

# FOR NEW BRIDGES!

people + processes\_20  
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# 2017-2022

Back in 2016, when Novi Sad was named 2021 European Capital of Culture, we were still dreaming big: the dream of the Serbian Athens, a city long known for its culture and art, science and university, multiculturalism, sport, alternative art scene, the Danube beaches and warm-hearted people. At the same time, the candidacy posed a major challenge that demanded mobilization of all existing cultural resources – whether active or dormant, neglected and forgotten – as well as all sources of cultural potential, such as the baroque Lower Town at the base of the Petrovaradin Fortress, the Mediterranean streets of Novi Sad's oldest quarter, Modernist buildings inscribed in the history of European architecture, and even the industrial structures that would be repurposed. Our enthusiasm was bolstered by the fact that we were the first city from a European Union candidate country to win this prestigious title. And so it was that in January 2017 the Novi Sad – European Capital of Culture Foundation was established, the bearer and implementer of a project declared to be of national importance.

# FOR NEW BRIDGES!



Under the slogan For new bridges, we began work on the realization of this singular enterprise, unrepeatable for any given city. As time passed, the dream became our daily occupation. Our 4P model – people, processes, places, programmes – has proven to be a success: an effective path toward both the advancements we hope to make, and the permanent changes that will redraw the cultural map of Novi Sad, Serbia, the region and even Europe. Based on data from a 2019 report by the European Commission, as well as the fact that our project won the prestigious international award ‘Melina Mercouri’ which the experts of the European Commission panel award to the most successful European Capitals of Culture, we can proudly say that Novi Sad is really one of the most successful European Capitals of Culture in the preparation phase, which added more wind to our sails, inspiring us to continue what we’d begun and enter the final stages of preparation.

People and processes formed the foundation of that which we present to our residents and

Europe: places and programmes. By bringing together professionals in the sphere of culture, artists, partners and city visitors, we implemented numerous processes that led to the strengthening and modernization of cultural institutions, activation of new audiences, and the positioning of Novi Sad among the world’s top three destinations (Lonely Planet, 2019), as envisioned by our many partners and collaborators from international funds, who invested over 6.5 million euros in the culture of Novi Sad. Thus we proved that culture is in fact an investment, and not spending, and we achieved our goal of its sustainability, which means the city is changing not only in the cultural sphere, but every sense, including social, political, touristic and economic.

In a city whose identity is marked by bridges, we’ve dedicated the title to those witnesses and symbols of its turbulent history. The programme concept of Novi Sad – European Capital of Culture is based on four programme bridges, named Freedom, Rainbow, Hope and Love, which are divided into

a total of eight programme arches. The symbolic names of the bridges refer to existing values in Novi Sad, as well as those we wish to share with Europe, while the programme arches highlight some of the universal themes that are highly relevant in Europe at this time: interculturality, a culture of togetherness, migration, women’s creativity and their position in science and culture, ecology, a culture of peace, children as the future of Europe, accessibility, inclusion, and many more. Through the bridges and arches we found a common thread in both local and European dimensions, and placed key local and regional themes within a European context. Each programme arch is then divided into programme units, which contain numerous projects and events meant for all ages, residents and tourists alike, to be held in all parts of the city and its surrounds, making culture accessible everywhere and to everyone. Chronologically, the programme covers the entire calendar year, so that culture literally becomes part of everyday life for our citizens. Still, our goal in the preparatory phase was to define Novi Sad as a centre on Europe’s cultural map. We estimate that in the period from 2017 to the end of the title year, as many as 5,433 European artists will have participated in our programmes. We’ve established international residencies for artists from Novi Sad, and also brought young, foreign talent to Novi Sad. In this manner, we have underscored – not just in theory, but in practice – the local and European framework of the entire project, which is of particular significance for a city outside the European Union.

Underneath everything runs the artistic dimension, which unifies all of the projects. A singular artistic vision, at the level of the internal organization of our work, has been implemented together with curators from various arts; in so doing, we went a step further than usual: after the initial role of the artistic director in the founding of the programme, we developed a curatorial system that would guide projects in different genres. A diversity of curatorial ideas and the different sensibility each carried coalesced in a harmonious artistic concept for each project. These are the origins of programme arches Doček, Migrations, The Future of Europe, Heroines, The Fortress of Peace, The

Danube Sea, Kaleidoscope of Culture and The Other? Europe, of which five were already put into action during the preparations for the title year, and which managed to raise attendance of events by some 500,000 visitors. At the same time, open competitions offered the opportunity for a large number of emerging artists to present their work to a wide audience.

