

# MOVEM

MAGAZIN



/ MUZIKA MENJA SVET  
MUSIC CHANGES THE WORLD

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ZORAN / LUKA / BUČ KESIDI

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ISTORIJA JUGOSLOVENSKE MODE / FENOMEN PODKASTA

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# /UVODNIK INTRO

Autor / Author **ĀŠOK MURTI**



Sada već godinu dana živimo u ozbilnjom strahu. Igramo žmurke sa nevidljivim neprijateljem koji kao da unapred zna svaki naš naredni potez. Svakodnevica nam se pretvara u seriju malih rituala kojima pokušavamo da damo nekakav smisao. Međusobno delimo ulepšane verzije sopstvenih života u nadi da će se tako kreirana iluzija pretvoriti u realnost.

Negde u pozadini sve je utihnulo. Nema više zvuka i glasova na koje smo navikli, a koji su nas godinama zagušivali. A onda su se pojavili oni, neki novi i neki sveži nosioci neisfoliranog optimizma, ambasadori budućnosti u koju će neko zaista moći da poveruje.

## **GLASNO! GLASNIJE! NAJGLASNIJE!**

Možda je došlo pravo vreme da ih pažljivije oslušnemo. Siguran sam da bez njih nećemo razumeti vreme koje dolazi.

We have been living in great fear for a year now. We've been playing hide and seek with an invisible enemy that seems to know our next moves in advance. Our everyday life is turning into a series of rituals with which we try to give it meaning. We share amongst ourselves the embellished versions of our own lives, hoping that thus created illusion will become reality.

Everything has become quiet in the background. There are no more noises or voices that we are used to, which have been deafening us for years. And then, they appear – new and fresh carriers of genuine optimism, the ambassadors of the future someone might actually believe in.

## **LOUD! LOUDER! THE LOUDEST!**

Maybe it's time to listen to them more carefully. I am sure that without them we won't be able to understand the coming times.

# Porodica

family

Autor / Author MILJANA VUKOVIĆ  
Fotografije / Photos NEBOJŠA ĐOKIĆ

Roditeljstvo iz muškog ugla: Zašto otac nije kolac  
Parenting from the male perspective: Why the father does have a stake in it

**Da li je novo vreme donelo i nove roditeljske postulate? Šta je danas „dužnost“ majke, a šta „mora“ da čini otac? Iako i u psihoanalitici zasnovanoj na Frojdovskoj podeli na rodne uloge imamo arhetipski kontrapunkt „oca“ i „majke“ koji se odražavaju na identitet svakog pojedinca, činjenica je da u trenutku u kojem smo sada, ovaj princip mora da doživi i preživi ozbiljnu reviziju.** Sa jedne strane, „majka“ mora da preuzme mnogo stvari od „oca“ kako bi bila uspešna i realizovana, dok „otac“, zbog toga što nema ista prava kao „majka“, razvija osećaj poput hendičepa. U proteklih nekoliko decenija promenili su se tradicionalni načini učestvovanja roditelja u dečijem odrastanju, pa je sve češće uključivanje očeva u negu i vaspitanje dece.

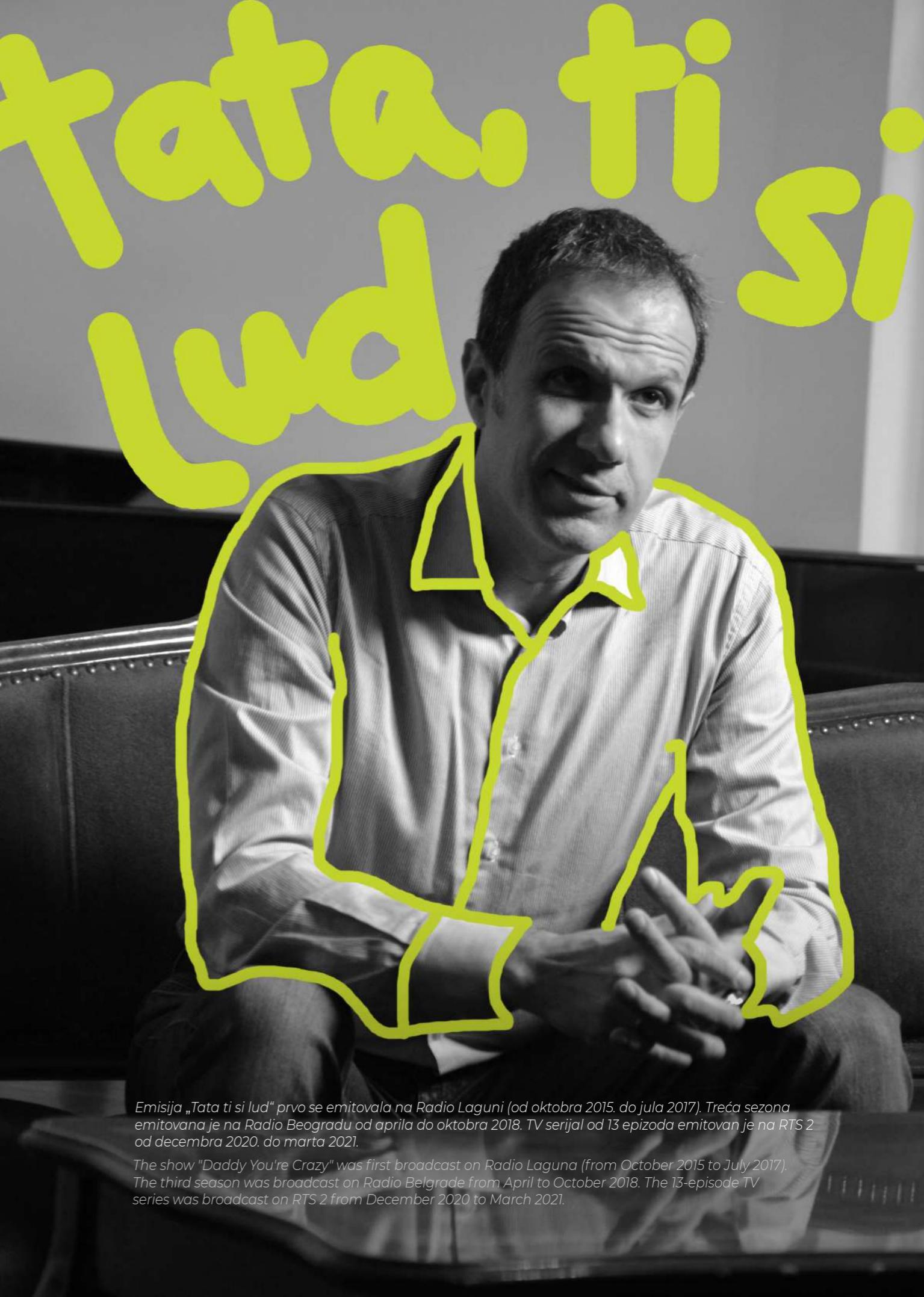
Serijal emisija „Tata, ti si lud“ rezultat je ličnog roditeljskog iskustva Miše Stojiljkovića koji je tokom razgovora sa poznatim očevima otkrio koliko je njih promenila uloga roditelja, šta za njih roditeljstvo znači i kako oni podižu svoju decu.

„Iskustvo koje imam sa moja dva sina inspirisalo me je da osmislim ovakvu emisiju. Prvobitno sam nepunih godinu dana radio na radiju 'B92' i vodio emisiju koja se zvala 'Misija roditelj' i koja se prevashodno bavila

Has the new age brought new parenting postulates? What is today the “duty” of a mother, and what “must” a father do? Although in psychoanalysis based on Freudian division of gender roles we have archetypal counterpoints of a “father” and a “mother” that are reflected on the identity of every individual, the fact is that in the present moment this principle has to undergo a major revision. On the one hand, the “mother” has to take over many things from the “father” in order to be successful and accomplished, while the “father” feels increasingly handicapped because he doesn’t have the same rights as the “mother”. In the last decades there has been a change in the traditional ways of parent participation in childhood, so it is more and more common to include the father in the care and upbringing of children.

A series of shows called “Dad, you are crazy” is a result of personal parenting experience of Miša Stojiljković who in conversation with famous fathers uncovers how much the role of a parent changed them, what parenting means for them and how they raise their children.

“The experience I had with my two sons inspired me to come up with this show. First I worked for almost



Emisija „Tata ti si lud“ prvo se emitovala na Radio Laguna (od oktobra 2015. do jula 2017). Treća sezona emitovana je na Radio Beogradu od aprila do oktobra 2018. TV serijal od 13 epizoda emitovan je na RTS 2 od decembra 2020. do marta 2021.

The show "Daddy You're Crazy" was first broadcast on Radio Laguna (from October 2015 to July 2017). The third season was broadcast on Radio Belgrade from April to October 2018. The 13-episode TV series was broadcast on RTS 2 from December 2020 to March 2021.

roditeljskim temama. A onda sam radeći kao novinar na projektima koji su usko povezani sa očinstvom i promenom muško-ženskih paradigma krajem XX i početkom XXI veka i sam došao na ideju da radim emisiju o roditeljstvu baš iz muškog ugla", kaže Miša na početku našeg razgovora.

Kako otkriva, ono što želi da postigne putem ove emisije jeste da se i muškarci u našoj sredini malo rasplaše i da shvate da mogu da budu podjednako dobri roditelji kao i mame. Mišina ideja je da razgovara o ustaljenim predrasudama i stereotipima kada su u pitanju muškarci i porodica, koje postoje ne samo kod nas, nego u celom svetu.

**Emisija koju podjednako prate mame i tate, bave i deke,** pored dominantne teme o roditeljstvu iz muškog ugla, često govori i o odnosima u braku, prvenstveno pokazujući na koji način se ti odnosi menjaju nakon dolaska deteta u porodicu, ali i o drugim muško-ženskim temama. Gosti u ovoj emisiji isto su atraktivni kao i teme. Među njima su violinista Stefan Milenković, glumci Nebojša Dugalić i Nikola Kojo, ali i mnogi drugi.

Miša kaže da je do pre pola veka otac bio taj koji je ujutru rano izlazio iz kuće, vraćao se popodne da ruča i malo prilegne i vrlo malo se u stvari bavio decom. **Danas je to sasvim drugačije u situaciji kada i muškarac i žena podjednako rade i potpuno je logično da se isto tako bave i decom.** On misli da se i na unutrašnjem nivou kod muškaraca nešto promenilo. Jedno veoma

a year on radio B92 and hosted a show called "Mission: parent" which primarily dealt with subjects related to parenting. Then, while working as a journalist on projects that were closely related to fatherhood and the change in male-female paradigms at the end of the XX and the beginning of the XXI century, I came up with the idea to do a show on parenting from the male perspective", says Miša at the beginning of our conversation.

According to him, what he wishes to achieve with this show is for men in our surroundings to become less frightened and to realize that they can be as equally good parents as mothers. Miša's idea is to talk about fixed prejudices and stereotypes when it comes to men and family, that exist not only in our country, but in the entire world.

Apart from the dominant subject of parenting from the male perspective, **the show, listened to by mothers and fathers, grandmothers and grandfathers**, often deals with marital relationships, primarily showing in what way those relationships change after a child is born, but also with other male-female topics. The guests of this show are as attractive as the topics. They include the violinist Stefan Milenković and actors Nebojša Dugalić and Nikola Kojo, among others.

Miša says that until half a century ago the father was to one who left the house early in the morning, came back in the afternoon to have lunch, rest a bit

obimno istraživanje, koje je pre nekoliko godina u Srbiji sproveo tim sociologa sa Filozofskog fakulteta, pokazalo je između ostalog da muškarci sada sve više menjaju neke svoje životne oslonce. Ranije su to bili posao i brak, a sada to postaje očinstvo. Živimo u dobu kada se i posao i porodica mogu vrlo lako izgubiti i raspasti, zbog toga stub oko koga muškarci grade svoj identitet polako postaje očinstvo. Sve su to pokazatelji da se predrasude i stereotipi sa kojima smo živeli vekovima unazad ubrzano menjaju, a sa njima i uloge oca u porodici.

Nadležna državna tela širom sveta često podržavaju očinstvo iz novog ugla, pružajući pritom i pravni okvir za napredak ovih procesa kroz pravo na očevo odsustvo sa posla nakon rođenja deteta.

**„Da se ja pitam, ja bih sutra uveo obavezno plaćeno roditeljsko odsustvo za očeve, za početak makar mesec dana da budu uz dete.** Brojna istraživanja koja se temelje na ličnim iskustvima, pokazuju da se stvara jedna neraskidiva veza između deteta i oca u situaciji kada se otac od prvog dana uključi u brigu o detetu i njihovo aktivno uključivanje ima dobrobiti po sve članove porodice", navodi Miša.

Prema njegovim rečima, što su muškarci više uključeni u porodični život i podizanje svoje dece, sami su psihofizički zdraviji i zadovoljniji sobom, ali su i odgovorniji i produktivniji na poslu, njihove partnerke su zadovoljnije vezom i imaju više vremena da se posveti sebi i svojim ličnim ciljevima, a deca su emotivno i socijalno mnogo bolje uklapljeni u svoju sredinu i imaju drastično manje šanse da završe u maloletničkoj delinkvenciji. **U takvim porodicama je i mnogo manje nasilja, jer kada se otac od početka uključi u brigu o detetu postoji mala šansa da on posle u nekom trenutku digne ruku na to dete ili nasrne na svoju suprugu** – jer lakše može da shvati kroz šta ona prolazi briňući se samo o detetu i o kući.

Brojna istraživanja ukazuju da deca „nasleđuju“ obrascе ponašanja, pa i ponašanje od svojih porodica. Roditelji predstavljaju uzore svojoj deci, posebno u periodu kada deca treba da se osamostale u nekim osnovnim svakodnevним aktivnostima kao što su vezivanje pertle ili odlazak u školu bez pratnje.

„Roditelji svojim ponašanjem predstavljaju određeni model za decu – kada je reč o snalaženju u nekim životnim situacijama, od odlaska u radnju i

and actually had little to do with children. **Today that is completely different when both men and women work equally and it is logical for them to deal with children equally as well.** He thinks also that an internal change has occurred in men. An extensive study, carried out a few years ago in Serbia by a team of sociologists from the Faculty of Philosophy, has shown that men increasingly change some of their life foundations. Those used to be job and marriage, but now fatherhood is becoming one. We live in an age when a job and a family can easily be lost or fall apart, so fatherhood becomes the pillar around which men build their identities. That indicates that the prejudice and stereotypes we've been living with for centuries are rapidly changing, and with them the role of a father in a family.

Competent national authorities around the world often support fatherhood in a different way, providing also a legal framework for the development of these processes by means of the right to paternity leave after childbirth.

**“If it were up to me, I would immediately introduce mandatory paid parental leave for fathers, for starters at least a month for them to spend with the child.** Numerous studies based on personal experiences have shown that an unbreakable bond is created between a father and a child when the father participates in childcare from the very first day and their active participation is beneficial for all members of the family", says Miša.

According to him, the more men are involved in family life and the upbringing of their children, the healthier they are physically and mentally and the more satisfied they are with themselves. They are also more responsible and more productive at work, their partners are more satisfied with their relationship and they have more time for themselves and for their personal goals. Children fit better emotionally and socially in their surroundings and have drastically fewer chances to end up as juvenile delinquents. **There is less violence in such families, because when the father participates in childcare from the beginning, the chances are minimal that he would later beat that child or assault his wife** – simply because he can more easily understand what she is going through when taking care of the child and the house.

Numerous studies have shown that children "inherit" behavioral patterns, including those of their parents. Parents are role models for their children, especially in the period when they need to become independent when it comes to some basic everyday activities such as tying shoelaces or going to school alone.

“The behavior of parents is a certain model for children – when it comes to managing some situations in life, from going to the shop and greeting the shop assistant on the way in and out, to solving conflicts and knowing what to do when you have to fight for some rights that you have been denied. Those are all the things children learn from us adults. As a general rule the father is most often in charge of discipline and conflict resolution and it is important what kind of model children copy from their fathers”, says Miša.

## FAKTOR TATA / FATHER FACTOR

### Pozitivni efekti uključenosti očeva / Positive impact of father involvement

Izvor: Nacionalna inicijativa za očinstvo (SAD)

Source: National fatherhood initiative (USA)



Rane pozitivne interakcije između oca i deteta smanjuju usporene kognitivne sposobnosti. Early positive father-child interactions reduce cognitive delay.



Podrška od strane oca utiče na spretnost dece za školu. Paternal supportiveness is associated with school readiness.



Deca čiji su očevi više uključeni imaju manje problema u ponašanju. Children with more involved fathers experience fewer behavioral problems.



Pozitivni odnosi između oca i deteta povezani su sa smanjenjem šanse od rizičnog ponašanja. Positive father-child relationships are associated with reduced risk of engagement in risky behaviors.



Učešće oca smanjuje pojavu problematičnog ponašanja kod dečaka i psiholoških problema kod devojčica. Father involvement reduces the occurrence of behavioral problems in boys and psychological problems in young women.



Deca čiji su očevi u većoj meri uključeni u boljem su položaju na skoro svim kognitivnim, socijalnim i emocionalnim merenjima. Children whose fathers are stable and involved are better off on almost every cognitive, social and emotional measure developed by researchers. Kvalitetno i značajno angažovanje oca od prvih meseci po rođenju povezuje se sa nizom pozitivnih kognitivnih ishoda kod beba i male dece uključujući viši koeficijent inteligencije sa 12 meseci i 3 godine. Significant father's engagement of good quality from the very first months is associated with a series of positive cognitive results of babies and small children, including a higher IQ at 12 months and 3 years.

Deca čiji očevi provode mnogo vremena sa njima imaju veće samopoštovanje, bolji uspeh u školi, prave manje problema tokom adolescencije, rastu sa više samopouzdanja i uspešnija su. To počinje od prvih dana – kada otac mazi bebu i brine se o njoj, igra se sa njom, čita joj i izvodi je napolje.\*

\*Izvor: Partnerstvo u podsticajnom roditeljstvu (2019). Beograd: UNICEF

Children whose fathers spend a lot of time with them have more self-respect, are more successful in school, less problematic during adolescence, grow up with more self-confidence and become more successful. That starts from the first days – when fathers cuddle and take care of the babies, play with them, read to them and take them outside.\*

\*Source: Partners in supportive parenting. Belgrade, 2019: UNICEF



pozdravljanja prodavca na ulasku i izlasku, do toga kako rešavati neke konfliktnе situacije i kako se postaviti onda kada treba da se izborite za neka prava koja su vam uskraćena. To su sve stvari koje deca uče po modelu od nas odraslih. Otac je tu negde po pravilu najčešće zadužen za disciplinovanje i za rešavanje konflikata, te je tada važno kakav model deca usvajaju od svojih očeva", smatra Miša.

#### **Da li je „otac – kolac“ kako kaže čuvena srpska izreka?**

„Mislim da je otac sve manje kolac. Ima i dalje muškaraca koji se potpuno ukoče kada im date dete u ruke, ali moje iskustvo i slika koju svaki put vidim kada izađem na ulicu i u park jeste koliko muškaraca gura kolica i brine o deci. Ta slika mi govori da je sve manje očeva – kolčeva, a da je sve više muškaraca koji imaju neku autentičnu unutrašnju želju i potrebu da budu dobri roditelji i da se bave svojom decom“, zaključuje Miša za kraj našeg razgovora i dodaje da je izuzetno važno da muškarac ima i podršku žena – svoje supruge, majke, tašte.

**Prema njegovim rečima, muškarcima je neophodno dati priliku da se uključe,** jer taj boravak sa detetom pokazuje im da oni sve mogu sami da urade i pomaže im u uspostavljanju prve emotivne veze sa detetom koja je osnova za sve kasnije.

#### **Does the father not have a stake in it, as the famous Serbian saying says?**

“I think that a father has more and more stake in it. There are still men that freeze up completely when a child is handed over to them, but my experience and the scene I see every time I go to the street or park – numerous men pushing strollers and taking care of the kids – tell me that more and more fathers have a stake in family life and that there are increasingly more men who have an authentic internal desire and need to be good parents and to take care of their children”, concludes Miša at the end of our conversation and adds that it is crucial for men to have female support – from wives, mothers and mothers-in-law.

**According to him, men need to be given a chance to participate,** because spending time with their child shows them that they can do everything by themselves and helps them establish the first emotional connection with the child which is the base for everything else later.

U roku od 15 minuta od trenutka kada počne da drži bebu, muškarac doživljava povišen nivo hormona koji su povezani sa tolerancijom/poverenjem (oksitocin), osećajnošću prema odojčetu (kortisol) i željom za negovanjem/afektivnim vezivanjem (prolaktin).\*

After 15 minutes of holding a baby, a man experiences an increased level of hormones associated with tolerance/trust (oxytocin), sensitivity to the infant (cortisol) and desire to nurture/affectional bonding (prolactin).\*

## Kupovina iz fotelje

Stiglo je proleće i sa sobom donelo nove trendove kao i želju da zimsku odeću zamenimo nekom laganim, cvetnjom, šarenijom... Nažalost, i ovu sezonu dočekujemo u senci pandemije, pa ćemo veći deo prolećne kupovine obavljati putem interneta kako bismo zaštitili zdravlje i sprečili širenje korona virusa. Pored toga, kupovina iz fotelje ima svojih prednosti. Za početak može nam uštedeti dosta vremena. Ponudu možete da pogledate natenane, bez žurbe, uporedite cene i promišljeno ubacite stvari u virtualnu korpu. Možda nećete moći pre kupovine da ih opirate i probate, moraćete da verujete fotografijama proizvoda, ali ima nekih čari i u iščekivanju da pošiljka stigne.

Samo obazrivo. Prolećni popusti i akcije, praznici i opasan virus zbog koga smo svi zabrinuti, čine kombinaciju koju su razni onlajn prevaranti mogli samo da poželete i za očekivati je da će pokušati da je iskoriste. Prevaru putem interneta su sve prisutnije i sve ih je teže prepoznati, a prevaranti nažalost sve veštiji u tome što rade.

## Osam saveta za bezbednu kupovinu preko interneta

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#### Dodatni saveti za internet kupovinu

Proverite pre kupovine opcije za isporuku kupljene robe, da li vam način i vreme isporuke odgovaraju i kako možete da ih uklopite sa svojim svakodnevnim obavezama. Takođe, prilikom kupovine uzmite u obzir i troškove isporuke, kao i uslove vraćanja robe koja vam ne odgovara.

Ako kupujete nešto od prodavaca iz inostranstva, dobro proučite uslove i vreme trajanja isporuke, jer se može dogoditi, na primer, da vaši prolećni setovi stignu sa nekoliko meseci zakašnjenja. Uzmite u obzir i troškove i vreme potrebno da vaš paket prođe carinu.



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# YU ISTO RIJA MODE

OD TRNJA DO ZVEZDA I NAZAD

**RAZVOJNI PUT  
JUGOSLOVENSKE MODE**

THROUGH HARDSHIPS TO  
THE STARS AND BACK  
**THE DEVELOPMENT OF  
YUGOSLAVIAN FASHION**

*Autor / Author* MARINA IVIN  
*Fotografije / Photos* KINOTEKA, XXZ



Veliki društveni potresi i krahovi oduvek su ostavljali svojstven otisak na modu koji se ne može poređati ni sa jednim drugim – bilo da su u pitanju revolucije, ratovi, migracije ili ekološke katastrofe kao što je to slučaj danas, kada iz tog razloga imamo porast kolektivne svesti o značaju održivosti u kontekstu mode. Ključne reči su katastrofa, revolucija, previranje – gromoglasni boom posle koga dolazi i velika promena.

Great social upheavals and collapses have always left a unique mark on fashion incomparable to any other – regardless of whether those are revolutions, wars, migrations or ecological disasters, as is the case today, because of which there is an increase in collective awareness of the importance of sustainability in fashion. Key words are disaster, revolution, turmoil – a thunderous boom followed by a big change.

Takva nagla promena dogodila se i početkom 60-ih godina prošlog veka u tadašnjoj Jugoslaviji, u mnogim segmentima društva, a posebno u domenu kulture, umetnosti, ali i mode. Nakon siromaštva i izolovanosti, kao posledica Drugog svetskog rata, nastupio je period otvorenosti građanske srednje klase ka Zapadu i prihvatanja tamošnjih trendova kada je u pitanju kultura odevanja. Svetskom modom, koja je i sama prolazila kroz revolucionarne promene, tada su dominirali uglavnom Francuzi – Kristijan Dior, Iv Sen Loran, Pjer Karden. **Umesto svedenih i jednoličnih modela u periodu između dva rata, na scenu su nastupili pripjeni kostimi sa izraženim bokovima, mackaste naočare, uske pantalone, oversized kaputi, marame, šesiri i čuvena mini-suknja.**

Značaj mode je eksplodirao i nije nestao do danas. Otpriklje u isto vreme dolazi do progresa tekstilne industrije u Jugoslaviji i to u svih šest republika federacije – po obimu proizvodnje i broja zaposlenih. U Srbiji su najveći trag ostavile fabrike „Kluz“ i „Beko“ koje su išle u korak sa Zapadom, ali i diktirale sopstveni stil sa elementima regionalne kulture, po uzoru na našeg prvog velikog haute couture dizajnera Aleksandra Joksimovića.

Ubrzo je došlo do opšte modernizacije industrijskih postrojenja, proizvodnih procesa i samih materijala, što je dovelo do ogromnog skoka u proizvodnji, prodaji i izvozu. **Osamdesete slobodno možemo nazvati „zlatnim dobom“ jugoslovenske mode i tekstilne industrije – „Kluz“, „Beko“, „Centotextil“, „Yugoexport“, „Labod“, „Mura“, „Varteks“ samo su neka od imena koja su se „provukla“ u kolektivnoj svesti do današnjih dana.** Tadašnja tekstilna industrija i njene fabrike zapošljavale su oko milion ljudi, a Jugoslavija je bila među vodećim evropskim proizvođačima odeće.

Međutim, kako svaka kultura ima svoje supkulture, tako i svaka modna epoha ima stil koji se klasificuje kao „trend“ i alternativne modne izraze kao njen opozit, koji pre ili kasnije preuzimaju vodeću ulogu i tako u krug. Stil odevanja iz ženskih časopisa koji su diktirali tekstilni giganti i domaći dizajneri uglavnom nije bio po meri mlade populacije koja je modnu inspiraciju pronašla pre svega u muzici. Nasuprot „Kluzovim“ savršeno ukrojenim konfekcijskim modelima visokog kvaliteta, ovim svetom godinama su vladale **Levis 501, kožne jakne, starke, vijetnamke** i ostali simboli te generacije koji su do Jugoslavije dolazili raznim putevima – vozom iz Trsta, danoćnim šverc-turama iz Istanbula ili preko čuvenog Komisiona.

