

Naslov projekta:

EUROSRBIJA

Autori projekta:

dr Jelena Erdeljan, vanredni profesor na Odeljenju za istoriju umetnosti Filozofskog fakulteta u Beogradu

dr Ivan Stevović, vanredni profesor na Odeljenju za istoriju umetnosti Filozofskog fakulteta u Beogradu

Project title:

EUROSRBIJA

Authors of project proposal:

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Ivan Stevović PhD, associate professor, Department of Art History, Faculty of Philosophy, University of Belgrade

Cilj projekta:

_Serija javnih predavanja namenjenih najširem, ne obavezno akademskom auditorijumu, sa ciljem predstavljanja različitih aspekata interakcije Srbije i Evrope u širokom hronološkom rasponu od srednjeg veka do savremenog doba.

Project objectives:

A series of public lectures addressing the general and not necessarily academic public, presenting various aspects of interaction between Serbia and Europe within a broad chronological framework.

PREDAVANJA TOKOM PROLEĆA 2016.

LECTURES SPRING 2016

1. 25.2.2016.

Naslov predavanja:

Evropa – istorija i značenje imena

Oblast:

Studije kulture

Predavač:

Dr Vlada Stanković, redovni profesor Filozofskog fakulteta u Beogradu i prodekan za nauku Filozofskog fakulteta u Beogradu. Autor više knjiga i studija posvećenih istoriji i kulturi Srednjeg veka. Upravnik Centra za kiparske studije i Centra za grčke i vizantijske studije na Filozofskom fakultetu u Beogradu. Tokom 2014-2015.g. istraživač po pozivu na univerzitetu Princeton (SAD).

Sažetak predavanja:

Pojam "Evropa" u savremeno doba često je shvatan kao simbol neprestanog napretka čovečanstva ka najsavršenijem poznatom društvu zasnovanom na racionalnosti koje uslovljava promišljene odluke "Evropljana". Pogled u srednjovekovnu prošlost će pokušati da ukaže na to koliko se savremene percepcije *imena* i *pojma* Evrope poklapaju sa istorijskom i kulturnom evolucijom starog kontinenta, odnosno da li je savremeno razumevanje *identiteta Evrope* vrhunac njenog razvoja ili put ka povratku njenim istorijskim korenima.

Title of lecture:

What's in a Name? Europe - History and Meaning of the Name

Subject:

Cultural studies

Lecturer:

Vlada Stanković PhD, full professor, Faculty of Philosophy, University of Belgrade, and Vice Dean for Research. Author of a number of monographic studies on history and culture of the medieval world. Head of the Center for Cypriot Studies and Center for Hellenic and Byzantine Studies at the Faculty of Philosophy, University of Belgrade. 2014-2015 fellow of Institute for Advanced Studies, Princeton University.

Summary:

Europe: How did the name itself come to symbolize the unique and constant progress of the humanity from "barbaric" to "cultivated" society that resulted in the ultimate level of humanly achievable rationality that governs the informed choices of the "Europeans"? A journey back to the medieval Europe will try to determine whether the modern concept of—and the very meaning of the name—*Europe* represent a gradual evolution of the historical and cultural development of the Old Continent and its identity or is Europe today on a return path to its very roots.

2. 10.03.2016.

Naslov predavanja:

Zvuci Dunava

Oblast:

Studije prirodne sredine, studije baštine i akustika

Predavač:

Dr Miomir Mijić, redovni profesor Elektrotehničkog fakulteta u Beogradu. Međunarodno priznati istraživač u oblastima akustike, ozvučavanja, scenskog i akustičkog dizajna. Podpredsednik tehničke komisije za građevinsku akustiku u *European Acoustical Association* – EAA. Član Acoustical Society of America. Autor više projekata akustičkog dizajna objekata u Srbiji i regionu: Centar “Sava”, Narodno pozorište i “Kombank” arena u Beogradu, Slovenačko narodno pozorište u Mariboru (Slovenija).

Sažetak predavanja:

Termin ***soundscape*** u najširem smislu podrazumeva sve zvukove koji na nekom mestu ili u nekom prostoru čine zvučni ambijent i daju mu određeni zvučni identitet. Danas se ***soundscape*** može prepoznati i kao jedna specifična komponenta nematerijalne kulturne baštine, ali koja do

sada nije bila tema šireg istraživanja, a ni zaštite. Pitanje koje se nameće je ima li Podunavlje, ili bar neki njegovi delovi, *soundscape* koji se može pronaći i sačuvati.