In order to expand spatial capacity, we built new spaces and renovated old ones, repurposing them for cultural content. Proof of this lies in over 40,000 m2 of space for culture, permanently inscribed in the cultural and tourist map of Novi Sad, conceptualized on the basis of five urban centres. We renovated Novi Sad’s 17th-century baroque gem for the first time in 300 years: the Suburbium the Petrovaradin Fortress has become the Serbian Montmartre, which has already hosted certain major events related to the European Capital of Culture. In Novi Sad’s oldest quarter, the Almaš Neighbourhood, which has strong links to the city’s modern development in the 18th century and the forwardthinking spirit of its residents, we’ve renovated a former silk factory into a cultural station. The centre of the city leads us into the 19th century and the location of all cultural and scientific institutions, from which we’ve earned the epithet ‘the Serbian Athens’. It is here that Doček, one of the European Capital of Culture’s legacy projects, takes place, and the square around the oldest professional theatre in Serbia is currently being renovated. In the past century, a period of industrial development in Novi Sad brought an industrial zone to Great Liman; today, the Creative District represents a unique centre for youth and contemporary creativity, inspired by the city’s industrial heritage. Finally, we come to the network of cultural stations, a new and singular model for culture, not just in Serbia, but in Europe in general. Eight new and renovated buildings have been converted to cultural stations located throughout the city and its surrounds. For some of the objects, such as a former shooting range, the renovation has given them new purpose after an entire century. In addition, we also included our fellow citizens in creating new spaces for culture and gathering through the New Places project, thus enabling



