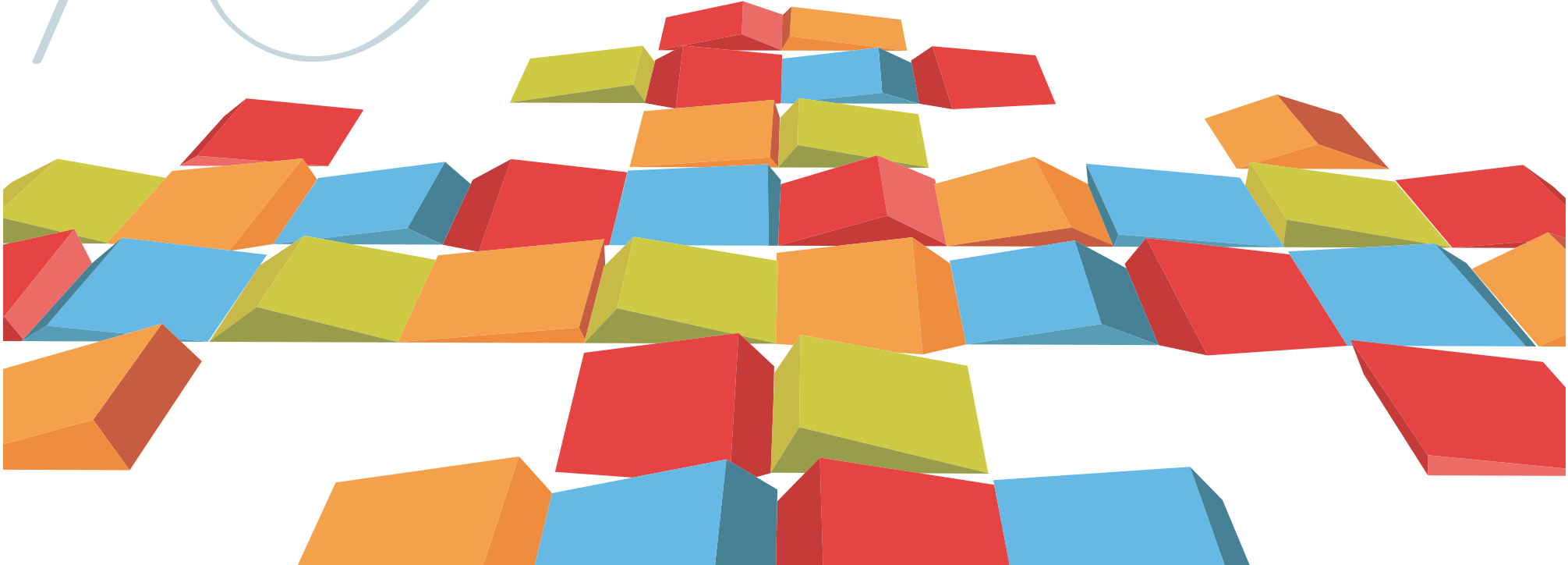


SERBIA EXPO 2010
CITY CODE

Srbija





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Dear Visitor,

I am delighted that Serbia is participating in the largest worldwide exhibition for the first time this year. Symbolically, our participation in EXPO 2010 will round off a decade of pronounced growth for our economy and our society.

Today, thanks to a range of reforms, Serbia is a modern, democratic country.

We are forging ahead in creating a market economy that is one of the most dynamic in the world.

In this context, our participation in the World Exhibition symbolises our grand return to the world stage.

We truly do have something to show to the world. Serbia is a country with a rich history spanning nearly a thousand years, a country at the crossroads of continents and civilizations, a country of exceptional and undiscovered beauty, a land of great scholars and artists.

That's why I would like to invite you to come and visit our national pavilion and embark on an unforgettable journey through time to learn how Serbian cities arose and were changed and to watch as the creators of our exhibition skilfully tell the whole story of the Serbian city, the history of its 'weaving', the origin of its 'threads' and the challenges which face it and its inhabitants, now and in the future.

The Serbian exhibition at the Expo aims to show that the key to future development should be sought in the cultivation and promotion of multiculturalism and environmental awareness. This holds true for both individual citizens and their representatives in municipal government, and in the careful development of a positive urban identity through the freedom of citizens to openly express themselves and in doing so influence the development of their environment.

Yours,

**Mladjan Dinkić
Minister of the Economy and Regional Development**

ABOUT SERBIA

Srbija





About Serbia

Serbia has connected West with East for centuries – as a land in which civilisations, cultures, faiths, climates and landscapes meet and mingle. It is located in the centre of the **Balkan Peninsula**, in south-eastern Europe. The northern portion belongs to central Europe, but in terms of geography and climate it is also partly a Mediterranean country. Serbia is landlocked but as a **Danube** state has found itself directly on the main European waterway running, via the Rhine-Main-Danube Canal, from the North Sea and the Atlantic Ocean to the Black Sea.

Serbia stands at the **crossroads of Eastern and Western Europe**, its routes leading via the Morava-Vardar and Nišava-Marica valleys to the Aegean coast, to Asia Minor and to the Middle East. **European Transport Corridors 7** (the Danube) **and 10** (road and rail) pass through Serbia and meet in Belgrade. Belgrade's Nikola Tesla Airport is a hub for key European air routes.

From the agricultural regions of the **Pannonian Plain** in the north, across the fertile river valleys and orchard-covered hills of **Šumadija**,

the landscape of Serbia continues southward, gradually giving way to mountains rich in canyons, gorges, caves and well-preserved forests. Serbia's beautiful mountains (such as Vlasina and Zlatar), five national parks (Djerdap, Fruška Gora, Kopaonik, Tara and Šar Mountains), rivers (the Sava and Drina to name but two) and lakes are the perfect destination for an active holiday in nature, from hunting and fishing to extreme sports.

Many times during its **rich, centuries-long history**, Serbia has been at the centre of Europe's and the world's attention, out of all proportion to its modest size, economic might and number of inhabitants. Many lessons on bravery, patriotism and the struggle for freedom can be learned in Serbia, wherever you turn as you pass through its cities and regions (e.g. the Belgrade Fortress and Orašac).

The cultural and historical heritage of Serbia begins with prehistoric archaeological sites such as Lepenski Vir and Vinča and its legacy from classical antiquity such as the sites of Felix Romuliana and Viminacium. Perhaps its greatest riches, though, are in the many mediaeval Serbian churches and monasteries, some of which (e.g. Studenica and Sopoćani) are included on the UNESCO World Cultural Heritage list.

All year round, numerous cultural, entertainment, traditional and sporting **events** are held in Serbia, displaying the creative power and spiritual vitality of this country – for example, the EXIT music festival and the Dragačevo Brass Bands Festival, Guča. The most-visited **tourist destinations** are the cities (Belgrade and Novi Sad), the mountains (Kopaonik and Zlatibor) and the spa towns (Vrnjačka Banja and Sokobanja).



Facts

Name of state: Republic of Serbia

Capital city: Belgrade, population more than 1,730,000

Autonomous regions: Autonomous Province of Vojvodina, Autonomous Province of Kosovo and Metohija

Geographic location: southeastern and central Europe, Balkan peninsula, western Balkans

Geographical coordinates: between 41°53' and 46°11' latitude North and 18°49' and 23°00' longitude East

Area: 88,361 km²

Climate: moderate continental

Longest river: Danube, Serbia section 588 km

Highest mountain peak: Djeravica (in the Prokletije range), 2,656 m

International dialling code: +381

Official currency: the dinar (RSD)

National internet domain: .rs

National vehicle code: SRB

Population (excluding Kosovo and Metohija): over 7,500,000; 83% Serbs

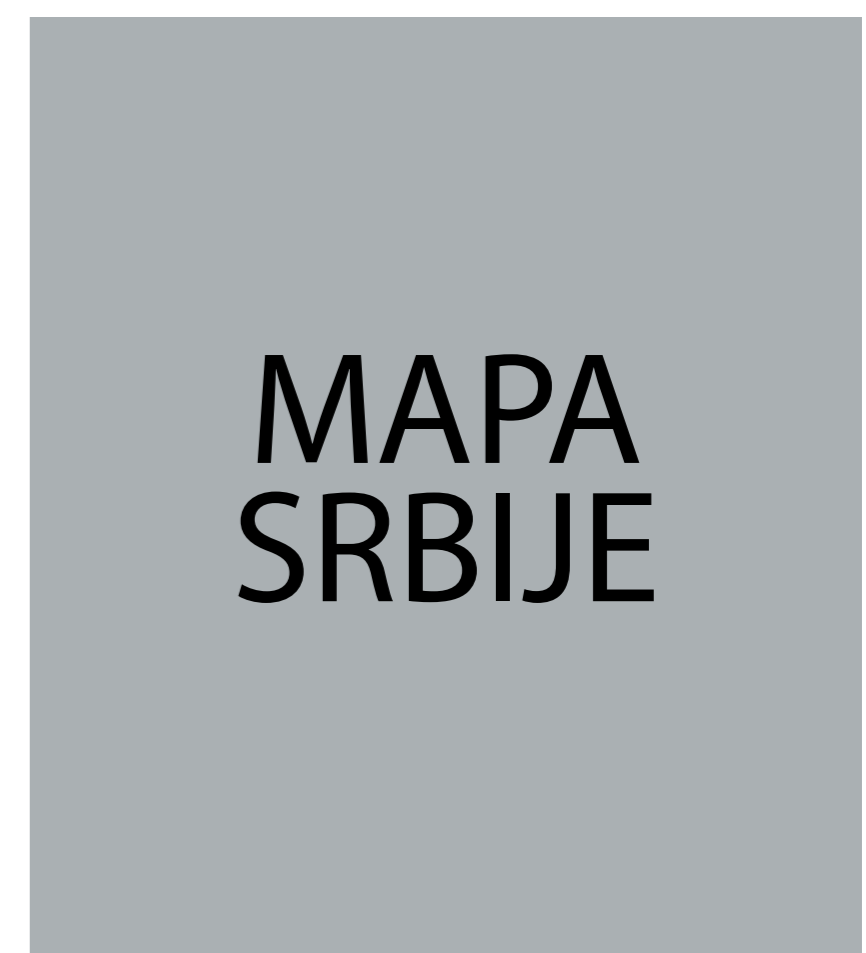
Official language: Serbian

Official script: Cyrillic

Faiths: 85% Eastern Orthodox Christian, 5.5% Roman Catholic Christian, 3.2% Muslim

National holiday: 15th February – Serbian National Statehood Day

Time zone: central European, CET (GMT + 1 hour)



MAPA SRBIJE

Important dates

6500-5500 BC Mesolithic - the Lepenski Vir culture in the Djerdap Gorge.

4500-3200 BC Early Neolithic – the Vinča culture, near Belgrade.

4th century AD Sirmium (Sremska Mitrovica) is one of the capitals of the Roman Empire.

527-565 Byzantine emperor Justinian builds and reconstructs cities, raises churches, and a new city near his place of birth called Justiniana Prima.

6th century Slavic tribes from the Danube Basin settle in the Balkans.

c. 630 The Slavs capture Singidunum (Belgrade).

7th century The Serbs begin to accept Christianity.

c. 780 Prince Višeslav, first Serbian ruler known to historians.

9th century Christian missionaries Cyril and Methodius create the first Slavic script, Glagolitic, and liturgical texts were translated into the Old Church Slavonic language.

878 First mention of the Slavic name for Belgrade.

10th century The Cyrillic script is developed.

1054 After the schism between the Eastern and Western churches, Serbia becomes a part of the Eastern church.

1166-1196 Grand Prince Stefan Nemanja,

founder of the Nemanjić dynasty, wages war against the Byzantine empire, rules a territory extending from the Adriatic coast to the Morava and Šar Mountains.

1175-1236 Saint Sava (Prince Rastko Nemanjić), the first Serbian archbishop.

1180 The Miroslav Gospel, the most important and beautiful Serbian manuscript is produced.

1217 Serbia becomes a kingdom, Stefan Prvovenčani ('the First-Crowned') is granted the king's crown by the pope.

1219 The Serbian autocephalous Archbishopric of Žiča is created.

1243-1276 King Stefan Uroš I marries Helen of Anjou, Serbia strengthens economically, arrival of Saxon miners.

1284 Belgrade comes under Serbian rule for the first time.

1346 Dušan crowned in Skopje as King of the Serbs and Greeks. The Serbian Church is accorded the status of a Patriarchate.

1389 The Battle of Kosovo, in which both opposing rulers die (Prince Lazar and Sultan Murad I), together with the cream of the Serbian nobility, and Serbia is reduced to a vassal state of the Ottoman Empire.

1402-1459 The Serbian Despotate, a vassal state both in relation to Hungary and Turkey. Development of mining and trade, flourishing of cities.

1403 Under Despot Stefan Lazarević,

Belgrade becomes the capital of mediaeval Serbia.

1739 The Treaty of Belgrade signed, Danube and Sava rivers again form a border between Austria and Turkey.

1751-1753 Serbs migrate to Russia in great numbers, while mass colonisation from various parts of the Habsburg Monarchy gives rise to the diverse ethnic makeup of Vojvodina.

15th February 1804 After a gathering of the people in Orašac, the First Serbian Uprising against Turkish rule begins, its chosen leader Djordje Petrović known as Karadjordje.

1806 Karadjordje liberates Belgrade which once again becomes the capital city of Serbia.

1841 Belgrade becomes the capital of the Principality of Serbia.

1914 Austro-Hungarian attack on Serbia marks the beginning of the First World War.

1918 The Serbian army breaks through the Macedonian (Salonika) Front, Bulgaria and Austro-Hungary capitulate and Germany signs the Armistice.

1918 Kingdom of Serbs, Croats and Slovenes established, from 1929 known as the Kingdom of Yugoslavia.

6th April 1941 Germany bombs Belgrade and other Serbian towns, with no prior declaration of war.

20th October 1944 Belgrade is liberated by the People's Liberation Army of Yugoslavia, with the help of the Russian Red Army.

