terms of marketing.

Unfortunately, apart from that, Apple has nothing to show off with. The platform is still new and according to *Variety*, Apple TV Plus has only 33.6 million subscribers, which undoubtedly means that it is still far behind its competition. In addition to its new series "Mythic Quest: Raven’s Banquet" and "The Banker", Apple is putting all its hopes in the Beastie Boys documentary. But it seems that these projects will not attract the public to this new and, in terms of content, not very versatile platform.







IMPOSSIBLE /

real



Fotograf / Photographer: Nebojša Babić  
Modni urednik / Fashion editor: Ashok Murty

Šminka / MUA: Tanja Vidanović; Frizura / Hair: ID Hair Salon @Zoran Janković  
Asistent stiliste / Stylist assistant: Jelena Đukanović, Vanja Vujanović  
Podrška / Fashion support: Nina Reljić, Snežana Marković  
Modeli / Models: Anita Mančić, actress & legend;  
Vladimir Gojković, model; Novak @FOX models  
Modeli nose garderobu i aksesoar brenda BOSS / The models wear BOSS total look  
Naočare / Glasses: Yason  
Lokacija / Location: Museum of Contemporary Art Belgrade MSUB

www.erstebank.rs Erste telefon: 0800 201 201, 021 423 364



## Zadržimo nove korisne navike

Koristite naše NetBanking i mBanking usluge  
Svoje transakcije obavite od kuće.

**ERSTE**  
Bank

# PUT USPEHA POSLOVNIH LIDERA

## THE ROAD TO SUCCESS OF BUSINESS LEADERS

Autor / Author BRANKO RADUJKO



Svakodnevno, a da toga nismo ni svesni, donosimo veliki broj odluka kojima se odričemo jedne stvari zarad neke druge, koja nam je u tom trenutku potrebija ili važnija.

Odričemo se, na primer, gledanja utakmice sa prijateljima da bismo proveli vreme u šetnji sa porodicom. Propuštamo divan prolećni dan i sunčanje u bašti kafića da bismo završili prezentaciju od koje zavisi naš novi projekat. Dajemo određenu svotu novca da bismo nabavili knjigu omiljenog pisca ili novi broj časopisa koji redovno čitamo, sklapajući pritom posao sa prodavcem u knjižari. Dete propušta igru sa drugarima ispred zgrade da bi smazalo prvu sa gomile vrućih palačinki kakve samo mama sprema.

Moj dragi profesor strategije konkurentnosti govorio je, pojednostavljeno – **u svakom trenutku oko nas se vrši neka vrsta trade-off-a.**

Pored manje značajnih svakodnevnih odluka, koje gotovo ni ne primećujemo, svako od nas donosi neke krupne, značajne, ponekad i rizične odluke vezane za posao kojim se bavi. Proces donošenja takvih odluka uvek zahteva ozbiljan pristup, detaljne analize i posvećenost i u njega često treba uključiti saradnike, a neretko i konsultante različitih kompetencija. **Bez obzira na to da li je u pitanju upravljanje korporacijom, malim porodičnim biznisom, sportskom karijerom pojedinca ili umetničkim životom, takve odluke su neizbežne jer bez njih, na duži rok, ne postoje šanse za uspeh i održiv rast ili napredak.**

Vest da je preminuo Džek Velč, legendarni direktor kompanije *General Electrics* i predvodnik savremenog liderskog stila upravljanja, koja je u medijima odjeknula baš dok sam pisao ovaj tekst, podsetila me je na to koliko je važno deliti iskustva sa početnicima u biznisu, sa mladim preduzetnicima i menadžerima. Jedno od najvažnijih iskustava koje im treba preneti svakako jeste ono u vezi sa donošenjem ključnih odluka i istrajnošću u njihovom sprovođenju.