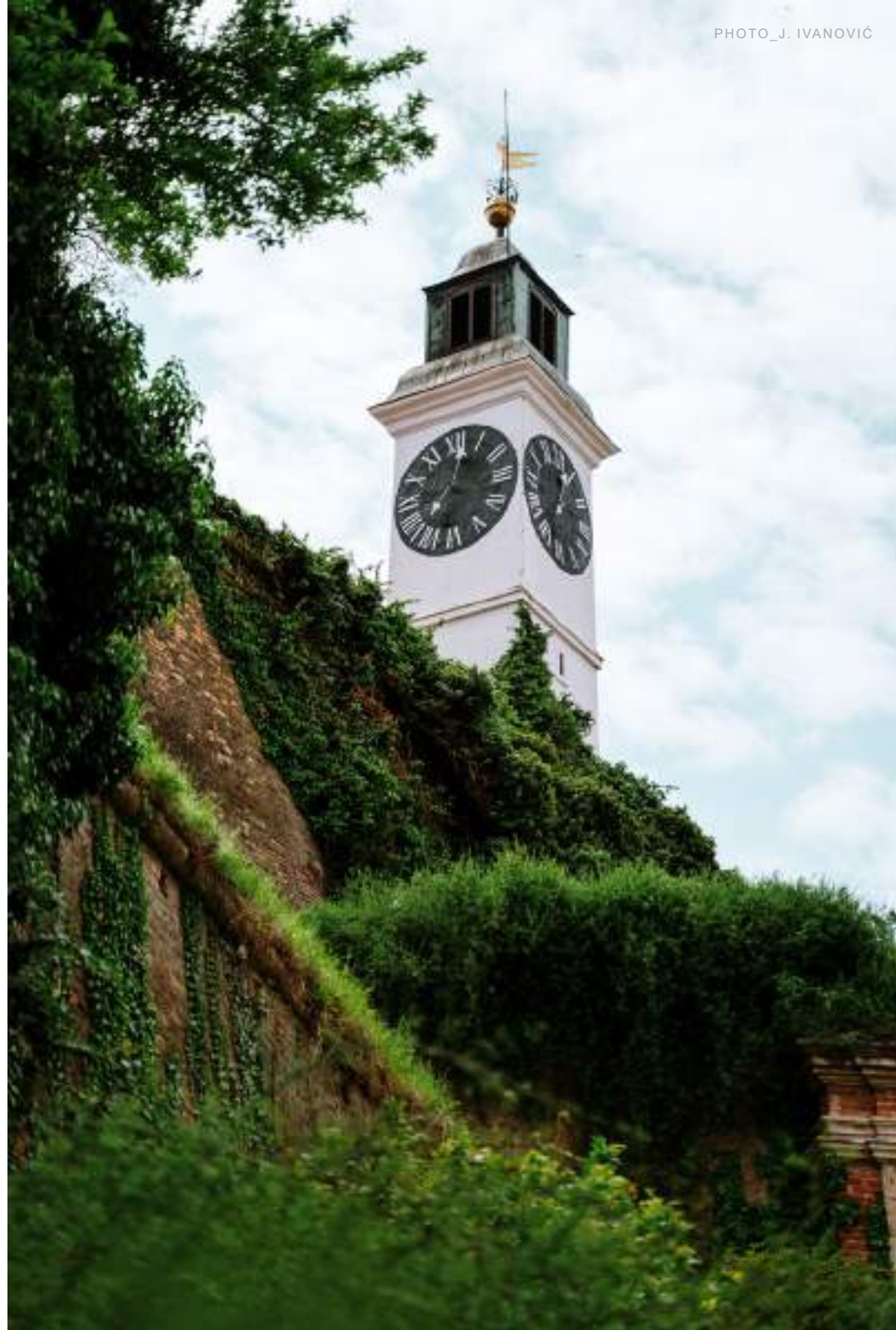


# WELCOME

them to suggest and improve various locations in the city. In the end, we would like to point out that within the preparations for the title year, Novi Sad's first-ever City Concert Hall was built. It became home to Music and Ballet School after almost 100 years, thus creating a unique model of placing these institutions under the same roof, which contributes to the synergy of their work. Through preparations for the title year, we also contributed to the promotion of the Almaš neighbourhood – one of the oldest parts of the city – into a culturally and historically protected entity that became part of the 'Faro Convention Network' of the Council of Europe for heritage preservation two years ago.

Although the whole world was taken by surprise by the pandemic, we were ready to bring our plans to fruition, the title year was nevertheless moved to 2022; we saw this not as an opportunity to relax, but rather to forge ahead. The millions of viewers that attended our online events, with which we again stood out in the region, can attest to this. We offered support to the local arts scene, with optimistic aspirations and a belief that culture always finds a way to fight for itself. The fact that Novi Sad, just few months before one of the most important years in the cultural history of the city, and thanks to the network of cultural stations and the legacy projects of the European Capital of Culture – Doček and Kaleidoscope of Culture, won the best European Trend Brand award in Dresden on 11 November 2021. In that manner, Novi Sad joined Paris, Oslo, and Munic, whose various cultural platforms and organizations have won this prestigious award. We've taken the uncertainty and concern in the time of a world pandemic, as well as the responsibility before our finale as European Capital of Culture, and transformed them into creative energy, which is why today we firmly believe that we know the way, that we can and will achieve our vision: The Beginning of New. Now!





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Dear friends,

Since receiving the title of European Capital of Culture, nothing in Novi Sad has been the same. Indeed, our Novi Sad is no longer the same. The title has brought new energy, new ideas, and a strong synergy between residents, institutions and cultural creators. The title has brought historical investments in infrastructure necessary for the realization of cultural programmes. We've renovated old, abandoned factories and industrial centres, transforming them into centres for art and culture. We're building new cultural stations across the city. We're renovating façades, the area around the Petrovaradin Fortress, and numerous buildings of historical significance. This is what is visible, what changes the physiognomy of our city. But beyond this, in the time to come we'll witness how a single title can also transform the cultural politics and strategies of a city.

For those of us who live in the Serbian Athens, there is no question as to culture's importance for a city: culture has been alive and well here for centuries. The only question is how much each of us can do to adapt it for the new age, to modernize it, and, most importantly, to bring it closer to all citizens and make it universally accessible. And that will be the greatest achievement of this title. The title means so much to us, as it is the gateway to new possibilities. But the title's strength lies in us alone: in our capacity to use these possibilities and opportunities to the best of our abilities, to commence a new era in our city's development. Art knows no borders; therein lies its power. There are no passports, no visas, no limitations of any kind – only ideas and a clear vision. And our vision is that Novi Sad not only become a cultural capital for a single year, but rather continue to live and develop as a cultural centre of Serbia, and inspire the initiation of a national capital of culture programme. Freedom, Rainbow, Hope and Love. These are the programme bridges which have earned us the title, and also the bridges upon which we will continue to build and develop our Novi Sad. We'll live and work 'towards new bridges', since this is the least we can do for those who built the Serbian Athens, as well as those who will come after us, and for whom all these projects, budgets and ideas exist. It is for them that we create a better future and nurture our own identity.