1945 The monarchy is abolished and the Federal People's Republic of Yugoslavia is proclaimed under the leadership of the Communist Party and Josip Broz Tito.

1991-1995 Civil war and the breakup of Yugoslavia along the borders of the former republics.

1992 Federal Republic of Yugoslavia, comprising Serbia and Montenegro, is proclaimed. The United Nations imposes economic sanctions on the state.

1999. NATO air forces, supporting Albanian secessionists in Kosovo and Metohija, bombs FR Yugoslavia over a period of three months. A great number of civilians also killed as a result of the bombing of targets in Serbian cities. Kosovo and Metohija becomes a UN protectorate as part of the Kumanovo Agreement. Around 300,000 Serbs flee Kosovo and Metohija.

5th October 2000 After elections and civil protests, a democratic government is established.

2006 Belgrade is once again the capital of the independent state of Serbia, after the secession of Montenegro.

2009 Serbia formally submits its application for European Union membership.

Fortresses to cities

Across Serbia there are some 200 sites preserving the remains of old fortresses and fortified towns dating back to **antiquity**. However, following many centuries of war and destruction, only those fortresses which retained their military function into the **Middle Ages**, under Turkish rule, have been preserved. Some of them were the **antecedents of contemporary Serbian towns** which even today boast portions of old walls and towers.

Fortresses were purely military strongholds, while **castles** were smaller fortifications, home to the courts of the gentry or rulers. The largest were **fortified towns**, with

multiple, separately-defended sections, whose walls contained not only a castle but a civilian settlement.

The **Roman Empire** established its eastern border on the Danube with a series of military fortifications set up along the road marched by the Roman legionaries on their campaigns against the barbarian tribes across the river. The troops were followed by traders and craftsmen and soon towns sprang up along all the major roads. **Upper Moesia** and **Lower Pannonia** – and later the province of **Illyricum** – roughly coincided with Serbia's territory today. Beginning in the **3rd century**, over a period of some two hundred years,



these went from being marginal border provinces to occupying a place at the centre of events in the Roman Empire.

ROMAN FORTRESSES AND TOWNS

Sirmium

Constructed in the 1st century AD, in the heart of Pannonia, on the banks of the river Sava, Sirmium, today's **Sremska Mitrovica**, reached its zenith in 294 when it became one of the four capitals of the Roman Empire.

Singidunum

The heyday of Singidunum came in 86 AD with the arrival of the Fourth

Flavian Legion, which erected a fortress in the Upper Town of today's **Belgrade Fortress**.

Viminacium

Today's **Kostolac**, near Požarevac, was once the great Roman town of Viminacium and a military encampment between the 4th and 1st centuries BC.

Naissus

Today's **Niš** – once Roman Naissus – was the birthplace of the Roman Emperor Constantine the Great, who legalised Christianity in the Roman Empire via the Edict of Milan in 313 and who founded Constantinople.



Viminacium

ABOUT SERBIA



Petrovaradin Fortress



Golubac Fortress



Smederevo Fortress

Justiniana Prima
Today's **Caričin Grad** (*caričin* means 'Emperor's') near Leskovac – once called Justiniana Prima after Emperor Justinian – was founded in 535 and was the capital of the province of Illyricum.

MEDIAEVAL FORTRESSES AND TOWNS

Stari Ras
The mediaeval town of Ras is west of Novi Pazar and in the first half of the 12th century was the main stronghold of the Serbian state.

Maglič
Situated on the right bank of the Ibar

river, south of Kraljevo, considered one of the most beautiful monuments of mediaeval military architecture, raised in the 13th century.

Novo Brdo
One of the largest mediaeval Serbian towns, located on top of the Mala Planina mountain east of Priština, founded at the beginning of the 14th century to protect the settlements of miners, traders and craftsmen near the highly productive mines.

Petrovaradin Fortress
Constructed on the Danube just outside **Novi Sad** between 1692

and 1780 during the period of the constant Turkish-Austrian struggle for domination of this region.

Smederevo Fortress
The fortress was raised in the one-time Serbian capital **Smederevo** in the first half of the 15th century by Despot Djurdj Branković.

Golubac Fortress
This nine-towered fortress was constructed in the 14th century on a cliff above the Djerdap Gorge, a position which makes it one of the most striking fortresses on the Danube.

Useful Links

TRAVEL:

Tourist Organisation of Serbia - www.srbija.travel

Serbia Convention Bureau - www.scb.travel

Belgrade - www.tob.co.rs

Kragujevac - www.gtokg.org.rs

Niš - www.nistourism.org.rs

Novi Sad - www.turizamns.rs

Subotica - www.palic.rs

Nikola Tesla Airport, Belgrade - www.beg.aero

Constantine the Great Airport, Niš - www.airportnis.co.rs

Jat Airways - www.jat.com

Maps of Serbian cities - www.planplus.rs

CULTURE AND ART:

National Library of Serbia - www.nb.rs

Belgrade Philharmonic - www.bgf.rs

Serbian National Ensemble "Kolo" - www.kolo.rs

National Theatre, Belgrade - www.narodnopozeriste.rs

Serbian National Theatre, Novi Sad - www.snp.org.rs

Sava Centre - www.savacentar.com

Belgrade Arena - www.arenabeograd.com

MUSEUMS:

National Museum - www.narodnimuzej.rs

Ethnographic Museum - www.etnografskimuzej.rs

Historical Museum of Serbia - www.imus.org.rs

Nikola Tesla Museum - www.tesla-museum.org

Museum of Applied Art - www.mpu.rs

Museum of Contemporary Art - www.msub.org.rs

FESTIVALS:

FEST - www.fest.rs

BEMUS - www.bemus.rs

BITEF - www.bitef.rs

Küstendorf Film Festival - www.kustendorf-filmfestival.org

Sterijino Pozorje - www.pozorje.org.rs

Joy of Europe - www.joyofeurope.rs

Belgrade Book Fair - www.beogradskisajamknjiga.com

EXIT - www.exitfest.org

Dragačevo Brass Bands Festival, Guča - www.saborguca.com

SPORT:

Belgrade Marathon - www.bgdmarathon.org

Ana Ivanović - www.anaivanovic.com

Novak Đoković - www.novak-djokovic.com

STATE INSTITUTIONS:

President of the Republic of Serbia - www.predsednik.rs

National Assembly of the Republic of Serbia - www.parlament.gov.rs

Government of the Republic of Serbia - www.vlada.rs

Ministry of Economy and Regional Development - www.merr.gov.rs

Serbian Investment and Export Promotion Agency - www.siepa.gov.rs

MEDIA:

Serbian Radio-Television - www.rts.rs

Tanjug news agency - www.tanjug.co.rs

Serbian International Radio - www.glassrbije.org

EDUCATION AND SCIENCE:

University of Belgrade - www.bg.ac.rs

University of Arts, Belgrade - www.arts.bg.ac.rs

University of Novi Sad - www.ns.ac.rs

University of Kragujevac - www.kg.ac.rs

University of Niš - www.ni.ac.rs

Serbian Academy of Science and Arts - www.sanu.ac.rs

FAIRS AND BUSINESS:

Belgrade Fair - www.sajam.rs

Novi Sad Fair - www.sajam.net

Šumadija Fair, Kragujevac - www.sumadijasajam.rs

Serbian Chamber of Commerce - www.pks.rs

Belgrade Stock Exchange - www.belex.co.rs

CULTURE

Kragujevac

Culture



Our Lady of Ljeviš

Although Serbia has for centuries been the scene of frequent wars, devastation, fires and mass-migrations, on the turbulent roads leading from the East to Europe and from Europe to the East, a rich cultural and historical legacy has remained there. Testament to prehistoric life in this region are the numerous **archaeological sites**. Lepenski Vir, the first example of socioeconomic structure between 6500 to 5500 BC, Starčevo from the Early Neolithic, 5500 to 4500 BC, and Vinča from the Late Neolithic, 4500 to 3200 BC, constitute the evidence that this was for millennia a cultural centre of the prehistoric world.

There are also the important remains of **Roman roads and towns**: Gamzigrad, Sirmium, and Mediana – with a variety of structures – which today bear witness to six centuries of the presence of the Roman Empire on Serbian soil.

One of the most important categories of preserved monuments in Serbia are **Orthodox monasteries**, which came into being in the period between

the 12th and 17th centuries. They can be found in an area ranging from Fruška Gora in the north, through the Morava and Ibra valleys, all the way to Kosovo and Metohija. The architecture of mediaeval Serbian monasteries is particularly varied. During the 13th and into the 14th century some of the most striking churches were built, the proportions and decorative façade and sculptural work of which suggest **Romanic influence** (Studenica, Banjska, Dečani, Gradac, Arilje, Mileševa, Sopoćani and others). These are referred to as belonging to the **Raška School**. The first half of the 14th century, the period during the reign of **King Milutin**, saw the construction of edifices of exceptional architectural and artistic value, such as Gračanica. The period after 1371 saw the rise of a characteristic architectural style called the **Morava School** in the Morava river valley, with its multicoloured façades and decorative relief work (e.g. Ravanica, Lazarica, Ljubostinja and Kalenić).

Serbian sites so far added to the **UNESCO list of World Heritage Sites**:

Stari Ras and Sopoćani (1979) - includes Sopoćani and Đurđevi Stupovi monasteries, the Church of Saints Peter and Paul (Petrova church) and the remains of the Ras and Gradina fortresses.

Studenica monastery (1986)
Mediaeval monuments in Kosovo (2004) – in 2006, besides Dečani, which was added separately in 2004, the monasteries of the Patriarchate of Peć and Gračanica were added, as well as the church of Our Lady of Ljeviš.
Gamzigrad-Romuliana, Palace of Galerius (2007)

As part of the **UNESCO Memory of the World program, Nikola Tesla's Archive** (2003) and the **Miroslav Gospel** (2005) from Serbia have been added to the World Documentary Heritage register.

Also, the **UNESCO MAB Council** has declared part of the Golija nature park as the **Golija-Studenica Biosphere Reserve**.

The UNESCO World Heritage List

OLD RAS AND SOPOĆANI

Close to Stari Ras, the first **capital of Serbia under the Nemanjić dynasty**, in the vicinity of **Novi Pazar**, there is a group of mediaeval sites comprising fortresses, monasteries and churches. The most important sites in this group are Sopoćani monastery, Đurđevi Stupovi monastery, the Church of Saints Peter and Paul (Petrova Church) and the remains of the Ras and Gradina fortresses. The remains preserved in this area are testimony to the oldest forms of authentic Serbian artistic expression and represent the zenith of creativity in the period between the **10th and 14th centuries**.

Sopoćani monastery, from the first half of the **13th century**, is dedicated to the holy Trinity and **is reminiscent of the triple-naved basilica of the western Christian world**. Its portals, windows and narthex with belfry are Romanic in form, while the Sopoćani frescoes represent the pinnacle of the classical style.

Đurđevi Stupovi monastery was built between **1167 and 1170** on top of a hill, which was not usual for Serbian mediaeval architecture. The style and arrangement of the church, its portals and its two towers are pervaded by a Romanic spirit.



Old Ras



Đurđevi Stupovi monastery



Sopoćani monastery

ABOUT SERBIA



Dečani monastery

MEDIAEVAL SITES IN KOSOVO

The mediaeval Serbian sites in Kosovo and Metohija listed on the **UNESCO World Heritage list** are Dečani monastery, the monastery of the Patriarchate of Peć, the church of Our Lady of Ljeviš in Prizren and Gračanica monastery. They represent the peak of **Byzantine Roman religious culture**, with a unique style of fresco-painting which arose in the Balkans between the **13th and 17th centuries**. Their architecture and frescoes, together with the icons and church fixtures

preserved in them, paint a rich picture of artistic life in mediaeval Serbia.

These mediaeval Serbian memorials are in the autonomous province of Kosovo and Metohija, which is currently under the **administration of the UN Interim Administration Mission (UNMIK)**. After the NATO bombing of Yugoslavia in **1999**, and the arrival of the international KFOR peacekeeping forces in Kosovo and Metohija, Albanian extremists have either destroyed or severely damaged more than **one hundred Orthodox churches and monasteries**.



Studenica monastery

STUDENICA

This monastery close to Kraljevo, on the right bank of the Studenica river, is surrounded by a high protective wall and is one of the best examples of blended Roman and Byzantine styles. It was the endowment of Grand Prince **Stefan Nemanja**, the founder of the independent Serbian state and of a dynasty which was to rule Serbia for two full centuries. It is the most important mediaeval Serbian monastery and a major spiritual and artistic centre of the Serbian people. This most beautiful example of Serbian mediaeval architecture was built in the period from **1183 to 1196**.



Studenica monastery

CULTURE

GAMZIGRAD-ROMULIANA

Felix Romuliana was an imperial palace built on the orders of **Galerius Maximianus** on the spacious plateau of Gamzigrad, near the city of **Zaječar**. Galerius, who was born in this area, raised the palace in the **3rd and 4th centuries** in honour of himself and his mother Romula, after whom he named it. It belongs to a special category of Roman imperial architecture associated only with the period of the Tetrarchy and is the best-preserved example of this style. The palace is surrounded by imposing walls which protected the town itself from barbarian attacks.