Title of lecture:

Soundscapes of the Danube

Subject:

Environment studies, heritage studies and acoustics

Lecturer:

Miomir Mijić PhD, full professor, Faculty of Electrical Engineering, University of Belgrade. Internationally renown researcher in the fields of acoustics, reverberation, scene design, acoustics design. Vice president of the Technical Commission for Engineering Acoustics of the European Acoustical Association – EAA. Member of the Acoustical Society of America. Author of number of acoustical design projects in Serbia and the region, including the “Sava” Centar, Belgrade, National Theatre, Belgrade, “Kombank” Arena, Belgrade, Slovene National Theatre Maribor, Slovenia.

Summary:

The word *soundscape*, taken in the broadest sense, signifies all the sounds comprising the acoustical ambience of a given place or space and giving it its acoustical identity. Today, *soundscape* can also be recognised as a specific component of intangible cultural heritage, so far remaining outside the scope of broader research and protection. The question posed is whether the Danube, or at least some parts of the Danube region, have a *soundscape* that can be identified and preserved.

3. 24.03.2016.

Naslov predavanja:

Uloga (plemićkih) žena u društvenim mrežama pre interneta. Povezivanje Srbije i Evrope u srednjovekovno i rano moderno doba

Oblast:

Studije kulture, studije roda, studije komunikacije, studije umrežavanja

Predavač:

Dr Jelena Erdeljan, vanredni profesor Filozofskog fakulteta u Beogradu. Autor više knjiga i studija posvećenih kulturi i vizuelnoj kulturi Balkana i mediteranskog sveta. Organizator i predavač na brojnim međunarodnim naučnim radionicama i letnjim školama, među kojima se izdvajaju one sprovedene u saradnji sa univerzitetima u Konstancu, Kelnu (Nemačka) i Ben Gurion univerzitetu u Negevu (Izrael). *Alumna* univerziteta u Konstancu. Izvršni koordinator TEMPUS projekta "Razumevanje vizuelne kulture na Balkanu".

Sažetak predavanja:

Tokom stoleća srednjovekovnog i ranog modernog doba dinastički brakovi, porodične veze i politički savezi koji su spajali ljude i prostore, širili ideje i predmete materijalne kulture, umetnost i znanje među različitim centrima moći u Srbiji i široj ikumeni, bili su zasnovani i održavani posredstvom i delatnošću (plemićkih) žena. One su, zahvaljujući svojoj istaknutoj poziciji i poreklu, kreirale i održavale kontakte i stvarale društvene mreže kroz korespondenciju, i hodočašća, ktitorstvo i dobrotvorne institucije, škole i bolnice koje su bile osnivane pod njihovim nadzorom. U srednjovekovno i rano moderno doba one su povezivale srpske zadužbine, poput manastira Gradca iz XIII veka ili zadužbina na Fruškoj Gori iz XVI veka, sa evropskim i svetskim centrima poput Rima i Jerusalima, Barija i Budimpešte, Celja i Carigrada. Poreklom iz vladarskih kuća Anžuvina, kao u slučaju Jelene, žene kralja Uroša I Nemanjića, ili Arijanita Komnina iz Albanije, kao u slučaju Angeline, žene despota Stefana Brankovića, one su održavale veze između različitih ljudi, konfesija, regija i političkih opcija, uspevajući,

istovremeno, da zadrži visok stepen sopstvene individualnosti kao persone velike harizme i duhovne i intelektualne inspiracije.

Title of lecture:

**The Role of (Royal) Women in Social Networks before the Internet.
Connecting Serbia and Europe in Medieval and Early Modern Times**

Subject:

Cultural studies, Gender studies, Communication studies, Network studies

Lecturer:

Jelena Erdeljan PhD, associate professor, Faculty of Philosophy, University of Belgrade. Author of a number of monographs and studies on culture and visual culture of the Balkans and the Mediterranean world. Project director and lecturer at a number of international workshops and summer schools including those held in cooperation with the University of Konstanz, Germany, University of Cologne, Germany, Ben Gurion University of the Negev, Israel, and others. Research Alumna of University of Konstanz, Germany. Executive coordinator of TEMPUS project "Understanding the Visual Culture of the Balkans".