Expect much more to come from Novi Sad. Expect the unexpected. We've shown that we are courageous and brave, that we dream big dreams, and bring them to life. Novi Sad will be a European Capital of Culture to remember. We will faithfully represent Serbia, its culture and its rich history, as well as the full beauty of interwoven differences. Welcome to Novi Sad, European Capital of Culture!

Respectfully yours,

Miloš Vučević, Mayor of Novi Sad

# IN A GOOD CITY YOU CAN FIND HUNDREDS OF FAULTS; IN A BAD CITY, ONLY ONE



PHOTO\_J. IVANOVIĆ

...that it is bad. Novi Sad is a splendid city to which the title of European Capital of Culture has brought renewed strength and invigoration to improve its faults and achieve its potential. Moreover, as opposed to other cities that have borne this prestigious title, for Novi Sad the title is more than just an honour: it is, above all, a responsibility. As the first city to carry the title of European Capital of Culture in a European Union candidate country, our city is a bridge meant to connect Europe. Throughout history it has largely been a boundary: in the ancient world, between 'barbarian' and 'civilized' Europe; in the Middle Ages, between two faiths; in the Early Modern period, between Enlightenment and Oriental Europe; today, between those who are and are not in the European Union.

This has made Novi Sad the smallest city on the Danube with such a high number of bridges – 11 in all. Three are above the Danube; eight are submerged in it. That's how turbulent Novi Sad's past has been. That's how many times the two banks have been separated. If they could see each other, they still could not reach each other. This is why the slogan of the 'Novi Sad – European Capital of Culture' project is, 'For New Bridges'.

Under that slogan we have built a project strategy, and an entire programme concept and artistic vision. People and processes became the foundations and pillars of those bridges. While perhaps invisible and uninteresting to the wider public, it is they who have held and stabilized that which today is visible and attractive: places and programmes. Through their full understanding and support, we've brought everything together with elegant simplicity under one large, complex project: local, European and global artists; cultural institutions; noninstitutional scenes; cultural workers; decision makers; sponsors; donors; media partners; audiences; residents. Thanks to them, we've managed to bridge so many different shores with clarity and consistency, making the project more than just an achievement – in the time of an unprecedented global pandemic, Novi Sad – European Capital of Culture has become something of a miracle.

It's a miracle in which hope, love, freedom and (a rainbow of) equality – for which our programme bridges were named – form the basis of a permanent legacy that will remain with Novi Sad long after the title year is over. And for all other European cities dreaming in the future of becoming a capital of culture, we leave an inspirational model of how, if a person is that which they desire to be, then the same is true for every city.

Nemanja Milenković,

CEO of the 'Novi Sad – European Capital of Culture' Foundation

# EUROPEAN CAPITAL OF CULTURE

EUROPEAN UNION'S BIGGEST  
PROJECT IN THE FIELD OF  
CULTURE AND ART, WITH THE  
LONGEST TRADITION.

'ONCE YOU BECOME A  
EUROPEAN CAPITAL OF  
CULTURE, YOU STAY  
MARKED ON THE EUROPEAN  
CULTURAL MAP FOREVER.'

**STEVE GREEN**

the Chairman of the Panel of Independent  
Experts of the European Commission

Brussels 13 October 2016,  
Declaration Of Novi Sad For  
The European Capital of Culture





# THE SUCCESS OF NOVI SAD IS UNIQUE

EVEN MORE AS IT HAS BECOME ONE OF THE  
FIRST CANDIDATES FOR THE EUROPEAN UNION  
WHO HAS WON THIS PRESTIGIOUS TITLE.

IN 35 YEARS, FROM MORE THAN 100,000  
CITIES IN THE EU, ONLY 60 HAS HELD THE  
TITLE EUROPEAN CAPITAL OF CULTURE.



# STRING OF SUCCESS

1

DECEMBER 2016

'Novi Sad – European Capital of Culture' was declared a project of national importance

2

JANUARY 2017

'Novi Sad – European Capital of Culture' Foundation was founded

3

NOVEMBER 2021

Novi Sad received the best European Trend Brand award in culture and thus joined the largest European metropolises.

4

DECEMBER 2021

According to the reports of the European Commission Panel, Novi Sad is considered one of the best European Capitals of Culture in the preparatory phase (during the year 2019), with another accolade granted right before the title year – Melina Mercouri Prize for the most successful European Capital of Culture.