Gamzigrad

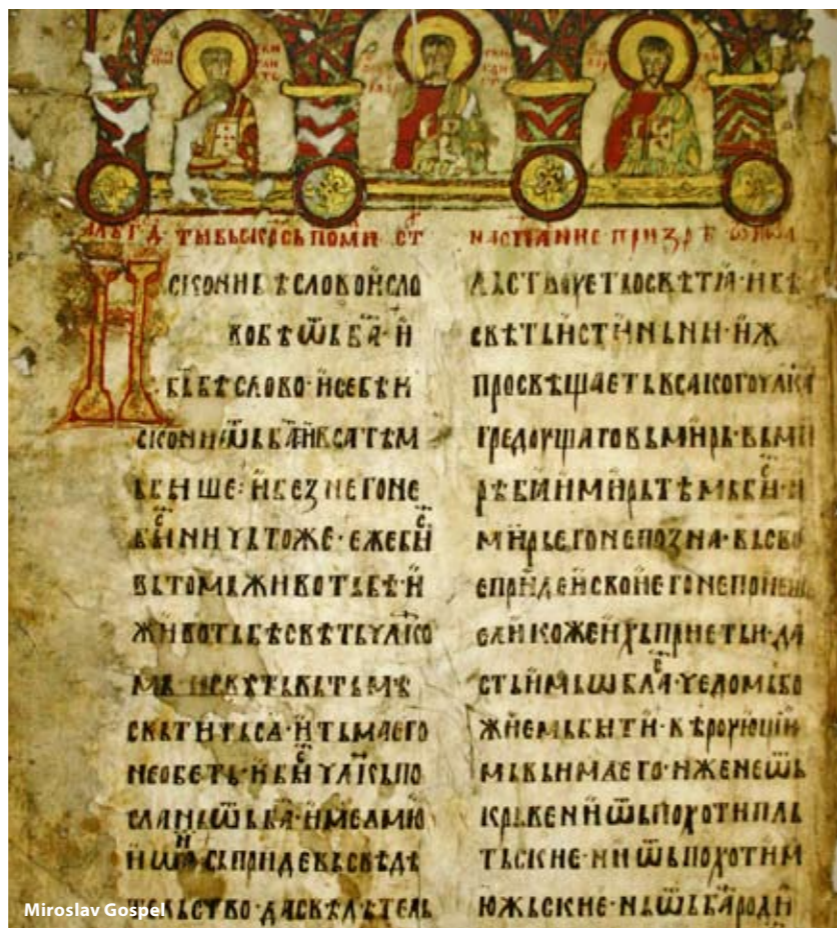
The UNESCO Memory of the World program

NIKOLA TESLA'S ARCHIVE

Nikola Tesla's Archive is a unique collection of manuscripts – scientific documents that are irreplaceable in the study of the most important period in the history of the development of the modern age. Nikola Tesla (1856-1943), an American scientist of Serbian origin, made his greatest contribution to science and the technological advance of mankind as the discoverer of the rotating magnetic field, the induction motor, multi-phase alternating current, the electrical generator and a complete system for the production and distribution of electrical energy. The international SI unit for the measurement of magnetic induction, the tesla, was named after him. Tesla constructed a high frequency and current electrical generator, today known as the Tesla transformer or the Tesla coil.



Nikola Tesla



Miroslav Gospel

THE MIROSLAV GOSPEL

The Miroslav Gospel, a liturgical book produced in around 1180 containing miniatures of exceptional beauty, is an illuminated manuscript with stylistic and iconographic characteristics resulting from the blending of West (Italian) and East (Byzantine) influences. This Serbian manuscript has a decorative style that is common

to the cultural model of the Orthodox Slavs, while its miniatures style is drawn from the mediaeval central European schools of manuscript copying. This makes it one of the most important testimonies to the flow of artistic influences which went from West to East and vice-versa. It is the oldest preserved illustrated Serbian manuscript written in Cyrillic and is regarded as a national treasure.

SPIRIT OF SERBIA



Spirit of Serbia



Belgrade, Skadarlija

Serbia has always **sat astride East and West**, not only in a geographical sense, but also politically and culturally. At first, Serbia found itself between the Byzantine and Roman empires, and then it became a frontier between the Ottoman Empire and the Christian West. This centuries-long position in the path of conquering armies from both sides led to constant migrations and the mixing of populations. The result was a multiethnic, multicultural and multi-confessional society in Serbia.

And even during communism the inhabitants of this region were somewhere between the Warsaw Pact and NATO: in contrast to other post-communist countries in the region, the people of Serbia have a more comprehensive education, a more contemporary approach to life, better knowledge of foreign languages

and they more readily accept new technologies and behaviours.

The ethnic makeup of Serbia's population is diverse, with around **40 nationalities** living side by side with the Serb majority. All citizens have the same rights and duties and enjoy full ethnic equality.

Serbian Cyrillic has 30 letters, each directly corresponding to one sound, making it unique in comparison to other writing systems.

Hospitality is one of the most common reasons given to visit Serbia and it does not take long for foreigners to discover the kindness, openness and warmth of the country's residents. Foreign visitors to Serbia have often found themselves treated as one of the family.

Shaking hands, done using the

right hand, is customary when being introduced or meeting somebody of either gender. **Kissing** is not a necessity when meeting somebody for the first time, but every time you meet from then on, if you have developed an affection for the person in question, kissing three times on the cheeks is the order of the day in Serbia. Of course, nobody will object if you only kiss once or twice while giving a long and sincere hug.

In Serbia, **toasts** are usually made with *rakija* (brandy), often home-distilled. Toasts are made by clinking glasses, making direct eye contact and loudly proclaiming "Živeli!" A speech is usually only made on formal occasions, normally by the host, but a guest may give one, too.

Serbs enjoy rich and flavoursome **food** and normally have three meals a day, with lunch being the largest.

Paying the bill in restaurants is a big part of the Serbian mentality. The host will almost never allow a guest to pay for lunch, dinner or drinks because it is customary for the host to take care of all expenses while a guest is staying with him or her.

In contrast to the rest of Europe, there is no single day of the week in Serbia when you cannot have a **night out** and that holds true for all generations, for all lifestyles and musical tastes and for all available budgets. After a wild night out, somewhere around three or four o'clock in the morning, people continue onward in search of grilled meat or *burek*.



Easter traditions

Tradition

KRSNA SLAVA

Krsna slava is an ancient Serbian Orthodox tradition in which, alongside special rituals and a feast, the **Christian saint and protector of the family** is honoured, his day celebrated in accordance with the church calendar. The *slava* is a holiday of the 'church in miniature' – the basic Christian cell, the family – when the household remembers through prayer their

ancestors who celebrated the same saint. Serbs celebrate their *krsna slava* with family, friends and festivities – a diverse range of food is prepared and a holiday atmosphere fills the home.

The most common Serbian slava, i.e. the most celebrated saints, are Saint Nicholas, Saint John, Saint Demetrius (Mitrovdan), Saint George (Djurdjevdan) and Saint Archangel Michael (Arandjelovdan).

CHRISTMAS TRADITIONS

On Christmas Eve, the head of the house goes out early in the morning to collect an oak branch which is brought into the house at sunset. Christmas Eve dinner is strictly in accordance with church rules on fasting and bread is broken by hand, not cut using a knife. Apart from yeast-free round-bread, fish, honey, wine and bean stew are consumed, as well as walnuts, apples, pears, prunes, dates, other dried fruit, almonds and hazelnuts.

Serbs celebrate **Christmas** according to the old Julian calendar, meaning that it falls on the 7th of January by the modern calendar. The *položajnik* is the first person to enter the house on Christmas morning and it is believed that he brings well-being to the home. He greets the household members by saying, "Christ is born!" to which the household replies, "He is born indeed!"

Christmas dinner is formal and consists of certain ceremonial foods which are only prepared on this day – Christmas *pečenica* (roasted whole pig) and *česnica* – a cake of wheat flour in which a coin is hidden and which is only broken by hand. Whoever finds the coin in their piece of bread will have good luck for the next year!

EASTER TRADITIONS

Easter is a moveable feast and is celebrated after Jewish Passover, the first Sunday following the full moon which falls on the day of the spring equinox or immediately after it, but never before this. Easter can fall at the earliest on the 4th April or on the 8th May at the latest. Traditionally, boiled eggs are decoratively painted on Good Friday, a day during which no other work is done, and people greet each other by saying, "Christ is risen!" and "He is risen indeed!"

People

STATESMEN AND MILITARY LEADERS

Stefan Nemanja (1114-1200)

Serbian grand prince and founder of the Nemanjić dynasty

Saint Sava (1169-1236)

Educator and the first archbishop of the autocephalous Serbian church

King Milutin (1253-1321)

One of the most powerful mediaeval Serbian leaders

Emperor Dusan (1308-1355)

The first Serbian emperor and legislator

Prince Lazar (1329-1389)

Holy Emperor Lazar, cult figure of the Serbian Kosovo myth

Despot Stefan Lazarević (1377-1427)

Modern ruler, diplomat, soldier and poet

Despot Đurađ Branković (1377-1456)

Serbian ruler and military leader

Đorđe 'Karađorđe' Petrović (1768-1817)

Leader of the First Serbian Uprising

Prince Miloš Obrenović (1780-1860)

Prince of Serbia and leader of the Second Serbian Uprising

Prince Mihailo Obrenović (1823-1868)

Reformer

King Petar I Karadjordjević (1844-1921)

Establisher of the Serbian parliamentary constitutional monarchy

Field Marshal Živojin Mišić (1855-1921)

One of the most distinguished Serbian military leaders

Nikola Pašić (1845-1926)

The longest-serving Serbian politician and statesman

Dr Zoran Djindjić (1952-2003)

Philosopher, politician, prime minister and a role model for modern Serbia

SCIENTISTS

Ruđer Bošković (1711-1787)

Polymath, astronomer and scientist

Vuk Stefanović Karadžić (1787-1864)

Linguist, ethnographer, historian and Serbian language reformer

Josif Pančić (1814-1888)

Doctor, botanist and the first president of the Kingdom of Serbia Academy

Jovan Cvijić (1865-1927)

Founder of Serbian geography

Mihajlo Pupin (1854-1935)

Scientist and inventor

Milutin Milanković (1879-1958)

Author of the theory of ice ages and creator of the most accurate calendar in existence

Nikola Tesla (1856-1943)

One of the world's greatest inventors

ARTISTS

Dositej Obradović (1739-1811)

Literary author, philosopher, teacher and educator of the people

Petar II Petrović Njegoš (1813-1851)

One of the greatest Serbian poets, ruler and bishop of Montenegro

Borisav Stanković (1876-1927)

One of the most important Serbian realist authors.

Branislav Nušić (1864-1938)

The greatest Serbian comic writer

Branko Radičević (1824-1853)

Serbian poetry is divided into that which came before him and that which came after him

Vojislav Ilić (1862-1894)

Realist poet and bohemian

Djura Jakšić (1832-1878)

Writer, painter and bohemian

Ivan Gundulić (1589-1638)

Celebrated Dubrovnik baroque poet

Ivo Andrić (1892-1975)

1961 Nobel Prize for Literature winner

Isidora Sekulić (1877-1958)

Serbian writer and first female Academy member

Jovan Dučić (1871-1943)

Serbian poet, writer and diplomat

Jovan 'Zmaj' Jovanović (1833-1904)

Children's poet, lyricist of Serbian romanticism, doctor and publisher

Jovan Sterija Popović (1806-1856)

The father of Serbian drama, comedy writer

Laza K. Lazarević (1851-1891)

Doctor and progenitor of the Serbian psychological story

Laza Kostić (1841-1910)

Serbian poet, journalist and translator

Meša Selimović (1910-1982)

Distinguished Serbian writer from Bosnia and Herzegovina

Milan Rakić (1876-1938)

Serbian poet, diplomat and Academy member

Milena Pavlović-Barili (1909-1945)

One of the most interesting European painters from the interwar period

Miloš Crnjanski (1893-1977)

Writer, story-teller, romanticist and playwright

Nadežda Petrović (1873-1915)

The most important Serbian female painter from the end of the 19th century and start of the 20th century

Paja Jovanović (1859-1957)

Typical representative of Serbian academic realism

Radoje Domanović (1873-1908)

Author of Serbian satirical short stories

Sava Šumanović (1896-1942)

One of the most important Serbian painters of the 20th century

Stevan Mokranjac (1856-1914)

Serbian classical composer and music teacher

CONTEMPORIES

There is no major undertaking in the world, from the creation of top-grade software to participation in world-class sport, in which some Serb, employed abroad temporarily or permanently, has not been involved.

Jelena Janković, Ana Ivanović and Novak Đoković

three world-class tennis players

Vlade Divac

basketball player

Željko Obradović

basketball trainer who has worked for major world clubs

Milorad Čavić

the top Serbian swimmer

Emir Kusturica

the best-known Serbian film director

Dušan Kovačević

playwright and academic

Miljen 'Kreka' Kljaković

globally respected production designer

Mila Jovović

actress and model

Goran Bregović

musician and film soundtrack composer

Marina Abramović

queen of performance art

Vladimir Veličković and Ljuba

Popović

fine artists who live and work in Paris

Miodrag Stojković, geneticist who was the first in the world to successfully clone human stem cells for the purposes of medical science

Bogdan Maglić, nuclear physicist who lives in the United States

Dejan Ilić

recipient of an Academy Award for Technical Achievement for a James Bond film.



DIPLOMAT WHO DEMARCATED THE CHINESE-RUSSIAN BORDER

Count Sava Lukich Vladislavich - Raguzinsky (1668-1738)

Serbian patriot, Russian count, merchant and secret agent Sava Vladislavich, born in Jasenik in Herzegovina, was a close associate of Russian Emperor Peter I the Great. Following his appointment as the Tsardom of Russia ambassador to the Qing Empire of China and talks with Chinese officials, the **Treaty of Kyakhta** (Treaty of Bura) was signed in **1728**. It was the most important agreement ever reached between Russia and China, and defined the 6,000 km-long border between the two great empires.



SERBIAN URBAN LEGEND

"Valter" – the best-selling beer in China?!

The huge popularity of Serbian actor **Velimir Bata Živojinović** in China for his leading role in the film **Valter Defends Sarajevo** is well-known. However, the origin of the urban myth of the best-selling beer in the history of China, which supposedly had a photograph of Bata Živojinović as Valter on the label, is less well-known. The **Valter China** project was launched in the summer of 1999 immediately after the NATO bombing of Yugoslavia. Belgrade copywriter Aleksandar Kothaj and designer Vuk Lončarević came up with the idea, wanting to illustrate the Chinese popularity of Bata Živojinović in an original way. Thanks to the Internet and viral marketing, the **Valter Beer label** spread throughout Serbian cyberspace and a creative spoof became "fact".