Na kraju vraćamo se na sam početak, na priču u previranjima i razvojni put modne i tekstilne industrije bivše Jugoslavije koji je nažalost išao uporedo sa razvojnim putem politike na ovim prostorima – od trnja do zvezda i nazad. Raspadom velike države, padom kupovne moći i ponovnim zatvaranjem ka ostatku sveta, patila su i kultura odevanja – nekadašnji simboli uspešnih fabrika poput „Klusa“ otišli su pod stečaj, zajedno sa vanvremenskim modelima mantila i sakoa, a „dizelaška“ supkultura počela je da diktira sopstvene trendove. Zatvoren je još jedan krug, željno iščekujući novo pokretanje.

Such sudden change happened at the beginning of the 1960s in Yugoslavia in many segments of the society, especially in culture, art and fashion. Following poverty and isolation due to World War II there was a period of openness of civil middle class towards the West and acceptance of its trends in clothing culture. Global fashion, which was also going through revolutionary changes, was dominated by the French – Christian Dior, Yves Saint Laurent, Pierre Cardin. **Instead of simple and monotonous models in the period between two wars, fitted suits with accentuated hips, cat eye glasses, skinny trousers, oversized coats, scarfs, hats and the famous mini skirt took the stage.**

Fashion became of the utmost importance and that is still the case today. Approximately at the same time textile industry bloomed in Yugoslavia – both in terms of the volume of production and the number of employees in all six republics of the federation. In Serbia the greatest mark was left by the factories “Kluz” and “Beko” which kept up with the West, but also dictated their own styles with elements of regional culture, based on the work of our first great haute couture designer Aleksandar Joksimović.

Soon there was a general modernization of industrial plants, production processes and materials, which caused a huge increase in production, sale and export. **The 80s can without a doubt be called the “golden age” of Yugoslavian fashion and textile industry – “Kluz”, “Beko”, “Centotextil”, “Yugoexport”, “Labod”, “Mura” and “Varteks” are just some of the names which have remained in collective consciousness until today.** Textile industry and its factories of that period employed around million people, and Yugoslavia was among the leading European clothes manufacturers.

However, just like every culture has its subcultures, every fashion era has a style which is categorized as a “trend” and alternative fashion looks as its opposite, which, sooner or later, take over the leading role and so on. Dressing styles from female magazines dictated by textile giants and domestic designers were usually not according to the tastes of the younger population that found its fashion inspiration primarily in music. In contrast to the perfectly tailored ready-made models of high quality by “Kluz”, for years the world was ruled by **Levi's 501, leather jackets, Converse sneakers, Vietnam jackets** and other symbols of that generation which came to Yugoslavia by various paths – by train from Trieste, by means of smuggling routes from Istanbul which took day and night, or through the famous “Komision”.

In the end we go back to the beginning, to the story of turmoil. Unfortunately, the development of fashion and textile industry in former Yugoslavia was parallel to the development of politics in this area – through hardships to the stars and back. The breakup of a large country, decrease in purchasing power and shutting the rest of the world out again were detrimental for the clothing culture as well – former examples of successful factories, like “Kluz”, went bankrupt, along with the timeless models of trench coats and jackets, and the “diesel” subculture started to dictate its own trends. Another circle was closed, eagerly waiting for reset.



Posle uspešne revije 1970: Aleksandar Joksimović s manekenkom Tamarom Bakić (desno) i prijateljima

Photo: Foto dokumentacija Borbe/XXZ

## ALEKSANDAR JOKSIMOVIĆ (1933 – 2021)

**„Jugoslovenski Dior“**, kako su ga nazivali, smatra se prvim pravim modnim kreatorom na prostoru te, sada već davno, bivše države. Poreklom sa Kosova i Metohije, gde je rođen i odrastao, većitu inspiraciju pronašao je u arhitekturi i freskama tamošnjih manastira, građenih u raskošnom, vizantijskom stilu. **Mnogi veruju da mu je upravo ova okrenutost ka tradiciji donela svetsku slavu i priznanje.** Kako je i sam često govorio, posebnu vezu i svojevrsni „dug“ osećao je prema liku princeze Simonide kojoj je posvetio svoju prvu veliku kolekciju prikazanu na Međunarodnom modnom festivalu u Moskvi, **zajedno sa kolekcijama Koko Šanela, Diora i Kardena.** Karakteristični zvonasto krojeni rukavi i visoke kape u pastelnim bojama sa motivima fresaka i kamenih frizova manastira Gračanica, Joksimoviću su donele pobedu na festivalu, iz korena menjajući jugoslovensku modu tog vremena. Jednaki uspeh imale su i njegove naredne kolekcije: **„Prokleta Jerina“, „Emina“, „Pejzaži“.**

U profesionalnoj karijeri Aleksandra Joksimovića značajnu ulogu imale su dve žene. Prva je bila **Milica Babić, poznata kostimografkinja i supruga velikog Ivo Andrića**, koja je možda i prva primetila njegov ogromni talent za modu i uvela ga u svet u kome će ostati zauvek upamćen. Druga je bila tadašnja prva dama Jugoslavije – **Jovanka Broz, kojoj je godinama bio nešto između prijatelja i modnog konsultanta** iako za nju nije mnogo kreirao, uprkos uvreženom mišljenju.

U Muzeju primenjenih umetnosti u Beogradu čuva se zbirka originalnih skica, uzoraka i fotografija sa brojnih revija Aleksandra Joksimovića, dok se samo nekoliko kreacija nalazi u fundusima drugih muzeja. Ostatak, pretpostavljamo, visi u salonskim ormanima širom bivše Jugoslavije, ali bez etiketa – znao je da će njegov dizajn biti prepoznatljiv i bez toga.

**„Dior of Yugoslavia“**, as he was called, is considered the first true fashion designer in the territory of the country which hasn't existed for a long time. Born and raised in Kosovo and Metohija, he always found inspiration in the architecture and frescoes of the monasteries in that area, built in a lavish Byzantine style. **Many believe that it was this focus on tradition that brought him global fame and recognition.** As he often said, he felt particularly connected and kind of “indebted” to Princess Simonida, to whom he dedicated his first great collection, showed at the International Fashion Festival in Moscow, **together with the collections by Coco Chanel, Dior and Cardin.** Characteristic bell sleeves and tall hats in pastel colors with motifs from frescoes and stone friezes of the Gračanica monastery helped Joksimović win at the festival, thus changing radically Yugoslavian fashion of that time. Equally successful were his following collections: **“Prokleta Jerina“, „Emina“, „Pejzaži“.**

Two women were significant in the professional career of Aleksandar Joksimović. The first was **Milica Babić, a famous costume designer and the wife of great Ivo Andrić**, who was perhaps the first one to recognize his huge talent for fashion and who introduced him to the world which would remember him forever. The other woman was the first lady of Yugoslavia at that time – **Jovanka Broz. For years he was something between a friend and a fashion consultant to her**, although he didn't design much for her, contrary to popular belief.

In the Museum of Applied Arts in Belgrade there is a collection of original sketches, samples and photographs from numerous shows of Aleksandar Joksimović, while only a few creations are among the collections of other museums. The rest, we presume, is hanging in the closets of salons all across former Yugoslavia, but without labels – he knew that his design would be recognizable even without that.

# MONDAY



**U ONLAJN-BANCI  
STE UVEK PRVI U REDU**

IN AN ONLINE BANK  
THERE IS NO QUEUE

# TO SUNDAY

Autor / Author **TIJANA DURAKOVIĆ**  
Fotografije / Photos **MIKA KNEŽEVIĆ**

**Sa Aleksandrom Kosanović Strižak, direktorkom sektora marketinga i komunikacija u Erste banci, pričali smo o bezbednosti onlajn-kupovina i koliko je pandemija doprinela ubrzanim razvoju digitalnog bankarstva. Ona nam je otkrila koliko je teška godina za nama podigla svest o bitnosti „crnog fonda“ svakog porodičnog budžeta i nesobično podelila svoje savete za optimalnije upravljanje finansijama.**

We talked about the safety of online shopping and how much the pandemic has contributed to the accelerated development of digital banking with Aleksandra Kosanović Strižak, director of marketing and communication sector at Erste Bank. She told us how the difficult year behind us raised awareness of the importance of every family's budget including a "rainy day fund", and she selflessly shared advice for more optimal financial management.

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



#### **Gotovina ili kartica?**

U mom slučaju – i gotovina i kartica. Naravno, više koristim kartice, posebno za sve vrste onlajn-plaćanja, no i dalje volim da u novčaniku imam neki manji iznos, da ne kažem siću. Takođe, neke manje uslužne delatnosti još uvek ne daju mogućnost onlajn-plaćanja, te je tu gotovina jedino rešenje. Svakako, volim da imam mogućnost izbora.

#### **Koja vrsta plaćanja je najbezbednija?**

Gotovina je nepraktična iz nekoliko razloga, a sigurna je koliko su sigurne vaše tašne, rančevi, džepovi. Što se onlajn-plaćanja tiče, glavni štos je što ste u onlajn-banci uvek prvi u redu. To nema cenu. Što se tiče elektronskog bankarstva, vi ste maksimalno zaštićeni, no predostrožnosti nikad dosta. Na primer, veoma je važno da portalu za elektronsko bankarstvo pristupate isključivo preko sajta banke, a ne preko pretraživača ili linka iz mejla. Više volim m-banking aplikaciju i QR kod, koristim ih za sva plaćanja. Koliko god da se mi kao banka brinemo o vašoj zaštiti – morate se i vi brinuti. Samozaštita, informisanost, predostrožnost i provera, provera, provera.

#### **Cash or card?**

In my case both cash and card. Of course, I use cards considerably more often, especially for all kinds of online payments, but I still like to have some smaller amount of money in my wallet, some change. Also, some smaller services still don't have the possibility of online payment so cash is the only solution. I certainly like having a choice.

#### **What method of payment is the safest?**

Cash is impractical due to several reasons, and it is as safe as your bags, backpacks and pockets. As for online payment, the best thing is that in an online bank there is no queue and that is priceless. When it comes to e-banking, you are maximally protected, but you can never be too careful. For example, it is very important that you always access the e-banking portal by means of the bank's website and not by means of a browser or a link in an e-mail. Personally I prefer m-banking application and QR code and I use them to pay for everything. We, the bank, take care of your protection – but so must you. Self-protection, being informed, caution and checking, checking, checking.



**Da li se više štedelo pre pandemije ili tokom nje?**

Tokom pandemije koja, nažalost, još uvek traje manje se trošilo, ljudima je ostajalo više novca na računima, te se samim tim više i štedelo. Ovo je aktuelan, pozitivan trend, ne samo kod nas, već i u celoj Evropi. Neizvesnost, promena prioriteta, finansijska sigurnost, mogućnost ulaganja u budućnost, sve su to faktori koji su podigli nivo svesti građana o važnosti štednje i formiranju sigurnog fonda za nepredviđene situacije, naročito onda kada nije poznato koliko dugo će cela ova situacija trajati. Klijenti Erste banke su tokom pandemije više štedeli, nego u istom periodu prethodne godine i svoja sredstva su oručavali ili stavljali na štednju po viđenju, jer im je sigurnost uloga bila najvažnija.

**Da li su u Srbiji zaživele onlajn-usluge, mobilno bankarstvo, e-banking?**

Ove usluge su zaživele i pre, a posebno tokom pandemije. Ko voli da čeka u redu u banci? Dostupnost banke 24/7, vikendima, praznicima i neradnim danima, ujedno je i najveći pomak u svetu finansija otkako imamo internet. Plus, rešili smo se silnih računa koje smo do sada čuvali po fiokama. Meni je bitno da uz pomoć jednog klikta, što je sekund, imam uvid u sve transakcije na računu. Imajući to u vidu, nije ni čudo što onlajn-bankarstvo postaje sve dominantnije, pogotovo među mlađom ciljnom grupom, no ne bih tu izdvajala ni starije i oni sve više prepoznavaju prednosti ovih usluga, jednostavnost, brzinu i sigurnost. Shvatili su da im je novac sigurniji korišćenjem ovih servisa, nego dok je u novčaniku.

**Did people save more before or during the pandemic?**

During the pandemic which is unfortunately still ongoing people have spent less, have had more money left in their accounts and, therefore, have saved more. This current, positive trend is not only present in our country, but all across Europe. Uncertainty, change of priorities, financial security, the possibility of investing in the future – those are all the factors that have raised the citizens' awareness when it comes to the importance of saving and establishing a secure fund for unforeseen situations, especially when it is not known how long the situation is going to last. During the pandemic the clients of Erste Bank have saved more than during the same period in the previous year and they have made fixed-term deposits or sight deposits, because the security of their deposits is the most important for them.

**Did online services, mobile banking and e-banking take off in Serbia?**

These services took off even before, but especially during the pandemic. Who likes queuing in a bank? The availability of a bank 24/7, during the weekends, holidays and non-working days is the greatest improvement in the financial world since the introduction of the internet. Moreover, we have got rid of numerous receipts that up until now we have kept in drawers. It is important for me to be a click and a second away from being able to review all transactions associated with my account. Having that in mind, it is no wonder online banking is becoming increasingly dominant, especially among the younger target group, but I would not disregard those older, because they are also becoming increasingly aware of the advantages of these services, their simplicity, speed and safety. They have realized that their money is safer when using these services than being in a wallet.





#### Koji je vaš PIN?

Vi to ozbiljno :)?! PIN je vaš identifikacioni broj sa naglaskom na vaš. To znači da ga nikome ne dajete, uostalom kao ni svoju platnu karticu, kao ni ostale podatke. On je vaša sigurnosna brava, katanac koji čuva vaš novac. Kada vam ga banka pošalje, zapamtite ga, zapišite ga negde na sigurnom, gde god, samo nemojte držati PIN na istom mestu gde i karticu. U okviru našeg programa za finansijsku edukaciju #ErsteZnali, mnogo puta smo ponovili da samo vi smete da ukucavate broj kada na primer, plaćate karticom u restoranu, a ne konobar. Isto važi i za sva druga prodajna mesta, ma koliko vam se prodavci činili ljubaznim, predusretljivim i voljnim da pomognu. Ako ste zaboravili naočare, pa ne vidite – odustanite od kupovine, dođite drugi dan. Takođe, PIN sa platne kartice se ama baš nikada ne unosi na internetu, niti će banka ikada tražiti da joj dostavite PIN broj. Kad smo već kod kartica – nikome je ne treba davati, pozajmjavati, ispuštati iz ruku, ma koliko poverenja u nekoga imali. Oprez je majka mudrosti, te pamet u glavu.

#### What is your PIN?

Are you serious :)?! PIN is your identification number, with the emphasis on your. That means that you don't give it to anyone, just like your card or other data. It is your security lock that protects your money. When the bank sends it to you, memorize it, write it down in a safe place, wherever, just don't keep your PIN together with your card. Within our financial education program "#ErsteZnali" we have said numerous times that only you can enter the number when, for example, paying with a card in a restaurant and not the waiter. The same goes for all other shops, no matter how nice, accommodating or willing to help shop assistants seem to be. If you forgot your glasses and you can't see – give up shopping and do it some other day. Furthermore, the PIN for a card should never be entered on the internet and a bank will never ask you to send it your PIN. And speaking of cards – you should never give it to anyone, borrow it or let it out of your hands, no matter how much you trust someone. Caution is the mother all wisdom, so be smart.

# 5 STEPS FOR SMART FINANCIAL MANAGEMENT

## KORAKA ZA PAMETNO UPRAVLJANJE FINANSIJAMA

**1.** Naučila sam da ne trošim novac na ono što mi ne treba. Više novca na računu, a i više mesta u ormanu.

I have learned not to spend money on the things I don't need. That means more money in the account and more space in the closet.

**2.** Počnite da vodite dnevnik finansija, u kom ćete svakodnevno beležiti svoje prihode i rashode, ali i mesto trošenja. Na kraju svakog meseca znaćete tačno na šta ste novac potrošili i još važnije, gde ste ga bezrazložno trošili i da li vam je potrošnja u skladu sa prioritetima.

Start keeping a journal of your finances, where you will record every day your income and expenses as well as the place where you spent your money. At the end of each month you will know exactly what you spent your money on and, more importantly, what your unnecessary expenses are and whether your consumption is according to your priorities.

**3.** Uvek je dobro da postavite i neki set ciljeva malih ili velikih svejedno, zatim strategiju za njihovo ostvarenje i rokove. Samodisciplina je ovde ključ.

It is always good to establish a set of goals, minor or major, then a strategy for their achievement and deadlines. Self-discipline is crucial in this case.

**4.** Pandemija u kojoj se još nalazimo osvestila nas je kada su fondovi za "crne dane" i nepredviđene situacije u pitanju. Moramo imati neku rezervu, razmišljati unapred, osigurati se za hitne slučajeve.

The pandemic that is still ongoing has raised our awareness when it comes to the funds for "rainy days" and unforeseen situations. We have to have a nest egg, think ahead and have insurance for emergencies.

**5.** Savetujem da se osigurate i to danas, kada vam to nije potrebno, jer može da vas spasi od budućih ozbiljnih finansijskih problema. Životno osiguranje možete posmatrati i kao vid štednje, dobro će vam doći jednog dana.

My advice is to get insurance today, when you don't need it, because it can save you from serious financial problems in the future. You can look at life insurance as a sort of savings. It will come in handy one day.



**Fotograf / Photographer:** Mika Knežević

**Modni urednik / Fashion editor:** Ashok Murty

**Lokacija / Location:** Erste Banka, Kafe Skica, Kafe Blizurestobar

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

# FENOMEN PODKASTA

## THE PODCAST PHENOMENON

Autor / Author IVANKA RENDULIĆ

Fotografije / Photos PIXABAY, SHUTTERSTOCK

Od glasa razuma do najznačajnije platforme za pričanje priče ili storiteljingu

From the voice of reason to the most significant storytelling platform



Nastao kao suprotnost kratkim formama i kontrateža filozofiji „kako sve reći u trajanju Instagram story-ja“, podcast gospodari medijskim prostorom, uprkos vladavini kratkog sadržaja na društvenim mrežama. Višesatni razgovori u nedogled, filozofiranje na razne teme, slobodna forma razgovora, intervjuvi bez poštovanja novinarskih normi i pravila. I to bez slike, samo glas. Na prvi pogled ne deluje kao formula za uspeh.

Iako za neka tržišta, nova i sveža forma storiteljingu, prvi podcasti, snimljeni su još pre 15 godina i bili su uglavnom rezervisani za uzak krug ljudi, jer su potencirane usko specijalizovane i stručne teme. U narednim godinama, podcast se kroz svoj razvojni put dokazuje kao platforma za promovisanje priča koje nisu namenjene širokoj publici, ali koje pokreću, angažuju, menjaju i postavljaju nove granice u društvu.

### Kako je podcast postao najinteresantniji kanal za pričanje priča?

Jedna čuvena rečenica možda može najbolje da ilustruje odgovor na ovo pitanje – „CONTENT IS THE KING“.

Naime, ono što je ovaj vid sadržaja vinulo u stratosferu su velike priče sa interesantnim ljudima za koje nema prostora na međunstrim medijima. Na ovoj platformi data im je mogućnost i puna sloboda da pričaju šta žele, da objasne sve bez zadrške, ustručavanja, unapred pripremljenih pitanja, novinarskog senzacionalizma i tema na koje ne žele da razgovaraju.

Najbolji primer za to je serijal „**Joe Rogan Experience**“, koji postoji preko 10 godina i sadrži preko 1500 epizoda. Danas je jedan od najslušanijih audio-sadržaja na svetu. Tvorac je voditelj MMA borbi i stendap komičar čije emisije ponekad prati i više miliona slušalaca, a neverovatnu popularnost je postigao neobičnim odabirom gostiju – od anonymnih naučnika, savremenih filozofa i političara, preko holivudskih zvezda, vrhunskih sportista, do teoretičara zavera koji veruju u postojanje vanzemaljaca. Samo neki od njegovih gostiju bili su Elon Musk, Edward Snowden, Lance Armstrong, Kanye West i mnogi drugi. Bez cenzure i inhibicija bilo koje vrste, Džo Rogan je, mnogi se slažu, svojim dubinskim i temeljnim intervjuiima, koji nekada traju i po 3 sata, najzaslužniji za ono što podcast danas predstavlja.

U poslednje vreme dostupnost na različitim onlajn kanalima i platformama i društvena izolovanost nastala usled virusa korona dodatno su ubrzale razvoj i popularnost podkasta, tako da sada imamo sadržaje koji se tiču umetnosti, mode, roditeljstva, psihologije, sportsa, politike. Trenutno je dostupno preko 700 000 aktivnih podcastova i 29 miliona epizoda. Najčešći korisnici ovakvog sadržaja su u starosnoj grupi između 25. i 44. godine, što je 49% ukupnog broja slušalaca. Jedan tipičan slušalac presluša u proseku sedam različitih emisija nedeljno.

### Šta podcast daje slušaocima?

Sa priјатном atmosferom koju jedan privatan i intiman razgovor nosi, kao kafa sa starijim prijateljima, podcast ima mnogo prednosti postaje zbog svoje

Developed as a complete opposite of short forms and a counterbalance to the philosophy “how to say everything in a single Instagram story”, podcast is the ruler of the media, despite the reign of short-form content on social media. Long, endless conversations, discussing various subjects, the free form of conversation, interviews which disregard journalism standards and rules, and all that without video, just audio – at first glance it does not seem like a formula for success.

Even though in some areas this is a new and fresh form of storytelling, the first podcasts were recorded 15 years ago and they were mostly intended for a small circle because their focus was on highly specialized and expert topics. In the following years, podcast has proven to be a platform for promoting stories which are not meant for a wide audience, but which motivate, engage, change and set new limits in a society.

### How has podcast become the most interesting storytelling channel?

The answer to this question can perhaps be best illustrated by a famous sentence – CONTENT IS THE KING.

What helped this type of content reach great heights are big stories involving interesting people for whom there is no room in mainstream media. This platform gave them the opportunity and complete freedom to say what they want, to explain everything without restraints and hesitation, with no questions prepared in advance, sensational journalism or subjects they don't want to talk about.

The best example for that is **Joe Rogan Experience** with over 1500 episodes and existing for more than 10 years. Today it is among the most listened to audio contents in the world. The creator is an MMA commentator and stand-up comedian whose shows are sometimes followed by millions of listeners, and he has achieved his immense popularity by an unusual choice of guests – from anonymous scientists, contemporary philosophers and politicians, to Hollywood stars, top athletes and conspiracy theorists who believe in aliens. Some of his guests were, among others, Elon Musk, Edward Snowden, Lance Armstrong, Kanye West. Uncensored and uninhibited, Joe Rogan is, according to many, the one who has contributed the most to making podcast what it is today, with his in-depth interviews sometimes lasting for 3 hours.

The recent availability on various online channels and platforms and social isolation due to the Coronavirus crisis have additionally accelerated the development of podcast and affected the rise in its popularity, so now we have content relating to art, fashion, parenting, psychology, sports, politics. Currently there are over 700 000 active podcasts and 29 million episodes. The greatest consumers of such content are between the ages of 25 and 44, which is 49% of the total number of listeners. On average, one listener listens to seven different shows a week.

### What do listeners get from a podcast?

With a relaxed atmosphere of a private and intimate conversation, like having coffee with an old friend, podcast offers many benefits and is becoming attractive

opuštene forme privlačan za korisnike. Sa tim dobrom osećajem i kvalitetnim sadržajem koji pruža, brzo dolazi i privrženost i poverenje u ono što se čuje.

Najznačajnija prednost slušanja podkasta je otkrivanje neke nove interesantne teme ili ličnosti, koja vas ranije nije zanimala. Kreativnost i inovativnost podkastera često nam otvaraju nove svetove, bilo da se radi o biodiverzitetu, autorskim pravima ili komercijalnim letovima na Mars.

Prilagođen onima koji su puno u pokretu, jer može da se sluša dok trčite, dok vozite, dok spremate ručak ili se spremate za spavanje, ova audio-forma je dostupna na brojnim platformama i može se slušati na svim uređajima.

#### I veliki medijski igrači ulaze u trku?

Spotify je najpopularnija aplikacija za podkaste na svetu, a odmah iza nje sledi aplikacija Apple podcast. Mnogi veliki mediji takođe kreću ovim putem i podižu svoje produktna platforme sa velikim brojem podkasta na različite teme. Ovakav audio-sadržaj dobija na značaju i zbog aktivnog učešća i komentarisana popularnih društvenih tema, kao što je borba Afroamerikanaca protiv brutalnosti policije u Americi ili nedavno održanih izbora.

#### A gde je novac?

Ono što ne smemo da zaobiđemo u priči o razvoju ovog medijskog kanala jeste i priča o monetizaciji. Istraživanje rađeno 2020. godine u SAD pokazuje da će slušaoci podkasta za čak 54% više verovati oglasu koji su čuli u podkastu u poređenju sa drugim mestima. Čak 48% slušalaca tvrdi da više pažnje posvećuju oglašavanju u podkastima nego ostalim medijima, što je porast sa 44%. Potencijal za marketing je ogroman!

to users due to its relaxed form. The pleasant feeling and good-quality content it provides are quickly followed by loyalty and belief in what is being said.

The greatest benefit of listening to a podcast is discovering a new interesting topic or person, that you were previously not interested in. Creative and innovative podcast hosts often open up new worlds to us, whether the subject is biodiversity, copyright or commercial flights to Mars.

Podcast is adapted to those who are frequently on the move, because it can be listened to while running, making lunch, driving or getting ready to go to sleep. This audio form is available on numerous platforms and can be listened to on every device.

#### Big media players are joining the race?

Spotify is the most popular application for podcasts in the world, followed by Apple Podcasts. Many large media outlets are following in the same footsteps and are starting their own podcast platforms with a large number of podcasts covering various subjects. This type of audio content has also gained significance thanks to actively participating in and commenting on hot social subjects, such as the fight of African Americans against police brutality in the USA or the recently held elections.

#### And where is the money?

There is something we must not forget when we talk about the development of this media channel – monetization. A study conducted in 2020 in the USA has shown that the listeners are 54% more inclined to believe an ad they hear about in a podcast than through other means. As much as 48% of listeners say that they pay more attention to advertising in podcasts than in other media, which represents an increase compared to 44%. The marketing potential is huge!

PODCAST

U našoj zemlji podcast je prilično nova medijska forma, a kao najpopularniji, za sada, izdvojili su se **Agelast**, **Pojačalo**, **JaPreduzetnik**, **Ffm.podcast**, **Balkan Info**, **Milica magazin**, dok se među regionalnim podkastima posebno ističe se **Podcast Inkubator**.

Specijalnu platformu razvila je **Nova S** na čijem sajtu postoji veliki broj različitih podcasta na raznovrsne teme. **Mondo.rs** takođe ima razvijene podcaste koji su za kratko vreme postali vrlo popularni.

In our country podcast is a fairly new media form. The most popular podcasts are "**Agelast**", "**Pojačalo**", "**JaPreduzetnik**", "**Ffm.podcast**", "**Balkan Info**", "**Milica magazin**", and when it comes to regional podcasts "**Podcast Inkubator**" is particularly popular.