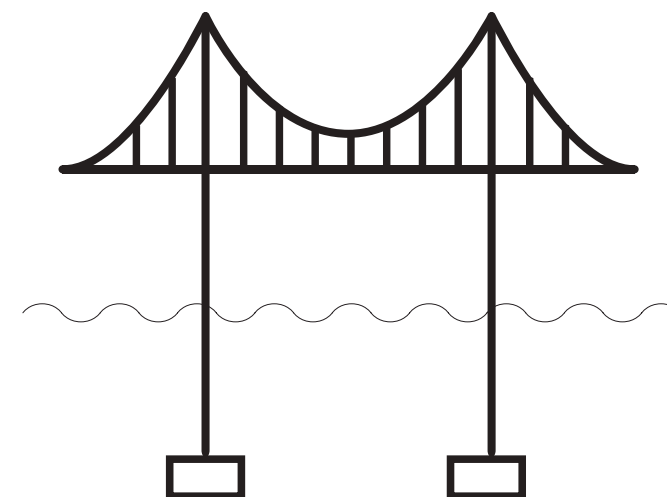
# VISION

- \_NEW PEOPLE
- \_NEW PROCESSES
- \_NEW PLACES
- \_NEW PROGRAMMES

# THE BUILDING PRINCIPLE

VISIBLE  
(programmes + places)

INVISIBLE  
(processes + people)



PEOPLE +  
PROCESSES

=

INVISIBLE



# PEOPLE

## PROFESSIONALS

\_CULTURAL INSTITUTIONS  
\_NON-INSTITUTIONAL SCENE  
\_ADMINISTRATION FOR CULTURE  
\_FOUNDATION

## PARTNERS

\_DECISION MAKERS  
\_MEDIA  
\_SPONSORS  
\_DONORS

## INDIVIDUALS

\_ARTISTS  
\_PUPILS  
\_STUDENTS  
\_CITIZENS

## VISITORS

\_CITIZENS  
\_TOURISTS

# PROCESSES

## CONNECTING

WITH PEOPLE FROM THE COUNTRY AND  
EUROPE HAS LED TO NEW OUTLOOKS

+

## IMPROVEMENT

NEW MODELS OF WORK HAVE  
BEEN ADOPTED

+

## WORK

PROFICIENCY AND ROUTINE HAVE BEEN  
ESTABLISHED THROUGH PRACTICAL WORK

# NUMEROUS PROCESSES

PROJECT 33 FET trainings

Lab for European Project Making

Financial Support European Partnerships

Strategic Measures CULTURAL STATIONS

Cooperation with Cultural Institutions Divan

Development of Local Communities NEW PLACES

Accessibility to Institutions Artists. Now!

New Working Places Cooperation with Private Sector

AUDIENCE IN FOCUS Sustainable Investment

Participatory Budgeting Surveys and Debates

Heritage Walks Cooperation with Schools

Mobility of Cultural Workers

ARTIST IN RESIDENCE

# STRONGER

\_PROFESSIONALS

\_PARTNERS

\_INDIVIDUALS

\_VISITORS

# RESULTS

## THEORETICAL:

Certain processes were scientifically presented at the most prestigious universities in the world, such as Oxford, Harvard and Columbia University.

## PRACTICAL:

More than 100 new processes came alive through practice, and will continue to exist after the title year as well.

# S S E C C U S

## PROFESSIONALS

Novi Sad is unique in the region in terms of cultural development strategy: Project 33 enabled the development of a five-year plan for cultural institutions in Novi Sad. New viewpoints, crafts, knowledge, skills, and new professionals and bearers of the cultural development of the city were acquired thanks to new processes.

## VISITORS

The Lonely Planet declared Novi Sad one of the top three city-destinations in the world in 2019 thanks to the record number of tourists, which made the number of people attending cultural events almost 500,000.

## PARTNERS

New sustainability models in culture were created, where culture is an investment, not a cost. A total of EUR 6,500,000 was earned for culture in Novi Sad through cooperations, sponsorships and European Union funds.

## INDIVIDUALS

A new activism in the city was formed through a suggestion, critique or an action that helps citizens of Novi Sad become part of the processes which deal with creating new places and programmes.



PLACES

VISIBLE

# NEW PLACES

RECONSTRUCTION AND DEVELOPMENT OF  
MORE THAN 40,000m<sup>2</sup> IN NOVI SAD AND ITS  
SURROUNDINGS

THE MOST IMPORTANT INVESTMENT IN  
PLACES FOR CULTURE AFTER ALMOST HALF  
A CENTURY.