Summary:

Over long centuries of medieval and early modern times, dynastic marriages, kinship and political alliances producing bonds among people and places, disseminating ideas and goods, art and knowledge across the between different centers of power in Serbia proper and in the broader *oikoumene* were established and maintained through the agency and activities of (royal) women. Royal women of distinguished position and lineage maintained social networks through correspondence and pilgrimage, ktetorship and charitable institutions, schools and hospitals which were established and operated under their care. In medieval and early modern times they connected the Serbian foundations such as the XIII century monastery of Gradac or the XVI century foundations on Fruška Gora with European and universal centers such as Rome and

Jerusalem, Bari and Budapest, Celje and Constantinople. Whether, for example, from the noble house of Anjou, as in the case of Helene, wife of king Uroš I Nemanjić, or that of Arianit Komnenos, princes of Albania, in the case of Angelina, wife of despot Stefan Branković, they nurtured ties among different people, confessions, regions and political options, managing at the same time to retain their own individuality as personas of great charisma and spiritual and intellectual inspiration.

4. 07.04.2016.

Naslov predavanja:

Prvi svetski rat kao prva velika borba za fizionomiju XX veka

Oblast:

Društvena istorija

Predavač:

Aleksandar Gatalica, pisac, prevodilac sa klasičnog grčkog jezika i muzički kritičar. Od 1994. do 2012.godine dobitnik više nacionalnih i međunarodnih književnih nagrada. Nedavna priznanja: nagrada “Umberto Saba” za italijansko izdanje ciklusa pripovedaka *Vek* (2010), NIN-ova nagrada za roman *Veliki rat* (2012), nagrada “Meša Selimović” za roman *Veliki rat* (2012).

Sažetak predavanja:

Prvi svetski rat nije prelomni događaj istorije samo po tome što je promenio geografiju i istoriju Evrope, već najpre zbog toga što je promenio psihologiju Evropljana. Naime, ovo je prvi rat nakon 1873. godine u Evropi koji se vodio u radikalno izmenjenim socijalnim okolnostima. Građanska svest, ogromni razvoj humanističkih nauka i društva učinili su da u ovaj rat nisu išle ni nacije, ni staleži, kao ranije, već pojedinci. Značaj i patetika svake smrti zato je bila ne grupna, nego pojedinačna. Ova osobenost svakog pojedinačnog vojnika udariće osnov onome što je najtipičnije za XX vek: trijumf ličnosti nad kolektivitetom.

Title of lecture:

The First World War as the First Great Battle for the Physiognomy of XX Century

Subject:

Social history

Lecturer:

Aleksandar Gatalica, writer, translator from classical Greek and music critic. From 1994 to 2012 laureate of several national and international literary prizes. Recent prizes include the “Umberto Saba” prize for the Italian edition of a collection of stories *Vek* (2010), NIN prize for the novel *Veliki rat* (2012), and the “Meša Selimović” prize for the novel *Veliki rat* (2012).

Summary:

First World War was a turning point in history, not only because it changed the geographic image of Europe, but also because it altered the psychology of its citizens. This was the first war in Europe after 1873 and it was led in a radically different social situation. Civic consciousness, the development of social science and society created the situation in which a war wasn't led by nations, or commons, but rather by individuals. Mourning of each death became individual. All this became a basis for a twentieth century phenomenon: a triumph of individual personality over a collective.

5. 21.04.2016.

Naslov predavanja:

Srbija i Svetski savet crkava

Oblast:

Studije religije, inter-religijski dijalog

Predavač:

Dr Rastko Jović, docent Pravoslavnog bogoslovnog fakulteta u Beogradu. Autor više studija posvećenih mestu i ulozi crkve u savremenom društvu, kao i inter-religijskom dijalogu. Saradnik Bogoslovske akademije u Volosu (Grčka). Od 2010.g. saradnik pri grupi „Gender Movers for Justice“ Svetskog saveta crkava (SSC). Od 2014.g. savetnik međunarodne grupe “Gender Advisory Group” pri SSC.

Sažetak predavanja:

SPC učestvuje već dugo vremenu u inter-religijskom dijalogu koji se ostvaruje kroz bilateralne susrete, ali i kroz SSC (Svetski savet crkava). Umesto očekivanog razvoja dobrih odnosa, ekumenizam je često produbljivao jaz i pojačavao ekstremizam. Drugim rečima, političke prilike u Evropi i Srbiji često su direktno uticale na loše razumevanje i shvatanje ekumenskog dijaloga. Ukoliko je značaj SSC bio mnogo veći u vremenu Hladnog Rata, postavlja se pitanje koji su ciljevi i zadaci pred SPC u novim svetskim prilikama. Cilj predavanja je ne samo ukazati na istorijske prilike i razvoj odnosa između SPC i SSC, nego pružiti određene smernice u pogledu pitanja koja nam se nameću: Na koji način u svetu koji se dezintegriše, ukazati na značaj integracije hrišćanstva? Koliko je evropska nezainteresovanost za religiju, šansa za bolje međuverške odnose? Koliko ovi bolji ekumenski odnosi mogu uticati na samu Srbiju?