**Nova S** has developed a special platform and there is a large number of various podcasts covering different subjects on their website. **Mondo.rs** has also started podcasts which have become very popular in a short period of time.



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PORSCHE

# FOTOGRAFSKA PRIČA

FROM A  
PHOTOGRAPHER'S  
ANGLE

Autor / Author ILIJA MILOSAVLJEVIĆ  
Fotografije / Photos ILIJA MILOSAVLJEVIĆ



**Fotografisati i prisustvovati nedelji mode u Parizu je potpuno drugačije iskustvo nego u Milansu ili Londonu. Da li zbog atmosfere, mentaliteta, možda zbog drugačije ciljne grupe ili zbog spleta okolnosti koje se nadograđuju jedna na drugu iz sezone u sezonu.**

Pariske revije većih brendova uvek imaju dozu misterije. Čak i ako se radi o modnim kućama koje svoje lokacije ponavljaju, lokacija se ne otkriva skoro do samog početka revije. Tako da ukoliko izričito niste pozvani, što znači da niste dobili štampanu pozivnicu, niste jedan od članova tima ili vas kao novinara nije odobrio organizator, morate se snaći.

Kada ste na jednoj reviji i znate da za tačno sat vremena počinje sledeća, postajete izvanredan istraživač i nalazite načine da se snadete po modnoj mapi kako biste sve revije u minut ispratili.

Taking photographs and being at Paris Fashion Week provides a completely different experience than the same events in Milan or London. That could be because of the atmosphere, mentality, a different target group, or perhaps a set of circumstances that complement each other season after season.

Paris fashion shows of major brands are always somewhat mysterious. Even when it comes to fashion houses which use the same venues over and over again, the venue is not revealed almost until the show itself. So if you are not explicitly invited, meaning that you received a printed invitation, if you are not a member of the team or the press approved by the organizers, you have to find your own way.

When you are at a fashion show and you know that in exactly one hour the next one starts, you have to become a great explorer in order to be able to follow the fashion map and witness everything as it happens.

Not so long ago Dior organized a show at Longchamp racecourse located at the edge of central Paris. You could have found out about that venue only if you followed attentively their posts on social media or if you were wise enough to google the bloggers that were going to be present at the show. Everything else is classic stalking talent, providing that you are able decipher those tiny pixels and do that in time to find



Dior je, ne tako davno, pravio reviju na Longchamp hipodromu, na obodu centralnog Pariza. Za tu lokaciju moglo se saznati samo ako ste detaljno pratili njihove postove na društvenim mrežama ili ako ste dovoljno mudri da istražite blogerke koje će biti na reviji. Sve ostalo je klasično uhođenje. Pod uslovom da uspete da iščitate te sitne piksele i to uradite na vreme kako biste saznali kako doći do tražene lokacije. Kolege koje su oko vas neće vam je otkriti, jer svako želi svoj materijal da preda premijerno, a ako već ne može premijerno, onda makar pre vas. Tako da sam do Diora morao da idem kroz šumu 20 minuta. Što je najsmešnije, nisam bio sam.

Neke od najzanimljivijih lokacija gde se obično održava više revija i prezentacija je trojka: **Librairie du Musée d'Art Moderne, Monument de la France libre i Palais de Tokyo**. Revije su sve planirane da idu jedna za drugom sa kratkim pauzama između, kako bi posetiovi mogli sve da isprate, ali pre svega kako bi modeli i producijski i agencijski timovi mogli sve da postignu. Pred vašim očima ljudi preleću iz jedne postavke u drugu. Za nas fotografе to olakšava stvar, jer zapravo možemo obaviti veći deo posla i malo odahnuti.

Najvažnija stvar kod ovakvih događaja jeste informisanost – fotografи znaju svaku osobu, bilo da je bloger, stilista, urednik, umetnički direktor. O modelima i da ne govorim.

Našminkan model sa frizurom napušta reviju, užurbano se kreće, gleda svoj raspored i razmatra kako da na novoj lokaciji bude već za 15 minuta. Istovremeno gomila fotografija doziva imenom: **HANA, RIJAN, SARA, FREJA, REBEKA...** To je svojevrsna samopromocija ljudi u industriji, dok će magazini širom sveta imati materijal preuzimajući ulične fotografije. Kada se ispoštuje taj deo brzinskog fotografisanja, devojka seda na biciklu, skuter, poziva Uber ili šta god da je u tom trenutku najpraktičnije i ide dalje. A onda i svi mi.

Istina je da je izgubljeno mnogo čari celog tog cirkusa u epidemiološkim uslovima. Doduše, moram primetiti da se desilo i nešto zbog čega sam posebno srećan – modne kuće su se mnogo više okrenule svojim prezentacijama, ne dovodi se više toliko modela iz celog sveta, a sami influensi i blogeri više nisu ti koji imaju toliku moć. Iako pandemijski trenutak u kome živimo nije nešto što treba nazivati dobrim, možda će doneti i nešto dobro, makar kada je u pitanju usporavanje i procena nečega – koliko, zašto i šta je važno.

Najvažnija stvar kod ovakvih događaja jeste informisanost – fotografи znaju svaku osobu, bilo da je bloger, stilista, urednik, umetnički direktor.

The most important thing about these events is that most photographers are so well-informed that they know every person, whether it is a blogger, a stylist, an editor, an art director. The same goes without saying for models.



out how to get to the wanted venue. Colleagues around you aren't going to divulge that information to you, because everyone wants their material to be exclusive, and if it's not, at least they can hand it over before you do. So I walked through a forest for 20 minutes to Dior's show. Funnily enough, I wasn't alone.

Some of the most interesting venues usually hosting more shows and presentations are the following three: **Bookstore of the Museum of Modern Art, Memorial to the Fighting France and Tokyo Palace**. The shows are planned one after the other, with short breaks in between, so that visitors and, above all, models and production and agency teams could manage to do everything. People race from one setting to the other in front of you. For us photographers that makes things easier, because not only can we finish a large part of our job, but we can also rest a bit.

The most important thing about these events is that most photographers are so well-informed that they know every person, whether it is a blogger, a stylist, an editor, an art director. The same goes without saying for models.



The model leaves the show rushingly, with make-up and hair done, looking at the schedule and thinking how to be at the next location in 15 minutes. At the same time a bunch of photographers call out the names: **HANNAH, RIANNE, SARA, FREJA, REBECCA...** That's a type of self-promotion of the people in the industry, while the magazines around the world get the material in the form of street style photographs. When the speedy photo session is over, the girl takes the bike, scooter or Uber, whatever is the most practical at the moment, and moves on. And then so do we.

The truth is that the epidemic robbed that entire circus of many of its charms. However, I must notice that something also happened that I am especially happy about. Fashion houses have turned their attention more to their presentations. There aren't tons of models from around the world anymore and influencers and bloggers no longer have that much power. Even though the current situation with the pandemic is not something you should call a good thing, it might still bring about something good, at least when it comes to slowing down and evaluating what is important, why and how much something is important.



# CIRKULARNA EKONOMIJA U SRBIJI

## CIRCULAR ECONOMY IN SERBIA

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Fotografije / Photos PIXABAY

### Korak ka održivoj privredi

A step towards sustainable economy

**Do skoro, problematika zaštite životne sredine nije bila visoko rangirana na listi prioriteta u javnim politikama u Srbiji. Stoga je naša zemlja među najlošije pozicioniranim državama u Evropi u ovoj oblasti.**

Proizvodne procese u Srbiji i dalje u znatnoj meri karakterišu primena zastarele i „prljave“ tehnologije, niska energetska efikasnost, neracionalno korišćenje resursa, još uvek visok nivo generisanja otpada po jedinici proizvoda, nedovoljna upotreba sekundarnih sirovina i onih iz reciklažnog procesa itd.

**Up until recently the problem of environmental protection was not high on the list of priorities in Serbia's public policies. Therefore, our country is among the worst-ranked countries in Europe in this area.**

Manufacturing processes in Serbia are still significantly characterized by the use of outdated and “dirty” technology, low energy efficiency, irrational use of resources, high level of waste generation per product unit, insufficient use of secondary raw materials and those resulting from recycling processes, etc.

Za stvaranje jedinice bruto domaćeg proizvoda (BDP) u Srbiji se troši veća količina energije i emituje se više ugljen-dioksida (CO<sub>2</sub>) u poređenju sa većinom zemalja iz okruženja. Nisu u dovoljnoj meri iskorišćeni potencijali koje nude obnovljivi izvori energije (OIE). Značajno je i zaostajanje naše zemlje u oblasti upravljanja otpadom, otpadnim vodama i stepenom reciklaže otpada. Ostvaruju se veliki gubici potencijalno vrednih sirovina usled velikih količina otpada (uključujući i ambalažni otpad) koje se svake godine odlazu izvan komunalnog sistema za upravljanje (nelegalne deponije).

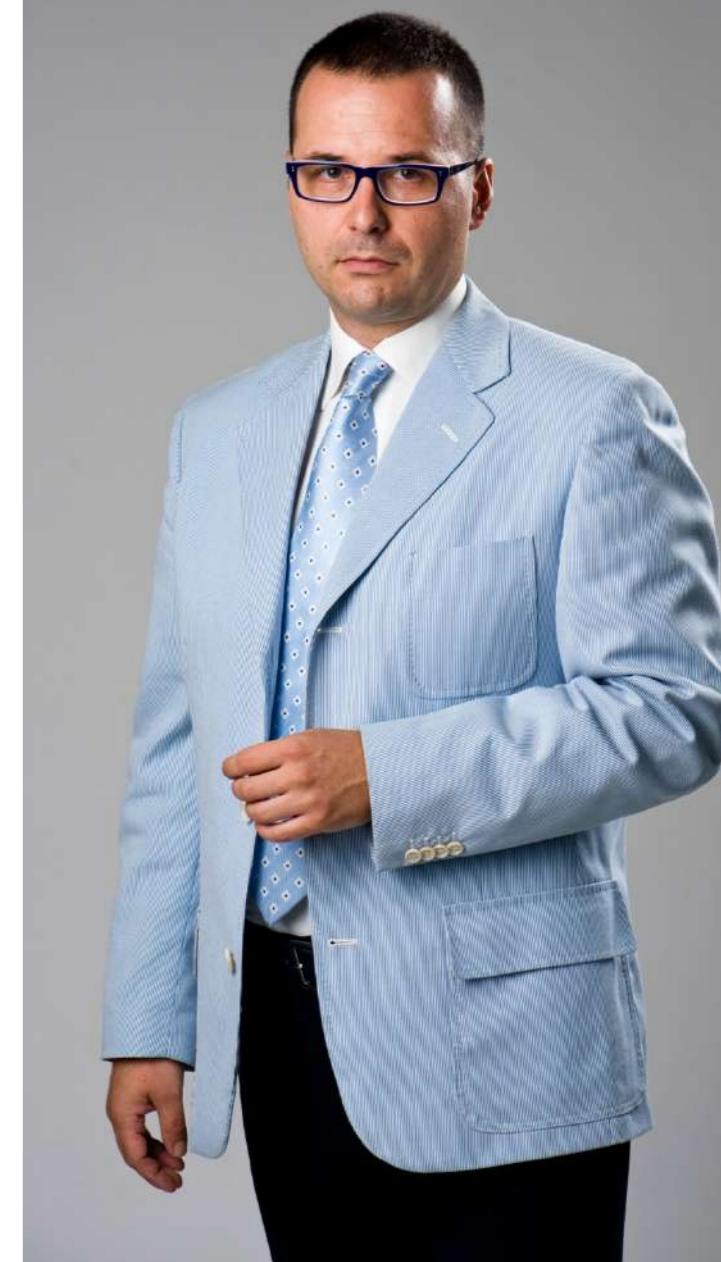
Međutim, strateško opredeljenje za pristup EU, kao i tržišne tendencije i konkurenčija nameću potrebu za drugaćijim pristupom ovom pitanju. Kroz zahteve Poglavlja 27 u okviru pristupnih pregovora definišu se standardi i propisi koje zemlja kandidat treba da ispunji u oblasti zaštite životne sredine. Sa druge strane, tržišni uslovi i konkurenčija nameću preduzećima obavezu da u kontinuitetu iznalaze načine da snižavaju troškove i povećavaju svoju konkurentnost, što bi se moglo ostvariti i višekratnim korišćenjem postojećih, sve oskudnijih resursa, odnosno primenom modela cirkularne ekonomije.

Da bi se ovi zahtevi ispunili, neophodno je strateško usmerenje države ka procesu transformacije privrede iz postojećeg linearog (funkcioniše po principu „uzmi – napravi/koristi – odloži“) na model cirkularne ekonomije (princip kruga „proizvedi – upotrebi – proizvedi“).

In comparison to most countries in the region, generating one unit of gross domestic product (GDP) in Serbia requires more energy and emits more carbon dioxide (CO<sub>2</sub>). The potential of renewable energy sources (RES) is not sufficiently exploited. Our country also lags significantly behind in the areas of waste and waste water management and waste recycling. There are huge losses of potentially valuable raw materials due to large amounts of waste (including packaging waste) that are disposed of each year outside of the municipal waste management system (illegal landfills).

However, a strategy directed towards EU accession, as well as market trends and competition require a different approach to this issue. Chapter 27 in the framework of accession negotiations defines the standards and regulations that a candidate country has to comply with in the area of environmental protection. On the other hand, market conditions and competition require companies to constantly find ways to reduce costs and increase competitiveness, which could also be achieved by means of using the existing, increasingly scarce resources multiple times, or by implementing the circular economy model.

In order for these requirements to be fulfilled, the country has to be strategically directed towards the process of the transformation of economy from the existing linear model (operating on the principle “take-make/use-dispose”) to the circular economy model (the principle of circle “produce-use-produce”). In the circular economy model growth is based on using



Srbija bi modelom cirkularne ekonomije dobila šansu za razvoj.

By using the circular economy model, Serbia would have an opportunity to advance.

U modelu cirkularne ekonomije rast se zasniva na što većoj upotrebi materijala iz proizvoda koji su završili svoj „životni ciklus“ i na izbegavanju upotrebe novih resursa. Srbija bi modelom cirkularne ekonomije dobila šansu za razvoj, a njeni građani ekološku bezbednost, „zelenu“ radna mesta, bolji kvalitet vode i vazduha, zdraviju hranu i uopšteno bolji kvalitet života. U Srbiji najveći potencijal za primenu koncepta cirkularne ekonomije postoji u prerađivačkoj industriji (posebno prehrambenoj), poljoprivredi, energetici, građevinarstvu i drvojindustriji.

Transformacija proizvodnog procesa od linearног ka cirkularnom modelu, uz smanjenje emisije CO<sub>2</sub> prepostavlja određene korake koje je potrebno načiniti u narednom periodu.

materials originating from products whose life cycle ended as much as possible and avoiding the use of new resources.

By using the circular economy model, Serbia would have an opportunity to advance, and its citizens would get ecological security, “green” jobs, better quality of water and air, healthier food and better quality of life in general. The greatest potential for the implementation of the circular economy concept in Serbia lies in the areas of processing industry (particularly food industry), agriculture, energy, construction and wood industry.

Transforming manufacturing processes from the linear to the circular model, along with the reduction of CO<sub>2</sub> emissions, requires certain steps to be taken in the following period.



## 1. RAZVOJ INSTITUCIONALNOG OKVIRA KOJI PODRŽAVA MODELE „ZELENE“ EKONOMIJE I UNAPREĐENJE EKOLOŠKE KULTURE

Pretpostavka za uspešnu transformaciju industrije od linearног ka cirkularном modelu je izgradnja adekvatnog ambijenta za njegovu primenu. To podrazumeva unapređenje institucionalnog okvira (regulativa, kontrola primene propisa, sistem sankcija...), promovisanje značaja ekoloških standarda u proizvodnim procesima za konkurentnost domaćih preduzeća, edukaciju i podizanje svesti građana itd.

## 2. PODSTICANJE EFIKASNIJE UPOTREBE MATERIJALNIH RESURSA I ENERGETSKE EFIKASNOSTI U INDUSTRIJSKIM PROCESIMA

Odgovarajućim ekonomskim instrumentima i meraima (subvencijama, poreskim oslobađanjima, povoljnim kreditima i dr.) stimulisati upotrebu reciklabilnih inputa, zatim primenu inovativnih rešenja u dizajnu proizvoda i industrijskih procesa koja obezbeđuju neutralizaciju otpada i smanjenje emisije SO<sub>2</sub> upotrebu čistih tehnologija, upotrebu obnovljivih izvora energije i sl. Doslednom primenom principa produžene odgovornosti proizvođača, firme će biti motivisane da vode više računa o svojim proizvodima i nakon faze upotrebe, te da ih iskoriste za ponovnu proizvodnju.

## 3. PROMOCIJA CIRKULARNE EKONOMIJE I EDUKACIJA PRIVREDNIH SUBJEKATA

Cilj je da privredni subjekti uvide značaj efikasnije upotrebe materijalnih resursa i energetske efikasnosti u industrijskim procesima, kao i mogućnosti za uštede koje iz toga proizilaze.

## 1. DEVELOPMENT OF INSTITUTIONAL FRAMEWORK SUPPORTING “GREEN” ECONOMY MODELS AND IMPROVEMENT OF ENVIRONMENTAL CULTURE

The condition for the successful transformation of industry from the linear to the circular model is creating appropriate circumstances for its implementation. That includes improving the institutional framework (regulations, control of the application of laws, penalty system...), promoting the importance of ecological standards in manufacturing processes for the competitiveness of domestic companies, education and raising citizens' awareness, etc.

## 2. FOSTERING MORE EFFICIENT USE OF MATERIAL RESOURCES AND ENERGY EFFICIENCY IN INDUSTRIAL PROCESSES

The use of recyclable inputs, the implementation of innovative solutions with regard to product design and industrial processes which ensure waste neutralization and reduction of CO<sub>2</sub> emissions, the use of clean technologies, renewable energy sources, etc., should be stimulated by means of appropriate economic instruments and measures (subsidies, tax exemptions, loans with favorable terms, etc.). Consistent application of the extended producer responsibility principle will motivate companies to have more regard to their products even after their use phase, and to use them for remanufacturing.

## 3. PROMOTION OF CIRCULAR ECONOMY AND EDUCATION OF ECONOMIC ENTITIES

The goal is for economic entities to become aware of the importance of more efficient use of material resources and energy efficiency in industrial processes, as well as of the saving possibilities resulting therefrom.

# MLADI NAUČNICI

## YOUNG SCIENTISTS

Autor / Author DR MILICA ĐURIĆ JOVIĆ

v.d. direktora Fonda za nauku Republike Srbije

acting director of the Science Fund of the Republic of Serbia

Fotografije / Photos MIKA KNEŽEVIĆ

### Naši najbolji ambasadori, nosioci ideja, energije i entuzijazma

Our best ambassadors, carriers of ideas, energy and enthusiasm

Izazovna vremena podstiču stvaranje originalnih ideja i kreativnih rešenja. Ona vraćaju veru u nauku i povezuju svet u zajedničkom poduhvatu da se nepredvidivi tokovi budućnosti transformišu i ukrote znanjem i inovacijama. U toj svetskoj naučnoj transformaciji učestvuju i naši naučnici čiji će projekti pomeriti granice saznanja i dovesti do novih naučnih otkrića. Fond za nauku ulaze u takve projekte, **jer jedino kroz kontinuiranu podršku blistavim idejama stvaramo perspektivu dugoročnog razvoja nauke i društva.**

Naučnici u Srbiji se već duže vreme suočavaju sa različitim izazovima, od potreba za boljim uslovima rada, kao što su oprema, potrošni materijali, veća lična primanja, pa do onih manje opipljivih, ali podjednako bitnih – vidljivost u široj javnosti, priznanje i uvažavanje u društvu. Fond za nauku nastoji da kroz svoje aktivnosti odgovori na sve te potrebe naučne zajednice. Naši javni pozivi za finansiranje projekata omogućavaju bolje uslove za život i bavljenje naukom u Srbiji.

Kroz programe, omogućavamo da se izvrsne ideje pretoče u konkretnе rezultate, pružamo bolje uslove za bavljenje naukom u Srbiji, dajemo priliku istraživačima da saraduju sa kolegama u inostranstvu, učestvuju u svetskoj trci za tehnološkim dostignućima i bave se aktuelnim pitanjima čije odgovore svi nestrpljivo iščekujemo.

Srbija ima sjajne matematičare, programere, (softverske) inženjere, o čemu već godinama svedoči rastući broj stranih IT kompanija kod nas. Međutim, činjenica da se određeni, ne tako mali, broj istraživačkih grupa u Srbiji već godinama uspešno bavi **veštačkom inteligencijom** do sada je bila manje poznata javnosti. Kada uzmete u obzir najnovija istraživanja tržišta koja predviđaju da će ideove veštačke inteligencije u globalnoj

Challenging times foster the creation of original ideas and creative solutions. They restore faith in science and connect the world in a joint venture to transform the unpredictable ways of the future and control them by means of knowledge and innovation. Our scientists are also part of that global scientific transformation and their projects will push the limits of knowledge and lead to new scientific discoveries. The Science Fund invests in such projects, because **only through continued support for brilliant ideas do we create a possibility for long-term development of science and society.**

For a long time scientists in Serbia have been facing different challenges, from the need for better working conditions, in terms of equipment, consumable materials, higher salaries, to those less tangible ones, but just as important – visibility in the general public, recognition and respect in the society. Through its activities the Science Fund strives to meet all those needs of the scientific community. Our public calls for project financing enable better living conditions and better conditions for doing scientific work in Serbia.

By means of programs, we make it possible for extraordinary ideas to become something concrete, we provide better conditions for carrying out scientific work in Serbia, we give researchers the opportunity to collaborate with their colleagues abroad, participate in the global race for technological developments and address current issues the solutions to which we are all impatiently waiting for.

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svetskoj ekonomiji do 2030. godine iznositi više od 15 triliona dolara, razumećete da je odluka da se investira u razvoj veštačke inteligencije zapravo strateška i daje dugoročne rezultate. Zbog toga je Fond za nauku napravio prvi program koji je usredsređen na razvoj veštačke inteligencije, sa budžetom od 2,4 miliona evra. U okviru ovog programa odabранo je 12 najboljih projekata koji će tokom dve godine rešavati probleme za poljoprivredu, razvijati alate za uštedu električne energije, davati preporuke za smanjenje zagađenja vazduha, razvijati digitalnog asistenta za programere, kao i rešenja koja će olakšati svakodnevni život ljudi.

Kada govorimo o nauci i istraživačima, nemoguće je ne spomenuti naše uspešne ljudi širom sveta koji su zapravo **naši najbolji ambasadori**. Zbog toga smo pokrenuli poseban program čiji je cilj saradnja naučnika u Srbiji i naših naučnika koji žive i rade u inostranstvu. Do sada je podržano više od 90 projekata i saradnja sa 22 države na četiri kontinenta. Saradnja je tokom 2020. godine prebačena u digitalni i internet domen, a iako su putovanja i zajednički rad bili otežani, komunikacija i razmena informacija su bile u porastu. Sa putovanjima su ipak sačekali 2021. godinu i sada počinju da realizuju te delove projekata. Zbog velikog interesovanja, ali i značaja koji ovakve saradnje imaju za nauku u Srbiji, za narednu godinu planiramo novi program, sa većim budžetom i širom mrežom naših naučnika iz celog sveta.

U narednom periodu poseban akcenat biće na saradnji nauke i privrede. Rezultat saradnje može biti razvoj novog proizvoda ili usluge, unapređenje tehnologije, efikasnosti procesa, automatizacija, ušteda resursa, a uspešan proizvod često dovodi i do otvaranja novih radnih mesta.

Posebno važan deo naučne zajednice su nam studenti doktorskih studija i oni koji su u poslednjih deset godina doktorirali – **nosioci novih ideja, energije i entuzijazma** za rešavanje složenih problema i rad na temama od društvenog značaja. Kroz poseban program posvećen njima osnažujemo njihove sposobnosti rukovodenja projektom, podržavamo dalja usavršavanja i poboljšavamo veština pisanja projekata koja je neophodna za konkurišanje za strane fondove, ali i namećemo odgovornost u pogledu upravljanja budžetom, kvaliteta naučnog rada i rezultata.

Za program Fonda za nauku Republike Srbije „PROMIS“ podneto je čak 585 projekata mlađih naučnika, a izabrano je 59 najboljih. Fond je za finansiranje ovih projekata namenio blizu devet miliona evra, a maksimalni budžet po projektu iznosi do 200.000 evra.

585 projects were submitted for the Science Fund of the Republic of Serbia's program "PROMIS" and 59 best projects were selected. The Fund allocated close to nine million euros for the financing of these projects, with the maximum budget per project of up to 200.000 euros.