# PRINCIPLES OF NEW PLACES FOR CULTURE

OUTSIDE THE CITY CENTRE  
+  
OPEN TO ALL CREATORS IN THE  
FIELD OF CULTURE  
+  
GETTING CITIZENS INVOLVED  
+  
ACCESSIBLE FOR IMPAIRED  
PERSONS

# UNIQUE UNDERTAKING

in defining and renovating five cultural centres in Novi Sad, we conducted during the preparations for the European Capital of Culture year, and showed that cultural and historical treasures are not only kept in the city centre, which is most attractive to visitors, but hidden in all parts of the city. In that manner, we discovered new cultural destinations that will change the tourist map of Novi Sad, and presented them as smaller city units that, each individually, preserve great potential in terms of tourism, but also the development of art programmes in new cultural spaces. Through the centuries of connecting the city districts from the very beginnings until today, we have received a unique narrative about the development of Novi Sad, as well as guidelines for its future.

Thus, the baroque jewel of Novi Sad, the Suburbium of the Petrovaradin Fortress, was renovated after four centuries with the aim of presenting the neglected seventeenth-century heritage in the full splendor of the former city that was built next to the defensive fortress, once the largest in Europe. The construction of the fortress on the Petrovaradin rock lasted for almost a century, and in the next two years its miraculous history and legends that we remember to this day were created. The famous Petrovaradin clock shows with inverted hands what centuries have brought – making a small town next to the fortress a city. The forts and barracks are now home to the Museum of the City of Novi Sad and the Academy of Arts, studios and galleries, and the ramparts and military trenches are the scenery for one of the best music festivals in Europe. In the 21st century, the Fortress is the host of the world's most important names in pop culture, and in the century behind us, it hosted Hollywood legends – Clint Eastwood, Donald Sutherland, Burt Lancaster and Anthony Quinn. With the title of European

Capital of Culture, the Petrovaradin Fortress with its Suburbium begins the reconstruction that it has been waiting for centuries, and Gibraltar on the Danube is slowly fulfilling the vision of Montmartre on the Danube.

Afterwards, we go through the narrow, winding streets of the Almaš neighbourhood, which date back to the 18th century and give the impression of the northernmost Mediterranean city. The old inhabitants of the Almaš neighbourhood are the oldest citizens of Novi Sad, who have always been one step ahead of their time, with their spiritual and industrial heritage, which we are proud of today as the European Capital of Culture. Some of the greatest local and European names of romanticism, such as Jovan Jovanović Zmaj and Laza Kostić, lived in this area, and the poetic spirit was preserved in today's street names. Here is the largest Orthodox church in Novi Sad, the Academy of Arts, workshops of the Serbian National Theatre and the Archives of the City of Novi Sad, but also one of the oldest European non-governmental organizations – Matica Srpska. Today, the Almaš neighbourhood is one of the main urban city units with the Svilara Cultural Station, a former silk factory that was renovated after 200 years for the cultural content purposes. During the preparations for the European Capital of Culture, the Almaš neighbourhood officially became a protected cultural and historical entity.

Right next to the Almaš Neighbourhood is the city centre, the nineteenth-century focal point of culture and education in Novi Sad. Here gathered the greatest Serbian intellectuals and artists, creating Serbian Athens, a place which would in the 20th and 21st centuries introduce world-leading writers to the citizens of Novi Sad: Tagore, Llosa, Pamuk and Handke, as well as the greatest musical







virtuosi, such as Rubinstein, Oistrakh, Louis Armstrong and Chet Baker. In the city centre, there is also the oldest national theatre in Serbia – the Serbian National Theatre, whose surroundings, i.e., the theatre square, is being renovated within the European Capital of Culture, enabling the theatre to welcome the title year in all its glory.

Thanks to the European Capital of Culture, the people of Novi Sad are once again discovering the history and name of Serbian Liverpool – Great Liman. By merging industrial heritage, culture and sports, the Great Liman will tell the story of its One Hundred Years of Solitude, because it is exactly on this very spot that the modern Novi Sad came to be. Mileva Marić and Albert Einstein, a young couple of scientists, were often seen on the beaches of Great Liman. However, during the Novi Sad raid, whole families parted, disappearing under the frozen Danube. Where monarchy built industry as a result of enterprising spirit of civic society, republic took it away on the behalf of people, giving it to the working class to manage it. While bridges and factories were disappearing in two bombings during the 20th century, champions in knowledge and sports started to emerge. This is where urban Novi Sad was established, a city of rebellious spirit and alternative movements in culture. Today, in this place, our city, as a European Capital of Culture, has created a unique Creative District, a centre of contemporary creativity which fosters the industrial heritage of this area.