Title of lecture:

Serbia and the World Council of Churches

Subject:

Religious studies, Inter-religious dialogue

Lecturer: **Rastko Jović PhD**, associate professor at the Faculty of Orthodox Theology, University of Belgrade. Author of a number of studies on the question of the place and role of the church in contemporary society as well as on the subject of inter-religious dialogue. Collaborator of the theological academy at Volos (Greece). From 2010 contributing member of the group „Gender Movers for Justice“ at the World Council of Churches (WCC). From 2014 consultant of the international “Gender Advisory Group” at the WCC.

Summary: The Serbian Orthodox Church has long since taken part in inter-religious dialogue realised through bilateral meetings as well as through the World Council of Churches (WCC). In place of the expected development of good relations, ecumenism has often resulted in deepening

of the rift and a growth of extremism. In other words, the political situation in Europe and Serbia has often had a direct influence on an inadequate understanding of ecumenical dialogue. Considering the fact that the significance of WCC was far greater in the Cold War era, the question arises as to the goals and objectives facing the Serbian Orthodox Church under the new, present-day conditions in international relations. The objective of this lecture is not only to point out the historical circumstances and development of relations between the Serbian Orthodox Church and the WCC, but also to offer certain guidelines regarding the following issues: In what manner should the significance of integration of Christianity be regarded in a disintegrating world? To what measure is European lack of interest in matters of religion a chance for improvement of inter-religious contact? To what measure could better ecumenical relations influence Serbia proper?

6. 05.05.2016.

Naslov predavanja:

Od kaldrme do asfalta: počeci evropeizacije Beograda

Oblast:

Istorija, studije kulture, studije urbanizma

Predavač:

Dr Dubravka Stojanović, vanredni profesor Filozofskog fakulteta u Beogradu. Autor više knjiga i studija posvećenih različitim aspektima moderne i savremene srpske i evropske istorije, metodologiji istorijskih istraživanja, istoriji političkih ideja. Od 1999. do 2009.g. potpredsednica

Komiteta za obrazovanje u oblasti istorije pri *Centre for Democracy and Reconciliation in South East Europe* sa sedištem u Solunu (Grčka), od 2012. do 2015.g. članica asocijacije *COST* (Evropska saradnja u nauci i tehnologiji). Nosilac Nacionalnog ordena za zasluę Republike Francuske (*Ordre national du M rite*).

Saęetak predavanja:

Procesi modernizacije i urbanizacije Beograda paradigmatiĉni su za ukupne procese razvoja Srbije. Oni su obeleęili dva veka pokuęaja da se uhvati korak s evropskim tokovima, ali i zaustavljanja, odustajanja, blokiranja modernizacije. Zato razumevanje kontroverzne modernizacije Beograda znaĉi i put za razumevanje podsticaja i koĉnica na koje je Srbija nailazila traęeĉi svoj put u modernost. Prestonica Srbije u modernost je ulazila na iracionalan naĉin. Osnovni razlog bio je pokuęaj da se zaostalost kompenzuje preskakanjem razvojnih faza, uvoĉenjem, na primer, poslednjih tehniĉkih dostignuĉa na neadekvatnu postojeĉu infrastrukturu. Pitanje koje se postavljalo jeste da li ĉe neadekvatna osnova poništiti male modernizacijske korake i pretvoriti se u znaĉajno gubljenje vremena i energije. U ovom predavanju biĉe predstavljeni primeri razvoja beogradskih ulica, javnog saobraĉaja, struje, vodosnabdevanja i kanalizacije poĉetkom 20.veka.

Title of lecture:

From Cobble Stone Alleys to Boulevards. The Beginnings of Europeanization of Belgrade

Subject:

History, Cultural studies, Urban studies

Lecturer: **Dubravka Stojanoviĉ PhD**, associate professor, Faculty of Philosophy, University of Belgrade. Author of a number of monographs and studies on various aspects of modern and contemporary Serbian and European history, methodology of historical research, history of political ideas. From 1999 to 2009 vice president of the Committee for Education in the field of history at the *Centre for Democracy and Reconciliation in South East Europe*, based in Thessaloniki (Greece). From 2012 to 2015 member of *COST* (European Cooperation in Science and Technology). Decorated with the National Order of Merit (*Ordre national du M rite*) awarded by the President of the French Republic.