Fotograf / Photographer: Mika Knežević

Modni urednik / Fashion editor: Ashok Murty

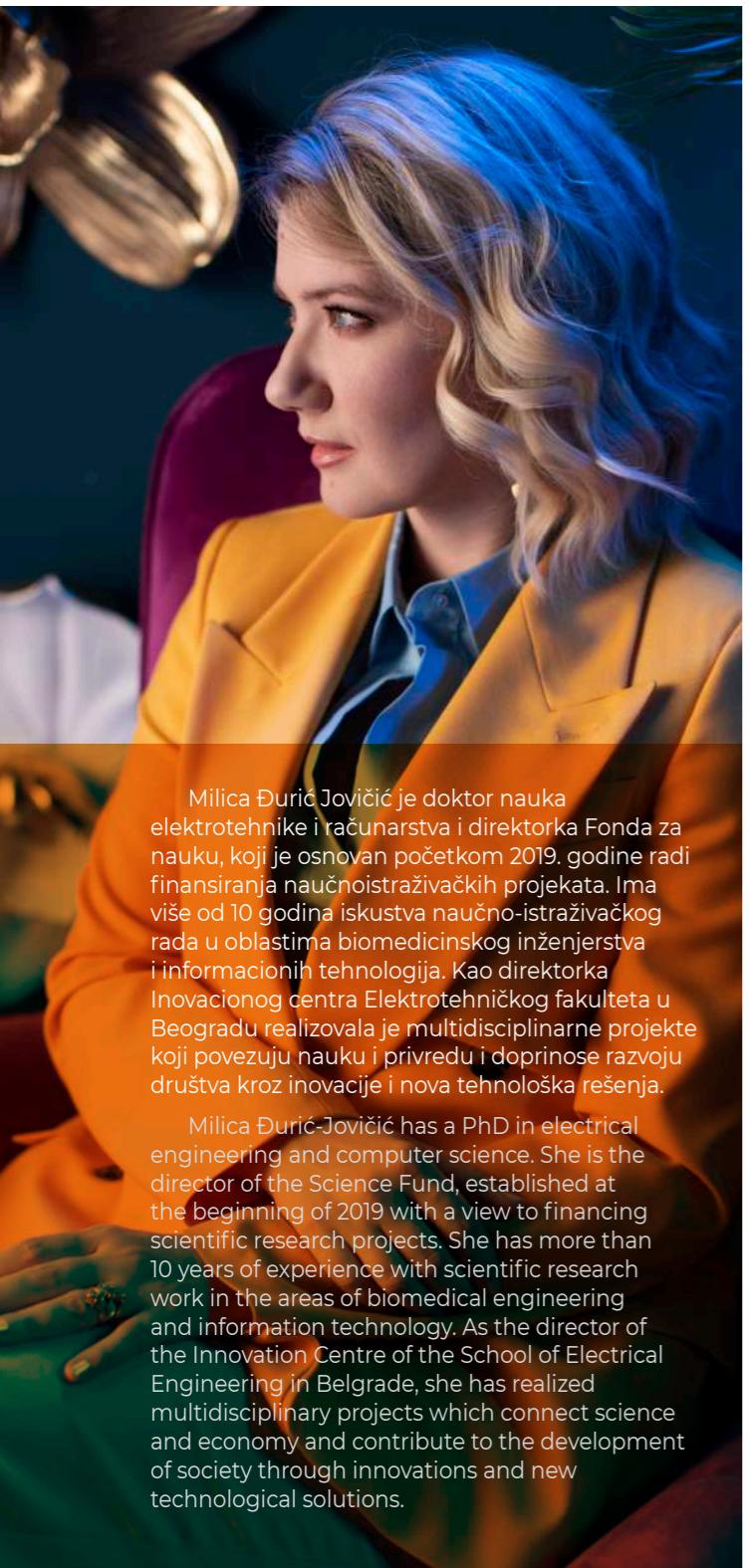
Šminka / MUA: Marko Nikolić; Frizura / Hair: Studio Prostor

Lokacija / Location: Kare Design Srbija

Milica Đurić Jović nosi garderobu brenda BOSS  
Milica Đurić Jović wears BOSS total look

research groups have successfully carried out work in the field of **artificial intelligence** has so far not been widely known. If you take into account the latest market research predicting that by 2030 the share of artificial intelligence in the global economy will be more than 15 trillion dollars, you will understand that the decision to invest in the development of artificial intelligence is actually a strategic one and with long-term effects in mind. That is why the Science Fund created the first program focused on the development of artificial intelligence, with the budget of 2.4 million euros. 12 best projects have been chosen within this program, which in the course of two years will solve agricultural problems, develop tools for energy saving, give recommendations for reducing air pollution, develop a digital assistant for programmers, as well as solutions that will facilitate the everyday life of people.

When talking about science and researchers, it is impossible not to mention our successful people around the world, who are actually **our best ambassadors**. That



Milica Đurić Jovičić je doktor nauka elektrotehnike i računarstva i direktorka Fonda za nauku, koji je osnovan početkom 2019. godine radi finansiranja naučno-istraživačkih projekata. Ima više od 10 godina iskustva naučno-istraživačkog rada u oblastima biomedicinskog inženjerstva i informacionih tehnologija. Kao direktorka Inovacionog centra Elektrotehničkog fakulteta u Beogradu realizovala je multidisciplinarnе projekte koji povezuju nauku i privredu i doprinose razvoju društva kroz inovacije i nova tehnološka rešenja.

Milica Đurić-Jovičić has a PhD in electrical engineering and computer science. She is the director of the Science Fund, established at the beginning of 2019 with a view to financing scientific research projects. She has more than 10 years of experience with scientific research work in the areas of biomedical engineering and information technology. As the director of the Innovation Centre of the School of Electrical Engineering in Belgrade, she has realized multidisciplinary projects which connect science and economy and contribute to the development of society through innovations and new technological solutions.

Milica Đurić Jovičić nosi garderobu brenda HUGO  
Milica Đurić Jovičić wears HUGO total look

S&L nakit (Guess)

Mlade generacije nose novu energiju i način razmišljanja. Ukoliko su vredni, radoznali, uporni i sistematični, mogu biti odličan potencijal za uspešan istraživački rad. Za njih je izuzetno važan dobar mentor – neko od koga će moći da uče i ko će da ih podržava u daljem razvoju. Osim toga, potrebno im je okruženje koje će im omogućiti da postanu samostalni, a istovremeno da budu deo tima. Kada se energija i entuzijazam mladih usmeri na pravi način, oni zaista mogu da pomere granice. Ako želite dokaz, pogledajte koliko uspešnih multimilionskih kompanija u svetu vode mladi ljudi ispod 30 godina starosti.

is why we launched a special program whose goal is to enable cooperation between scientists in Serbia and our scientists living and working abroad. So far more than 90 projects and cooperation with 22 countries across four continents have received support. In 2020 cooperation shifted to the digital and internet domain and, even though travelling and working together was difficult, communication and the exchange of information were on the rise. Travelling had to wait until 2021, and now those parts of projects are being realized. Due to great interest, as well as the importance of this cooperation for science in Serbia, there is a new program in the works for next year, with a larger budget and a wider network of our scientists from around the world.

In the following period the focus will be on the cooperation between science and economy. The result of the cooperation can be the development of a new product or service, technological advancement, improvement of process efficiency, automatization, saving resources, and a successful product often leads to the creation of new jobs.

For us a particularly important part of the scientific community are PhD students and those who obtained their PhD degrees in the last ten years – **carriers of new ideas, energy and enthusiasm** for solving complex problems and working on issues of social significance. Through a special program dedicated to them we upgrade their project management skills, support further professional development and improve their project writing skills which are necessary for applying for foreign funds, but we also assign the responsibility in terms of budget management, the quality of scientific work and results.

Younger generations have a new energy and a new way of thinking. If they are hard-working, curious, persistent and systematic, they have great potential for carrying out scientific work successfully. What is extremely important for them is a good mentor – someone they can learn from and someone who will support them in their development. Apart from that, they need an environment that will enable them to become independent, while at the same time being a part of the team. When the energy and enthusiasm of young people are directed in the right way, they can really push the boundaries. If you want proof, just look at how many successful multimillion companies in the world are run by young people under the age of 30.

A group of models, both men and women, are posed in a red-themed advertisement. The background is a textured red wall. The models are dressed in various styles of clothing, including a man in a red jacket and a woman in a red dress. The word "MORE" is written in large, bold, white letters across the center of the image. Below it, the words "lights on us" are written in a smaller, bold, black font. To the left of the models, the words "take the world by the" are partially visible. At the bottom left, the words "louder louder AND louder" are stacked vertically. The overall mood is energetic and modern.

**„Muzika menja svet”, čuvena je izreka velikog Betovena. Ona pruža novu dimenziju, budi emocije, pokreće iz korena i menja perspektivu. Kao i u svim životnim sferama, uticaj kovid-19 na muzičku industriju bio je neočekivan i velikih razmara. Scena se za tu industriju privremeno zatvorila i pažnja je usmerena na neke druge teme. Ipak, svima nam je pružala utehu, od izvođenja opera sa italijanskih balkona, onlajn koncerata, pa sve do kućnih performansa – muzika je uvek nalazila put.**

Great Beethoven once famously said - Music can change the world. It offers another dimension, provokes emotions, moves from the core and changes perspectives. As in all spheres of life, the effect of Covid-19 on the music industry was unexpected and comprehensive. The stage was temporarily closed for musicians and the spotlight was put on other subjects. Nevertheless, it has still provided us with comfort, from opera performances on the balconies in Italy, online concerts, to home performances – music has always found a way.

Autor / Author TIJANA DURAKOVIĆ



Mimi, Yoma, Zoran i Luka nose HUGO total look  
Mimi, Yoma, Zoran and Luka wear HUGO total look



# HUGO LOUDER

# HUGO

Sa druge strane, upaljeni su neki drugi reflektori i stvorene nove pozornice kako bi pružile podršku umetnicima. Nemački luksuzni modni brend Hugo Boss u martu je najavio novu kampanju nazvanu #HUGOlouder. Ideja ove kampanje je da se "pojača" glas novih i afirmisanih umetnika koji sa ovom kompanijom dele istu želju – **DA PROMENE SVET!** **Nova muzička globalna platforma #HUGOlouder**, koja se oslanja na etos brenda i usko povezuje sa popularnom kulturom, umetnicima širom sveta nudi scenu na kojoj će debitovati njihova muzika i kanale na kojima će govoriti o tome šta im je važno.

**#HUGOlouder** obraća se mladim, globalno angažovanim pojedincima koji privlače pažnju, podižu raspoloženje i emotivno privlače javnost kroz svoj identitet, dela i empatiju prema važnim socijalnim i kulturnim pitanjima. Upravo među pojedincima iz Srbije koji dele Hugo Boss DNA, našle su se dve sjajne devojke, Miroslava Đorđević/Mimi Djo i Maja Pejić/Fackin Yoma, poznate kao ženski di-džej duo MIMIxFY, i beogradski dvojac BUČ KESIDI, Zoran i Luka. Razgovarali smo sa njima i uživali.

## 1. ŠTA ZA TEBE ZNAČI JEDNAKOST, A ŠTA RAZLIČITOST?

**YOMA:** Jednakost mi izgleda kao stvar kojoj često prkosimo, a različitost kao nešto čega se najviše plašimo. Razvili smo strahove od nepoznatog, pa samim tim i kao društvo reagujemo loše kada se suočimo sa nepoznatim. Potrebno nam je više tolerancije i međusobne podrške. Jer, kako kaže jedan od mojih omiljenih domaćih bendova, Jarboli, podrška je važna.

**MIMI:** Ljudi priželjkuju sopstvenu različitost, ali tako da je nekako odobri većina. Žele da budu posebni, ali tako da ta posebnost ipak ima svoje mesto u uređenom društvu. Rekla bih da se to često dešava danas.

**LUKA:** Jednakost za mene znači da dve stvari ili osobe imaju sve iste osobine, u suštini razlikuje im se samo ime, način na koji ih imenujemo. Različitost je ako barem jedna osobina nije ista u tom našem paru – onda te dve stvari više nisu jednake, odnosno, različite su.

On the other hand, some other lights were switched on and new stages created, in order to support artists. In March the German luxury fashion brand Hugo Boss announced a new campaign called #HUGOlouder. The idea is to "turn up" the voice of up-and-coming and established artists that share the same desire with this company – **TO CHANGE THE WORLD!** **The new global music platform #HUGOlouder**, relying on the ethos of the brand and closely related to popular culture, provides artists around the world a stage for their music debuts and channels where they can talk about what is important for them.

**#HUGOlouder** is for young, globally engaged individuals who attract attention, raise the spirit and captivate the public in an emotional manner through their identity, works and empathy when it comes to important social and cultural issues. Among the individuals from Serbia sharing the Hugo Boss DNA are two amazing women – Miroslava Djordjević / Mimi Djo and Maja Pejić / Fackin Yoma, more famously known as the female DJ duo "MIMIxFY", and a duo from Belgrade "BUČ KESIDI" – Zoran and Luka. We had an enjoyable conversation with them.

## 1. WHAT ARE EQUALITY AND DIVERSITY FOR YOU?

**YOMA:** To me equality seems like something we often defy, and diversity like something we fear the most. We developed a fear of the unknown, and therefore as a society we react poorly when faced with the unknown. We need some more tolerance and mutual support. Because, as one of my favorite Serbian bands "Jarboli" says – Support is important.

**MIMI:** People want to be different but in a way that is approved by the majority. They want to be special, but also for their speciality to have its place in a regulated society. I think that happens very often today.

**LUKA:** For me equality means that two things or persons have exactly the same characteristics, and are only differentiated by their name, the way we designate them. Diversity means that one member of the pair has at

**ZORAN:** Jednakost – biti svestan okoline, podržavati je, doprinositi joj. Različitost – imati svoje unikatne sposobnosti i njima pomagati okolinu. Jednakost i različitost su komplementarne, nažalost mnogima deluju kao stvari koje se poništavaju.

## 2. KO JE IKONA STILA?

**YOMA:** Ikona stila je moj najbolji prijatelj Miki, nepoznata osoba na ulici za kojom se okrećem, baka koja prodaje cveće u mom kraju, gitarista nekog benda, Mimi Djo.

**MIMI:** Omiljena u poslednje vreme – Gilda Ambrosio.

**ZORAN:** Daft Punk. Uvek sam želeo da budem robot u dobrom odelu ili opasnoj kožnoj jakni. Mistični su, kriju svoj identitet, muzika im je na prvom mestu. Retko se pojavljuju, ali kad se pojave negde, svi znaju ko su. Vrhunski imidž i stav.

**LUKA:** Mik Džeger. Mislim da je stil, velikim delom, način na koji nosiš odeću, a on na primer sve nosi. Aleks Turner i Majls Kejn (The Last Shadow Puppets) uspeli su na poslednjoj turneji isto svašta da iznesu. Hari Stajls otkad je krenuo sa solo radom. Lord i Grajms među ženama, recimo, jer daju devojkama primer da mogu da se zezaju, da budu opuštene i da je mnogo više pitanje stava, nego nekog zamišljenog izgleda koji treba svima da se dopadne.

## 3. KOG JE MUZIKA RODA? KAKO JE TI OSEĆAŠ?

**YOMA:** Ne razmišljam uopšte o muzici na taj način. Tu sam da je slušam i osećam. Muzika ima potpunu slobodu da se razvija, oblikuje i priča svoju priču na način na koji to želi. Muzika je za mene sloboda, tako je i osećam. Imamo slobodan odnos i veoma širok dijapazon osećanja i emocija, da bi bilo nemoguće staviti je u okvire bilo čega, jer muzika nema i ne bi trebalo da poznaće granice. U tome je najveća lepotu.

**MIMI:** Ženskog. Muzika u meni budi uzbudljenje u svakom obliku. Podstreknu me.

**LUKA:** Muzika je ženskog roda. Stalno je čujem u glavi, kada je stvarno čujem onda mi se plače od nje, to najviše volim. Nekada mi se đuska, nekada skače. Nekada je sasvim usputno tu, kao povetarac u lišcu, nekada je glasna i nervira me, a nekada čujem sonate u besnim sirenama automobilista.

**ZORAN:** Ženskog je roda i osećam je isto kao kad sam zaljubljen. Pronalazim je svuda, u glupim sitnicama i situacijama. Nekad je naporna, a nekad mi samo ona treba. Vešto me tera da je volim iznova i iznova.

## 4. USPEH ILI SREĆA?

**YOMA:** Oba, hvala.

**MIMI:** Može oba. Sreća je zapravo ono što gradi uspeh, zar ne?

**LUKA:** Uspeh je nešto na čemu možeš da radiš i onda budeš zadovoljan. Sreća predstavlja samo trenutke koje

least one characteristic which is not the same. Then those two things are not equal, but are different.

**ZORAN:** Equality means being aware of, supporting and contributing to your surroundings. Diversity means having unique capabilities and using them to help your surroundings. Equality and diversity are complementary, but, unfortunately, many think that they cancel each other out.

## 2. WHOM DO YOU CONSIDER A STYLE ICON?

**YOMA:** A style icon is my best friend Miki, a stranger in the street that makes me turn around, an old lady selling flowers in my neighborhood, a guitarist of some band, Mimi Djo.

**MIMI:** My favorite as of late – Gilda Ambrosio.

**ZORAN:** Daft Punk. I've always wanted to be a robot in a good suit or in a cool leather jacket. They are mysterious, they hide their identities and for them music comes first. Their appearances are not frequent, but when they do appear somewhere, everybody knows who they are. They have impeccable image and attitude.

**LUKA:** Mick Jagger. I think that style depends greatly on the way you wear your clothes, and he, for example, can wear everything. During their last tour Alex Turner and Miles Kane (The Last Shadow Puppets) also managed to pull off different styles. Harry Styles, ever since he started his solo career. Lorde and Grimes when it comes to women, because they show girls that they can have fun, be relaxed, and that the attitude is much more important than some imagined look that everyone should like.

## 3. WHAT IS THE GENDER OF MUSIC? HOW DO YOU FEEL IT?

**YOMA:** I don't think about music in that way. I listen to it and feel it. Music has total freedom to develop, shape itself and tell its story in the way it wants to. For me music is freedom, that's how I feel it. We have an open relationship and a very wide range of feelings and emotions, and it would be impossible to confine it to a certain category, because music has not and should not have boundaries. That is where its greatest beauty lies.

**MIMI:** It's feminine. Music excites me in every way. It stimulates me.

**LUKA:** Music is feminine. I hear it constantly in my head, and when I really hear it, it makes me want to cry. That's what I like the most. Sometimes I want to dance, sometimes I want to jump. Sometimes it is there in passing, as a breeze in the leaves, sometimes it is loud and annoying, and sometimes I hear sonatas in the sound of angry car sirens.

**ZORAN:** It is feminine and it gives me the same feeling I have when I'm in love. I find it everywhere, in ludicrous small things and situations. Sometimes it is difficult, and sometimes it is all that I need. It masterfully



ne možeš da juriš i postigneš, već se samo dese ako si kul. Gotivim oba i pazim da ne očekujem od uspeha odmah sreću. Nekad joj treba vremena da dođe i da se manifestuje kroz nešto što tebe čini srećnim.

**ZORAN:** Sreća je veoma spontana. Ne dolazi sama od sebe i ne možeš da je očekuješ. Uspeh dolazi iz truda i rada, i to je veliki proces čiji rezultat može da te učini srećnim. Trenutno sam na strani uspeha upravo iz tog razloga.

makes me fall in love with it again and again.

## 4. SUCCESS OR HAPPINESS?

**YOMA:** Both, thank you.

**MIMI:** Both. Happiness is actually what creates success, right?

**LUKA:** Success is something you can work on and then be satisfied. Happiness represents those moments you cannot chase and bring about. They just happen if you play it cool. I cherish both



## 5. ŠTA JE DEMODE?

**YOMA:** Sva razmišljanja koja ograničavaju ili osuđuju nečiju slobodu ili prava.

**MIMI:** Demode je zavist, prenaglašenost, uniformisanost. Smatram da bi bilo zabavnije kad ih ne bi bilo toliko.

**LUKA:** Mislim da površan sadržaj izlazi iz mode. Čini mi se da postoji granica do koje ljudi mogu da trpe napade zvukova i slika sa svih strana, dok im se ne smuči cela priča. Mislim da ćemo posle TikTok-a morati da vidimo nekakav povratak konkretnijem sadržaju, u koji moraš da uložiš više vremena, ali se na kraju i više isplati. Mačke i psi, kulinarski recepti, "he-he" humor i fizička lepota, takođe i instant poruke, sve te stvari privlače pažnju, ali mislim da to nije dovoljno da zadovolji naše potrebe za zabavom, umetnošću, ljudskom konekcijom. Barem ne treba da se zadovoljimo time kad znamo da može bolje.

**ZORAN:** Ako mislimo na oblačenje, sve može da se nosi i ništa nije demode. Ako mislimo na socijalni trend, instant sadržaji i avokado toast su prilično demode.

## 6. SA KOJOM NADOM LEŽEŠ I BUDIŠ SE?

**YOMA:** Da ću osvojiti sedmicu na lotoru. (smeh)

**MIMI:** Da ponovo osetim potpunu slobodu zagrljaja, druženja, plesanja, interakcije sa publikom, koja mi definitivno najviše nedostaje dok sam iza di-džeј pulta.

**LUKA:** Ležem sa nadom da ću zaspasti što pre, a budim se sa nadom da nisam predugo spavao i da ću smoći snage da što pre ustanem. I da imam što manje propuštenih poruka ili poziva.

**ZORAN:** Ne volim toliko da spavam. Najproduktivniji sam od 2 sata do 5 sati ujutru što nekad ume da smara Luku jer ga tad stalno zovem ili šaljem poruke.

## 7. PESMA SVIH VREMENA?

**YOMA:** Uh, pesma svih vremena je deset pesama svih vremena, pitali ste – dobili ste.

- Whitney Houston, I Have Nothing
- Prince, Diamonds and Pearls
- Neil Young, Harvest Moon
- The Rolling Stones, White Horses
- Joy Division, Love will tear us apart
- George Michael, Freedom
- Lisa Stansfield, All Around the World
- David Bowie, Absolute Beginners
- Oasis, Wonderwall
- Aretha Franklin, I Say a Little Prayer
- Sam Cooke, A Change is Gonna Come

**MIMI:** George Michael, Freedom.

**LUKA:** A-ha, Take On Me.

**ZORAN:** Vlado Georgiev, Lažni ljudi.

## 8. BANDIDOS, TRIP TO MARRAKECH, ACID AIR NAZIVI SU VAŠIH PLEJLISTA. ZAŠTO?

**MIMI:** Yoma najčešće daje nazive setovima, evo neka ona odgovori na pitanje.

**YOMA:** Inspiraciju pronalazimo u trenutnim osećanjima, u prijateljima sa kojima provodimo vreme,

and I am careful not to expect happiness to ensue from success immediately. Sometimes it takes some time for it to manifest itself through something that makes you happy.

**ZORAN:** Happiness is very spontaneous. It doesn't just occur and you can't expect it. Success comes from effort and work and it is a long process the result of which can make you happy. That is why for now I'm voting for success.

## 5. WHAT IS OUTDATED?

**YOMA:** All manners of thinking that limit or condemn someone's freedom or rights.

**MIMI:** Envy, too much intensity and uniformity are out of date. I think it would be more fun if we had less of those.

**LUKA:** I think that superficial content is going out of style. It seems to me that there is a limit to which people can endure being infinitely attacked with sounds and pictures from all sides before becoming sick of it. I think that after TikTok we will have to return to more concrete content which requires investing more time in it, but it is eventually worth it. Cats, dogs, culinary recipes, "he-he" humor, physical beauty, as well as instant messages – all those things attract attention, but I don't think that's enough to satisfy our needs when it comes to fun, art, human connection. At least we should not be satisfied with it when we know we can do better.

**ZORAN:** When it comes of clothes, you can wear anything and nothing is out of style. In terms of social trends, instant content and avocado toast are way out of date.

## 6. WHAT DO YOU HOPE FOR WHEN YOU GO TO SLEEP AND WHEN YOU WAKE UP?

**YOMA:** I hope I win the lottery! (LAUGHTER)

**MIMI:** I hope that I will again feel completely free to hug, socialize, dance and interact with the audience that I definitely miss the most while in the DJ booth.

**LUKA:** I go to bed hoping that I will fall asleep as soon as possible, and I wake up hoping that I didn't sleep for too long and that I will be able to gather strength to get up as quickly as possible. And that I have as few missed calls and messages as possible.

**ZORAN:** I don't like sleeping that much. I am the most productive between 2 and 5 am, which sometimes bothers Luka because I always call him or send him messages.

## 7. THE GREATEST SONG OF ALL TIME?

**YOMA:** Uh, the greatest song of all time is actually a list of ten greatest songs of all time. You asked for it.

- Whitney Houston – I Have Nothing
- Prince – Diamonds and Pearls
- Neil Young – Harvest Moon
- The Rolling Stones – White Horses
- Joy Division – Love Will Tear Us Apart
- George Michael – Freedom
- Lisa Stansfield – All Around the World

u muzici koju slušamo, na putovanjima na koja smo išli. Miksevi koje pravimo, vrlo često su odraz svega toga. Tako da, ta osećanja su uglavnom lične prirode i opisuju naše trenutno raspoloženje, ali su to i osećanja koja želimo da podelimo sa drugima. Pravimo i naše vizuale, pa je sve to zajedno jedna posebna stvar u kojoj mi pre svega uživamo.

## 9. EUFORIJA, POSESIVNO-OSPULSIVNI HOSPUL, NAZIVI SU VAŠIH ALBUMA. ZAŠTO?

**LUKA:** U svetu pop i rok muzike, konvencija je da se svakom albumu, koji obeležava jedan period i fazu rada autora, da naziv. Naravno, konvencije su tu da se krše, pa postoje i albumi koji su izdati bez imena, na primer čuveni Led Zeppelin IV ili Prinsov Love Symbol album, ali je naša odluka da i dalje nismo dovoljno veliki da bismo radili tako nešto i da će publići biti lakše da prati naš rad ako svaki album imenujemo.

**ZORAN:** Ime prvog albuma je moj pripit pokušaj da izgovorim „opsesivno-kompulsivni poremećaj“ i objasnim stanje u kom se nalazim. Luki se taj pokušaj dopao, jer je najbolje opisivao period pravljenja albuma. Euforija je dobila ime u samom procesu, kada smo pokušali jednom rečju da opišemo stanje svih pesama na albumu.

## 10. DA STE ŽIRI U MUZIČKOM TAKMIČENJU, KOGA BISTE VOLELI DA OCENJUJETE?

**YOMA:** Nauviše bih volela da sam ja takmičim u pevanju u muzičkom takmičenju X Factor UK. Na mojo žalost, ja loše pevam. Ipak, uvek sam maštala da budem deo žirija u tom takmičenju, ako me ne bi primili kao takmičara.

**MIMI:** Madonu.

**LUKA:** Voleo bih da pomognemo, ako bismo to mogli koristeći iskustvo i znanje koje imamo, nekome ko želi nešto da izrazi kroz muziku, a pri tome deli sličan senzibilitet i estetiku sa našom. U smislu da svako može da unapredi tehnički vokabular, da odsvira, otpeva, napiše to što je zamislio konkretnije, jasnije, bliže onome što je originalna ideja. Ali na kraju dana, ne dopada mi se ta forma takmičenja, jer ako svaki takmičar izražava sebe, ne vidim mesta za ocene i poređenje, jer svako napreduje na svom ličnom putu.

**ZORAN:** Bilo bi lepo kada bi cilj muzičkih takmičenja bio da unaprede muzičku scenu, a ne da producenti od toga zarade novac. Voleo bih da učestvujem u nekoj emisiji gde ljudi sa znanjem i iskustvom traže nove mlade ljude kojima će pomoći da naprave karijeru i da kroz muziku pronađu sebe. Fali nam više kvalitetnih muzičkih emisija.

## 11. DA MOŽETE DA PROMENITE SVET, ŠTA BI TO BILO?

**YOMA:** Probaću da počnem od sebe.

**MIMI:** Mir u svetu. (smeh)

**LUKA:** To bi bila nekakva ogromna moć, ali i odgovornost u našim rukama. Možda bi bio dobar zaplet za film šta rade ljudi koji mogu da promene svet.

- David Bowie – Absolute Beginners

- Oasis – Wonderwall

- Aretha Franklin – I Say a Little Prayer

- Sam Cooke – A Change is Gonna Come

**MIMI:** George Michael – Freedom.

**LUKA:** A-ha – Take On Me.

**ZORAN:** Vlado Georgiev - Lažni ljudi

## 8. "BANDIDOS", "TRIP TO MARRAKECH", "ACID AIR – THOSE ARE THE NAMES OF YOUR PLAYLISTS. WHY?

**MIMI:** Yoma usually names our sets, I will let her answer this question.

**YOMA:** Because we find inspiration in our current feelings, the music we listen to, our previous travels, friends we spend time with. Our mixes are often a reflection of all of that. So those feelings are usually personal and they reflect our current mood, but they are also the feelings we want to share with others. We also make our own visuals and all of that together is one special thing we primarily enjoy doing.