And finally, one of the indicators that Novi Sad is a city that lives culture is the network of cultural stations. This unique model in Europe consists of both new and renovated spaces for culture in all parts of the city, with all fellow citizens participating in the implementation of the Beginning of New. Now! vision. The future European Capital of Culture, already in the preparatory phase, has brought culture everywhere and to everyone: as of now, eight cultural stations have contributed to the dissemination of content and re-examination of the cultural identity of Novi Sad. Svilara, Egység, Barka, Mlin, Bukovac, Rumenka, OPENS and mobile cultural station Caravan became not only cultural hubs but

also favourite places for informal gatherings of citizens, which preserves the authenticity of their neighbourhoods. In addition to the flourishing network of cultural stations, our city, through the European Capital of Culture project, got an entirely new building complex with the newly opened City Concert Hall and Music and Ballet School that, after almost a century, got their permanent residency. This is the first-ever concert hall in our city to join three institutions under one facility, once again following on the heels of European trends in culture and education. And lastly, with the help of citizens, we established New Places, a unique scenography for various events. Through an urban-architectural call, we asked the citizens of Novi Sad which public green areas they would like to improve with the help of experts in architecture, and thus directly add to the closest neighbourhoods. All this in order to create new spaces where people can relax but also experience cultural events, while the youngest ones get new places where they can play.

This permanently changes the cultural map of Novi Sad, since these new spaces represent another micro-destination worth visiting, while culture in Novi Sad becomes a way of life.

# CULTURAL STATIONS

RENOVATED CULTURAL HERITAGE  
+  
NEWLY BUILT FACILITIES  
+  
CULTURE 'TO AND FOR EVERYONE'  
+  
ENGAGEMENT OF CITIZENS

# NEW COMMUNITIES

A SINGULAR EXAMPLE OF  
NETWORKING AND NEW  
MANAGEMENT IN CULTURE IN  
THIS PART OF EUROPE



# SVILARA CULTURAL STATION



PHOTO\_J. IVANOVIĆ

CULTURAL CONTENT FACTORY









# EGYSÉG CULTURAL STATION



A PLACE FOR CULTURAL STORIES







# CARAVAN CULTURAL STATION

CULTURE ON WHEELS

PHOTO\_J. IVANOVIĆ









# BARKA CULTURAL STATION

NEW CULTURAL HUB IN THE CITY

PHOTO\_V. VELIČKOVIĆ



# MLIN CULTURAL STATION



PHOTO\_J. IVANOVIC

NEW CULTURE OF THE  
WORKING NEIGHBOURHOOD





PHOTO\_U. DOŽIĆ



PHOTO J. IVANOVIĆ

# BUKOVAC CULTURAL STATION

CULTURAL OASIS WITHIN CITY REACH







# RUMENKA CULTURAL STATION



PHOTO\_J. IVANOVIĆ

TRADITION AND MODERN CREATIVITY









PHOTO\_J. IVANOVIĆ

# LIMAN CULTURAL STATION

CENTRE OF YOUTH CREATIVITY

# NEW PLACES

CITIZENS ARE ASKED – WHERE  
THEY WANT NEW PLACES

+

THEY SUGGEST – WHAT THEY WANT

+

AND BUILD – THE WAY THEY WANT IT

# CONDITIONS FOR NEW PLACES

- \_ SUSTAINABILITY OF THE SPACE USE
- \_ ORIGINALITY AND CREATIVITY OF THE SUGGESTION
- \_ THE DEGREE OF SPACE IMPROVEMENT REGARDING THE  
NEEDS OF THE LOCAL COMMUNITY
- \_ THE NUMBER OF CITIZENS/ORGANISATIONS INVOLVED IN
- \_ THE IMPLEMENTATION OF THE ACTIVITIES
- \_ SPECIFIC AND PRECISE COST STRUCTURE IN THE  
PROJECT PROPOSAL