Summary:

The modernization and urbanization processes of Belgrade were paradigmatic for overall processes in Serbia. They marked two centuries of its attempts to catch up with the European currents, and furthermore, its stops, giving up on her aim, blocking of its development. That is why understanding of the controversial modernization processes of Belgrade is also a way towards understanding initiatives and obstacles that Serbia went through in her attempt to find its place in modernity. The capital of Serbia entered modernization processes in an irrational way. The basis for this was an attempt to compensate for backwardness by skipping some development phases, by, for example, introducing latest technical achievements in the underdeveloped infrastructure. The question was if the inadequate basis would finally cancel out small modernization moves and turn into an irrational waste of energy and time. In this lecture the development of Belgrade's street, public transportation, electricity, water supply and sewage system at the beginning of 20th century will be presented.

7. 19.05.2016.

Naslov predavanja:

“Ljuljaj me nežno”. Prva srpska *Zlatna ruža Montrea*

Oblast:

Elektronski mediji

Predavač:

Dr Stanko Crnobrnja, režiser, producent, gostujući predavač na univerzitetima u Lionu i Grenoblu, profesor Fakulteta za medije i komunikaciju univerziteta “Singidunum” u Beogradu. Autor više igranih filmova, scenarista i režiser nekoliko stotina muzičkih i reklamnih spotova, režiser brojnih scenskih manifestacija i festivala, osnivač nekoliko medijskih organizacija. Autor knjige “Estetika televizije i novih medija”. Dobitnik prve nagrade za režiju na festivalu “Zlatna ruža Montrea” 1981.godine.

Sažetak predavanja:

Početkom osamdesetih godina prošlog veka prva televizijska, ali i prva rok end rol generacija, u Jugoslaviji, pa i u Beogradu, dosežu visoku stvaralačku zrelost. Prava eksplozija kreativnosti zahvata kulturu, umetnost i medije. U vremenu pre interneta, mobilne telefonije i društvenih mreža, kada publika na raspolaganju ima program koji im nude samo dva državna TV kanala, u Televiziji Beograd, 1981 godine, režiser i scenarista Stanko Crnobrnja, sa ekipom saradnika, stvara prvi celovečernji televizijski, umetnički, rok end rol mjuzikl u Evropi. Na osnovu muzike mladog autora Olivera Mandića, Crnobrnja režira program koji, po svojoj formi i sadržaju predstavlja do tada neviđeno kreativno rešenje. Emisija 'Beograd noću' postaje medijski i kulturni fenomen, šokira veliki deo jugoslovenske TV publike, ali iste godine, na vodećem evropskom TV festivalu 'Zlatna ruža Montrea', u Švajcarskoj, dobija specijalno priznanje za unapređenje televizijskog stvaralaštva. U susretu s publikom Stanko Crnobrnja će rasvetliti detalje, pitanja i okolnosti koje i danas, 35 godina kasnije, zanimaju mnoge poklonike stila koji se, posle prikazivanja ove emisije, nazvan 'beogradska škola televizijskog/video izraza'. Ko i šta je prva televizijska i prva rok generacija? Kako su mladi autori shvatili da beogradska televizija može da bude drugačija i od modela koji su vladali na Zapadu i od modela koji su vladali na Istoku? Kako je, u jednopartiskom poretku, i na državnoj televiziji, stvoren subverzivni TV program koji je celoj Jugoslaviji emitovan u udarno terminu, u osam uveče. Kako se to medijsko televizijsko osvajanje slobode uklapalo u sveopšti procvat u muzici, filmu, pozorištu, literaturi, novinarstvu? Da li je to bio trenutak kada su jugoslovenski stvaraoci bili potpuno ravnopravni sa Evropom, i da li su u nekim oblastima bili i ispred Evrope tog vremena?

Title of lecture:

"Ljuljaj me nežno". The First Serbian Golden Rose of Montreux

Subject:

Electronic media

Lecturer: **Stanko Crnobrnja PhD**, director, producer, lecturer by invitation at the Universities of Lyon and Grenoble, professor at the Faculty for Media and Communication of Singidunum University, Belgrade. Author of a number of feature films and screenplays, director of several

hundred music and advertising spots, director of a large number of stage manifestations and festivals, founder of several media organisations. Author of the book “Estetika televizije i novih medija”. Awarded with the Gold Rose of Montreux in 1981 as best director.