Food

Serbia's diverse cuisine originated from its geographical, national and cultural diversity, and the patchwork of population shifts over the centuries. Serbian cuisine has been influenced by a rich mixture of traditions, primarily Greek, Bulgarian, Turkish and Hungarian cooking.

An old Serbian legend says that during the time of the 14th-century **Serbian Empire**, under the rule of king Stefan Uroš IV Dušan, meals in the Serbian palace were eaten with golden spoons

and forks. Historians say that the mediaeval Serbian diet consisted mainly of milk, dairy products and vegetables. Not a lot of bread was eaten, but when it was, the rich ate bread made from wheat and the poor ate bread made from oats and rye. The only meat consumed was game, and cattle were kept for agricultural use.

Beef prosciutto, *kajmak*, *ajvar*, *cicvara*, rose-petal *slatko* and other specialities made with dried plums are considered **native Serbian foods**.





Foods made from dough, such as breads, strudels and pasta, and various kinds of processed meats produced from healthy stocks of cattle and poultry are characteristic of modern day **Vojvodina**. Spinach pies and spit-roast pork are characteristic of **Sumadija**. Smoked meat is the speciality of **western Serbia** and the lamb dishes of Zlatibor and Zlatar are not to be missed. The cooking of **eastern Serbia** is noted for its dry shepherd's pies, lamb cooked in milk, smoked wild boar meat, *janjija* with three kinds of meat and various vegetables, and *Homolj kačamak* (a regional type of polenta made from cornmeal and potato and sometimes feta cheese). In **southern Serbia** grilled or spit-roasted meat dishes, particularly the famous Leskovac grilled

specialities, are very popular. Hundreds of tasty dishes, both vegetarian and meat-based, are eaten in **Kosovo and Metohija**: *bingur*, *pirjanice*, various pies and *baklava*, as well as lamb and mutton specialities.

It is not an easy task to introduce a foreign visitor to Serbia to the secrets of local cuisine. Many dishes cannot be adequately translated into another language, while others are simply not eaten anywhere else, even though they are made from ingredients commonly available in all European countries. That is why if you are keen to investigate Serbia's national cuisine, which has evolved in a melting-pot of civilisations and ethnic influences, you should let the experienced hands of **Serbian restaurateurs** guide you.

MAIN CITIES



Main cities

An opulent blend of history, architecture, culture and entertainment awaits you in Serbia's cities. **Subotica**, in the far north, offers the baroque lustre of a central European city. **Novi Sad**, with its leisurely but still urban rhythm, exemplifies the tolerance and moderation of multiethnic Vojvodina. **Belgrade**, the capital city that never sleeps, captivates visitors with its

natural combination of eastern passion and European elegance. **Kragujevac**, the heart of the Šumadija region, was the first capital of the modern era Serbian state. **Niš**, the birth place of Constantine the Great, offers the relaxation of the Orient in the midst of fast-paced modern life.

Besides the **City of Belgrade**, the

capital, there are another **23 cities** in Serbia: Valjevo, Vranje, Zaječar, Zrenjanin, Jagodina, Kragujevac, Kraljevo, Kruševac, Leskovac, Loznica, Niš, Novi Pazar, Novi Sad, Pančevo, Požarevac, Priština, Smederevo, Sombor, Sremska Mitrovica, Subotica, Užice, Čačak and Šabac. Serbia also has **150** urban areas with municipal status.

Belgrade

Belgrade is the **capital city of Serbia** and has a population of around **1.7 million**. It is one of the oldest cities in Europe and has since ancient times been an important crossing of the ways where the roads of eastern and western Europe meet. The city lies on two international waterways, at the **confluence of the Sava and Danube rivers** which surround it on three sides. Because of this position, Belgrade is fittingly referred to as the Gateway to the Balkans and the Door to Central Europe.

The oldest archaeological finds in this area date from the 5th millennium BC.

The **site of Vinča**, which preserves traces of a prehistoric human material culture (Neolithic plastic art), is located on the banks of the Danube. Celtic tribesmen founded **Singidunum** in the 3rd century BC, and the town is also mentioned in classical sources. The territory was later conquered by the Romans and became part of the Byzantine Empire when the Roman Empire split in 395.

The Slavs crossed the Danube in increasing numbers during the 6th century and permanently settled in this area, constructing their settlement – **the White City** (*Beli Grad*) – on a rocky



outcrop rising above the confluence of the Sava. Between the 16th and 19th centuries, Belgrade was called by many names in different languages: Alba Graeca, Alba Bulgarica, Bello Grado, Nandor Alba, Griechisch Weissenburg and Castelbianco. These names are all translations of the Slavic word 'Beograd'. The name Belgrade was mentioned for the first time in **878**, and during its long and turbulent history the city was occupied by 40 different armies and rebuilt from its ashes 38 times.

In **1403**, Despot Stefan Lazarević took Belgrade from the Hungarians through skilful diplomatic manoeuvring and

it became the Serbian capital for the first time. Belgrade was later ruled by the Turks, and the Austrians also attacked and conquered the city. In **1841**, Belgrade became the capital of the Principality of Serbia. The Balkan Wars and then the First and Second World Wars, during which Belgrade was destroyed and rebuilt again, came at the beginning of the 20th century. In **1918**, the city became the capital of the Kingdom of Serbs, Croats and Slovenes, the capital of the Kingdom of Yugoslavia in **1929** and in **1945**, the capital of socialist Yugoslavia. In **2006**, Belgrade again became the capital of an independent Serbia.



Belgrade's average height above sea-level is 117m, and the peaks of Kosmaj (628m) and Avala (511m) are found in the surrounding area. Belgrade's rivers have a total of 200 km of riverbank and 16 river islands, of which **Ada Ciganlija** and the **Great War Island** are the largest.

Belgrade is divided into **17 municipalities** for administrative purposes, but is geographically comprised of three areas: the **Old Town** on the right bank of the Sava and Danube, **New Belgrade** on the left bank of the Sava, and **Zemun** on the banks of the Danube behind New Belgrade. Plans are being laid for the land on the left bank of the Danube to become a 'Third Belgrade' during the 21st century.

Belgrade is an important **regional traffic hub**: the crossroads of European routes E70 and E75 and the crossroads of Pan-European Corridors 7 and 10 are located here; the city is connected to key railway routes and is home to Nikola Tesla International Airport and two international waterways also flow through it.

Belgrade is the capital of Serbian culture, education and science. It is home to the largest concentration of nationally important science and art institutions: the **Serbian Academy of Science and Art**, founded in 1886 as the Serbian Royal Academy; the **National Library of Serbia**, founded in 1832; the **National Museum**, founded in 1841; and the **National Theatre**, founded in 1869. The city is



also home to **Belgrade University** which was founded in 1869 as the Great School and the **University of Arts**.

Belgrade Fortress is the oldest cultural and historical site in Belgrade. Also of interest to tourists are Skardarlija, the central bohemian quarter; the Residence of Princess Ljubica, Captain Miša's Building; the Old Palace and New Palace; the Serbian National Assembly building and the Cathedral of Saint Sava.

Numerous local and international theatre, film, music and other cultural events (FEST, BITEF, BEMUS, BELEF, October Salon and the Documentary and Short Film Festival) make Belgrade an important cultural centre.

Belgrade is also host to numerous national and international conferences and fairs. The multipurpose **Sava Centre** is one of the most attractive venues for conferences and cultural events in this part of Europe. Over 40 international fairs are held each year at the **Belgrade Fair**.

Numerous European and worldwide sporting events have been held in Belgrade's stadia and on its sports fields. **Belgrade Arena** is a universal venue for all sporting, cultural and entertainment events and boasts a capacity of 20,000. There are outdoor facilities for many sports – particularly water and extreme sports – on **Ada Ciganlija**, and the **Belgrade Marathon** is held in the city every year.



Novi Sad

Novi Sad is the main administrative centre of the **Autonomous Province of Vojvodina**. There were human settlements going back to prehistory in the area where Novi Sad stands today. Located in the basin of what was once a sea, in the Pannonian Plain, on land reclaimed from swampland, Novi Sad lies at the meeting point of European and Balkan cultures which have always sought to live in harmony.

Between 1692 and 1780, during

the Austro-Hungarian period, the **Petrovaradin Fortress**, one of the best-known fortifications in Europe, was built on the right bank of the Danube. The city of Novi Sad was founded by skilled merchants and industrious craftsmen who plied their trade on Petrovaradin Fortress. 12 soldiers and 20 bakers, butchers and other craftsmen are recorded for posterity as the founders of the city. When the rich residents of Novi Sad bought exemption from feudal administration

from Austro-Hungarian Empress Maria Theresa, freedom and independence became the foundations from which the economic and cultural growth of the city would develop.

A striking feature of Novi Sad is its **patchwork of cultures**. Both the distant and the more recent past has shown that the residents of Novi Sad have always respected the enduring values of knowledge, work, devotion, peacefulness, tolerance and moderation

as the foundations of progress. All this sets Novi Sad apart as a unique place notable for its hospitality, multilingualism and openness. Novi Sad's 300,000 residents get their life energy from the Danube, a river which has shaped their temperament and the outline of their city.

The continuity of the city's cultural development is reflected through nationally important institutions such as **Matica Srpska** and the **Serbian**



National Theatre. In Petrovaradin Fortress, tourists can visit the **Museum of the City of Novi Sad** which houses the Department for Cultural History exhibition, a permanent display showing the city from the first half of the 18th century to the mid-20th century, as well as the Planetarium with its observatory. Guests who visit Novi Sad can also browse the rich collections housed in the **Museum of Vojvodina**, the Novi Sad branch of the **Institute for Nature Conservation**

(the collection has 60,000 items), the **Matica Srpska Gallery** (with more than 7,000 works of art), the **Gallery of Fine Arts – Gift Collection of Rajko Mamuzić** (which includes a collection of Serbian fine art from the second half of the 20th century). In Novi Sad there is also the Collection of Foreign Art, the Pavle Beljanski Memorial Collection (with some of the finest examples of Serbian painting from the first half of the 20th century), the Heritage Collection in Sremski Karlovci and



the Jovan 'Zmaj' Jovanović Memorial Collection in Sremska Kamenica.

Novi Sad is a city of **cultural events and festivals**. They include: Sterijino Pozorje, the Zmaj Children's Games, the Novi Sad Music Festivities, the International Jazz Festival, the Cinema City Film and Media Festival, the International Alternative and New Theatre Festival – INFANT, the Videomedija International Video-Art Festival, the International Tourist Danube Regatta, the International



Agricultural Fair, the LORIST International Fairs of Hunting, Fishing, Sport, Tourism and Science, and EXIT – the largest music festival in southeast Europe.

Novi Sad University has 19 schools and specialised departments in which teaching is carried out in national minority languages or in which those languages can be studied.



Niš



Niš is one of the oldest cities in the Balkans and with around **250,000 inhabitants** is the third largest in Serbia and the capital of the **Nišava District**. It is located in southern Serbia, at the crossroads of the most important Balkan and European routes connecting Europe with the Middle East. In Niš, the main road running from the north via the Morava valley forks southward via the South Morava-Vardar valley (towards Thessaloniki and Athens), while the road east runs

through the Nišava-Marica valley towards Sofia, Istanbul and the Middle East. In the Roman period, the second road was called the **Via militaris**, while during the Middle Ages it was called the Constantinople Road.

The wider area around Niš has been inhabited since the **Neolithic** and early Bronze Age, to which prehistoric findings from Bujanj and Humska Čuka bear witness. The Dardani, Celts (Gauls) and Illyrians lived in Niš in the

pre-Roman period. The Celts named the town **Naissus** (City of the Nymphs). In Roman times, Niš was a powerful military stronghold in which one of the greatest rulers of the Roman Empire, Flavius Valerius Constantinus, better known as **Constantine the Great**, was born in 274. The city became an important economic, military and administrative centre under his rule. The discovery of early Christian graves and a basilica (2nd to 4th centuries), as well as Constantine's recognition of

Christianity as an official religion in the Roman Empire (313) provide evidence of the city's ancient Christian tradition. Between the 6th and 10th centuries, Niš was repeatedly attacked and held at various times by the Huns, Avars, Slavs, Bulgarians and Hungarians.

Stefan Nemanja, the Serbian Grand Prince, captured Niš in 1183. He met with German Emperor Frederick Barbarossa in 1189, during the Second Crusade, and formed an alliance

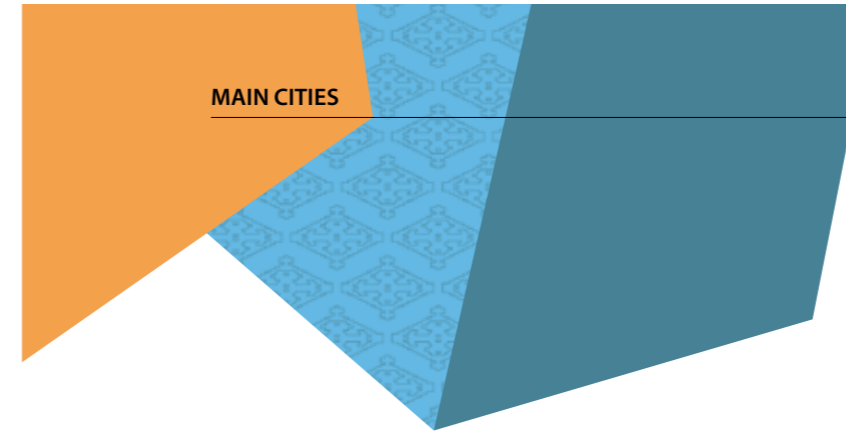


against Byzantium. After that followed attacks by Byzantium, the Bulgarians and the Hungarians, until 1386 when the Turks captured Niš. The death of Commander Stevan Sindelić in a battle with 3,000 fellow soldiers against 10,000 Turks on Čegar hill is an example of heroism which lives on today through the **Skull Tower**. Niš began its modern development after it was liberated from the Turks in **1878** and became the centre of the Serbian government and the

National Assembly of Serbia in 1914. After the First World War, Niš became the regional capital of the Morava Banovina.