# NEW PLACES

COMMON NEIGHBOURLY PLACE FOR  
CULTURE AS A WAY OF LIFE



# PROGRAMMES

VISIBLE

# PROGRAMME CONCEPT

Inspired by the names of two bridges in Novi Sad – Rainbow Bridge and Freedom Bridge – we decided to create two more bridges through the ‘Novi Sad – European Capital of Culture’ project – bridges Love and Hope – in order to define central ideas and values on which all our programmes are based, through a total of four programme bridges. This is where the slogan of our entire programme stems from: ‘For New Bridges’. Every step that contributed to Novi Sad becoming a European Capital of Culture in the past couple of years, was aimed at creating the bridges of love, freedom, hope and rainbow (symbolic notions of equality). These are our bridges, bridges in which we sincerely believe and where, through equality and love, cultures are being connected, while art, in its freedom, gives form to our values, turning our past into the future we had always hoped for. These values and principles, that we share with the European Union and that are founded on the idea of human rights, multiculturalism, intercultural dialogue, ecological awareness and peace politics, can be seen in each of our programmes. These are the ideas without which there is no open democratic society created on the principles of modern humanism. The culture of togetherness is the core of all values. It has marked the identity of Novi Sad for centuries. It is the founding stone of all our bridges, a principle we all live by – to be part of a community means to live with each other, and not just next to each other.

Every programme bridge includes two programme arches that are conceptualised so as to encompass one universal and important theme at its core. Thus, the programme bridge Rainbow encompasses programme arches Doček and Migrations. In its thematic core, Doček places the phenomena of time and interculturality, while the Migrations programme arch connects programmes that have to do with migrations,

which is of great importance for both our local and European context. The programme bridge Freedom brings programme arches Future of Europe and Heroines, where the first one deals with children as the biggest potential and future of Europe, and the second one with the position of women and their creativity in Serbian and European contexts. The culture of peace and raising ecological awareness are central themes of the programme arches Fortress of Peace and the Danube Sea, envisioned as part of the programme bridge Love. Hope, the last programme bridge, brings Kaleidoscope of Culture, which represents a kind of culmination and an artistic expression of the culture of togetherness. Chronologically speaking, the last arch named Other? Europe is dedicated to questions of inclusiveness and alternative art. Proof that all these programme arches will not remain in the cultural history of the city only as a striking and revolutionary trace, but continue to live through that history, is the fact that programme arches Doček and Kaleidoscope of Culture will continue to happen even after the title year, symbolizing unique legacies of the ‘Novi Sad – European Capital of Culture’ project. Thus, Novi Sad will continue to celebrate constant interaction of its diversity through art and culture of togetherness.

By connecting different cultures and arts, over 1700 European and world artists from more than 45 countries will cross our bridges and come to Novi Sad. Together with over 2000 local artists, they will tell the story of the Novi Sad face of Europe and the European face of Novi Sad. In order for this dream to become reality, during the past couple of years, we strived to initiate new processes through our four-part model of functioning, with the help of new people, thus creating new spaces and programmes. On this long and challenging path, where identity of a

city becomes the base and inspiration for a whole year of artistic and cultural programme, the work of ‘Novi Sad – European Capital of Culture’ Foundation was recognized even before the title year – our city won the title of the best European trend brand in the field of culture for the year 2021. This award is a great overture for everything new that the rich, challenging and diverse programme of Novi Sad – European Capital of Culture, which is presented in this book, brings in 2022. So, let’s mark the ‘Beginning of New. Now!’

**RAINBOW**  
DIVERSITY IS  
OUR STRENGTH

**FREEDOM**  
THE BEGINNING OF  
NEW. NOW!

**LOVE**  
DISCOVER OUR TREASURE

**HOPE**  
CULTURE IS A  
WAY OF LIFE

DOČEK

MIGRATIONS

FUTURE  
OF EUROPE

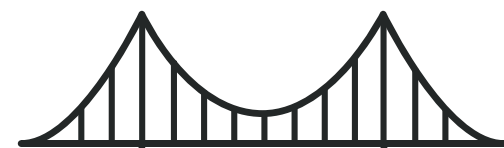
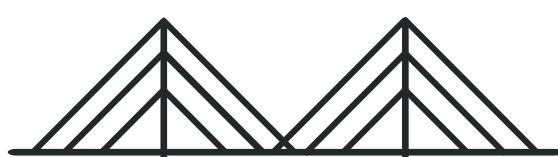
HEROINES

FORTRESS  
OF PEACE

THE DANUBE  
SEA

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VISIT NOVI SAD



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