Summary:

At the start of 1980's the first TV and the first rock and roll generations, in Yugoslavia, and in Belgrade, reached the height of creative maturity. Art, culture, and media were hit by a powerful explosion of creativity. In an era before the Internet, mobile phones and social media, when TV audiences had a choice of only two channels, provided by the state, at TV Belgrade, television director and scriptwriter Stank Crnobrnja, with his crew, produces the first long form, art-rock video, in Europe. Basing his show on the music and personality of a young musician, Oliver Mandić, Crnobrnja creates a program which, in form and content, is radically different from the prevailing TV standards of the time. His show 'Belgrade by night' becomes a cultural phenomenon, shocking TV audiences across Yugoslavia, but goes on to win a special creativity prize from the jury of the prestigious 'Golden Rose' TV festival, in Switzerland. On this occasion, Crnobrnja will discuss the details, questions, and circumstances which, even today, 35 years later, continue to interest admirers of a style which came to be known as 'The Belgrade school of video expression'. Who and what are the first TV generation and the first rock generation? How did young authors realize that television in Yugoslavia can be different from both Western and Eastern models of the time? How was it possible to create a subversive TV program in a one party socialist autocracy and broadcast it to Yugoslav audiences in prime time? How did that conquest of freedom fit into the blossoming of freedoms in film, theatre, literature, in Yugoslavia? Was that the moment in which Yugoslav TV authors held full rank with their European counterparts, or was it, maybe, the moment when they were, in fact, creatively, ahead of Europe?

8. 02.06. 2016.

Naslov predavanja:

Izazovi brendiranja evropskih gradova: od Ajfelovog tornja do “Beograda na vodi”

Oblast:

Menadžment u kulturi

Predavač:

Mr Bojana Bursać Džalto, istoričarka umetnosti, magistrirala u oblasti kulturnog menadžmenta na Univerzitetu umetnosti u Beogradu i Univerzitetu Lumiere Lyon 2. Koordinator međunarodne saradnje na Filozofskom fakultetu Univerziteta u Beogradu i menadžer Instituta za studije kulture i hrišćanstva

Sažetak predavanja:

Predavanje ima za cilj da objasni šta čini brend grada, a zatim sledi predstavljanje nekih od načina na koje je moguće brendirati grad. Tom prilikom biće ukazano na izazove i odgovornost svih onih koji u tom procesu učestvuju. Primeri evropskih gradova - brendova (Pariz, Amsterdam, Salzburg, Bilbao i dr.) i glavne karakteristike njihovog “brenda” (materijalno i nematerijalno nasleđe, manifestacije, kapitalni projekti izgradnje) biće sagledani kroz strategije brendiranja i marketinga grada. Posebna pažnja biće usmerena ka neophodnosti usvajanja vrednosti koje grad-brend predstavlja, i njihovoj vizuelizaciji. Opasnosti koje brendiranje nosi i razlozi zbog kojih je potrebno posmatrati brendiranje kao deo šireg procesa građenja identiteta grada biće analizirani i na primeru Beograda.

Title of lecture:

The Challenges of Branding European Cities: From the Eiffel Tower to Belgrade Waterfront

Subject:

Cultural management

Lecturer:

Bojana Bursać Džalto MA, art historian. Specialist in the field of cultural and project management, coordinator of international projects at the International Relations Office of Faculty of Philosophy, University of Belgrade, and cultural manager at The Institute for the Study of Culture and Christianity.

Summary:

The aim of the lecture is to explain the concept of "city branding," as well as to present its various models. The focus will be on the challenges of the process of city branding, including the responsibility of those who take part in that process. Best strategies and city marketing techniques will be demonstrated on selected European city-brands, such as Paris, Amsterdam, Salzburg and Bilbao, and their respective characteristics (tangible and intangible heritage, cultural manifestations, groundbreaking buildings). The lecture will also point to the negative effects of an inappropriate city branding, and the necessity of building a city brand as part of the city identity.

9. 16.06.2016.

Naslov predavanja:

Hipokrat u Velikom ratu: savezničke medicinske misije u Srbiji 1914-1918.g.