The most important cultural and historical attractions in Niš are the **Mediana** – a large 4th-century Roman estate; **Niš Fortress** – the best-preserved fortress in the central Balkans, which was built in 1723 and contains remains of Roman Naissus in its foundations; the **Skull Tower**;

Čegar, where a monument stands on the site of the battle between Stevan Sindelić and the Turks; the **Monument to the Liberators of Niš** – erected in 1937 in memory of the fight for the liberation of Niš; the **Red Cross Concentration Camp** – a Nazi concentration camp; and **Bubanj Memorial Park** – one of the largest Second World War execution sites in Serbia.



Kragujevac

Kragujevac is the **centre of Šumadija and Pomoravlje** and neighbouring regions in terms of economy, culture, education, healthcare and politics. With over **180,000 residents**, it is the fourth largest city in Serbia. Situated in the heart of Šumadija and Serbia, on the banks of the **Lepenica** river in the Kragujevac basin, it touches on the fringes of the Rudnik, Crni Vrh and Gledić mountains.

The average height above sea-level is 180m and the city has a moderate continental climate. Šumadija is characterised by its hilly terrain and gentle rolling slopes. The region got its name from when the area was rich in

forests (*šuma* means forest in Serbian), which today cover a quarter of the total area.

The city was first mentioned in **1476** as a small settlement with 32 houses. Kragujevac was built on the banks of the Lepenica river, on the slopes of the Rudnik, Crni Vrh and Gledić mountains. The many waterways played a significant role in the decision to found the settlement here. The Lepenica river flows through the inner city area and a number of its tributaries are located here. Roads connecting Gruža, Lepenica and Rudnik with the Pomoravlje region used to run through the valleys of the tributaries of the Lepenica river.





When **Prince Miloš Obrenović** restored the Serbian state, having liberated it from the Turks in **1818**, he proclaimed Kragujevac its **capital**. In 1822, Kragujevac had 283 houses and 2,000 residents. Kragujevac became particularly important with the founding of the **Cannon Foundry** which later grew into the Army Technical Institute (the forerunner of the Zastava car plant). Kragujevac boasts many Serbian 'firsts': it was the first capital (1818) and was home to the first court – known as the *Serbska Kancelarija* (1820), the first grammar school (1833), the first theatre – the Serbian Court Theatre (1835), the first university – the 'Licej' (1838), the first cannons were cast there (1853) and the first electric power plant brought into service (1884). Kragujevac is home to institutions of regional and national importance, and several of them continue the tradition of being the

first institutions of their kind in Serbia: the Joakim Vujić Theatre (1835), the Vuk Karadžić National Library (1866) and the Abrašević Cultural and Artistic Society (1904).

The Kragujevac National Museum has departments devoted to archaeology (with over 100,000 items), fine art (with around 1,000 works of art), and to the ethnography and history of Kragujevac and Šumadija. The **Old Foundry Museum** presents a century and a half of industrial growth in Kragujevac and Serbia. Of the many sites of cultural and historical interest in Kragujevac, of special note are the **Old Church**, the endowment of Prince Miloš Obrenović, built in 1818; the **Principality of Serbia Assembly** building; the Palace of Prince Miloš; the Courthouse; the Amidža Residence; the First Grammar School and the Kragujevac October Memorial Park.



Subotica

Subotica is the northernmost city in Serbia, located on the border with Hungary. It is the second largest city in Vojvodina and is the administrative centre of the North Banat District. It has a population of around 100,000. The railway line connecting Belgrade, Novi Sad and Budapest cuts through the middle of the city and the E75 motorway runs past the city outskirts.

The modern centre of northern Vojvodina, Subotica is a truly historic city. The most striking buildings are

the Synagogue (1902), City Hall (1908), Raichle Palace (1904) and the City Library building (1894). **City Hall**, designed by architects Komor and Jakab, is the largest building of its kind in Vojvodina. On the site of the former, old dilapidated City Hall, the residents of Subotica built a new one. The interior decoration alone took two years to complete. **Subotica Synagogue**, on the other hand, is one of the first buildings to be constructed from cement and steel.





The **National Theatre** building in Subotica was built in the mid-19th century. The building is in neoclassical style, with a characteristic colonnade of six columns on its façade. The first theatre production in Subotica was staged as early as 1747 and today the theatre stages plays in the Serbian and Hungarian languages. Many buildings in central Subotica are decorated in Zsolnay ceramics, a distinguishing feature of the city.

Palić Lake is situated 8 km from Subotica. Hotels, villas, sports fields, three managed beaches and a zoo ensure the wide appeal of Palić, which is the venue for the **Palić International Film Festival** and other events which are held every summer.

Priština

Priština is the capital and largest city of the **Autonomous Province of Kosovo and Metohija** and is its economic, cultural and university centre. It lies on the northeastern edge of the Kosovo basin, in the shadow of Grmija mountain. The Veluša stream, which joins the Prištevka river in the city itself, and then the Sitnica river in turn, flows through Priština. Priština has its own international airport at Slatina.

Current estimates place the population of Priština at over **500,000**. The majority of the population is comprised of Albanians, with the rest made up by Turks, Serbs, Bosniaks and Roma. Around 40,000 Serbs left Priština following the NATO bombing of Yugoslavia in 1999.

The remains of a **Neolithic** settlement are located near Priština. In classical antiquity, the Roman settlement of **Vicianum** was located near present-day Priština and the remains of **Ulpiana**, a Roman town founded in the 2nd century during the reign of Emperor Trajan, lie not far from Gračanica.

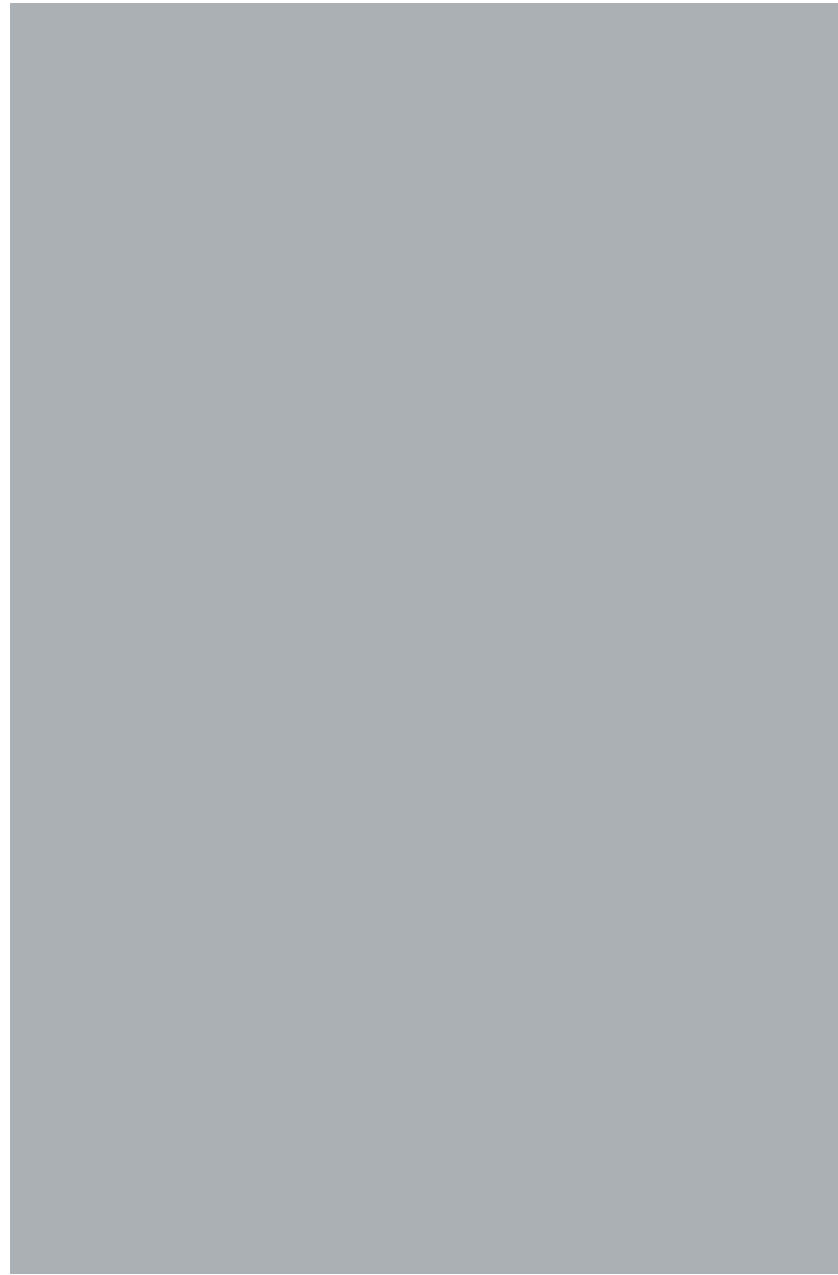
Priština underwent a revival in the 14th and 15th centuries when it became a mining and trade centre on the road between Dubrovnik and Constantinople. For a time it was the seat of Serbian rulers, but under Turkish rule the economic importance of Priština declined until 1875, when it became the centre of the Ottoman Sandžak. Priština was liberated from the Turks in 1912 but up until the end of the Second World War, the city

maintained an oriental appearance, with small, narrow houses made of adobe. Rapid construction took place after the war and Priština gained the appearance of a modern city. The city garners the interest of tourists because of the contrast between old and new architecture and the large number of cultural and historical sites. The most important Turkish-period historical attractions in Priština are the 15th-century **Emperor's Mosque**, the **Stone Mosque**, the **Clock Tower** and the **Emincik House** which is a typical 19th-century upper-class oriental house.

Gračanica Monastery, built south of Priština in 1321, is the endowment of King Milutin and is one of the most beautiful mediaeval Serbian monasteries. The **Gazimestan**

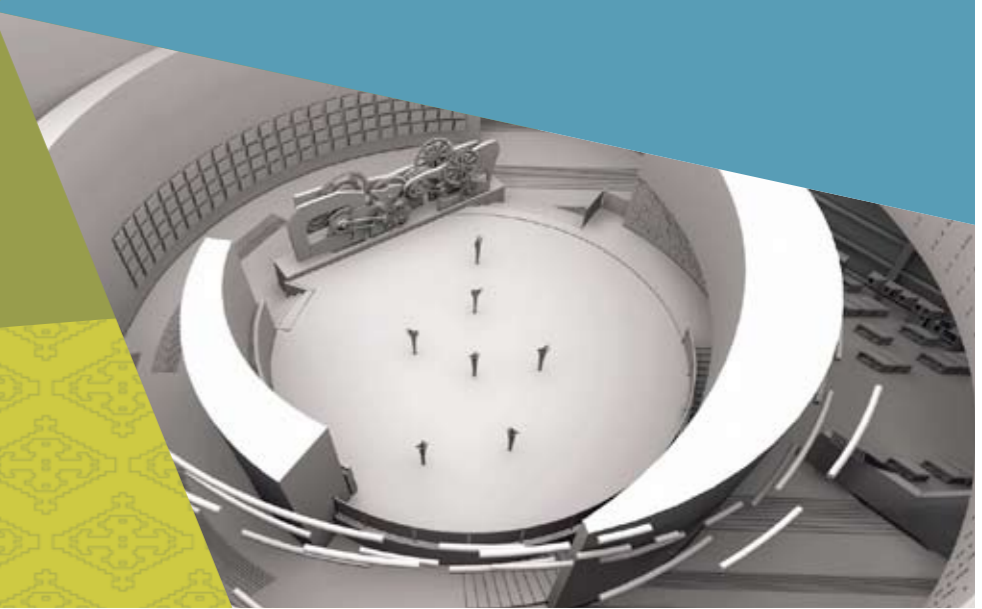
monument, near Priština, stands on the site of the **Battle of Kosovo**, in which the Turks defeated the army of Serbian Prince Lazar in 1389, clearing the way for further conquests in Europe.

Priština is located in the territory of the Autonomous Province of Kosovo and Metohija which is currently under the administration of UNMIK (the UN Interim Mission in Kosovo).



THE SERBIA
PAVILION

Павиљон
Србије





The Serbia pavilion

CITY CODE

The Serbia City Code Pavilion at the Better City, Better Life Shanghai World Expo 2010, by way of its external structure and internal organisation, illustrates the optimism and dynamism of the mega-structures of the contemporary human habitat. It is a multidimensional, fractal medium that creates a whole by combining unique codes supplied by many individuals. The use of the technique of weaving as a construction method, where a

knot or a brick is actually a usable prototyped modular container, depicts the complexity and interdependence of urban elements or codes – changes in one thread trigger changes in the meaning of the related symbol.

Weaving, like city-making, is a global creative activity that contributes to the bigger picture – the human as an active creator of the universe. The theme, or code, selected for the visual identity of the Pavilion, is taken from the weavers of Serbia whose craft has



its own genesis, history, symbolism and variations. This symbol is used as a metaphor for the concept of sustainable development, cohabitation and the creativity of the inhabitants of Serbia's cities, as well as their aspiration to continually improve both themselves and the cities they live in. The woven textile is a mobile medium that carries a message and as such has no limits, but at the same time can only be locally recorded and read, even as it interconnects the creativity and output of the cultures of the world.

THE MODULE - a handy travelling 'brick'

The Pavilion is built using a prototypical multifunctional module: it can be used as a container or a box for the transport and storage of goods, as a building material or as furniture. Serbox© modules are made from recyclable polypropylene. Global trade

has brought about universal standards in transportation: the Serbian modular box – Serbox© – used for the Shanghai World Expo, remains unique whilst complying with these standards.