Dakle, nakon što ste sve dobro analizirali i uverili se da je to što smatrate da treba da se uradi korisno i značajno za vaš biznis, odnosno za vašu kompaniju, donesite čvrstu odluku i započnite njeno sprovođenje. Ne osvrćite se na dežurne, vama poznate ili anonimne komentatore, čiji se jedini doprinos zajednici ogleda u površnim komentarima i negativnoj energiji. U današnje vreme toga ima napretek, od angažovanih „stručnjaka“ koji iza sebe nemaju nijedno značajno delo, do „autoriteta“ koji se kriju iza nadimaka na društvenim mrežama. Oспорavaće vaš rad i tvrditi da to što radite ne valja, a pritom vam neće ponuditi alternativno rešenje. Moguće je i da će vam namerno otežati time što će stvoriti prepreke ili probleme na putu do realizacije odluka i ciljeva.

Ali, **ne odustajte! Uklonite prepreke. Idite ka svom cilju. Ne prihvatajte negativnu energiju koju vam šalju. Ignorišite zlorade komentare** – samo mali ljudi omalovažavaju ambicije vrednih i energičnih ljudi i sve što oni marljivo stvaraju.

Kada prođe neko vreme, bićete srećni i ponosni zbog onoga što ste postigli, vaš biznis će rasti, vaša karijera će se razvijati, a oni će i dalje zanovetati, vama ili nekim novim mladim poslovnim liderima.

U prilog tome, **citaj velikog Džeka Velča – Control your own destiny or someone else will.**

Every day we make numerous decisions that we are often not even aware of, and we give up certain things for others that are more necessary or important in that moment for us.

For example, we give up watching matches with our friends, in order to spend time walking with our family. We miss out on a beautiful spring day and sunbathing on the terrace of a bar, so that we would finish the presentation our new project depends on. We give a certain amount of money to buy a book by our favourite author or a magazine we never fail to buy, thus making a deal with the bookstore employee. Children don't go out and play with their friends in front of the building, but stay inside in order to devour the first of the many beloved pancakes that only mom could make.

My dear professor of competitive strategy used to say, in short – **there is always a kind of trade-off going on around us.**

Apart from those everyday, almost imperceptible decisions, each of us makes some big, important, sometimes even risky decisions in relation to our jobs. Such decision-making process always requires a serious approach, detailed analyses, commitment, working with associates and, more often than not, consultants with various competencies. **Whether you are managing a corporation, a small family business, an individual's sports career or artistic lifestyle, such decisions are inevitable, because without them there are no long-term chances of success and sustainable growth or progress.**

The news that today, while I am writing this text, Jack Welch, the legendary CEO of General Electrics and the leader of the contemporary management style, died, has reminded me how important it is to share your experience with the beginners in the business, with young entrepreneurs and managers. Among the most important is of course the experience with respect to making crucial decisions and being persistent when it comes to their implementation.

So, when you have carefully analyzed everything and have made sure that what you think should be done is useful and significant for your business, for your company, make a firm decision and start implementing it. Do not pay attention to the constant, known or anonymous commentators, whose only contributions to the community are the superficial comments and negative energy. Today there are plenty of those, from hired 'experts' who have achieved nothing of significance, to those showing authority while hiding behind a nickname on social media. They will dispute your actions and say that you are not doing anything right, but they will not offer an alternative solution. They can even make things more difficult for you, create obstacles or problems on the path towards the realization of your decisions and objectives.

**You must not give up! Remove the obstacles. Work towards your goal! Don't absorb negative energy! Ignore them,** because only petty people belittle hard working and enthusiastic people and their ambitions.

After some time you will be happy and proud of what you have achieved. Your business will grow, your career will advance, and they will still be nagging either you, or some new and young business leaders.

In conclusion, **a quote by the great Jack Welch: "Control your own destiny or someone else will."**

# RAZVOJ TRŽNIH CENTARA

Autor / Author TIJANA DURAKOVIĆ  
Fotografije / Photos SLAVIŠA BUKUROVIĆ

## Emotivni svet vođen brojkama

Development of Shopping Malls: World of Emotions Managed by Numbers

O upravljanju sredstvima, ubrzanom razvoju srpskog tržišta i jednom od **najinteresantnijih novih projekata – tržnom centru Ada Mall, razgovarali smo sa upravnikom tržnog centra Aleksom Linčevim.**

Priču započinjemo dilemom „lokacija ili ponuda“, koju Aleks razrešava odgovorom da oba faktora čine DNK jednog tržnog centra. Kao što je naučio od jednog svog profesora, na upravljanje tržnim centrom gleda kao na „emotivni svet vođen brojkama“. To se posebno odnosi na repozicioniranje modnih brendova i eksponencijalni rast maloprodaje putem interneta.