## 9. "EUFORIJA", "POSESIVNO-OSPULSIVNI HOSPUL" – THOSE ARE THE NAMES OF YOUR ALBUMS. WHY?

**LUKA:** In the world of pop and rock music, the convention is to name each album which marks a certain period and a stage in author's work. Of course, conventions are there to be defied, so there are albums with no names, such as Led Zeppelin IV or Prince's Love Symbol album, but we think that we are still not that great to do such a thing and that it would be easier for the audience to follow our work if we name each album.

**ZORAN:** The name of our first album is my drunkenly attempt at saying "opsesivno-kompulsivni poremećaj" (en. obsessive-compulsive disorder) and explaining the state I was in. Luka liked that because it was the best description of the period of making the album. "Euforija" got its name during the process itself, when we tried to describe in one word all of the songs on the album.

## 10. IF YOU WERE ON A JURY IN A MUSIC COMPETITION, WHOM WOULD YOU LIKE TO JUDGE?

**YOMA:** I wish I could compete in singing at X Factor UK. Unfortunately, I am a terrible singer. Still, I have always dreamed of being part of the jury there, if I could not compete.

**MIMI:** Madonna.

**LUKA:** Someone who wants to say something through music and has a similar sensibility and shares similar aesthetics with us. I wish we could help them become better at it, if we can, with our experience and knowledge. What I mean is that everyone can improve technically, play and sing better or write down what they conceived more specifically, clearly, and closely to the original idea. All in all, I don't like such format of the competition, because all "competitors" express themselves, and there is no room for evaluations and



Šta znači promeniti svet? Bilo bi strašno, nisam siguran da treba toliku moć poveriti tako malom broju ljudi. Verovatno je bolje da svet menja svako po malo, pošto svi zajedno i čine svet, pre nego da Buč Kesidi menja ceo svet odjednom.

**ZORAN:** Ne bacajte smeće po ulici i prirodi, nije lepo prema planeti. Reciklirajte ako možete.

#### 12. IZVOR INSPIRACIJE U VIDU GRADA, KNJIGE ILI NEKOG DRUGOG UMETNIČKOG DELA?

**YOMA:** Iskreno, u svakom gradu nađem nešto što me inspiriše, što mi se dopadne. Volim da putujem, uvek su me zanimala različite kulture, nova mesta, ljudi. Volim mnogo slikarstvo i koristim slobodno vreme da uživam u tome za sebe. Istražujem različite pravce, stilove, periode i u tome takođe pronalazim inspiraciju.

comparison there, because everyone's progress is individual.

**ZORAN:** It would be nice if music competitions strived towards improving the music scene, and not earning money for producers. I wish I was part of some show where people with knowledge and experience look for young people to help them build their careers and find themselves through music. We need more music shows of good quality.

#### 11. IF YOU COULD CHANGE THE WORLD, WHAT WOULD YOU DO?

**YOMA:** I would try and start with myself.

**MIMI:** Bring about world peace. (LAUGHTER)

**LUKA:** It would be a huge power, but also a huge responsibility in our hands. That might be a good movie

**SUCCESSOR**

**MIMI:** Rekla bih da je priroda nešto što me najviše inspiriše. Volim da putujem, volim i ne plašim se promena i novog, radoznala sam za nove kulture, nova mesta, želim da živim svuda.

**Muzika me inspiriše. Berlin me inspiriše. Yoma me inspiriše.**

**LUKA:** Grad je možda bio najveća inspiracija. Verujem da će nastaviti da bude, čim se bude vratio. Muzika koju slušam uvek je inspiracija, zajedno sa tekstovima. Filmovi su inspiracija za vizuelne detalje i atmosferu. Knjige mogu da mi budu inspirativne za neke filozofske ideje, psihologiju i motive likova, arhetipove.

**ZORAN:** Stvari koje se dešavaju tebi i tvojim prijateljima, romani i drame, poezija, dobra i loša predstava, pedeseto gledanje nekog filma koji znaš napamet, slika u galeriji, fotografija, koncert ili novi album. Inspiracija zahteva da je osvežiš s vremena na vreme.

**13. LJUBAV I MODA ILI MUZIKA I MODA?**

**YOMA:** Muzika je ljubav, a ljubav je za mene uvek u modi. One Love.

**MIMI:** Može ljubav i muzika? Mada, luda sam i za modom.

**LUKA:** Ljubav, muzika, hrana, seks, zmajeve kugle, filmovi, voće i moda.

**ZORAN:** Ljubav, muzika, moda, skočko, tref, zvezda.

plot – what do people who have the power to change the world do? What does it mean to change the world? That would be scary, I am not sure that such power should be entrusted to a few people. It is probably the best if everyone changes the world a bit, because everyone is a part of the world. That is much better than "Buč Kesidi" changing the entire world at once.

**ZORAN:** Don't throw garbage on the streets and in nature, that is not good for the planet. Recycle if you can.

**12. IS YOUR SOURCE OF INSPIRATION A CITY, A BOOK OR SOME OTHER WORK OF ART?**

**YOMA:** Honestly, I find something inspiring, something that I like in every city. I like to travel and I have always been interested in different cultures, new places and people. I love painting and I enjoy doing that in my free time, just for myself. I research different movements, styles and periods and I also find inspiration there.

**MIMI:** I would say that I am most inspired by nature. I like to travel, I love and am not afraid of change, I am curious about new cultures, new places. I want to live everywhere. Music inspires me. Berlin inspires me. Yoma inspires me.

**LUKA:** The city was probably my greatest inspiration and I believe it will continue to be so as soon as I get back. The music I listen to is always an inspiration, along with the lyrics. Movies are more inspirational when it comes to visual details and atmosphere. Books can be inspirations for some philosophical ideas, character's psychology and motives, archetypes.

**ZORAN:** Things that happen to you or your friends, novels and dramas, poetry, good and bad theatre productions, watching a movie you know by heart for the 50th time, a painting in a gallery, a photograph, a concert or a new album. Inspiration requires refreshment from time to time.

**13. LOVE AND FASHION OR MUSIC AND FASHION**

**YOMA:** Music is love, and for me love is always fashionable. One Love.

**MIMI:** Can I have love and music? But I am also crazy about fashion.

**LUKA:** Love, music, food, sex, dragon balls, movies, fruit and fashion.

**ZORAN:** Love, music, fashion, skočko\*, club, star.

\*a symbol in a mastermind game in the quiz "Slagalica"

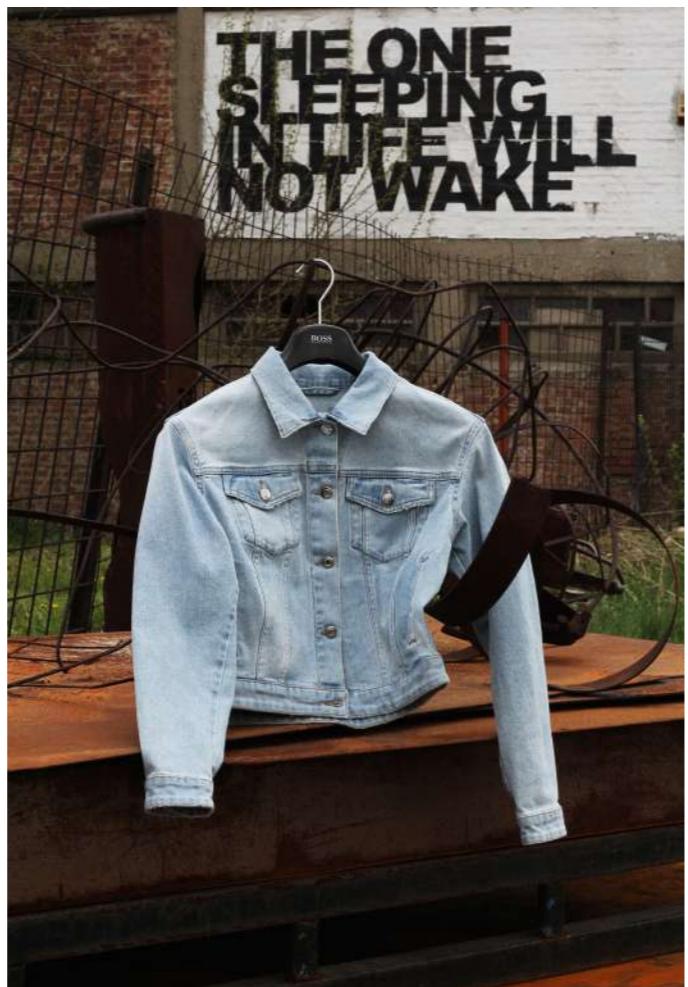
**HAPPINESS?**



BOSS torba  
Lily Crossbody  
**39.990 rsd**



BOSS patike Katie Low  
**33.490 rsd**



for her  
**but not necessarily**

BOSS jakna Denim  
**23.990 rsd**



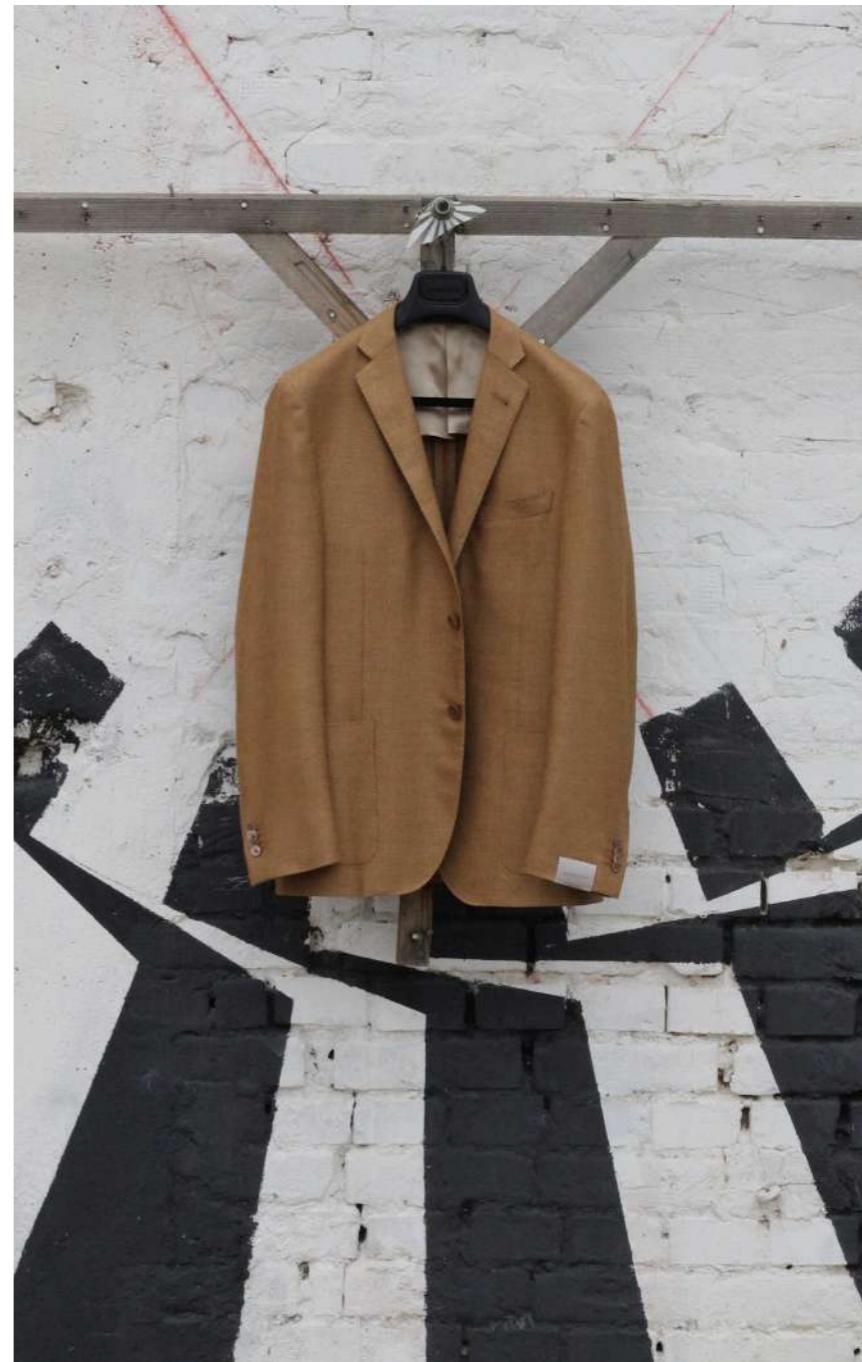
BOSS cipele Alek Mule  
**45.990 rsd**

for him  
**but not necessarily**



BOSS duks Zeefast  
**19.990 rsd**

56



Corneliani sako  
**119.990 rsd**

57



Corneliani sako  
**142.990 rsd**



BOSS pulover Feby  
**23.990 rsd**

FASHION TRENDS

for all  
**necessarily**



ZZegna patike  
**52.990 rsd**

# EKOLOŠKE INICIJATIVE KOJE MENJAJU Srbiju

ENVIRONMENTAL INITIATIVES  
THAT ARE CHANGING SERBIA

Autor / Author KSENIJA UBOVIĆ

**Stanje ekologije nalazi se na vrhu liste popularnih tema sa kojima se danas suočava čitav svet. Srbija, nažalost, nije izuzetak, a ekološki problemi koji najviše pogadaju našu zemlju su: velika zagadenost vazduha i reka, nekontrolisana seča šuma, izgradnja malih hidroelektrana, ali i sve više divljih deponija. Da su ti problemi opasni po životnu sredinu, ali i zdravlje ljudi, pokazuju i mnogobrojne ekološke inicijative koje su pokrenute prvenstveno radi osvećivanja ljudi i preduzimanja konkretnih akcija.**

Glavni cilj inicijative „Očistimo reke Srbije“, koja je pokrenuta 2019. godine, jeste da se vodotokovima u Srbiji vrati dostoјanstven izgled koji je nestao usled tona različitog plutajućeg smeća. Tokom akcije sakupljeno je 350 kubika otpada iz Ibra, Zapadne Morave, Save, Dunava, Ribarske, Gradašničke i Gabrovačke reke. Naredne godine, ekološkim aktivistima pridružili su se đaci pojedinih beogradskih gimnazija i mnogobrojni volonteri. U zajedničkom poduhvatu, u Beogradu su od otpada očišćene Savska obala i Dunav na potezu od Nebojšine kule, pa sve do Sportskog centra 25. maj - Milan Gale Muškatirović. Pokretači inicijative su list Blic i kompanija VIP Mobile.

Proteklih godina pratili smo borbu meštana Stare planine za odbranu svojih reka. Stanovnici planinskih sela pokrenuli su inicijativu nazvanu „**Odbranimo reke Stare planine**“ kako bi pokušali da obustave izgradnju

The state of environment is at the very top of the list of burning issues the world is facing today. The situation is, unfortunately, not different in Serbia, and the environmental problems that affect our country the most are: high level of air and river pollution, uncontrolled deforestation, construction of mini hydropower plants and an increasing number of illegal landfills. Those problems are dangerous for the environment and human health, which is evidenced by numerous environmental initiatives launched primarily with a view to raising people's awareness and taking specific actions.

The main goal of the initiative “Let's clean the rivers of Serbia”, launched in 2019, is to make the watercourses of Serbia look decent again, which is not the case now due to tons of floating garbage of different kinds. During the action 350 m<sup>3</sup> of waste were collected in the Ibar, the Zapadna Morava, the Sava, the Danube, the Ribarska river, the Gradašnička river and the Gabrovačka river. In the year after that, the pupils of some high schools from Belgrade as well as numerous volunteers joined the environmental activities. In their joint venture in Belgrade the waste was cleaned up at the Sava river bank and from the Danube from Nebojša Tower to the Sports center “25. maj” - Milan Gale Muškatirović. The initiators of this initiative were the newspapers “Blic” and the company “VIP Mobile”.

malih hidroelektrana na vodotocima oaze netaknute prirode. Male hidroelektrane se smatraju zelenim izvorom energije, međutim, stručnjaci upozoravaju da one čine štetu biološkoj ravnoteži, naročito na malim vodotokovima. Takođe, kako navode, dovode do isušivanja reka i ugrožavanja endemske vrste riba i time remete okolni ekosistem, ali i svakodnevni život lokalnog stanovništva. Nakon mnogobrojnih protesta i peticija, meštani su izvadili postavljene cevi iz Rakitske reke, a skupština grada Pirot-a odlučila je da se sve lokacije malih hidroelektrana obrišu iz prostornog plana grada.

Brigu o svojoj okolini pokazali su i stanovnici varošice Ražanj zahvaljujući kojima bi ovo mesto moglo da postane prva zelena opština u Srbiji. Selo je poznato po besprekornoj čistoći javnih površina, a pozitivan primer je i to što su meštani nedavno uveli „kovid kante“ u koje odlažu otpadni medicinski materijal.

Organizacija „Mladi istraživači Srbije“ kroz program „Eko-sistem“ nastoji da ubrza promene u Sektoru za zaštitu životne sredine, a njihovoj kampanji „Spasimo svet— do tebe je!“ priključilo se mnogo mladih ljudi. Pokretači kampanje želeli su da motivišu građane da se osvrnu oko sebe, uoče probleme u okolini i zahtevaju njihova rešavanja. Na osnovu prikupljenih podataka, početkom februara organizovana je prva akcija

## 1 / „Očistimo reke Srbije“

## 2 / „Odbranimo reke Stare planine“

## 3 / „Mladi istraživači Srbije“ „Eko-sistem“

## 4 / „Kreni-promeni“

## 5 / „Eko straža“

## 6 / „Inicijativu za odbranu Košutnjaka“

## 7 / „Zasadi drvo“



Over the previous years we've been following the struggle of the locals of Stara planina to defend their rivers. The residents of the mountain villages launched the initiative **“Let's defend the rivers of Stara planina”** with the aim of stopping the construction of mini hydropower plants on the watercourses of this oasis of untouched nature. Mini hydropower plants are considered to be green sources of energy, however, experts warn that they are detrimental to biological balance, especially in terms of short watercourses. According to them, they also lead to the drainage of rivers and the endangerment of endemic species, thereby disturbing the surrounding ecosystem, as well as the everyday life of the local population. After numerous protests and petitions, the locals removed the installed pipes from the Rakitska river, and the Pirot municipal assembly decided for all locations of mini hydropower plants to be removed from the city's Spatial Plan.

The residents of the small town Ražanj have also showed that they care about their environment, and thanks to that this place could become the first green municipality in Serbia. It is known for its immaculate public spaces and the residents set a good example by recently introducing “Covid trash cans” for disposal of medical material.

Through the **“Eco system”** programme the organization “Young Researchers of Serbia” strives to accelerate reforms in the sector of environmental protection, and a large number of young people joined their campaign “Let's save the world – it's up to you!”. The campaign initiators wanted to motivate citizens to look around, notice the problems in the environment and demand for them to be solved. Based on collected data the first synchronized cleaning action was organized at the beginning of February at six locations in Belgrade. Up to 60 bags of waste were collected in some places.

Activists from the movement **“Kreni-promeni”** (en. Move-Change) in Belgrade have recently put up

sinhronizovanog čišćenja šest lokacija u Beogradu. Na nekim mestima prikupljeno je čak 60 džakova otpada.

Aktivisti iz pokreta **„Kreni-promeni“** u Beogradu su nedavno postavili bilbord sa belim pamučnim plućima da bi ukazali na problem zagađenja vazduha. Ideja je bila da se uz pomoć postavljenog senzora za merenje zagađenja ustanovi posle koliko dana će pluća pocrneti. Prvobitno je bilbord bio uklonjen, a nedavno je osvanuo ponovo na jednoj centralnoj gradskoj lokaciji.

**“Eko straža”** je neformalna grupa građana čiji cilj je širenje svesti o značaju borbe za životnu sredinu. Ova velika onlajn zajednica početkom marta organizovala je vikend-akciju čišćenja korita dve reke, nazvanu **„Otadžbina te zove“**. Prva lokacija bilje reka Peštan, koja je u fokus **“Eko straže“** dospela prošle godine kada su aktivisti uočili da je ona potpuno plava, zbog prosipanja hemikalija i plastike. Nakon Peštana, očišćena je Rosomačka reka na Staroj planini, koja je takođe bila pretrpana plastikom. U narednom periodu planira se nastavak akcije **„Zavrni rukave“** koja podrazumeva simultano čišćenje 17 lokacija u celoj Srbiji.

Kroz **„Inicijativu za odbranu Košutnjaka“** letos je sprečena seča 30 hektara šume, jer je planirano da se ovo područje pretvori u stambeno-komercijalni kompleks. Sakupljeno je više od 80 hiljada potpisa i akcija je uspešno završena.

Inicijativa **„Zasadi drvo“** je najveća združena akcija sadnje stabala u Srbiji. Prošle godine, tokom četvoromesečne kampanje, sprovodila se edukacija i podizanje nivoa svesti javnosti o značaju šuma. Nakon toga, tokom radne akcije zasađeno je više od 50 hiljada sadnica širom naše zemlje. Drugi ciklus kampanje, koju su pokrenuli Adria Media Group i DM, traje do kraja marta.

U okviru akcije „Zasadi drvo“ saznali smo za fotografa i videografa Stefana Drljaču, koji je 2015. godine kupio livadu u selu Dučalovići u blizini Čačka, nakon čega je započeo proces njenog pošumljavanja. Ideja mu je da pošumi ceo kraj.

„Motivise me pomisao na to da će male sadnice jednoga dana biti visoka, raznolika šuma koja će ulepšati predeo, pružiti stanište mnogim, čuvati zemljište od erozije, proizvoditi kiseonik i prečišćavati vazduh za sve nas. Da će moji potomci uživati u toj šumi znajući da sam je posadio kako bih ostavio njima lepše mesto za život. Uživam u prirodi i koristim njene blagodeti, želim da joj nešto i dam za uzvrat“, kaže nam Stefan i apeluje na sve da se uključe: „Najbolje vreme da se posadi drvo je bilo pre 20 godina. Drugo najbolje vreme za to je sada. Lopate u ruke.“

As part of the action “Plant a tree” we learned about a photographer and videographer Stefan Drljača, who bought a meadow in the village of Dučalovići near Čačak in 2015, after which he started its afforestation. His idea is to afforest the entire area.

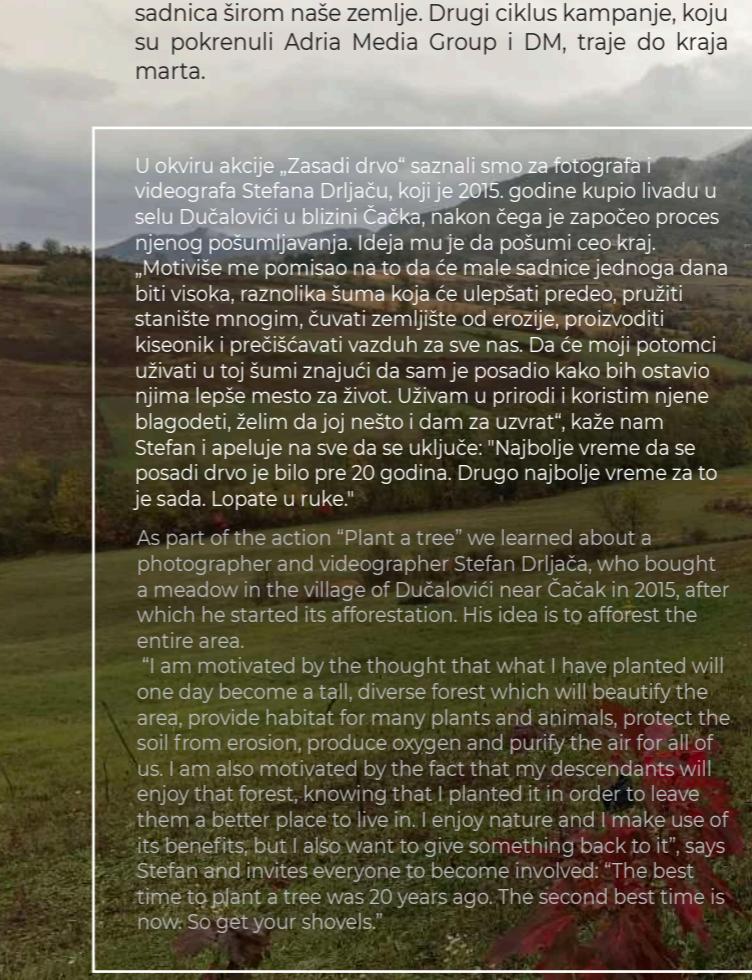
“I am motivated by the thought that what I have planted will one day become a tall, diverse forest which will beautify the area, provide habitat for many plants and animals, protect the soil from erosion, produce oxygen and purify the air for all of us. I am also motivated by the fact that my descendants will enjoy that forest, knowing that I planted it in order to leave them a better place to live in. I enjoy nature and I make use of its benefits, but I also want to give something back to it”, says Stefan and invites everyone to become involved: “The best time to plant a tree was 20 years ago. The second best time is now. So get your shovels.”

a billboard with white cotton lungs, in order to point to the air pollution problem. The idea is to determine after how many days the lungs are going to become black with the help of the set sensor for measuring air pollution. First the billboard was removed, but then it was placed again in a central city location.

**“Eko straža”** (en. Eco guard) is an informal group of citizens whose goal is to raise awareness of the importance of the fight for the environment. At the beginning of March this large online community organized the cleaning of two riverbeds over the weekend, under the name “Your homeland is calling you”. The first location was the river Peštan, which became the focus of “Eko straža” last year when activists noticed that it was completely blue due to the spillage of chemicals and plastic. After the Peštan, the Rosomačka river at Stara planina, also covered in plastic, was cleaned as well. The action “Roll up your sleeves”, involving simultaneous cleaning of 17 locations across Serbia, is planned to continue soon.

Last summer the **“Initiative for the defense of Košutnjak”** stopped the cutting of 30 hectares of forest because the area was supposed to be turned into a residential and commercial complex. More than 80 thousand signatures were collected and the action was completed successfully.

The **“Plant a tree”** initiative is the largest joint tree planting action in Serbia. During a four-month campaign last year the public was educated and their awareness was raised with regard to the importance of forests. After that, more than 50 thousand plants were planted all over the country as part of the work action. The second cycle of the campaign, launched by “Adria Media Group” and “DM”, will last until the end of March.