The modular furnishings create a complete external environment. Like weavers' knots, the modules are juxtaposed so as to communicate the desired theme or message. The prototype module, measuring 47 x 33.3 x 33.3 cm, allows for easy installation and transport, as well as flexibility in the organisation of the exterior decoration and setup of the Pavilion itself. The 45-degree angled side creates a visually dynamic structure as the Pavilion is experienced differently from different points of view. The exterior of the cubical Pavilion is 12.66 m high. Hand-crafting is introduced at the level of the building's construction thereby bridging between the collective and individual

realms and relating it to the main theme of the Expo – "Better City, Better Life."

FAÇADE

The Pavilion is a contemporary architectural interpretation of the traditional weaving craft of Serbia and other countries, representing the symbiotic harmonious fusion of old and new. The construction itself uses this weaving process as its model, merging and matching the modular parts into a whole which is marked and dominated by its unique code.

The Pavilion is constructed from networks of wedges and cables to which the recycled plastic modules are affixed, while the handling of the modules is made easier thanks to the system chosen for construction. This is an important choice as on it depend numerous other aspects, primarily the ease and

practicality of handling the construction and the flexibility of the system in allowing for extension and replacement using the modules described earlier.

The dynamism and visual attractiveness of the façade will be highlighted by the placement of the modules at 45-degree angles. This results in an unforgettable aesthetic experience when viewing the façades of the Pavilion from different parts of the Expo hall.

TEAM

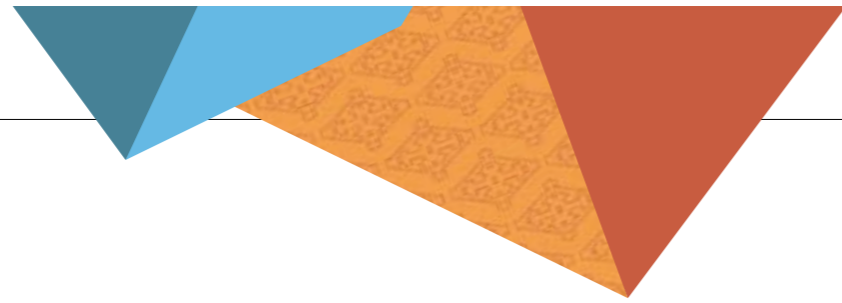
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Project tutor: Dr Miodrag Nestorović

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Exhibition Concept

Better City, Better Life, BETTER TIME

The central theme of the World Exhibition – “Better City, Better Life” – can be understood in the context of Aristotle’s statement, “People come to cities to live; they stay in them to live a better life”. However, our idea – an idea which we believe is Serbia’s unique but meaningful contribution to the basic idea behind the World Exhibition – is that a better city and a better life can only be understood and pursued if this idea is founded on the reality that without a *better time* and *better times* there can be no better city or better life.

Serbia’s Pavilion at the World Expo presents a dual aspect of the category of time. Firstly, time in its inexorability – the time which passes and leaves its inevitable mark on the forms and

quality of urban life – and secondly, *the time which shapes the social climate*. We see that both of these approaches can be presented at an exhibition so that every visitor can appreciate them – in a simple, eloquent, but by no means trivial way – that the concepts of the better city and the better life are indeed dependent on both of these understandings of time, and we are sure that anyone who has experienced life in a city will recognise this.

This orientation towards the better city and the better life presents time as an all-encompassing concept which permeates the entire Serbia display. **Time is the fundamental weft, into which the warp of the exhibition theme is woven.**

In the Serbia Pavilion, time in the service of the better city and the better

life appears both metaphorically and explicitly in four different ways.

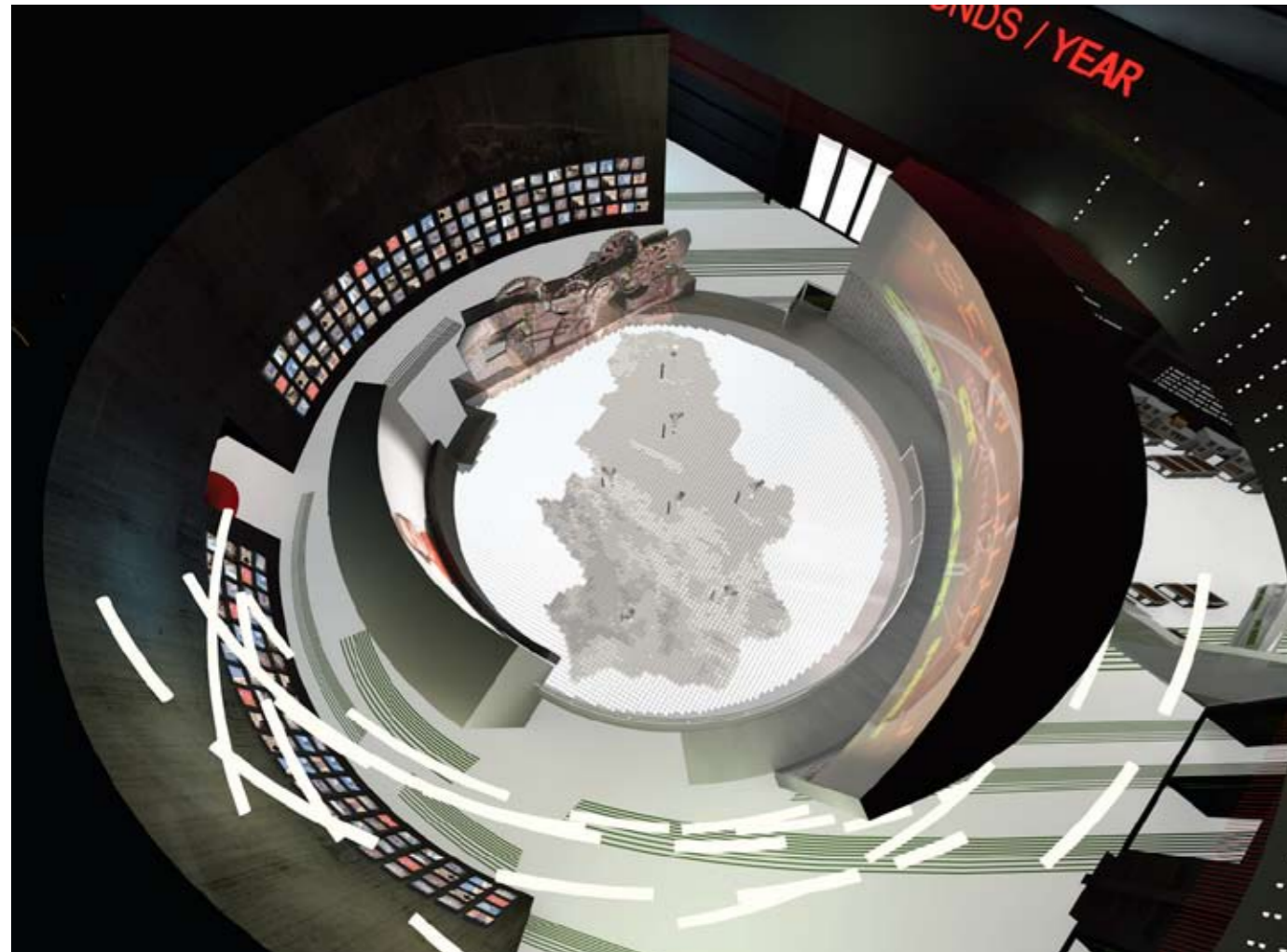
Firstly, in our recognition of the fact that the city is the oldest product of collective living, going back more than five millennia. That is why our presentation comprises an abundance of sequences from Serbia’s urban past. We are also convinced that in every setting and in every time these historic reminders can depict both the better city and the better life; that they are therefore not just a construct belonging to our time, but that they do need to be understood in the context of the time in which they are observed (as 365 excerpts, from each time period in Serbia’s urban history).

Secondly, the ‘time machine’ shows the extent to which the search for a better city and a better life has become the

search of our civilisation for a purpose to life in the city.

Thirdly, an introduction to the ‘beautiful faces of Serbia’ – an integral part of the central display of the Pavilion – shows us that without a positive social environment, there can be no talk of a better life, nor of a better city. In this way, Serbia wants to send the clear message that there are people in this country who believe that it is worth pursuing a social climate that will give rise to the sustainable city. Serbia’s message to visitors is that we understand time as a resource which can only serve the sustainable city if we ourselves are able to create the appropriate social environment. This is also a universal theme which visitors will recognise: that there can be no better life or better city without better times.





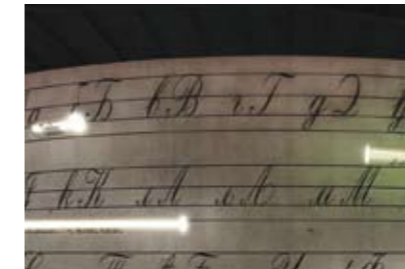
Fourthly, through our presentation of the 'universal calendar' concept of Milutin Milanković. We feel that this theme can and should be presented at the World Expo which, since its inception in 1851, has been a place where the true leaps made by our civilisation have been put on view. With the concept of time at the forefront of the viewer's mind and owing to the historical fact that the world's most accurate calendar was devised in Serbia, we have an opportunity to present an indisputable Serbian contribution to the march of civilisation and the preservation of its memory, this time in the form of a unique Serbian brand. This calendar is well-known in the international scientific community and is without doubt the calendar of the future.

The world's urban population growth clock is ticking significantly faster than the clock that measures the growth of the world's population as a whole. That is why in Serbia we recognise that the better city and the better life (in the city) are always in the service of time. To put it another way – Serbia knows TIME!

Exhibition Elements



Waiting Zone



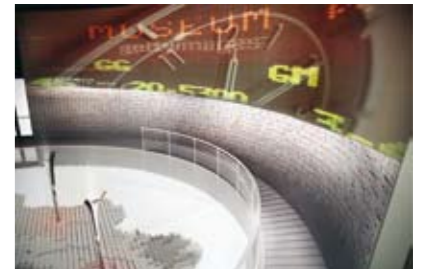
Alphabet



Better City. Better Life. Better Time.



Milutin Milanković



Time Cookies



The Garden of Europe



Time Machine



The Face of Serbia



365 Clips from Serbian Urban Reality



THE SERBIA PAVILION

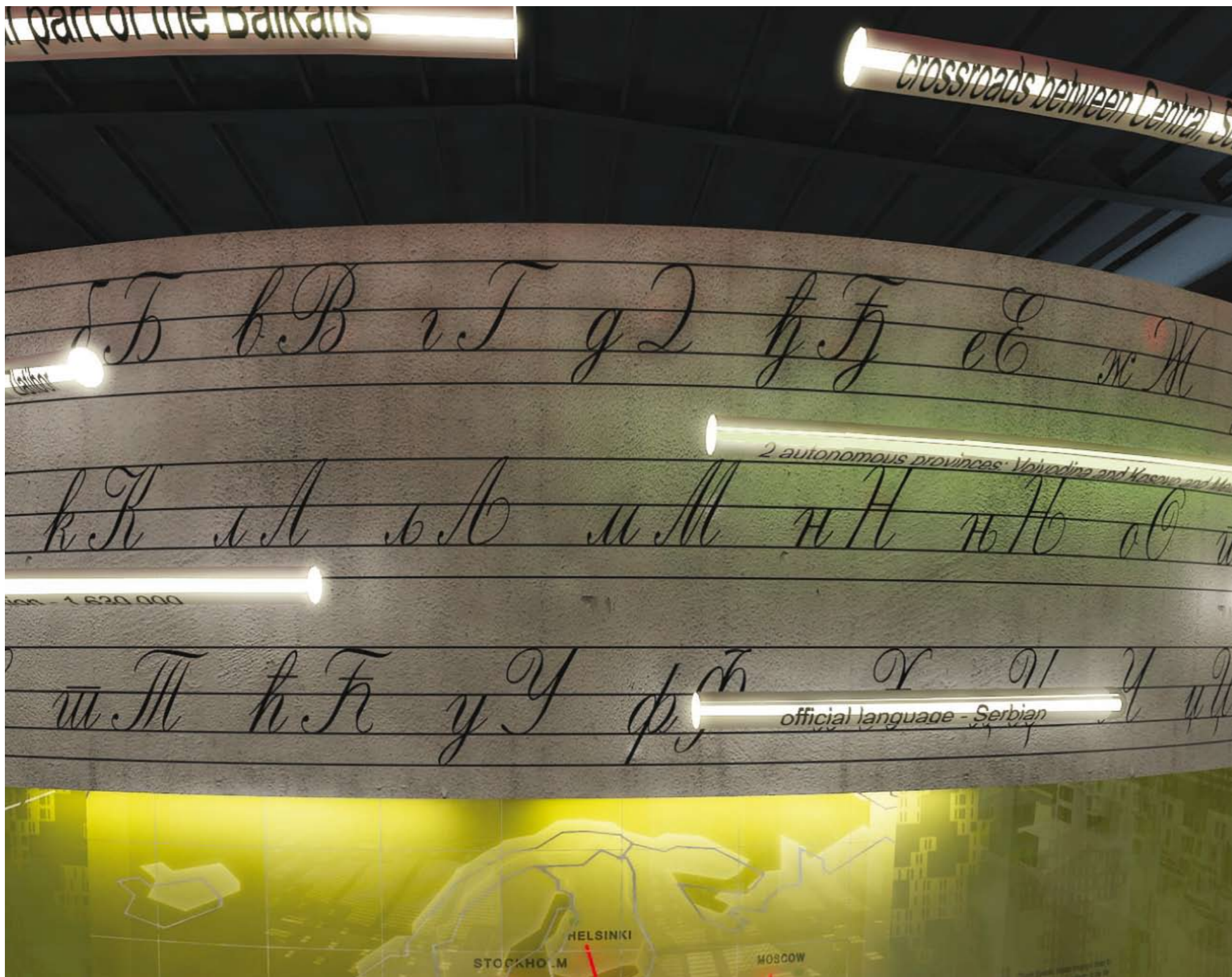


Waiting Zone

In the Serbia Pavilion entrance zone, five transparent modules have been set up, similar to those making up the façade of the Pavilion, from which threads emerge, ready for a game. Visitors are presented with a sample of traditional skills – the Serbian children's game Kolaricu-Panicu.