„U svom radu trudio sam se da stvorim održivo maloprodajno okruženje u kojem kupci mogu doživeti jedinstveno iskustvo, a da pritom ne utroše mnogo vremena. Ako želite da kupci češće posećuju vaš tržni centar, potrebno je da vaša strategija bude koherentna i inovativna. Smatram da su to ključna pravila za upravljanje tržnim centrom i njima sam se vodio u većem delu svoje karijere“, kaže gospodin Linčev.

Asset management, rapid development of Serbian market and one of **the most interesting new projects – Ada Mall, those are the subjects we talked about with Alex Linčev, shopping mall manager.**

We start our conversation with the dilemma “location or offer”, which Alex resolves by saying that both of these factors comprise the DNA of a shopping mall. He perceives the management of a shopping mall as a “world of emotions managed by numbers”, as he was taught by a professor of his. This is particularly relevant for the repositioning of fashion brands and the exponential growth of online retail businesses.

“As part of my job I have tried to create a sustainable retail environment where customers’ experience can be unique and time-saving. If you want the customers to visit your shopping mall more often, your strategy must be coherent and innovative. I consider these the key points, and for the most part of my career I have largely paid attention to them – says Mr. Linčev.



**Beograd je prestonica velikog broja tržnih centara. Koliko je izazovno raditi u tako konkurentnom okruženju?**

Beograd je fascinantna grad! Ima vrhunski noćni provod i raskošnu gastronomsku ponudu. Ipak, kada govorimo o razvijenosti tržišta tržnih centara, on je relativno mlad. Otvaranjem *Ada Mall-a* prošle godine, Beograd je dobio ukupno oko 230 kvadratnih metara vrhunskog prostora tržnih centara na 1000 stanovnika. Uz BDP, ovo je podatak koji se često navodi kada se procenjuju zasićenje tržišta i njegov potencijal za pokretanje novih projekata. Poređenja radi, prosek za Centralnu i Istočnu Evropu je 315 kvadratnih metara na 1000 stanovnika. Sofija ima nešto više od toga, dok Bukurešt i Zagreb imaju više od 600 kvadratnih metara na 1000 stanovnika. Međutim, predstojećom izgradnjom tržnih centara *Ušće II* i *Galerija* Beograd će doživeti ozbiljan skok, maloprodajno tržište postaće veoma konkurentno i na njemu će opstati samo najbolji. Moj posao u Beogradu je uzbudljiv, a uskoro će postati još zanimljiviji.

**Šta je najvažnije za uspeh jednog tržnog centra?**

To bi bila kombinacija lokacije i ponude modnih brendova, kao i spremnosti da se neprestano menjate kako biste uvek bili korak ispred trendova, ali i kako biste se uskladili sa potrebama potrošača. Više nije dovoljno da budete aktuelni, morate predvideti predstojeće trendove.

**Da li svaki tržni centar ima određene kriterijume kada je u pitanju odabir zakupaca ili su tu pak presudni finansijski uslovi?**

Iskusni upravnik tržnog centra uvek sprovodi pažljive studije izvodljivosti i cilja onu kombinaciju zakupaca koja odgovara potrebama i karakteristikama ciljne grupe. U taj poduhvat uključeni su međunarodni i regionalni igrači. To je pristup koji brendovima garantuje dobar promet, dok istovremeno donosi prihod tržnom centru.