Da bismo promenili brzu modu,  
moramo promeniti naše navike

To change fast fashion, we have to change our habits

Autor / Author DUNJA JOVANOVIĆ I MARIJA RADAKOVIĆ  
Fotografije / Photos PEXELS

## - MA ZAR NE VIDIŠ KAKO JE GRDAN LOPOV TA MODA?

MNOGO BUKE NI OKO ČEGA, WILLIAM ŠEKSPIR  
TREĆI ČIN, TREĆA SCENA

- BUT SEEST THOU NOT WHAT A DEFORMED THIEF THIS FASHION IS?

MUCH ADO ABOUT NOTHING, WILLIAM SHAKESPEARE  
ACT 3, SCENE 3

Ne tako davno, garderobu smo kupovali par puta godišnje – kada su se smenjivala godišnja doba i kada nešto prerastemo ili pohabamo. Modne kuće su imale dve kolekcije godišnje – za proljeće/leto i jesen/zimu, a većina brendova proizvodila je kvalitetnu odeću originalnog dizajna. Ali, pre tridesetak godina situacija se menja. Odeća pojednostavljuje, dobra izrada nije prioritet, ciklusi trendova se ubrzavaju, a kupovina postaje hobij.

Dobro došli u eru brze mode! Vreme vladavine globalnih lanaca modnih brendova koji gospodare glavnim gradovima i kupovinom preko interneta. Gde nas svetlučave reklame sa svih strana mame

Not so long ago, we bought clothes only a couple of times a year – at the change of seasons and when we outgrow or outwear them. Fashion houses used to have two collections per year – spring/summer and autumn/winter, and most brands produced clothes with good quality and original design in mind. But around thirty years ago the situation changed. Clothes grew cheaper, good-quality manufacturing was no longer a priority, trend cycles accelerated and shopping became a hobby.

Welcome to the era of fast fashion! Welcome to the reign of global chains of fashion brands which dominate capitals and online shopping. Welcome to the era

FAST  
FASHION



na kupovinu, iznova i iznova. Šareni bilbordi, modni magazini i influenseri govore nam da možemo biti obučeni po poslednjem trendu za malo novca i zato nas savetuju da konstantno menjamo odeću kako bismo izgledali moderno i lepo. Ovo je ono što vidimo na površini, ali šta je zapravo brza moda? Šta se nalazi iza njene blistave fasade? I šta je održiva moda, njena alternativa – zbog čega nam je potrebna?

#### BRZA MODA – KO JE ONA?

Brza moda se može opisati kao, pre svega, jeftino proizvedeno odeća koja preuzima ideje sa modne piste i pretvara ih, veoma brzo, u masovno proizvedene kolekcije da bi se zadovoljila tražnja kupaca i prodalo što više komada. Ona nam govori da je ponavljanje odevne kombinacije promašaj i ako želimo da ostanemo moderni, moramo da budemo „u trendu“, odnosno da imitiramo stil koji nam plasiraju modni magazini, influenseri i reklamni kanali modnih korporacija. Kako bi se ovakav sistem zadovoljio, neophodna je hiperprodukcija odeće – jer što se više proizvede, to je ta proizvodnja jeftinija, a većina novca se potom ulaže u marketing da bi se kupci ubedili da im je nova garderoba konstantno potrebna. Sistem brze mode je problematičan iz više razloga – od ekološke katastrofe koju uzrokuje, preko robovlasničkog odnosa prema radnicima koji šiju odeću, do uticaja na psihu svih nas govoreći nam da novim kupovinama postajemo srećniji i autentični, te da ako to ne radimo, nećemo biti relevantni u društvu.

#### POSLEDICE BRZE MODE

Brzo poslovanje, hiperprodukcija, prodaja i marketinški sistem koji forsira da non-stop kupujemo novu odeću ima ogroman uticaj kako na planetu, tako i na moral, ali i na naše mentalno i fizičko zdravlje.

Da bi moda mogla da bude jeftina, neophodno je smanjiti troškove proizvodnje. Kako se to radi? Tako što se, pre svega, ignorisu ekološke mere – preko 8000 hemikalija se koristi prilikom proizvodnje odeće, pa tako modna industrija doprinosi ukupnom zagađenju voda sa čak 20%. Preko 60% odeće koja se proizvede u toku godine je od plastike – derivata nafte, a kada završi na otpadu potrebno joj je preko 200 godina da se razgradи, kao svakoj plastičnoj kesi ili flaši. Pored toga, istraživanja kažu da se mašinskim pranjem ove vrste odeće u vode ispusti ogromna količina mikroplastike – sitnih čestica koje dospevaju u vodovod. Modna industrija je najveći zagadivač voda primarnom mikroplastikom. Prirodnim putevima, ona iz vode dospeva svuda – od planinskih vrhova, do najdubljeg morskog dna, pa i u naš organizam. Ispitivanja uticaja ove plastike na ljudsko zdravlje su u toku, za sada se zna da usporavaju regeneraciju plućnih ćelija, što je naročito zabrinjavajuće kod osoba koje se oporavljuju od virusa korona.

Prirodni materijali, takođe, predstavljaju ekološki problem, zbog obima koji brza moda zahteva. Konvencionalni pamuk, na primer, prska se velikom količinom herbicida i pesticida kako bi prinosi bili veći. Osim zabrinjavajućih hemikalija koje ostaju

where we are surrounded by glittering advertisements inviting us to go shopping over and over again. Colorful billboards, fashion magazines and influencers tell us that we can be on trend for a small amount of money and they advise us to constantly change our wardrobe in order to look fashionable and nice. This is what we see on the surface, but what is actually fast fashion? What is hiding behind its glistening façade? And what is sustainable fashion (its alternative) and why do we need it?

#### WHAT IS FAST FASHION?

Fast fashion can be (primarily) described as cheaply manufactured clothes which replicate the ideas from the runway and turn them into collections which are mass produced with lightning speed in order to meet the buyers' demands and sell as many pieces as possible. It teaches us that wearing the same clothes twice is a mistake and that if we want to remain fashionable, we have to be "in vogue", i.e. we have to imitate the style offered by fashion magazines, influencers and fashion companies' advertising channels. In order to satisfy the needs of this system, hyperproduction of clothes is necessary – the more clothes produced, the cheaper the production, and most of the money is then invested in marketing to persuade the buyers that they constantly need new clothes. The fast fashion system has several problematic aspects – from ecological disaster it causes, to slave-like treatment of workers sewing the clothes, to the effect on our psyche since it tells us that shopping for new clothes makes us happier and authentic and that if we don't go shopping we will be irrelevant in the society.

#### THE CONSEQUENCES OF FAST FASHION

Conducting business rapidly, hyperproduction, the sale and marketing systems which force us to buy new clothes non-stop have a huge impact on our planet, morale and, finally, on our mental and physical health.

In order for fashion to be cheap, it is necessary to reduce production costs. How do you do that? Firstly, by ignoring ecological measures – more than 8000 chemicals are used in the production of clothing and therefore 20% of water pollution comes from the fashion industry. Over 60% of clothes produced in a year are made of plastic – petroleum products, and when they become waste it takes more than 200 years for them to degrade, same as for any plastic bag or bottle. In addition to that, research has shown that when washing this type of clothes in a machine a huge amount of microplastics gets into water – small particles that end up in the water supply network. Fashion industry is the largest water pollutant when it comes to primary microplastics. Naturally, it travels everywhere from water – from mountain tops, to the deepest sea and even to our organism. Inquiries into the effect of this plastic on human health are ongoing. So far it is known that it slows down the regeneration of lung cells, which is of particular concern when it comes to people who are recovering from Covid-19.

zarobljene u nitima odeće, ovakav uzgoj šteti tlu i čini ga neplodnim. Pored svega ovoga, modna industrija doprinosi ukupnim svetskim emisijama CO<sub>2</sub> (8-10%), što je više nego čitav avionski i brodski prevoz.

#### RAD U TEKSTILNIM FABRIKAMA

Još od 19. veka postoji problem kada je u pitanju radna etika modnih brendova, a taj problem je aktuelan i danas. Plate su niske, a uslovi rada su do te mere loši da tekstilni radnici umiru u fabrikama. Možda najveća

Even the use of natural materials is an ecological problem, due to the volume fast fashion requires. Conventional cotton, for example, is sprayed with an enormous amount of herbicides and pesticides in order to increase the yield. Apart from chemicals being trapped inside threads of clothing, which is a cause for concern, such cultivation is detrimental to the soil and makes it infertile. Furthermore, 8-10% of global CO<sub>2</sub> emissions come from the fashion industry, more than from the entire transport by plane or ship.



tragedija desila se 2013. godine, kada se srušila modna fabrika Rana Plaza u Bangladešu. Iako su radnici upozoravali na veoma loše stanje fabrike, niko od velikih brendova, čija se odeća tamо šila, nije se oglasio. Posledica ovoga je bila smrt preko 1000 ljudi i oko 2500 povređenih. Ni nakon ove situacije, poslovanje modnih korporacija nije se mnogo promenilo, ali pozitivna strana jeste porast svesti javnog mnjenja i osnivanje brojnih aktivističkih organizacija širom planete koje su zaslužne za to što se fenomen brze mode analizira, kritikuje, te mu se i traže alternative. Upravo ove organizacije okupljaju ljudе, šire priču i vrše pritisak

#### WORK IN TEXTILE FACTORIES

Ever since the 19th century work ethic of fashion brands has been problematic and it remains so today. Salaries are low and working conditions are so bad that workers die in factories while sewing our clothes. Perhaps the greatest such tragedy occurred in 2013 when the factory Rana Plaza in Bangladesh collapsed. Although workers kept warning about the dire state of the factory, none of the major brands, whose clothes were sewn there, did anything, resulting in more than 1000 dead and around 2500 injured. Fashion companies' business model has not changed after

na modne brendove, kako bi svoje poslovanje učinili etičkim i zaustavili stradanja i zloupotrebu radnika.

Globalno tržište odeće, bez obuće i aksesoara, zaradi oko 1,34 milijardi dolara godišnje. Samo maloprodajni sektor prihodi više nego što vredi celokupna ekonomija Rusije i kao takvo, absolutno ima prostora da reši problem eksploracije i zanemarivanja radnih i ljudskih prava.

#### HIPERKONZUMERIZAM – ULOGA POTROŠAČA U SISTEMU BRZE MODE

Modne kuće danas koriste taktiku planiranog zastarevanja. To znači da se odeća pravi tako da se raspadne posle određene količine nošenja, te je neophodno zameniti je novom. Da bi se to desilo željenom brzinom, kompleksni sistem marketinga velikih modnih brendova propagira tretiranje garderobe kao potrošne robe, iako ona to nije.

Kao posledica svega ovoga, globalno gledajući, došlo je do značajno veće kupovine nego 90ih, godišnje se proda oko 80 milijardi tona nove odeće i u proseku se svaki od tih komada nosi samo 7 puta pre nego što završi na deponiji. Istraživanja kažu da nam kvalitet više nije tako važan, jer ćemo komad brzo zameniti – važno je da nam je cena po meri. A ono o čemu ne razmišljamo jeste šta to uopšte nosimo na sebi (kojim hemikalijama je tretirano), da li nosimo plastiku i kako ona utiče na naše zdravlje, ko je sašio i u kojim uslovima? Da li svojim novcem podržavamo neetičko poslovanje? Šta radimo sa odećom kada je više ne nosimo? Koliko joj vremena treba da se raspadne kad završi na deponiji? Čak smo prestali da razmišljamo i o sopstvenom stilu – slepo pratimo trendove, a da ne preispitujuemo da li nam se zaista dopadaju i da li nam uopšte pristaju. Da li smo svesni da su oni alatka koja ne služi nama, već rastu korporativnog profita?

that, but the positive thing is the increase in public awareness and the establishment of numerous activist organizations around the world which are the reason why the fast fashion phenomenon is being analyzed and criticized and why alternatives are being sought for it. These organizations are the ones that gather people, spread the word and put pressure on fashion brands to make their business ethical, prevent casualties and stop the abuse of workers.

Global clothing market, not including shoes and accessories, earns around 1.34 billion dollars per year. The value of the retail sector's turnover alone is greater than the value of the entire economy of Russia. As such, the retail sector can without a doubt solve the problem of exploitation and negligence of labor and human rights.

#### HYPERCONSUMERISM – THE ROLE OF CONSUMER IN THE FAST FASHION SYSTEM

Today fashion houses use the tactic of planned obsolescence, meaning that clothes are made so that they disintegrate after being worn a certain number of times and need replacement. In order for that to happen at the desired speed, the complex marketing system of major fashion brands advocates treating clothing as disposable, even though it is not.

As a result of all that, today we buy significantly more globally than in the 90s. Around 80 billion tons of new clothes are sold each year and each of those pieces is worn on average only 7 times before being disposed of. Research shows that quality is no longer that important to us, since we are going to replace that

## ODRŽIVA MODA JE JEDINA MOGUĆA BUDUĆNOST INDUSTRIJE

### SUSTAINABLE FASHION IS THE ONLY POSSIBLE FUTURE OF THE INDUSTRY

piece of clothing quickly enough. What is important is that the price is right. We don't think about what we are wearing (what chemicals were used in the treatment of clothes), whether we are wearing plastic and how that affects our health, or about who made those clothes and under what conditions. Do we support unethical business with our money? What do we do with clothes when we no longer need them? How long does it take for clothes to degrade once they end up in a landfill? We even stopped thinking about our own style – we follow trends blindly, without questioning whether we like them or whether they suit us. Are we aware that they are a tool that does not serve us, but helps the growth of corporate profit?

Umesto ishitrenih odluka, možemo da razvijamo naviku promišljene kupovine i investiranja u proizvode koji su kvalitetni, dugotrajni i proizvedeni u skladu sa principima održivosti.

Instead of hasty and impulsive decisions, we can develop a habit of buying wisely and investing in products of good quality which will last longer and which are produced in accordance with sustainability principles.



Dunja Jovanović i Marija Radaković su autorce podkasta F.fm – jedine emisije u regionu koja se bavi temom održive mode, i osnivačice Udruženja za održive inicijative. Kroz seriju podkast epizoda, video emisija, projekata i tekstova na različitim digitalnim i medijskim platformama, upoznaju građane Srbije sa temom održive mode.

F.fm podcast je radio-format koji se svake druge srede u mesecu emituje na RadioAparat.com. Kroz razgovor sa relevantnim učesnicima domaće modne i eko-scene, emisija edukuje publiku o održivosti u modnoj i tekstilnoj industriji. Udruženje za održive inicijative je neprofitna organizacija osnovana 2020. godine. Cilj Udruženja je da se kroz saradnju sa različitim sektorima i pojedincima zalaže za održive politike, poslovne modele i razvija konkretne alate i edukativne programe namenjene modnim profesionalcima i građanima.  
[www.ffmpodcast.com](http://www.ffmpodcast.com)

Dunja Jovanović and Marija Radaković are the authors of the "F.fm" podcast – the only show in the region dealing with the subject of sustainable fashion. They established the Association for sustainable initiatives. Through a series of podcast episodes, video shows, projects and texts on various digital and media platforms, they introduce the citizens of Serbia to sustainable fashion.

"F.fm" podcast is a radio format which is broadcast every other Wednesday on the website RadioAparat.com. Through the conversation with relevant members of the domestic fashion and eco scene, the show educates the audience with regard to sustainability in fashion and textile industry. The Association for sustainable initiatives is a non-profit organization established in 2020. Its goal is to, through cooperation with different sectors and individuals, promote sustainable policies and business models and to develop specific tools and educational programs intended for fashion professionals and citizens.  
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# DOSTAVNI SERVISI

Autor / Author MILICA RAŠIĆ

PREDSTAVNICI GLOVA, WOLTA, DONESI I CAR GO BUTLERA ZA MOVEM MAGAZIN

## ONLINE DELIVERY SERVICES

REPRESENTATIVES OF "GLOVO", "WOLT", "DONESI" AND "CARGO BUTLER" FOR MOVEM MAGAZINE



BRZO  
BRŽE  
BOLJE

Ljubiteljima domaće, italijanske i japanske kuhinje omiljeni obroci nikada nisu bili dostupniji nego sad. Od trenutka kada pomisle na slasne palačinke, pomfrit zlatne boje ili hrskavu salatu iz željenog restorana, do momenta kada se oni mogu naći na njihovom stolu, deli ih nekoliko klikova i manje od 30 minuta. To je moguće zahvaljujući sve raznovrsnijoj ponudi i sve dostupnijem naručivanju hrane putem poznatih servisa dostave koji su u Srbiji prepoznatljivi po četiri boje: žuti Glovo, plavi Wolt, crveni Donesi i crni Car Go Butler.

Osim hrane, neki od njih nude i takozvane „non-food“ kategorije, dok jedino Glovo nudi mogućnost poručivanja, doslovno, bilo čega.

Koliko je pandemija promenila navike građana i doprinela razvoju ovih aplikacija kao i šta se sledeće očekuje, za Movem govore predstavnici uspešnih servisa dostave.

### PANDEMIJA KAO KATALIZATOR PROMENA U INDUSTRIJI DOSTAVE

**Branimir Đurović**, direktor kompanije **Glovo** u Srbiji, španske platforme, koja omogućava poručivanje bilo čega i koja je skoro dve godine prisutna kod nas, ističe da je situacija nastala usled virusa korona katalizator promena u ovoj industriji.

– Građani su prepoznali prednosti bezbedne kupovine hrane i svih potrepština. Korisnicima je prethodnih godinu dana, verovatno više nego ikada, značila brza i efikasna dostava, a putem Glovo aplikacije su u najkraćem roku mogli da obezbede ne samo hranu koja čini većinu svih narudžbina, već bilo šta što im je potrebno. Da je tako, potvrđuje nam to što su se mnogi novi korisnici i partneri priključili našem servisu. Naša prednost je što možemo da obezbedimo korisniku bilo šta iz grada za 30 minuta – objašnjava Đurović.

**DA LI STE ZNALI DA TRENTUTNO OKO 50 MILIONA LJUDI KORISTI BAREM JEDNU APLIKACIJU ZA DOSTAVU HRANE?**

**DID YOU KNOW THAT CURRENTLY MORE THAN 50 MILLION PEOPLE ARE USING AT LEAST ONE FOOD DELIVERY APP?**

Prvi čovek aplikacije Glovo u Srbiji dodaje da su i partneri uvideli značaj e-kanala za opstanak na tržištu i dalji razvoj biznisa.

– Umesto da idemo ka potencijalnim saradnicima i razgovaramo o tome zašto bi trebalo da iz tradicionalnog modela poslovanja pređu u digitalni, oni su dolaskom pandemije krenuli ka nama. Broj naših partnera se udvostručio u prvom mesecu pandemije i do danas je taj broj porastao više od pet puta – navodi Đurović.

To the fans of Serbian, Italian and Japanese cuisine their favorite meals have never been more easily available. They are only a few clicks and less than 30 minutes away from the moment they think of delicious pancakes, golden French fries or a crunchy salad from a certain restaurant, to the moment they are on their table. That is possible thanks to the more versatile offer and the increasingly available method for ordering food, by means of the famous delivery services, which are distinguished in Serbia by their colors: yellow is for "Glovo", blue for "Wolt", red for "Donesi" and black for "CarGo Butler".

Apart from food, some of them offer non-food categories as well, while "Glovo" is the only one offering the possibility of ordering literally anything.

The representatives of these successful delivery services tell Movem how the pandemic has contributed to the change in citizens' habits and the development of these apps.

### PANDEMIC AS THE CATALYST FOR CHANGES IN THE DELIVERY INDUSTRY

**Branimir Đurović**, director of "**Glovo**" in Serbia, a Spanish platform, which has been present in Serbia for almost two years, that enables you to order anything, says that the Covid-19 situation is the catalyst for the changes in this industry.

– The citizens have recognized the benefits of safely shopping for food and other necessities. Over the last year, probably more than ever before, fast and efficient delivery was important for users. By means of the "Glovo" app they could get not only food, which comprises most orders, but anything they needed as soon as possible. That is confirmed by the increase in the number of new users and partners. Our advantage is that we can provide you with everything you need from the city in 30 minutes – explains Đurović.

Director of the "Glovo" app in Serbia adds that their partners have also recognized the importance of an e-channel for the survival on the market and further business development.

– Instead of approaching potential associates and talking to them about why they should switch from the traditional business model to the digital one, they have started approaching us since the pandemic broke out. The number of our partners doubled in the first month of the pandemic and until today it has increased more than 5 times – says Đurović.

### EVEN THE SUPPORTERS OF TRADITIONAL SHOPPING TURNED TO E-SHOPPING

**Anja Đurić**, marketing manager of the delivery pioneer in Serbia – "**Donesi**" platform, which is part of the "Delivery Hero" group, says that even the supporters of traditional shopping have turned to online shopping.

– This is a promising and fast-growing industry and that is not a consequence of Covid-19. There is an increase in the demand for fast delivery of not only food but other products as well. Our company is the pioneer in quick commerce. It is a new generation of e-commerce which is, as the name says it, based on speed – says Đurić.

## E-KUPOVINI SU SE OKRENULE I PRISTALICE TRADICIONALNE KUPOVINE

Anja Đurić, marketing menadžer pionira dostave u Srbiji, platforme **Donesi**, koja je deo Delivery Hero grupe, navodi da su se onlajn-kupovini okrenuli i oni koji su bili pristalice tradicionalne kupovine.

– Ovo je perspektivna industrija koja brzo raste i to nije posledica kovida-19. Povećava se potražnja za brzom isporukom i drugih proizvoda, ne samo hrane. Naša kompanija je pionir brze trgovine (eng. quick commerce). U pitanju je nova generacija elektronske trgovine, koja se, kao što samo ime, kaže zasniva na brzini – ističe Đurić.

## HRANA KAO BITAN DEO SVAKODNEVICE GRAĐANA SRBIJE

Prema podacima Ministarstva trgovine, turizma i telekomunikacija, putem interneta najviše se prodavala hrana – njena prodaja je od aprila prošle godine povećana za 200 odsto.

**Đorđe Davidović**, generalni menadžer **Wolta** u Srbiji, objašnjava da je upravo pristup hrani ono po čemu se Srbija razlikuje od drugih tržišta gde postoji uspešan finski servis.

– Srbija je zemlja u kojoj hrana čini bitan deo naše svakodnevice, dok je Beograd prava „foody“ prestonica. Ne zaostaju ni drugi srpski gradovi sa odličnom ponudom različitih kuhinja. Ono po čemu se Srbija izdvaja od drugih tržišta gde Wolt posluje jeste da je obrok u restoranu više ritual, a ne namirivanje fiziološke potrebe i ušteda vremena – objašnjava Đorđe i dodaje da se najviše poručuju burgeri, roštilj, italijanski specijaliteti.

S druge strane, Anja Đurić ističe šta je zajedničko korisnicima iz svih 45 zemalja u kojima Donesi posluje – kada su gladni, svi žele omiljenu hranu na vratima što pre.

– Naši korisnici imaju različite afinitete, različite starosne dobi su, u različitim okolnostima naručuju hranu. Omiljena hrana su, svakako, burgeri, specijaliteti italijanske i internacionalne kuhinje, jela od mesa – navodi Anja i dodaje da istovremeno sa unapređivanjem ponude, Donesi planira da se proširi na nova tržišta.

Najmlađi servis dostave hrane u Srbiji, **Car Go Butler**, nedavno je svoju ponudu obogatio dostavom pića.

– Butler je spas za restorane i predstavlja odličnu opciju da svi u svom domu dobiju sveže i tople specijalitete različitih svetskih kuhinja. Građani Srbije su postali otvoreniji prema svetskim kuhinjama zbog čega se rado opredeljuju za suši, takose, kebabe – navodi generalni direktor CarGo Butlera **Nikola Aćimović**.

## „BILO ŠTA“ KAO KATEGORIJA

Đurović ističe da je Glovo platforma koja povezuje sugrađane sa ponudom njihovih gradova i kompanijama koje se bave brzom dostavom.

– Pored bogate ponude proizvoda iz maloprodaje, korisnici imaju mogućnost da kroz „bilo šta“ kategoriju napišu šta žele da im se kupi i donese, dok im kategorija

## FOOD AS AN IMPORTANT PART OF EVERYDAY LIFE OF SERBIAN CITIZENS

According to the data of the Ministry of Trade, Tourism and Telecommunications, online sale involved food the most – since April last year its sales have increased by 200%.

**Đorđe Davidović**, general manager of **“Wolt”** in Serbia, explains that the approach to food is what differentiates Serbia from other markets on which this successful Finnish service operates.

– Serbia is a country in which food is an important part of everyday life, while Belgrade is a true foodie capital. Other Serbian cities are not far behind with their excellent offer of different cuisines. What distinguishes Serbia from other markets “Wolt” operates on is that in Serbia having a meal in a restaurant is more of a ritual than fulfilling a physiological need and saving time – explains Đorđe and adds that most orders include burgers, barbecue and Italian specialties.

On the other hand, Anja Đurić says that users from all 45 countries “Donesi” operates in have something in common – when they are hungry, they all want their favorite food on their doorstep as soon as possible.

– Our users have different affinities, are of various ages and they order food in different circumstances. The favorites are, of course, burgers, Italian and international specialties, meat dishes – says Anja and adds that along with improving the offer, “Donesi” is also planning on getting into new markets.

The newest among the food delivery services in Serbia, **“CarGo Butler”**, has recently enriched its offer by including beverage delivery.

– “CarGo Butler” is a savior of restaurants and is an excellent opportunity for everyone to have fresh and warm specialties of various world cuisines at home. Serbian citizens have become more open towards world cuisines and they gladly opt for sushi, tacos and kebab – says **Nikola Aćimović**, the general manager of “CarGo Butler”.

## CATEGORY “ANYTHING”

Đurović says that “Glovo” is a platform which connects citizens to the offer in their cities and the companies that are in the business of fast delivery.

– In addition to the rich offer of retail products, users have the possibility to write what they want bought and delivered by means of the “anything” category, while the category “delivery express” enables the delivery of documents, forgotten keys, chargers or anything else in less than 40 minutes – explains Đurović.

Soon yellow, blue, red and black bags will also be present in other cities in Serbia.

While recognizable bags of bright colors can mostly be seen in Belgrade and Novi Sad, the delivery services announce that they will soon be part of everyday life in other cities as well.

– As of recently we've been working in Subotica and Pančevo and we will continue our expansion, with the goal of “Wolt” becoming by the end of the year synonymous with the application which delivers

„ekspres dostave“ omogućava dostavu dokumenata, zaboravljenih ključeva, punjača ili bilo čega dugog za manje od 40 minuta – objašnjava Đurović.

Žute, plave, crvene i crne torbe uskoro prisutne i u drugim gradovima Srbije

Dok se prepoznatljive torbe u jarkim bojama uglavnom mogu videti u Beogradu i Novom Sadu, iz servisa dostave najavljuju da će one uskoro biti deo svakodnevice i u drugim gradovima.

– Odnedavno smo u Subotici i Pančevu i nastavljamo dalje da širimo svoje poslovanje kako bismo ispunili cilj da Wolt do kraja godine postane sinonim za aplikaciju koja dostavlja sve što poželite, a željeno može da se dostavi kolima i da bude isporučeno u roku od 30 minuta od klika – ističe Đorđević iz Wolta.