The entrance zone of the Serbia Pavilion has been designed with the idea of providing visitors the opportunity to participate in an original, fun and innovative game. The concept of the game is one which is firmly rooted in the cultural mindset of people and which remains with them for the entirety of their lives.





THE SERBIA PAVILION

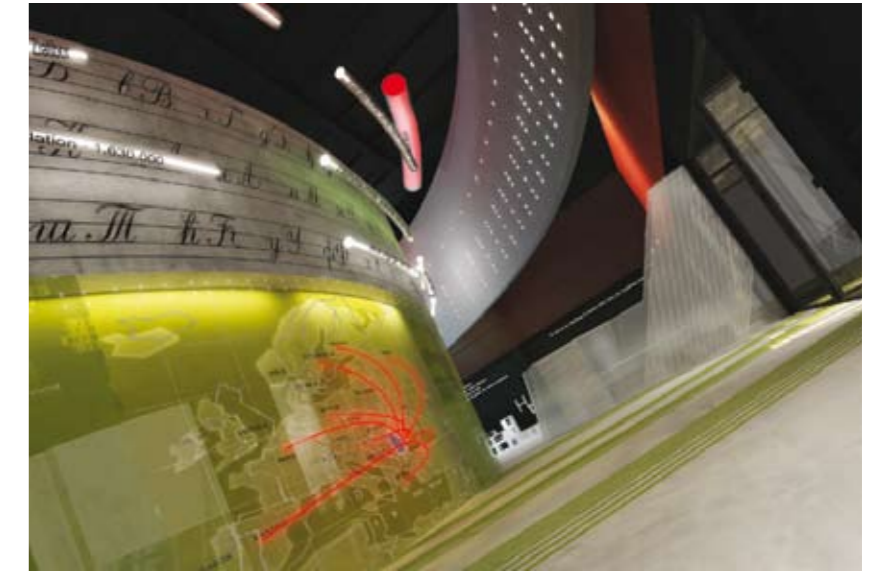
Alphabet

The different scripts used by the Serbian language – Cyrillic and Latin – are the result of the rich influences of civilisation and culture arising from Serbia’s geographical location. This led to the traditional duality of the written script and its convertibility, a feature that remains to this day.

The beauty of the Cyrillic script came about from early church manuscripts and gospels in the Middle Ages, and calligraphers have intertwined a variety

of styles through the generations.

There are a number of theories about its origins. One of those, the theory accepted today, is that the people of this region have been literate since the 9th century, when the first Serbian script – Glagolitic – was devised. It was the creation of missionaries Cyril and Methodius, using the Greek alphabet as a basis. From it, their students were later to develop Cyrillic, which was finalised in its current form by Vuk



Stefanović Karadžić in the 19th century. Thanks to Vuk’s reform, Cyrillic is today one of the most orthographically refined phonetic scripts in existence. It was he who introduced the principle, “Write as you speak and read it as it is written.” Serbian Cyrillic today has 30 symbols, with each letter representing a single sound. Vuk Karadžić completed his reform of Cyrillic in 1818, and it entered official use in 1868.

The other theory reaches further back

into the past. Five thousand years BC, before the age of the great civilisations, in the Serbian Danube Basin, archaeological remains testify to the existence of the Vinča civilisation. This ancient people walked the Balkan soil between 5500 and 3200 BC. They left behind them the oldest writing system known to man, the Vinča symbols, which according to supporters of this theory shares as many as 20 symbols with Serbian.



THE SERBIA PAVILION

Better City.
Better Life.
Better Time.

THE CITY-DWELLER LIVES BY THE CLOCK

Time is one of the primary codes which govern the city-dweller's movements within the urban landscape, and that is why he counts time among his most valuable resources.

SAVE TIME ON EARTH!

Considering the fact that the global population of planet Earth perceives time as an ever-dwindling resource,

it is amazing to note the fact that all the calendars in use today actually lag behind real time, that is behind the astronomical year! Like some sub-standard clock mechanism, the calendar does not keep up with reality and our dates are increasingly diverging from the Earth's position in relation to the sun. The Julian calendar year is lagging by some 11 minutes annually, while the current Gregorian calendar is also slow by some 26.75 seconds. In other words, the countries that adhere to this calendar have lost

around 190 minutes, that is more than 3 hours of their existence.

SERBIA KNOWS TIME!

The most accurate calendar devised by mankind to date, which lags by a factor of some 10 times less than the current Gregorian calendar - i.e. only around 2 seconds per year - already exists. It was devised in Serbia back in 1923, when Serbian scientists Milutin Milanković and Maksim Trpković presented the best scientific study yet on calendar reform. The Julian calendar loses a

day every 128 years, the Gregorian every 3300 years, while **Milanković's calendar** will lag by a day only after 43,000 years! This calendar has yet to be widely adopted, even though international consultations have been held a number of times at the highest level to discuss the harmonisation of all the world's calendars. We hope that Milanković's calendar, as the most accurate there is, will some day soon be accepted the world over.



THE SERBIA PAVILION

Milutin Milanković (1879-1958)

Lecturer at Belgrade University,
1909-1957.

Milanković travelled through space and time in his calculations, creating the most accurate calendar ever. But this was just a part of the scientific work he carried out. This Serbian scientist made his greatest contribution to world science with his theory of insolation, in which he made a connection between the movement of the planet Earth and global climatic change over long periods. His theory was only substantiated in recent times through studies of submarine rocks at great depths.

The Milankovitch Theory, as it is now known, states that over a period of 100,000 years Earth experiences a continuous cycle of ice ages followed by periods of more moderate climate, all of which is a consequence of the irregular movement of our planet and the varying quantities of solar energy which reach Earth as a result.

Milanković showed that precession – the change in the direction of the Earth's axis of rotation – and Earth's eccentric path around the Sun are the dominant long-term factors in climate change. Cyclostratigraphy is a recent scientific method founded on

Milanković's insolation cycles which detects the warmer and colder phases our planet has undergone in the regular alternation of rock layers.

PRECESSION

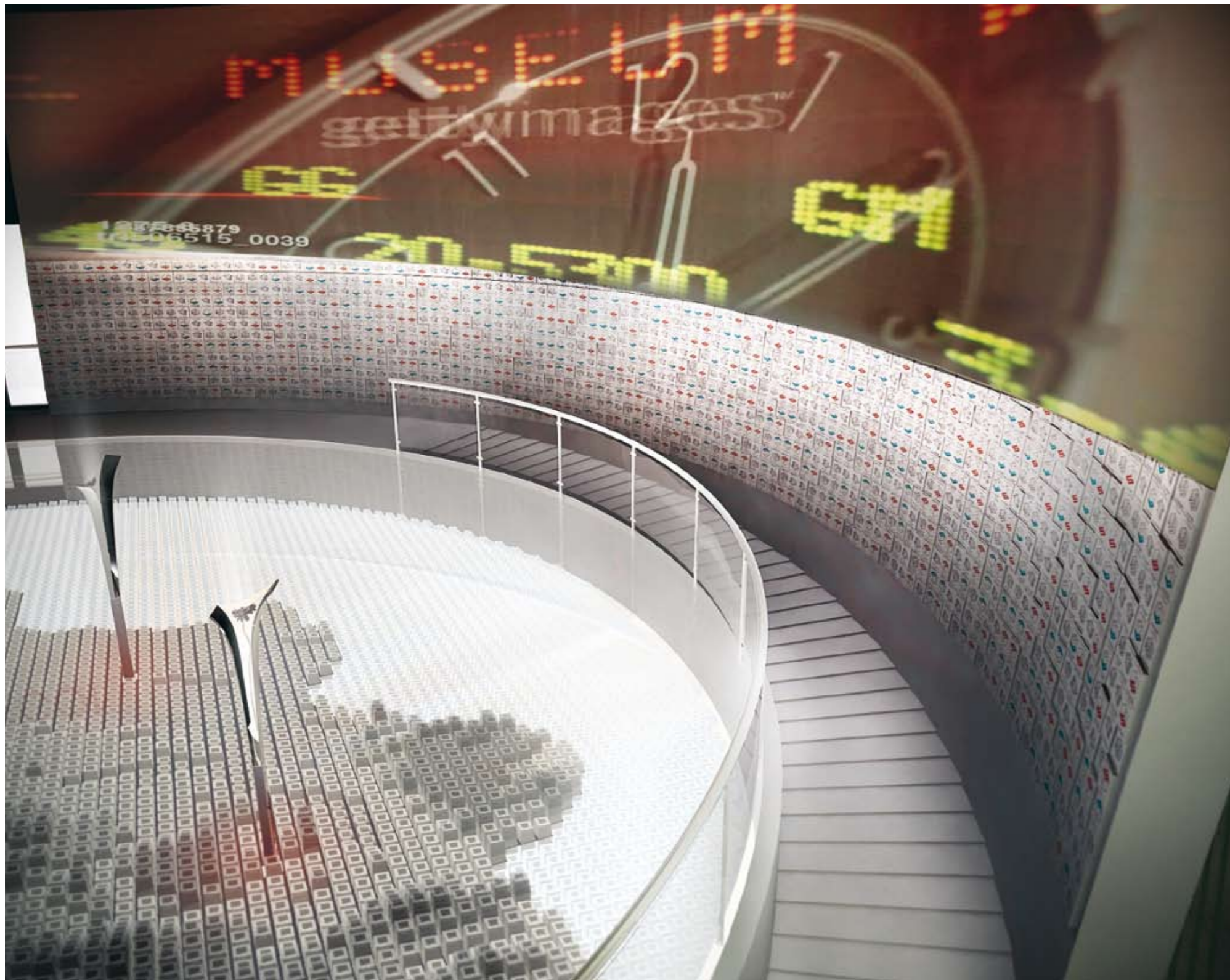
A variation in the Earth's axis of rotation which repeats over a cycle of approximately 23,000 years.

CHANGE IN AXIAL TILT

Earth's axis is currently inclined towards the plane of the ecliptic (Earth's own orbit) at an angle of 23.5° and it is this angle which causes the procession of the seasons of the year. The more the axis is tilted, the more sunlight is received by the Earth's poles during winter, which leads to the gradual thawing of the polar ice caps. The smaller the tilt, the less sunlight the poles receive throughout the year, and thus the polar ice caps grow. The angle of tilt of the Earth's axis varies between 24.5° and 21.5°.

EARTH'S CHANGING ORBITAL ECCENTRICITY

Over a protracted period of time, as a result of the gravitational pull exerted by other planets, the deviation of Earth's orbit from the circular varies between 6% and 0%. This is not a great difference, but gives rise to a variation in insolation of up to 30%.



THE SERBIA PAVILION

Time Cookies

THE TIME IS NOW + 1 DAY!

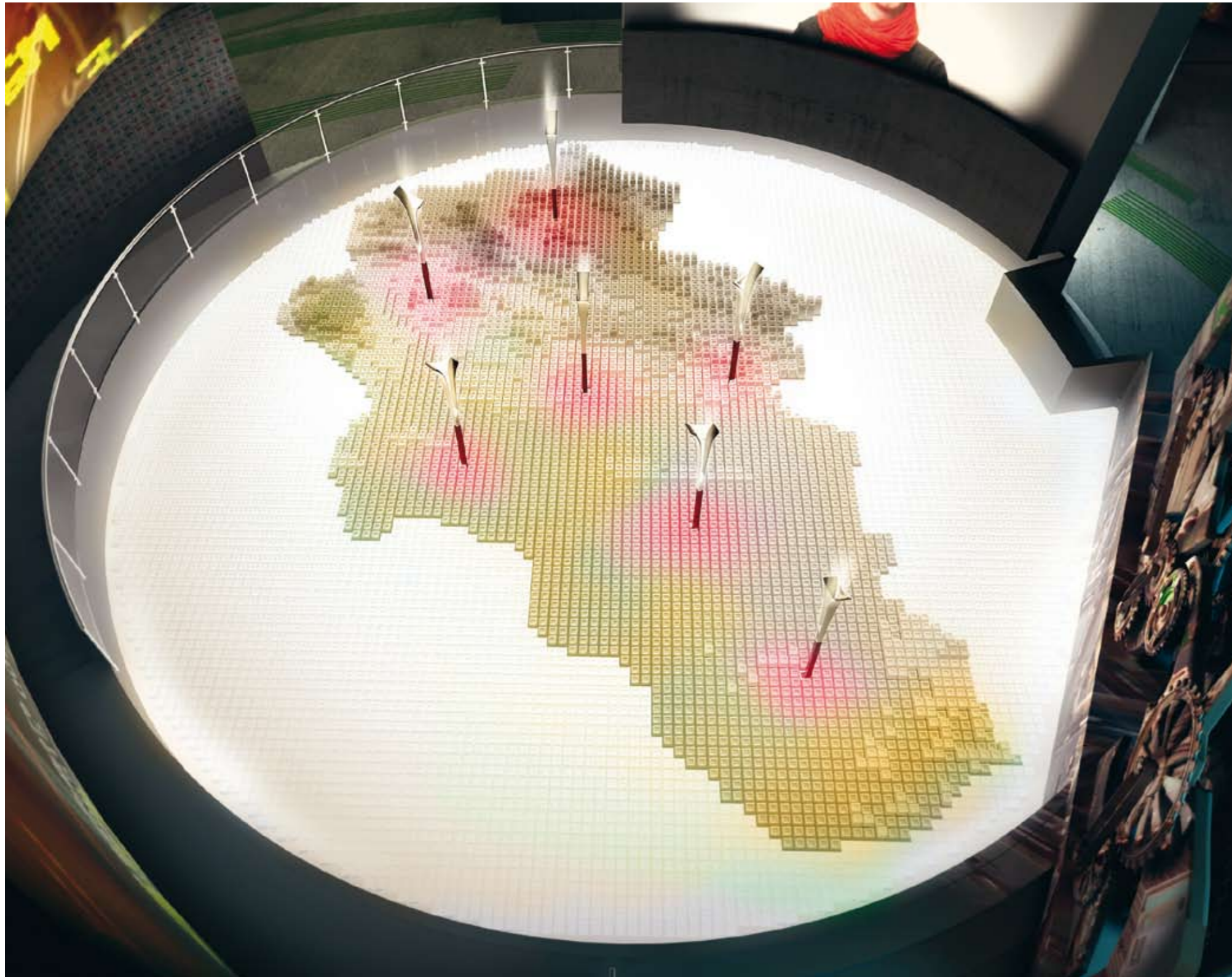
The calendar devised by Serbian scientist Milutin Milanković is the most accurate yet created. It lags only two seconds annually per tropical year and is 12 times more accurate than the current Gregorian calendar.