**Kakvi su planovi za Ada Mall?**

Prvi put kada sam ga video, u septembru 2019, pomislio sam da je to najlepší tržni centar u ovom delu Evrope. Mislim da na toj lepoti počiva budućnost centra – on je moderan, prostran, zelen, velegradski, a opet promenljiv i zavodljiv. Uskoro ćemo dobiti novitete, kao što je otvaranje jednog od najluksuznijih bioskopa u Srbiji, koji će imati sedišta koja se spuštaju i posetiocima nude veći komfor. Takođe, biće tu i bioskopski bar sa zadivljujućim pogledom na Savsko jezero, Novi Beograd i centar grada. Imaćemo i ogroman prostor za zabavu, kao i nove modne brendove. U razvoju je i naša ponuda srednje i luksuzne mode.

**Belgrade has a large number of shopping malls. How challenging is it to operate in such a competitive environment?**

Belgrade is a fascinating city! Its nightlife is fantastic and it has a rich gastronomic offer. However, it is still relatively at the beginning when it comes to the development of the shopping mall market. After the opening of *Ada Mall* last year, Belgrade now has around 230m<sup>2</sup> of first-class shopping mall space per 1000 residents. Along with GDP, this data is frequently presented in the assessment of market saturation and its potential for launching new projects. In comparison, the average for Central and Eastern Europe is 315m<sup>2</sup> per 1000 residents. Sofia has slightly more than that, while Bucharest and Zagreb have exceeded 600m<sup>2</sup> per 1000 residents. Nevertheless, with the coming construction of “*Ušće II*” and “*Galerija*” malls, Belgrade will see a surge when it comes to that number, the retail market will become highly competitive and only the best will survive. My job in Belgrade is exciting and soon it will become even more so.

**What is the most important thing for the success of a shopping mall?**

That would be a combination of location and brands on offer, as well as the readiness to evolve constantly in order to be one step ahead of trends and in accordance with consumers’ needs. It is no longer enough to be current, you have to foresee the future trends.

**Does every shopping mall have certain criteria regarding the selection of tenants, or are they determined based on financial conditions?**

An experienced shopping mall manager is always conducting thorough feasibility studies and targeting the combination of tenants that meets the needs and characteristics of the target group. This includes both international and regional players. Such approach guarantees a large turnover to brands, while earning revenue for the shopping mall.

**What are the plans for Ada Mall?**

The first time I saw it, in September 2019, I thought it was the most beautiful shopping mall in this part of Europe. That beauty, I believe, is the future of the mall – it is modern, spacious, green, urban, and yet changeable and seductive. Soon we will make certain additions, including the opening of one of the most luxurious cinemas in Serbia with reclining seats, offering more comfort to visitors. In addition to that, there will be a cinema bar with a stunning view of Sava Lake (Serb. Savsko jezero), Novi Beograd and the city center. We’ll have a large area for entertainment and we will introduce new brands. We are also working on an offer of middle-class and high fashion.

Za uspeh jednog tržnog centra najvažnija je kombinacija lokacije i ponude modnih brendova.

A combination of location and brands on offer is the most important thing for the success of a shopping mall.





# REFLEKSIJE NAŠEG VREMENA

**AKVIZICIJE  
MUZEJA  
SAVREMENE  
UMETNOSTI  
1993-2019.**

BRANKO  
POPOVIĆ  
*Portret slikara  
Ljube Ivanovića,*  
oko 1930.  
ulje na platnu,  
107 x 73 cm  
OTKUP, 2009.

**Muzej  
savremene  
umetnosti**

MSUB.ORG.RS



# NEGA KAO IMPERATIV

*u z forme i boje inspirisane 80 -im*

CARE IS IMPERATIVE, WITH SHAPES AND COLORS  
INSPIRED BY THE 80S

Autor / Author ID HAIR ACADEMY  
Fotografije / Photos EMILIJA STANIŠIĆ

Promena godišnjeg doba i vremenskih uslova donosi izazove za kožu i kosu, pa je adekvatna nega neophodna. Tim stručnjaka iz salona *ID Hair Academy* na čelu sa višegodišnjim frizerskim stručnjakom Zoranom Jankovićem savetuje nas kako da tretiramo kosu i najavljuje trendove za 2020. godinu.