Takođe, Branimir Đurović ističe da je od nedavno, osim u Beogradu, Novom Sadu, Pančevu, Nišu, Subotici i Kragujevcu, Glovo prisutan u Čačku. Navodi da kompanija ima plan da proširi svoje poslovanje u gradovima kao što su Zrenjanin, Kraljevo, ali i mnogi drugi.

CarGo Butler, pre svega, planira da unapredi ponudu u Beogradu, a potom da se širi na ostale gradove. Do tada, jedan od prioriteta je razvijanje usluge Car Go Medical koja će omogućiti da korisnici ostvare popuste u više od 1600 zdravstvenih ustanova širom zemlje.

I dok servisi dostave nastavljaju da bogate ponudu i šire poslovanje u Srbiji, korisnicima ostaje samo da uživaju u pogodnostima ove zlatne ere onlajn-dostave – kupovini hrane, namirnica, ali i svih potrepština iz svog udobnog doma ili kancelarije.

anything you want, which can be delivered by car and within 30 minutes from the click – says Đorđević from “Wolt”.

Also Branimir Đurović says that apart from Belgrade, Novi Sad, Pančevo, Niš, Subotica and Kragujevac, “Glovo” is also present in Čačak, and states that they plan to further extend their business to cities such as Zrenjanin, Kraljevo and many others.

“CarGo Butler” primarily plans on improving the offer in Belgrade, and then expanding to other cities. Until then, one of the priorities is the development of the “CarGo Medical” service which will enable discounts in more than 1600 healthcare institutions across the country.

And while delivery services continue to enrich their offers and expand their business in Serbia, the users are left with enjoying the benefits of the golden era of online delivery – buying food, groceries and all necessities from the comfort of their home or office.

Prodaja hrane putem interneta od aprila prošle godine povećana je za 200 odsto.

Online food sale has increased by 200% since April last year.



# MILAN MARIĆ

## Razgorećemo vatru kada sve prođe

We will spark the fire  
once everything passes

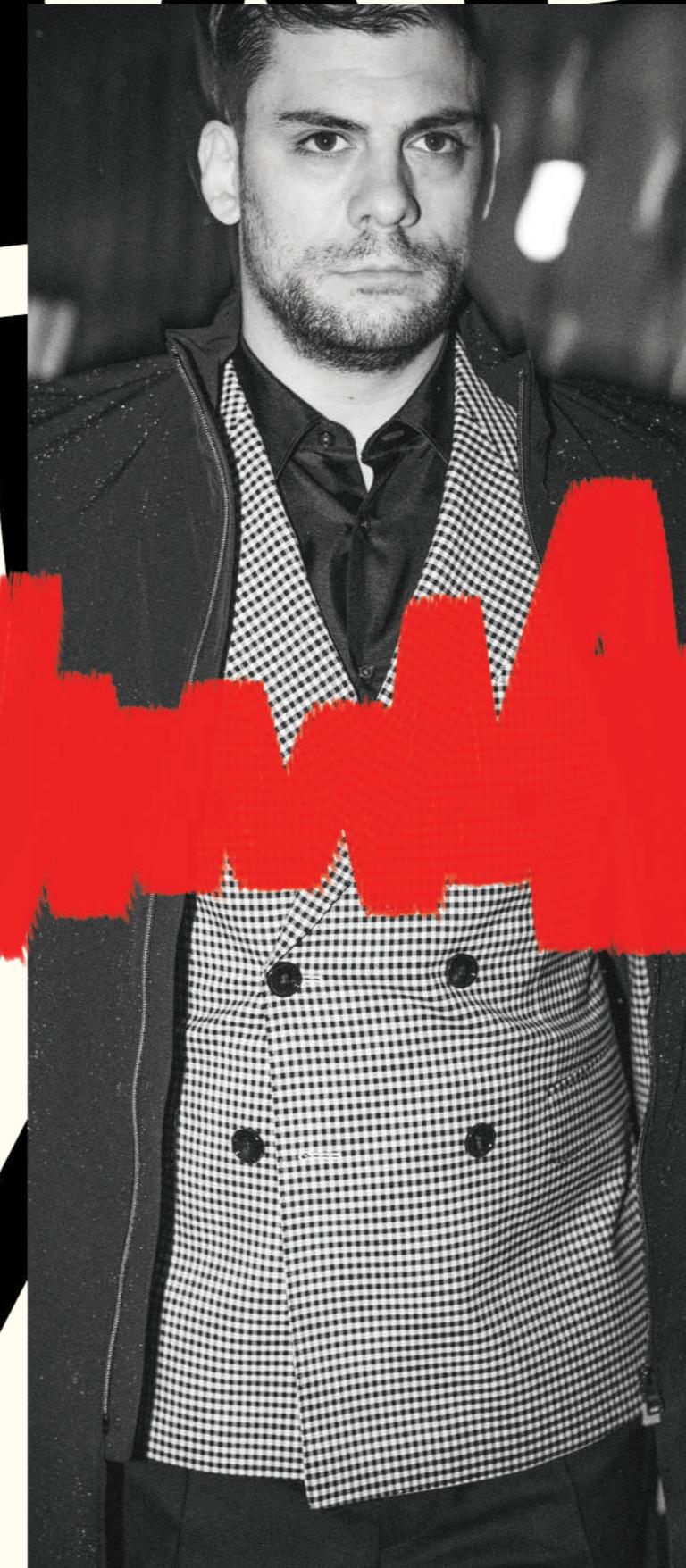
Autor / Author ĐURĐA MILANOVIĆ  
Fotografije / Photos MIKA KNEŽEVIĆ

Gledali smo ga u pozorištu, filmovima i serijama, a svoj raskošni talent pokazao nam je igrajući različite likove, epohe i žanrove. Ako bi morao sebe da opiše kroz samo jedan stih pesme Tome Zdravkovića, čiji lik tumači u iščekivanom filmu „Toma“, to bi bio stih „Šta je to u meni što se zove tuga?“

Za mladog glumca Milana Marića, umetnost predstavlja srž života, jer, kako kaže, kroz nju može najpreciznije i najotvorenije da se izrazi, da sagleda ljude, vreme i odnose, otkrije sebe i pomera granice.

We watched him in theater, films, TV shows, and he showcased his extraordinary talent by playing very different characters within different epochs and genres. If he had to describe himself using only one verse from the song by Toma Zdravković, whose character he plays in the anticipated movie "Toma", that would be: "What is that inside me that is called sorrow?"

For the young actor Milan Marić, art is the essence of life, because, according to him, it enables him to express himself most accurately and honestly, to understand people, times and relationships, to discover himself and push the limits.



**Kakav je odnos mlađih ljudi u Srbiji prema umetnosti danas? I ti si mlađ čovek, ali po svaku cenu izbegavaš prosek i predvidljivost. Misliš li da si jedan od retkih ili jedan od onih kojih je sve više?**

Svojstveno mladosti jeste da čovek tada istražuje, upoznaje i definiše sebe, a umetnost je tu nezamenljiv katalizator. Težim ka tome da u svakoj situaciji budem veran sebi, svojim vrednostima, uverenjima i osećanjima, što je nekada različito, ali je često i međnstrim.

**Tvoj pristup glumi i poslu uopšte – kakav je danas u odnosu na početak karijere?**

Iskustvo je donelo širinu i raznovrsnost. Pozorište mi je baza, ali me ima i u filmu i serijama. Uprkos iskustvu, i dalje sam na početku svake nove igre nesiguran i zato se spremam temeljno i posvećeno, kao da ništa pre ne postoji.

**What is the attitude of young people in Serbia towards art nowadays? You are also young, but you avoid the average and the predictable, at any cost. Do you think that you are one of the few, or is the number of people like you on the rise?**

Exploring, getting to know yourself and defining yourself are inherent things in youth, and art is an irreplaceable catalyst during that. In every situation I try to be true to myself, my values, beliefs and emotions, which sometimes means being different, but is also often mainstream.

**Your attitude towards acting and work in general – is it different now, compared to the beginning of your career?**

Experience has brought me breadth and diversity. Theater is my base, but I also appear in films and TV shows. Despite my experience, at the beginning of every new project I am still insecure and that is why I am thorough and committed during my preparations, as if I did nothing before it.

**The Covid crisis – the factor which led to the acceleration and “flourishing” of creativity and art, or to their “suppression”?**

I'd say that the Covid crisis in art has primarily represented the factor of adjustment, improvisation and preserving the essence within new formats and ways of expression. Covid has brought a lot of bad things to artists, but it has also subjected us to a stress test of a kind, which we somehow passed. We have preserved the fire and we will spark it when everything passes.



Milan Marić nosi BOSS total look /  
Milan Marić wears BOSS total look

**Kriza prouzrokovana kovidom-19 – faktor ubrzavanja i „cvetanja“ ili faktor „gušenja“ kreativnosti i umetnosti?**

Rekao bih da je kriza prouzrokovana kovidom-19, kriza u umetnosti pre svega faktor prilagođavanja, improvizacije, očuvanja suštine u novim formatima i izrazima. Mnogo lošeg je kovid-19 doneo umetnicima, ali nas je i podvrgao svojevrsnom testu otpornosti na stres, koji smo nekako položili i sačuvali vatru da je razgorimo kada sve prođe.

**Film ima veliku moć da utiče na društvo, da li misliš da ta moć može da se zloupotrebi?**

Svakako. Mnogo je primera propagandnih filmova koji nemaju umetničku vrednost, kojima su uspešno oblikovana uverenja i u kojima je vršena svojevrsna indoktrinacija. Tome je suprotstavljena umetnost koja navodi na preispitivanje i traganje za istinom.

**Nedavno je emitovana serija „Porodica“ u kojoj tumačiš lik Čedomira Jovanovića. Osećaš li posebnu odgovornost kada tumačiš lik nekoga ko nije fiktivni karakter, već neko ko je i dan-danas prisutan, u ovom slučaju, na političkoj sceni? Kako reaguješ na burne reakcije javnosti nakon serije?**

Nije po pravilu teže igrati istorijsku ličnost od fiktivnog lika, već to iziskuje više objašnjavanja i podrške publici da razluči dramatizaciju od dokumentarnog sadržaja, kao i imitaciju od interpretacije. Kada se te razlike razumeju, onda sve legne na svoje. Reakcije javnosti nakon serije „Porodica“ nisu me iznenadile, jer su nam svima još uvek sveža sećanja na burne događaje, ličnosti i vreme kojima se serija bavi. Pažljivo sam ispratio sve što su ljudi pisali i pričali, te i razumem odakle dolaze svi ti doživljaji.

**Da li dobar umetnik znači biti i dobra osoba ili to ne mora uvek da ide jedno sa drugim?**

Mislim da je za početak jako teško odrediti po kojim aršinima ćemo meriti da li je neko dobra osoba ili ne, jer se svi mi razlikujemo po senzibilitetu, karakteru, emotivnom aparatu i načinu na koji stvari doživljamo i preživljavamo. No, ukoliko bismo to pitanje sveli na neku bazičnu podelu, mislim da ima mnogo loših ljudi koji se bave umetnošću i neki su i uspešni. Mada, teško da takvi ljudi mogu ikada postati vrhunski umetnici.

**Šta bi za tebe bio sledeći veliki izazov u karjeri pozorišnog i filmskog glumca?**

Voleo bih da učestvujem u velikom međunarodnom projektu, da stvaram sa umetnicima sa raznih podneblja, da razvučem još malo svoju zonu komfora, izložim i upoznam sebe u novom multikulturološkom kontekstu.

**U pauzama od puta, proba, snimanja, premijera... Šta je tvoj „izduvni ventil“ a šta je tvoj „guilty pleasure“?**

Volim da igram društvene igre, slažem velike slagalice, gledam serije i filmove da se izduvam i očistim od prekomernih spoljnih nadražaja. Posegnem i za kuvanjem, to mi često veoma prija. A „guilty pleasure“ ume da bude po neka noć u kafani sa društvom.

**Film has the power to influence the society considerably. Do you think that such power can be abused?**

Certainly. There are numerous examples of propaganda films without artistic value, which shaped beliefs successfully and carried out a sort of indoctrination. Art is the opposite of that. It prompts asking questions and searching for the truth.

**The TV show "Porodica" was recently broadcast, in which you played the character of Čedomir Jovanović. Do you feel a special responsibility when you play a character that is not fictional, but someone who is present even today, in this case on the political scene? How do you respond to the strong reactions of the audience after seeing the show?**

Generally it is not more difficult to play a historical figure than a fictional character, but the former requires more explanation and helping the audience differentiate between dramatization and documentary content, as well as between imitation and interpretation. When the difference is clear, everything falls into place. I was not surprised by the public's reaction to the TV show "Porodica", since the tumultuous events, people and the time the show addresses are still fresh in our memory. I attentively monitored what people were writing and saying and I understood where their reactions came from.

**Does being a great artist mean being a good person, or do those two not necessarily go hand in hand?**

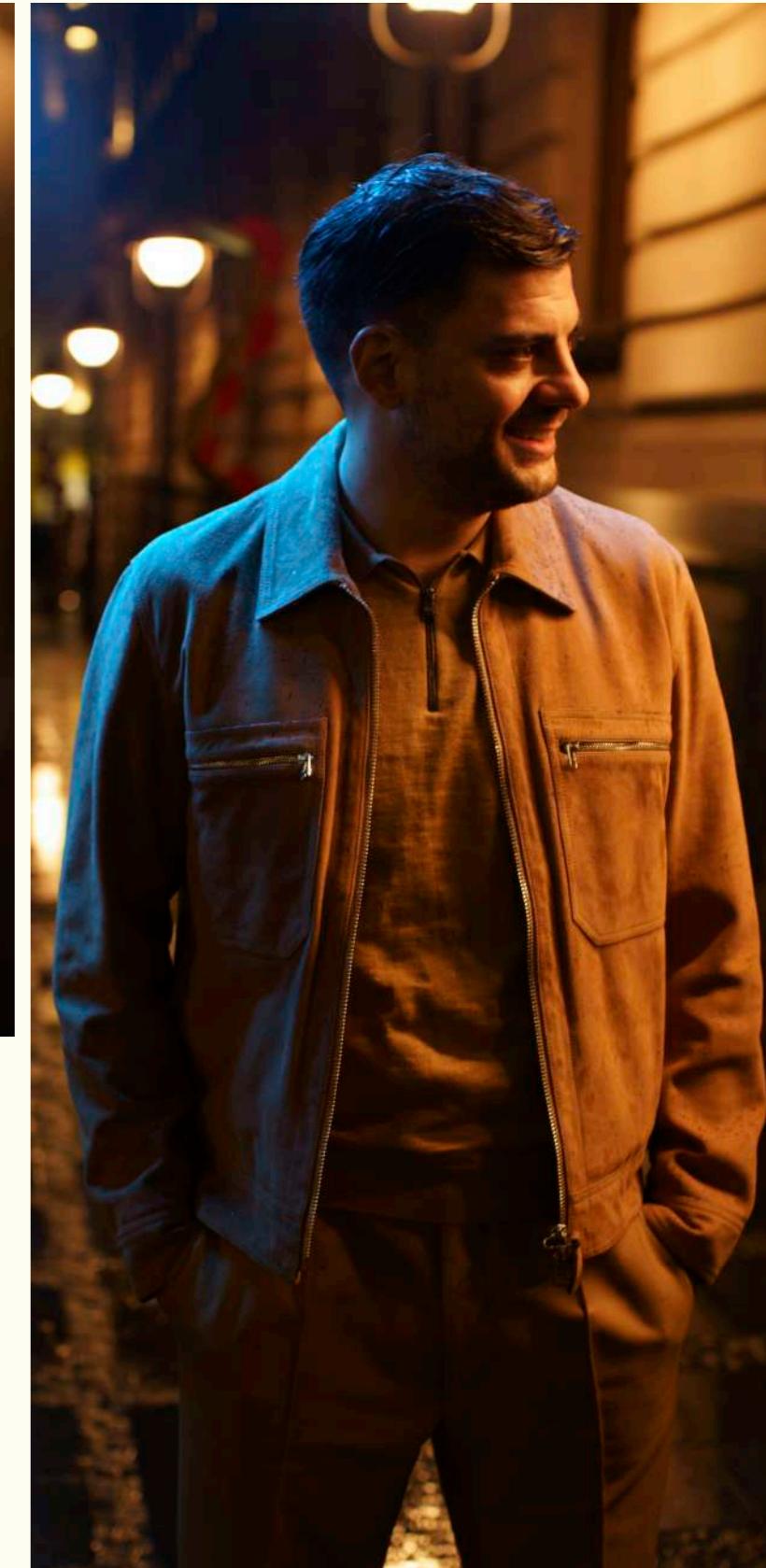
For starters I think that it is very difficult to establish the standards according to which we will determine whether someone is a good person or not, because we are all different in terms of sensibility, character, emotional apparatus and the way we experience and endure things. But, if we were to reduce that question to a basic division, I think that there are many bad people who are artists and some of them are successful. However, it's not likely that they will ever become exceptional artists.

**What would be the next great challenge in your career as a theater and film actor?**

I would like to be a part of a large international project, to work with artists from different areas, to step further out of my comfort zone, and to put myself and get to know myself in a new multicultural context.

**Between travelling, rehearsals, shooting, premieres, how do you blow off steam, and what is your guilty pleasure?**

I like to play board games, do large jigsaw puzzles, and watch TV shows and films to blow off some steam and get rid of excess external content. I sometimes cook, I find that enjoyable. And my guilty pleasure is going out to a tavern with my friends from time to time.



Milan Marić nosi BOSS total look /  
Milan Marić wears BOSS total look

Nije po pravilu težeigrati istorijsku ličnost od fiktivnog lika, već to iziskuje više objašnjavanja i podrške publici da razluči dramatizaciju od dokumentarnog sadržaja, kao i imitaciju od interpretacije.

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**Fotograf / Photographer:** Mika Knežević  
**Modni urednik / Fashion editor:** Ashok Murty  
**Lokacija / Location:** Belgrade, Ćika Ljubina

Milan Marić nosi BOSS total look /  
Milan Marić wears BOSS total look

# KATARINA SHARON

**SAVETI ZA KREIRANJE ODRŽIVOG ŽIVOTNOG STILA: KRENITE OD MENJANJA MALIH NAVIKA, UČINIĆETE VELIKE PROMENE**

**ADVICE FOR CREATING A SUSTAINABLE LIFESTYLE: START BY CHANGING SMALL HABITS AND YOU WILL MAKE GREAT CHANGES**

Autor / Author MAJA BURSAĆ

Fotografije / Photos DANILO&SHARON STUDIO

**Koja je vaša prvobitna asocijacija na reč održivost?**  
Većina ljudi prvo će pomisliti na klimatske promene, globalno zagrevanje i brigu o planeti. Iako je ova strana medalje veoma važna za našu budućnost, koncept zapravo podrazumeva mnogo više od toga. Živeti održivim načinom života znači dostići pravu ravnotežu na svim važnim poljima - od ishrane, preko sinergije sa prirodom, do mentalne higijene, a svakodnevne navike treba prilagoditi filozofiji koja u osnovi ima minimalizam.

O održivim navikama i njihovoj važnosti, razgovarali smo sa Katarinom Šeron, fotografkinjom koja od nedavno ima svoj blog i YouTube kanal utemeljen upravo na usvajanju principa koji su pogodni za okolinu, ali i za nju samu: „Održivost ima dva lica: odnos prema sebi i prema okolini – verujem da je suština u balansiranju između ta dva“. Kako navodi, u prošlosti se dešavalo da je pokušavala previše da ugodi sebi,

What is your first association for the word sustainability? Most people first think of climate change, global warming and caring about the planet. Although that side of the coin is very important for our future, the concept in fact entails a lot more than that. Having a sustainable lifestyle means achieving the right balance in all important areas – from diet, synergy with nature, to mental hygiene, and adapting everyday habits to the philosophy which is based on minimalism.

We talked about sustainable habits and their importance with Katarina Sharon, a photographer who has recently started her own blog and a YouTube channel based precisely on adopting the principles which are good for the environment, but also for her: “Sustainability has two sides: attitude towards yourself and towards the environment. I believe that the point is to find the balance between the two”. According to her, there were times in the past when she tried to please herself too much, which was not sustainable for the environment, but she also went to the other extreme – she tried so hard to behave in a manner that is good for the environment, that it was not sustainable for her. **“For me finding balance is the definition of a sustainable lifestyle”.**

We all reach the point when we realize that it is time we change bad habits. Still, this process is individual – some people recognize the importance of caring about yourself and synergy with nature from the early age, while for others this comes later. To Katarina this



što nije bilo održivo za prirodu, ali je isto tako odlazila u suprotni ekstrem – toliko se trudila da se ponaša dobro prema okruženju, da to nije bilo održivo za nju. **Navodi da je postizanje balansa je za nju definicija održivog načina života.**

Svako od nas nekad dostigne tačku u kojoj shvati da je došlo vreme da se promene loše navike. Ipak, ovaj proces je individualan – neko od rane mladosti počinje da shvata važnost brige o sebi i sinergije sa okolinom, dok za druge ovaj momenat dolazi kasnije. Katarini se to desilo sasvim slučajno, na jednom putovanju u Amsterdam, kada je doživela buđenje u trenutku kada je u jednom izlogu videla svoj odraz. Tada je odlučila da se osloboди loših navika, ali kako navodi, to se nije desilo iznenada, već je to proces koji je i danas sastavni deo njenog života. Možda je upravo ovaj momenat važan za razumevanje životnog stila koji u osnovi ima održivost – **nije reč o pukoj promeni, već o procesu koji zahteva konstantno učenje, upijanje informacija i adaptaciju prema novim saznanjima.**

Jedna od prvih zdravih navika na putu ka održivom stilu je kvalitetna ishrana. Šeron pod time smatra pripremu obroka od celovitih namirnica uz minimalnu upotrebu procesuirane hrane. Uvreženo je mišljenje da zdrav način života i promene ishrane podrazumevaju potpuni prelazak na veganstvo. Katarina jeste vegan, ali veruje da je važno birati kvalitetne, organske namirnice i osvestiti važnost raznovrsne ishrane. „Za mene je svaki ulazak u kuhinju ritual. Kuhinja je mesto gde svakodnevno provodim mnogo vremena, a u pripremi

happened by accident while she was in Amsterdam. She experienced an awakening when she saw her reflection in a shop window. That's when she decided to get rid of bad habits, but, according to her, that did not happen overnight. It was a process that is still part of her life today. Perhaps that is what is essential for understanding the lifestyle based on sustainability – **it is not just a simple change, but a process which requires constant learning, soaking up new information and adapting to new knowledge.**

One of the first habits to be acquired on the path towards sustainable lifestyle is having a diet of good quality. For Sharon, that means preparing meals from whole foods, with minimum use of processed food.

**ODRŽIVOSTIMA DVA LICA: ODNOS PREMA SEBI I PREMA OKOLINI.**  
**SUSTAINABILITY HAS TWO SIDES:**  
**ATTITUDE TOWARDS YOURSELF AND TOWARDS THE ENVIRONMENT.**

There is a widespread opinion that a healthy lifestyle and the change of diet mean becoming fully vegan. Katarina is a vegan, but she believes that it is important to choose organic groceries of good quality and realize the importance of dietary diversity. “For me entering the kitchen is a ritual. I spend a lot of time there every

hrane nalazim užitak i vreme da se opustim. Smatram da je ovo veoma bitno, jer verujem u energiju i želim da dam samo najbolje od sebe za svako pripremanje obroka."

Briga o preparatima koje nanosimo na kožu jednako je značajna kao ona o namirnicama koje unosimo. U poslednje vreme, mnogo se govori o aditivima u kozmetici, ali za našu sagovornicu, upotreba kozmetike prirodnog porekla nije trend, već momenat na koji obraća posebnu pažnju godinama unazad. „**Ne jedem hrano sa aditivima, a podjednako izbegavam i da ih stavljam na koži.**“

Ključ izbalansiranog načina života, pored pravilne ishrane jeste i fizička aktivnost. Katarina smatra da je bolji izgled zapravo samo derivat posvećenosti, a da je trening neophodan radi zdravlja. Ona aktivno trenira poslednje tri godine – uz treninge u teretane, kombinuje trčanje i igru. Iako je počela sa idejom da dovede svoje telo do idealne kilaze pre leta, došla je do saznanja da ovde nije reč o pripremi za plažu, već za čitav život.

**Održivo ponašanje svakako podrazumeva i osvećenost eko-navika koje su u skladu sa cirkularnom ekonomijom.** Iako nameštaj i garderobu bira po izgledu, dobar deo je „**second-hand porekla**“. „Važno mi je da su to stvari kojima će zaista dati novi život, ne kupujem ih u besmisleno velikim količinama samo zato što su jeftine. Naravno, gledam da to budu komadi napravljeni od prirodnih materijala, jer nisam ljubitelj sintetike“. Minimalista je kada je izbor garderobe u pitanju – daje prvenstvo funkcionalnim, vanvremenskim komadima koje će moći da nosi godinama, a ne sezonskim trendovima.

Kada nešto ponovo upotrebimo, popravimo, obnovimo, doradimo ili recikliramo, pre nego da bacimo i potrcimo da kupimo novo, tada **postajemo deo održivog ciklusa** koji ima uperen pogled ka budućnosti. Najveći benefit održivog životnog stila je, kako kaže Katarina, činjenica da ostavljamo planetu da bude dobro mesto za život svojoj deci i njihovim budućim klincima.

day, and preparing food gives me pleasure and time to relax. I think that is very important, because I believe in energy and I want to invest only the best of me in every meal".

Thinking about what products we apply on our skin is as important as thinking about what we ingest. Recently there has been a lot of talk about additives in cosmetics, but for our interlocutor the use of natural cosmetics is not a trend, but something she has paid special attention to for years. „**I don't eat food with additives and I also avoid applying cosmetics with additives on my skin**“.

Apart from good diet, the key to a balanced lifestyle is physical activity. Katarina thinks that looking better is just the result of commitment and that exercising is necessary for health. She's been working out actively for the last three years – she combines going to the gym with running and yoga. Although her initial idea was to reach the ideal weight before summer, she has realized that this is not about getting ready for the beach, but for your entire life.

**Of course, sustainable behavior also entails eco-conscious habits, which are in accordance with circular economy.** Although she chooses her furniture and clothes by their looks, a good part of it is **second hand**. „For me it's important that those are the things that I will truly breathe new life into, I don't buy them in absurdly large amounts just because they are cheap. Of course, I pay attention that the pieces are made of natural materials, because I'm not a fan of synthetics“. She is minimalist when it comes to the choice of clothes – she is attracted to functional, timeless pieces, that she will be able to wear for years, more than seasonal trends.