Had the time since the beginning of civilisation (going back 5000 years) been measured using Milanković's calendar, it would now only be lagging by three hours, whereas the currently-used Gregorian calendar would have lost an entire day by now. So today is in fact – tomorrow!

Some of the most popular Serbian sayings about time:

- Hurry slowly! (Meaning, being patient gets things done faster)
- The early riser grabs twice the luck! (If you hurry you have a greater chance of success)
- Don't leave for tomorrow what you can do today! (Don't neglect your duties and you will be more efficient)
- If you wait long enough, it will come to you! (The patient man succeeds in everything in time)
- Time is the greatest master (Time governs our movements)





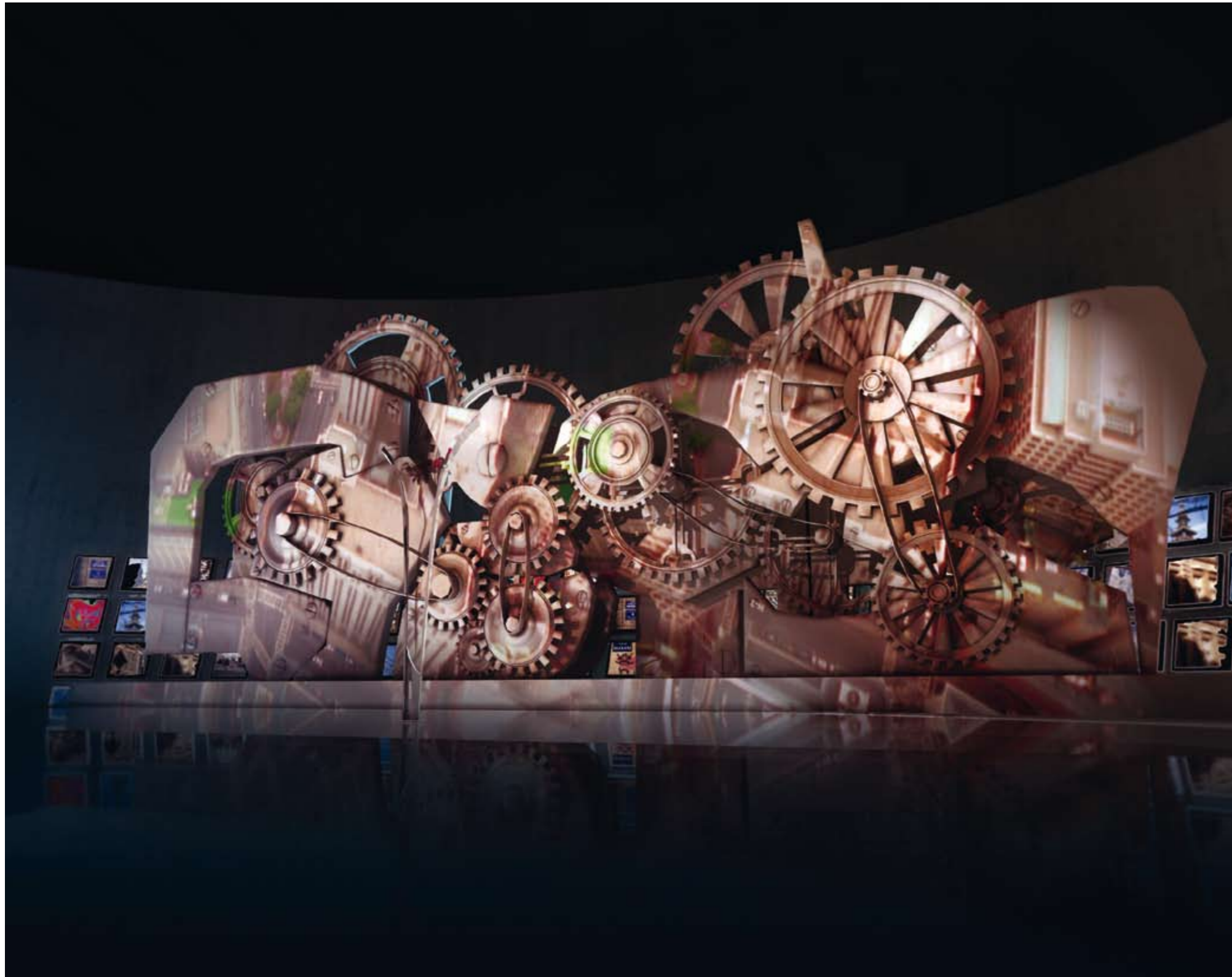
THE SERBIA PAVILION

The Garden of Europe



The central motif of this display is a kind of invitation to visitors to get to know Serbia in an innovative, interesting and investigative way, and to recognise the diversity of its urban strata.

The idea of the 'garden' is presented here for good reasons of an urban, historic, national, regional and pan-European nature. Seven of the most important points on the map of Serbia – several towns, sites of natural beauty, monasteries and festivals – are marked by sculptures of flowers concealing speakers emitting an imaginary aural backdrop which conjures up images of the location in question.



Time Machine



The most complex mechanism that man has so far created, and which has functioned for five millennia now, is the city. And if civilisation were to tire of inventing new machines, just two would remain: the city and the clock.
(Lewis Mumford)

The world's urban population growth clock is ticking significantly faster than the clock measuring the growth of the world's population as a whole. That is why in Serbia we recognise that the better city and the better life (in the city) are always in the service of time. Serbia knows TIME!



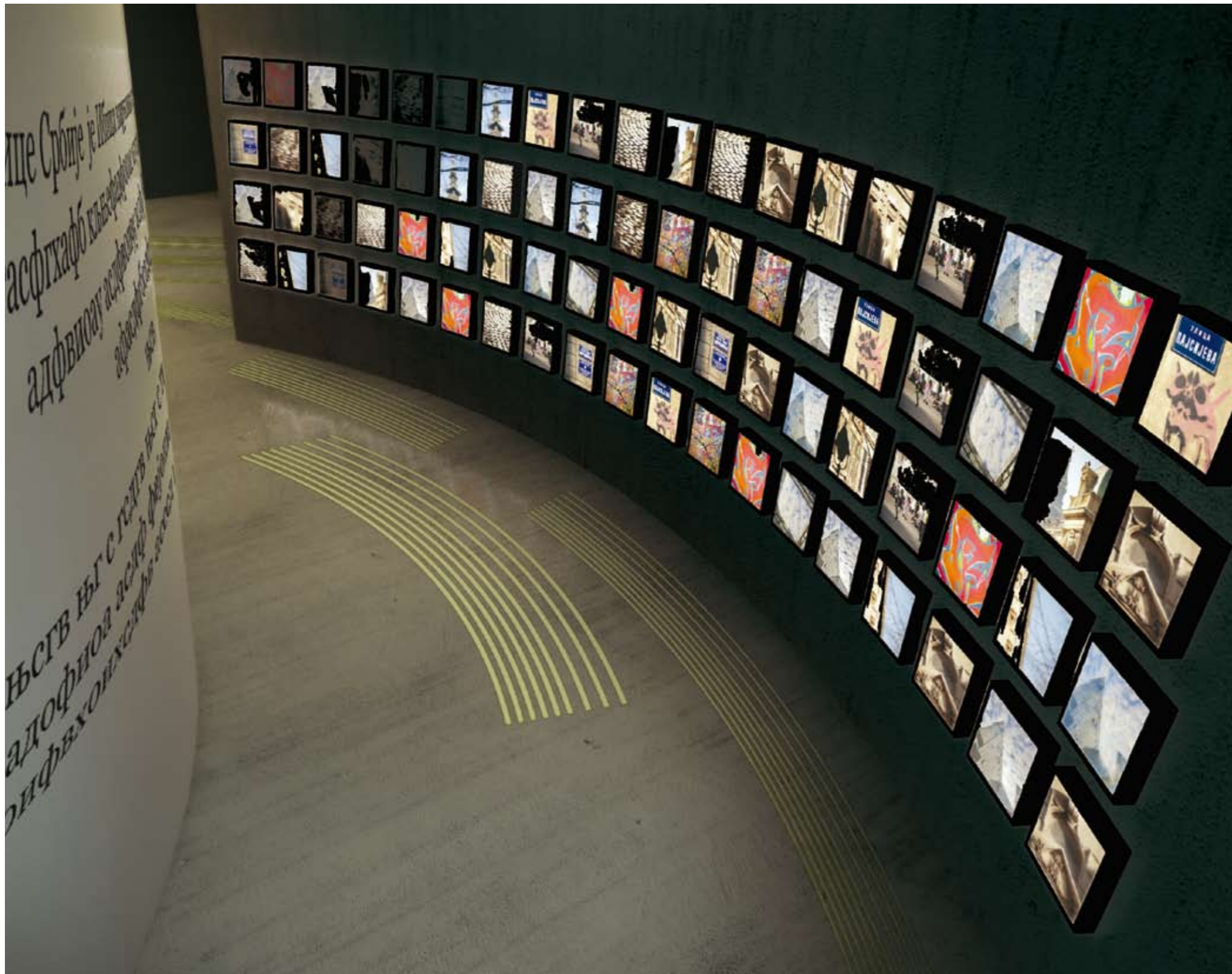
THE SERBIA PAVILION

The Face of Serbia



Serbia's cities, like everywhere else in the world, are as diverse, pleasant and as interesting as the people who live in them.

So we present the Face of Serbia – a cross-section of one generation of people from different Serbian towns whom we asked whether time was something they noticed, whether it passed differently in their town, and whether 26 seconds (the amount the Gregorian calendar deprives them of annually) or the two-second inaccuracy introduced by Milanković's calendar meant anything to them.



365 Clips from Serbian Urban Reality

Serbian towns are places where the rhythms of Balkan, Byzantine and central European daily life come together. There are towns whose daily rhythm could be described as *allegro*, while there are others who pulse at a *largo* tempo.

The distinctive feel of every town is defined by a rhythm appropriate to the cultural milieu in which it arose. In the case of Serbian towns, the constant intermingling of cultural and historical influences means that this rhythm is elusive and original.

- The photographs are divided into six thematic areas:
- The town as civilisation in motion
 - The town as dynamic culture
 - The town as regional rhythm
 - The town as a catalyst for social progress
 - The town as a stage for historical permanence
 - The town as a meeting and a call to meeting



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- Vladimir Živković, sound design
 - Sonja Lončar, musical advisor
 - Nebojša Bogičević, ethnic music advisor

We are grateful for music usage rights granted by:

- Radio Television of Vojvodina, Vita Simirdžić - OSAM TAMBURAŠA, arranged by: Janika Balaž, performed by: the RTV Vojvodina Tamburica Orchestra
- Radmila Radović, SVILEN KONAC, co-arranged by: Vlastimir Popović Carevac, Zoran Branković
- VRANJANKA KOLO, co-arranged by: Vlastimir Popović Carevac, Ivan Cenerić
- Pavle Aksentijević, SRPSKI POLIJELEJ, arranged and performed by: Pavle Aksentijević
- The management of the Boban and Marko Marković Orchestra, LEKOVITO

KOLO, performed by the Boban Marković Orchestra, published by: X Produkcio

- Stevan Mokranjac School of Music, PROBLEJALO MLADO JAGNJE, NARODNO KOLO

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- Marko Stojković, 3D visualisation
- Aleksandar Živković, machine installation design
- Jovo Tarailo, electrical installation design

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- Branimir Milovanović
- Vladimir Miloradović
- Vladimir Milošević
- Saša Stanković
- Marko Todorović
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- Ivan Zupanc

We are grateful to the Tourist Organisation of Serbia for allowing us the use of these photographs.

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- Filip Đorić, multimedia content producer
- Jovana Karaulić, executive producer
- Nevenka Gojković, project producer



Stamps

The stamps design is a juncture of modern and traditional style. On stamp face value 22 RSD is represented the interior of a Serbian pavilion with plum flowers and birds - spring heralds, which represent traditional Chinese painting. According to Chinese tradition, the green color of the stamp symbolizes youth and growth. On stamp face value 50 RSD is represented a Serbian pavilion and in the background the panorama of Shanghai. On the ancient traditional Chinese paper is also represented a plum flower, fruit which is one of the national symbols of Serbia. In China, the plum is the symbol of the end of winter and beginning of fertility, but it is also a metaphore for power and resistance.



Exhibition mascots

The mascots of Serbia's Expo 2010 presentation have been devised as members of an extended Serbian family. They have been designed by stylising the characteristic patterns of the carpets made in the town of Pirot and given a human form which is recognisably urban in outline but traditional in texture and colour. Their names have been chosen so as to bring to mind familiar Serbian features from nature and history. The main mascot is the image of a girl called Tara, named after one of the most beautiful mountains in Serbia. She also has a brother, Sava, a name which reminds one both of Saint Sava (the first Serbian archbishop) and the Sava river.



NAZIV!!!!



NAZIV!!!!



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