Oblast:

Istorija medicine

Predavač:

Dr Snežana Veljković, redovni profesor Medicinskog fakulteta u Beogradu. Autor više monografija, udžbenika i studija iz oblasti sudske medicine, i istraživač istorije srpske medicine u periodu XIX veka, balkanskih ratova i Prvog svetskog rata. Član je Sekcije za istoriju medicine SLD i pisac kapitalne publikacije “Hronika Medicinskog fakulteta u Beogradu (1920 – 2010)”.

Sažetak predavanja:

Cilj predavanja je da prikaže pomoć koje su pružile savezničke medicinske misije srpskom narodu u Velikom ratu. Ta pomoć je bila izvanredno velika, i pružana je od početka do kraja rata, u različitim vidovima. Najpre su to bile hirurške misije zbog zbrinjavanja velikog broja ranjenika iz Cerske i Kolubarske bitke. Potom sanitarne ekipe koje su došle da suzbijaju epidemijutri tifusa, pre svega pegavca (koje su odnele oko 135.000 žrtava). Prilikom povlačenja preko Albanije i evakuaciju na Krf i u Bizertu, strane misije su pratile i vojsku i izbegli narod. Konačno, pri probijanju Solunskog fronta strani lekari su opet zbrinjavali ranjenike, a transportne medicinske ekipe pratile su napredak srpske vojske i oslobađanje Srbije. Bile su to stotine lekara i hirurga (uglavnom žena), medicinskih sestara i bolničara, sanitaraca i administratora, vozača i pomoćnog osoblja. O njima se do pre desetak godina veoma malo govorilo i znalo u Srbiji. Najviše podataka o njima nalazi se u službenim izveštajima i privatnim uspomnama pripadnika savezničkih misija.

Title of lecture:

Hippocrates in the Great War: Allies Medical Missions in Serbia, 1914-1918

Subject:

History of Medicine

Lecturer:

Snežana Veljković MD, PhD, full professor at School of Medicine, University of Belgrade. Author of a number of monographs, textbooks and studies in the field of forensic medicine. Scholar of history of Serbian medicine in the XIX century, the Balkan Wars and World War I. Member of the Section for History of Medicine of the Serbian Medical Association and author of the seminal publication on the history of the School of Medicine in Belgrade, “Hronika Medicinskog fakulteta u Beogradu (1920 – 2010)”.

Summary:

The aim of the lecture is to show the help provided by Foreign Medical Mission to the Serbian people in the Great War. This assistance was exceptionally large, and was provided from the beginning to the end of the war, in various forms. At first these were surgical missions for treatment of a large number of wounded from the Cer and Kolubara battle. The next sanitary missions came to terminate three epidemics of typhoid fever, especially typhus (that took toll of 135.000 lives). During the retreat through Albania and the evacuation of the Corfu and in Bizerte, foreign missions have followed the army and refugees. Finally, during the advance of Salonika front Foreign Missions are again taking care of the wounded soldiers and special transport medical teams followed the progress of the Serbian army and liberation of Serbia. They were hundreds of doctors and surgeons (mostly women), nurses and paramedics, sanitation and administrators, drivers and support staff. They brought a huge amount of medical and humanitarian supplies. Until ten years ago, very little was known about this in Serbia. Most information about them is in official reports and private memories of members of the foreign mission.

10. 30.06.2016.

Naslov predavanja:

Drugi i drugost u tradiciji Zapada i Istoka

Oblast:

Studije kulture

Predavač:

Dr Davor Džalto, umetnik, istoričar i teoretičar umetnosti i teolog. Predsednik Instituta za studije kulture i hrišćanstva, i naučni saradnik Instituta za filozofiju i društvenu teoriju. Objavio je više knjiga i akademskih studija iz oblasti istorije i teorije umetnosti, pravoslavne teologije, religijske filozofije i studija kulture.

Sažetak predavanja:

Predavanje se fokusira na mehanizme putem kojih se konstruiše slika "drugog" (bilo da je reč o religijskim, etničkim, rodnim, nacionalnim ili rasnim drugostima) kao "zlog" ili "demonskog drugog". Razmatranje ove teme se danas ispostavlja kao naročito relevantno s obzirom na opasnost da i danas, kao toliko puta u prošlosti, označavamo "druge" (druge kulture, religije, etničke zajednice...) kao gotovo metafizičko zlo i pretnju. Predavanje će ukazati na potrebu za prevazilaženjem dualnih kategorija mišljenja u našim pokušajima da razumemo realnost oko nas, imajući u vidu da simplifikovane dualne kategorije lako mogu postati predmet ideoloških i medijskih manipulacija.