When we reuse, fix, renew, upgrade or recycle something before we toss it out and rush to buy something new, then **we become part of the sustainable cycle** aimed at the future. According to Katarina, the greatest benefit of the sustainable lifestyle is the fact that we leave the planet as a good place to live to our children and their children.

### Katarina Šeron nam je otkrila tri jednostavna koraka uz koja svako od nas može da počne da živi na pametniji i održiviji način:

1. Posvetimo vreme shvatanju posledica preteranog konzumerizma i zagađenja koje se stvara zbog njega. Ne treba mnogo izučavati da bismo shvatili da mnoge stvari koje činimo nisu održive i da postoje pametnija rešenja.
2. Svaku kupovinu možemo da odložimo za nekoliko dana kasnije. Mnogo bolje vidimo šta nam zaista treba, a šta ne treba, kada ostavimo sebi dovoljno vremena da razmislimo o tome.
3. Osvrnimo se oko sebe i sagledajmo na koje sve načine možemo da izbegnemo korišćenje jednokratne plastike. I ništa od ovoga nije teško ako se samo malo poigramo svojim navikama. A ova igra čini velike promene.

### Katarina Sharon shared with us the three simple steps which would enable all of us to start living in a smarter and more sustainable way:

1. Dedicate time to understanding the consequences of overconsumption and the pollution caused by it. It doesn't take much research to realize that many things we do are not sustainable and that there are smarter solutions.
2. We can postpone every shopping for a few days. It is easier to determine what we really need and what we don't need when we give ourselves enough time to think about it.
3. Look around and notice all the ways we can avoid using disposable plastics. None of this is hard, we just need to tweak our habits. And that leads to great changes.



Katarina Sharon nosi garderobu brenda HUGO  
Katarina Sharon wears HUGO total look

# SURF DESIGN

## YABU PUSHELBERG

Autor / Author MOLTENI&C  
Fotografije / Photos MOLTENI&C

Kanađani Džordž Jabu i Glen Pušelberg, svestrani akteri u svetu arhitekture i dizajna od 1980. godine, nakon dizajnerskog debija sa Lisolom kuhinjom za DADA brend 2006. godine, dizajnirali su za kompaniju Molteni&C, Surf modularnu sofу. Zahvaljujući prethodnim istraživanjima prirode organskih formi i ne oslanjajući se na tradicionalne pristupe, Jabu Pušelberg su kreirali elemente za sedenje bogate neočekivanim detaljima, primenjive u rezidencionalnim, poslovnim prostorima i hotelima.

Sedeći deo sjedinjen sa bazom, zaobljenog oblika koje podupiru uski nasloni su karakteristike koje čine da je Surf sofa ergonomski savršena i vizuelno atraktivna. Umetnički dizajnirani pravolinijski, ugaoni i završni delovi sofe, delimično lišeni naslona, daju mogućnost formiranja različitih kompozicija, koje odgovaraju drugaćijim situacijama i potrebama, zadržavajući originalnost dizajna.

Širok izbor tekstila i koža iz pažljivo odabrane kolekcije Molteni&C, naglašavaju jedinstvenost sofe. Kao deo Surf serije tu je i mali sto, sa mermernom bazom i drvenom pločom i malom drškom, koja omogućava njegovo lako pomeranje i premeštanje: savršeni dodatak koji pruža mogućnost da sve što zatreba imate pri ruci, dok sedite zavaljeni u sofi.

**"Naš rad je uvek ravnoteža između emocionalnih i racionalnih elemenata; nikad nije površan i uvek ima svoju priču. Dok smo kreirali Surf sofу, sedeli smo u kući na plaži i gledali talase. Zato finalni izgled poseduje jednu vrstu fluidnosti i valovitosti."** Jabu Pušelberg.

Jabu Pušelberg su kreirali elemente za sedenje bogate neočekivanim detaljima.

Yabu Pushelberg design seating, unfettered by the constrictions of excessive modularity and rich in unexpected details.

Canadians George Yabu and Glenn Pushelberg, all-round players in the world of architecture, design and graphics since 1980, have just designed Surf, a modular sofa system, for Molteni&C, after making their debut with Dada, in 2006, with the futuristic Lisola design. Thanks to their experience in the hospitality field and in exploring the nature of organic forms well beyond any traditional approach, Yabu Pushelberg design seating, unfettered by the constrictions of excessive modularity and rich in unexpected details. Ideal for residential or hospitality projects, such as hotels or offices.

Seats all-one with the base, with rounded forms supporting snug, slightly protruding backrests, are the features that make Surf a design that is not only ergonomically perfect but also visually appealing. This excellent result is due to the use of differentiated polyurethane foam technology. Artfully designed rectilinear, chaise longue, corner and terminal elements, partially devoid of backrests, give rise to multiple compositions suitable for situations of all kinds, maintaining in each the freshness and originality of the design.

A wide choice of textiles and leathers, chosen from the Molteni&C collection, further enhance Surf's uniqueness. Surf is also an elegant little "dumb waiter" table, from the marble base and the wooden top complete with a small handle for moving it easily, it is perfect for keeping anything within easy reach when ensconced in a comfy sofa.

"Our work always has a balance between emotional and rational qualities; it's never frivolous, but it still has a point of view. With Surf, we were sat in a beach house looking at the waves, and then we started to sketch them. The final design has that kind of fluidity and undulation to it. It's important that a design has a clarity of view, but it's also important that it has its own voice." Yabu Pushelberg





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# HRANA ZDRAVLJA

## THE FOOD FOR HEALTH

Autor / Author MILJANA VUKOVIĆ  
Fotografije / Photos MIKA KNEŽEVIĆ

### Prošlost i budućnost onoga što jedemo

History and future of what we eat



Fotograf / Photographer: Mika Knežević  
Modni urednik / Fashion editor: Ashok Murty  
Lokacija / Location: Kare Design Srbija

Dino Tarabar nosi garderobu brenda BOSS  
Dino Tarabar wears BOSS total look

### Šta hrana koju jedemo govori o nama?

Brojna istraživanja kažu da nam omiljena hrana određuje karakter. Na primer, ljudi koji rado posežu za čokoladom imaju manjak serotonina – hormona sreće, oni koji vole crnu čokoladu žele da budu uvek u centru pažnje, dok su ljubitelji mlečne čokolade introvertni i usamljeni. Ljubitelji i slanog i slatkog su kreativni i talentovani za mnoge sposobnosti, ali istovremeno i usamljene, povučene, suzdržane osobe. Ljubitelji slatkiša obično pripadaju hedonistima i često udovoljavaju svojim željama bez griže savesti naglašavajući svoju jedinstvenost i originalnost. Hedonizam je filozofija življenja i hedonisti smatraju da je svrha postojanja život bez preteranog razmišljanja o posledicima, što je dovelo do novog problema u medicini gde su ljudi sa takvim razmišljanjem doveli sebe u stanje čak i patološke debljine u sklopu koje se susrećemo sa brojnim komplikacijama kao što su šećerna bolest, povišen krvni pritisak, izliv krvi u mozak, srčane bolesti, maligne bolesti. Zato ipak u svemu treba naći meru i po latinskoj izreci Omne nimium nocet – sve suvišno škodi, voditi računa o balansiranoj ishrani kako bismo zadovoljili svoje potrebe uživanja u ishrani, ali i ne preterivati u tome, istovremeno.

### What does the food we eat say about us?

Numerous studies say that our favorite food determines our character. For example, people who happily eat chocolate lack serotonin (happiness hormone), those who like dark chocolate want always to be the center of attention, while fans of milk chocolate are introverted and lonely. Fans of both salty and sugary things are creative and talented for many things, but at the same time lonely, withdrawn and unobtrusive people. Sweets lovers are generally hedonists and they often fulfill their wishes with no guilty conscience. They emphasize their uniqueness and originality. Hedonism is a lifestyle philosophy and hedonists think that the purpose of existence is living and not thinking too much about consequences. This has led to a new problem in medicine, because people with that kind of thinking brought themselves even to pathological obesity, which includes numerous complications such as diabetes, high blood pressure, brain hemorrhage, heart diseases and malignant diseases. Therefore, we should be moderate in everything. The Latin saying says Omne nimium nocet – all excess is harmful. We should have a balanced diet that will satisfy our need to enjoy food, but not too much.

Prve asocijacije na hrana našeg područja su ukusno i obilno. Ili ona dobro poznata izreka – kod nas se uvek dobro jelo. U našoj tradicionalnoj ishrani prepišu se zapadni i istočni ukusi pripremljeni po domaćoj recepturi, ali nam je danas na raspolaganju i mogućnost kupovine namirnica koje vode poreklo iz udaljenih podneblja, pa nam nisu strani ni ukusi svetskih kuhinja. Međutim, da li se nekada zapitate šta hrana koju jedete govori o vama? Koliko je ishrana povezana sa zdravljem, na koji način je istorija kreirala naše kulinarske navike, ali i šta je hrana budućnosti? – u razgovoru za MOVEM otkriva nam prof. dr Dino Tarabar, jedan od najpoznatijih srpskih gastroenterologa.

"Hrana je izvor energije i 'pogonsko gorivo' koje nam omogućava da živimo, radimo i funkcionišemo odgovarajući na sve obaveze i potrebe koje imamo tokom dana. Svi se mi bavimo različitim poslovima, ali za sve naše potrebe je neophodna energija koju unosimo hranom. Automobil ne možete da vozite bez goriva, tako i organizam ne može da funkcioniše bez hrane kao izvora energije. Bernard Šo je rekao da nema iskrenje ljubavi od ljubavi prema hrani. Zadovoljstva su

When we think of food from our area our first associations are delicious and abundant. There is an old saying – we always ate well. Our traditional cuisine is a mix of western and eastern flavors incorporated according to national recipes, but today we also have the opportunity to buy groceries originating from distant areas, so we are no strangers to the flavors of world cuisines. However, do you ever wonder what the food you eat says about you? For MOVEM prof. dr Dino Tarabar, one of the most distinguished Serbian gastroenterologists, explains how much diet is connected with health, in what ways history has affected our culinary habits and what the food of the future is.

"Food is a source of energy and a 'driving force' that enables us to live, work and function while meeting all obligations and needs throughout the day. We all have different jobs, but all our needs require energy that we get from food. You can't drive a car without fuel and in the same manner the organism can't function without food as an energy source. Bernard Shaw said: 'There is no love sincerer than the love of food'. Our pleasures are as different as we are, but it seems that we have



nam različita kao što se i mi međusobno razlikujemo, ali izgleda da ipak delimo zajedničku karakteristiku, a to je ljubav prema hrani", ističe prof. Tarabar.

Još je Molijer rekao – „**Treba jesti da bi se živelo, a ne živeti da bi se jelo**“. Ali, da li se nekada zapitate šta je ono što unosite u svoj organizam u toku dana? Od uravnotežene ishrane zavisi i ravnoteža našeg zdravlja, dok i prekomerna i nedovoljna ishrana, u vidu raznih instant dijeta, može dovesti do brojnih bolesti koje bi mogle ugroziti život.

"Veliki broj ljudi je sklon držanju dijeta koje se najčešće svode na minimalno konzumiranje hrane čime sebe takođe dovode u opasnost. Instant dijeti nisu od velike koristi i ne preporučujem nikako da se ljudi na svoju ruku opredeljuju za izbor takvog načina ishrane. Svaki pacijent je poseban i zahteva individualni pristup i savet o adekvatnoj ishrani za određene potrebe. Postoje i određena psihička stanja koja se karakterišu odbijanjem ishrane, što nije uopšte lako stanje i zahteva multidisciplinarni lekarski pristup da bi se takvim osobama efikasno pomoglo", kaže prof. Tarabar.

Umerenost i raznovrsnost u ishrani u količinama koje su potrebne predstavlja ispravan pristup ishrani. Hrana koju konzumiramo se razlikuje od životnog doba, od fizičkih i psihičkih potreba i od fizičke aktivnosti.

"Mi preporučujemo ishranu sa balansiranim unosom ugljenih hidrata, masti i belančevina u odnosu na individualne potrebe, jer preterivanje u bilo kojem segmentu ishrane može imati ozbiljne posledice na naše zdravlje. Preterivanje u konzumiranju ugljenih hidrata i masnoća dovodi do gojaznosti koja je već

something in common, and that is our love for food", says prof. Tarabar.

Moliere said: "**One should eat to live and not live to eat**". But do you ever wonder what you ingest during the day? The balance of our health depends on the balanced diet, while overeating or not eating enough as part of different crash diets can lead to numerous life-threatening diseases.

"A large number of people are prone to following diets which usually involve minimum consumption of food and in that way they put themselves at risk. Crash diets are not very useful and I don't recommend that people choose them on their own. Every patient is different and requires an individual approach and advice on the appropriate diet for certain needs. There are also certain mental states that are characterized by refusing food, and that is a difficult condition requiring a multidisciplinary medical approach in order to help those persons efficiently", says prof. Trabar.

Moderate and diverse diet in terms of necessary quantities is the right approach to diet. The food we need to eat differs depending on age, physical and mental needs and physical activity.

"We recommend a diet with a balanced ingestion of carbohydrates, fats and proteins according to individual needs, because exaggeration in any segment of the diet can have serious consequences for our health. Excess consumption of carbohydrates and fats leads to

epidemijski rasprostranjena, naročito u zapadnoj hemisferi gde srećemo i patološke slučajeve debljine koja i mlađim osobama, bez obzira na godine života, može ugroziti život. Kod takvih osoba jesko neminovna šećerna bolest sa svim svojim komplikacijama, infarkti miokarda, povišen krvni pritisak koji takođe srećemo i kod ljudi koji vole začinjenu, prevashodno slanu hranu što dovodi do preteranog zadržavanja tečnosti u organizmu i posledično povećanju arterijskog pritiska", smatra prof. Tarabar.

#### **Na koji način je istorija kreirala naše kulinarske navike?**

Navike u ishrani dobrim delom zavise od uslova u kojima se živi – kako geografskih, tako i ekonomskih i klimatskih. Pristupačnost ishrani direktno utiče na dnevni jelovnik – na primer, u severnim delovima zemaljske kugle sa surovom klimom gde ljudi nisu u stanju da lako pronađu izvor ishrane. Život na izolovanim ostrvima, na primer u Japanu, takođe oblikuje ishranu prema raznolikosti, količini, ukusu. Hrana je tako postala i unosan trgovinski artikl i prenošena je iz jednih krajeva u druge krajeve sveta zbog specifičnosti i izvora samo u određenim regijama sveta.

#### **Tečna hrana kao hrana budućnosti?**

"Hrana budućnosti će, prevashodno, zavisiti od kvaliteta izvora naše ishrane. Preterujemo u zagadživanju sopstvene sredine. Zagadjujemo zemlju, vodu, a time direktno utičemo na izbor i kvalitet naše ishrane. Mislim da se tome ne pridaje dovoljno pažnje i takav neodgovoran odnos prema okolini doveće do ozbiljnih problema tako da izbor naše hrane neće biti adekvatan ni po količini ni po kvalitetu. Mi smo stvorili i veštačku ishranu u tečnom obliku, tzv. enteralnu ishranu koja sadrži dovoljnu količinu ugljenih hidrata, masti, belančevina, oligoelemenata, vitamina, ali to danas uglavnom koristimo u medicinske svrhe. Ko zna, možda to jednog dana postane i naša svakodnevna ishrana, što nikako ne bih voleo", zaključuje prof. Tarabar.

Kako bismo pravilno izgradili imunitet u doba pandemije virusa korona, prof. Tarabar savetuje balansiranu ishranu sva tri elementarna sastojka ishrane – ugljenih hidrata, masti i belančevina. Najjači obroci treba da budu doručak i ručak, a večera najmanji obrok po količini i bogat proteinima. Uz to je važno redovno unositi i dodatke ishrani u vidu vitamina, (B, C, D), oligoelemenata (magnezijum, cink, selen). Neophodno je hranu unositi prema potrebama i nikada se ne prejedati, odnosno treba jesti shodno opterećenjima i naporima kojima smo izloženi. Hranu je važno žvakati, a ne gutati komade koji će se teško i nepotpuno svariti. Pored toga, važan je i unos tečnosti - 2 decilitra vode na sat, u malim gutljajima.

obesity, which is already widespread like an epidemic, especially in the Western hemisphere, where there are cases of pathological obesity due to which even younger people suffer from life-threatening conditions, regardless of their age. Those people almost certainly have diabetes with all of its complications, myocardial infarctions, high blood pressure which is also present in people who enjoy spicy, primarily salty food, which leads to excessive fluid retention in the organism and consequently to a rise in arterial pressure", maintains prof. Tarabar.

#### **How has history affected our culinary habits?**

Dietary habits mostly depend on living conditions – geographical, economic and climatic. Food accessibility directly affects the daily menu - for example, in northern parts of the globe with severe climate where people can't easily find food sources. Life on isolated islands, like Japan, also shapes the diet in terms of diversity, amount and flavor. So food has also become a lucrative trading item and has been transported from one part of the world to the other due to its specificity and availability only in some regions of the world.

#### **Is liquid food the food of the future?**

"The food of the future will primarily depend on the quality of our food sources. We excessively cause environmental pollution. We pollute soil and water, and thereby directly affect the choice and quality of our diet. I think that not enough attention is given to that and such irresponsible approach to our environment will lead to serious problems and our food choice will be inadequate both in terms of quantity and quality. Simultaneously we have developed an artificial diet which involves making food in a liquid form, the so-called enteral diet with all the necessary carbohydrates, fats, proteins, trace elements and vitamins, but today we use it mostly for medical purposes. Who knows, maybe one day that becomes our everyday diet, which I wouldn't like at all", concludes prof. Tarabar.

In order to build up a strong immunity during the Coronavirus pandemic, prof. Tarabar suggests a balanced ingestion of all three basic elements of a diet – carbohydrates, fats and proteins. The heaviest meals should be breakfast and lunch, while dinner should be the smallest and usually consisting of proteins. It is also important to take dietary supplements such as vitamins (B, C, D) and trace elements (magnesium, zinc and selenium). It is necessary to ingest food according to needs and you should never overeat, i.e. you should eat in accordance with the pressures and efforts you are exposed to. It is important to chew food and not swallow pieces that will be hardly and incompletely digested. Apart from that, the ingestion of water is also significant – 2 dl of water per hour, drank in small gulps.

# ANDREJ JOSIFOVSKI PIJANISTA

## ANDREJ JOSIFOVSKI, THE PIANIST

Autorski tekst / Copyright text ANDREJ JOSIFOVSKI  
Fotografije / Photos MIKA KNEŽEVIĆ

Uglavnom ga prepoznaju po delima i delanju, što je za njega intimno i bitno. Kao svaki kreativac sa renesansnim kodom, dopušta da ga radoznalost vodi kroz život. Kao svako iskreno biće, pažljivo čuva i neguje to što ga čini. Svako ko ga posmatra sa strane ima utisak da Andrej sa neverovatnom lakoćom prelazi iz jednog medijuma u drugi. Međutim, činjenica je da iza svakog njegovog činjenja postoji ozbiljna priča (ili više njih). Stidljivo se otvara prema svetu koji ne razume u potpunosti. Ne gleda na svet iz jedne perspektive i ne veruje u velike reči koje ne vrede mnogo. Svoje međuljudske odnose gaji samo sa onima koji ga prepoznaju kao nekoga ko je na vreme shvatio da su sve velike istine, u stvari, jednostavne.

He is mostly known for his works and actions, which is, of course, very important for him personally. As every creative person following a renaissance code, he lets curiosity guide him through life. As a truly honest person, he carefully protects and nurtures what makes him who he is. Anyone on the outside observing him has the impression that Andrej switches between environments with incredible ease. However, the fact is that there is a serious story (or more of them) behind his every action. He opens himself up shyly to the world which he doesn't understand completely. He doesn't like observing things from only one perspective and he doesn't believe in big words which don't mean a lot. He fosters relationships only with those people who recognize him as someone who has realized in time that all great truths are, actually, quite simple.



### INTERVJU SA SOBOM

Arhitekturu sam zavoleo jednog leta na ostrvu Skijatos, gde sam otiašao sa svojim roditeljima da provedem letnji raspust. Tog, za mene, srećnog leta, na isto ostrvo je doletela još jedna porodica, koja je za razliku od moje bila brojnija i pretežno ženska. Zbližili smo se na tom dugom morskom pesku Kukunarija plaže, na kojoj smo, mi deca, dve devojčice i ja, počeli da gradimo zamak. Ali to nije bila jedna obična, letnja, dečija priča, jer je njihov otac bio arhitekta i svakom detalju se pristupalo graditeljski, lege artis. Taj zamak i dan-danas čvrsto stoji u mom sećanju, zagledan u more. Moje drugarice i ja sada gledamo na planove svojih arhitektonskih projekata, koji su zajedno sa nama prerasli snove i postali stvarni. Često sam se svih ovih godina pitao kakva je to magija tada okupila na isto mesto i od nas, dece sa plastičnim lopaticama za igru u pesku, stvorila prave graditelje. **Odgovor na ovo pitanje je stigao kada sam, posle mnogo godina, upisao studije arhitekture i na predavanju se sreo sa pojmom duh mesta.** Sve mi se u trenutku razjasnilo i zašto su kule gledale prema moru i zašto se u zamak ulazilo sa strane okrenute zaledu, kao i to da je Sale, otac mojih drugarica, bio mag koji je u sebi nosio taj duh i preneo ga na nas decu. Čovek je bio mlad i posvećen, a duh je po prirodi stvari prenosiv. Da li je tada prevagnula energija duha mladosti ili postojanost duha mesta, jasno je da bez nadahnuća nema stvaranja, niti pojavnje lepote koja će zasiliti oko. Ova kratka uvodna priča mogla bi se nazvati i lekcijom, stoga bih rekao da je energija mladosti večni izvor sećanja.

### INTERVIEW WITH MYSELF

I fell in love with architecture one summer on the island of Skiathos, where I spent my summer holidays with my parents. During that happy summer another family flew to the island, which was, unlike mine, larger in number and predominantly female. We bonded on the sand of the long Koukounaries beach, where we the children, me and the two girls, started building a castle. But it was not just a regular, summer, children's game, because their father was an architect and every element was approached as if we were constructing it, *lege artis*. That castle still stands firmly in my memory, facing the sea, and I and my friends are now standing over the plans of our own architectural projects, which, with our help, have gone beyond dreams and become reality. Over the years I have often wondered what magic brought us together then and turned us children with plastic shovels for playing in the sand into real constructors. **The answer to this question came many years later when I started studying architecture and came across the concept "Spirit of place" during a lecture.** Everything became clear – why the towers were facing the sea, why the entrance to the castle was in the back, as well as that Sale, my friends' father, was a mage who had that spirit within him and he passed it on to us children. The man was young and dedicated, and the spirit is, by the nature of things, transferable. Regardless of whether the energy of the spirit of youth or the existence of the spirit of place prevailed that day, it is clear that without inspiration there is no creation, or apparent beauty to

Tako je jedna mladalačka energija, iz davno ukotvijenog sećanja, prizvala šlep, natovarila ga hrrom rabljenog gvožđa i uputila ga u današnje vreme da bude kućica na vodi i da kao splav, služi na radost omladini. To što je na njemu sve retro, samo kazuje da duh nikad ne stari, već kao i energija po zakonu fizike, samo prelazi iz jednog oblika u drugi. **Kako je od krpeža nastalo kultno mesto, teško je opisati rečima, jer se sve dešavalo kao u snu. Prosto rečeno, bio sam nadahnut gledajući u Savu kako mladalački, opušteno plovi prema suncu.**

Valjda sam u takvom snu video i amfiteatar na padini moje Bežanijske kose, koja se velikim stepenicama, poput kaskade, sliva pored železičkog tunela prema Tošinom bunaru. Ko bi sada mogao reći koliko je i kakvih sve priča došlo vozovima kroz taj tunel i pred mojim očima stvorilo pravu pozorišnu scenu, poput onih drevnih, grčko-rimskih. Eto šta je u stanju da stvari duh koji se otme iz mraka jednog železničkog tunela.

Nesavladiva energija imaginacije je i na planini Kosmaj ugledala amfitetar, ali i razigranu mladost koja trči kros-kontri oko jezera, pikira sankama niz padinu ili vijuga skijama do prolećne zaravni gde će strelicama zabit u metu ili igrati šah. A onda, jedan veliki skok na krilima maštice do Mokre gore i njenih padina. Da čovek ne poveruje svojim očima, licem ka nama moderne kuće, a leđima okrenute kosini, stare. **Mladost – ludost ili duh mesta,** pitanje je za tebe, čitaoče, ovih redaka.

please the eye. This short introduction could also be a lesson, and I think that the energy of youth is an eternal source of memory.

That is how youthful energy from a memory anchored a long time ago called upon a towing excavator, loaded it with used iron and sent it to today's moment to be a little house on the water and as such floating platform to be a source of joy for the young. The fact that it is entirely retro only shows that spirit never gets old, but, just like energy according to the laws of physics, only changes from one form to the other. **How scraps became a legendary place is hard to describe, because everything happened like in a dream. Simply put, I was inspired by the Sava flowing youthfully and nonchalantly towards the sun.**

It must also have been a dream when I saw the amphitheater on the slope of my Bežanijska Kosa, which descends by means of large staircases and cascade, next to a railway tunnel, towards Tošin bunar. Who knows how many and what kind of stories came on the trains through that tunnel and created in front of me a true theater stage, like the wooden Greco-Roman ones. That's what the spirit that breaks free from the darkness of a railway tunnel is able to create.

The compelling energy of imagination saw the amphitheater once again on Kosmaj mountain, as well as playful young people running cross country around the lake, driving sleds down the slope or skiing to the plateau where they will throw darts at a target or play chess. And then, let's take a huge imaginative leap to Mokra Gora and its slopes. It is hard to believe what you see – the houses facing us are modern, and those facing the slope old. **The madness of youth or the spirit of place,** it is for you, reader, to decide.



**Fotograf / Photographer:** Mika Knežević  
**Modni urednik / Fashion editor:** Ashok Murty  
**Lokacija / Location:** Boss store, Zmaj Jovina 18

**Andrej Josifovski nosi garderobu brenda HUGO**  
**Andrej Josifovski wears HUGO total look**



Andrej Josifovski je asistent na Arhitektonskom fakultetu Univerziteta u Beogradu, na odseku za Arhitektonske tehnologije. Uža specijalnost su mu drvene konstrukcije. Takođe je jedan od najpoznatijih stvaralaca u medijumu koji se zove ulična umetnost a prepoznatljiv je po svom otvorenom i oštrom dijalogu koji vodi sa društvom i vremenom u kome živi.

Andrej Josifovski is an assistant at the Faculty of Architecture, University of Belgrade, at the department of architectural technologies. His specialty are wooden constructions. Also, he is one of the most famous creators when it comes to street art and he is recognizable by his open and harsh dialog with the society and the time he lives in.



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## NOVE KOLEKCIJE

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**TRUSSARDI JEANS**

**TUMI**