## TRENDOVI ZA 2020.

Frizura bob je još uvek aktuelna i najzastupljenija je kod naših dama, ali primećuje se i povratak 80-ih, odnosno stepenovanje bez obzira na dužinu, što će, bez sumnje, tek uzeti maha tokom ove godine. Zanimljivo je da je i minimal, zaštitni znak te epohe, sve traženiji.

Nedavno su tim *ID Hair Academy*-ja i generalni zastupnik i distributer za *REDKEN*, kompanija *Alta Moda*, ugostili svetski priznate *Redken* edukatore Ludovika Bekersa i Saru Lismont, koji su predstavili najnovije tehnike farbanja i šišanja koje diktira njujorška Peta avenija. Preklapanje jačih boja, odnosno slikanje na kosi različitih dužina veoma je popularno. Moderne su i tople i hladne boje, ne samo klasični balejaž već i takozvano blok farbanje. Boja nije monohromna, već bogata i duboka – čak i najsvetlija plava mora imati nešto što je čini sjajnom, a crna ne mora biti monotona, već može biti višedimenzionalna, poput dijamanta. Granice se pomeraju kako u pogledu boje, tako i u pogledu forme, posebno kada su specijalne prilike u pitanju. Pustite mašti na volju – sve je dozvoljeno i sve je izvodljivo!

### PROFESIONALNA USLUGA

Zadatak profesionalnog salona je da boju i formu prilagodi obliku lica, boji tena, načinu oblačenja i stilu života klijenta. Veoma su važne komunikacija sa klijentom i prava dijagnostika. Savet je da svoje poverenje poklonite profesionalcima kakve *ID Hair Academy* (Kneza Miloša 23, Beograd) kroz obuke, edukacije i seminare neguje i stvara već 20 godina.

Your skin and hair face new challenges with the change of seasons and weather conditions, so adequate care is necessary. A team of experts from *ID Hair Academy* led by a long-time expert hairdresser Zoran Janković gives you advice on how to treat your hair and announces the trends for 2020.

## 2020 TRENDS

Bob is still on-trend and many of our ladies have it, but we are noticing the return of the 80s, i.e. of the layer cut, regardless of the length, which will definitely gain momentum this year. It is interesting that perm – a trademark of that era, is becoming more popular.

The *ID Hair Academy* team and the general representative and distributor for *REDKEN*, the *Alta Moda* Company, recently hosted world-renowned *Redken* educators Ludovic Beckers and Sara Lismont who presented the newest hair coloring and cutting techniques, as dictated by the Fifth Avenue in New York. Overlap of bright colors, i.e. painting of hair of different lengths is very popular. Both warm and cool colors are in vogue, not only the classic balayage, but also the so called block coloring. The color is not monochromatic, but rich and deep – even the lightest blonde hair must have something that makes it shine, and black hair doesn't have to be monotonous, but can be multidimensional like a diamond. Limits are being pushed both in terms of color and shape, particularly when it comes to special occasions. Give rein to your imagination – everything is allowed and everything can be done!

### PROFESIONAL SERVICE

It is a professional hair salon's job to adapt the color and shape of hair to the shape of the face, tan, client's taste in clothes and lifestyle. Communication with the client is very important, as well as the correct diagnosis. We advise you to place your trust in the professionals that *ID Hair Academy* (23 Kneza Miloša Street, Belgrade) has been nurturing and creating for 20 years by means of training, education and seminars.

ada  
mall

DRUGAČIJI  
KAO TI

Ada Mall, Radnička 9  
www.adamall.com

# IDC

ISRAEL DIAMOND CENTER

*Chopard*



HUBLLOT

IWC

SCHAFFHAUSEN



MORIAH

TAKE A PIECE OF JERUSALEM WITH YOU



TAGHeuer

SWISS AVANT-GARDE SINCE 1860

ULYSSE  NARDIN  
SINCE 1846 LE LOCLE - SUISSE

★  
ZENITH



MAESTRO JEWELERS

Maestro Jewelers  
Nušičeva 12a, Beograd  
tel: +381 11 334 44 59, 323 54 96  
www.maestro.rs