Title of lecture:

The Other and Otherness in Western and Oriental Traditions

Subject:

Cultural studies

Lecturer:

Davor Džalto PhD, is an artist, art historian, and theologian, President of The Institute for the Study of Culture, and Research Associate at the Institute for Philosophy and Social Theory of the University of Belgrade. He has been publishing extensively on various topics from the history and theory of art, to political theology and cultural studies.

Summary:

This presentation focuses on the mechanisms behind the construction of the image of "others" (religious, ethnic, gender, national, or racial others) as "evil" or "demonic others." The presentation will look into the

structure and purpose of particular philosophical and religious concepts (e.g. "demonic" or "evil") for the broader cultural context in which they operate. Exploration of this logic is particularly relevant nowadays, when we are facing the threat of categorizing many of contemporary "others" (other cultures, ethnicity, religions, etc.) in terms of almost a metaphysical threat. The lecture will advocate the necessity of overcoming the binary categories in our attempts to understand reality, given the potential that they can easily be subjected to ideological/media manipulations.

11. 14.07.2016.

Naslov predavanja:

Passion for Fashion – odevanje u modernoj Srbiji

Oblast:

Popularna kultura, isotrija mode

Predavač:

Draginja Maskareli, istoričarka umetnosti i viši kustos Odseka za tekstil i kostim u Muzeju primenjene umetnosti u Beogradu. Kustos muzejskih izložbi *Venčane haljine u Srbiji* (2011), *Ah, te cipele!* (2013) i *Tašnice* (2015), kao i koordinator muzejskog tima na međunarodnom projektu izrade tematskog agregatora digitalnih sadržaja *Europeana Fashion*. Autor je više stručnih tekstova iz oblasti mode i odevanja u Srbiji, a 2014–2015.g. bila je urednik broja

muzejskog časopisa *Zbornik*. Članica je Komiteta za kostim Međunarodnog saveta muzeja (ICOM).

Sažetak predavanja:

Predavanje prati proces transformacije od tradicionalne orijentalne nošnje ka potpunom preuzimanju evropskih modnih obrazaca, kroz koji tokom XIX veka prolazi odevanje srpske građanske klase. S obzirom na to da je ovaj period bio obeležen procesom sticanja nezavisnosti i izgradnje moderne srpske države, izgradnji nacionalnog identiteta doprinelo je i stvaranje prepoznatljivog „nacionalnog kostima“ koji je sadržao kako tradicionalne, turske, tako i moderne, evropske elemente. Evropski uticaj u odevanju postaje vidljiv od sredine, a preovladava od sedamdesetih godina XIX veka. Krajem XIX i početkom XX veka, u Srbiji se uveliko prati modna štampa, dok na potezu Knez-Mihajlova ulica – Terazije rade brojne „pomodno-galanterijske trgovine“, krojački saloni i druga mesta na kojima građani svoju „strast“ za modom ispunjavaju ne samo proizvodima domaćih proizvođača, već i brojnom robom iz uvoza.

Title of lecture:

Passion for Fashion – Dressing in Modern Serbia

Subject:

Popular culture, History of fashion

Lecturer:

Draginja Maskareli, art historian and senior curator in the Museum of Applied Art in Belgrade, Textile and Costume Department. Curator of the museum exhibitions such as *Wedding Dresses in Serbia* (2011), *Oh, Those Shoes!* (2013) and *Bags* (2015), and coordinator of the museum team engaged on international project of building a thematic digital content aggregator *Europeana Fashion*. Author of several professional papers in the field of fashion and dress in Serbia and issue editor of the museum *Journal* (2014–2015). Member of the ICOM (International Council of Museums) Costume Committee.

Summary:

The lecture follows the process of transformation from traditional Oriental garments to complete takeover of European fashion patterns, which the dress of the Serbian middle-class went through during the 19th century. Since this period was marked by the process of gaining independence and building of modern Serbian state, creation of distinctive “national costume” also contributed to construction of national identity, which consisted both of traditional, Turkish, and modern, European elements. The European influence in the clothing of the Serbian bourgeoisie becomes evident in the 1850s and dominant in the 1870s. In the late 19th and early 20th century, fashion press is widely read in Serbia, while the on the stretch Kneza Mihaila St. – Terazije, work many fashion stores, tailor shops and other places where the citizens fulfil their passion for fashion not just by the products of local manufacturers but also by numerous imported goods.